



Tourism
Northern
Tasmania

2019-2020

ANNUAL REPORT

“At our heart is a charming city of character in a region full of characters offering an eclectic collection of boutique experiences. It’s a culture where conservative contradicts offbeat. You’re made to feel special here, where you don’t just savour the end product; you’re given the freedom to live part of its story, to understand what you’re consuming and why it is how it is.”

CONTENTS

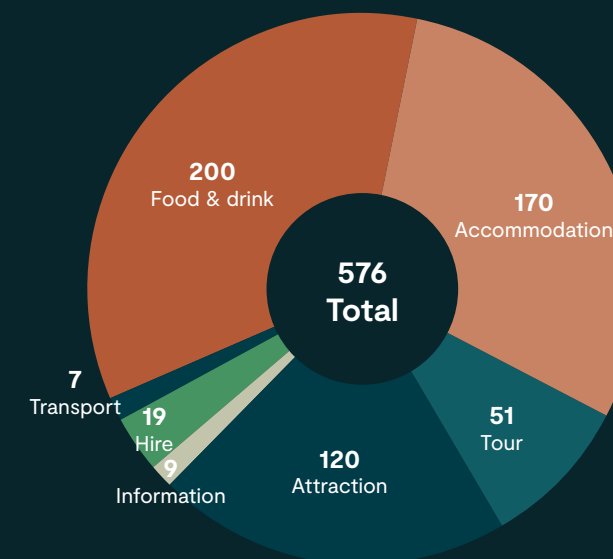
Destination Profile and Performance	4
Introducing Tourism Northern Tasmania	6
Chair’s Report	8
CEO’s Report	10
TNT Board Directors	14
The TNT Team Members	18
The Year That Was	20
The TNT Team Out and About	28
Financial Statements	30
Treasurer’s Report	31
Independent Audit Report	32
Income and Expenditure Statement	34
Statement of Financial Position	35
Statement of Cash Flows	36
Notes to the Financial Statements	37
Statement by Members of the Committee	39
Contributors	40



DESTINATION PROFILE AND PERFORMANCE

The Northern Tasmania region spans approximately 30 percent of the state of Tasmania. This region is a popular visitor destination with natural attractions and well preserved heritage features. Based on latest Census data, population is estimated at 135,183 and the local economy has a labour force of 64,084.

Tourism Businesses in the North



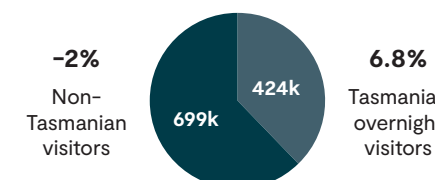
Council Boundaries



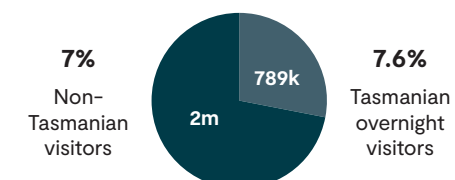
TOURISM IN THE NORTH

Year End 31st March 2020

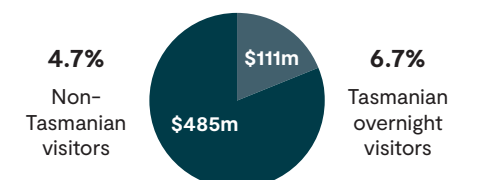
Visitor Number Growth



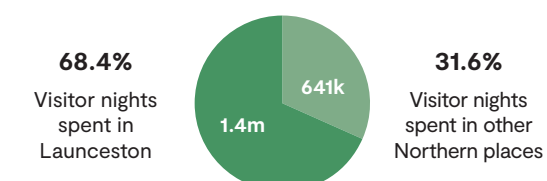
Visitor Nights Growth



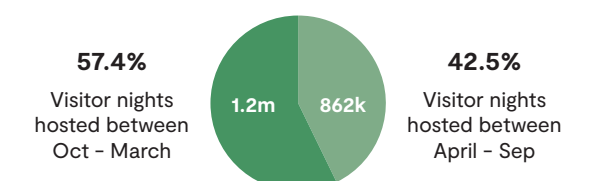
Visitor Expenditure Growth



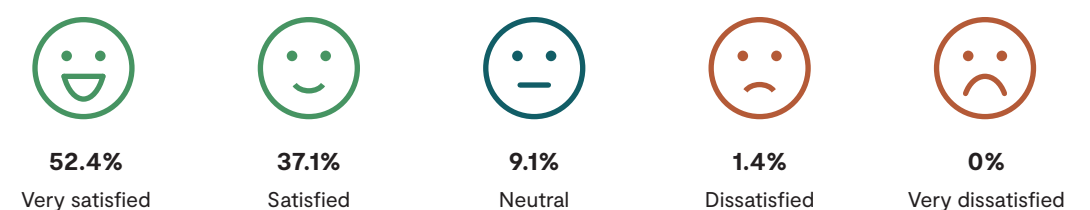
Regional Visitor Dispersal



Seasonal Visitor Dispersal



Visitor Satisfaction



Introducing

TOURISM NORTHERN TASMANIA

Tourism Northern Tasmania (TNT) was incorporated as an association on Monday 5 November 2012. The purpose of this entity, defined as a Regional Tourism Organisation (RTO), is to manage and lead the visitor destinations of Northern Tasmania in such a way that stimulates improved economic, social and environmental returns from the visitor economy.

Members of the association include funding councils and local tourism associations as listed:



Industry Association Members:

- Launceston Tamar Valley Tourism Association
- Flinders Island Tourism and Business Association
- Heritage Highway Association
- Great Western Tiers Tourism Association
- North East Tourism Tasmania

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



TOURISM NORTHERN TASMANIA’S VISION

Tourism Northern Tasmania aspires to increase economic and social return from the visitor economy to the communities across our region.

OUR VALUES

A Voice for the North

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

Natural Connectors

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

Tasmanian, Yet Worldly

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

Pragmatic, Courageous Doers

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

CHAIR'S REPORT

In November last year I was humbled and excited to be formally accepting the endorsement of the Board and stakeholders to be part of the future and next chapter of Tourism Northern Tasmania as Chair.

During November and December, aware of the impending retirements and transition of many of the final founding directors we diligently spent time recruiting for a shortlist of candidates. With a strong reputation as a respected RTO the field was exceptionally strong and in December we set about the task of finalising this process. Fiona, Dan, Michael and Bianca were appointed to join Gina, Sarah, Rob, Ben, Lou and Donna to create a Board of dynamic individuals that we have been incredibly fortunate to have to guide and navigate us through a year that has been anything but what was imagined.

Buoyed by a strong industry and the possibilities of being part of a team creating the next evolution of the visitor economy in the North, we quickly consolidated a purpose statement that captures the values of the organisation and the narrative of tourism we sought to support and be part of. This statement evolved to frame our 'why' as

- the trusted voice of the visitor economy of the North
- results driven through partnerships and caring for our community
- acutely aware of the need to think long term in an ever changing world that brought known and unknown disruptions

- thinking and acting sustainably to clearly own our purpose as a regional influencer.

On the 12th of January we had the opportunity to share that publicly and in front of me now sits a well read and slightly worn copy of the Sunday Examiner, 12th of January 2020. Page 10 of the edition is dedicated to the Board's ambitions for 2020, against a backdrop the Tamar with the hue of bushfire smoke in the background. Tasmania had been spared the worst of the tragic bushfire events that had troubled NSW and VIC up to that point. That day the World Health Organisation updated its disease advice of a new type of Coronavirus at just 41 cases. It reported one death, no new cases since the 3rd of January and no evidence of human transmission. Today those statistics are 23.9m cases and 820,000 deaths.

The impact on our communities, our people, our industry and so many livelihoods of this staggering turn of events is captured not just in incredulous contrast of those numbers but in the stories and journey we have shared over the past eight months.

What is equally significant is the sheer resilience of the operators, owners and proud Tasmanians that make up our visitor economy in the North.

The way in which all have stood shoulder to shoulder to keep each other safe, to support and to bring hope has been an inspiration to all of us.

While there is little certainty in the here and now, I am buoyed by the opportunities for how we emerge from today's headlines. Our challenges are very real and immediate however we believe the visitor economy in Tasmania, and in our region is well placed to build on its success as we regenerate in a post COVID world. What is becoming clear is that destinations and businesses that connect authentically with people, that connect strongly with a hyper local emphasis and have a sense of meaning and purpose will resonate very strongly with the visitor and the community. We believe Northern Tasmania has that in spades.

We really do have a once in a generational opportunity to shape a future that is not just a variation on the previous strategic intent, and slightly aspirational KPI's. We have an opportunity to collectively create a vision and an aspiration that takes the visitor economy beyond a transactional relationship with stakeholders and really encapsulates a community that hosts and provides meaning. As we build on our success

of the past, our transition to VNT is the first step on that journey and has been well informed by our values of

- 'A voice for the North',
- 'Natural Connectors',
- 'Pragmatic Courageous Doers', and
- 'Tasmanian but Worldly'.

Our Industry and Government have combined to be one of the first States with a clearly articulated action plan. It is a strong plan that will evolve and develop with the ever changing landscape, and its four priorities of (1) Re building Visitation, (2) Restoring Access (3) Supporting our People and (4) Shaping our Future set a framework for the immediate future.

Our role as VNT will be to continue to collaborate strongly to bring these actions to life and also inform and shape our regional future.

As we focus on the immediate and future needs of our destination it is time to evolve our current Destination Management Plan. The pillars of 'Brand of Place', 'Embracing Disruption', 'Leading Regional City Destination', 'Community the Hosts', 'Audience Centric Marketing' and 'Real Time Data and Technology' will need to be re-examined and re-purposed as we face a new set of challenges. Destinations that can meet a need for transformational visitor experiences that deeply connect visitors with local places and people - a DMP with strong vision and strategy will equip us to deal with the immediate challenges as we set up for long term success.

Equally important will be the ability to attract and sustain investment to support a compelling regional visitation proposition. Despite the external disruption, VNT has maintained a key focus on these future opportunities. Our region has never been one for the single

tourism drawcard, instead benefiting from a range of attractions, icons and events. We have continued to progress this in 2020 and supported a range of initiatives across the region that will all be part of our visitation recovery, these include

- a master plan that continues to establish the Meandar Valley and Great Western Tiers as the short walks capital of Tasmania
- working with stakeholders to progress a vision for Ben Lomond as a critical part of the Northern experience
- a north east rail trail and rail experience to open up this stunning area of the state with its rich history
- new mountain bike experience at Georgetown
- innovation and agri meet through the fermentas concept gathering pace on the west side of the Tamar
- continuing to work on the concept for Inspection Head at Beauty Point so the region is ready to take advantage of the boutique maritime tourism sector when the time is right
- and a bold vision for UTAS stadium as part of our commitment to encouraging and leveraging sporting and cultural events that drive year round demand.

The role of regional tourism organisation's to connect industry, community and government to support and inform developments like these remains a critical part of the overall visitor economy support structure. A role we look forward to continuing to execute with passion and energy over the coming year.

I wanted to also take this opportunity to thank our member councils for their unwavering support throughout the year and

pragmatic approach to the benefits a strong visitor economy brings.

Thank you to the team of VNT for accepting me as Chair and for their tenacity. They truly are a group of inspiring Tasmanians who work with passion behind the scenes and embody the Tasmanianness of the "quiet pursuit of the extraordinary". And of course, acknowledgment of Chris for his tireless advocacy of the North, its visitor economy, its people and its place in the future of Tourism in Tasmania.

I would like to acknowledge the board of VNT for your guidance throughout the year. While always a dedicated group this years' board has stood up whenever we asked them to and provided valued input and perspective as we navigated a most extraordinary period of time. We say goodbye this year to Gina Woodward, who after 6 years on the board will have attended her last Board meeting in September and this her last AGM. Thank you Gina for your contribution, your frank and honest views always delivered with an air of brevity and where appropriate a wry smile and laughter. You will be missed.

I am excited and remain immensely positive as to the future of our Northern Visitor economy. Whether you are an operator, investor or employed in the industry; whether you are a member of our community, a visitor or a just an interested observer - one thing is for certain...

You will grow here...

Paul Seaman



Chair,
Tourism Northern Tasmania
Incorporated

CEO'S REPORT

"It was the best of times, it was the worst of times" an easy quote to use in summing up the 2019/2020 financial year. A Charles Dickens quote from Tale of Two Cities, a book whose moral "that a person must be responsible for their own choices, the people they trust, and the actions that they take." This for me sums up where we find ourselves, in mid-pandemic, and how we can direct our energies to emerge from this situation stronger and wiser as a visitor economy.

This year the Board of Tourism Northern Tasmania redefined the agency's purpose and values, as a precursor to both a refreshed corporate and destination identity and Northern Tasmania Destination Management Plan. These values include:

A Voice for the North:

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

Natural Connectors:

We instinctively seek partnerships

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

Tasmanian, Yet Worldly:

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

Pragmatic, Courageous Doers:

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

The best of times.

Right now it seems hard to recall that the first 9 months of this financial period, we were having a comparable year to previous. Albeit not at record visitation growth, with -1% State-wide, -2% Northern Tasmania recorded year end 31 March 2020.

TNT had continued to prove that a cooperative approach to regional partnerships nets success. The first three quarters of this year, together we had:

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

- reaffirmed that Blue Derby remains in the top 5 mountain bike destinations in the world by leveraging the inaugural Australian MTB Summit attended by global MTB influencers
- offered cutting edge personalised invitations to 10,000+ Hawthorn footie fans to weekend in the North
- bid for cool season events to offset the region's stark seasonality, winning four event bids worth \$4.2m, while hosting four events previously won valued at \$7.1m
- worked with local industry and State agencies to design and refine two new Drive Journeys spanning the North
- leveraged the hosting of our art and cultural events such as Junction Arts Festival and MONA FOMA
- championed our food tourism credentials via Restaurant Tasmania events, and the #Tasfoodiequarter campaign
- hosted two cruise ship visits to the Tamar Valley and confirmed four visits for the 2020/21 season
- offered scholarships to industry for the professional leadership program i-LEAD, with seven recipients participating

- supported new and emerging events such as: Vintage: Tamar, Australian Musical Theatre Festival, Tassie Scallop Fiesta and Australian Mountain Bike Festival
- invested in the foundation work for building a new annual cool season event from August 2021 and beyond
- supported our partners in new place-making initiatives including the Short Walk masterplan for Meander Valley, Ben Lomond visitor complex and Mt George Mountain Bike park development, while advocating for major event venue developments in City of Launceston
- continued to work with community and industry leaders to champion the delivery of Destination Action Plans. Each plan designed to ensure we aspire to position our local destinations based on each community's strengths as recognised by visitors both current and future
- won silver in the State Tourism Awards for our Cool Season Collective destination marketing program
- participated in planning for the future via a renewed Tourism 2030 state tourism strategy and aligned Northern Tasmania Destination Management Plan.

The worst of times.

On Friday 13 March what had been brewing as a viral outbreak of moderate concern, made itself the largest single disruption the Tasmanian visitor economy has experienced. At 3pm on that afternoon the first of a cascade of restrictions were introduced, this being to restrict event capacity across the country.

The TNT team working as part of what became a very effective emergency management response team, including Dept State Growth, Tourism Tasmania, the TICT, THA and Tasmanian RTOs, pivoted our purpose to solely support an industry 'king hit' by this pandemic.

As the State went into a stage three lock-down, our task was to initially safely and intelligently exit visitors from the State in as timely a fashion as possible. During the lock-down, our focus was upon supporting and advocating on behalf of industry as further restrictions, and financial stimulus, were announced.

As dates were announced for when restrictions would ease the TNT Board endorsed a framework of programs, aligned to the stages of recovery, designed to assist in the visitor economy re-emerging from a 'winter of despair.'



Examples of these activities include:

- Repurposing the DMP as a program framework to direct activity
- Developing industry support and response approaches for each stage of recovery
- Identifying and assessing projects for grant funding
- Continuing to work with active projects: Short walk masterplan and Ben Lomond facility
- Initialising the pre-launch production of two journeys (Central and top of the island)
- Developing and delivery skills programs. Eg i-LEAD leadership program and TICT Tourism Boost
- Planning for marketing response initiatives – first in the local pride space and then cascading to intra and inter-state audiences.

In response to the COVID19 lock-down and restrictions imposed upon industry, TNT partnered with Bell Bay Aluminium to design and launch the COVID Gold Standard Business Coaching Program. The program matches coaches with different types of visitor business to provide guidance in becoming not only compliant with new WorkSafe standards, but also how to make compliance a positive in how they keep their customers and teams safe.

At the heart of every success we have is an ever-expanding group of partners. The core remains: State government and agency partners, our engaged industry and northern councils.

Tourism Tasmania and Department State Growth remain our core agency partners, through which we interpret the State Tourism Strategy

‘We forge the chains we wear in life’ – how we view our future will be totally dependent on how we have forged our way of thinking. Let’s break some chains!

directives and receive much needed funding. Together and with other agencies including Events Tasmania, Tasmania Parks and Wildlife Service and Drysdale we delivered a number of essential projects.

Without doubt the northern Tasmania tourism industry are our strongest supporters. They create the core of the visitor experience that the community then rounds out through how we all welcome and embrace visitors to our state. Without these experiences we would have little to share with prospective visitors.

Our councils collectively contribute 44% of our annual base funding and challenge us on matters of strategy and the need for us to stay focused on regional as well as local returns for their communities.

In closing I’d like to acknowledge the TNT tribe, the collective of people who are committed, often beyond any definition of common sense, to making successes of the goals we set ourselves.



The TNT Board, a skills-based pro-bono group all of whom enthusiastically contribute their time and energy to guide, govern and inspire our team to deliver the very best for the region.

The TNT team. Bree Philpot (Business Development Manager – Events), Kirsten Bach (Community and Industry Liaison Manager), Jo Mohr (Marketing Manager), Gillian Miles (Events & Festivals Specialist) and Abby Stephens (Business and Operations Manager). The professionalism, fun and common-sense this team is recognised for has helped deliver all of our successes this year. It is a privilege to work with this group of humans.

This year may have given us the best and the worst on offer, but as an agency we feel gratitude that we represent such a fantastic regional community, filled with such determined and passionate people working in our visitor economy. Ahead of us we have got opportunities and some solid challenges, and it will be the strength our partnerships

generate that will allow us to do what we set out to achieve. Initiatives such as a renewed City Deal, and a soon to be reinvented State Tourism Strategy offer real potential. But we must accept that we can’t go back to the way things were, and why should we? The potential offered through philosophies such as sustainable tourism and breaking down industry ‘siloed’ thinking to create more meaningful visitor experiences far outweigh the constraints of ‘traditional tourism’ thinking.

And the last word goes to Mr Dickens... ‘We forge the chains we wear in life’ – how we view our future will be totally dependent on how we have forged our way of thinking. Let’s break some chains!

Chris Griffin

CEO,
Tourism Northern Tasmania
Incorporated

BOARD MEMBERS

TNT Board Directors come from a broad cross-section of the industry and community. Their focus remains on good governance, good strategy and championing the vision and priorities of Tourism Northern Tasmania.

* The Board would like to acknowledge James McKee, Liz Frankham, Adrian Wood and Chris Colley for their time and commitment to the Board.



Paul Seaman
Chair

Paul is a passionate hotelier and tourism professional with over 20 years of experience in the industry. Having held senior roles across multiple international hotel brands in Sydney, Darwin and now Tasmania he brings a depth of knowledge from both regional and capital city tourism. In his current role as General Manager of Peppers Silo Hotel and Area Manager for ACCOR hotels he oversees the operations and performance of five hotels within the ACCOR network in Tasmania.

An advocate for all things Tasmanian and with a strong personal history in the North of the State Paul is passionate about the opportunities and success that that broad tourism industry can bring to the North.

Paul has previously been a member of the LTVTA board. He holds a Bachelors of Business in Management & Economics and a Masters of Business Leadership.



Sarah Lebski
Deputy Chair

Sarah is an acknowledged leader in the Tasmanian tourism industry. She has more than twenty-five years' experience working on a vast range of Tasmanian tourism projects.

In 2017, Sarah joined University College, as a tourism educator. She developed curricula and taught into the Associate Degree in Applied Business (Tourism and Events specialisation). Sarah was also a contributor to the recently published book, 'Tourism in Tasmania', commissioned by UTAS. Her many industry positions have included Tourism Industry Council Tasmania representative on the Tasmanian Heritage Council, member of the palawa Enterprises board which developed the wukalina Walk, and Chair of Judges for the Tasmanian Tourism Awards.

Sarah is a recipient of the Tasmanian Tourism Award's, Outstanding Contribution by an Individual (2103).



Michael Cullen
Treasurer

Michael has worked as an aviation professional for the past 14 years, after joining Australia Pacific Airports Corporation (owner and operator of Launceston & Melbourne Airports) in 2006. During this time, he oversaw the substantial commercial development and expansion of Launceston Airport, resulting in industry recognition as a leading regional airport facility.

In his current role of Head of Airline Business Development, Melbourne Airport, Michael leads the aviation business development team which is responsible for managing strong partnerships with airlines, tourism bodies and industry to deliver growth of passenger and cargo capacity into Melbourne Airport – Australia's largest single-precinct, 24/7 airport.

Despite being based in Melbourne, Michael still calls Tasmania 'home' and is passionate about the Northern Tasmanian community and tourism industry.



Dan Ryan
Secretary

Dan has nearly two decades of experience working in a variety of senior roles within the Australian media industry. With a strong passion for community, particularly that of his home patch of Northern Tasmania, Dan has been an active contributor to numerous local Tasmanian Boards and organisations.

A recent transition to local government has allowed Dan to get more involved in the inner workings of his home city through his current role as Manager of Community Relations for City of Launceston. Between his 9-5 (ish) gig and his recent appointment to the VNT Board, Dan is excited to be able to contribute to Northern Tasmania's unique and innovative tourism sector.



Rob King
Board Director

Rob King is one of those natural marketers – he just knows what works! After 26 successful years in the media, he left to help (wife) Beck with her growing marketing consultancy and has never looked back.

He brings to the company a wealth of knowledge gained across a number of key roles specialising in customer service, sales, sales training, marketing and project management with Fairfax Media. As Circulation Manager of two of the countries largest regional newspapers, he was widely sought after in this field.

As a member of the senior management team for 8 years, he was involved in the strategic direction of the business and the transformation to digital publishing as traditional print-stream revenue diminished. Most recently, because of his extensive marketing background and ability to be an all-around great guy, in August 2018 Rob was appointed to the Board of Tourism Northern Tasmania.



Gina Woodward
Board Director

Gina is a passionate marketing and communications professional with a strong background in regional tourism. Her enthusiasm for working with Northern Tasmania stems from similar destination marketing work around Australia across key tourism pillars.

Since leaving the Victorian ski resorts in 2014, as the Head of Marketing, Sales & Reservations for Hotham and Falls Creek and sat on the Board of Alpine Resorts Tourism, Gina has been operating her own communications & marketing consultancy with clients in Australia and overseas. She managed the collective marketing for Great Walks of Australia from 2015–19 and has worked closely with Tourism Australia state tourism bodies in this time. She is currently on the board of Tourism Snowy Mountains, NSW, and a judge of the 2019 Tasmanian Tourism Awards.



Ben Davis
Board Director

Ben is all about northern Tasmania. It's his favourite spot in the world. The place he learned to ride a bike, where he fell in love and has grown into the person he is today.

He went away, but like a lot of us, he returned and brought with him years of experience in marketing, tourism, strategy development and leadership. It's that experience that gives Ben a unique perspective to destination marketing and tourism.

He's developed brand for iconic institutions like James Boag, Tooheys Extra Dry and Bank of us, and taken the helm at the Launceston Leisure and Aquatic Centre. He's now the Chief Marketing Officer at St.Lukes Health, as well as an owner of the Star Theatre, Tasmania's only independently owned and operated cinema.

Ben and his family are head over heels in love with northern Tasmania and he's dedicated to being part of this vibrant, thriving region and community for years to come.



Lou Clark
Board Director

Lou Clark has worked at Bell Bay Aluminium, part of the Rio Tinto Group since 2011. As Principal Advisor Communities and Communication, Lou's role has a strong focus on developing long term mutually beneficial relationships within the Tasmanian community. Lou has a Bachelor of Laws degree from the University of Tasmania, is a 2009 graduate of the Tasmanian Leaders Program and in 2019 was recognised for her work achievements when she won the Tasmanian Women in Resources Award for Exceptional Woman in a Non-Executive Role. Lou is a former chairman of Festive (2008–2017) and is a current member of Regional Development Australia Tasmania Committee and the board of management of NRM North.



Bianca Welsh
Board Director

Bianca Welsh is a co-owner and restaurateur of Stillwater Restaurant and Seven Rooms and Black Cow Bistro. She has grown up in Launceston and is passionate about promoting this island state, in particular how great Launceston is to live and prosper. Her business acumen has seen her be awarded some great recognition in her time such as Young Restaurateur, Young Professional of the Year and the Tourism Minister's Young Achiever of the Year.

Bianca is community focused currently sitting on three boards, including the TNT she is the Chair of Design Tasmania and a director for Launceston Chamber of Commerce. In addition, you'll see her spruiking the hospitality industry as a career and is often in High Schools providing information on the industry and career pathways, interview tips and being job ready. She thoroughly enjoys being part of the TNT and to be a part of the vibrant and exciting tourism industry we have here.



Fiona Kerslake
Board Director

Dr Fiona Kerslake is the Co-Founder and Chief Organiser of the taste.walk.talk gourmet walking tour company in Launceston, along with her husband Brock. Established in 2016, taste.walk.talk connects visitors to Launceston with Tasmanian producers, products and their stories.

Fiona is also a fermentation and viticulture research fellow at the Tasmanian Institute of Agriculture, at the University of Tasmania and is Head of Discipline for Horticulture.



Donna Stanley
Observer

Representing the Tasmania Parks and Wildlife Service (PWS), Donna joined the Board as an 'Observer' in March 2020. As a member of the PWS leadership group and as acting Regional Manager North, Donna brings to the board some 25 years experience in parks and reserves management, with both a professional and personal interest in Tasmania's reserve estate, especially in the north and east of the state.

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



THE TNT TEAM MEMBERS

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



Chris Griffin
Chief Executive
Officer

chris@visitnorthtas.org.au

Chris's experience lies in the tourism and travel sectors, having worked for over 24 years across all facets of these interrelated industries.

During his career he has been Marketing Manager for Taieri Gorge Railway, Dunedin New Zealand, International Sales Manager for TranzRail.

Chris lived in Melbourne working for travel wholesale companies before returning to NZ, where he held the position of General Manager Marketing for Christchurch & Canterbury Tourism, the largest regional tourism organisation in the country.

Arriving in Tasmania in early 2008, Chris joined the Tourism Tasmania team as General Manager Destination Marketing. Currently he is in his eighth year as the founding CEO of Tourism Northern Tasmania. This year, in addition to this regional leadership role, Chris held board positions with Cityprom and Northern Tasmania Development Corporation.



Abby Stephens
Business and
Operations Manager

abby@visitnorthtas.org.au

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

Abby's multi-faceted role not only provides full support to the CEO and Board and the smooth operation of our office but she also acts as the Project Manager for key initiatives that support our industry and stakeholders. Abby operates at the highest level when managing projects, many of which are public facing and high profile.

In her spare-time you will find Abby and her daughter enjoying what our area has to offer whilst also spending time with her family back in Adelaide.



Jo Mohr
Marketing
Manager

jo@visitnorthtas.org.au

Jo's remit to promote Northern Tasmania is a blend of corporate and destination brand management, partnership development, attending to media enquiries, managing digital and communication assets, campaign development, content creation and seeking opportunities to drive visitation to and awareness of our region.

Ask her about her role and she'll say it doesn't feel like work and that it's a privilege to promote the North. Within the marketing landscape Jo's passion and skill set includes uncovering and authentically telling brand stories, creating unique and memorable customer experiences through thoughtful design, and she describes crafting creative and engaging content as 'her happy place.' On the weekend you may find Jo enjoying one of our festivals and events, taking it easy at a local café or exploring a park with her two young daughters and husband.



Bree Philpot
Business
Development
Manager Events

bree@visitnorthtas.org.au

A major part of Bree's role is to support and work on the behalf of organisations to bring events to our region, as well as promote pre and post travel experiences whilst events are in the region.

Bree has been working closely with the Cool Season Stakeholder group to deliver our Cool Season Strategy. This approach has helped us achieve a high success rate in attracting events to the north.

Bree loves to spend time exploring Tasmania and enjoying all of the goodness that our beautiful state has to offer.



Kirsten Bach
Community and
Industry Liaison
Manager

kirsten@visitnorthtas.org.au

Kirsten's background in the airline industry, Local Council and corporate training are the perfect combination of skills to assist her in working with the community and industry to develop the visitor economy. Her focus on communication and collaboration across the region sees her working with the Destination Action Plan (DAP) groups, LTA's, Councils, stakeholders, industry and community to enhance the visitor experience.

Kirsten is committed to making sure industry has the skills and knowledge to excel. You could find her anywhere within the region on any given day working on a multitude of projects. She is passionate about the area we live and work in and loves a chat. On her days away from work you may find her exploring our region with her husband and two children, enjoying our beautiful beaches or relaxing with a glass of bubbles in her hand!



Gillian Miles
Festival and
Events Specialist

gillian@visitnorthtas.org.au

Gillian is committed to working collaboratively with event organisers in developing business and event plans, building event brands and understanding niche audiences, especially for festivals and events which contribute to the visitor economy.

She has a particular interest in festivals that reflect the identity and interests of the host community and which align with the Tasmanian brand, recognising that visitors are seeking authentic experiences and personal connections to the destination.

THE YEAR THAT WAS

The Tourism Northern Tasmania team continued this year to follow the Northern Tasmania Destination Management Plan, Founded upon our values of: A Voice for the North, Natural Connectors, Tasmanian, Yet Worldly and Pragmatic, Courageous Doers.

The results per priority area areas follows. The difference this year being a change on focus in the final quarter of the financial period in response to extraordinary challenges that the COVID19 pandemic presented our industry and community.

“Our team shone this year, building on the momentum of past successes. And when challenged our values and belief were proven out by how we as a team responded.”

AUDIENCE CENTRIC MARKETING

We have been dominant in content creation, amplifying event marketing and making the most of our partnerships... and it is paying off.

Content & Sharing

We invested in video content aligned to our audience's motivations of; food, culture, sports, cycling and high yield travellers. We partnered with Tourism Tasmania and local industry to resource the creation of on brand shareable content for us all to use. Examples include:

Tassie Scallop Fiesta

Working with the organisers of this event in its second year, we captured video and stills for use in both our and their promotions of the event and food experience of North East Tasmania

Restaurant Tasmania

We captured content of celebrity chef Karen Martini undertaking an indulgent experience with Henry from Tasmanian Truffles. We also developed an itinerary for globally renowned chef Jowett Yu which included site visits to multiple producers and visitor experiences.

Derby, “Then and Now”

Given the success of his previous visit to Derby and the media attention it achieved, we worked with Hans Ray to record his perspective on how things have evolved since the MTB trails opened (ie. how the township has changed, the characters, investment and new product it has brought to the area, and how Mountain Biking has transformed the region).

Hans and his photographer wife Carmen distributed the video and

written content globally via their media contacts and through their owned channels.

Silver Lining

As a tribute to our community and industry resolve during the initial stage 3 COVID19 lockdown, we captured spirit, resilience and adaptiveness in a video piece. Syndicated through our own and our partners partners' social media channels, over 35,000 people viewed this piece, with 2,500 people sharing it via their own channels.

Tourism Tasmania remains one of our most valuable market partners, with their newly launched Come Down For Air campaign sharing Northern Tasmania experiences and events to target audiences across Australia.

Destination Website

We continued to build on our website infrastructure by enhancing functionality, specifically by integrating two plug-ins.

a. Alpaca, award winning consumer journey software and an experience-based content tool that is ideal for itinerary promotion, trip planning, and road trips was implemented.

b. Crowdriff, a content aggregator and social media publisher. This offered the ability to tap into user generated content, monitor tags, smart curation, as well as house a visual media library for industry and media.

We continued to reduce duplicate website investment and merged the North East Tourism Tasmania (NETT) website with our website and provided a dedicated landing page and restricted back end permissions. Since then, a second northern council has migrated to use the website project as their own.

Foodies Focus

Tas Foodie Quarter

In partnership with Tourism Tasmania and West Tamar Council we ran a social media promotion that highlighted the new experiences across the Tamar Valley called #tasfoodiequarter. We ran an instameet, creating a memorable and unique experience for participating influencers that included The Cabin, Exeter, Baby Alpacas and edible flowers at Yimarra Farm, Miners Gold Brewery, Swinging Gate vineyard, Domescares and a long table lunch finale at Waterton Hall catered for by Hubert & Dan. 10 influencers attended with a combined audience of 200,000.

We utilised www.hawthornfc.com and the back page of the Hawk Talk and Black and White magazine publications distributed to the membership base to promote our series of upcoming foodie events (Effervescence/ Restaurant Tasmania/Farm Gate Festival/ Flinders Island Producer Program/ Markets etc). The creative pointed to the dedicated landing page housing each of the events.



Restaurant Tasmania

A renewed partnership between Drysdale, TNT, Department of State Growth, and hospitality leaders across the State has been rebranded as Restaurant Tasmania.

13 Sep Karen Martini
18 Oct Charlie Carrington (canceled)
8 Nov Jowett Yu

Drysdale lead the education, events and event marketing aspects of the project, while TNT focused on coordinating the chefs' visits and leveraging these opportunities through local news media, food & travel media.

Cycle Tourism Marketing

Aligned to the inaugural Australian Mountain Bike Summit we formed an arrangement with MTB Influencer Hans Ray to capture and personify the MTB experience in Tasmania with the support of Tourism Tasmania. We partnered with Flow MTB to capture the content and house this on their channels via specialist storyteller & content producer Dominic Hook.

FLOW MTB syndicated these stories to over 165,000 mountain bike enthusiasts across Australia.

Event Partnership Marketing

Hawthorn FC

Our partnership with Hawthorn Football Club was in two parts this year; the completion of the 2019 AFL season, and what was to be a rethink of our 2020 activity due to the pandemic.

The 2019 season activity concluded the very successful personalised video invitation campaign. Together we created a campaign concept not seen in Australian sports marketing. A video invitation personalised to 10,000 of Hawthorn's members who related to the Lifelong Learner profile. The invitation sent via electronic direct mail (eDM), with a call to action to our website, could also be 're-gifted', allowing anyone to personalise the invitation and share it with friends on social media. This encouraged other partners to share the invitation through their channels. The result, an accumulative media reach to approximately 18,700 inter-state travellers.

The success of this partnership attracted others. We were invited to share promotions via Westpac Bank's 55,000 strong Tasmanian memberships as well as Launceston Airport and Virgin Australia also carrying promotions, ultimately reaching over 80,000 footie fans.

Initially we endeavoured to drive visitation to the games scheduled within the 2020 fixture. Pre Covid plans included creating a second iteration of the personalised video distributed to a significant database, a presence within the season lift out and development of recommended itineraries. A key difference this year was to tap into opposition team fan bases. Now in the new world, the messaging and content has been tweaked to align with the Make Yourself at Home intra-state campaign and Launceston being 'the home of the Tassie Hawks' for the past 20 years. Later in 2020 the invitation will be sent to a Tasmanian AFL family-based database with the aim to encourage intrastate travel to Launceston.

NBL

We worked with the NBL to support their plans to launch a Tasmanian team. NBL Players appeared at Harvest Market and we captured content to be shown on the big screen at the 21st September NBL Launceston game as well as through player social media channels.

MONA FOMA

Mona Foma 2020 ticket holders and subscribers were directed to a dedicated landing page off the

Northern Tasmania website for destination information. 150 local operators signed up to be featured on this digital guide, resulting in an increase in page views, sessions and new users on northerntasmania.com.au.

We worked with Mona Foma on the award winning AIRMOFO initiative welcoming 200 guests to Launceston and ensuring a warm welcome to the North. Harvest Market offered extensive long tables of produce and Marion's Vineyard and Moore's Hill provided sparkling wine.

In partnership with Tourism Tasmania, TNT developed an instameet itinerary incorporating MOFO festival programming to drive social media activity. 18 influencers participated and Sydney based @flex.mami (62.5K followers) posted 70 stories and 6 posts about her experience.

We also worked with the Mona press team to develop itineraries for visiting journalists including Tim Richards for Traveller. Tim was commissioned to do a story on Launceston and Northern Tasmania beyond the festival and his itinerary included a Taste the Tamar tour with Experiential Tasmania, guided walking tour, as well as a meet & greet with Design Tasmania.

ATTRACTING AND DEVELOPING OUR EVENTS

The success in our events program this year was founded on expanding our work in the cool season from bidding to hosting events, while playing to our strengths with our major event partners. This success was affirmed when Tourism Northern Tasmania won silver at the State Tourism Awards for the Cool Season Collective in the category of destination marketing.

Cool Season Collective

This was the third year of a program called the Cool Season Collective. Cool is a means to positively influence low levels of visitation experienced by the region between the months of May and October each year. Activity this year included:

- Securing four participation events worth \$7.1 million in direct visitor spend (scheduled to be hosted in 2021 & 2022).

a. World Supermodel Production (pending COVID restrictions)

b. Australian National Ballooning Championships (pending COVID restrictions)

c. BMXA National Championships 2020 (cancelled)

d. Australian Powerlifting Championships 2021 (pending COVID restrictions)

- Hosting five participation events worth \$4.2 million in direct visitor spend.

a. AFL Under 15 Championships 2019

b. Miss Teen Australia Nationals 2019

c. Karate National Championships 2019

d. Australian Veterans Golf Championships 2019

e. World Fly Fishing Championships 2019

The future of the Cool Season Collective was assured this year with all seven Northern councils confirming their financial support for the program as part of their annual funding commitments with Tourism Northern Tasmania.

COVID19 Pandemic Disruption

Friday 13th March 2020 saw the first major COVID19 restrictions be imposed upon events across Australia. With wide-spread uncertainty the TNT events team worked with all events across the region assisting with their decision-making regarding the viability of running their events in 2020.

Developing Our Events

Gillian Miles, Events & Festivals Specialist for TNT, has worked with new and upcoming events across the year, providing invaluable expert advice and guidance ensuring these events become sustainable.

ATTRACTING AND DEVELOPING OUR EVENTS CONTINUED

New and established events supported include: Vintage Tamar, Artentwine, Tassie Scallop Fiesta, Australian Mountain Bike Festival, Evandale Village Fair and National Penny Farthing Championships and the inaugural Australian Musical Theatre Festival.

In response to the industry expressing concern that August is always a difficult month for visitation, Gillian Miles and Bree Philpott are conducting research into creating an annual event linked to agriculture, agri-tourism and food systems. It will align with major northern projects including the UNESCO bid, Fermen Tasmania and the Circular Economy. TNT partnered with Events Tasmania and City of Launceston for the project, with the first stage of consultation completed by June 2020. Subject to findings, a Business Case will be developed by December 2020 for pilot implementation in August 2021.

Cruise Ship Attraction

We hosted two cruise ships within the Tamar Valley during 2019/2020:

7 November 2019
Caledonian Sky

28-29 February 2020
The World

TNT's role continues to be focused on promoting to cruise lines and shore excursion agents the virtues of the Tamar Valley as a destination for small luxury vessels. Although two ship visits planned for the 2020/21 season have cancelled due to COVID19, TNT in partnership with Tourism Tasmania and TasPorts looks forward to inviting cruise ships back to the valley.

LEADING AND INSPIRING INDUSTRY

Destination Action Plans

Destination Action Plans (DAPs) currently now in place for: Flinders Island, Great Western Tiers, North East Tasmania, George Town, West Tamar, Launceston and the Fingal Valley.

Kirsten Bach our Industry and Community Liaison Manager for TNT has worked tirelessly to support local leadership groups, to be confident as custodians of these action plans.

Each Group has had its successes, big and small, but some stand-outs for us included:

- Consultation workshops and a Blueprint for The Great Western Tiers Short Walks
- A Marketing and Communications Plan that was developed and is now being implemented by the North East group
- Mt George Mountain Bike Park project is well on track to open in 2021
- Provided input on several local projects
- ATDW workshops were delivered across the region

- Drive Journey community consultations occurred across the region
- T2030 workshops were delivered across the region.

TNT has consistently advocated for baseline financial funding for the DAP groups. As part of the Covid-19 recovery several DAP groups have had success gaining funding for projects as part of the Regional Tourism Projects Program – Round 2. Successful projects to date are:

- Tamar Valley Wine Route – Sign Replacement Project
- Great Western Tiers Tourism Association – The Short Walks Capital Story
- George Town – History & Heritage Panel Art & Story Composition
- North East Tourism Association – North East Tassie Trippers Plan.

Industry Development & Recognition

TNT jointly with other Tasmanian RTO's and Department of State Growth, for the fourth year offered professional development scholarships via the Tasmania Leaders Program. The goal to

develop a cohort of regionally based small business people as leaders and inspiration for their local communities. This year seven people received scholarships and voiced their support for scholarships being continually offered.

And we celebrated, all year long, not just locally but on the national stage

- Launceston Chamber of Commerce Business Excellence Awards – TNT sponsored the Tourism Category
- Tourism Industry Council of Tasmania State Tourism Awards – celebrating with the 12 northern Tasmania medallists – 3 of which went onto the nationals
- TNT's Champions of Tourism – recognising often unsung heroes of our industry
- Qantas Australia Tourism Awards 2019 celebrating the three Northern Tasmanian medallists.

TNT Program Framework 2020 – Evolved DMP Priority Delivery

The TNT team designed a Program Framework by which the agency could match its role to the anticipated COVID-19 staged recovery.

Examples of this activities include:

- Repurposing the DMP as a program framework to direct activity
- Developing industry support and response approaches for the 'lock-down' stage
- Hosting virtual networking and intelligence sharing forums for industry
- Identifying and assessing projects for grant funding
- Continuing to work with active projects: Short walk masterplan and Ben Lomond facility
- Initialising the pre-launch production of two journeys (Northern Forage and Heartlands)
- Developing and delivering skills programs
- Preparing tactical marketing response initiatives – first in the local pride space and then cascading to intra and inter-state audiences
- Design and launch the COVID Gold Standard business coach program to support local businesses in positively positioning themselves as compliant with new WorkSafe standards.



Celebrating Our People

Success in tourism as a business or as a destination is always about the connection that happens between a visitor and a local. In recognition of this TNT continued the 'Champions of Tourism' awards program, celebrating individuals in our industry who really make a difference. On the 21 November we celebrated these Champions in front of 100 of our industry colleagues. We thank the following sponsors for their support: Launceston Airport, Drysdale, Events Tasmania, Cityprom, UTAS, THA, Autorent Hertz, TICT and Tasmania Parks & Wildlife.



Northern Champions Roll Call

- Local Leader – Maureen Lacey (George Town DAP), Jess Carins (Dorset DAP), Rebecca King and Rebecca Birrell
- Dynamic Newbie – Greg Murray (Kooparoona Niara Tours), Nick Brau (Liberty Balloon Flights), Justin Turner (Turner Stillhouse) and Mark & Julie Cornish (Trailhead Food Co.)
- Event Specialist – Rick Marton (QATA18), Jane Forrest (Australian Musical Theatre Festival), Kristy Parker (Cityprom) and Andrew Palmer (Dancesport Championships)
- Service Wizard – Buck Gibson (Vertigo MTB), Jana Marrone (The Flinders Wharf), Doug Cox (Swinging Gate Vineyard) and Peter Blyth (Mudbar Restaurant)
- Trailblazer – Anna Yip (Off The Table), Jo Youl (The Flinders Wharf), Louise Archer (Brickendon) and Matt Gower & Boris Petrack (Domescapes)

State Tourism Award Winners

Northern State Tourism Award winners:

Gold

1. Specialised Tourism Services – Launceston Airport
2. Destination Marketing – Air Mofo
3. Tourism Restaurants & Catering Services – Peppers Silo Hotel
4. Gustav Award for Best New Tourism Business – Stillwater SEVEN

Silver

5. Major Festivals and Events – Hawthorn Football Club
6. Adventure Tourism – Blue Derby Pods
7. Destination Marketing – Tourism Northern Tasmania Winter Events Campaign
8. Tourism Wineries, Distilleries & Breweries – Clover Hill Wines
9. Caravan and Holiday Parks – Big4 Launceston Holiday Park

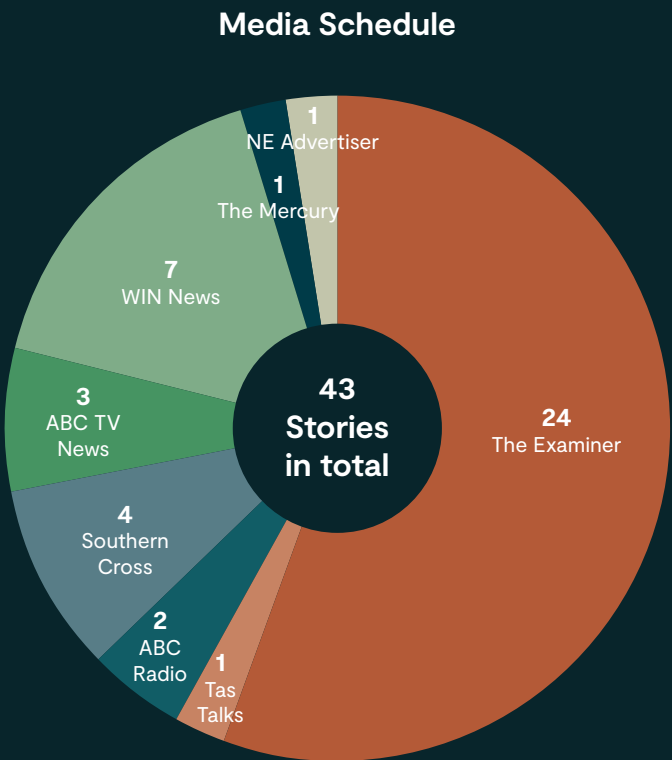
Bronze

10. Festivals and Events – Festivale
11. Business Event Venue – Peppers Silo Hotel
12. Tourism Restaurants & Catering Services – Stillwater Restaurant
13. Tourism Wineries, Distilleries & Breweries – Josef Chromy Wines

Other

14. 2019 Tourism Minister’s Young Achiever Award: Bianca Welsh

GROWING THE SUPPORT OF OUR COMMUNITY



PROSPECTING FOR INVESTMENT

TNT continued to advocate for place-making initiatives, especially those included in Destination Action Plans and local government plans, such as:

- City of Launceston Major event venues – Albert Hall, UTAS Stadium and the future of QVMAG
- Dual use of the North East Rail Corridor– Rail trail funding to be secured and heritage railway concept to be realised
- Ben Lomond visitor complex – building a new multi-purpose facility to attract year-round visitation
- Meander Valley, Short-walk Capital of Tasmania – TNT co-funded a Masterplan to direct future investment and activity



DEVELOPING OUR FUTURE DIRECTION AND PARTNERSHIPS

Tourism 2030 – The Future of the Visitor Economy

TNT supported the State Government in consulting broadly across the region as to the direction and priorities a renewed Tourism 21 State Tourism Strategy will be defined by.

In response to the on-going impacts of the COVID19 pandemic, Tourism 2030 was revised, with the initialisation of the strategy being reflected through a two-year action plan in response to the challenges the State visitor economy faces.

Tasmanian Journeys

The State Government’s Tasmanian Journeys project continued, to define three further drive journeys to complement the Western Wilds journey and the Great Eastern Drive. The program will see these five journeys launched by late 2020, with the primary goal of dispersing visitor further across the State.

The remaining three journeys, via partnership with Tasmanian RTOs, Department State Growth, and Tourism Tasmania were conceptualised, researched and

designed. Initial consumer research coupled with the mapping of complementary visitor dispersal initiatives around the State formed the basis for three concept journeys which were workshopped with industry and local councils.

The resulting Southern Edge, Northern Forage and Tasmanian Heartlands journeys are due to be launched as part of the State’s return to inter-state markets.

THE TNT TEAM OUT AND ABOUT

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

1. State Tourism Awards 2019 Finalist's announcement; 2. Chris and Bree at State Tourism Award gala; 3. Special Olympics Launceston launch 4. Abby with the office puppy; 5. Champions of Tourism; 6. Kirsten working from home; 7. Blue Derby trail bridge; 8. Christmas Party 2019; 9. Bree and Kirsten Helicopter ride January 2020; 10. Derby trail bridge; 11. COVID Gold Standard program launch; 12. Gillian welcoming Air MOFO guests; 13. Meander Wilderness Adventures Feb 2020; 14. Bree's first Balloon Flight March 2020; 15. The Black Office; 16. Farewelling former Chairman, James McKee.



FINANCIAL STATEMENTS

30 June 2020

Treasurer's Report	31
Independent Audit Report	32
Income & Expenditure Statement	34
Statement of Financial Position	35
Statement of Cash Flows	36
Notes to the Financial Statements	37
Statement by Members of the Committee	39

Tourism Northern Tasmania Inc
ABN 42 362 4 03 917

TREASURER'S REPORT

2020 will be well defined as a year which saw significant challenges to our industry as a result of COVID-19. Despite these challenges in 2019-20, Tourism Northern Tasmania (TNT) delivered some key financial achievements.

This financial year funding agreements with our northern council members were renewed, helping to deliver stable financial contributions upon which TNT can continue to be a leading voice for supporting the Northern Tasmania visitor economy.

In June, we announced a \$100,000 strategic partnership with Bell Bay Aluminium & Rio Tinto to develop COVID safe gold standard program for small business, helping our industry to operate safely.

As a result of delivering these strategic initiatives, along with others, revenue for 2019-20

increased to \$850,000 from \$795,091 in 2018-19.

Operating expenditure in 2019-20 was \$863,811 up from \$791,721 in 2018-19. The additional costs related to executing a range of strategic initiatives, increased costs incurred from remote working along with provisions for long term leave entitlements.

As a result, a small operating deficit of \$13,810 was incurred for 2019-20.

Despite the small operating deficit, net operating cash flow was \$34,366, with cash reserves at 30 June 2020 of \$433,318.

Whilst we all continue to face uncertainty in 2020-21 with the lingering impacts of COVID-19, TNT will continue to target a well-balanced and stable financial position, helping us to continue to support our industry well into the future.

Michael Cullen



Treasurer,
Tourism Northern Tasmania
Incorporated



INDEPENDENT AUDIT REPORT



Tourism Northern Tasmania Inc

Independent Auditor’s Report to the Members of Tourism Northern Tasmania Inc

Opinion

We have audited the financial report of Tourism Northern Tasmania Inc. (the Association), which comprises the statement of financial position as at 30 June 2020, the income and expenditure statement and statement of cash flows for the year then ended, the notes to the financial statements, and the committee’s declaration.

In our opinion, the accompanying financial report presents fairly, in all material respects, the financial position of the as at 30 June 2020 and of its financial performance for the year then ended in accordance with the accounting policies described in Note 1.

Basis for Opinion

We conducted our audit in accordance with Australian Auditing Standards. Our responsibilities under those standards are further described in the *Auditor’s Responsibilities for the Audit of the Financial Report* section of our report. We are independent of the Association in accordance with the ethical requirements of the Accounting Professional and Ethical Standards Board’s APES 110 *Code of Ethics for Professional Accountants* (the Code) that are relevant to our audit of the financial report in Australia. We have also fulfilled our other ethical responsibilities in accordance with the Code.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Emphasis of Matter – Basis of Accounting

We draw attention to Note 1 to the financial report, which describes the basis of accounting. The financial report has been prepared to assist the Association to meet the requirements of the *Associations Incorporation Act (Tasmania) 1964*. As a result, the financial report may not be suitable for another purpose. Our opinion is not modified in respect of this matter.

Responsibilities of the Committee for the Financial Report

The committee is responsible for the preparation and fair presentation of the financial report in accordance with the financial reporting requirements of the applicable legislation and for such internal control as the committee determines is necessary to enable the preparation and fair presentation of a financial report that is free from material misstatement, whether due to fraud or error.

In preparing the financial report, the committee is responsible for assessing the Association’s ability to continue as a going concern, disclosing, as applicable, matters relating to going concern and using the going concern basis of accounting unless the committee either intends to liquidate the Association or to cease operations, or has no realistic alternative but to do so.

Liability limited by a scheme approved under Professional Standards Legislation.

The title ‘Partner’ conveys that the person is a senior member within their respective division, and is among the group of persons who hold an equity interest (shareholder) in its parent entity, Findex Group Limited. The only professional service offering which is conducted by a partnership is the Crowe Australasia external audit division. All other professional services offered by Findex Group Limited are conducted by a privately owned organisation and/or its subsidiaries.

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Crowe Audit Australia
ABN 84 006 466 351
62 Paterson Street
LAUNCESTON TAS 7250
PO Box 1000
LAUNCESTON TAS 7250
Main +61 (0) 6323 1222
Fax +61 (0) 6323 1231
www.crowe.com.au

Auditor’s Responsibilities for the Audit of the Financial Report

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

As part of an audit in accordance with the Australian Auditing Standards, the auditor exercises professional judgement and maintains professional scepticism throughout the audit. The auditor also:

- Identifies and assesses the risks of material misstatement of the financial report, whether due to fraud or error, designs and performs audit procedures responsive to those risks, and obtains audit evidence that is sufficient and appropriate to provide a basis for the auditor’s opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtains an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity’s internal control.
- Evaluates the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by those charged with governance.
- Concludes on the appropriateness of those charged with governance’s use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the entity’s ability to continue as a going concern. If the auditor concludes that a material uncertainty exists, the auditor is required to draw attention in the auditor’s report to the related disclosures in the financial report or, if such disclosures are inadequate, to modify the auditor’s opinion. The auditor’s conclusions are based on the audit evidence obtained up to the date of the auditor’s report. However, future events or conditions may cause the entity to cease to continue as a going concern.
- Evaluates the overall presentation, structure and content of the financial report, including the disclosures, and whether the financial report represents the underlying transactions and events in a manner that achieves fair presentation. The auditor communicates with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that the auditor identifies during the audit.

CROWE AUDIT AUSTRALIA

Malcolm Matthews

Partner

Launceston

Date: 09/09/2020

INCOME AND EXPENDITURE STATEMENT

For the Year Ended 30 June 2020

	Notes	2020 \$	2019 \$
Income			
Grant Funding	2	742,540	703,652
Industry Sessions		107,461	91,439
Total Income		850,000	795,091
Expenses			
Administration Fees		105,978	99,587
Board Expenses		41,251	35,781
Depreciation		1,334	7,910
Major Events Expenses		14,119	15,000
Marketing		24,945	20,354
Meeting		15,413	22,414
Project Expenses		163,660	164,646
Staffing Expenses	3	496,861	417,765
Stakeholder Engagement Expenses		250	8,271
Total Expenses		863,811	791,728
Net surplus/(deficit)		(13,810)	3,364

STATEMENT OF FINANCIAL POSITION

As at 30 June 2020

	Notes	2020 \$	2019 \$
Assets			
Bank			
CBA Bank Account		433,318	398,952
Total Bank		433,318	398,952
Current Assets			
Trade Debtors and Other Receivables	4	112,611	639
Total Current Assets		112,611	639
Fixed Assets			
Property, Plant and Equipment	5	1,176	2,510
Total Fixed Assets		1,176	2,510
Total Assets		547,105	402,100
Liabilities			
Current Liabilities			
Trade and Other Payables	6	62,965	33,192
Provision for Annual Leave		21,587	13,910
Income Received in Advance		216,948	120,550
Total Current Liabilities		301,500	167,652
Non-Current Liabilities			
Provision for Long Service Leave		24,967	-
Total Non-Current Liabilities		24,967	-
Total Liabilities		326,466	167,652
Net Assets		220,638	234,449
Equity			
Current Year Earnings		(13,810)	3,364
Retained Earnings		234,449	231,085
Total Equity		220,638	234,449



STATEMENT OF CASH FLOWS

As at 30 June 2020

	2020	2019
	\$	\$
Operating Activities		
Receipts from Grants	912,198	778,867
Other receipts	34,612	113,174
Payments to and on behalf of employees	(457,223)	(385,302)
Payments to suppliers for goods and services	(455,221)	(467,814)
Net Cash Flows from Operating Activities	34,366	38,925
Investing Activities		
Payment for Property, Plant and Equipment	-	(6,435)
Net Cash Flows from Investing Activities	-	(6,435)
Net Cash Flows	34,366	32,490
Cash and Cash Equivalents		
Cash and Cash Equivalents at beginning of period	398,952	366,462
Cash and Cash Equivalents at end of period	433,318	398,952
Net change in cash for period	34,366	32,490



NOTES TO THE FINANCIAL STATEMENTS

30 June 2020

1 Accounting Policies

These financial statements are a special purpose financial report prepared in order to satisfy the accounts preparation requirements of the Associations Incorporation Act (Tasmania) 1964.

The board have determined that the Tourism Northern Tasmania Inc. is not a reporting entity and therefore there is no need to apply Australian Accounting Standards or other mandatory professional reporting requirements in the preparation and presentation of the financial statements.

The financial report has been prepared on an accruals basis and is based on historical costs modified by the revaluation of selected non-current assets, financial assets and financial liabilities for which the fair value basis of accounting has been applied.

The following specific accounting policies, which are consistent with previous periods unless otherwise stated, have been adopted in the preparation of this financial report:

(a) Property, Plant and Equipment

Each class of property, plant and equipment is carried at cost or fair value less, where applicable, any accumulated depreciation and impairment losses.

The depreciation rate used for plant and equipment is 5 - 67%.

(b) Employee Benefits

Provision is made for the association's liability for employee benefits arising from services rendered by employees to balance date. Employee benefits that are expected to be settled within one year have been measured at amounts expected to be paid when the liability is settled, plus related oncost.

1 Accounting Policies (continued)

(c) Revenue

Grants are recognised as revenue in the period in which the entity expects to use the grant funding. Grant funding received in advance is recorded as a liability, and is recorded as revenue in the following period.

Other revenue is recognised when the entity obtains control over the funds, which is generally at the time of receipt.

(d) Goods and Services Tax (GST)

Revenues, expenses and assets are recognised net of the amount of GST, except where the amount of GST incurred is not recoverable from the Australian Taxation Office. In these circumstances the GST is recognised as part of the cost of acquisition of the asset or as part of an item of the expense. Receivables and payables in the statement of financial position are shown inclusive of GST.



	2020 \$	2019 \$
2 Grant Funding		
Grant Funds	115,649	85,000
Northern Councils	293,477	290,648
Tourism Tasmania	333,414	328,004
Total Grant Funding	742,540	703,652

3 Staffing Expenses		
Accrued Leave	7,677	4,828
Staff Training/Appreciation	3,125	3,619
Superannuation	38,530	33,651
Wages and Salaries Expenses	408,502	363,200
Leadership and Professional Development	11,875	5,225
Staff Recruitment / Temp	2,186	7,243
Accrued Long Service Leave	24,967	-
Total Staffing Expenses	496,861	417,765

4 Trade and Other Receivables		
Trade Debtors	112,611	639
Total Trade and Other Receivables	112,611	639

5 Property, Plant and Equipment		
Office Furniture & Equipment at Cost	17,535	17,535
Accumulated Depreciation Office Furniture & Equipment	(16,360)	(15,026)
Total Property, Plant and Equipment	1,176	2,510

6 Trade and Other Payables		
Accrued Wages	-	10,950
Other Creditors	3,800	3,800
Superannuation Payable	8,988	8,231
Trade Creditors	50,176	10,211
Total Trade and Other Payables	62,965	33,192

7 Restatement of Comparatives

In the current year, it was identified that there were several minor adjustments required to the 2019 figures. The 2019 comparative financial information has been restated as follows:

	2019 \$ Original	2019 \$ Restated
Current Assets		
Trade Debtors	101	639
Total Current Assets	101	639
Current Liabilities		
Other Creditors	4,800	3,800
Accrued wages and superannuation	-	10,950
Income in Advance	120,000	120,550
Trade Creditors	10,223	10,211
Total Current Liabilities	157,168	167,652
Net surplus/(deficit)	13,298	3,364
Total Equity	244,383	234,449
Administration Fees	113,066	99,587
Staffing Expenses	394,347	417,765
Total Expenses	781,789	791,728

STATEMENT BY MEMBERS OF THE COMMITTEE

Board's Declaration

In the opinion of the board, the financial report:

- (a) presents fairly the financial position of Tourism Northern Tasmania Inc. as at 30 June 2020 and its performance for the year ended on that date in accordance with the accounting policies outlined in Note 1 to the financial statements;
- (b) satisfies the requirements of the Associations Incorporation Act (Tasmania) 1964 to prepare accounts; and
- (c) at the date of this statement, there are reasonable grounds to believe that Tourism Northern Tasmania Inc. will be able to pay its debts as and when they fall due.

Signed:

[Signature]

Position

Chair

Date:

28.08.2020



CONTRIBUTORS

Funding Partners

On page 6

Local Tourism Associations

On page 6

Market Partners

On page 22

Events

AFL Tasmania
AFL Under 15 Championships
Agfest
Artentwine
Australian Karate Federation National Championships
Australian Masters Rowing Championships
Australian Musical Theatre Festival
Australian National Balloon Championships
Australian Orienteering Championships
Australian Veterans Golf Championships
BMXA National Championships
BOFA
Collingwood Magpies Netball
Cricket Tasmania
DerbyFest Mountain Bike Festival
Evandale Village Fair
Exeter Show
Farmgate Festival
Festivale
Football Federation Tasmania
Gymnastics Tasmania
Harvest Market
Hawthorn Football Games
Hockey – Under 18 Championships
Junction Arts Festival
Launceston City Cycling Club
Launceston Night Market
Launceston Triathlon Club
Longford Blooms
Miss Teen Australia Nationals
Mona Foma
Motorsports Tasmania
National Penny Farthing Championships
NBL Blitz
Over 70’s Veterans Cricket Championships
Paddle Tasmania
Panama Productions
Performance Driving Tasmania
Restaurant Tasmania
Rural Youth Tasmania
Softball Tasmania
Special Olympics Australia

Stringfest
Tamar Valley Writers Festival
Targa Tasmania
Tassie Scallop Fiesta
Tennis Tasmania
Transplant Australia Games
Vintage Tamar
World Fly Fishing Championships
World Street Eats
World Supermodel Production

Tasmanian RTOs

West By North West
Destination Southern Tasmania
East Coast Regional Tourism Organisation

Industry

3 Willows Vineyard
41 South Tasmania
A Taste of Flinders
Abel Gin
Adams Distillery
Adina Place Motel
Aggies Bed and Breakfast
Alchemy Bar & Restaurant
Alps and Amici
Ashgrove Cheese Farm
Aus Flight Handling
Autorent Hertz
Baileys Lane
Bakery 31
Barnbogle
Bay of Fires Walk
Bell and Gong
Ben Lomand Snow Sports
Bespoke Patisserie
Best Western
Big 4 Launceston Holiday Park
Black Cow
Bloom & Coco
Blue Cafe
Blue Derby Pods
Boags Centre For Beer Lovers
Brady’s Lookout Cider
Bread & Butter
Brickendon
Bridestowe
Bridport Café
Bridport Seaside Caravan Park
Brooke Eden Vineyard
Christmas Hills Raspberry Farm
Chudleigh General Store
Cityprom Inc
Clayfield Homestead

Clover Hill Wines
Colonial Hotel
Coral Expeditions
Country Club Tasmania
Cradle Mountain Hut Walk
Crank it Café
Cressy House Farm Stay
Cycles @The Empire
Dales of Derby
Darby Norris Distillery
Deloraine Apex Caravan Park
Deloraine Tourist and Information Centre
Design First Aid
Digs Lodgings
Discover Tasmania Tours
Discovery Parks – Hadspen
Dixie Gelato
Domescapes Glamping
Earthwater Cafe
East Beach Tourist Park
Elphin Motel and Serviced Apartments
Encore Theatre
Entally Lodge
ETC Bakery
Evolution Biking
Exeter Bakery
Exeter Show Society
Experiential Tasmania
Falls River Eco Luxury
Fanny Bay Distillery
Flick the Bean
Flinders Island Adventures
Flinders Island Aviation
Flinders Island Car Rentals
Floating Sauna Lake Derby
Forest Walks Lodge
Free Walking Tours Launceston
Geronimo Aperitivo and Bar
Glenore Farm
Go Walk Tas
Goaty Hill Wines
Gourmet Sauce Company
Granary Richmond Hill
Grazing Tasmania
Green Door Café
Greens Beach Caravan Park
Harvest Launceston
Hatherley Birrell Collection
Hot Air Ballooning Tasmania
Hotel Grand Chancellor Launceston
Hotel Verge Launceston
Hubert and Dan
James Boag experience Centre
Janz Vineyard
Jensens Bed and Breakfast
Josef Chromy
KFM Events

Kooparooona Niara Tours
Launceston Airport
Launceston Distillery
Launceston Holiday Park
Launceston Kayak Tours
Launceston Visitor Information Centre
Liberty Balloon Flights
Lille Rivers Brewery
Lillydale Café
Lilydale Falls
Little Rivers Brewery
Longford Blooms
Longford Riverside Caravan Park
Low Head Beach House
Low Head Penguin Tours
Low Head Pilot Station Museum
Low Head Tourist Park
Luxury Tours Tasmania
Mantra Charles Hotel
Marakoopa Cave
Marions Vineyard
Marjories
McDermott Coaches
Meander Wilderness Experiences
Miners Gold Brewery
Mole Creek Carvan Park
Moores Hill Vineyard
Mountain Bike and Rockclimbing Tasmania
Mountain Biking Flinders Island
Mud Bar and Restaurant
Murphy Bloom
Myrtle Park
NH Group
Northeast Restawhile B&B
NTL Aviation
Ocho Beer
Off the Table
On Your Bike Tours
Overland Track Transport
Penny Royal
Peppers Seaport
Peppers Silos Hotel

Performance Driving Tasmania
Pink Poodle Vintage
Pipers Brook Vineyard
Platypus Park
Platypus World
Plovers Ridge Country Retreat
Poatina Chalet
Prestige Tours
Qantas Airlines
Quamby Corner Caravan Park
Quoin Holdings
Red Brick Ciderhouse
Rest Awhile Bed & Breakfast
RiverFly 1864
Rock Jaw Tours
Ross Caravan Park
Rupert and Hound
Rural Youth Tasmania
Rusty Bakehouse Cressy
Saint Andrews Inn
Saint John Craft Beer
Sawyers Bay Shacks
Scenic Chairlift Cataract Gorge
Scottsdale Art Gallery Café
Seahorse World
Sharmans Wines
Sharp Airlines
Shutterbug Walkabouts Tasmania
Sinapius Vineyard
Staywell Holdings
Stelo at Pierres
Stillwater
Stillwater Seven
Swinging Gate Vineyard and Spa
Tamar Ridge Cellar Door
Tamar River Cruises
Tamar Valley Resort
Tamar Valley Truffles
Tamar Valley Wine Route
Tas MTB Tours
Tasmania Tours 4 U
Tasmania Zoo

Tasmanian Safaris
Tasmanian Truffles
Tasmanian Wine and Cheese Tours
Tasmanian Wool Centre
Taste.Walk.Talk
The Cabin Exeter
The Cabin Legana
The Deloraine Deli
The Empire Deloraine
The Flinders Wharf
The Florance
The Peak Forest Retreat
The Perch
The Racecourse Inn
The Rotary Community Shop
The Sebel Launceston
The Tail Race Centre
The Tasmanian Whiskey Experience
Timbre
Tomohawk Caravan Park
Tour of Derby
Tramsheds Function Centre
Trek Tours Australia
Trevallyn House B&B
Trout Territory
Trowunna Wildlife Park
Turner Stillhouse
Two Doors Down
Unique Charters
Velo
Vertigo MTB
Virgin Airlines
Wallaby walkabout Tours
Wang’s Restaurant
Waterton Hall
Wheely Good Tours
White Knuckle MTB
Windy Park Alpacas
Woolmers
wukalina Walk
Yakkalla Holiday Cottage
Yimarra Farm

Photography Credits

In order of appearance in this report: Pete Harmsen, Cultivate Productions, Stu Gibson, Chris Cerar, Jess Bonde, Luke Tscharke, LUSY Productions, Tourism Tasmania and Rob Burnett, Dietmar Kahles, Chris Crerar, Stu Gibson, Chris Crerar, Stu Gibson, Jarrad Seng, Tourism Tasmania & Keiichi Hiki, Lusy Productions, Chris Crerar, Luke Tscharke, Revolution MTB, Adam Gibson, Rob Burnett, Tourism Australia & Graham Freeman, Tourism Tasmania & Kathryn Leahy, Luke Tscharke, Stu Gibson, Flow Mountain Bike

Cover image: Dietmar Kahles

Design

Clever Creative



THANK YOU

The Board and Management of Tourism Northern Tasmania Incorporated would like to express their sincere thanks to all those individuals and agencies who fund, support and champion the activity of our Regional Tourism Organisation.

Without the collective efforts of many, TNT would not be in the position to lead and inspire our industry, partners and community to deliver upon our destination's management plan.




YOU WILL GROW HERE.



Trousers Point Beach, Flinders Island
Photography credit: Dietmar Kahles

Tourism Northern Tasmania Inc. ABN: 42 362 403 917
Level 1, Suite 1, 63-65 Cameron Street, Launceston, TAS 7250
P +61 3 6380 6099 E admin@visitnortherntas.org.au

www.visitnortherntasmania.com.au

  [@visitnortherntasmania](https://www.instagram.com/visitnortherntasmania)