
NTH
TAS
VISIT
NORTHERN
TASMANIA
2025-2026
ANNUAL
REPORT

INTRODUCING VISIT NORTHERN TASMANIA

Visit Northern Tasmania was incorporated as an association on Monday 5 November 2012. As a Regional Tourism Organisation (RTO), our purpose is to provide regional visitor economy leadership including industry development, providing regional content for inclusion in Tourism Tasmania destination marketing and being a referral point for industry into product and business development programs for State and Federal government.

Industry Association Partners:

- Launceston Chamber of Commerce
- Meander Valley Business & Tourism Association (formerly Great Western Tiers Tourism Association)
- Heritage Highway Association
- Tamar Valley Wine Route
- Flinders Island Business Inc
- Northern Midlands Business Association
- North East Chamber of Commerce
- Tamar Valley Wine Route
- Heritage Highway Association
- Flinders Island Business Inc

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

Tourism Tasmania

Tasmanian Government

Members of the association include funding councils as listed:

City of LAUNCESTON

West Tamar COUNCIL

Meander Valley Council

NORTHERN MIDLANDS COUNCIL

DORSET COUNCIL

GEORGE TOWN COUNCIL

FLINDERS COUNCIL



OUR VISION

We are the trusted leader of the visitor economy of northern Tasmania. We are an important source of knowledge in and about our region and connect our industry with the community, helping both to grow and thrive. We make a real difference on the ground.

OUR VALUES

A Voice for the North

Natural Connectors

Tasmanian, Yet Worldly

Pragmatic, Courageous Doers



ACKNOWLEDGMENT OF COUNTRY

Visit Northern Tasmania acknowledges Palawa/Tasmanian Aborigines as the original owners of the island Lutruwita/Tasmania.

At the centre of our region is the confluence of three waterways – Kanamaluka/River Tamar, Laykila/North Esk and Plipatumila/South Esk. From a past to the future where water is critical to all peoples, we acknowledge this confluence was also where two Aboriginal tribes converged for thousands of years, the Litarimirina and the Panina people.

For 40,000 years these people cared for, protected and called these lands home before the invasion and colonisation of European settlement. They celebrated this country through stories, songs, art and culture and we honour their aspirations for the future of their people and these lands.

Today we share these lands with visitors from all parts of the world. We acknowledge our responsibility to these visitors to tell Tasmanian's deep and complex history, fully, respectfully and truthfully. We acknowledge the Aboriginal people who continue to care for this country today.



THE PEOPLE BEHIND VNT

MEET THE VNT BOARD



Anthony Donald
Chair



Niel Mason
Treasurer



Nicole Sherriff
Public Officer



Sam Reid
Board Member



Lindene Cleary
Board Member



Sarah Harper
Board Member



Donna Stanley
Observer



Lucy Temple-Smith
Board Member



Ilya Brucksch
Board Member



Oscar Vorobjovas-Pinta
Board Member

MEET THE VNT TEAM

A small team of dedicated and passionate people make up the Visit Northern Tasmania team. We each have our area of specialisation, so feel free to contact us for a chat.



Tracey Mallett
Chief Executive Officer



Drishti Adhikari
Business & Operations Manager



Fiona Sturman
Partnership Marketing Manager



Lisa Tedeschi
Business Development Manager



Rachel Boyd
Industry Development Manager



CHAIR'S REPORT

CHAIR'S REPORT

The past year has been another positive and important year for tourism in Northern Tasmania, with our region continuing to demonstrate its strength, resilience and growing appeal as a destination for visitors from across Australia and internationally.

- Pleasingly, the underlying visitor economy remains strong. Northern Tasmania achieved record visitation of approximately 748,000 visitors in the year ending June 2025, an increase of 8% year-on-year and 6% above 2019 levels. Visitor nights also reached a record 2.4 million, increasing by 13% over the year.
- These results provide confidence in the strength of the visitor economy and, importantly, reinforce the significant contribution tourism makes to regional Tasmania through employment, investment, vibrant communities and support for local businesses.
- At the heart of these achievements are our tourism operators. On behalf of the Board, I sincerely thank the many operators across Northern Tasmania who, every day, invest their time, capital, energy and passion into delivering outstanding visitor experiences. Our operators are the foundation of our visitor economy. Their willingness to collaborate, innovate and support one another is a defining strength of our region,
- I would also like to acknowledge the enormous effort of our CEO and the Visit Northern Tasmania team throughout the year. Their commitment, professionalism, energy and advocacy for our region have been exceptional, particularly within an environment that continues to require organisations such as ours to achieve more with constrained resources.



CHAIR'S REPORT CONTINUED

- I extend my sincere thanks to my fellow Directors, all of whom serve Visit Northern Tasmania in a voluntary capacity. Their contribution of time, experience and judgement should not be underestimated, and their commitment reflects a genuine passion for Northern Tasmania and its visitor economy.
- During the year, the Board has continued the progressive advancement of our governance arrangements, strengthening the alignment between our governance responsibilities, strategic direction, Destination Management Plans and the needs of our members, operators and stakeholders. and the Board remains committed to ensuring Visit Northern Tasmania continues to represent and support their interests.
- The financial result for the year was a small deficit of $6,647. While the result needs to be considered in the context of a challenging funding environment, the Board recognises that maintaining the financial sustainability of VNT is one of our most important responsibilities. We recognise that simply continuing with the existing approach will not necessarily provide the sustainable platform required to support regional tourism over the longer term.







LOOKING AHEAD

- The year ahead therefore represents an important opportunity to consider how the regional tourism model can evolve to deliver greater sustainability, stronger industry outcomes and the best possible return from the resources invested in Tasmania's visitor economy.
- The Board and management are actively working through these opportunities in collaboration with Tourism Tasmania, our fellow Regional Tourism Organisations, the Tourism Industry Council Tasmania (TICT), our council members and our team.
- This work should not be viewed simply as a response to funding pressures. It is an opportunity to consider how we can strengthen alignment, reduce duplication, improve collaboration and ensure resources are directed to the activities that create the greatest value for operators, visitors and our regional communities.
- We approach those discussions constructively and with an open mind. Our priority is ensuring that Northern Tasmania has the strongest possible tourism representation, destination management capability and industry support into the future.
- I would particularly like to acknowledge and thank our council members for their continued partnership and financial and strategic support. Local government remains fundamental to the success of the visitor economy, particularly through its investment in communities, infrastructure, events, public spaces and the experiences that make Northern Tasmania such an attractive place to visit, live and invest.
- There will be challenges and there will need to be change, but we enter the coming year with strong visitor performance, a highly committed industry, a dedicated team and a clear determination to build an increasingly collaborative, effective and financially sustainable model for regional tourism.
- On behalf of the Board, thank you to everyone who continues to contribute to the success of Visit Northern Tasmania and to the prosperity and vibrancy of our region.

Anthony Donald



Chair, Visit Northern Tasmania





CEO'S REPORT

CEO'S REPORT

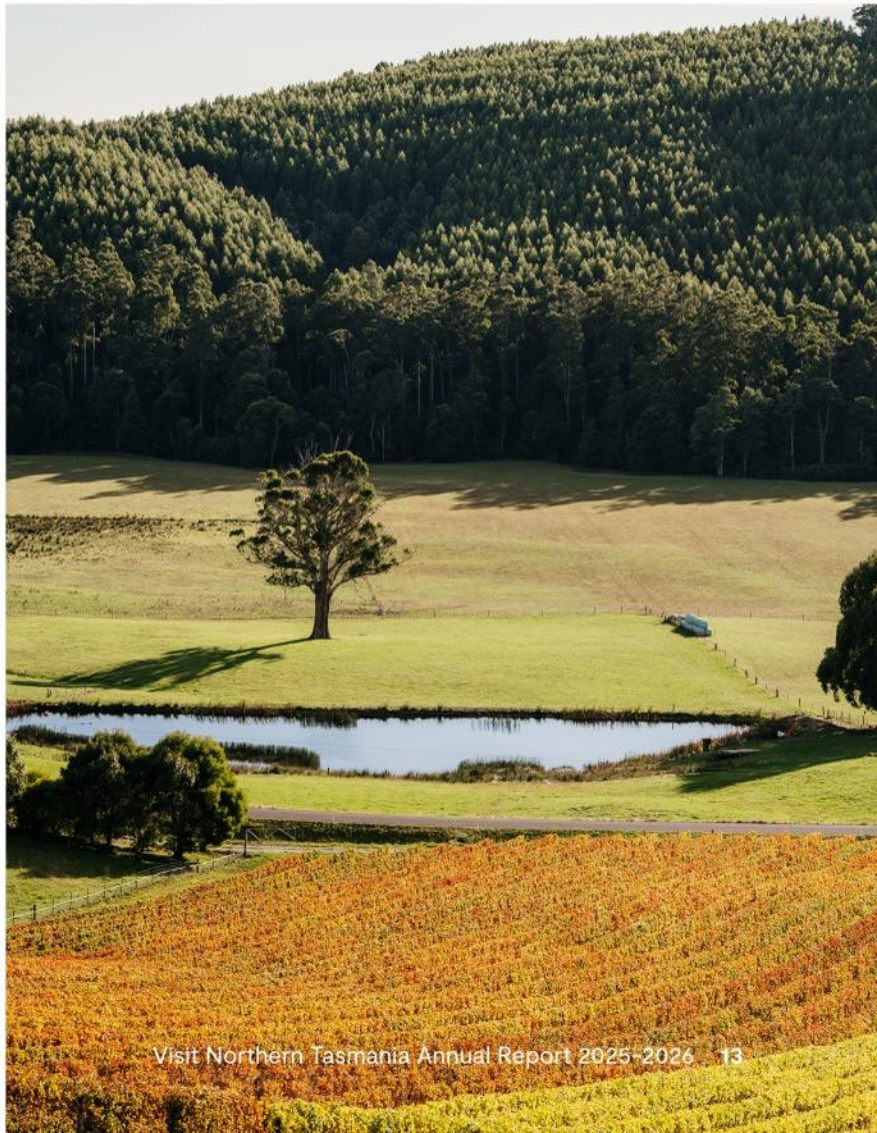
It's been another great year in our region with increased visitation (up 3% on last year and 11% on the year before), fantastic visitor experiences and some wonderful new products. While there were some announcements that will be challenging for our economy, we have also welcomed surprise events, more investment, new airlines and we have loved showcasing local attractions on the national stage. It has indeed been a great year but we need to continue working together to mitigate the challenges and take advantage of the opportunities.

PRIDE IN THE REGION:

- Hugely successful events calendar with well attended and diverse events
- Deloraine won Tasmanian Top (Small) Tourism Town and got silver at the National awards
- We hosted Channel 9's Today show in Cataract Gorge in June 2026 and showcased a number of regional attractions and events
- A very successful Champions of Tourism at the brand new foyer of Albert Hall recognising those who contribute so well to our industry

HIGHLIGHTS:

- Foo Fighters played a sold out concert to 26,000 people in January 2026
- Announcement in February 2026 of State Government commitment to Launceston Convention Centre evidenced by the Launceston Convention Facilities Demand Study we delivered in February 2025
- Welcomed the first direct flights to and from Canberra with Link Airways in May 2026



CHAIR'S REPORT CONTINUED

CHALLENGES:

- Disappointed to learn of the Hawks' departure after 2027
- Sad to hear of Boag's closure – working hard on an alternative visitor experience. Factory tour has been in the top 4 of Launceston attractions
- Working with all levels of government and many other stakeholders on Northern Economic Plan
- Some reduced air access on the direct Perth route and to Flinders Island
- Changes across our region with Council elections
- Implementing the recommendations from the Tamar Valley Sustainable Visitation project
- Maintaining the preparedness and high level of service our operators provide to keep the visitation numbers growing

THANKS

- To each and every operator in Northern Tasmania – working collaboratively with you all across this region is the highlight of my job
- To the fantastic team at VNT for their dedication, diligence, enthusiasm and support
- To the Board of VNT for their leadership and governance
- To our funding partners for believing in our vision to grow the visitor economy of Northern Tasmania and for supporting us to do that through collaboration

Tracey Mallett

CEO, Visit Northern Tasmania





DESTINATION PROFILE AND PERFORMANCE

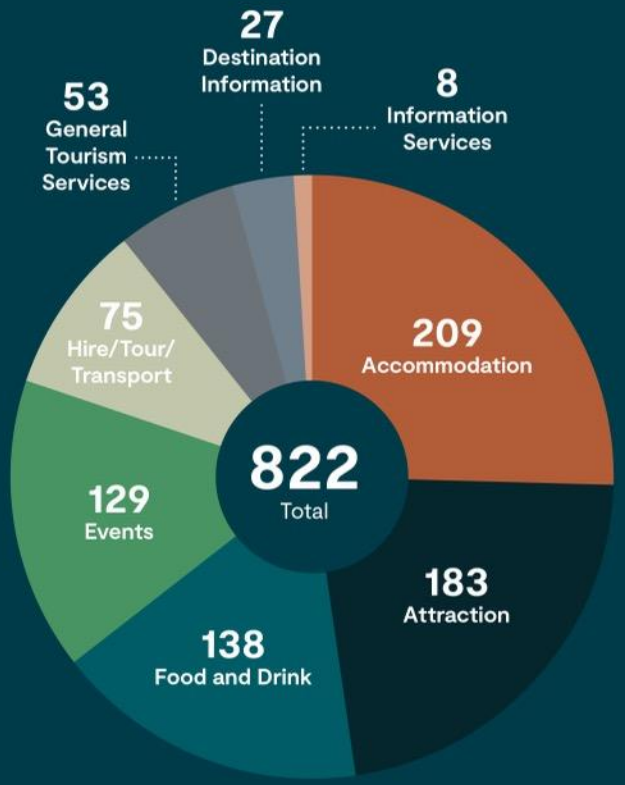


Our Northern Tasmania region encompasses much of the northeast corner of the State of Tasmania. With all types of natural beauty from beaches to mountains, rivers to farmland, cities to tiny islands, Northern Tasmania is full of hidden gems to tempt visitors and locals alike.

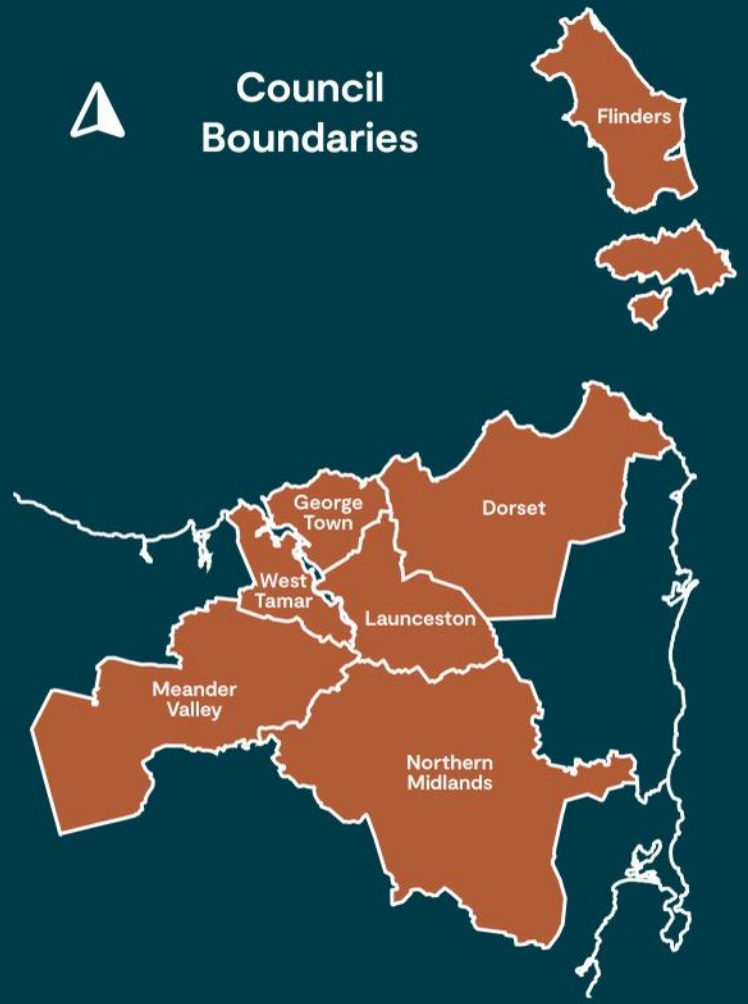
Home to a UNESCO Creative City of Gastronomy, Northern Tasmania is leading the way with food innovation, sustainable farming practices and visitor experiences. In August 2025 Ferment HQ was opened in the Tamar Valley; this state-of-the-art facility is a first of its kind in the southern hemisphere.

Served by an award-winning regional airport, shipping lines and smaller airfields, it is an easy destination to access and enjoy. With a population of 156,249 (ABS ERP 2024), there are 76,558 local jobs and 75,863 employed residents (NIEIR 2024) and the region contributed 26.31% of the State's Gross State Product in the 2024/2025 financial year.

Tourism Businesses in the North



Council Boundaries



TOURISM IN THE NORTH

Year end 30 June 2026

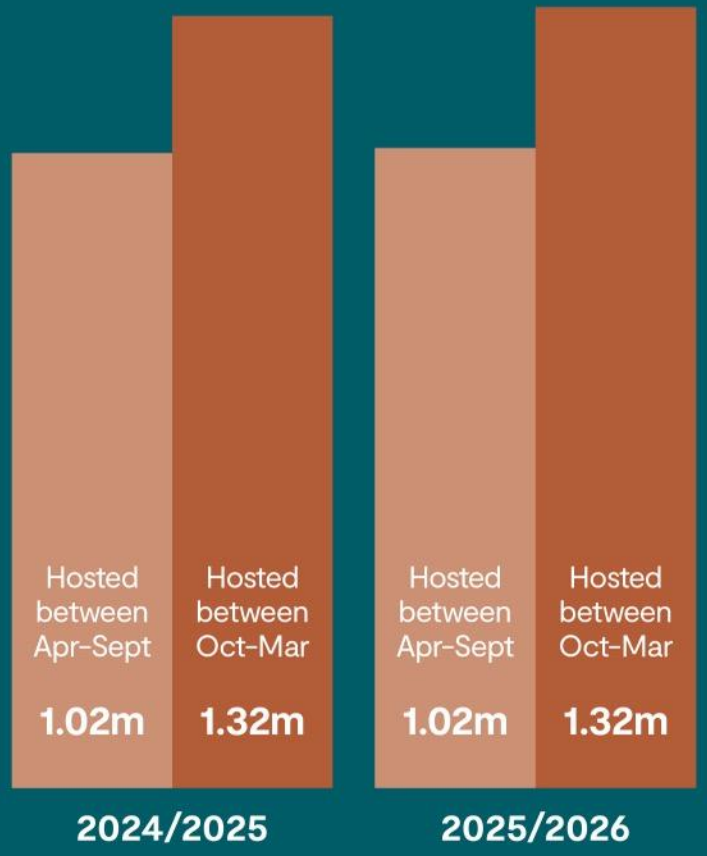
Regional Visitor Dispersal

Non-Tasmanian visitor nights only



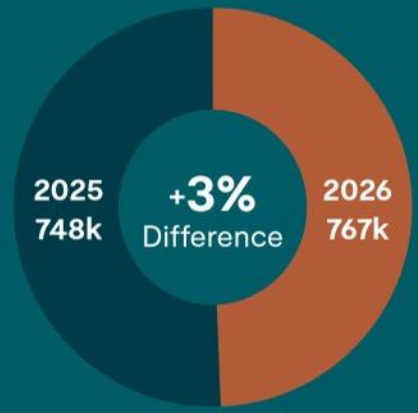
Seasonal Visitor Dispersal

Non-Tasmanian visitors only



Visitor Numbers

Non-Tasmanian visitors



Visitor Nights

Non-Tasmanian visitors



This regional performance sits within an increasingly positive Tasmanian tourism environment. For the year ending March 2026, Tasmania welcomed a record 1.404 million visitors, up 4.8%, with visitor expenditure reaching approximately $3.8 billion, an increase of 7.8%.

Particularly encouraging is the continuing recovery and growth of international tourism. International visitation to Tasmania increased by 10.1%, while international visitor expenditure reached a record $758.6 million, up 36.2%.



DESTINATION MANAGEMENT PLAN

Strategic alignment with the Tasmanian Government's vision and strategy is critical to achieving outcomes for the visitor economy of Northern Tasmania. Visit Northern Tasmania's Destination Management Plan has a focus of four pillars that align with the Key Directions from the 2030 Visitor Economy Strategy, and which are linked to key strengths of the region. These pillars are supported with an action plan that guides the work of the VNT Board and Team to deliver on the goals of the organisation.

DESTINATION MANAGEMENT PLAN

2030 Visitor Economy Strategy TASMANIA Vision

By 2030, the visitor economy will be valued by Tasmanians for its positive impact to our environment, prosperity and way of life, and Tasmania will be valued by visitors for being a genuinely different experience.

Northern Tasmania Vision

We are a community of hosts, caring for, and sharing our adventures, living history and gastronomic experiences with our Visitors. We are Northern Tasmania.

PILLAR 1 **Indulge in our creative city** Launceston - or Launnie for short - is a close-knit community that always has time for people, time to connect.	8. We will manage our destination in harmony with community. 5. We will invest in and support a sustainable and successful events and business events sector.
PILLAR 2 **Choose your own adventure** Our region is the ultimate landscape to pursue riding, walking and year-round adventures that connect you with our exceptional natural places.	1. We will be a leading destination for climate conscious travel. 2. We will proactively manage growth to protect and enhance Tasmania's brand environment and community values. 6. We will plan for and invest in infrastructure for the next decade to support future growth benefiting locals and visitors. 8. We will manage our destination in harmony with the community.
PILLAR 3 **Explore our living history** Stories of how our convict past met an ancient aboriginal culture are shared honestly by locals who own these truths.	8. We will manage our destination in harmony with community. 2. We will proactively manage growth to protect and enhance Tasmania's brand environment and community values 3. We will grow the contribution that visitors make to Tasmania and maximise overall benefit to our State and Regional Communities
PILLAR 4 **Connect and grow** Be part of a genuine slice of Tasmanian life sharing produce and bounty through the people that grow here.	8. We will manage our destination in harmony with community. 4. We will differentiate and build awareness of Tasmania to increase brand power and attract the visitors who will grow value over volume. 7. We will attract a skilled workforce creating jobs for Tasmanians and meeting industry needs.

CELEBRATING OUR PEOPLE

Northern Tasmania is home to many individuals and businesses who strive to deliver outstanding services and products, working tirelessly to create an exceptional visitor experience. It is this effort that makes a destination stand out, creating appeal and attracting visitors. Every year, some amazing operators win awards at the State Tourism Awards, where the Gold winners go on to represent Tasmania at the National Tourism Awards. Northern Tasmania is home to many small operators for whom the State Tourism Awards may be out of reach, so VNT created Champions of Tourism to recognise and celebrate these very people.



CELEBRATING OUR PEOPLE

In October 2025, our team was very excited for Champions of Tourism to be the first event in the new Albert Hall Eastern Foyer. With the biggest attendance ever, our industry cheered on the following winners:

Local Leader

· Taylor Clyne Smith (Blue Derby Foundation)

Standout Food Ambassador

· Joel Houghton (Springfield Deer Farm)

Event Organiser Extraordinaire

· Furneaux Collective (Furneaux Futures Forum)

Service Wizard

· Michelle du Preez (Hotel Verge)

Sustainable Legend

· Tara Howell (Blue Derby Pod Ride)

Agritourism Guru

· Tiana Fullwood (Mabel's Paddock)

Accessibility Advocate (new category for 2025)

· Rexie Grey (Seahorse World)

We thank the following sponsors who helped make the 2025 Champions of Tourism such an amazing event:

LAUNCESTON AIRPORT · SPIRIT of TASMANIA · Events Tasmania · Hospitality Tasmania · Launceston City of Gastronomy · TICT · optimum standard · Moxxi



National Tourism Awards, held in Fremantle Western Australia on 6th March 2026

Gold

- The Dragonfly Inn (Hosted Accommodation Award and Inductee into the Australian Tourism Awards Hall of Fame)

Bronze

- Peppers Silo Hotel (4-4.5 star Deluxe Accommodation Award)
- Blue Derby Pods Ride (Adventure Tourism Award)
- The Truffle Farm (Excellence in Food Tourism Award)



State Tourism Awards, held in Hobart on 7th November 2025

Gold

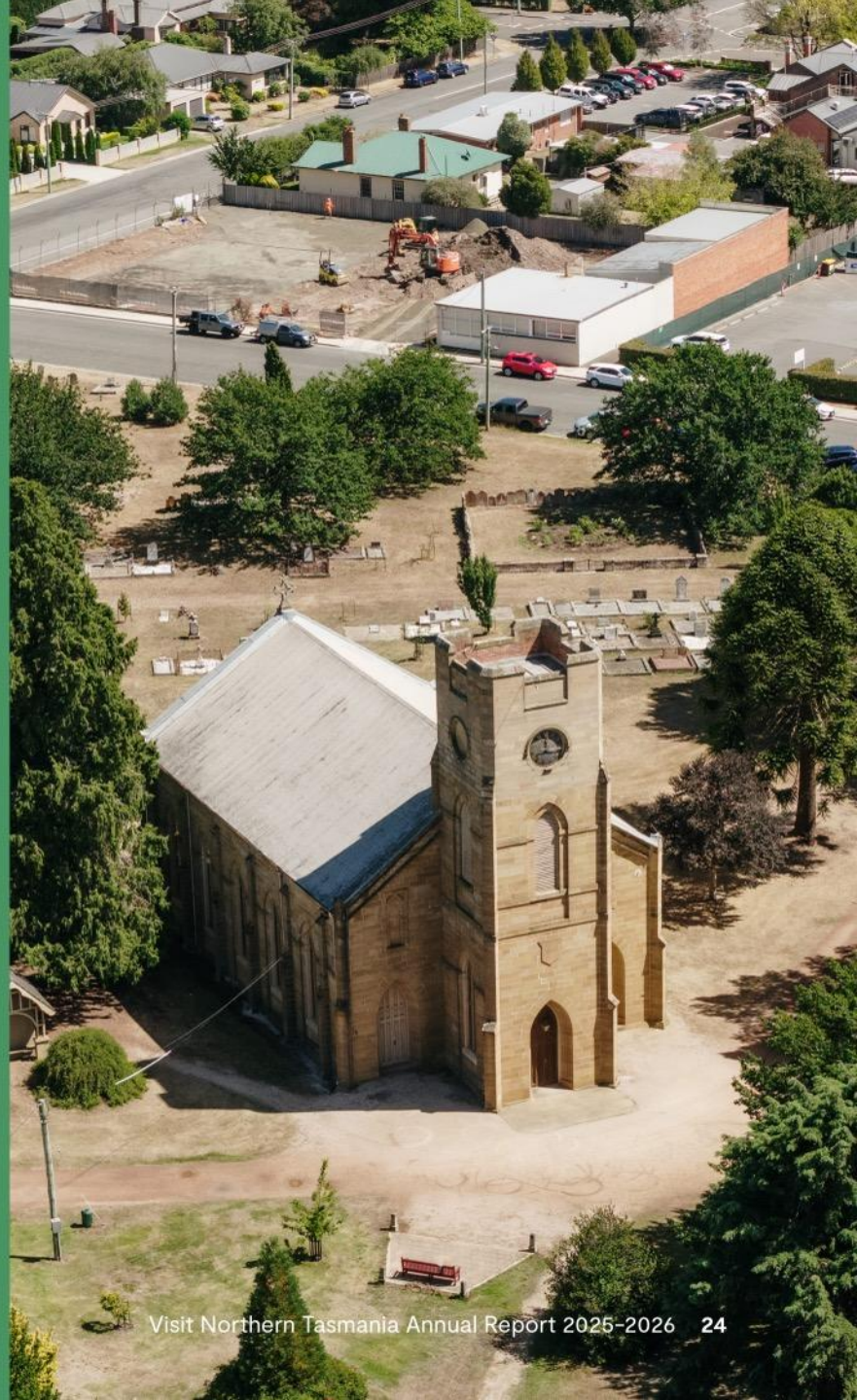
- Wukalina walk (Aboriginal and Torres Strait Islander Tourism Experience)
- Peppers Silo Hotel (Business Event Venues)
- Blue Derby Pod Ride (Adventure Tourism)
- Grain of the Silos (Tourism Restaurants and Catering Services)
- Holm Oak Vineyards (Tourism Wineries)
- Big 4 Launceston Holiday Park (Caravan and Holiday Parks)
- Dragonfly Inn (Hosted Accommodation)
- Peppers Silo Hotel (4-4.5 star Deluxe Accommodation)
- Evry Drive (New Tourism Business)
- The Truffle Farm (Excellence in Food Tourism)
- West Tamar Council (Local Government Award for Excellence in Tourism)
- Party in the Paddock (Chair of Judges Award for Positive Impact Tourism)

Silver

- Gorge Scenic Chairlift (Major Tourist Attraction)
- Tasmanian Expeditions (Adventure Tourism)
- Alice's Cottages (Self Contained Accommodation)

Bronze

- QVMAG – Gentle Protagonist: Art of Michael McWilliams (Festivals and Events)
- Wallaby Walkabout Tours (Cultural Tourism)
- Tamar Visitor Centre (Visitor Information Services)



OUT AND ABOUT IN OUR REGION

Collaboration is at the heart of what we do as a Regional Tourism Organisation. That includes visiting every inch of our region talking to operators, seeing what's new or different, exploring new opportunities etc. This is some of what we got up to in the last year.



Tracey and Lisa with Evandale Penny Farthing Organising Committee, Northern Midlands Council



Tracey participating in the Furneaux Collective Forum Flinders Council



Tracey and Lisa with Channel 9 Today Show weather crosses organised by Tourism Tasmania to celebrate Off Season at Cataract Gorge, City of Launceston



Tracey at media call for Convention Centre Funding Announcement, City of Launceston



Fiona and Lisa from VNT team celebrating the arrival of first Link Airways flight, Northern Midlands Council



Tracey and Lisa at Transplant Games launch, City of Launceston



Cancer Council Morning tea VNT, LCC, LC and NTDC, City of Launceston



VNT team at Mole Creek Caves for team famil, Meander Valley Council



Tracey at the Link Airways Announcement, Launceston Airport



Rachel at Furneaux Collective Forum Flinders Council



Tracey and Drishti at Solstice in the Square, George Town Council



Tracey and Lisa at the Festivale Launch, City of Launceston



Tracey with Board Member Sarah Harper during the Business Excellence Awards 2025 for LCC.



Tracey with Board Member Oscar during the QATA in Perth.



Rachel together with Darren from Hospitality Tasmania in Derby for the Drop-in Session, Dorset Council



Tracey and Lisa at the Launceston Cup



Tracey together with Premier Jeremy Rockcliff and Sarah Kingston Clark from TTAs in Evenfall at the launch of Tourism Tasmania's Come Down For Air campaign (summer 25/26)



Tracey, Lisa and Rachel at NTDC Gastronomy Forum



Tracey during the Foo Fighter Industry Briefing



VNT Team and Board at Champions of Tourism 2025 at Albert Hall



REGIONAL INDUSTRY LEADERSHIP

REGIONAL INDUSTRY LEADERSHIP

As the Regional Tourism Organisation (RTO) for the north of the State, VNT has an important role in providing regional visitor economy leadership. This includes:

- Industry development
- Providing regional content for inclusion in Tourism Tasmania destination marketing
- Regional information sharing and advocacy
- Being a referral point for industry into product and business development programs for State and Federal Governments.

In addition, VNT takes the lead on a few initiatives unique to this RTO

- Development, implementation and review of the Cool Season Strategy
- Event Attraction, primarily for sporting and special interest events in the Cool Season
- Destination Management
- Project Management

We also ensure that we have a seat at the table representing the Councils at collaborative meetings with State Government departments and relevant tourism associations and industry council, providing leadership and good governance of a Regional Tourism Organisation.



ADVOCACY

Over the past year, VNT has worked on advocacy for issues including:

- Business Event facilities into Northern Tasmania, including using the Launceston Convention Facilities Demand Study as evidence for development of a convention facility
- Event infrastructure to support the growing events calendar
- Airline access – new routes, year round schedules, and support for Flinders Island services
- Short Stay Accommodation Levy – advocacy to stop this being implemented

REGIONAL INFORMATION SHARING

In 2025/26 VNT hosted the following opportunities for regional information sharing:

- 4 Local Tourism Forums for local governments, LTAs and VICs
- 2 Hotel General Managers meetings
- Held every second Board meeting in region



EVENTS & FESTIVALS

Creating reasons to visit, stay longer and return



Events play an important role in Northern Tasmania's visitor economy, creating reasons to travel, supporting regional dispersal, activating accommodation and hospitality, and showcasing the region's strengths across sport, culture, food, agriculture and entertainment. Events are a powerful driver of visitation to Tasmania with an estimated 156,000 people visited Tasmania primarily to attend an event supported by Events Tasmania in 2024/25. (Source: Tasmanian Government / Events Tasmania).

During 2025/26, VNT's work focused on three interconnected areas

EVENT CALENDAR DIVERSITY

VNT continued to support a broad range of events creating a diverse calendar all year round , from major sporting and cultural events to food, agriculture, music and festivals.

Sport

- McGrath Launceston Running Festival
- Launceston International Tennis
- AFL

Arts & culture

- Australian Musical Theatre Festival
- Junction Arts Festival

Food & drink

- Festivale
- Beerfest
- Tassie Scallop Fiesta

Music & lifestyle

- Party in the Paddock







FOOD, AGRICULTURE & GASTRONOMY

Celebrating what Northern Tasmania grows and produces

Events provide an important platform for Northern Tasmania's agricultural and food identity, connecting visitors with producers, local products and regional experiences. VNT works closely with Gastronomy Northern Tasmania to support and grow these gastronomical events:

- agriCULTURED
- Spudfest
- Hops to Harvest
- TrailGraze
- Fungi the Festival
- Harvest Market



COOL SEASON STRATEGY

Bringing the industry together



The Cool Season Strategy 2024–2027 continues to guide this work, with a focus on economic benefit, positive impact, destination profile and community.

VNT facilitates the Cool Season Collective, bringing together regional stakeholders three times each year to share information, discuss opportunities and challenges, and identify opportunities to grow and retain events in Northern Tasmania.

During 2025/26, the Collective continued to focus on:

Event opportunities
Identifying new sporting, special interest and major events.

Existing events
Supporting retention and identifying opportunities for growth.

Industry collaboration
Connecting organisations and businesses around the regional events calendar.

Advocacy
Representing Northern Tasmania's interests with government and event stakeholders.

Economic | Positive Impact | Brand | Social



All events hosted in the Cool Season were included in Tourism Tasmania's Off Season campaign, leveraging collaborative marketing opportunities and helping to drive regional visitation through immersive and seasonal storytelling.

SPORTING EVENT ATTRACTION

Building the pipeline

In 2025/26, VNT partnered with Sports Marketing Australia (SMA) to undertake a capability assessment of Northern Tasmania's sporting infrastructure and event hosting potential.

The assessment is now informing the development of a regional prospecting document to identify national sporting events that could be suitable for Northern Tasmania.

EVENTS WON

U15/U19 National Badminton Championships 2025
Launceston

Australian Youth Archery Championships 2026
Northern Tasmania

U16 National Female Cricket Championships 2026
Northern Tasmania

Under 16 Female National Championships 2026

- Attracted 218 accredited participants from eight states and territories to Northern Tasmania.
- Delivered 44 matches across nine venues over six competition days.
- Generated an estimated 2,100+ visitor nights across the Launceston region.
- Contributed an estimated $400,000 to $500,000 in direct visitor expenditure to the Northern Tasmanian economy.
- Supported local accommodation, hospitality, transport, sporting, retail and tourism businesses.
- Received 92 survey responses, with strong positive feedback on the region's venues, accessibility and visitor experience.
- Venues averaged 8.4/10 and facilities 8.2/10 in participant and team staff feedback.
- Strengthening Northern Tasmania's reputation as a high-quality destination for national sporting events, with local volunteers, clubs and venue staff recognised as a key part of the event's success.



EVENT LEVERAGING OPPORTUNITIES

Building relationships and identifying opportunities

VNT continues to work with Stadiums Tasmania, Launceston Airport, Events Tasmania and other partners to identify opportunities to bring major sporting, entertainment and special interest events to Northern Tasmania. Our funding partners Tourism Tasmania and councils across the region all play a pivotal role in event opportunities from planning to funding.

Launceston Airport - Ailevon

Launceston Airport successfully secured the opportunity to host Ailevon, an aviation industry roundtable bringing approximately 50 airline industry representatives to Launceston. Visit Northern Tasmania supported the event and worked closely with the Launceston Airport team to maximise the opportunity to showcase the region and strengthen industry connections.





Foo Fighters Concert

Take Cover Tasmania | UTAS Stadium, Launceston | 24 January 2026

The Foo Fighters concert in Launceston provided a strong example of the visitor and economic opportunity associated with major international entertainment content in Northern Tasmania.

Secured by Stadiums Tasmania, the exclusive Launceston performance (only Australian show in 2026) on 24 January 2026 attracted 25,157 people to UTAS Stadium, making it Tasmania's biggest concert event. The event drew visitors from across Tasmania, interstate and overseas, generating significant activity across accommodation, hospitality, food and beverage and other visitor economy businesses.

The scale and profile of the event also generated significant media attention, showcasing Launceston and Northern Tasmania to audiences well beyond the region and reinforcing the potential of major events to contribute to destination awareness and visitation.

Our role was to support the broader visitor opportunity created by the event, working to maximise the benefits for the region and its visitor economy.

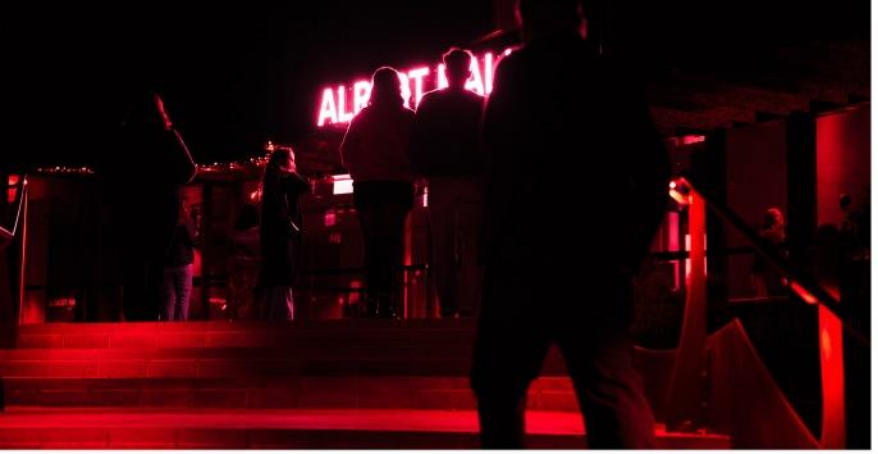
The Foo Fighters concert demonstrated the value of collaboration between major event organisers, government, industry and the visitor economy, and highlighted the potential for high-profile entertainment events to deliver both immediate economic activity and longer-term destination exposure.





Measure	Result	Source / note
Attendance	25,157	Official crowd figure reported by Stadiums Tasmania
Event status	Sold out / one night only	Public event reporting
Tasmanian significance	Tasmania's biggest concert event	Stadiums Tasmania
Event staffing	Approximately 1,000 staff	Stadiums Tasmania
Estimated economic impact	Approximately $7 million	Publicly reported estimate
Launceston Airport	6,880 passengers on 23 January	Publicly reported airport figure
January 2026 airport traffic	160,000 passengers	Launceston Airport figure reported publicly
Hotels	Occupancy Full	





Dark MOFO

Northern shows sold 1,112 tickets across the two shows. 80% were sold to Tasmanians and 20% were sold to interstate visitors

AFL

The annual Hawthorn home games played at UTAS Stadium in Launceston continue to attract strong attendance, with redevelopment works at the Stadium reducing available capacity.

Date	Event Name	Attendance
28/06/2025	AFL Round 16 Hawthorn v North Melbourne	13,287
19/07/2025	AFL Round 19 Hawthorn v Port Adelaide	12,772
25/04/2026	AFL Round 7 Hawthorn v Gold Coast	8,263
21/05/2026	AFL Round 11 Hawthorn v Adelaide	8,312





CASE STUDY
MAY 2026

One week. Three major events.
One regional opportunity.

May 2026 saw three major events converge in Launceston within the same week: an AFL match, the Supercars Tasmania Super 440 and the Australian Musical Theatre Festival.

With AFL fixtures subject to floating scheduling and Supercars operating within a national circuit calendar, VNT worked across the events and with industry to identify opportunities for collaboration, cross promotion and visitor dispersal.

MAY EVENTS CLUSTER

The strategy

With Launceston accommodation reaching full capacity across the event period, VNT worked with industry and Supercars to develop accommodation and travel opportunities around the different event audiences.

Supercars packages were positioned from Friday to Monday, creating opportunities for visitors to extend their stay while allowing the Thursday night AFL match to draw on the city's accommodation capacity.

VNT also supported cross-promotional opportunities across the events, helping position the cluster as a collective reason to visit Launceston rather than three competing events.

Connecting the events

Collaboration extended across the AFL and Supercars audiences, with Hawthorn supporting the event weekend through a stadium big-screen activation.

VNT also developed a Game Day Guide and supported Hawthorn content through the VNT Launceston destination page, helping visitors engage with the broader Launceston experience around the event.

The result

The event cluster became an opportunity to:

- Maximise accommodation demand (Launceston accommodation reached full capacity across the event period)
- Encourage longer stays and smooth out flight demands
- Connect different visitor markets
- Create cross-promotional opportunities to the three different audiences
- Encourage collaboration between event organisers and partners to amplify the overall visitor experience
- Strengthen Launceston's events profile
- Work towards positive media to highlight the combined impact of these events attracting visitors across the city.

EVENT OUTCOMES

20–24 May 2026 – Supercars

31,801 attendees (12.5% increase on the previous year)

21 May 2026 – AFL Match

8,312 attendees despite reduced stadium capacity during redevelopment.

20–24 May 2026 – Australian Musical Theatre Festival (AMTF)

AMTF strengthened Launceston's cultural tourism offering and supported the Cool Season Strategy by attracting audiences to the city through a distinctive arts and cultural experience.

The festival sold more than 3,000 tickets to over 1,900 unique attendees, with 30% of events sold out and more than half reaching over 75% capacity.

MAY IN NORTHERN TASMANIA

Car lights.

Stage lights.

Footy under lights.

THE VALUE OF EVENTS

Australian Youth Archery Championships 2026 – Delivered visitation through sports tourism

The event delivered measurable visitation to Launceston through sports tourism prospecting and event attraction, supporting the objectives of the Cool Season Strategy to attract visitation and economic activity during the cooler months.

A total of 186 registered competitors, team members and event staff travelled to Launceston for the event. A post event survey achieved an 80% response rate, providing valuable insight into the broader visitor impact generated by the event.

The survey found that 38% of attendees extended their stay to experience Launceston beyond the competition, adding an average of 3.2 additional days to their trip. Overall, attendees stayed an average of 7 nights in Launceston, with stays ranging from 4 to 16 days.

These results highlight the role of sporting events in delivering visitation through the cooler season, while also encouraging participants, teams and support networks to extend their stay and experience the destination beyond the competition.

Attendees visited a range of local attractions, with Cataract Gorge the most popular attraction (49%), followed by City Park botanical gardens (26%).

The results demonstrate the value of sports tourism prospecting and event attraction as a tool for delivering visitation to Launceston, contributing to the objectives of the Cool Season Strategy by generating direct event visitation, extended stays and broader destination engagement.

LOOKING AHEAD

VNT will continue to work with event organisers, industry and government partners to strengthen Northern Tasmania's events calendar.

The focus will be on supporting the events we have, making the most of major events when they come to the region, and pursuing new national sporting, special interest and major event opportunities.

The work with Sports Marketing Australia (SMA) provides a stronger foundation for future sporting event bids, while the Cool Season Collective will continue to bring industry together around opportunities for growth, retention and collaboration.





INDUSTRY SUPPORT



INDUSTRY SUPPORT

Visit Northern Tasmania's Industry Development Manager continues to focus on strengthening industry capability and connections, aligned with Directions 7 and 8 of the 2030 Visitor Economy Strategy. One-on-one operator visits remain a priority, providing tailored support while building VNT's understanding of the challenges and opportunities facing businesses across the region. Increasing the visibility of new and enhanced tourism products through ATDW also remains a key focus. In Q3 and Q4, an increased focus on trade readiness emerged, with VNT supporting operators to better understand distribution, bookability and the requirements of working with trade, while identifying opportunities to strengthen Northern Tasmania's pipeline of trade-ready products and leveraging local opportunities.

VNT supports industry engagement, collective industry representation and profile-building activities, including:

- Continuously providing operators with relevant, timely, and region-specific information
- Filming and presentation to Tourism Tasmania, of 9 Operator Showcase segments, to highlight new and enhanced product within Northern Tasmania (please note decreased opportunity due to staff changes at TTAS)
- Assisting businesses to enhance their offerings through assistance with ATDW listings, tailored support and resource sharing
- Building capacity by connecting operators to development programs and training opportunities, facilitating participation in industry partner events
- Assisting operators to navigate grants, funding opportunities, and other government support opportunities
- Delivering industry-focused events and networking opportunities in collaboration with agency partners
- Facilitating participation in the Off Season Tourism Tasmania campaign and programs
- Assisting in developing and presenting at Local Tourism Association networking events and workshops
- Hosted, supported or attended 2 agritourism events



In addition to one-on-one engagement, VNT has worked with partners to deliver activities in a variety of formats, including:

- Partnering with Hospitality Tasmania to present two Great Customer Experience Snapshot sessions across the region
- Attended 21 local tourism association meetings and workshops
- Facilitating participation in collaboration with Tourism Tasmania for Northern operators in Tourism Tasmania's Trade Ready scholarship program
- Helped operators to develop and submit 192 Off Season offers and events for 2025
- Assisting one local council to apply for the Top Tourism Towns competition
- Attending and contributing to local tourism association meetings and workshops across the region
- Providing regional input and representation at industry update events delivered by state partners
- Delivered 2 x networking breakfasts, one with a trade ready theme and speakers and one with a Tourism Tasmania Off Season theme and speakers
- Partnered with TICT and Tourism Tasmania Spirit Readiness workshop event
- Worked closely with wine route association to support events and strategy
- Delivered 2 x drop in events for operators with Hospitality Tasmania

The diversity of engagement methods reflects VNT's commitment to meeting operators where they are—whether on-site, at industry events, or through tailored collaborative initiatives. The combination of individualised support and broader collective activity ensures that operators of all sizes and stages have access to opportunities that can help them adapt, innovate, and grow.



PRODUCT DEVELOPMENT

VNT supports industry growth and development of new product to meet demand through engagement activities that include:

- Support industry product development and events
- Connect industry with relevant resources.
- Support new investment and existing event growth
- Seek opportunities for collaborative growth or expansion



Over the past year, support of new ideas and the subsequent promotion once established has led to the following new products:

- Russell & Suitor Wines
- Tamar Gold
- Providore by Seasons Pantry
- The George Tasmania
- Small Wonder Wines new development
- Miners Gold under new management
- Aviemore Luxury Farmstay
- The Church Campbell Town
- Sailor Cafe
- Le Quart D'Huere
- Outscape Flinders Island
- Lalla Gully Vineyard
- Pa's Place





DESTINATION MARKETING

DESTINATION MARKETING

Partnership marketing continued to play an important role in extending the reach of Northern Tasmania through strategic collaborations, targeted campaigns and destination storytelling. By working alongside industry, local government, event organisers and tourism partners, Visit Northern Tasmania maximised marketing outcomes while delivering greater value from shared investment.

Key campaigns included two major partnerships with Qantas Travel Insider. The August/September campaign, developed in collaboration with Junction Arts Festival and QVMAG, showcased Northern Tasmania's arts and cultural experiences to a national audience. A second campaign, Make Launceston Your Highlight This May, promoted the region's major events calendar, encouraging visitors to extend their stay across the Australian Musical Theatre Festival, AFL and Supercars events. The campaign exceeded booked impressions and received positive feedback from event organisers, who reported increased attendance and ticket sales.

Additional cooperative marketing included a feature campaign with Link Airways supporting the launch of the Canberra–Launceston route, and a winter campaign with Caravanning Australia promoting slow travel and regional exploration ahead of the arrival of the new Spirit of Tasmania vessels. Event partnerships also supported the Hawthorn AFL fixture, Island Escape Winter Festival, Festival of Voices, Tour de Cure, Tassie Scallop Fiesta and Evandale Penny Farthing Championships through campaign development, content creation and promotional support.





Link Airways Inflight Magazine – May/June Edition



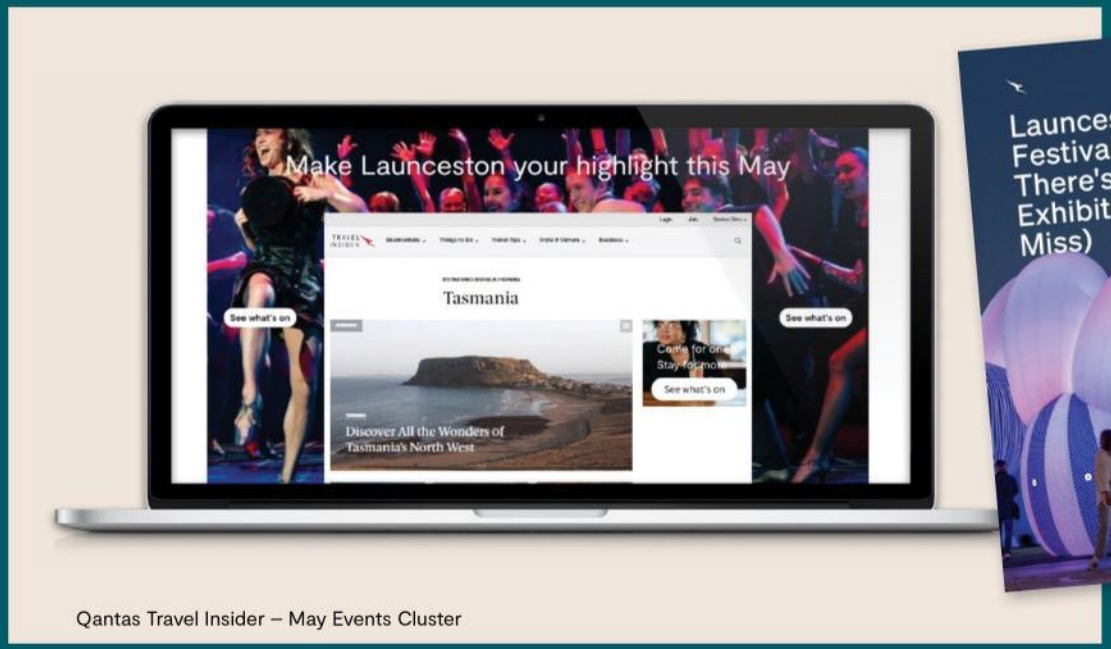


Caravanning Australia – Winter Edition

DESTINATION MARKETING CONTINUED

Digital channels continued to evolve, with ongoing website improvements focused on enhancing visitor planning and preparing content for emerging AI-powered search. Website traffic continued to grow, while curated landing pages and destination itineraries supported campaign activity and strengthened visitor engagement. Visit Northern Tasmania also supported Deloraine's success in the Top Tourism Town Awards through a targeted digital billboard campaign and dedicated campaign landing page, helping extend the value of the national recognition.

Collectively, these initiatives strengthened destination awareness, supported regional events and businesses, and reinforced Northern Tasmania's position as a compelling year-round destination.



Qantas Travel Insider – May Events Cluster



Qantas Travel Insider – Junction Arts Festival/QVMAG Collaboration







Digital Billboard Creative: VNT creative in support of Meander Valley Council and Meander Valley Business and Tourism Association.



STRATEGIC PROJECTS

VNT continues to play a key role project managing various opportunities to grow the visitor economy. Strategic projects led this year include:

SUSTAINABLE VISITATION

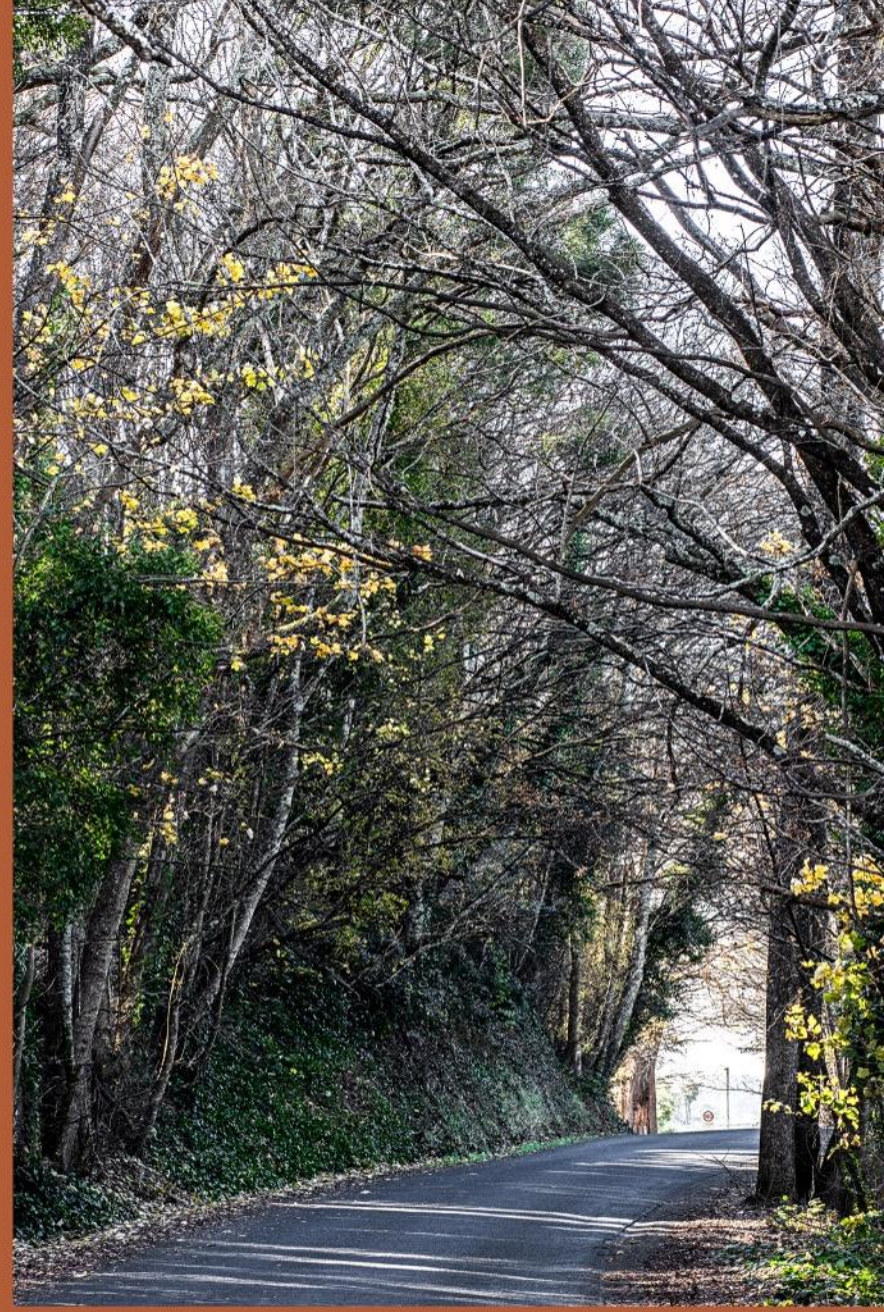
The Sustainable Visitation Framework - Tamar Valley Project is a visioning and planning exercise developed by Tourism Tasmania with support from Visit Northern Tasmania, that will help shape the future of tourism in the Tamar Valley informed by the industry and community of the region.

Despite its natural beauty, premium wine production, and proximity to Launceston, the Tamar Valley is currently underleveraged as a visitor destination. Visitation has plateaued, its brand awareness is modest. However, the region's iconic food and wine offerings, local pride, passionate producers, proximity to Launceston and a landscape rich with agritourism and river-based assets offer compelling foundations for repositioning.

The project is being delivered in three stages:

- Stage 1: Data and insights gathering, reconnaissance trip, community and stakeholder consultation workshop (Completed in May 2025), leading to opportunity themes
- Stage 2: Immersive field trip (September 2025), testing of themes and idea generation
- Stage 3: Establishment of a Working Group to steer this project (April 2026)

Stakeholder and local community consultation will continue throughout the project. In late 2026, the project will transition to VNT for continued implementation.



SPORTS MARKETING AUSTRALIA

In October 2024, Visit Northern Tasmania partnered with Sports Marketing Australia (SMA) to enhance the reach for sporting event attraction. SMA's work will complement the work of VNT's Business Development Manager through their extensive network of sporting associations.

Prior to prospecting, SMA conduct a capability assessment and in 2025/26, did extensive on the ground research and workshopping with stakeholders to develop ths document, along with a Prospectus.





TREASURER'S REPORT

TREASURER'S REPORT

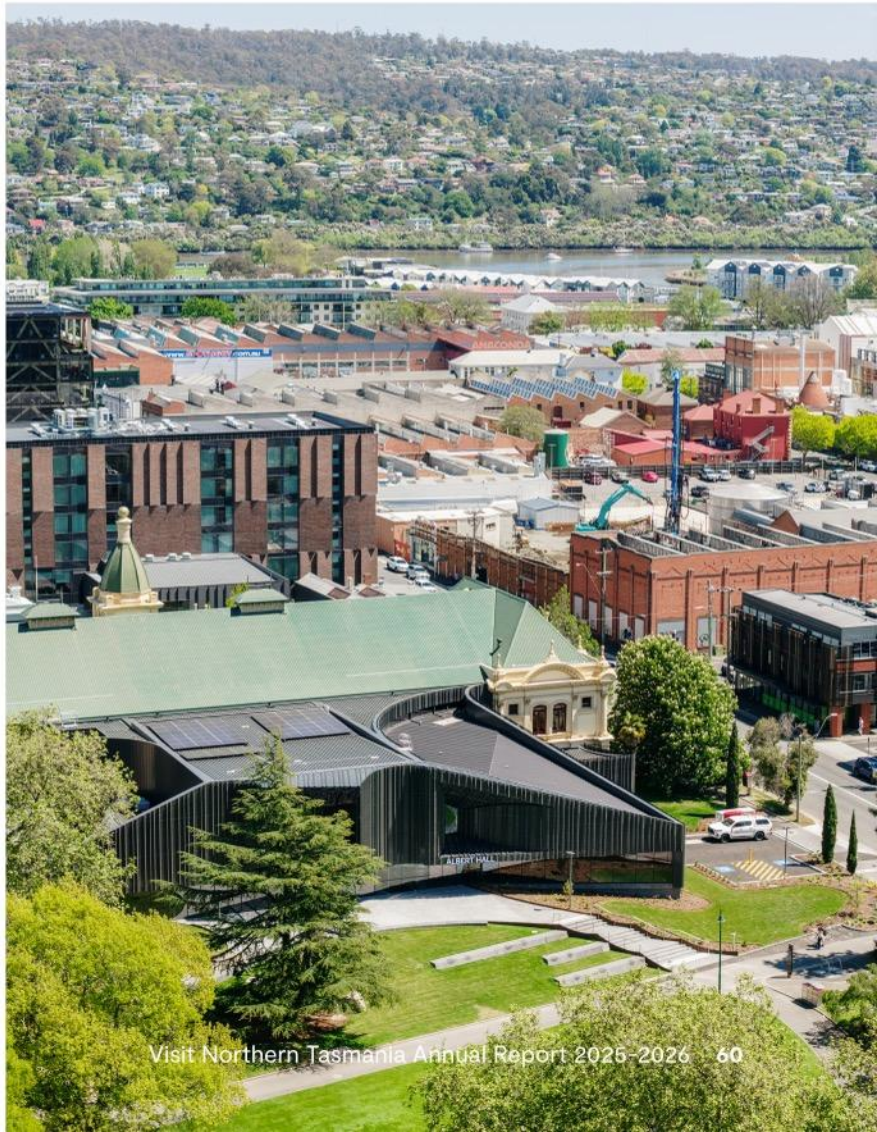
The purpose of Tourism Northern Tasmanian Incorporated Association (trading as Visit Northern Tasmania (VNT)) is to manage and lead the visitor destinations of Northern Tasmania in such a way that stimulates improved economic, social and environmental returns from the visitor economy. The financial year ending 30 June 2026 reports Total Revenue of $837,284 (funding, grants, projects, and tenants) Total Expenditure of $843,932 (operating, grants, and projects) with a Net Deficit for the year of $6,647. Exceptions for clarification presented herein.

Income: Primary revenue streams reflect the signed agreement commitments from Tourism Tasmania and the seven Member Councils. No exceptions to report.

Income: Secondary revenue streams reflect budget with minor exceptions that include project and partner contributions, and a higher than forecast income from the sub-lease within the new office space.

Expense exception reporting highlighted for EOFY include:

- Admin – $22,579 above budget highly due to one-off costs associated with relocating to the new office.
- Board – $4,283 below budget (Board Strategic Session did not take place during this financial year).
- Staff – $32,116 below budget primarily due to savings from the Project Manager position.
- Placemaking – $9,305 above budget following the payment of the remaining SAG 2024 funds to NTDC.
- Strategic – $10,200 above budget with the payment to Sports Marketing Australia funded from the cash reserve and has been allocated to the Event Acquisition project.



TREASURER'S REPORT CONTINUED

Audit and Risk Committee (ARC)

The primary role of the Audit and Risk Committee (ARC) is to assist the Board to fulfil its corporate governance responsibilities in overseeing and reviewing VNT internal controls, audit functions, contract engagements, risk management and statutory financial and corporate reporting. No heightened risk or jeopardy to report here.

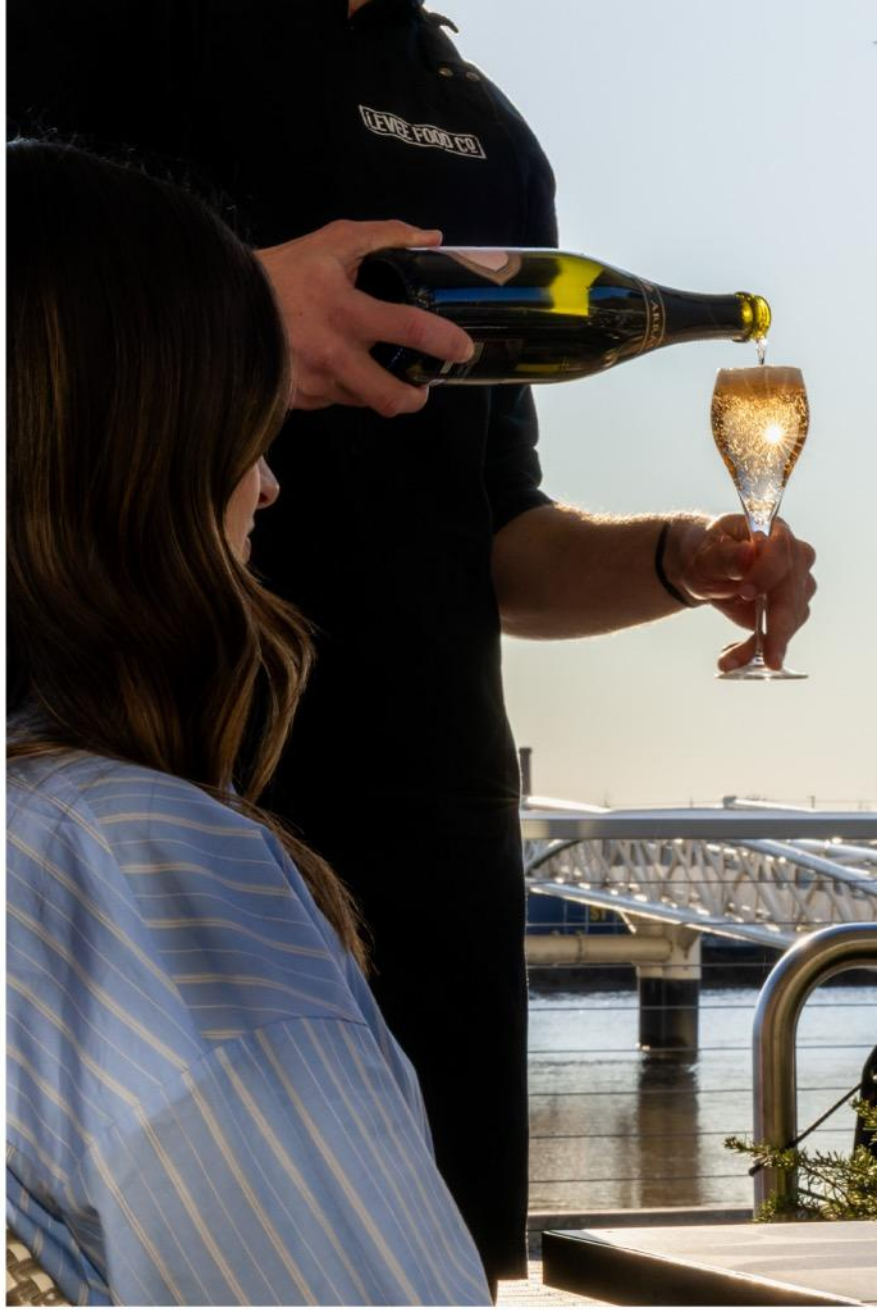
VNT has continued to deliver on strategic objectives and complete key enabling projects within the financial framework granted by the ongoing support of our northern council partners and Tourism Tasmania.

Looking ahead, I take the opportunity here to highlight the impact of existing funding framework in not only the implied uncertainty for future proofing VNT, but also the time consumed by VNT in managing Tourism Tasmania and Council funding agreements.

Tourism Tasmania - noting we are at the end of our current Tourism Tasmania funding agreement. Acknowledging the agreement will be extended for one more year, but despite the environmental increase in costs in operating and wages, funding at the lower rate of the previous agreement. A variation was made and the last two years at the two payments per annum of $217,389. The one-year extension for 2026/27 will be made at two payments of $176,910.5 + CPI.

Council funding noting uncertainty in upcoming elections and the increased financial pressures of Council executive. The VNT commitments ahead of next year are:

- **City of Launceston** – agreed to, and including 2026/27
- **West Tamar Council** – only agreed to 2025/26 at this stage
- **Meander Valley Council** – agreed to, and including 2027/28
- **Northern Midlands Council** – agreed to, and including 2027/28
- **George Town Council** – agreed to, and including 2027/28
- **Dorset Council** – agreed to, and including 2027/28
- **Flinders Council** – agreed to, and including 2027/28

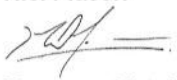


TREASURER'S REPORT CONTINUED

For the past five quarters, visitation to Northern Tasmania has grown quarter-on-quarter. None of us are singly responsible for this, but by working together, capitalising on each other's strengths and optimising resources, we are all helping to grow the visitor economy. Visit Northern Tasmania has clearly articulated the return on investment to Councils on their dollar investment in Tourism and Hospitality and will continue to seek Council funding support.

As such, VNT Board is supporting VNT Executive in a budget proposed with a $54,038.36 deficit. Intended for one year only, it is a strong demonstration that VNT wants to ensure our operators continue to receive the service they expect from an RTO even with reduced funding from the STO. Visit Northern Tasmania is positioned to maintain the financial resilience necessary to deliver our continued and strong voice for the Northern Tasmania visitor economy.

Niel Mason



Treasurer, Visit Northern Tasmania





FINANCIAL STATEMENTS



TOURISM NORTHERN TASMANIA

PROFIT AND LOSS STATEMENT
FOR THE YEAR ENDED 30TH JUNE 2026

	Note	2026 $	2025 $
REVENUE			
Northern Councils	3	362,498	368,347
Grant Funds		2,500	12,300
Sub-lease offsets		8,663	38,019
Tourism Tasmania		434,778	679,688
Partnership		1,864	208
Sponsorship		14,200	9,000
Ticket Sales		10,364	9,966
Project Manager Support		2,418	5,090
Other Revenue		-	9,832
TOTAL REVENUE		**837,284**	**1,132,449**
EXPENDITURE			
Administration Fees	4	109,910	106,180
Board Expenses	5	34,936	40,570
Depreciation		6,065	3,440
Marketing Expenses		21,095	11,398
Meeting Expenses		12,560	16,807
Project Expenses	6	99,333	373,027
Staffing Expenses	7	560,033	545,891
TOTAL EXPENDITURE		**843,932**	**1,097,313**
SURPLUS FOR THE YEAR		**(6,647)**	**35,137**



TOURISM NORTHERN TASMANIA

BALANCE SHEET
AS AT 30TH JUNE 2026

	Note	2026 $	2025 $
CURRENT ASSETS			
Cash & Deposits		547,775	707,989
Trade Debtors		100	6,702
Prepayments		10,761	9,699
		558,635	724,390
FIXED ASSETS			
Property, Plant & Equipment	8	10,451	8,221
		10,451	8,221
TOTAL ASSETS		569,086	732,611
CURRENT LIABILITIES			
Accounts Payable		4,282	6,728
Income in Advance	9	-	176,911
GST		8,888	2,416
PAYG Withholding Payable		11,983	7,813
Provision for Annual Leave		41,767	32,810
Superannuation Payable		15,106	12,226
TOTAL LIABILITIES		82,026	238,904
NET ASSETS (LIABILITIES)		**487,060**	**493,707**
EQUITY			
Current Year Earnings		(6,647)	35,137
Retained Profits		493,706	458,569
TOTAL EQUITY (DEFICIT)		**487,059**	**493,706**



TOURISM NORTHERN TASMANIA

STATEMENT OF CHANGES IN EQUITY
AS AT 30TH JUNE 2026

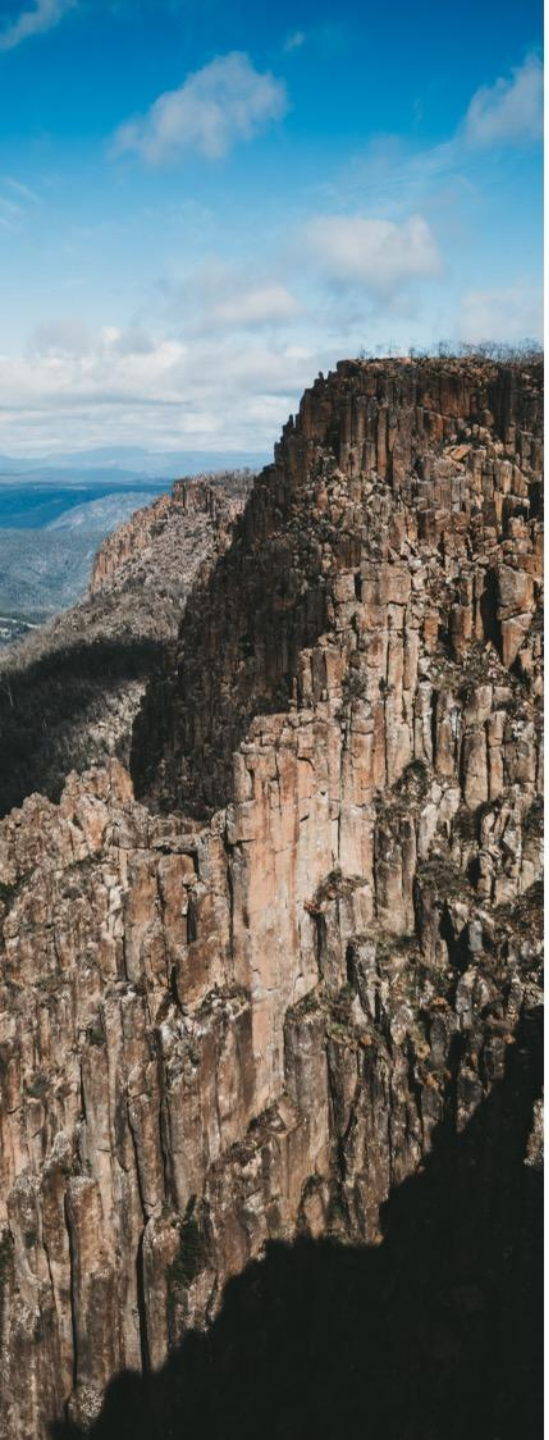
	Note	Retained Earnings	Total
BALANCE AT 1 JULY 2024		**458,569**	**458,569**
Profit for the year		35,137	35,137
BALANCE AS AT 30 JUNE 2025		**493,706**	**493,706**
BALANCE AS AT 1 JULY 2025		**493,706**	**493,706**
Profit for the year		(6,647)	(6,647)
BALANCE 30 June 2026		**487,059**	**487,059**



TOURISM NORTHERN TASMANIA

STATEMENT OF CASHFLOWS
FOR THE YEAR ENDED 30TH JUNE 2026

	2026 $	2025 $
OPERATING ACTIVITIES		
Receipts From Grants	(174,411)	868,899
Other Receipts	841,386	435,603
Payments to and on behalf of employees	(545,024)	(536,609)
Payments to suppliers for goods and services	(293,468)	(521,089)
NET CASH FLOWS FROM OPERATING ACTIVITIES	(151,918)	246,804
INVESTING ACTIVITIES		
Purchases of property, plant & equipment	(8,295)	(1,750)
NET CASH FLOWS FROM INVESTING ACTIVITIES	(8,295)	(1,750)
NET CASH FLOWS	**(160,214)**	**245,054**
CASH AND CASH EQUIVALENTS		
Cash and cash equivalents at beginning of period	707,989	462,935
Net increases/ (decreases) in cash on hand	(160,214)	245,054
CASH AND CASH EQUIVALENTS AT THE END OF THE PERIOD	**547,775**	**707,989**



TOURISM NORTHERN TASMANIA

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30TH JUNE 2026

	2026 $	2025 $

1 Basis of Preparation

In the opinion of the Board, the Association is not a reporting entity since there are unlikely to exist users of the financial statements who are not able to command the preparation of reports tailored so as to satisfy specifically all of their information needs. These special purpose financial statements have been prepared to meet the reporting requirements of the Associations Incorporation Act (Tasmania) 1964.

The Board have determined that as a non-reporting entity, 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 statements have been prepared on an accruals basis and are based on historical costs modified, where applicable, by the measurement at fair value of selected non-current assets, financial assets and financial liabilities.

Material accounting policy information relating to the preparation of these financial statements are presented below, and are consistent with prior reporting periods unless otherwise stated.

2 Material Accounting Policy Information

(a) Revenue and other income

Revenue from contracts with customers

Revenue is recognised on a basis that reflects the transfer of control of promised goods or services to customers at an amount that reflects the consideration the Association expects to receive in exchange for those goods or services.

Generally the timing of the payment for sale of goods and rendering of services corresponds closely to the timing of satisfaction of the performance obligations, however where there is a difference, it will result in the recognition of a receivable, contract asset or contract liability.

None of the revenue streams of the Association have any significant financing terms as there is less than 12 months between receipt of funds and satisfaction of performance obligations.



TOURISM NORTHERN TASMANIA

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30TH JUNE 2026

	2026 $	2025 $

Specific revenue streams

The revenue recognition policies for the principal revenue streams of the Association are:

Grants

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. Revenue is not recognised in line with AASB 15 Revenue from Contracts with Customers or in line with AASB 1058 Income of Not-for-Profit Entities

Other revenue

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

(b) Income tax

The Association is exempt from income tax under Division 50 of the Income Tax Assessment Act 1997.

(c) Goods and services tax (GST)

Revenue, expenses and assets are recognised net of the amount of goods and services tax (GST), except where the amount of GST incurred is not recoverable from the Australian Taxation Office (ATO).

Receivables and payable are stated inclusive of GST.

(d) Plant and equipment

Each class of plant and equipment is carried at cost less, where applicable, any accumulated depreciation and impairment.

Depreciation

Plant and equipment is depreciated on a combination straight-line basis and diminishing value basis over the asset's useful life to the Association, commencing when the asset is ready for use.
The depreciation rates used for plant and equipment is 5% - 67%



TOURISM NORTHERN TASMANIA

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30TH JUNE 2026

	2026 $	2025 $

(e) Cash and cash equivalents

Cash and cash equivalents comprises cash on hand, demand deposits and short-term investments which are readily convertible to known amounts of cash and subject to an insignificant risk of change in value.

(f) Employee benefits

Provision is made for the Association's liability for employee benefits, those benefits that are expected to be wholly settled within one year have been measured at the amounts expected to be paid when the liability is settled.

Liabilities for wages and salaries, including non-monetary benefits, annual leave expected to be settled wholly within 12 months of the reporting date are measured at the amounts expected to be paid when the liabilities are settled.

Employee benefits expected to be settled more than one year after the end of the reporting period have been measured at the present value of the estimated future cash outflows to be made for those benefits. In determining the liability, consideration is given to employee wage increases and the probability that the employee may satisfy vesting requirements. Cashflows are discounted using market yields on high quality corporate bond rates, with terms to maturity that match the expected timing of cashflows. Changes in the measurement of the liability are recognised in profit or loss.

The liability for long service leave expected to be settled with in next 12 months of the reporting date is for employees of seven years and more years service.

(g) Leases

Leases are expensed through the profit & loss statement as payments are made. The Association does not comply with AASB16 Leases.

(h) Economic dependence

The Association is dependent on the ongoing receipt of funding from the State government and local government to continue to deliver community services. At the date of this report, the directors have no reason to believe that the State and local government will discontinue their support to the Association



TOURISM NORTHERN TASMANIA

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 30TH JUNE 2026

		2026 $	2025 $
3	**Northern Councils**		
	City of Launceston	172,296	169,750
	Dorset	33,342	37,752
	Flinders Island	9,500	15,176
	George Town	17,893	17,629
	Meander Valley	45,512	44,839
	Northern Midlands	32,959	32,959
	West Tamar	50,996	50,242
	Total Northern Councils	362,498	368,347
4	**Administration Expenses**		
	Accounting & Auditing	13,161	15,363
	Bank Fees	61	245
	Corporate Costs	2,965	465
	Insurances	6,417	4,404
	IT Support & Computer Expenses	5,092	6,239
	Office Lease	48,641	39,715
	Outgoings	2,847	15,193
	Parking & Fuel	1,278	1,082
	Postage & Stationery	261	464
	Printing	971	481
	Repairs & Maintenance	-	405
	Subscriptions	11,086	5,523
	Telephone & Internet	1,684	1,512
	Travel & Accommodation	5,669	4,510
	Vehicle Lease	9,776	10,578
		109,910	106,180



TOURISM NORTHERN TASMANIA

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30TH JUNE 2026

		2026 $	2025 $
5	**Board Expenses**		
	Annual General Meeting	818	1,000
	Annual Report	3,820	4,150
	Board Fees	(45)	(45)
	Meeting & Strategic Planning Expenses	6,371	7,141
	Recruitment	-	8,791
	Chair Reimbursement	23,520	18,362
	General Expenses	69	668
	Travel Expenses	382	502
		34,936	40,570
6	**Project Expenses**		
	Audio Visual	-	2,268
	Brand Creative	182	1,385
	Catering	17,282	39,839
	Conference & Event Participation	-	257
	Contractors & Staff	-	3,750
	Creative & Production	2,940	16,940
	Entertainment	3,000	-
	Grant Funding Expenditure	-	244,911
	Hawthorn Partnership	700	400
	Licences	9,237	1,899
	Media	3,000	5,185
	Memberships	-	900
	National Penny Farthing Championship	3,000	-
	Photography	1,455	915
	Prize & Incentives	15	377
	Social Media	11,273	10,879
	SMA Confirmed Event Delivery	16,500	-
	Speaker & Program Costs	-	721
	Sponsorship	13,487	20,750
	Stakeholder Communications	2,354	-



NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 30TH JUNE 2026

		2026 $	2025 $
	Theming	1,186	325
	Ticket Fees	536	721
	Training Events	9,300	-
	Transport	-	1,000
	Trophies & Awards	672	395
	Venue Hire	1,445	2,565
	Website	595	8,050
		99,333	373,027
7	**Staffing Expense**		
	Accrued Annual Leave Movement	8,957	20,673
	Phone Allowances	4,537	4,103
	Staff Parking	8,328	8,153
	Professional Development	9,495	9,282
	HR Consulting	2,634	-
	Wages & Superannuation Expenses	526,083	503,680
		560,033	545,891
8	**Property Plant & Equipment**		
	Computer Hardware/Software	16,450	14,650
	Accumulated Depreciation Computer Hardware/Software	(12,233)	(8,032)
	Office Furniture & Equipment	26,358	19,863
	Accumulated Depreciation Office Furniture & Equipment	(20,125)	(18,260)
		10,451	8,221
9	**Income in Advance**		
	Regional Tourism Funding	-	176,911
		-	176,911



TOURISM NORTHERN TASMANIA

STATEMENT BY MEMBERS OF THE COMMITTEE

The committee of the association declare that:

1. the financial statements and notes, as set out in the financial report give a true and fair view of the association's financial position as at 30 June 2026, and its performance and cash flows, for the year ended on that date; and

2. in the committee's opinion there are reasonable grounds to believe that the company will be able to pay its debts as and when they become due and payable.

This declaration is made in accordance with a resolution of the committee.

Chairperson: _____

Dated: 07/09/2026

Treasurer _____

Dated: 07/09/2026



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 balance sheet as at 30 June 2026, the profit and loss statement, statement of changes in equity and statement of cash flows for the year then ended, and notes to the financial statements, including material accounting policy information, and the certification by members of the committee.

In our opinion, the accompanying financial report presents fairly, in all material respects, the financial position of the Association as at 30 June 2026 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 (including Independence Standards)* (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.

Information Other than the Financial Report and Auditor's Report Thereon

The Committee of the Association is responsible for the other information. The other information comprises the information included in the association's annual report for the year ended 30 June 2026, but does not include the financial report and our auditor's report thereon.

Our opinion on the financial report does not cover the other information and accordingly we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial report, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial report or our knowledge obtained in the audit or otherwise appears to be materially misstated.

If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

Responsibilities of the Directors for the Financial Report

The Committee of the Association is responsible for the preparation of the financial report that gives a true and fair view and have determined that the basis of preparation described in Note 1 to the financial report is appropriate to meet the requirements of the *Associations Incorporation Act (Tasmania) 1964* and the needs of the members. The Committee's responsibility also includes such internal control as determined is necessary to enable the preparation of the financial report that gives a true and fair view and is free from material misstatement, whether due to fraud or error.

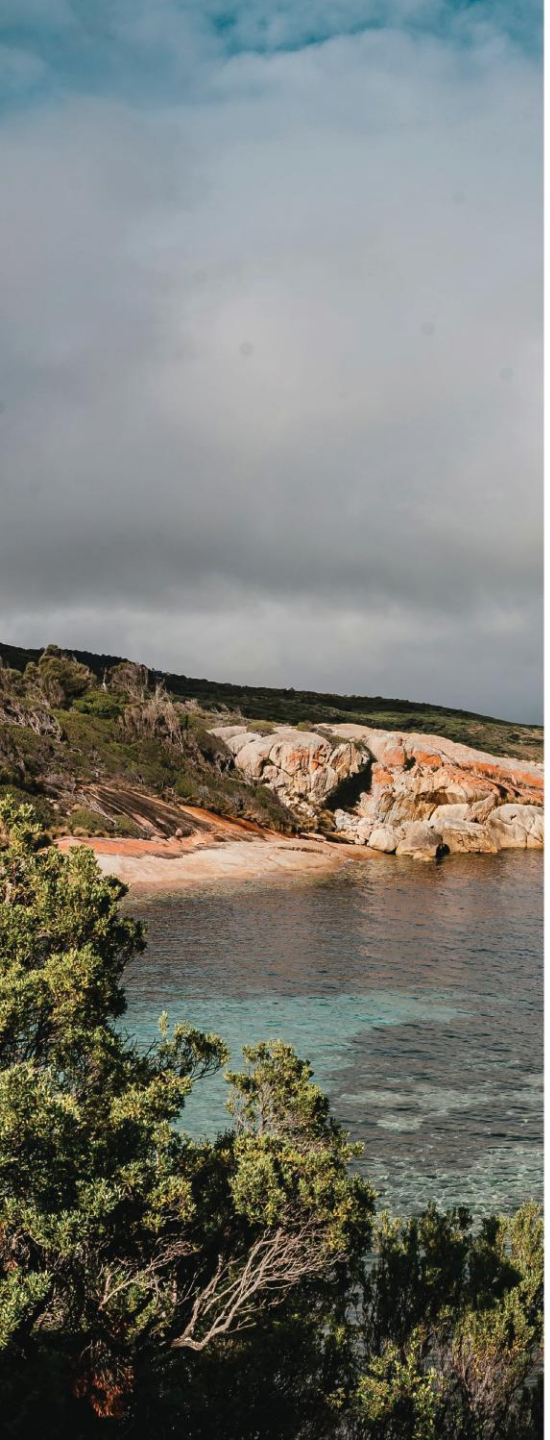
In preparing the financial report, the committee is responsible for assessing the ability of the association to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the committee either intends to liquidate the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

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, we exercise professional judgement and maintain professional scepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial report, 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 our 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 association's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the committee.
- Conclude on the appropriateness of the committee'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 association's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the



related disclosures in the financial report or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the association to cease to continue as a going concern.

- Evaluate 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.

We communicate with the committee regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

Wise Lord & Ferguson

WISE LORD & FERGUSON

REBECCA MEREDITH
Partner
Date: 15/9/2026

wlf ACCOUNTING & ADVISORY

TOURISM NORTHERN TASMANIA
MEMBERS OF THE COMMITTEE
FOR THE YEAR ENDING 30 JUNE 2026

Chair	Anthony Donald (Appointed 14 February 2025)	286 Glenwood Road, Relbia 7258
Treasurer	Niel Mason	43-45 Station Road, Lilydale 7268
Public Officer	Nicole Sheriff	3 Earlwood Ct, Taroona 7053
Board Members	Sam Reid	116 Elphin Road, Launceston 7250
	Sarah Harper	122 Blackstone Road, Blackstone Heights 7250
	Lucy Temple-Smith	276 Glenwood Road, Relbia 7258
	Ilya Brucksch (Appointed 22 January 2025)	65 Wentworth Street, Newstead 7250
	Lindene Cleary (Appointed 1 December 2024)	1 Lochner St, West Hobart 7000
	Oscar Vorobjovas - Pinta	7 Yelgun Place, Lenah Valley 7008

To the best of our knowledge and belief, the above-named persons comprised the Members of the Committee of Tourism Northern Tasmania for the year ending 30 June 2025.

Wise Lord & Ferguson

WISE LORD & FERGUSON

REBECCA MEREDITH
Partner
Date: 15/9/2026

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THANK YOU

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

Without the collaboration that Northern Tasmania is so well known for, VNT would not be in the position to lead and inspire our industry, partners and community to deliver upon our destination's management plan.



PHOTOGRAPHY CREDITS

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Bridport, Tasmania
Cover Photography credit: Natasha Mulhall

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