

2020-2021

ANNUAL REPORT



We are a community of hosts, caring for, and sharing with visitors our adventures, living history, and gastronomic experiences, gleaned from our fertile valleys and boutique city culture.

We are Northern Tasmania.

You Will Grow Here.

The Tasmanian tourism industry acknowledges the Tasmanian Aboriginal people and their enduring custodianship of lutruwita / Tasmania. We honour 40,000 years of uninterrupted care, protection and belonging to these islands, before the invasion and colonisation of European settlement. As a tourism industry that welcomes visitors to these lands, we acknowledge our responsibility to represent to our visitors Tasmania's deep and complex history, fully, respectfully and truthfully. We acknowledge the Aboriginal people who continue to care for this country today. We pay our respects to their elders, past and present. We honour their stories, songs, art, and culture, and their aspirations for the future of their people and these lands. We respectfully ask that tourism be a part of that future.

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DESTINATION PROFILE AND PERFORMANCE

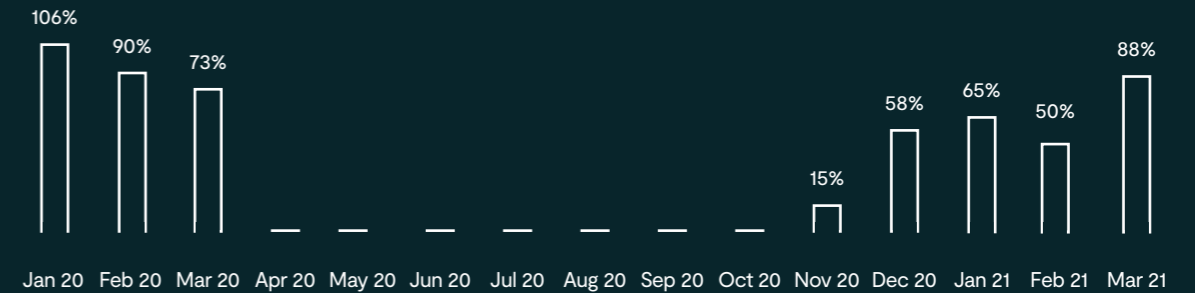
The Northern Tasmania region spans approximately 30 percent of the state of Tasmania. This region is a popular visitor destination with natural attractions and well preserved heritage features. Based on latest Census data, population is estimated at 135,183 and the local economy has a labour force of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

TOURISM IN THE NORTH

Year End 31 March 2021

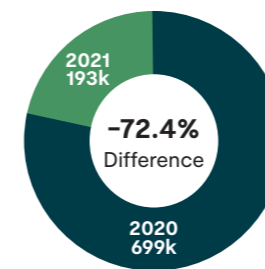
State Level Interstate Visitation

Monthly departing interstate visitors | % of same month in 2019

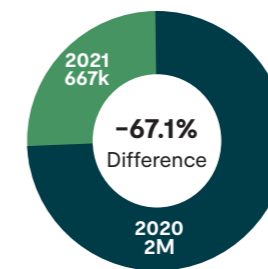


Northern Performance

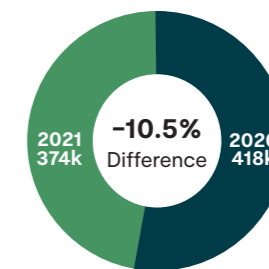
Interstate visitors



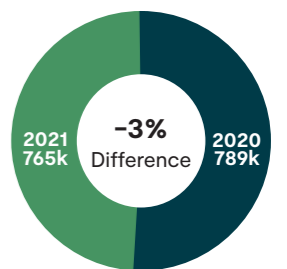
Interstate visitor nights



Intrastate overnight trips



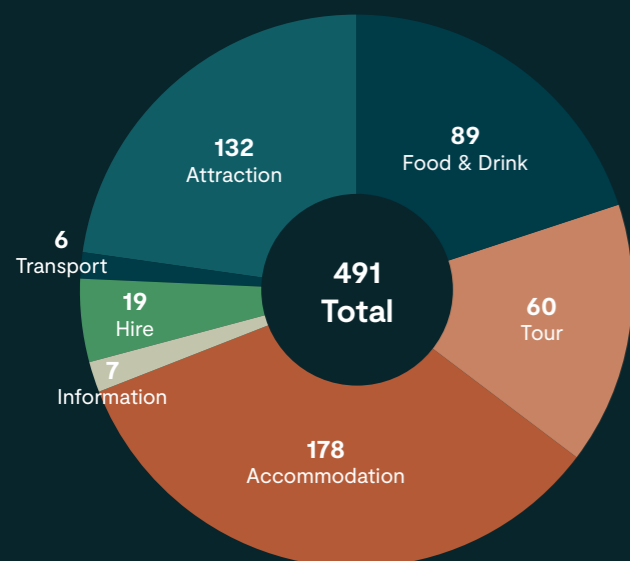
Intrastate visitor nights



Inter-state Seasonal Visitor Dispersal

As inter-state markets were closed between April-Sep 2020, 100% of seasonal dispersal occurred between October - March 2021

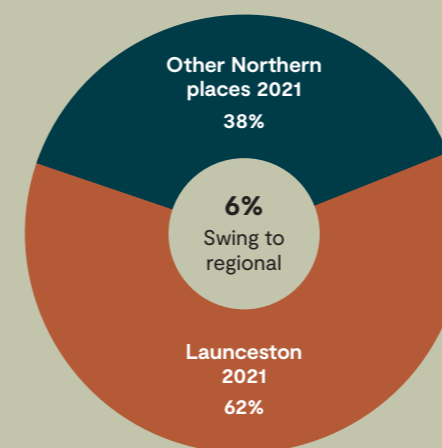
Tourism Businesses in the North



Council Boundaries

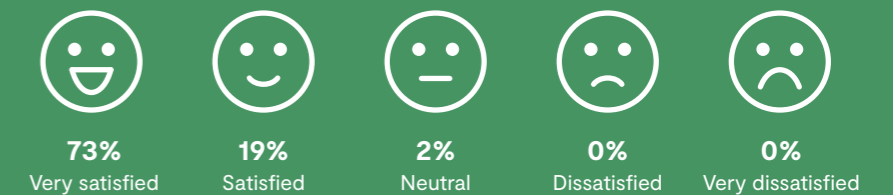


Regional Visitor Dispersal

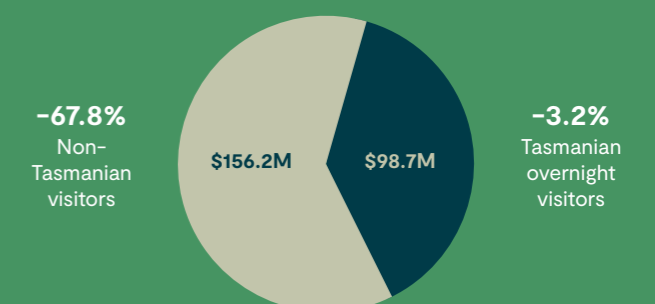


All measures are current as at year end 31 March 2021, according to the Tasmanian Visitor Survey and National Visitor Survey. Actual performance measures should be treated as indicative only.

Visitor Satisfaction



Visitor Expenditure Growth

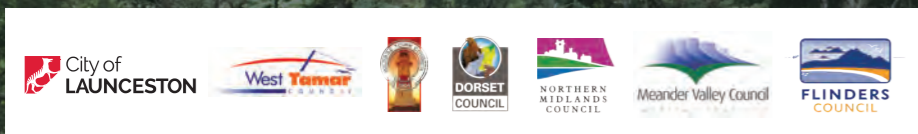


Introducing

VISIT NORTHERN TASMANIA

Visit Northern Tasmania (VNT) 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
- Great Western Tiers Tourism Association
- Flinders Island Business Inc
- North East Tourism Tasmania
- Heritage Highway Association

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



Tourism
Tasmania



Tasmanian
Government

VISIT NORTHERN TASMANIA'S 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 revive, grow and thrive after COVID. And we will make a real difference on the ground.

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

Reflecting on the last twelve months on the work of Visit Northern Tasmania (VNT) and the visitor economy, what was foremost in my thoughts is that 2021 certainly met expectations in the sense it was predictably unpredictable.

This time last year we were looking bravely toward a recovery with indications that airline access was building, intention to travel high and our industry had seemingly navigated its way toward being ready for a summer season that held great promise.

VNT as part of the Tasmanian Visitor Economy Network commenced implementing our recovery plan founded upon being:

- the trusted voice of the visitor economy in the North
- results driven through partnerships and a real care for our community
- acutely aware of the need to think long term in an ever-changing world of known and unknown disruptions
- thoughtful and acting sustainably to own our purpose as a regional influencer.

Cornerstone to the plan was our new identity forged in 2020. Our “You will grow here” ethos is an invitation from the North for the recovering industry and visitors to grow together.

The vision is for visitors to experience the freedom to grow through close encounters with food, culture, nature, and wildlife from the base of our enviable leading regional

city of Launceston to the far reaches of our region. It is an invitation to industry, events, and our partners to grow our visitor economy which has sacrificed much and deserves a positive and strong recovery.

It became abundantly clear as people could travel again that the north had these key ingredients to grow again – and quickly.

We saw a strong desire from airlines to restore access. We became a safe haven for events old and new. Launceston as the gateway to the north enjoyed a confluence of leisure travel and events that spread visitation out to regions.

With demand strong we turned our attention to supporting workforce challenges, planning emerging offerings in agritourism, and understanding with stakeholders across the region where tourism was supporting communities and where we needed to do more to ensure the visitor economy growth was sustainable.

In this context we began preparing our Destination Management Plan (DMP), engaging widely with partners and community, seeking to understand more deeply our unique strengths and opportunities as a destination.

Then, as predictably as it was unpredictable the recovery was

halted in its tracks with new COVID variants, border restrictions returning and once again we found ourselves very much inter-dependent on and supported by our own community.

The pressures of the tactical month to month challenges emerging from border closures to a significant “V” share recovery and resource challenges, to return to border restrictions arguably more acute than 2020, highlighted the need for our new DMP to be visionary in its ability to frame a future that provides clarity and direction.

Holding on to our mantra of ‘you will grow here’, our strong alignment with the Tasmanian brand and overall Tourism 21 Visitor Economy Action Plan, the below four regional pillars are emerging as our foundation for growth beyond 2021.

Our boutique creative city

A city destination that celebrates and embraces gastronomic and cultural experiences surrounded by the places and people that host our visitors.

Choose your own adventure

Our region is the ultimate landscape to choose your passion for; riding, walking, fishing, golfing and year-round adventures that connect you with our exceptional natural places

Our living history

Stories of how our convict past met an ancient aboriginal culture are shared honestly by locals who seek these truths. It’s time for us to connect strongly with our local indigenous community, listen to their story, understand their journey, and share this with our visitors respectfully.

Reconnect with what’s real

Be part of a genuine slice of rural Tasmanian life sharing produce and bounty through the people that grow it.

Ultimately growing the social infrastructure, health and amenity of our local community which subsequently grows economic development for a sustainable future.

To support this approach of building regional strength, the team and board of VNT have remained focused on the immediate needs of the industry to ensure operators and partners have what they need now to grow into this future.

While at the frontline of the effects of the pandemic our industry has also been at the forefront of government support. It has been rewarding to see this support underpinning strategically projects focused upon:

- Building our heritage tourism in the Northern Midlands and beyond
- Supporting a multi-purpose visitor complex on Ben Lomond
- New Mountain bike trails at George Town and upgrades and extensions to Derby trails
- An exciting, project piloting the practical application of regenerative tourism on Flinders Island to support a community lead visitor economy
- Growing agritourism with a groundbreaking new event for the North, agriCULTURED

- The next step on creating the capital of short walks in the Meander Valley and
- Supporting Launceston to be a regional city of gastronomy and events through evolving UTAS stadium and QVMAG Institute.

The team, under the passionate leadership of Chris Griffin has been influential in securing and/or supporting these and other initiatives. Living our role as natural connectors has never been more important in bringing these strands together to create a cohesive visitor economy narrative.



Without question ours is an industry built on human connection and our workforce and our people are central to our future recovery. Our natural and built heritage and our strong brand will drive demand. How we meet that demand, and how we create the experiences our visitors are seeking cannot be met by infrastructure alone. Success will be dependent on a proud community of hosts and a passionate well-trained workforce that creates compelling experiences that make visitors feel what it means to be Tasmanian.

Acknowledgement must be made here of the Premier of Tasmania’s commitment as both leader of government and Minister for Tourism. Peter Gutwein repeatedly

sought out regional tourism organisations’ feedback relating to the changing circumstances facing the industry and directed meaningful and considered support. Without this leadership, support and the government’s adaptiveness, our current situation would have been far from what it is today.

To round out the predictably unpredictable year we have welcomed a new Minister of Tourism, Sarah Courtney. The industry will benefit from having an accomplished minister in Sarah Courtney and her aligned portfolios of, tourism, hospitality and events and arguably just as essential education and training.

My sincere thanks and appreciation to all the VNT Team who have navigated the year with great success and continue to support such a wide range of partners, and to Chris Griffin for his ongoing leadership and passion for the best outcomes for Northern Tasmania’s visitor economy.

I would like to also acknowledge a dedicated team of Board Directors who donate their time generously and passionately, I have greatly appreciated their insights, guidance, counsel, and support for VNT over the year.

We have farewelled four Board Directors this year with Bianca Welsh, Fiona Kerslake, Rob King and Ben Davis completing their terms. I thank them for their commitment and contribution. We welcomed Simone Hackett and Sam Reid to the board in 2021 bringing fresh perspectives and passion.

Paul Seaman

Chair,
Visit Northern Tasmania
Incorporated

CEO'S REPORT

This year past – according to the data, was not our best year. But looking past the visitation statistics, the rolling lockdowns in our key markets and restrictions to how we traded at home, it was also a year of hope, resilience and of looking toward a brighter future.

During the year until 31 March 2021, 72.4% fewer inter-state/international visitors spent time in Northern Tasmania. Appreciating the period until late October was void of any inter-state visitation, January to April was the only period where comparable visitation to 2019 levels was experienced.

Interstate visitors generated 666,825 overnight stays, down -67.1% upon the previous year.

Overnight intra-state visitation declined with overnight trips down -10.5% and nights -3.0%, driven largely by reduced business travel. The positive counterpoint to this being intra-state holiday visitation lifting with 24.3% more overnight trips and 413,000 visitor nights (up 20.1%) spent in the region.

The state-wide trend of holidaymakers dispersing to regional places was echoed across in the north with the split of visitor nights spent in regional places increasing to its highest on record, 38% of total visitation.

This sobering picture was not however a reflection of the hard work and positive mindset of many. The resolve of leaders across the region to support their people, and to plan for a brighter future beyond the restrictions a pandemic imposes have been inspiring.

This testament to resolve, resilience and adaptiveness is what this year will be remembered for. For myself the most inspiring initiatives the Visit Northern Tasmania team was invested in included:

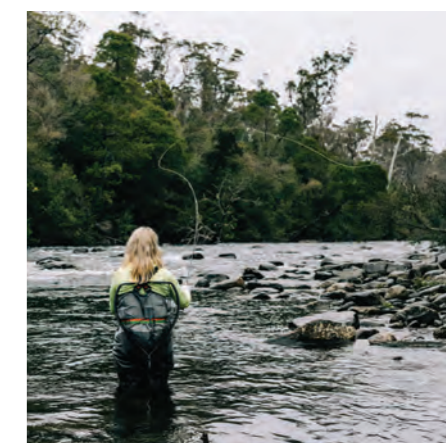
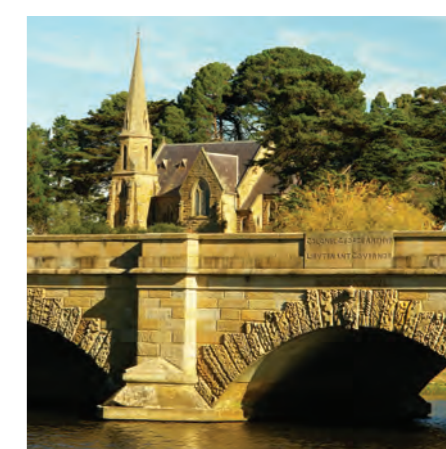
- On Thursday 13 August 2020, Tourism Northern Tasmania became Visit Northern Tasmania. A change of identity to reflect visitor economy thinking and a bold new invitation to prospective visitors; You Will Grow Here

- A long-held belief of solid latent demand for Flinders Island in the capital city was realised with bookings on inaugural direct flights from Hobart to our island outstripping all expectations
- We supported State Government to get locals travelling via the Make Yourself at Home campaign and two releases of Tasmanian Travel Vouchers
- We launched the COVID Safe Gold Standard business support program, sponsored by Rio Tinto Aluminium (Bell Bay), providing coaching to 74 businesses navigating through pandemic restrictions
- Business planning, funding submissions and pre-production of agriCULTURED created the foundation for this one-of-a-kind annual event to be held in early August 2021
- Qantas announced its Sydney to Launceston full-service flights, the first in 17 years. This confidence in Launceston was to prove addictive with additional new direct flights to Brisbane, Adelaide and Perth being announced later in 2021
- Tourism Tasmania's Off-Season winter campaign represented 420 tourism businesses, 116 of these northern based
- We welcomed our first Qantas Mystery flight in many years on 1 May 2021 – hosting 140 Qantas VIPs to the best Northern Tasmania has to offer on one sunny autumn day
- MONO FOMA's Aqua Luma installation in Cataract Gorge shone light on the future of our city's night-time visitor economy potential

- We were part of a bid team to attract the FIFA Women's World Cup to Launceston. Although not successful, the task reaffirmed our aspirations to become the sporting events capital of Tasmania
- We embraced the reality of good mental health – even going as far as wearing shorts on the shortest day to support SPEAK UP Stay ChatTY.

Looking to the future this year also brought forward aspirations for how we manage our visitor economy into the future. The leading lights included:

- Supporting the launch of Tourism 21 Action Plan in early August – a roadmap for navigating the two years of pandemic
- Commencing the renewal of the region's Destination Management Plan – aligning State Tourism priorities with regional strength building initiatives
- Teaming up with northern leaders to bid for Launceston to become a UNESCO Creative City of Gastronomy
- Contributing to the collective thinking captured within the Premier's Economic and Social Recovery Advisory Committee report
- Partnering with State Government and Tasmania's regional tourism organisations to administer \$13.5million in Federal Government funding to support Tasmania's regional tourism recovery
- Planning for a new future for Ben Lomond as a year-round accessible adventure destination realised a bespoke visitor complex



- Putting heritage tourism in the Northern Midlands back on the agenda through commencing the REASSIGN visitor interpretation project
- Co-designing and supporting the launch of Opening the Gate, agritourism business development program
- Supporting George Town Council in preparing to launch a new trail network, complements new trails being built at Blue Derby
- Getting on board the Flinders Island Way, an exploration of how regenerative tourism can evolve a community's visitor economy
- Advocating for and celebrating funding being secured by Meander Valley Council to realise the potential of their short walks' destination

- We continued to advocate for major event investments in Launceston, specifically UTAS Stadium and QVMAG future builds.

These achievements in the face of continued challenges across the year are only possible through committed partnerships, a fully invested Board of Directors and the passionate VNT team.

Tourism Tasmania and Department of State Growth remain our core agency partners, directing and investing in Tourism 21 Action Plan initiatives. Together and with other agencies including Events Tasmania, and Tasmania Parks and Wildlife Service we delivered the numerous projects listed in this report.

Northern Tasmanian businesses who rely upon visitors to our region, have shown exceptional resilience and adaptiveness. They have continued

to provide exceptional visitor experiences with their heads held high while enduring the toughest of trading conditions. Without these experiences we would have little to share with prospective visitors when they return to our shores. It has been a distinct pleasure to work with local leadership groups across the North, as they kept information flowing and opportunities realised for their communities.

VNT continues to be supported by seven northern councils as funding members of our organisation. Our council members collectively represent the interests of northern communities and the part they play in our visitor economy. I am confident we will continue to enjoy both elected officials and council management forward thinking to guide VNTs strategic planning as we emerge from pandemic settings.

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

I'd especially like to acknowledge the VNT team, who have remained committed to making a real difference to our community and the people who work across our tourism, events and hospitality sectors. Gillian Miles (Events and Festivals Specialist), Bree Philpot (Business Development Manager – Events), Kirsten Bach (Community and Industry Liaison Manager), Jo Mohr (Marketing Manager), Lisa Fernandez (Marketing Manager – maternity contract) and Abby Stephens (Business and Operations Manager).

With a renewed Destination Management Plan currently being drafted, confidence being shown

by aviation partners scheduling direct flights to Launceston and the emerging hope of interstate travel recommencing with key markets after reaching vaccination milestones, we have much to look forward to as a region of Tasmania. All the ingredients are available to us to make a responsible, sustainable future visitor economy a reality. Now the real work begins.

Chris Griffin

CEO,
Visit Northern Tasmania
Incorporated

BOARD MEMBERS

VNT 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 Visit Northern Tasmania.

* The Board would like to acknowledge Rob King, Fiona Kerslake, Ben Davis and Bianca Welsh 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, Masters of Business Leadership and is a member of the Australian Institute of Company Directors.



Sarah Lebski
Deputy Chair

Sarah is an acknowledged leader in the Tasmanian tourism industry. She has 30 years' experience working on a vast range of tourism projects, providing independent advice to both the public and private sector. Her many industry positions have included TICT 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.

In 2017, Sarah accepted a two-year contract with the University College, and took on a new role as a tourism educator. She developed curricula and taught into the Associate Degree in Applied Business (Tourism and Events specialisation). Her current interests include a leading edge regenerative tourism project on Flinders Island.



Michael Cullen
Treasurer

Michael has worked as an aviation professional for the past 14 years, after joining APAC 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.

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

Michael holds a Bachelor of Commerce and is a member of the Institute of Chartered Accountants in Aus & NZ (CA).



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 role with the VNT Board, Dan is excited to be able to contribute to Northern Tasmania's unique and innovative tourism sector.



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 Festivale (2008-2017) and is a current committee member of the George Town Chamber of Commerce, NRM North Management Committee and Women's Art Prize Tasmania Committee.



Fiona Kerslake

Board Director

Dr Fiona Kerslake was 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 connected visitors to Launceston with Tasmanian producers, products and their stories, but it unfortunately closed in 2020.

Fiona works in agricultural technology (AgTech) with the local startup Bitwise Agronomy, and the mature company Ag Logic, to follow her passion of helping farmers adopt technology on their farms.



Sam Reid

Board Director

Sam is co-founder of Willie Smith's Cider Makers, with 4th generation apple orchardist, Andrew Smith. The operation is based on the Smith family farm in the Huon Valley in Tasmania and has grown rapidly to become one of Australia's leading craft cider companies picking up a host of awards along the way. Sam became President of Cider Australia in 2014 and is passionate about the difference the growth of craft beverages can make to regional, agricultural communities around Australia. He stepped down from that role at the end of 2020 after uniting the industry behind the 100% Australian grown 'trust mark' designed to help drinkers better understand where the fruit in their cider comes from.

Prior to that Sam had a corporate career spanning 15 years and 3 continents working in senior marketing and innovation roles. Sam has a passion for brands and for great drinking experiences and is excited about the opportunity Tasmania has ahead of it with the global tourism focus and abundance of fantastic food and beverage available.



Simone Hackett

Board Director

Simon is the co-owner of RiverFly 1864, a guided fly fishing tourism operation, and possesses sound business development, marketing and management skills.

Simone has an advanced diploma in Tourism Management, was the recipient of the 2016 Rotary International Professional Development Exchange to Montana, USA, to study fisheries and outdoor tourism, and is a Certified Fly Casting Instructor through the International Fly Fishing Federation.

In 2017 Simone narrated and appeared in Tourism Australia's promotional fly fishing film 'Tasmania' with global film maker, Todd Moen, of Catch Magazine, and RiverFly is a founding member of Tourism Australia's Signature Experiences Collection - Great Fishing Adventures of Australia.

Simone is also a founding member of the Just Like Jack foundation which enables children with disabilities to experience outdoor adventures and was part of the Tasmanian documentary 'Overland Jack'. Simone regularly contributes to the tourism industry through regular speaking engagements and mentoring young people.



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 VNT TEAM MEMBERS

A small team of dedicated and passionate people make up the Visit 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 25 years across all facets of these interrelated industries.

He started his career as the Marketing Manager for Taieri Gorge Railway, Dunedin New Zealand before heading up the International Sales team for TranzRail.

Chris relocated to Melbourne where he worked with travel wholesale companies before returning to New Zealand, where he held the role of General Manager Marketing of Christchurch & Canterbury Tourism, the largest regional tourism organisation in the country.

Arriving in Tasmania in early 2008, he worked with Tourism Tasmania as Group Manager Destination Marketing. Currently Chris is in his ninth year as CEO of Visit Northern Tasmania and in addition to this regional leadership role, Chris also sits upon the Cityprom board.



Abby Stephens
Business and Operations Manager
abby@visitnorthtas.org.au

Abby plays an integral role at VNT 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.



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!



Bree Philpot
Business Development Manager Events
bree@visitnorthtas.org.au

Bree's focus is to lead the Cool Season Collective with the aspiration to create confidence and improve profitability in our industry through hosting and marketing events during the cool season.

A major part of Bree's role is to provide events expertise, commercially bid for events to be held in our region, secure funding, market events and act as a 'concierge' between event organisers, industry, councils, and venues.

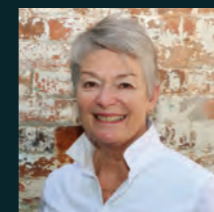
Outside of work you'll find Bree at the beach, hiking to a waterfall, out on a mountain bike ride, on a road trip exploring Tassie or attending a festival or event.



Lisa Fernandez
Marketing Manager
lisa@visitnorthtas.org.au

Although new to Tasmania, Lisa joined the Visit Northern Tasmania team with a breadth of knowledge from time spent in private companies and with RTO experience from her 3 years at the Brisbane Economic Development Agency.

Her skills in content creation, campaign execution and digital marketing combined with a strong knowledge of the tourism industry within Australia have helped bring a fresh perspective to the team. This assisted the roll-out of the You Will Grow Here brand across industry and consumer facing channels. In her spare time, you will find her out and about discovering everything that Tassie has to offer.



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.

Gillian is the co-founder of Festival of Voices (Hobart), the Australian Musical Theatre Festival (Launceston) and agriCULTURED (Northern Tasmania).



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 three young children and husband.

THE YEAR THAT WAS

We stayed true to our brand: You Will Grow Here, and our values in all that we did this year.

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 are 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.

MARKETING

We have been consistent in content generation, amplifying event marketing and syndicating our message through our partners to those who have been able to travel to Tasmania.

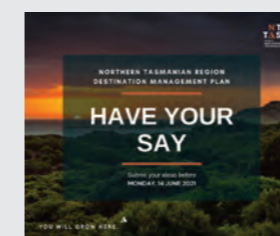
You Will Grow Here

The You Will Grow Here brand launched on Thursday 13 August and has enabled us to create a unified identity for Visit Northern Tasmania and the region we represent. The new brand and accompanying narrative have facilitated consistency in our messaging across consumer and industry facing channels including our website, social media pages and email communications. This has resulted in increased awareness, recognition, and engagement of Visit Northern Tasmania among our key audiences.

Rather than a traditional brand book where regulations and structure rule the roost, VNT offered a practical guide to our partners about the opportunities to plug into 'how we play' as a region.

Developing our Social Channel Assets

In January 2021 we activated a new social media approach to help us grow and strengthen our owned channels. The plan primarily focused on a commitment to regular content using a test and learn approach. A roster ensured all the content we shared was representative of the whole region, making our social channels a key source of travel inspiration to Northern Tasmania. We have increased our following by 40% and added value for industry in all our local council areas.



Facebook Community Group Posts



Short Breaks

As border closures continued to impact the industry and restrict our visitor audiences, we developed a selection of core destination propositions to inspire more short stay holidays, shared through key airline, accommodation, and industry partners.

MTB Riding

Experience the uniqueness of the air, sunsets and flow in Derby and George Town.

Waterfall Hunting

Get the whole family together over school holidays and hunt for the most impressive waterfalls.

Seasonal Wonders

From lush vineyards and rolling lavender fields to colourful autumn trees and snow capped mountains, you can easily experience the best of every season from Launceston.

Boutique City Escape

Get a boutique city experience in Launceston. Stay in unique accommodation, dine on fresh local produce, taste award winning local wine, explore the heritage buildings & immerse yourself in nature without ever leaving the city.

Food & Wine

Savour our regional food offering fresh from the farm. Forage for seasonal berries or hunt for hazelnuts, meet the producers or relax and sip on local wine or spirits.

Events

From sports to arts & culture, community gatherings, festivals and intimate restaurant evenings, there is something for everyone on our events calendar.



Digital Optimisation

This year, we continued to use Alpaca and Crowdriff to create rich and engaging content. Alpaca, our award-winning consumer journey software enabled us to easily build and incorporate curated maps to highlight the locations of product featured in blogs. We then used Crowdriff to incorporate user-generated imagery into our blogs. Over the past year, the imagery added via Crowdriff has produced an engagement rate of 19.5% from 2,500 interactions and 13,000 views. Crowdriff and its Media Hub has also enabled us to easily schedule social posts on Facebook and Instagram, manage content, track local operator content, and share assets with our industry partners.

Qantas Mystery Flight Day

VNT and Qantas worked together to host 140 high value mystery flight travellers on Saturday, 1st May 2021. Passengers were treated to a specially curated itinerary designed to showcase the best of Launceston and the north. Their morning was spent exploring Harvest Market, followed by wine-matched lunch hosted by Josef Chromy and an afternoon at Cataract Gorge sampling the region’s best beverages; Turner Stillhouse, Launceston Distillery and Bradys Lookout Cider.

The mystery flight gained national media coverage, including a segment on the Channel 9 Saturday evening news in Melbourne, and articles on traveller.com.au. VNT’s Instagram Reel highlighting the day on our own social channels received 6,361 Views and 273 Likes.



Leveraging Tasmanian Travel Vouchers

The Make Yourself at Home Tasmanian Travel Vouchers were first launched in September 2020 as a State Growth initiative to help support the local tourism industry. During this time we assisted the Tourism Tasmania team with local knowledge, insights and recommendations on how best to represent the Northern Tasmanian region to an intrastate audience within their tactical campaigns.

Supporting Tourism Tasmania Campaigns

Throughout the year, we worked closely with Tourism Tasmania to support their campaign activity.

1. Make Yourself at Home (MYAH)

Tourism Tasmania continued to activate the local Tasmanian market under the Make Yourself at Home campaign banner. Marketing activity that supported and encouraged Tasmanians to holiday at home, explore their state and support the local tourism industry remained an integral part of their activity due to volatile interstate borders. Over the year, we assisted them in activating the local industry, advised on key product for the North and helped to ensure fair and accurate regional representation. Some of the campaigns we collaborated on under the MYAH banner included:

City Breaks Campaign: The City Breaks tactical campaign ran under the MYAH banner to generate buzz around the major cities. This campaign incorporated a radio competition where callers could win a \$250 prize to be spent at the either the Launceston or Hobart visitor information centres. It also featured press ads and bus back advertisements that ran across the state from March through to April. Launceston performed well in the campaign and saw a large percentage of the competition winners redeem their prize in Launceston with the Old Tudor being a standout product that saw 15% of winners book a stay there.

Island Flights Campaign: To support the state government’s announcement to underwrite direct flights from Hobart to King and Flinders Island, a targeted promotional campaign ran as part of MYAH. This activity included a combination of print media, digital content, digital display,

and social advertisements to highlight the uniqueness of the island destinations. In particular, the activity to promote travel over the Easter break performed well generating 369,771 impressions.

2. The Off Season Winter Campaign

This campaign was all about encouraging mainlanders and Tasmanians to embrace the winter rather than trying to escape it. It was brought to life through industry engagement by operators submitting an expression of interest with a unique, anti-ordinary winter offering. A total of 420 expressions of interest were submitted state-wide with 116 (27.6%) coming from our region. The campaign featured a variety PR, social activity, press ads, website content and radio activity.

3. Unordinary Adventures

Tourism Tasmania launched campaigns for golf, fly fishing and mountain biking during the year to target enthusiasts who travel to pursue their interests or passions.

Golf

The Golf Campaign included advertising in leading Australian golf publications across print & digital

channels, geo-targeted online banner advertisements, special packages and deals, content, and a campaign landing page on discovertasmania.com. Barnbogle was a prominent feature.

Mountain Biking

This year, Visit Northern Tasmania together with Tourism Tasmania supported a content creation initiative in March 2021 around mountain biking with Specialized on Flinders Island. The initiative resulted in over 100 images being generated for our use and 2 x articles published digitally through Specialized and The Radavist and UGC style social content being shared over the course of the initiative.

Fly Fishing

The fly-fishing campaign, launched in early December is built on the idea of ‘fish like a local’. The campaign featured advertising placements in leading fly fishing platforms such as Fly Life, content showcasing key locations and experiences including Meander River and St. Patricks River and bespoke Tasmanian flies.



Event Marketing Partnerships

As our social channels grew, we were able to create additional value for events in our region. We created regular Instagram Story features to highlight What’s On in the region.

MONA FOMA

From 15-17 January 2021, the summer festival of Mona returned to Northern Tasmania. We collaborated with Cityprom and the team at Mona Foma to activate the city for the festival. Although the pandemic did not allow for lengthy lead times, we held an industry information night for businesses to learn how to leverage the festival while it was in town, created blog content to share any businesses with Mona Foma offers and promoted the festival through our social channels.

April, a golden month for sport in Launceston...

After a pandemic journey for our events community through not being able to hold events, to managing sever restrictions, April provided a silver lining for sporting events.

Five sporting codes scheduled a total of 13 events to be held across Launceston. VNT partnered with each event organiser ensuring destination messaging was front and centre to extend length of stay for participants and spectators.

- National Basketball League – Silverdome hosted 6 NBL games, with New Zealand Breakers making Tasmania their home for 6 weeks
- Basketball – Tasmania Jack Jumpers – 3x3 Challenge & Family Day; Monday 5th April, Riverbend Park
- Australian Under 18 Hockey Championships, 8th – 16th April 2021
- A-League Soccer – Western United games 17th April & 21st April 2021, UTAS Stadium
- V8 Supercars still roared, 17th – 18th April 2021
- Targa Tasmania, 19th – 24th April 2021

- AFL – Hawthorn vs Adelaide Crows Sunday 25th April 2021, UTAS Stadium
- National Netball League – Silverdome hosted a Collingwood Netball Game on 22nd May 2021

Hawthorn Football Club Partnership

Initially we endeavoured to drive visitation to the games scheduled within the 2021 fixture. The season started with on-going concerns regarding safe travel for the team, and eventual rolling lockdowns in major states. This resulted in two of the four scheduled Hawthorn games being relocated to Melbourne. With capacity restricted to 10,000 spectators for the remaining games, our partnership with Hawthorn focused on attracting intra-state visitation. Success in filling the stadium for these games provided dividends in August 2021 when two quarter final games were held at UTAS Stadium.

COOL SEASON COLLECTIVE

This was the fourth year of the 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.

In October the Cool Season Collective partners participated in a

forward-thinking workshop to map out and evolve the nature of the Cool Season Strategy for July 2021 and beyond.

The workshop focused on the performance of the first 3 years of the program, the nature of the COVID disruption and our current priorities relating to sustaining event

hosting and future bidding, and where the strategy needed to focus into the future. This resulted in the Cool Season Strategy being refined and renewed by the partnership.

Event Hosting	Event Retention	Bids Won
Hosted major events across nine sporting codes	Retained six major events that have been postponed to a future date	Secured four new special interest event to be held in 2021/2022
Big Bash League – December 2020	Australian Orienteering Championships 2021	National Finals for the REA SUBS in School Program 2021
Race Tasmania – January 2021	BMX Australia National Championships 2022	Highland Dancing Champion of Champions 2022
Australian Under 18 Hockey Championships – April 2021	Veterans Cricket Australia Over 70’s National Championships	Australian Superbike Championships 2022
NBL Blitz – April 2021	Australian Transplant Games 2022	Enduro World Series 2022
A-League – April 2021	Special Olympics Australia National Games 2022	
Targa Tasmania – April 2021	Australian National Balloon Championships 2023	
Tasmania SuperSprint – April 2021		
Hawthorn AFL – 25 April, 15 May, 20 June 2021		
Suncorp Super Netball – May 2021		

DEVELOPING OUR EVENTS

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

New and established events supported include Tassie Scallop Fiesta, Farm Gate Festival, Junction Arts Festival, Evandale Village Fair and National Penny Farthing Championships, the Australian Musical Theatre Festival and Ten Days on the Island.

agriCULTURED

Cool Season Collective research conducted over the previous years confirmed industry’s long held views that August was a difficult month to attract visitation to the north. In response to this, and supported

by Events Tasmania, the VNT events team (Gillian Miles and Bree Philpot) developed the business case and secured funding for agriCULTURED, to be held between 5–8 August 2021, which aligned to major northern food and producer projects including Launceston Gastronomy, FermenTasmania and the circular economy.

Events Tasmania Major Event funding was confirmed in May. By the end of June 2021, the program was announced. The event provided diverse cultural and learning experiences celebrating and highlighting the rich agricultural

landscapes of Northern Tasmania, including activities for the community, ticketed dinners, forums, and workshops. A partnership with Big hART created a one-day program of original music, complementing panel discussions with growers, makers and farmers set upon three iconic farms in the Northern Midlands. The event received support from the City of Launceston and Cityprom as well as many major businesses in the North. Events Tasmania and Tourism Tasmania committed support for photography and Public Relations.





WORKING WITH INDUSTRY

This past 12 months saw VNT support industry through an ever evolving environment. Support activity to assist industry included:

- Continuously providing industry with the most relevant and up to date information
- Providing support for businesses announced as COVID outbreak hotspots
- Providing regional support to operators through information provision
- Advocating on behalf of industry as market conditions changed
- Helping industry navigate grant and other government supports
- Conducting industry focused events to keep industry updated e.g. brand update and campaign updates, online information forums
- Facilitating industry’s participation in Tourism Tasmania’s Make Yourself at Home and Off-Season campaigns.

Destination Action Plans

Destination Action Plans (DAP’s) are in place for: Flinders Island, Great Western Tiers, North East Tasmania, George Town, West Tamar, Launceston and the Fingal Valley. George Town, Flinders Island and West Tamar have updated their DAPs in the past 12 months.

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

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

- Mt George Mountain Bike Park project on track to opening in late 2021
- Great Western Tiers completed and distributed their walks and local business map
- Great Western Tiers Tourism Association – The Short Walks Capital Story

- Flinders Island marketing plan and population attraction projects
- Northeast Tourism Association – Northeast Tassie Trippers Plan
- Northeast Tourism Association – Finding Your Way in Tassies North East
- Three towns were entered by DAP groups into Tasmania’s Top Tourist Town 2021: Beauty Point, Derby and Lilydale.

Projects nearing completion are:

- Tamar Valley Wine Route – Sign Replacement Project is nearing its conclusion
- George Town – History & Heritage Panel Art & Story Composition.

VNT has consistently advocated for financial funding for the DAP groups. As part of the Covid-19 recovery Department of State Growth released a Regional Tourism Projects grant program. Several DAP groups have had success gaining funding.

Industry Development & Recognition

For the forth year running, VNT, in partnership with Tasmanian RTOs and Department of State Growth, offered professional development scholarships via the Tasmania Leaders Program. The goal is 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.

Although State Tourism Award programs were postponed for 2020, locally we celebrated our industry by supporting the Launceston Chamber of Commerce Business Excellence Awards – that saw 4 local tourism businesses recognised for their resilience and innovation.

Although COVID disrupted in December 2020, VNT’s Champions of Tourism celebration event is scheduled to proceed in December 2021.

Tasmanian Journeys

The State Government’s Tasmanian Journeys project was launched in late October 2020. Consisting of five journeys that span the length and breadth of our island, with the primary goal of dispersing visitors across the State.

Tourism Tasmania coordinated marketing across both intra-state and inter-state markets, as part of their touring strategy. How industry and community relate to their respective journeys will involve a continuous program of engagement lead by Tourism Tasmania.



PLACE-MAKING

Regional Tourism Recovery fund \$13.5million

A windfall of funding generously offered by Federal Government enabled Regional Tourism Organisation's of Tasmania, partnering with State Government, to develop a series of demand driven projects to both grow our industry as well as develop new experiences. For the North new industry experiences will include:

- **Opening the Gate** – a business development program to inspire new and existing sustainable agritourism businesses
- **Reassign Heritage Interpretation** – evolving the visitor experience across four major heritage sites across the Northern Midlands as the epic-center of a heritage tourism precinct

- **Expanding the Blue Derby Network** – securing funding to build a new green ‘flow’ trail
- **Wild Tamar** – supporting George Town Council in attracting adventure-based businesses to their precinct.

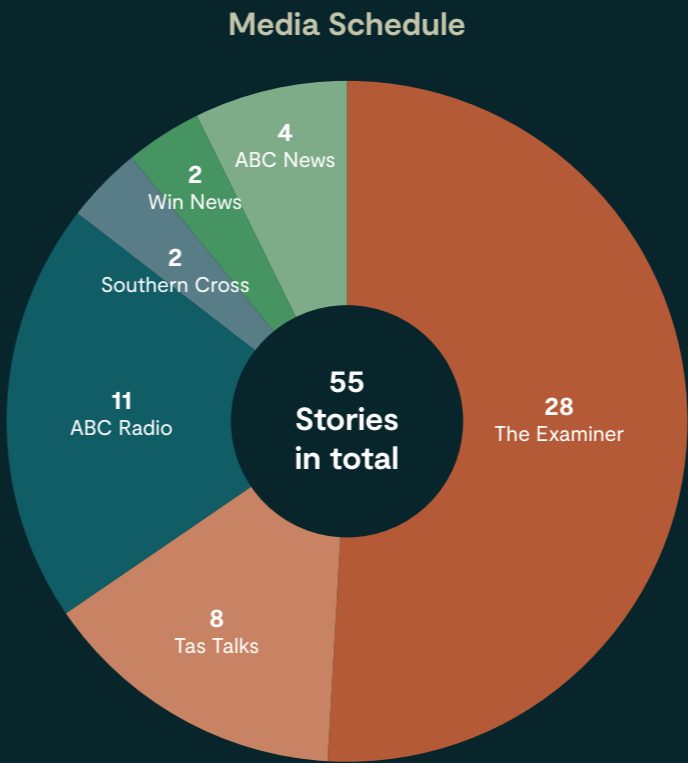
Future Focused Builds
VNT continued to advocate for place-making initiatives, especially those included in Destination Action Plans and local government plans, such as:

- **City of Launceston Major Event Venues** - UTAS Stadium and the future of QVMAG Institute
- **Dual use of the Northeast 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** – following a Masterplan to direct future investment and activity.



GROWING THE SUPPORT OF OUR COMMUNITY



SHAPING OUR FUTURE

Tourism 21 Visitor Economy Action Plan

In response to the on-going impacts of the COVID19 pandemic, in early August 2020, the State Government released a two-year action plan under the heading of Tourism 21. This plan has directed collective action across the Visitor Economy Network partnership guided by the Tourism 21 Steering Committee.

VNT as a member of the Visitor Economy Network has engaged extensively in designing and delivering key initiatives across the action plan.

Tourism 2030 Strategy

Bridging the divide between the Tourism 21 Visitor Economy Action plan and a future Tourism 2030 Strategy, the visitor economy network invested in:

- Reviewing the roles and responsibilities of members of the visitor economy network, exploring better ways of working together for the betterment of all, and
- Stretch thinking the future of our visitor engagement provisions, accepting both digital and face to face as equal means of sharing information with visitors.





1. Gillian and Paul attend the Regional Recovery Fund Launch 2. Bree and Lisa at Young Tourism Professionals event 10th February 2021 3. Quamby Estate - BET event 25th February 2021 4. Chair, Paul Seaman with Tourism Tasmania CEO - John Fitzgerald, Minister Michael Ferguson and Lydia Nettlefold - Clarendon Arms, promoting new tourism campaign 5. REA Subs in Schools - Event Announcement 25th February 2021 6. Abby, Bree, and Lisa at Qantas Mystery Flight 7. VNT Team shorts day 8. Chris and Minister Sarah Courtney, with a family from Burnie, promoting Tasmanian tourism vouchers 9. Qantas Mystery Flight Arrivals 10. Bree & Alicia at Quamby Estate - BET event 25th February 2021 11. Chris and Kirsten Welcome first direct QLK SYD LST flight in 15 years.





FINANCIAL STATEMENTS

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Visit Northern Tasmania Inc
30 June 2021

TREASURER'S REPORT

The 2020–21 financial year was once again defined by the impact of COVID on the Northern Tasmanian visitor economy. Despite these disruptions and whilst delivering both industry support and an increased focus on intrastate visitation, Visit Northern Tasmania (VNT) maintained a robust financial position.

Through our ongoing support from our northern council partners, Tourism Tasmania and the State Government we were once again able to retain our leading voice for our industry during this challenging period.

We continued to deliver on our strategic partnership with Rio Tinto Aluminium (Bell Bay) to respond to business resilience for small business, and leverage Government assistance to direct additional support in response to COVID, particularly to respond to intrastate opportunities whilst interstate travel remained prohibited to key visitor markets.

With our ongoing support from our key partners, and receipt of once off Government support for staffing COVID resilience, revenue for 2020–21 increased to \$919,761 from

\$850,000 in 2019–20. Due to the once off nature of the staff support payment, revenue will decrease and normalise at a lower level in financial year 2021–22.

Operating expenditure in 2020–21 was \$887,593 up from \$863,811 in 2019–20. The additional costs related to executing a range of strategic initiatives, particularly around delivering enhanced intrastate support initiatives and ongoing support for industry resilience.

Despite our higher level of investment in 2020–21, a small operating profit of \$32,168 was achieved for 2020–21, primarily due to temporary government support received.

A net cash flow deficit of \$13,000 was incurred in the year, with cash reserves at 30 June 2021 of \$420,318.

As we look to 2021–22 financial year, VNT will continue to target a well-balanced and stable financial position, which enables the necessary financial resources to deliver both a plan for the immediate recovery of our industry, whilst also establishing a strong and resilient Northern Tasmanian visitor economy for the future.

Michael Cullen

Treasurer,
Visit 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 2021, 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 2021 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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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

5 October 2021



INCOME AND EXPENDITURE STATEMENT

For the Year Ended 30 June 2021

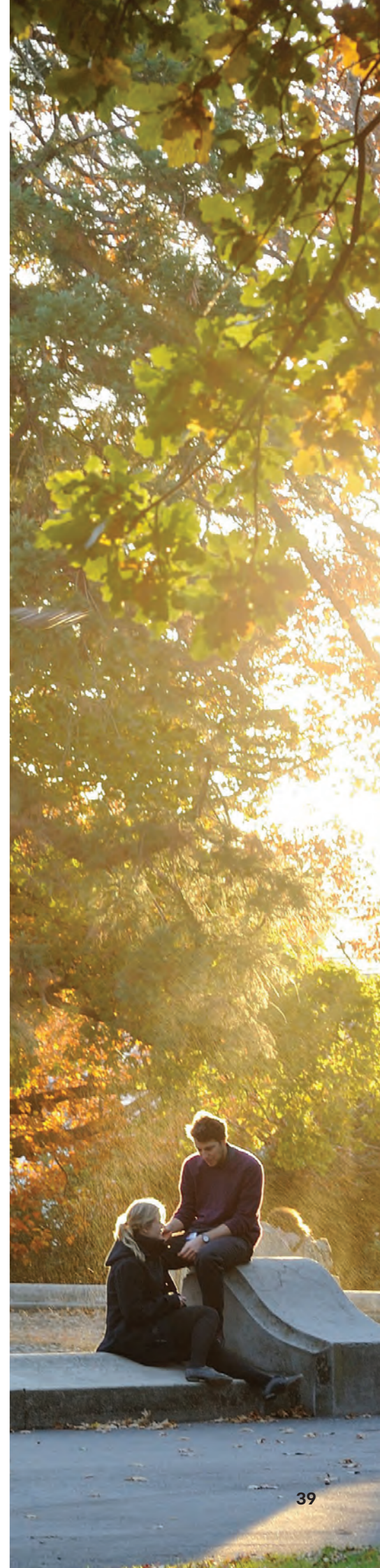
	Notes	2021 \$	2020 \$
Income			
Grant Funding	2	748,612	742,540
Industry Sessions		76,781	107,461
ATO Rebates		94,368	-
Total Income		919,761	850,000
Expenses			
Administration Fees		99,964	105,978
Board Expenses		43,744	41,251
Depreciation		803	1,334
Major Events Expenses		85,612	14,119
Marketing		26,677	24,945
Meeting		3,291	15,413
Project Expenses		148,221	163,660
Staffing Expenses	3	479,282	496,861
Stakeholder Engagement Expenses		-	250
Total Expenses		887,593	863,811
Net surplus/(deficit)		32,168	(13,810)



STATEMENT OF FINANCIAL POSITION

As at 30 June 2021

	Notes	2021 \$	2020 \$
Assets			
Bank			
CBA Bank Account		420,318	433,318
Total Bank		420,318	433,318
Current Assets			
Trade Debtors and Other Receivables	4	17,973	112,611
Total Current Assets		17,973	112,611
Fixed Assets			
Property, Plant and Equipment	5	1,540	1,176
Total Fixed Assets		1,540	1,176
Total Assets		439,831	547,105
Liabilities			
Current Liabilities			
Trade and Other Payables	6	41,798	62,965
Provision for Annual Leave		19,891	21,587
Income Received in Advance		97,646	216,948
Total Current Liabilities		159,335	301,500
Non-Current Liabilities			
Provision for Long Service Leave		27,690	24,967
Total Non-Current Liabilities		27,690	24,967
Total Liabilities		187,025	326,466
Net Assets		252,806	220,638
Equity			
Current Year Earnings		32,168	(13,810)
Retained Earnings		220,638	234,449
Total Equity		252,806	220,638



STATEMENT OF CASH FLOWS

As at 30 June 2021

	2021 \$	2020 \$
Operating Activities		
Receipts from Grants	629,310	912,198
Other receipts	283,572	34,612
GST paid or received	(15,785)	-
Payments to and on behalf of Employees	(444,037)	(457,223)
Payments to Suppliers for Goods and Services	(464,893)	(455,221)
Net Cash Flows from Operating Activities	(11,833)	34,366
Investing Activities		
Receipts from Investing Activities	-	-
Payment for Property, Plant and Equipment	(1,167)	-
Net Cash Flows from Investing Activities	(1,167)	-
Financing Activities		
Receipts from Financing Activities	-	-
Payments for Financing Activities	-	-
Net Cash Flows from Financing Activities	-	-
Net Cash Flows	(13,000)	34,366
Cash and Cash Equivalents		
Cash and Cash Equivalents at beginning of period	433,318	398,952
Cash and Cash Equivalents at end of period	420,318	433,318
Net change in cash for period	(13,000)	34,366

NOTES TO THE FINANCIAL STATEMENTS

30 June 2021

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. (TNT) 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

Short-term employee benefits

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.

Other long-term employee benefits

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

(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.



1 Accounting Policies (continued)

(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.

2 Grant Funding

Economic dependency

TNT is dependent on the ongoing receipt of grants 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 of the TNT.

	2021 \$	2020 \$
State Government Grant	105,052	115,649
Northern Councils	293,477	293,477
Tourism Tasmania	350,083	333,414
Total Grant Funding	748,612	742,540

3 Staffing Expenses

Accrued Leave	(1,696)	7,677
Staff Training/Appreciation	3,365	3,125
Superannuation	39,169	38,530
Wages and Salaries Expenses	418,575	408,502
Leadership and Professional Development	-	11,875
Staff Recruitment / Temp	17,145	2,186
Accrued Long Service Leave	2,724	24,967
Total Staffing Expenses	479,282	496,861

4 Trade and Other Receivables

Prepaid Expenses	2,000	-
GST Receivable	15,785	-
Trade Debtors	187	112,611
Total Trade and Other Receivables	17,973	112,611

5 Property, Plant and Equipment

Office Furniture & Equipment at Cost	17,535	17,535
Accumulated Depreciation Office Furniture & Equipment	(16,950)	(16,360)
	585	1,176
Computer Hardware/Software	1,167	-
Accumulated Depreciation Computer Hardware/Software	(212)	-
	955	-
Total Property, Plant and Equipment	1,540	1,176

6 Trade and Other Payables


Other Creditors	-	3,800
Superannuation Payable	-	8,988
PAYG Withholding Payable	35,245	-
Trade Creditors	6,553	50,176
Total Trade and Other Payables	41,798	62,965

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 2021 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: 

Position: Treasurer

Date: 5/10/2021



CONTRIBUTORS

Funding Partners

On page 6

Local Tourism Associations

On page 6

Market Partners

On page 22 and 25

Events

A Day at the Creek
AFL Tasmania
Agfest
agriCULTURED
A-League
Australian Masters Rowing Championships
Australian Musical Theatre Festival
Australian National Hot Air Balloon Championships
Australian Orienteering Championships
Australian Superbike Championships
Barnbougles Polo
Big Bash League
Blooming Tasmania
BMXA National Championships
BOFA
Bridport Summer Party
Cataract Gorge Extreme Race
Chamber Music Festival
Cityprom Events
Collingwood Magpies Netball
Croquet Australia National Championships
Deloraine Craft Fair
DerbyFest Mountain Bike Festival
Dragon Trail Mountain Bike Race
Evandale Village Fair & National Penny Farthing Championships
Exeter Show
Farmgate Festival
Flinders Island Food and Crayfish Festival
Harvest Market
Hawthorn Football Club
Highland Dancing Australia Champion of Champions
Indulge presented by Festivale
Junction Arts Festival
Jurassic Creatures
Ladbroke's Launceston Cup
Launceston City Cycling Club
Launceston Night Market
Longford Blooms
Longford Flower Show
Longford Jazz Festival
Longford Motorama
Mona Foma
Motorsports Tasmania
National Penny Farthing Championships
NBL Blitz
Orienteering National Championships
Over 70's Veterans Cricket Championships
Panama Productions

Race Tasmania
REA SUBS in Schools Australia National Finals
Red Hot Summer Tour
Ross Running Festival
Rural Youth Tasmania
Special Olympics Australia
Stringfest
Sustainable Living Festival
Tamar Valley Folk Festival
Tamar Valley Writers Festival
Targa Tasmania
Tasmanian Chamber of Music Festival
Tassie Scallop Fiesta
Ten Days on the Island
Tennis Tasmania
Transplant Australia Games
Tyrepower Tasmania SuperSprint
Under 18 Hockey National Championships
Vintage Tamar
Woolmers Festival of Roses
World Street Eats
World Supermodel Production
3x3 Big Hustle Basketball Tournament

Tasmanian RTOs

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

Industry

41 South Tasmania
A Total Car Rentals
Adams Distillery
Aggies Bed and Breakfast
Alchemy Bar & Restaurant
Apricus Launceston
Ashgrove Cheese Farm
Auldington
Aus VIP Transfers
Australian Musical Theatre Festival
Bakery 31
Barnbougles
Bay of Fires Vineyard
Beacon Foundation
Beaconsfield Mine and Heritage Centre
Beauty Point Cottages
Ben Lomond Snow Sports
Best Western Plus Launceston
BIG4 Launceston Holiday park
Blakes Manor
Blue Derby Pods Ride
Boags Brewery
Brady's Lookout Cider
Branxholm Lodge
Brickendon
Bridestowe Lavender Estate
Bridport Seaside Caravan Park
Brooke Eden Vineyard
Budget
Cabbage Tree Hill Cellar Door
Cabin Coffee
Calstock Estate
Cedar Cottage Meander

Chudleigh General Store
Cinergie
Cityprom
Clarendon Arms
Clarendon House
Clayfield Homestead
Clover Hill
Coach House Launceston
Conservation Landholders Tasmania
Country Club Casino
Cressy House Estate Farm Stay
Cycles @The Empire
Dales of Derby
Darby Norris Distillery
Delamere Vineyard
Deloraine Deli
Design Centre
Deviot Boat House
Digs Lodgings
Discovery Parks - Hadspen
Domescapes Glamping
Don Mario's
Drive Car Hire
Earth Water Cafe
EHI global
Elphin Motel and Serviced Apartments
Entally House
Entally Lodge
Europcar
Event Avenue
Evolution Biking
Exeter Show Society
Experiential Tasmania
Falls River Eco Luxury Accommodation
Fannys Bay Distillery
Faraway Accommodation
Feast Tasmania
Fermeaux Tavern
Flinders Aviation
Flinders Island Adventures
Flinders Island Car Rentals
Flinders Island Glamping
Flinders Island Gourmet Retreat
Flinders Island MTB
Flinders Wharf
Floating Sauna Blue Derby
Forest Walks Lodge Eco Accommodation
Fork n Farm Homestead
Franklin House
Gateway Hotel by Nightcap
Glass Manifesto
Goaty Hill
Gorge Scenic Chairlift
Green Door Cafe
Harvest Launceston Community Farmers Market
Hillwood Berry Farm
Hillwood Distillery
Hinton Bay Vineyard and Cooking School
Hollybank Wilderness Adventure
Holm Oak Vineyards
Hot Air Balloon Tasmania
Hotel Grand Chancellor Launceston
Hotel Verge Launceston
Hubert and Dan
Indigegear

Innovation Bridport
Into the Wild
Iron Pot Bay Vineyard
Jansz
Jinglers Creek Vineyard
Josef Chromy Wines
Kikstart Arts
Kooparooka Niara Tours
Launceston Airport
Launceston Distillery
Launceston Kayak Tours
Leisure Inn Penny Royal
Little Rivers Brewery
Llama Farma
Loira Wines
Love Tasmania Tours
Low Head Beach House
Low Head Penguin Tours
Low Head Pilot Station
Low Head Tourist Park
Luxury Golf & Scenic Tours Tasmania
Mantra Charles Hotel
Marakooopa Cafe
Marions Vineyard
Marion's Vineyard
McDermotts Coaches
Meander Wilderness Adventures
Mercure Hotel Launceston
Miners Gold Brewery
Mole Creek Caves
Moores Hill Estate
Mountain Bike and Rockclimbing Tasmania
Naivasha Cottage
Northeast Restawhile B&B
NRMA Expeditions
Old Tudor Hotel
Olive's Cottage
On Your Bike Tours Launceston
Overland Track Transport
Panshanger Estate
Parklane Motel
Pearn's Steamworld
Penny Royal Adventures
Peppers Silo Hotel
Pink Poodle Vintage
Pipers Brook Vineyard
Platypus House
Platypus Park Country Retreat
Plough Inn Launceston
Plovers Ridge Country Retreat
Poatina Chalet

Qantas Airlines
Quamby Estate
Queen Victoria Museum and Art Gallery
Quoin Holdings
Red Brick Cider House
Red Feather Inn
Redspot
River Cabins Derby
Riverside Golf Club
Rockjaw Tours
Rosevears Hotel
Rural Youth Tasmania
Sawyers Bay Shacks
Scottsdale Art Gallery Cafe
Seahorse World
Sharmans Wines
Sharp Airlines
Shelduck Farm
Sinapius Vineyard
St Andrews Inn
Stelo at Pierre's
Stillwater Restaurant
Stillwater Seven
Stoney Rise Wine Company
Storied Homes
Swinging Gate Vineyard and Spa
Tamar House
Tamar Island Wetlands
Tamar Ridge Winery
Tamar River Villas
Tamar Valley Cruises
Tamar Valley Food and Wine Boutique Tours
Tamar Valley Resort
Tamar Valley Truffles
Tamar Valley Wine Centre
Tamar Valley Wine Route
Tasmania Coachlines
Tasmania Zoo
Tasmanian Bed and Breakfast Trail
Tasmanian Gourmet Sauce Company
Tasmanian Truffles
Tasmanian Walking Company
Tasmanian Whiskey Association
Tasmanian Wine and Cheese Tours
Tasmanian Wool Centre
Tassie4kids
Tasvillas Group
The Brew Hop
The Charles Robbins
The Cornwall
The Empire Hotel

The Fernueaux Distillery
The Florance
The Granary Richmond Hill
The Grand Hotel
The Hearth of Chudleigh Cafe
The Lords Hotel
The Ocean Retreat
The Pier Hotel
The Racecourse Inn
The Ridge North Lilydale
The Rotary Community Shop
The Sebel
The Silos
The Stable Lofts
The Stonehouse
The Trig on Mount Arthur
The Truffle Farm
Thrifty
Timbre kitchen
Tin Mountain
Tin Timbers
Tisane Tea Room
Tramsheds Function Centre
Travel and Cruise Centre Launceston
Trek Tours Australia
Trevallyn House B&B
Trout Territory
Trowunna Wildlife Park
Tudor Village Prospect
Turners Stillhouse
Unique Charters
University of Tasmania
Vaucluse Estate
Velo Wines
Vertigo MTB
Virgin Airlines
Vision Hotels
Wang's Restaurant
Waterton Hall Winery
Westbury Maze
Western Tiers Distillery
Wildlife Environmental
Windy Park Alpacas
Wingtons Glamping
Woolmers Estate
World Street Eats
wukalina Walk
Wylah Cottage BnB
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THANK YOU

The Board and Management of Visit 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, VNT would not be in the position to lead and inspire our industry, partners and community to deliver upon our destination's management plan.



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Barnbougle Dunes, Bridport
Photography credit: Gary Lisbon

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