



2023-2024

# 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.**

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# DESTINATION PROFILE AND PERFORMANCE



Our Northern Tasmania region encompasses much of the north east corner of the State of Tasmania. With all types of natural beauty from beaches to mountains, rivers to farm land, cities to tiny islands, Northern Tasmania is full of hidden gems to tempt visitors and locals alike. 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 155,894 (ABS ERP 2023), there are 76,719 local jobs and 77,091 employed residents (NIEIR 2023) and the region contributed 26.22% of the State's Gross State Product.

## Tourism Businesses in the North



## Council Boundaries



# TOURISM IN THE NORTH

Year end 30 June 2024

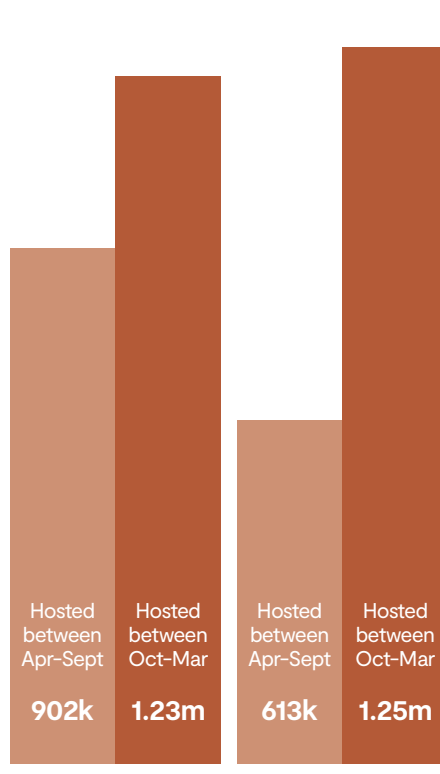
## Regional Visitor Dispersal

Non-Tasmanian visitor nights only

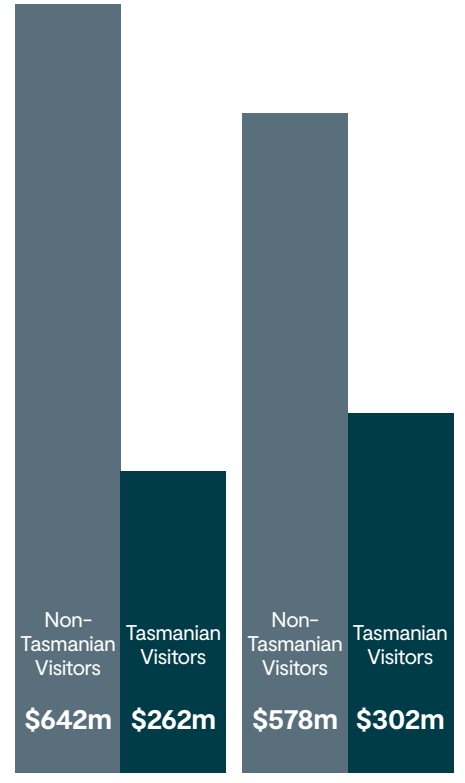


## Seasonal Visitor Dispersal

Non-Tasmanian visitors only



## Visitor Expenditure



2023

2024

2023

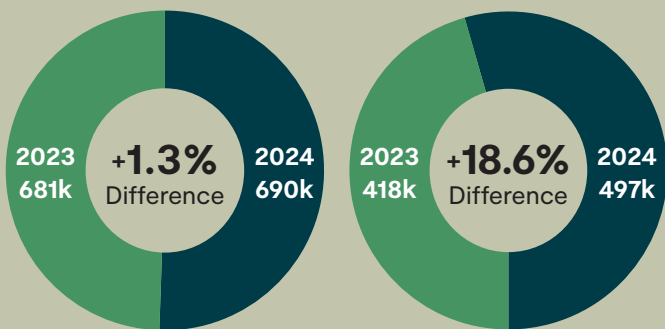
2024

2023

2024

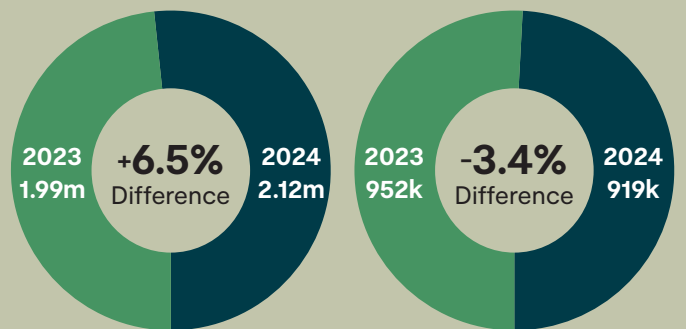
## Visitor Numbers

Non-Tasmanian visitors    Tasmanian overnight visits



## Visitor Nights

Non-Tasmanian visitors    Tasmanian overnight visits



All measures are current as at 10 September 2024 according to the Tasmanian Visitor Survey and National Visitor Survey (with the exception of the Seasonal Visitor Dispersal chart which uses dates October 2023 to June 2024). Note that TVS does not capture visitation to the Bass Strait Islands. Actual performance measures should be treated as indicative only.

## 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 Partners:

- Launceston Chamber of Commerce
- Great Western Tiers Tourism Association
- Launceston Tamar Valley Tourism Association
- Tamar Valley Wine Route
- Heritage Highway Association
- Flinders Island Business Inc
- North East Tasmania Tourism Association

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



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.





# 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 continue to grow and thrive. We 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

**The value of the visitor economy to the state and our region has always been a key economic driver and while it has been encouraging to see the last 12 months normalise, it has not been without its challenges.**

The Australian Bureau of Statistics, Holiday Travel and Accommodation Annual Movement measure – an indicator measuring percentage change in spend saw a peak annual increase of 30% in consumer spend in our industry at the end of 2023.

Subsequent months saw growth sharply declining, ultimately showing a decrease in spend from November 2023 and into the first quarter of 2024. Northern Tasmania was not immune to this national trend as we saw annual visitor numbers normalise to long term trends, and while we experienced a decline in travel in throughout the initial months of the year, we have seen a return to growth with full year to June 2024 showing total visitor nights up 3%.

A year of grit and building foundations for the future was my first thought as I reflected on these macro indicators.

Our Tasmanian brand – the quiet pursuit of extraordinary – is made for periods of challenge that drive us to create growth and optimism. Our own Vision for the North of 'as a community of hosts, caring for, and sharing our adventures, living history and gastronomic experiences' provides the platform to shape our short and long term strategies.

Our Destination Management Plan and annual deliverables provided the strategic direction of the year with both immediate and long

term activities to support the visitor economy in the North, our operators and the communities that surround them.

Embracing Launceston as a creative place to connect has seen our cool season event calendar deliver visitation and spend across the months it is needed most.

Our role in leading the events sector has been supported with a \$300m investment from the State Government to progress a feasibility study into Launceston convention facilities, integrated into a Northern Events and Festivals Infrastructure Strategy. A critical piece of work that will create opportunities for visitor attraction and dispersal deep within our region well into the future.

The ongoing benefits of regenerative tourism work on Flinders Island, exciting initiatives in Dorset, the continuation of developing Meander Valley as the short walks capital, the heritage of Northern Midlands, soft adventure through George Town and the agritourism of the West Tamar and Tamar Valley Wine Route have all seen advancement in the year.

VNT was proud to auspice the 75th Symposium of Gastronomy on behalf of the region as part of our UNESCO designation. Kudos to the organising committee for delivering a successful event. The value of this designation to

our visitor economy and community was reflected in this symposium.

The collaboration and leadership of the Visitor Economy Network continued to strengthen over the past 12 months with alignment across RTO's, Tourism Tasmania, TICT, THA and the support of our member councils creating opportunities and support across the North.

I would like to thank the entire board for their leadership and guidance throughout the year. Their contribution of time and experience is invaluable.

Our CEO Tracey has tirelessly lead our small but determined team of industry professionals and on behalf of the board we acknowledge and thank them most sincerely for a significant volume of work across the year.

The future of the visitor economy in Northern Tasmania is positive, we know we have what the modern traveller is seeking right across our region. I look forward to the opportunities of not only the next 12 months but the next decade as we quietly pursue excellence in a visitor economy that has so much to offer our communities and regions.

**Paul Seaman**

A handwritten signature in black ink that reads "Paul Seaman".

Chair,  
Visit Northern Tasmania





# CEO'S REPORT

**Collaboration is key to the success of the visitor economy in northern Tasmania and has never been more important than in the past year as we re-adjust to the seasonality of tourism in Tasmania and the challenges that brings.**

Working with our industry to help them develop and showcase amazing product is at the heart of what we do and we love getting out across the region to meet with operators anywhere between Ross and Flinders Island, from the Great Western Tiers to the north east coast. We have such a diverse region and together we can showcase our hidden gems and the attractions we are known for.

VNT continues to support Tourism Tasmania implement the 2030 Visitor Economy Strategy through projects such as:

- Further development in agritourism with Optimum Standard and their accelerator program
- Caravan and camping plan
- Develop a sustainable visitation framework
- Off Season winter marketing campaign.

Over the past year, we have also worked collaboratively with TICT and our fellow Regional Tourism Organisations (RTOs) to:

- Lead and encourage operators to participate in the TICT carbon emissions reduction program
- Develop more inclusive and accessible product
- Prepare the region for the launch of the new Spirit of Tasmania ships.

Events are key to our region and we are pleased to have been able to partner with event organisers to promote and grow regional dispersal and yield through these events. There have been many highlights including Festivale, Australian Musical Theatre Festival, Tassie Scallop Fiesta, Junction, agriCULTURED and a special one this year was the Symposium of Gastronomy, auspiced by VNT. This brought several hundred people together for a curated weekend of academic knowledge sharing, dining and networking and received rave reviews.

The funding agreements we enter into with Tourism Tasmania, and the seven northern councils that make up our region are critical to VNT's success. Our council members collectively represent the interests of northern communities and the part they play in our visitor economy, and we thank these Councils for their enthusiasm and active participation:

- City of Launceston
- West Tamar Council
- Meander Valley Council
- Northern Midlands Council
- George Town Council
- Dorset Council
- Flinders Council

The VNT Board continues to govern and grow a prosperous and sustainable tourism industry in the north. This year we welcomed the new Board members who have joined us in the last year, they join the skilled members who contribute so well each year. I thank the Board and especially Chair Paul Seaman for the support and direction they provide me.

The VNT team comprises highly skilled and invested people committed to making a real difference to our community and the people who work across our tourism, events and hospitality sectors. Of course, we also form a much bigger team comprising our seven councils, local tourism associations, fellow RTOs, government and industry bodies and our amazing operators. Collaboration is what we do best in the north and we greatly enjoy the partnerships through which we do our daily work.

**Tracey Mallett**

CEO,  
Visit Northern Tasmania

# VNT BOARD MEMBERS

VNT Board Members 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.



**Paul Seaman**  
Chair

Paul is a dedicated hotelier with over 25 years of experience in tourism, having held senior roles in major hotel brands across Australia. As General Manager of Peppers Silo Hotel and Area Manager for ACCOR in Tasmania, he oversees five hotels. Passionate about Tasmanian tourism, especially in the North, Paul is a strong advocate for the region's growth. He holds a Bachelor of Business in Management & Economics and a Master of Business Leadership, bringing extensive expertise to his role.



**Shane O'Hare**  
Deputy Chair

Shane is a highly experienced global tourism and aviation sector Board Director and CEO with a career spanning over 40 years within the aviation industry. Shane's roles include senior appointments at Qantas Airways, Etihad Airways, Royal Jet Group and APAC (Melbourne Airport).

He is currently a Board Director of Tourism Tasmania while also serving as Chief Executive Officer and Board Director of Launceston Airport.



**Nicole Sherriff**  
Public Officer

Completing a Science degree, her personal and professional motivations have always focussed on conservation, environmental management and sustainable tourism. Nicole has experienced a range of industry sectors including private land conservation, tourism, reserve lands management, power generation and airport operations. Joining the Board in February 2023, she values the opportunity to contribute to the sustainability and viability of tourism in northern Tasmania.



**Sarah Wells**  
Board Member

Sarah is the Marketing Manager at Tasmanian Walking Company. An adventure seeker at heart and a natural storyteller, Sarah proudly works alongside an incredible team who wholeheartedly commit to protecting the natural environment and educating guests on how to walk respectfully through our wild places and live more sustainably. Sarah shares truly Tasmanian stories, channelling place branding which steers visitors towards a meaningful Tasmanian experience, leaving them feeling connected and eager to return.



**Sam Reid**  
Board Member

Sam is co-founder of Willie Smith's Cider, based in the Huon Valley Tasmania and co-founder and the Managing Director of Du Cane Brewery & Dining Hall on Princes Square in the Heart of Launceston.

Sam is passionate about the difference quality local food and beverage can make to regional, communities around Australia.

The Du Cane Brewery & Dining Hall has been designed to help cement Launceston's designation as 'UNESCO City of Gastronomy' and to help kick-start Northern Tasmania's opportunity in the Agri-Tourism sector.



**Dr Oscar Vorobjovas-Pinta**  
Board Member

Dr Oscar Vorobjovas-Pinta is a passionate academic in tourism, hospitality, and events. He coordinates the Graduate Certificate, Graduate Diploma, and Master of Tourism at the University of Tasmania. As President of the Australian and New Zealand Association for Leisure Studies, he has over a decade of industry and academic experience. A leading expert on LGBTQI+ communities in tourism, his research focuses on the sociology of tourism, tourist behaviour, and Antarctic tourism.

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We thank the following outgoing board members for their contribution and commitment to VNT.

**Stuart Loone and Miao Yu**



**Niel Mason**  
Treasurer

With twenty years' experience as a General Manager, Niel is a seasoned innkeeper, hotelier, and host. Achievements include several Hotel and Manager of the year accolades reflecting operational acumen, including strategic planning & execution, project, revenue, & cost management, and owner and investor liaison. He is a resilient, proactive, and dynamic leader passionate also as a valued contributor in the community and industry we rely on to succeed.



**Donna Stanley**  
Observer

Representing the Tasmania Parks and Wildlife Service (PWS), Donna is an 'Observer' to the Board. As PWS Regional Manager North, Donna brings 28 years' experience in reserved land management, with a focus on 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 daily, sharing that experience, among others with our Board. Donna is also a member of the East Coast Tasmania Tourism board.



**Lucy Temple-Smith**  
Board Member

Lucy is a communications professional with close to 20 years' experience in roles in Australia and the UK. Having started her career in tourism, Lucy founded the Victorian Young Tourism Network in 2005 and was the group's inaugural Chair.

Lucy's career has since spanned a variety of sectors including health policy, aged care, climate change, energy and infrastructure. She is currently an Associate Director for global advisory firm RPS.



**Linda Jane Kelly**  
Board Member

Experienced in various sectors at a very senior level, predominantly in water policy and governance. Previously the State Manager with AICD and with practical operational working knowledge of agriculture food production, water utilities and waste recovery recycling operations.

After moving for education, after living and working on the mainland have returned value added with a new appreciation of our bountiful and unique Northern Tasmania.

Currently a non-executive Director on NTDC.



# 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.



**Tracey Mallett**  
Chief Executive Officer  
[tracey@visitnorthtas.org.au](mailto:tracey@visitnorthtas.org.au)

Tracey's passion for tourism comes after extensive travels, living and working all around the world. But nothing compares to the rich offerings of her forever home in Northern Tasmania

Tracey's qualifications include Diploma in Tourism obtained in Belgium in 1991, a Bachelor of Applied Science, a Master of Information Systems and a graduate of the Australian Institute of Company Directors.

Outside of work, Tracey and her husband run a small cattle stud and enjoy travelling the country in their caravan.



**Drishti Adhikari**  
Business & Operations Manager  
[drishti@visitnorthtas.org.au](mailto:drishti@visitnorthtas.org.au)

Drishti Adhikari holds a Master of Professional Accounting. Her career has evolved from a housekeeping role during her university days to Rental Sales Officer and Station Manager with Europcar, and now to Business and Operations Manager with VNT. Outside of work, she loves exploring Tasmania and the rest of Australia with her family, balancing professional success with meaningful personal adventures.



**Lisa Tedeschi**  
Business Development Manager  
[lisa@visitnorthtas.org.au](mailto:lisa@visitnorthtas.org.au)

With over 20 years of experience, Lisa has built a distinguished career, including owning several award-winning businesses. Lisa's broad experience extends to consulting for events and festivals within Tasmania and across Australia. At Visit Northern Tasmania, Lisa plays a pivotal role in driving strategic development, leading the Cool Season strategy and supporting the region's events sector.



**Fiona Sturman**  
Partnership Marketing Manager  
[fiona@visitnorthtas.org.au](mailto:fiona@visitnorthtas.org.au)

Fiona joined VNT in 2022 and became Partnership Marketing Manager in 2023. With over 20 years in tourism and hospitality, she holds a Graduate Certificate of Management and has a deep passion for the industry. Since 2016, Tasmania has been her home. She loves travelling, especially to France, Italy, and around Tassie.



**Renée Hardwicke**  
Industry Development Manager  
[renee@visitnorthtas.org.au](mailto:renee@visitnorthtas.org.au)

Renée joined the Visit Northern Tasmania team in 2022 with a breadth of knowledge from many years spent working in the hospitality and tourism industry, focusing on workforce development, skills needs, and promoting the industry. She has extensive experience as a hospitality and tourism teacher with both public and private registered training organisations.

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We thank the following outgoing team members for their contribution and commitment to VNT.

**Kristen Bach | 4 years, Gillian Miles | 8.5 years, Bree Philpot | 5 years.**



# NORTHERN TASMANIA DESTINATION MANAGEMENT PLAN

The vision for Visit Northern Tasmania is:

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

To achieve that vision over the next three years, we are focusing our activities on four main pillars.

## 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.

## 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.

## 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.

## PILLAR 4

### Connect and grow

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

We have set ourselves a number of goals to achieve these:

## Our Goals

- Manage expectations (industry and visitors) – Tassie time – positive impact voice
- Build sense of place
- Be respectful of country, aboriginal stories/history on the land
- Grow events that celebrate the regional strengths including gastronomy, agritourism, heritage and nature
- Grow the opportunities for a range of sporting and cultural events through building and utilising excellent facilities and venues
- Grow the night time economy
- Improve and advocate for investment into visitor experiences across the region to encourage dispersal
- Increase the value of the visitor economy to the region through responsible and sustainable growth
- Connect visitors to the source of produce
- Encourage our visitors to experience life like a local



# CELEBRATING OUR PEOPLE

Success in tourism as a business or as a destination is always about the connection that happens between a visitor and a local. In recognition of this VNT created Champions of Tourism and in October 2023 we joined with industry to celebrate the 10th anniversary of ‘Champs’.

Wrapped in the cosy ambience of Glendale Vineyard’s 1920’s apple picking shed we reflected on the past 10 years of Champs showcasing past Champions in our Hall of Fame and celebrating the 2023 Champions. We thank the following sponsors for their support: Events Tasmania, TICT, Launceston Central, THA, Agritourism Tasmania, DuCane Brewery & Dining Hall.

## Northern Champions roll call

- Local Leader – Claudia Vinson (Tamar Valley Wine)
- Standout Food Ambassador – Johnny McCoy (Pachinko)
- Event Organiser Extraordinaire – Madi Biggelaar (Launceston Central)
- Service Wizard – Natalie Waters (Delamere Vineyards)
- Sustainable Legend – Kimberley Eaton (agriCULTURED)
- Agritourism Guru – Elizabeth Mahnken (Summerlea Farm)

## Tourism Award Winners

### State Tourism Award winners’ roll call

#### GOLD

- Major Tourist Attractions – Gorge Scenic Chairlift
- Tourist Attractions – Seahorse World
- Festivals and Events – Junction Arts Festival

- Ecotourism – Tasmanian Walking Company
- Aboriginal & Torres Strait Island Tourism Experience – wukalina Walk
- Business Event Venues – Peppers Silo Hotel
- Adventure Tourism – Blue Derby Pods Ride
- Tourism Restaurants & Catering Services – Grain of the Silos
- Hosted Accommodation – The Dragonfly Inn
- Self-Contained Accommodation – The Granary Richmond Hill
- Excellence in Food Tourism – The Truffle Farm
- 2023 Tourism Minister’s Young Achiever – Anna Terry

#### SILVER

- Visitor Information Services – City of Launceston Visitor Information Centre
- Major Tour & Transport Operators – Launceston Airport
- Tour & Transport Operators – Experiential Tasmania
- Tourism Wineries, Distilleries & Breweries – Western Tiers Distillery
- Caravan & Holiday Parks – Big 4 Launceston Holiday Park
- 4-4.5 Star Deluxe Accommodation – Peppers Silo Hotel

#### BRONZE

- Cultural Tourism – The Dragonfly Inn

- Tourism Wineries, Distilleries & Breweries – Holm Oak Vineyards
- 4-4.5 Star Deluxe Accommodation – Alice’s Cottages

### National Tourism Award winners’ roll call

#### GOLD

- Aboriginal & Torres Strait Island Experience – wukalina Walk
- Hosted Accommodation – Dragonfly Inn
- Tourism Restaurants & Catering Services – Grain of the Silos

#### SILVER

- Business Event Venues – Peppers Silo Hotel
- Excellence in Food Tourism – The Truffle Farm

#### BRONZE

- Self-Contained Accommodation – The Granary Richmond Hill

### Launceston Chamber of Commerce Award Winners (Tourism Related)

- Exceptional Workplaces – Beta Park Bouldering
- Building Exceptional Communities – World Street Eats
- Exceptional Tourism & Hospitality – Du Cane Brewing Co
- Exceptional Event – Junction Arts Festival



# PARTNERSHIP MARKETING

**VNT has worked closely with our partners and proactively sought opportunities for collaborative marketing activity. Our focus this year has been to increase awareness and engagement for Northern Tasmania via our social media platforms, website and traditional media.**

Enhancement of the VNT website has seen website traffic double in the second half of the year and is continuing an upward trend into the new financial year. Social media reach and engagement has improved with Facebook reach seeing a 6400% increase by the third quarter and Instagram reach increasing by 438%. Both platforms have continued with strong reach and engagement throughout the year.

Our digital presence has been enhanced with activity that VNT led and supported. This activity includes:

- Filming of an episode for Adventure All Stars
- Urbanlist article
- Courier Mail Weekend Edition article
- Filming of an episode for the Great Outdoors
- This Sweet Life Influencer visit and blog
- Truly Expat – blog and podcasts
- Oz & Beyond Tours filming for Youtube
- Experience packages for Hawthorn Football Club Annual fundraiser
- Placement of digital advertising onboard the Spirit of Tasmania vessels

- Event focussed digital advertising at Launceston Airport
- Northern Tasmania specific blogs created and distributed by Spirit of Tasmania
- Weekly radio ‘What’s On’ segment with LAFM

To support the OFF Season during winter 2024, VNT launched a fortnightly consumer newsletter promoting offers and events in Northern Tasmania. The newsletter has received good engagement and will be continued monthly with general destination and event content.

Underpinning VNT marketing activity are our content pillars of:

- Gastronomic Delights
- Natural Resources
- Heritage and Culture
- Approachable Adventure
- Regenerative Tourism/Slower Pace
- Launceston Life; Convenient Access
- Events Destination

Positive impact is core to all pillars.

Destination marketing for events included: Mona Foma; Longford Motorama; Ned Whisky Tasmania Supersprint; Cool Climate Classic Touch Football; Drilldance

Championships; Australian National Budgerigar Championship; Veterans Table Tennis; Masters Rowing; Devils Cardigan; Junction Arts Festival; Beerfest; Tasmanian Craft Fair.

VNT works collaboratively with Tourism Tasmania to achieve proportionate regional representation in Tourism Tasmania led campaigns, meeting monthly to provide updates on new product, region specific challenges, overview of VNT led marketing activity, and suggestions for potential content/topics relevant to Northern Tasmania.

During the year Tourism Tasmania brought one trade famils of Aussie Specialists, and two media famils (one in collaboration with Kia Ora Magazine and the other with Virgin Australia) to Northern Tasmania. The Virgin Australia collaboration brought 6 journalists to produce articles for: Daily Mail, Escape, Broadsheet and Delicious.

The regular annual campaigns of Come Down for Air and OFF Season were enhanced with two successful Brand Acts during the year: TasmanAI and Odd Jobs. Significant global reach of around 1.3 billion was delivered by Odd Jobs which included two northern products: Clover Hill Estate and Little Things Farm.



The Devils Cardigan Gravel Championships

# COOL SEASON

**The Cool Season Strategy, originally instigated by Visit Northern Tasmania in 2017, continues to evolve with an updated strategy outlining priorities for the next three years.**

To foster collaboration and advocacy, and implement the Strategy, VNT leads the Cool Season Collective, a consultative group whose role is to support VNT in the creation of a robust and diverse events calendar.

The Cool Season is defined by driving events into low demand periods with a primary focus on April to September which offers opportunity for constructive collaboration with Tourism Tasmania’s Off Season marketing campaign that is focussed on driving visitation during the period May to August.

Events play an imperative role in the economic, social, and cultural development of our region. A lively regional events calendar provides an opportunity for bringing communities together, celebrating our region’s unique positioning, fostering a shared sense of place, and promoting a desirable place to live, work and visit.

In line with the 2030 Visitor Economy Strategy, and the 2023-2027 Tasmanian Government Events Strategy, the Cool Season Strategy has a new set of priorities for shaping our future events landscape.

Current challenges faced by the sector include significant increased operational costs and reduced levels of funding. In some instances, this has resulted in events no longer being able to proceed and uncertainty for existing events as to their long-term viability.

In response to this VNT will continue to act as an advocate for future event funding and will be proactive in seeking opportunity to lead government funded, event focussed strategy and infrastructure development feasibility studies.

### Major Events Hosted in the Cool Season:

- Australian Musical Theatre Festival
- Australian Masters Rowing Lake Barrington
- AUS Cycle Gravel Championships- The Devils Cardigan
- agriCULTURED
- Tassie Scallop Fiesta
- Tas Whisky Week
- AFL Football

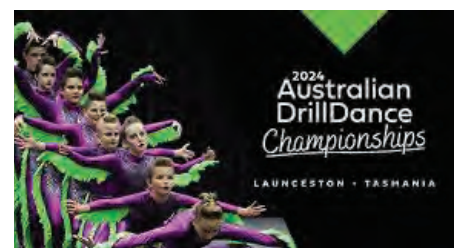
During the bustling peak summer season, our flagship events in Northern Tasmania drew significant crowds. Beerfest welcomed over 11,000 attendees to Royal Park Launceston to celebrate the New Year. Festivale, spanning three days, attracted 30,000 visitors, spotlighting Tasmania’s premium producers.

As we transitioned into the cooler months, Northern Tasmania continued to thrive with a diverse array of events. Events Tasmania introduced a winter events marketing grant program, which

Visit Northern Tasmania actively supported event organisers in navigating. This initiative led to several successful grant recipients, including Wilderfeast Flinders Island and Ben Lomond’s Christmas in July.

### New Events Hosted (during the Cool Season)

- Drill Dance National Championship
- Australian National Budgerigar Championship
- Christmas in July Ben Lomond



### Event Spotlight Drill Dance National Championship

VNT prospected for the national Drill Dance Championship in 2022 and was successful to host the championship in 2024. This saw over 800 competitors, officials and spectators visiting the region. With destination marketing and pre and post touring opportunities it is estimated this event delivered more than \$650,000 to the local economy.





# INDUSTRY DEVELOPMENT

**VNT has worked hard on to focus resources on activities that help our tourism industry develop. We have strengthened relationships with tourism operators, local councils, tourism associations, local business associations, and individual operators in our northern region, fostering collaboration and driving growth and innovation within our tourism sector.**

We have actively collaborated with industry partners to implement initiatives including one-on-one site visits, industry update and networking events, industry support sessions, individual ATDW training, and facilitating industry participation in partner events and campaigns.

- Continuously providing industry with the most relevant and current information
- Offering support to businesses for upskilling and enhancing their offerings
- Providing regional operators with essential, capacity building information and support
- Advocating on behalf of industry
- Supporting the next generation of tourism professionals through mentoring and involvement in Beacon Foundation events
- Assisting the industry in navigating grants and other government support services
- Organising industry-focused events in collaboration with partners to keep industry informed
- Facilitating industry participation in Tourism Tasmania's Off-Season campaign

Although the most popular, and often most effective, way of working with our industry is one-on-one meetings, this year we have also implemented many different formats with our partners. Some examples include:

- Filming and presentation to Tourism Tasmania, of 11 Operator Showcase segments, to highlight new and enhanced product within Northern Tasmania
- Partnering with Tasmanian Hospitality Association to co-host 4 Great Customer Experience sessions
- Providing local regional support to Tourism Tasmania at their 2 Industry Update Showcases
- Providing local regional support to the Tourism Industry Council of Tasmania at 8 of their events
- Hosted, supported or attended 6 agritourism events
- Helped 221 operators develop their Off Season offer for 2024
- Attended 23 local tourism association meetings and workshops

VNT continues to provide project coordination support to our partner Councils and over the past year, has worked on the following projects:

- Short Walks, with Meander Valley Council
- Continuing to advocate for improved mobile phone service, and expansion of, the REASSIGN project with Northern Midlands Council
- Refreshing the North East Marketing Plan with Dorset Council
- Supporting George Town Council on the kanamaluka trail and their new products around mountain biking and rock climbing

Helping our tourism industry develop is a rewarding aspect of our work as we see visitors embrace and enjoy the many offerings within our region, mostly from small operators who are passionate about their product and want to share that with our visitors.



## PLACE MAKING

VNT's commitment to placemaking where visitors and locals come together in places that support this connectedness is evident through the delivery of the following regional projects:

- Short Walks – positioning the Great Western Tiers as a short walks destination with unique branding and promotional material
- Launceston Convention Facilities Demand and Feasibility Study
- Hosting and auspicing the Symposium of Gastronomy
- Islander Way regenerative tourism project on Flinders Island
- Agritourism support for new and emerging product

Our support continues in working with our partners on upcoming projects such as:

- Ben Lomond Masterplan – advocating for Ben Lomond to be a year round destination
- REASSIGN – advocating for funding to continue creating the precinct in northern midlands that celebrates convict heritage through significant estate properties, while paying respect to country by illustrating aboriginal history across the Grassy Woodlands area
- The second stage of ZWET (Zero Waste Events Tasmania) to enable more event organisers to reduce an event's footprint
- Beauty Point – supporting West Tamar Council's redevelopment of the foreshore and advocating for the return of Cruise Ships to the marina

- North East Rail Trail – supporting Dorset Council with a new business case and advocacy
- Kanamaluka Story-telling Experience – localised Aboriginal storytelling following trails between George Town and Low Head

Future developments or improvements that are aligned to State and Regional future directions include:

- Cataract Gorge master planning – working with City of Launceston to better realise the tourism impact of this popular tourism attraction
- Improving RV friendliness with supporting infrastructure in some parts of the region
- Coordinating the promotion piece that highlights the wonder of the region's north east



# THE VNT TEAM OUT AND ABOUT

The team have been busy getting out and about to see new operators, assist local tourism groups, meet with Councils and attend industry events. Here is a snapshot with some highlights from the year.



Fiona & Renee –Bonza inaugural flight, Launceston Airport.



Fiona and Drishti with the Adventure All Stars cast. Filming at Hillwood Rock Climbing.



Tracey & Fiona – Bonza inaugural flight from Sunshine Coast – Launceston Airport.



Tracey, Renee & Fiona enroute to Flinders Island with Sharp Airlines.



Fiona and Renee with Ian from Furneaux Distillery – filming for an Operator Showcase.



Renee with the Lilydale District Progress Association



Tracey, Renee, Drishti & Lisa at the 2023 Tasmanian Tourism Awards in Hobart.



L-R: Drishti, Lisa, Fiona, Gillian, Tracey & Bree – Tatler Lane by Sweetbrew.



# FINANCIAL STATEMENTS

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**Tourism Northern Tasmania Inc**  
**30 June 2024**

# TREASURER'S REPORT

The financial year ending 30 June 2024 reports Total Revenue of \$949,331, Total Expenditure of \$795,975, with a Surplus for the Year of \$153,356. The purpose of the association 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.

Income: Primary revenue streams reflect the signed agreement commitments from Tourism Tasmania and the seven member Councils. Highlighted for EOFY exception reporting is the Auspicing commitment for 25th Symposium of Australian Gastronomy - VNT (the auspicor) agreed to enter an arrangement to provide a financial platform for the event's (SAG) funding, support and sponsorship. It is noted that revenue and expenditure moved through VNT P&L and that it proved effective; a successful event with no financial burden on the association.

Expense: Internal reporting across line items including Administration, Board Expenses, Meeting and Staffing were revised year on year to clarify reporting into the Board. No significant exceptions are reported. Expense exceptions include:

- Everi was engaged for development of an event platform that responds to stakeholder needs which has been identified to create a source of truth for events with a view to avoiding event clashes and to promoting Launceston and Northern Tasmania as an events destination. The platform is due to be launched Q1 next year.

- The team works closely with stakeholders to increase visitation, yield, and regional dispersal. Industry Engagement was a focus throughout the year; change of staff in these roles has led to new focus areas as excitement builds into next year on events and workshops to foster true industry development.

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

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. The initiative was taken to review the ARC Charter, checklists and reporting that resulted in an updated framework that was presented to, and adopted by, the Board. The Audit and Risk Committee Charter, whilst simplified as reasonable to suit the organisation,

is based on the Australian Institute of Company Directors (AICD) principles as best practice. Outcomes of ARC meetings highlighted an opportunity to revisit the Policy Framework; an undertaking in hand by the CEO. Furthermore, represented by the Chair in the Auditor's report, operations and undertakings within the organisation remain within acceptable risk appetite.

Looking ahead, we will see the renewal of our funding agreement with all seven Councils, and ongoing support from Tourism Tasmania, 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**

*Niel Mason*

Treasurer Visit Northern Tasmania



# INDEPENDENT AUDIT REPORT



Crowe Audit Australia

ABN 13 969 921 386

Digital Audit Hub

Main 1300 236 893

[www.crowe.com.au](http://www.crowe.com.au)

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 2024, the statement of profit or loss and other comprehensive income, the statement of changes in equity, and the statement of cash flows for the year then ended, and notes to the financial statements, including a summary of significant accounting policies, and the Board's declaration.

In our opinion, the accompanying financial report presents fairly, in all material respects, the financial position of the Association as at 30 June 2024 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.

## 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 for the purpose of fulfilling the financial reporting requirements under 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 Board for the Financial Report

The Board 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 Board'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 Board 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 Board either intend to liquidate the Association or to cease operations, or have no realistic alternative but to do so.

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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, 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 entity's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by those charged with governance.
- Conclude 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 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 the auditor's report. However, future events or conditions may cause the entity 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 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 we identify during the audit.

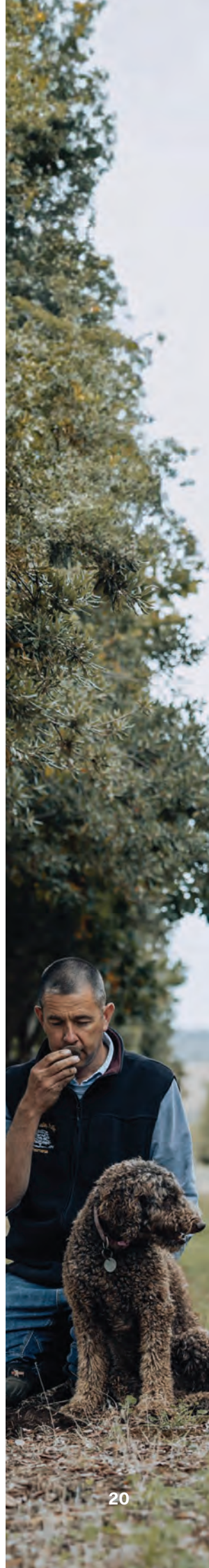
*Crowe Audit Australia*

**CROWE AUDIT AUSTRALIA**

*Tafadzwa Mudarikwa*

**Tafadzwa Mudarikwa**  
Associate Partner  
Brisbane 19/08/2024

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.



# STATEMENT OF PROFIT OR LOSS AND OTHER COMPREHENSIVE INCOME

For the Year Ended 30 June 2024

	2024 \$	2023 \$
<b>Revenue</b>		
State Government Grant	60,387	89,381
Northern Councils	355,922	345,983
Tourism Tasmania	434,778	353,822
Industry Sessions	98,244	153,267
<b>Total Revenue</b>	<b>949,331</b>	<b>942,453</b>
<b>Expenditure</b>		
Administration Fees	172,570	114,836
Board Expenses	36,860	55,186
Depreciation	3,155	1,876
Major Events Expenses	-	32,801
Marketing Expenses	41,258	26,653
Meeting Expenses	20,439	50,669
Project Expenses	43,438	77,133
Staffing Expenses	478,255	551,823
<b>Total Expenditure</b>	<b>795,975</b>	<b>910,977</b>
<b>Surplus for the Year</b>	<b>153,356</b>	<b>31,476</b>

The accompanying notes form part of these financial statements.





# STATEMENT OF FINANCIAL POSITION

As At 30 June 2024

	Note	2024 \$	2023 \$
<b>ASSETS</b>			
<b>CURRENT ASSETS</b>			
Cash and Cash Equivalents	3	462,935	592,842
Trade and Other Receivables		15,640	10
Prepayments		8,257	-
<b>TOTAL CURRENT ASSETS</b>		<b>486,832</b>	<b>592,852</b>
<b>NON-CURRENT ASSETS</b>			
Plant and Equipment		9,911	4,704
<b>TOTAL NON-CURRENT ASSETS</b>		<b>9,911</b>	<b>4,704</b>
<b>TOTAL ASSETS</b>		<b>496,743</b>	<b>597,556</b>
<b>LIABILITIES</b>			
<b>CURRENT LIABILITIES</b>			
Trade and Other Payables	4	26,038	39,588
Provision for Annual Leave		12,137	20,279
Revenue Received in Advance		-	217,389
<b>TOTAL CURRENT LIABILITIES</b>		<b>38,175</b>	<b>277,256</b>
<b>NON-CURRENT LIABILITIES</b>			
Provision for Long Service Leave		-	15,088
<b>TOTAL NON-CURRENT LIABILITIES</b>		<b>-</b>	<b>15,088</b>
<b>TOTAL LIABILITIES</b>		<b>38,175</b>	<b>292,344</b>
<b>NET ASSETS</b>		<b>458,568</b>	<b>305,212</b>
<b>EQUITY</b>			
Retained Earnings		458,568	305,212
<b>TOTAL EQUITY</b>		<b>458,568</b>	<b>305,212</b>

The accompanying notes form part of these financial statements.

# STATEMENT OF CHANGES IN EQUITY

For the Year Ended 30 June 2024

2024

	Retained Earnings	Total
	\$	\$
Balance at 1 July 2023	305,212	305,212
Surplus for the year	153,356	153,356
<b>Balance at 30 June 2024</b>	<b>458,568</b>	<b>458,568</b>

2023

	Retained Earnings	Total
	\$	\$
Balance at 1 July 2022	273,736	273,736
Surplus for the year	31,476	31,476
<b>Balance at 30 June 2023</b>	<b>305,212</b>	<b>305,212</b>

The accompanying notes form part of these financial statements.



# STATEMENT OF CASH FLOWS

For the Year Ended 30 June 2024

	2024	2023
Note	\$	\$
<b>CASH FLOWS FROM OPERATING ACTIVITIES:</b>		
Receipts from grants and other revenue	708,056	1,152,531
Payments to suppliers and employees	<u>(829,601)</u>	<u>(1,041,009)</u>
<b>Net cash provided by/(used in) operating activities</b>	<u><b>(121,545)</b></u>	<u>111,522</u>
<b>CASH FLOWS FROM INVESTING ACTIVITIES:</b>		
Purchase of property, plant and equipment	<u>(8,362)</u>	<u>(5,699)</u>
<b>Net cash used in investing activities</b>	<u><b>(8,362)</b></u>	<u>(5,699)</u>
<b>Net increase/(decrease) in cash and cash equivalents held</b>	<b>(129,907)</b>	105,823
<b>Cash and cash equivalents at beginning of year</b>	<u><b>592,842</b></u>	<u>487,019</u>
<b>Cash and cash equivalents at end of financial year</b>	3 <u><u><b>462,935</b></u></u>	<u><u>592,842</u></u>

The accompanying notes form part of these financial statements.



# NOTES TO THE FINANCIAL STATEMENTS

For the Year Ended 30 June 2024

The financial statements cover Tourism Northern Tasmania Inc. as an individual entity. Tourism Northern Tasmania Inc. is a not-for-profit Association incorporated in Tasmania under the *Associations Incorporation Act (TAS) 1964* ('the Act').

The functional and presentation currency of Tourism Northern Tasmania Inc. is Australian dollars.

Comparatives are consistent with prior years, unless otherwise stated.

## 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.

#### 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*.

## 2 Material Accounting Policy Information

### (a) Revenue and other income

#### Specific revenue streams

#### Other revenue

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

#### Statement of financial position balances relating to revenue recognition

#### Contract assets and liabilities

Where the amounts billed to customers are based on the achievement of various milestones established in the contract, the amounts recognised as revenue in a given period do not necessarily coincide with the amounts billed to or certified by the customer.

When a performance obligation is satisfied by transferring a promised good or service to the customer before the customer pays consideration or the before payment is due, the Association presents the contract as a contract asset, unless the Association's rights to that amount of consideration are unconditional, in which case the Association recognises a receivable.

When an amount of consideration is received from a customer prior to the entity transferring a good or service to the customer, the Association presents the contract as a contract liability.

### (b) Income tax

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



## 2 Material Accounting Policy Information

### (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%.

### (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 is expected to be settled within next 12 months of the reporting date for the employees of seven year and more years' service.

### (g) Economic dependence

The Association 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 to the Association.

### 3 Cash and Cash Equivalents

	2024	2023
	\$	\$
Cash at bank	462,935	592,842
	<u>462,935</u>	<u>592,842</u>

### 4 Trade and Other Payables

	2024	2023
	\$	\$
Trade payables and accruals	8,105	13,206
GST payable	-	14,489
Other payables	17,933	11,893
	<u>26,038</u>	<u>39,588</u>

### 5 Contingencies

In the opinion of the Board, the Association did not have any contingencies at 30 June 2024 (30 June 2023:None).

### 6 Events After the End of the Reporting Period

No matters or circumstances have arisen since the end of the financial year which significantly affected or may significantly affect the operations of the Association, the results of those operations or the state of affairs of the Association in future financial years.



# STATEMENT BY MEMBERS OF THE COMMITTEE

## Board's Declaration

In our opinion:

1. the accompanying financial report as set out on pages 2 to 9, being a special purpose financial statement, is drawn up so as to present fairly the state of affairs of the Association as at 30 June 2024 and the results of the Association for the year ended on that date;
2. satisfies the requirements of the *Associations Incorporation Act (Tasmania) 1964* to prepare accounts; and
3. there are reasonable grounds to believe that the Association will be able to pay its debts as and when they fall due.

This statement is made in accordance with a resolution of the Board and is signed for and on behalf of the Board by:

*Paul Seaman*

Chairperson.....

*Niel Mason*

Treasurer .....

Dated 19/08/2024







# CONTRIBUTORS

## Funding Partners

On page 3

## Local Tourism Associations

On page 3

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## Photography Credits

**In order of appearance in this report:** Cover page Melanie Kate; Ness Vanderburgh; Brand Tasmania; Global Charity TV; Sileo Media; agriCULTURED; Beardy McBeard; Tourism Australia; Ben Lomond Alpine Resort; Flow Mountain Bike; Nick Hanson; West Tamar Council; Tourism Tasmania; Chris Crerar; Renee Hodskiss.

## Design

Clever Creative





## THANK YOU

The Board and Management of Visit Northern Tasmania 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.



**Solstice in the Square 2024 – George Town, Tasmania**  
Cover Photography credit: Melanie Kate

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