

2024-2025

ANNUAL REPORT



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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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 provide regional visitor economy leadership including industry development, providing regional content for inclusion in Tourism Tasmania destination marketing and being a referral point for industry into product and business.

Industry Association Partners:

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

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



Members of the association include funding councils as listed:



Our Vision

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

Our Values

- A Voice for the North
- Natural Connectors
- Tasmanian, Yet Worldly
- Pragmatic, Courageous Doers

OUR PEOPLE

Meet the VNT Board

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.



Anthony Donald
Chair



Niel Mason
Treasurer



Nicole Sherriff
Public Officer



Sam Reid
Board Member



**Dr Oscar
Vorobjovas-Pinta**
Board Member



Sarah Wells
Board Member



**Lucy
Temple-Smith**
Board Member



Lindene Cleary
Board Member



Illya Brucksch
Board Member



Donna Stanley
Observer

Meet the VNT Team

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



Tracey Mallett
Chief Executive
Officer



Drishti Adhikari
Business &
Operations
Manager



Fiona Sturman
Partnership
Marketing Manager



Lisa Tedeschi
Business
Development
Manager



Rachel Boyd
Industry
Development
Manager



CHAIR'S REPORT

This past year has been one of pride, momentum, and deep appreciation. As Chair of Visit Northern Tasmania, I am constantly reminded that our greatest strength lies not just in the landscapes we promote or the experiences we share, but in the people who bring them to life — our tourism operators, our partners, and our incredible team.

At the heart of this organisation is our CEO, whose vision, steady leadership, and boundless energy have kept us focused on what matters most: creating meaningful outcomes for the people and places of Northern Tasmania. Alongside her is a passionate and highly capable team, who pour their skill, creativity, and dedication into everything they do. Their work is not just about numbers on a page — it's about real people running family businesses, creating local jobs, and sharing the stories of this remarkable region with the world.

This year, I have seen firsthand how our team's work touches every corner of Northern Tasmania. They have supported operators in small towns and remote areas, helping them adapt, grow, and welcome visitors in ways that feel authentic and sustainable. They have celebrated local ingenuity and worked tirelessly behind the scenes to make sure Northern Tasmania remains not just on the map, but firmly in the hearts of travellers.

Tourism here is personal. When a visitor lingers an extra night in a regional town, it's the café owner

who sells another breakfast, the B&B who fills another room, the vineyard that opens another bottle. These moments may feel small, but together they weave a story of economic vitality and community resilience. That is the story Visit Northern Tasmania works to write every day.

Our achievements this year are the result of listening closely to the industry we serve and finding new ways to meet their needs. We've refined how we tell our region's story, strengthened our partnerships across the state, and created opportunities for operators to connect, collaborate, and thrive. We've continued to push for growth that's both responsible and enduring — growth that honours our landscapes, respects our communities, and leaves visitors wanting to return again and again.

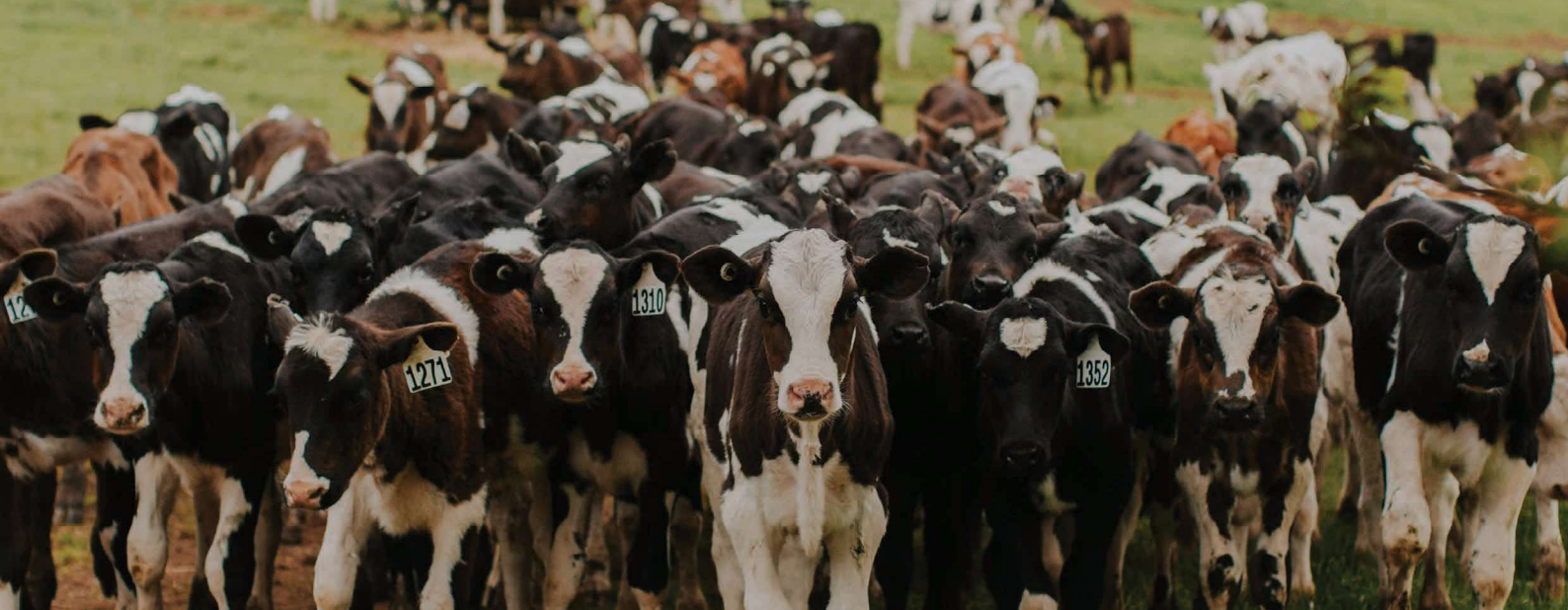
I also want to acknowledge the many partners, government agencies, and community groups who have walked alongside us this year. Tourism in Northern Tasmania is a shared endeavour, and it is only through collaboration that we can achieve the outcomes we seek.

Every conversation, every shared idea, and every joint initiative brings us closer to our vision for a vibrant, sustainable tourism future.

Looking ahead, there is much to be excited about. Our industry is resilient, our operators are innovative, and our region continues to inspire. With a committed team, strong leadership, and a united industry, I have every confidence that we will keep delivering results — not just for the benefit of tourism, but for the wider prosperity and wellbeing of Northern Tasmania and the State we are so proud to call home.

Anthony Donald

Chair,
Visit Northern Tasmania



CEO'S REPORT

It has been so rewarding to see visitation grow across our region this year. This is a direct result of VNT's work, advocacy and voice and of course, the wonderful natural beauty and offerings from operators across our region. We work hard to distribute content and local information to other agencies to increase this promotion and awareness and what better reward than seeing more visitors coming to our region.

There have been many highlights this year although I still say nothing pleases me more than visiting operators across our beautiful region and sharing in their enthusiasm, passion and that wonderful connection they build for and with our visitors.

There was a great deal of pride across the region when Lonely Planet included Launceston and the Tamar Valley in their 2025 International Best in Travel list earlier this year. As the only Australian inclusion, we have been excited to capitalise on all sorts of promotion associated with this. Working with Channel 7's Sunrise program to have the seven weather crosses from Launceston in February was so inspirational that they came back in June to film in Derby!

In addition to these and other amazing promotion opportunities, we have dug deep into some meaty projects that will be great for the region's future. With State Government funding, we delivered the Launceston Convention Facilities Demand Study, which showed that there is good demand for conferencing and business events for approximately 550 delegates. Our

work now continues in advocating for the infrastructure to support that.

The second part of that funding allocation enabled us to develop the Northern Events & Festivals Infrastructure Strategy, although timing of the unexpected State election meant endorsement of the final strategy was paused.

A significant part of our work is in collaboration with our funding partner Tourism Tasmania, and we cover many aspects of tourism and marketing in our joint interactions. This year, it has been exciting to get deeply involved in the Sustainable Visitation project where the Tamar Valley has been chosen as a pilot site for this project. Stay tuned to see what opportunities unfold here!

Over the past year, we have farewelled two members from our Board. We thank Launceston Airport CEO Shane O'Hare for his contributions to the VNT Board and now wish him well with his move to New Zealand. Sadly, Paul Seaman came to the end of his term as Chair having served so diligently for the past six years. It is testament to our Board, our organisation and the calibre of Chairs we have engaged

that Paul was only the second Chair in VNT's 12 year history. Moving forward, we welcomed Anthony Donald to the helm earlier this year and look forward to his contributions. Anthony is enjoying moving around the region learning more about the tourism industry and our wonderful partners and stakeholders. I thank all Board members for their support.

Our team at VNT has stabilised over the past year and I appreciate the passion and dedication of each team member and thank them for their contributions. We are a highly skilled and invested team of people committed to making a real difference to our community and the people within our tourism, events and hospitality sectors.

Working together with our funding partners, stakeholders and operators, I expect to see that positivity and growth continue for the Northern Tasmania Visitor Economy.

Tracey Mallett

CEO,
Visit Northern Tasmania

DESTINATION PROFILE AND PERFORMANCE

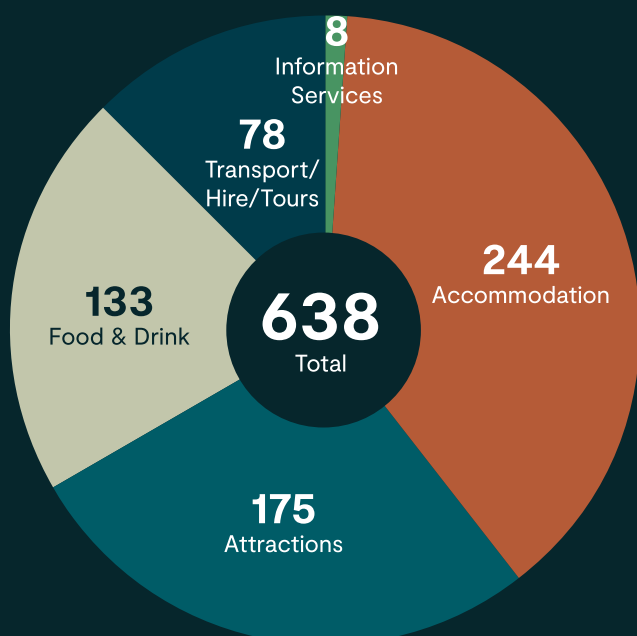
Our Northern Tasmania region encompasses much of the northeast corner of the State of Tasmania. With all types of natural beauty from beaches to mountains, rivers to farmland, cities to tiny islands, Northern Tasmania is full of hidden gems to tempt visitors and locals alike.

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

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



Tourism Businesses in the North



Council Boundaries

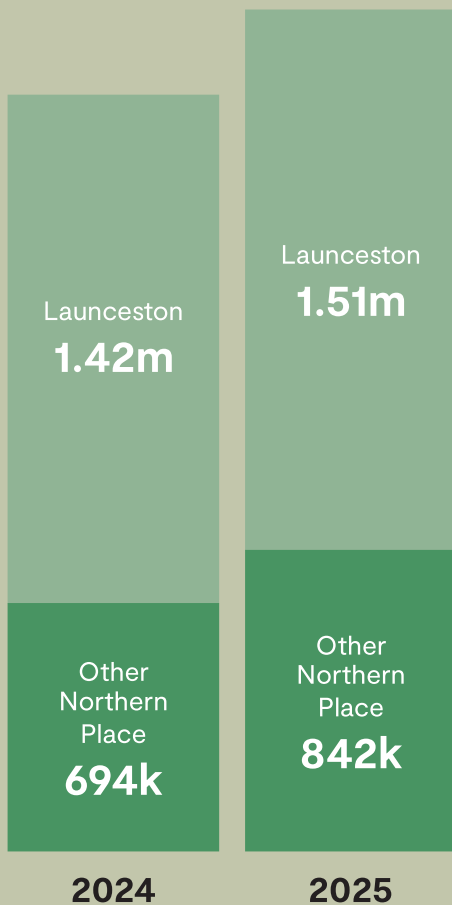


TOURISM IN THE NORTH

Year end 30 June 2025

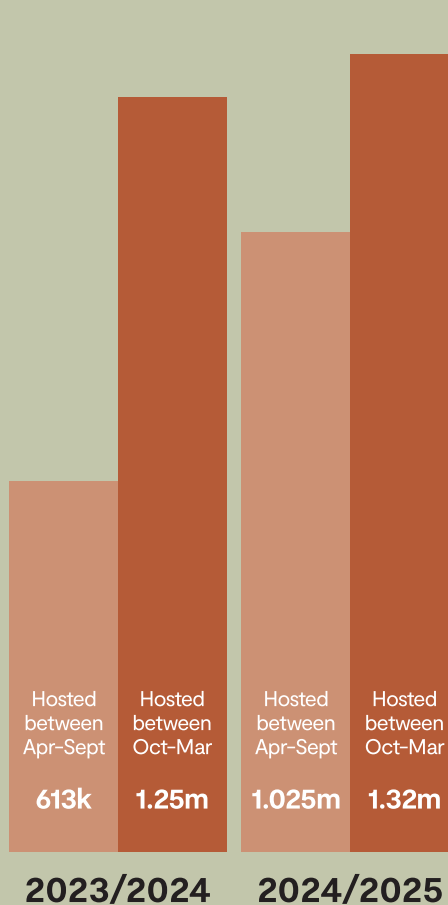
Regional Visitor Dispersal

Non-Tasmanian visitor nights only



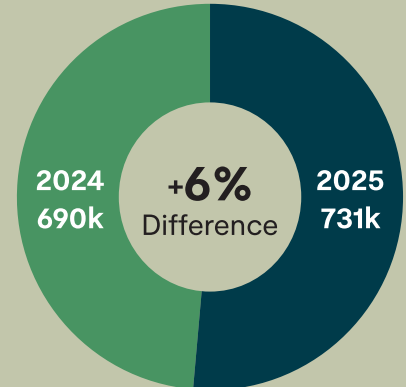
Seasonal Visitor Dispersal

Non-Tasmanian visitors only



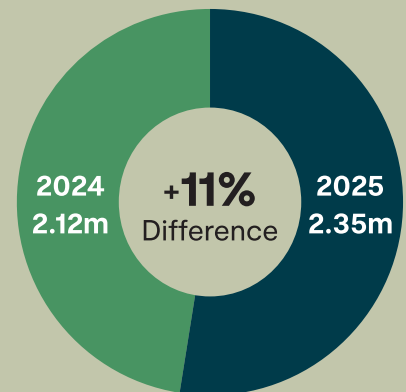
Visitor Numbers

Non-Tasmanian visitors



Visitor Nights

Non-Tasmanian visitors

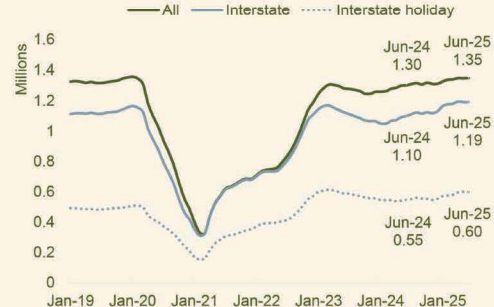
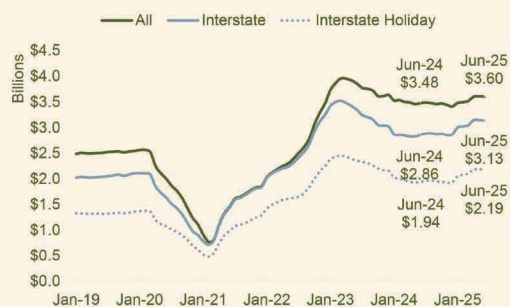


LATEST VISITATION - YE JUNE 2025

TVS data

SPEND All visitors **\$3.602 billion**
Interstate holiday **\$2.186 billion**

VISITORS All visitors **1.35 million**
Interstate holiday **595.6 thousand**



YE MONTH ROLLING VIEW

Source: Tasmanian Visitor Survey, Roy Morgan
April, May and June 2025 data is indicative and subject to change.

All measures are current as at 4 September 2025 according to the Tasmanian Visitor Survey (TVS) with the exception of the Seasonal Visitor Dispersal chart which uses dates from April 2024 to September 2024 and October 2024 to March 2025. Note that the TVS does not capture visitation to the Bass Strait Islands. Actual performance measures should be treated as indicative only. Previous annual reports have included data from the National Visitor Survey, in 2025 this was superseded with Domestic Tourism Statistics with insufficient data to meet the requirements of the above reporting for this financial year (2025).

DESTINATION MANAGEMENT PLAN

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

2030 Visitor Economy Strategy TASMANIA Vision

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

Northern Tasmania Vision

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

PILLAR 1

Indulge in our creative city

Launceston – or Launnie for short – is a close-knit community that always has time for people, time to connect.

- 8. We will manage our destination in harmony with community.
- 5. We will invest in and support a sustainable and successful events and business events sector.

PILLAR 2

Choose your own adventure

Our region is the ultimate landscape to pursue riding, walking and year-round adventures that connect you with our exceptional natural places.

- 1. We will be a leading destination for climate conscious travel.
- 2. We will proactively manage growth to protect and enhance Tasmania's brand environment and community values.
- 6. We will plan for and invest in infrastructure for the next decade to support future growth benefiting locals and visitors.
- 8. We will manage our destination in harmony with the community.

PILLAR 3

Explore our living history

Stories of how our convict past met an ancient aboriginal culture are shared honestly by locals who own these truths.

- 8. We will manage our destination in harmony with community.
- 2. We will proactively manage growth to protect and enhance Tasmania's brand environment and community values
- 3. We will grow the contribution that visitors make to Tasmania and maximise overall benefit to our State and Regional Communities

PILLAR 4

Connect and grow

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

- 8. We will manage our destination in harmony with community.
- 4. We will differentiate and build awareness of Tasmania to increase brand power and attract the visitors who will grow value over volume.
- 7. We will attract a skilled workforce creating jobs for Tasmanians and meeting industry needs.



CELEBRATING OUR PEOPLE

Northern Tasmania is home to many individuals and businesses who strive to deliver outstanding services and products, working tirelessly to create an exceptional visitor experience. It is this effort that makes a destination stand out, creating appeal and attracting visitors. Visit Northern Tasmania created Champions of Tourism to recognise and celebrate these very people.

In October 2024 our team proudly hosted the Northern Tasmanian Tourism Industry together with key stakeholders for Champions of Tourism at the beautiful and historic Quamby Estate in Meander Valley. We thank the following sponsors for their support; Quamby Estate; Events Tasmania; TICT; Launceston Central; THA; Optimum Standard; Launceston Airport; Meander Valley Vineyard; The Albert Brewery.

Champions of Tourism Winners

- Local Leader
Sammi Gowthorp | Flinders Council
- Standout Food Ambassador
Matt Seggie | Hotel Verge Launceston
- Event Organiser Extraordinaire
Kristen Finnigan | KFM Events
- Service Wizard
Olivia Reader | Little Marney's Gifts for Town & Country
- Sustainable Legend
Sarah Blacklock | agriCULTURED
- Agritourism Guru
Elizabeth Mahnken | Summerlea Farm

Tourism Award Winners

National Tourism Award Winners

Gold

- Business Event Venues
Peppers Silo Hotel
- Hosted Accommodation
The Dragonfly Inn
- 4-4.5 Star Deluxe Accommodation
Peppers Silo Hotel

Silver

- Tourism Restaurants & Catering Services
Grain of the Silos

Bronze

- Festivals & Events
Junction Arts Festival
- Tour & Transport Operators
Air Adventure Golf
- Self-Contained Accommodation
Alice's Cottages
- Excellence in Food Tourism
The Truffle Farm

State Tourism Award Winners

Gold

- Tourism Restaurants & Catering Services
Grain of the Silos
- Self-Contained Accommodation
Alice's Cottages

- 4-4.5 Star Deluxe Accommodation
Peppers Silo Hotel

- Hosted Accommodation
The Dragonfly Inn

Silver

- Major Tourist Attractions
Gorge Scenic Chairlift
- Tourist Attractions
Bridestowe Lavender Estate
- Tourism Wineries, Distilleries & Breweries
Holm Oak Vineyards
- Caravan & Holiday Parks
Big4 Launceston Holiday Park

- 3-3.5 Star Accommodation
Riverview at Ross

- 4-4.5 Star Deluxe Accommodation
Stillwater Seven

Bronze

- Major Tourist Attractions
Seahorse World
- Ecotourism
Tasmanian Expeditions | Flinders Island Walking Adventure in Comfort
- Tourism Restaurants & Catering Services
Mudbar Restaurant
- Tourism Wineries, Distilleries & Breweries
Western Tiers Distillery
- Self-Contained Accommodation
Dales of Derby



REGIONAL INDUSTRY LEADERSHIP

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

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

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

- Development, implementation and review of the Cool Season Strategy
- Destination Management
- Project management



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

Over the past year, we have done much of the above including advocating for the needs and priorities of northern operators at a regional and state level, and supporting workforce development through mentoring and participation in Beacon Foundation initiatives at Prospect High School and Lilydale District School.



Cool Season

The Cool Season Strategy was reviewed in 2024 and outlines a clear direction for maximising visitation and community engagement between April and September, aligning with Tourism Tasmania's Off Season marketing campaign and Events Tasmania's Events Strategy.

VNT is focused on fostering a thriving, inclusive, and collaborative events ecosystem promoting sustainable practices through the Zero Waste Events Tasmania (ZWET) resource, elevating the Tasmanian brand, and supporting growth in the region's events sector.

VNT continues to lead the Cool Season Collective, a consultative group that brings together key stakeholders to share information, collaborate, and advocate for a strong regional events framework.

Special Interest and emerging events held over the past year:

- Spudfest – Scottsdale
- 10 Years of Blue Derby – Derby
- Hops to Harvest Festival – Meander Valley
- Australian Glass Conference (special interest event) – Poatina



Events Hosted in the Cool Season:

This year strong Cool Season engagement was observed across a mix of new and returning events.

- Australian Musical Theatre Festival
- Australian National Rowing Championships – Lake Barrington
- Australian Cross Country–National Championship – Symmons Plains
- The Devils Cardigan Gravel Championship
- Wilderfeast Flinders Island
- Symposium of Gastronomy (SAG)
- Launceston Running Festival
- Solstice in the Square George Town
- Fire and Fog
- agriCULTURED
- Tassie Scallop Fiesta
- Tas Whisky Week
- AFL Football
- Australian Dance Sport Championships
- 2024 National Veterans Table Tennis Championships
- National Veterans Vehicle Rally
- Croquet Openshaw World Team Championship

Summer Season Highlights

Northern Tasmania's flagship summer events remained strong, with large-scale attendance and cultural vibrancy across the region:

- Festive – Sold out, with 30,000+ attendees, showcasing Launceston's UNESCO City of Gastronomy status and displaying Tasmania's premium producers and culinary talent
- Beerfest – 11,000 attendees at Royal Park, with headliner act Sneaky Sound System generating strong overnight visitation for New Year's celebrations in the north.
- George Town NYE – Strong local attendance with increased regional visitation compared to 2023.
- The 2025 Launceston Cup, a highlight of the Tasmanian summer racing calendar, took place on 26 February 2025 with an attendance of over 10,000

Events Grant Support

VNT supported event organisers through various Events Tasmania grant programs, including the newly introduced Tasmanian Festival and Event Support Fund, developed as part of the Tourism & Hospitality Support package.

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





INDUSTRY SUPPORT

Visit Northern Tasmania (VNT)'s Industry Development Manager has continued to focus on initiatives that strengthen relationships and build the capability of our tourism and hospitality sector. This is in line with priorities from the 2030 Visitor Economy Strategy under Direction 7 An Industry of Choice for Tasmanians and Direction 8 Community centred destination management. A priority has been one-on-one site visits across the region, enabling significant tailored support for operators with diverse needs and questions, while also capturing valuable, first-hand insights into the changing climate, challenges, and opportunities facing our industry. Additionally, a priority focus has been to increase visibility of new, existing and enhanced products to visitors by encouraging and assisting operators to list with ATDW and to update their ATDW profile.

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

- Continuously providing operators with relevant, timely, and region-specific information
- Filming and presentation to Tourism Tasmania, of 11 Operator Showcase segments, to highlight new and enhanced product within Northern Tasmania
- Assisting businesses to enhance their offerings through assistance with ATDW listings, tailored support and resource sharing
- Building capacity by connecting operators to development programs and training opportunities, facilitating participation in industry partner events
- Assisting operators to navigate grants, funding opportunities, and other government support opportunities
- Delivering industry-focused events and networking opportunities in collaboration with partners

- Facilitating participation in the Off Season Tourism Tasmania campaign and programs

- Assisting in developing and presenting at Local Tourism Association networking events and workshops.

- Hosted, supported or attended 3 agritourism events

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

- Partnering with Hospitality Tasmania to present three Great Customer Experience Snapshot sessions across the region
- Attended 21 local tourism association meetings and workshops
- Facilitating participation in collaboration with Tourism Tasmania for Northern operators in ATEC's Accessible and Inclusive Host program
- Helped operators to develop and submit 165 Off Season offers for 2024

- Assisting three groups of northern operators to participate in the Tasmanian Tourism Showcase in Hobart
- Assisting two local councils/tourism groups to apply for the Top Tourism Towns competition.
- Attending and contributing to local tourism association meetings and workshops across the region
- Providing regional input and representation at industry update events delivered by state partners.

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



Product Development

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

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

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

- Latitude Charters
- Dill Pickle Club
- York Street Social
- City Cave Launceston
- Luxury Styled Picnics at The Church
- Pipers Brook Truffles
- Camp 41
- Mabel's Paddock
- Pa's Place
- 1808 Lounge Bar
- Reggie's
- Le Petit Chou
- Harmony On High
- The Cloud At Sen Vineyard
- Leal Lodge
- LeKoh
- Evenfall Wines
- Belvoir





DESTINATION MARKETING

VNT has worked closely with our partners and proactively sought opportunities for collaborative marketing activity. Our focus this year has been to leverage accolades, and to build on the momentum achieved during 2023/2024 for Northern Tasmania via our social media platforms, website and traditional media.

Traffic to the VNT website has continued to build throughout 2024/2025. The highest volume of new users since the launch of the VNT site in 2018, was recorded in January 2025. To amplify events in Northern Tasmania a new, additional website was launched by VNT in October 2024. What's On Launceston & Northern Tasmania is a one stop hub for events, with links to the VNT website and Launceston Central to promote tourism and retail experiences in the region.

Our digital presence has been enhanced with activity that VNT led and supported, this included:

- Launceston & the Tamar Valley inclusion in Lonely Planet's Best In Travel 2025
- Partnership with Lonely Planet and Sunrise for live broadcast in February 2025
- Advertising placement in Halliday's Wine Companion June edition
- Media fam in partnership with Mazda resulting in an article published by Mamamia
- Partnership with Spirit of Tasmania and North Melbourne Football Club – competition in May and June 2025
- Placement of digital advertising onboard the Spirit of Tasmania vessels
- Operator inclusion in RACT Journeys Spring and Winter editions

- Event focused digital advertising at Launceston Airport
- Northern Tasmania specific blogs created and distributed by Spirit of Tasmania
- Weekly radio 'What's On' segment with LAFM
- Content partnership with Qantas Insider Short Breaks Socials Campaign – June 2025
- Advertising placement in the official program for Supercars – May 2025.
- Destination video live stream from 2025 Australian Masters Rowing Championships

The VNT monthly consumer newsletter, introduced in May 2024, has strong engagement with an average open rate of 57.15% and click through rate of 9.2%. The total number of subscribers is building well with most subscribers captured via What's On Launceston & Northern Tasmania website. Destination marketing was provided for 24 events and included events with strong national and/or international reach including: AMTF, UCI Gravel Championships, 2025 Australian Masters Rowing Championships, Launceston Running Festival, AFL, Supercars, Tasmanian Craft Fair, and Junction Arts Festival. VNT supported new community led events such as Spudfest in Scottsdale and Hop to Harvest in Meander Valley to stimulate event attendance and regional dispersal.

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.

In partnership with THA, TICT, Events Tasmania and State Growth, Tourism Tasmania launched a new campaign to inspire Tasmanians to make the most of the longer days and enjoy the diverse tourism, hospitality and event experiences available around the state. The campaign appeared across Tasmania from November 2024 to March 2025. VNT provided regular updates to Tourism Tasmania resulting in strong representation of northern experiences throughout the campaign. In 2025 Tourism Tasmania launched Winternships to further enhance the regular annual campaign of OFF Season. Winternships included northern operators, Gorge Scenic Chairlift and Blue Derby Pod Rides.

VNT advocated for Tourism Tasmania to leverage the naming of Launceston and the Tamar Valley in Lonely Planet's Best In Travel 2025 resulting in 145 pieces of media coverage across editorial, radio, broadcast and social, generating a combined reach of 19,715,706



PROJECTS

VNT continues to play a key role project managing various opportunities to grow the visitor economy. In response to the events sector-wide challenges including rising operational costs, infrastructure limitations and funding pressures—VNT has continued to play a leadership and advocacy role. Strategic projects led this year include:

Launceston Convention Facilities Demand Study

In late 2024, VNT secured funding through a State Government grant deed to undertake a demand study into the opportunity for potential convention facilities in Launceston and across Northern Tasmania. The study also explores potential high-level economic impacts under a range of facility development scenarios.

<https://visitnortherntasmania.com.au/launceston-convention-facilities-demand-study>



Northern Events and Infrastructure Strategy

The Northern Events & Festival Infrastructure Strategy has been produced for Visit Northern Tasmania and the many tourism industry members who help define

this particular part of the world through its events and festivals. The primary objective of the Strategy is to provide a clear understanding for the current state of play for events and festivals in the region, and to then define clear strategic actions that increase the economic, social and brand benefits of the industry. This strategy was the outcome of a collaborative process over more than nine months, informed and shaped by a wealth of local expertise shared by industry and government stakeholders. We acknowledge and thank these contributors.

Sustainable Visitation

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

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

The project is being delivered in three stages:

- **Stage 1:** Data and insights gathering, reconnaissance trip, community and stakeholder consultation workshop (May 2025), leading to opportunity themes
- **Stage 2:** Immersive field trip (September 2025), testing of themes and idea generation
- **Stage 3:** Development of a Tourism Opportunity Plan (November 2025)

Stakeholder and local community consultation will continue throughout the project.

What's On Launceston & Northern Tasmania

In October 2024, Visit Northern Tasmania launched a one stop events platform for all of Northern Tasmania. This was created to reduce double entry of events on multiple sites, and to automatically collate all events in one location. Multiple sources are used to gather event details, although these can also be manually entered. Perfect for locals, visitors and event organisers, the What's On Launceston and Northern Tasmania website makes it easy to find out what kind of events are happening on any date.



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Tourism Northern Tasmania Inc
30 June 2025

TREASURER'S REPORT

The purpose of Tourism Northern Tasmanian Incorporated Association (trading as Visit Northern Tasmania (VNT)) is to manage and lead the visitor destinations of Northern Tasmania in such a way that stimulates improved economic, social and environmental returns from the visitor economy. The financial year ending 30 June 2025 reports Total Revenue of \$1,132,449 (funding, grants, projects, and tenants) Total Expenditure of \$1,097,311 (operating, grants, and projects) with a Net Surplus for the year of \$35,139. Outside budgeted financials the Association managed auspicing and grant funding on behalf of partners; I talk to exceptions against last year for clarification on auditor presented accounts herein.

Income: Primary revenue streams reflect the signed agreement commitments from Tourism Tasmania and the seven Member Councils. Exception reporting highlighted for EOFY include:

- Tourism Tasmania: The inflated base revenue year on year is the result of funding for development of a Northern Events & Festivals Infrastructure Strategy made available through Department of State Growth and Events Tasmania in 2024. VNT was tasked with development of this strategy, in conjunction with the development of the Launceston Convention Facilities Demand Study. Right Angle were the consultants appointed to undertake this work, and both pieces were completed in the 24/25 financial year.
- Project: Sponsorship and ticketing relate to Champions of Tourism. Auspicing for 25th Symposium of Australian Gastronomy (SAG) highlighted last year; Remaining this year reported as Other base revenue (noting SAG income and expenditure crossed over financial years).

Expense: Reporting penned across operations, board, and staffing. Exception reporting highlighted for EOFY include:

- Admin – IT support includes replacement of obsolete hardware (computers) assets

- Admin – legal fees (reference Superannuation Guarantee Contribution compliance payment last year). Noting, the association's claim was accepted and funds refunded. This is identified in a separated line item as "Other Revenue".
- Board – Appointment of Belrose Group for recruitment of new Chair
- Staff – Salaries shortfall to budget the result of withholding recruitment on the Project Manager position (subsequent flow through to Net Surplus)
- Staff – Parking / Professional development / Training reclassified and allocated accordingly
- Projects – Government grant for Northern Events and Festivals Infrastructure Strategy, via Tourism Tasmania income line, was paid through to engaged contactor
- Projects – Sponsorship one off for 10-year celebration of Blue Derby
- Projects – Marketing work with Qantas which was an opportunity taken up this year
- Projects – Social media and website commitment and launch of What's On Launceston & Northern Tasmania
- Projects – Finalisation of last year's SAG expenditure moved through VNT P&L

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

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. Format transition last year resulted in more dynamic, effective and results-oriented outcomes this year. No heightened risk or jeopardy to report here.

Looking ahead, we will see the renewal of our funding agreement with Tourism Tasmania, and ongoing support from all seven Councils; Visit Northern Tasmania is positioned to maintain the financial resilience necessary to deliver our continued and strong voice for the Northern Tasmania visitor economy.

Niel Mason



Treasurer Visit Northern Tasmania

INDEPENDENT AUDIT REPORT

INDEPENDENT AUDITOR'S REPORT

To The Members of Tourism Northern Tasmania Inc.

Report on the Audit of the Financial Report



Opinion

We have audited the financial report of Tourism Northern Tasmania Inc. (the Association), which comprises the balance sheet as at 30 June 2025, the profit and loss statement, statement of changes in equity and statement of cash flows for the year then ended, and notes to the financial statements, including material accounting policy information, and the statement by members of the committee.

In our opinion, the accompanying financial report presents fairly, in all material respects, the financial position of the Association as at 30 June 2025 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.

Responsibilities of the Members of the Committee for the Financial Report

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

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

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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 association's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the committee.
- Conclude on the appropriateness of the committee's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the association's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial report or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the association to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial report, including the disclosures, and whether the financial report represents the underlying transactions and events in a manner that achieves fair presentation.

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



WISE LORD & FERGUSON



REBECCA MEREDITH

Partner

Date: 9 September 2025

PROFIT AND LOSS STATEMENT

For the Year Ended 30 June 2025

	Note	2025 \$	2024 \$
REVENUE			
Northern Councils	3	368,347	355,922
Grant Funds		12,300	12,886
Sub-lease offsets		38,019	32,147
Tourism Tasmania		679,688	434,778
Partnership		208	8,572
Sponsorship		9,000	40,500
Ticket Sales		9,966	63,024
Project Manager Support		5,090	1,500
Other Revenue		9,832	-
TOTAL REVENUE		1,132,449	949,329
EXPENDITURE			
Administration Fees	4	106,179	111,017
Board Expenses	5	40,569	30,126
Depreciation		3,440	3,155
Marketing Expenses		11,398	4,632
Meeting Expenses		16,807	20,106
Project Expenses	6	373,027	147,419
Staffing Expenses	7	545,891	479,517
TOTAL EXPENDITURE		1,097,311	795,972
SURPLUS FOR THE YEAR		35,139	153,357

The accompanying notes form part of these financial statements.



BALANCE SHEET

As At 30 June 2025

	Note	2025 \$	2024 \$
CURRENT ASSETS			
Cash & Deposits		707,989	462,935
GST		-	13,797
Trade Debtors		6,702	1,842
Prepayments		9,699	8,257
		<u>724,390</u>	<u>486,831</u>
FIXED ASSETS			
Property, Plant & Equipment	8	8,221	9,911
		<u>8,221</u>	<u>9,911</u>
TOTAL ASSETS		<u>732,611</u>	<u>496,742</u>
CURRENT LIABILITIES			
Accounts Payable		6,727	8,105
Income in Advance	9	176,911	-
GST		2,415	-
PAYG Withholding Payable		7,813	6,209
Provision for Annual Leave		32,810	12,137
Superannuation Payable		12,227	11,724
TOTAL LIABILITIES		<u>238,903</u>	<u>38,174</u>
NET ASSETS (LIABILITIES)		<u>493,708</u>	<u>458,568</u>
EQUITY			
Current Year Earnings		35,139	153,357
Retained Profits		458,568	305,211
TOTAL EQUITY (DEFICIT)		<u>493,708</u>	<u>458,568</u>

The accompanying notes form part of these financial statements.

STATEMENT OF CHANGES IN EQUITY

For the Year Ended 30 June 2025

Note

	Retained Earnings	Total
BALANCE AT 1 JULY 2023	305,211	305,211
Profit for the year	153,357	153,357
BALANCE AS AT 30 JUNE 2024	458,568	458,568
BALANCE AS AT 1 JULY 2024	458,568	458,568
Profit for the year	35,139	35,139
BALANCE 30 June 2025	493,708	493,708

The accompanying notes form part of these financial statements.



STATEMENT OF CASH FLOWS

For the Year Ended 30 June 2025

	2025 \$	2024 \$
OPERATING ACTIVITIES		
Receipts From Grants	868,899	12,886
Other Receipts	435,603	717,221
Payments to and on behalf of employees	(536,609)	(470,384)
Payments to suppliers for goods and services	(521,089)	(383,324)
NET CASH FLOWS FROM OPERATING ACTIVITIES	246,804	(123,601)
INVESTING ACTIVITIES		
Purchases of property, plant & equipment	(1,750)	(6,307)
NET CASH FLOWS FROM INVESTING ACTIVITIES	(1,750)	(6,307)
NET CASH FLOWS	245,054	(129,907)
CASH AND CASH EQUIVALENTS		
Cash and cash equivalents at beginning of period	462,935	592,842
Net increases/ (decreases) in cash on hand	245,054	(129,907)
CASH AND CASH EQUIVALENTS AT THE END OF THE PERIOD	707,989	462,935

The accompanying notes form part of these financial statements.



NOTES TO THE FINANCIAL STATEMENTS

For the Year Ended 30 June 2025

	2025 \$	2024 \$
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		



	2025	2024
	\$	\$

Other revenue

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

(b) Income tax

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

(c) Goods and services tax (GST)

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

Receivables and payable are stated inclusive of GST.

(d) Plant and equipment

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

Depreciation

Plant and equipment is depreciated on a combination straight-line basis and diminishing value basis over the asset's useful life to the Association, commencing when the asset is ready for use.

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

(e) Cash and cash equivalents

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

(f) Employee benefits

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

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

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

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

(g) Leases

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

NOTES TO THE FINANCIAL STATEMENTS CONTINUED

For the Year Ended 30 June 2025

	2025 \$	2024 \$
(h) Economic dependence		
The Association is dependent on the ongoing receipt of funding from the State government and local government to continue to deliver community services. At the date of this report, the directors have no reason to believe that the State and local government will discontinue their support to the Association		
3 Northern Councils		
City of Launceston	169,750	169,750
Dorset	37,752	31,800
Flinders Island	15,176	13,356
George Town	17,629	17,066
Meander Valley	44,839	43,407
Northern Midlands	32,959	31,906
West Tamar	50,242	48,637
Total Northern Councils	368,347	355,922
4 Administration Expenses		
Accounting & Auditing	15,363	13,763
Bank Fees	245	257
Corporate Costs	465	-
Insurances	4,404	6,324
IT Support & Computer Expenses	6,239	1,920
Legal Fees	-	10,547
Office Lease	39,715	40,818
Outgoings	15,193	12,028
Parking & Fuel	1,082	1,669
Postage & Stationery	464	294
Printing	481	1,137
Repairs & Maintenance	405	689
Subscriptions	5,523	6,498
Telephone & Internet	1,512	1,496
Travel & Accommodation	4,510	4,664
Vehicle Lease	10,578	8,915
	106,179	111,017



	2025 \$	2024 \$
5 Board Expenses		
Annual General Meeting	1,000	494
Annual Report	4,150	3,621
Board Fees	(45)	-
Meeting & Strategic Planning Expenses	7,141	6,102
Recruitment	8,791	265
Chair Reimbursement	18,362	19,091
General Expenses	668	100
Travel Expenses	502	453
	<u>40,570</u>	<u>30,126</u>
6 Project Expenses		
Audio Visual	2,268	-
Brand Creative	1,385	1,354
Catering	39,839	22,454
Conference & Event Participation	257	1,058
Contractors & Staff	3,750	33,731
Creative & Production	16,940	14,682
Entertainment	-	537
Grant Funding Expenditure	244,911	-
Hawthorn Partnership	400	-
Licences	1,899	21,000
Media Placement	5,185	-
Memberships	900	2,976
Photography	915	545
Prize & Incentives	377	254
Social Media	10,879	10,602
Speaker & Program Costs	721	4,556
Sponsorship	20,750	2,500
Subscriptions	8,595	424
Theming	325	-
Ticket Fees	721	-
Transport	1,000	3,275
Trophies & Awards	395	-
Venue Hire	2,565	3,247
Website	8,050	24,224
	<u>373,027</u>	<u>147,419</u>
7 Staffing Expense		
Accrued Annual Leave Movement	20,673	(23,231)
Phone Allowances	4,103	3,761
Staff Parking	8,153	-
Professional Development	9,282	5,371
Staff Recruitment / Temp	-	13,656
Wages & Superannuation Expenses	503,680	479,960
	<u>545,891</u>	<u>479,517</u>
8 Property Plant & Equipment		
Computer Hardware/Software	14,650	12,900
Accumulated Depreciation Computer Hardware/Software	(8,032)	(4,992)
Office Furniture & Equipment	19,863	19,863
Accumulated Depreciation Office Furniture & Equipment	(18,260)	(17,860)
	<u>8,221</u>	<u>9,911</u>
9 Income in Advance		
Regional Tourism Funding	176,911	-
	<u>176,911</u>	<u>-</u>

STATEMENT BY MEMBERS OF THE COMMITTEE


Board's Declaration

The committee of the association declare that:


- 1. the financial statements and notes, as set out in the financial report give a true and fair view of the association's financial position as at 30 June 2025, and its performance and cash flows, for the year ended on that date; and
- 2. in the committee's opinion there are reasonable grounds to believe that the company will be able to pay its debts as and when they become due and payable.

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

Chairperson:


Anthony Donald

Dated:


Niel Mason

Treasurer

Dated: 09/09/2025



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.

CONTRIBUTORS

Funding Partners on page 1

Local Tourism Associations on page 1

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