

TOURISM WESTERN AUSTRALIA ANNUAL REPORT 2022-23



Tourism
WESTERN AUSTRALIA

WESTERN
AUSTRALIA

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ACKNOWLEDGEMENT OF COUNTRY

Tourism Western Australia acknowledges Aboriginal peoples as the traditional custodians of Western Australia and we pay our respects to Elders past and present. We celebrate the diversity of Aboriginal West Australians and honour their continuing connection to Country, culture and community. We recognise and appreciate the invaluable contributions made by First Nations peoples across many generations in shaping Western Australia as a premier destination.

STATEMENT OF COMPLIANCE

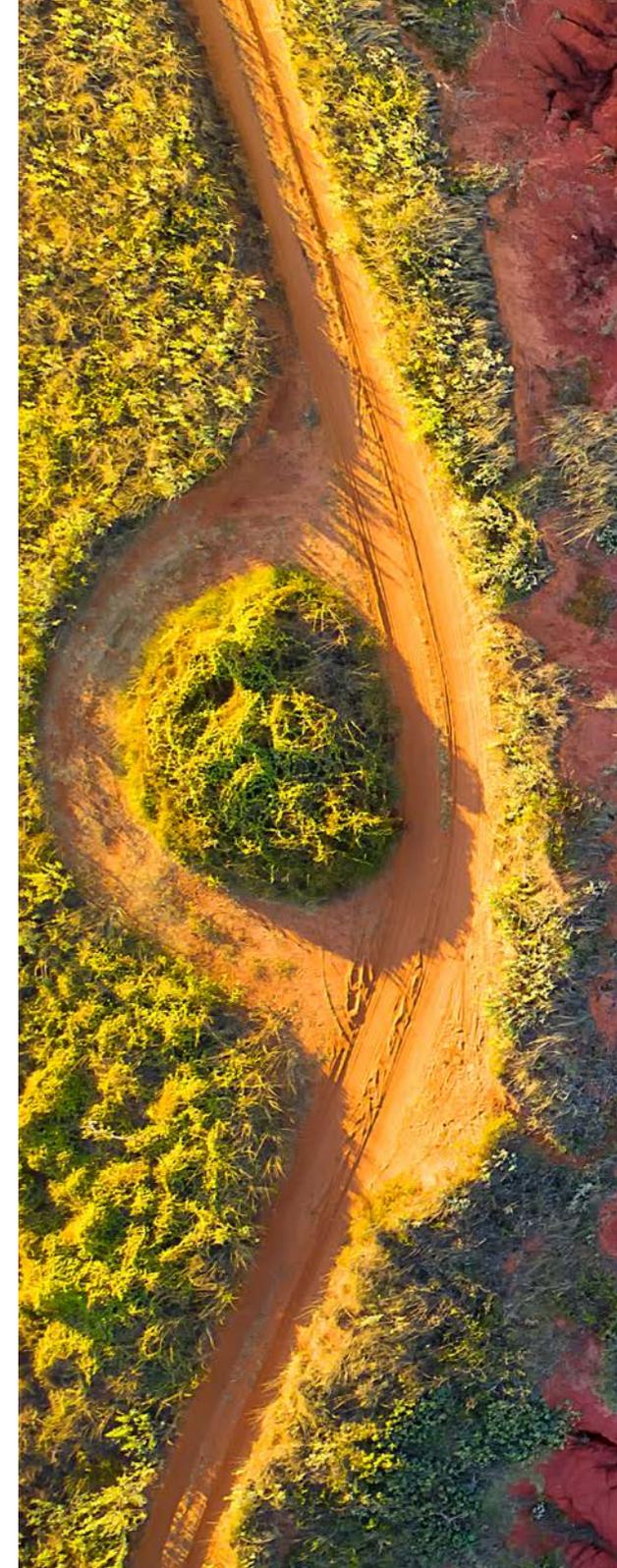
TO THE HONOURABLE RITA SAFFIOTI MLA, DEPUTY PREMIER AND MINISTER FOR TOURISM

In accordance with Section 63 of the Financial Management Act 2006, it is my pleasure to submit for your information and presentation to Parliament, the Annual Report of the Western Australian Tourism Commission (operating as Tourism Western Australia) for the reporting period ended 30 June 2023.

The Annual Report has been prepared in accordance with the provisions of the Financial Management Act 2006. The financial statements comply with the Australian Accounting Standards – Reduced Disclosure Requirements issued by the Australian Accounting Standards Board.



Di Bain
Chair
Tourism Western Australia
September 2023







TOURISM WA WAS DELIGHTED TO WITNESS THE VALUE OF WA'S OVERNIGHT VISITOR EXPENDITURE SOAR TO A RECORD \$14 BILLION FOR CALENDAR YEAR 2022. WE ARE NOW SET TO CHART A NEW COURSE IN PURSUIT OF AN AMBITIOUS 10-YEAR GOAL TO DOUBLE THAT NUMBER TO \$28 BILLION AND CREATE 150,000 SUSTAINABLE JOBS.

1.0 OVERVIEW

1.1 EXECUTIVE SUMMARY

MESSAGE FROM THE CHAIR

I am delighted to present to you the Annual Report for the 2022-23 financial year, as a year filled with remarkable achievements and significant milestones for our organisation and the Western Australian tourism industry.

With COVID-19 firmly behind us, Tourism WA was delighted to witness the value of WA's overnight visitor expenditure soar to a record \$14 billion for calendar year 2022.

At the forefront of our efforts has been the launch and promotion of WA under our new global tourism brand, Walking On A Dream. By showcasing the breathtaking beauty of our state to key international and domestic markets, we captivated the imagination of travellers worldwide. We were also proud to say the creative energy behind the campaign was developed in partnership with a WA creative agency, using West Australian talent and artists.

Undoubtedly it was the return of events over the past financial year which kicked off a frenzy of activity, supporting strong hotel visitor numbers in Perth/Boorloo and providing compelling experiences in regional tourism hotspots. Our ambition is to be "always on" and to ensure we offer an enduring and diversified calendar of events activity. This has been supported by a significant funding boost from the WA Government and we are well on our way to solidifying WA's reputation as a premier sporting and event destination in South East Asia.

Key event highlights which yielded extraordinary return on investment included the historic UFC 284 held at RAC Arena in February. This exclusive extravaganza not only attracted nearly 9,000 out-of-state visitors, but also broke records for national arena revenue and sporting event attendance at RAC Arena.

Tourism WA's support of Bjork's exclusive *Cornucopia* concert was another high point, as a visually spectacular inclusion in the Perth Festival line up that attracted 3,000 domestic and international visitors. The return of the Australian Surf Lifesaving Championships also brought more than 300 clubs from across Australia to Scarborough and Trigg for two weeks — this mass participation event delivered over 5,000 competitors to our state, many of whom brought family and friends for an extended period, and injected \$18 million into the economy.

In addition to these time-specific events, we successfully delivered the mesmerising outdoor exhibition the Giants of Mandurah, featuring whimsical wooden creatures by Danish artist Thomas Dambo. Developed in consultation with Traditional Owners, this Australian-first art installation sparked the curiosity of both community members and visitors, bolstering the region's appeal and showcasing our commitment to supporting the Arts.

1.0 OVERVIEW

Perhaps the most globally broadcast event which brought WA into focus was the Total Solar Eclipse that plunged Exmouth and the surrounding regions into darkness. Complemented by the Tourism WA-led Dark Sky Festival, this celestial phenomenon was also uniquely celebrated through the Jamba Nyinayi Festival, which captured the Eclipse experience through Aboriginal culture, with mesmerising drone light shows, music, dance, and culinary delights. The immense interest generated by the Total Solar Eclipse provided Tourism WA with a unique opportunity to promote our stunning regional areas and highlight Aboriginal tour operators and cultural experiences. Even global English rockers Pink Floyd had a presence, with Sony Music setting up an installation to commemorate 50 years of the band's famous album *The Dark Side of the Moon*.

Another rock music moment last financial year was the launch of High Voltage — Tourism WA's first homegrown event — held in Fremantle/Walyalup. This electrifying celebration, paying homage to AC/DC frontman Bon Scott,

transformed the streets into a mobile music festival, delighting music enthusiasts from far and wide. We hope to grow the event in future years to give live music fans from around the world a reason to travel to Fremantle to experience this unique tribute.

Regionally, visitors also flocked to Australia's Coral Coast to celebrate our famous seafood offerings at Shore Leave in Geraldton/Jambinu; our stunning dark skies were on display in Kununurra/Goonoonoorrang with the return of the Ord Valley Muster; and in Broome/Rubibi, Shinju Matsuri: The Festival of the Pearl, drew thousands of visitors to the Kimberley.

Elsewhere, Tourism WA remains committed to implementing the *Jina: Western Australian Aboriginal Tourism Action Plan 2021-2025*. In partnership with the WA Indigenous Tourism Operators Council (WAITOC), we hosted the World Indigenous Tourism Summit (WITS) in March, with more than 550 local and international delegates meeting in WA to discuss the global growth opportunities for

Indigenous tourism. This unique platform allowed WA Aboriginal tourism operators and organisations to share their rich history and culture with a global audience, and elevate Aboriginal cultural experiences within the international tourism landscape.

While the 2022-23 financial year presented us with numerous achievements, it was not without its challenges. The Kimberley region experienced severe flooding in January, impacting communities, tour operators, and businesses. Tourism WA implemented the WA Government's comprehensive \$6 million support package for affected tour operators, which included discounted airfares to Broome and Kununurra; an "open for business" marketing campaign driving visitors to the Kimberley; a voucher incentive program and an overland operators support program.

This period of adversity served as a poignant reminder that our core mission is to collaborate with industry partners and operators statewide to promote and grow WA as a world-leading

tourism destination. Regional operators are the lifeblood of WA's most iconic and renowned visitor experiences, and we will continue to work hand in hand with them in the years ahead. Together, we will optimise events, elevate visitor experiences, establish new aviation connections, and shine a spotlight on the wondrous destinations our Dream State has to offer.

On behalf of Tourism WA, I extend my heartfelt gratitude to our stakeholders, partners, and the entire WA community for their unwavering support and dedication. Your commitment is instrumental in driving the growth and success of our tourism industry. With your continued support, I am confident that we will achieve our ambitious vision and realise a sustainable and thriving tourism economy for our beautiful state.



Di Bain
 Chair
 21 July 2023



1.0 OVERVIEW

MESSAGE FROM THE CHIEF EXECUTIVE OFFICER

In 2022-23, Tourism WA continued to deliver on the WA Government's vision of creating a strong, diverse and sustainable economy that delivers local jobs and advances Western Australia as a global destination.

WA continued reconnecting in earnest with tourism and trade stakeholders across international markets, with Tourism WA and the wider Department of Jobs, Tourism, Science and Innovation (JTSI) delivering a strong calendar of international trade missions for the Government throughout 2022-23.

In July, a trade mission to Singapore and Malaysia took place, which was followed by the state's largest ever business delegation to India. Led by then Deputy Premier Roger Cook, 73 West Australian businesses participated in the India mission, including those from the tourism sector, and used the opportunity to expand their connections in the region through

networking events, business meetings and roundtable discussions. India is a priority market for the Government and Tourism WA, as it is considered our state's largest international market unserved by a direct air service. In 2022-23, Tourism WA continued to work alongside Perth Airport to advance our objective to secure a non-stop flight from India directly to WA.

In September, Tourism WA launched WA's new global tourism brand, Walking On A Dream, and introduced the new brand to key tourism markets in tandem with the international trade missions. The brand has been a critical component of WA's tourism recovery plan and has successfully positioned our state as an aspirational destination while ensuring it stands out within a competitive post-COVID market.

April was a momentous month for JTSI and Tourism WA as the agency successfully delivered the Total Solar Eclipse in the Shires of Exmouth, Carnarvon and Onslow. The Total Solar Eclipse was an extraordinary example of inter-agency co-operation as 14 Government agencies worked in partnership with local government and the Commonwealth to prepare for the influx of visitors, with close to 19,000 people descending on Exmouth and surrounds on April 20 alone. As part of the Eclipse, Tourism WA delivered the Dark Sky Festival program – a new event that included a series of varied Aboriginal, cultural and music events across the Coral Coast and North West that enriched the visitor experience for travellers already in region.

Another area of ongoing collaboration is the activation of our state's national parks. Tourism WA commenced the implementation of the four-year, \$17.7 million National Park Tourism Experiences Development Program in 2022-23, with an objective to support private sector investment in tourism accommodation and experiences around our national parks to drive visitation and reaffirm WA as an aspirational destination for visitors. Tourism WA has a dedicated team of Tourism Experience Development Managers appointed to the regions and Perth to assist with the delivery of the program and work will continue to deliver this exciting initiative.

Throughout the financial year, Tourism WA worked with industry to address ongoing workforce shortages by delivering the first year of the Tourism Workforce Development Program. The program aims to address current skills shortages in the sector and encourage

people of all ages to consider careers in tourism and hospitality. Initiatives included working holiday makers and mature age workforce marketing campaigns; job connect and bespoke training partnerships with training institutions across the regions; ongoing promotion of the [westernaustralia.jobs](#) portal; and in-school career information sessions which have been delivered to nearly 6,000 West Australian students.

Industry was also consulted for the development of the *Western Australia Visitor Economy Strategy (WAVES 2033)* and provided feedback on Tourism WA's 10-year strategy for the industry. WAVES will be released in 2023-24 financial year and represents a whole-of-government approach to attracting visitors to WA and growing the tourism sector through increased visitor expenditure and tourism-filled jobs.

These achievements could not have been possible without the dedication and guidance of the Tourism WA Board of Commissioners. Their support and hard work throughout the last year has been invaluable in helping deliver the WA Government's vision for a stronger, more diverse state economy and tourism industry.

Continuing to work collaboratively with other agencies and industry, as well as engaging international markets, will remain a key priority for JTSI and Tourism WA as we re-establish our tourism presence on the world stage.



Rebecca Brown
Chief Executive Officer
27 July 2023



WALKING ON A DREAM INVITES VISITORS TO EXPLORE THE AWE-INSPIRING ATTRIBUTES THAT MAKE WA SUCH A WONDROUS, DREAMLIKE PLACE-FROM VAST, JAW-DROPPING LANDSCAPES, OTHERWORLDLY PHENOMENA AND ONE-OF-A-KIND EXPERIENCES.

MESSAGE FROM THE MANAGING DIRECTOR

The Western Australian tourism sector's success this financial year was fuelled by the first full year of open borders, not only in WA, but largely across the world, in almost three years. After reconnecting with the majority of our key international markets, Tourism WA began the 2022-23 financial year firmly focused on a reset, with the conditions right for our state to be reimagined and relaunched on the world stage with a new brand that would elevate WA as an aspirational destination of choice.

Walking On A Dream, WA's new global tourism brand, was launched by then Premier Mark McGowan and then Deputy Premier and Minister for Tourism Roger Cook, in September 2022. It was launched alongside Empire of the Sun's WA-born front man Luke Steele, who graciously re-recorded the band's famous single of the same name to support the brand.

Walking On A Dream invites visitors – particularly High Yielding Travellers – to explore the awe-inspiring attributes that make WA such a wondrous, dreamlike place. From vast, jaw-dropping landscapes, otherworldly phenomena and one-of-a-kind experiences, Tourism WA set out to capture the sense of unparalleled freedom only our state can offer through the Walking On A Dream brand vision, which will drive all marketing activity for at least five years.

This new tourism brand was a joint effort, developed in close consultation with the WA tourism industry and stakeholders from across WA's five tourism regions. We also worked closely with WA's Aboriginal tourism sector and Aboriginal Elders to develop a new brand that was inspired by the state's unique Aboriginal culture in an authentic, artistic way, and aligned with our *Jina: WA Aboriginal Tourism Action Plan 2021-2025* objective to make WA the premier Aboriginal tourism destination in the country.

Walking On A Dream captures all these ideas and more and will support WA becoming the first destination brand that truly unites people to conserve culture, community and the environment.

While Walking On A Dream was built by the WA tourism industry and is for all West Australians, it is targeted at a global audience. The brand has been on a journey across Australia and around the world since its launch, with Tourism WA proudly introducing the brand to Australia's East Coast and key international markets such as Hong Kong, Indonesia, Japan, New Zealand, Singapore, the United Kingdom and the United States.

Highlights from the international rollout include three-dimensional projections of Ningaloo Reef/Nyinggulu's iconic whale shark floating above revellers in Times Square, New York on New Years' Eve, as well as the same animations drifting dreamily above London commuters at Piccadilly Circus.

1.0 OVERVIEW

Tourism WA will continue sharing Walking On A Dream with potential visitors across the globe as our agency works to elevate WA on the world stage and compete in a highly crowded travel marketplace.

Along with launching WA's new tourism brand, our newly-named 'Dream Team' at Tourism WA has also been busy growing the state's aviation network, with a number of new direct international flights secured and confirmed to recommence in the past financial year. These include direct flights between Perth and leading global capitals Jakarta, Manila and Tokyo, with work continuing to secure additional direct flights with key destinations in Europe and Asia, as Tourism WA aims to enshrine WA's reputation as the Western Gateway.

Beyond aviation, last financial year Tourism WA welcomed the long-awaited return of Big Ship Cruising when the *Coral Princess* Cruise arrived in Broome in October to much fanfare. The cruise industry is an important part of our state's tourism sector, contributing \$276 million to WA's economy, and supporting close to 1,000 jobs prior to COVID-19. Tourism WA is committed to growing the cruise industry further in the coming years, with WA well placed to welcome major cruise liners to our 10 distinct port destinations across the state.

Tourism WA has already seen signs our hard work and strategies are paying off, with WA achieving its highest ever annual visitor spend on record for the year ending 2022, with \$14 billion spent in the WA economy by travellers during the period. Tourism Research Australia statistics also showed WA's tourism recovery led to a spend increase of \$3.6 billion in calendar

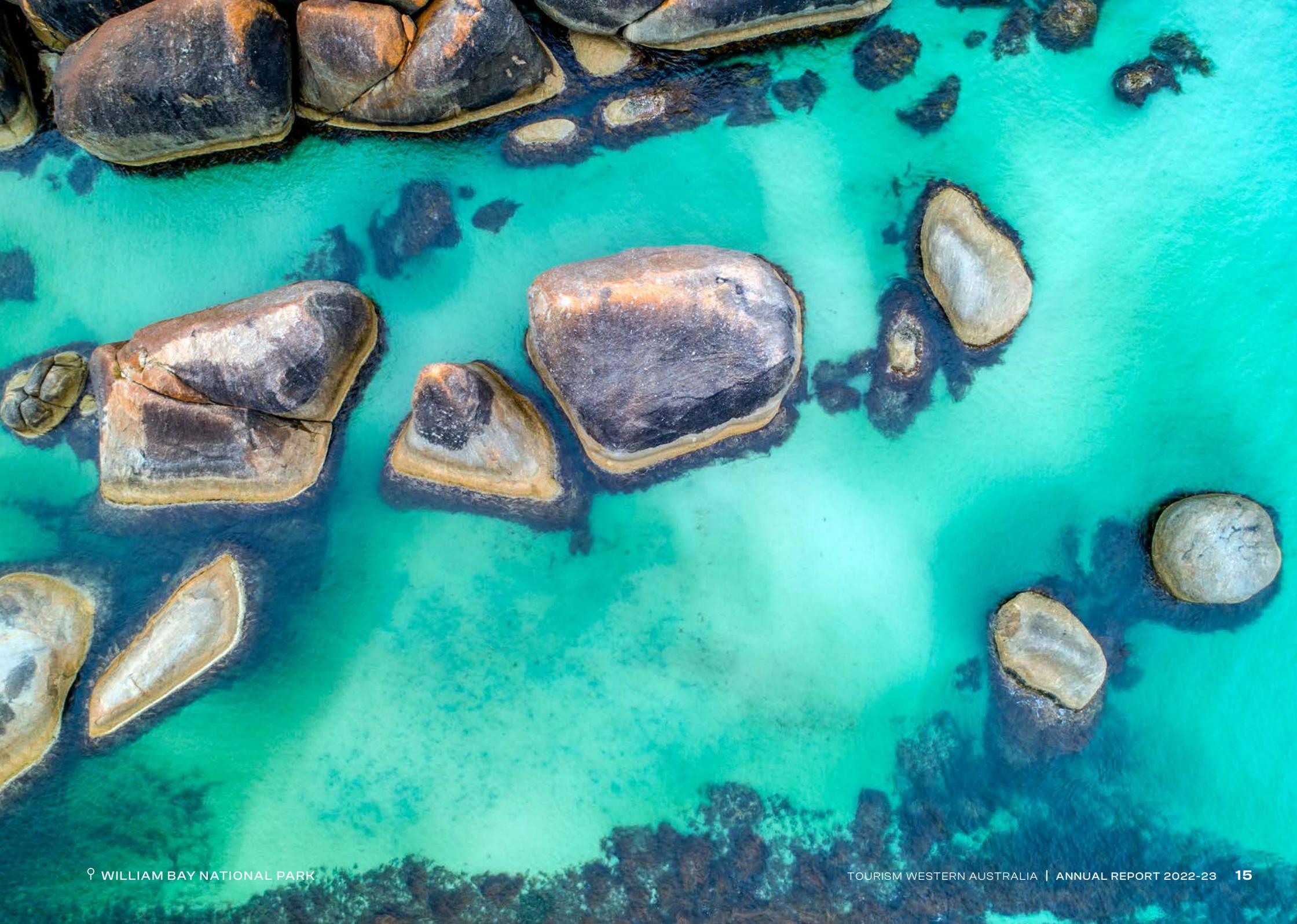
year 2022 compared with 2021, which was \$500 million more than the previous record in 2019 before the pandemic.

These results are a testament to the dedication and the resilience of the WA tourism industry. I'm excited to continue growing our state's visitor economy in the coming financial year, as we get set to launch the *Western Australia Visitor Economy Strategy (WAVES 2033)*.



Carolyn Turnbull
Managing Director
19 July 2023





1.0 OVERVIEW

KEY HIGHLIGHTS FOR 2022-23

- In September, WA's new global tourism brand, Walking On A Dream, launched at a star-studded event at the WA Museum Boola Bardip. Empire of the Sun frontman and WA local, Luke Steele, attended the launch, after re-imagining the band's hit single 'Walking On A Dream' for the new brand.
- October began with the announcement Qantas would be launching a direct flight route between Melbourne and Learmonth Airport in Exmouth, giving East Coast travellers direct access to the World Heritage Listed Ningaloo Reef. Supported by Tourism WA, the route went live in April and will run throughout the peak tourism season with cooperative marketing campaigns, Walking On A Dream-branded amenity kits and media familiarisations (famils) all carried out in support of the new flight.
- On 22 October, the ICC Men's T20 matches kicked off at Perth Stadium, marking the first time in three years men's international cricket had been played in front of WA audiences. Perth welcomed six of the top eight men's international T20 teams for the tournament, as well as thousands of their loyal fans and supporters.
- Big Ship Cruising returned to WA in late October with the arrival of Carnival Australia's *Coral Princess* in Fremantle, following two years of COVID-19-related port closures. The return of cruising was a big achievement for WA, with the industry contributing \$276 million to the local economy and supporting 1,000 jobs in 2019.
- In November, the Australian-first outdoor art exhibition, Giants of Mandurah, opened in the Peel region of WA. Created by the world-renowned Danish artist Thomas Dambo, five of the whimsical giants were installed in Mandurah/Mandjoogoordap and Perth for visitors to discover and admire.
- In December, a new, non-stop flight between Manila and Perth was announced after Tourism WA partnered with Philippine Airlines and Perth Airport to expand the state's aviation network even further. The direct flights began in March and will bring more than 52,000 seats into the market each year and connecting WA to the growing Philippines market.
- On 26 December, Walking On A Dream made its debut in Times Square in New York City as part of the US launch of WA's new global tourism brand. Three-dimensional ads featuring the Ningaloo Reef whale shark floated above holiday revellers in Manhattan, with Walking On A Dream imagery lighting up the Ball Drop celebrations on New Years Eve.

This was followed by another momentous brand moment in London, in late January, with the new campaign lighting up the famous Piccadilly Circus screens.

- Also in January, Tourism WA welcomed the announcement All Nippon Airways would resume operating its route between Perth and Tokyo three times weekly in October 2023. Pre-pandemic, ANA offered daily services between Tokyo and Perth, with nearly 40,000 Japanese visitors injecting around \$71 million into the WA economy in 2019.
- Following heavy flooding, the WA Government announced a \$6 million Tourism Flood Recovery Package for impacted Kimberley operators. Tourism WA implemented the program, which included discounted airfares to Broome and Kununurra, a marketing campaign, a voucher incentive program and an overland operators support program.
- In February, UFC returned to WA and broke a series of records for RAC Arena, after more than 14,000 fans packed the arena to watch UFC284. The event also attracted a massive international social media and pay-per-view audience, with the fight broadcast across 172 countries, bringing global attention to WA.
- Tourism WA hosted over 60 German-speaking travel agents from well-known European tour operator, FTI Group, in February giving each agent a chance to strengthen their destination knowledge to better promote Western Australia as a dream holiday. Families resumed in earnest over the 2022-23 financial year, with over 110 hosted throughout the period.
- March began with the Working Holiday Maker campaign — a key workforce development initiative which promoted WA as the most desirable destination for a working holiday. The four-month long campaign invited travellers already in Australia, as well as UK residents planning to travel Down Under, to 'Follow the Sun' and work in the tourism or hospitality sectors in WA.
- On 13 March, Perth had the honour of hosting Australia's first World Indigenous Tourism Summit. More than 550 delegates attended the four-day event which focused on growing Indigenous tourism across all nations.
- In April, Tourism WA celebrated the news WA had achieved a record high visitor spend over the 2022 calendar year. The Tourism Research Australia statistics revealed \$14 billion was spent in the WA economy by travellers in 2022 — an increase of \$3.6 billion compared with 2021, and \$500 million more than the previous record in 2019.

1.0 OVERVIEW

- On 20 April, tens of thousands of stargazers gathered across the Ningaloo region to watch the Total Solar Eclipse, a hugely successful event which was delivered by JTSI and supported by Tourism WA. Millions watched from around the globe as the sun, moon and earth aligned and plunged Exmouth and surrounding regions into complete or partial darkness. Thousands also packed into Onslow, Coral Bay and Carnarvon to witness the rare phenomenon and enjoy Tourism WA's accompanying Dark Sky Festival.
- May began with the huge announcement Tourism WA had secured an Australian-exclusive Coldplay show for 18 November at Optus Stadium. Tens of thousands of out-of-state visitors are expected to travel to Perth to witness the world-famous band, who announced a second Perth show on 19 November, after tickets sold out within hours of going on sale.
- On 18 May, the WA Government announced \$2.7 million would be spent transforming Leeuwin-Naturaliste National Park, one of the state's most visited parks and home to the popular tourist attraction, the Cape to Cape Track. The funding is part of the \$17.7 million National Park Tourism Experiences Development Program Tourism WA is delivering over the next four years.
- In June, Walking On A Dream debuted in Japan, with the brand hero shot of the whale shark featured across a billboard in the world-famous Shibuya Crossing as well as in the popular Harajuku and Shinjuku districts. The ad blitz was accompanied by two events for media and trade partners as well as a co-operative marketing campaign across digital, social and retail channels.
- An intrastate campaign also went live in June, targeting mature age workers and retired and semi-retired West Australians and highlighting flexibility and lifestyle benefits of a job in tourism and hospitality. The campaign included print ads in *The West Australian*, targeted social media ads across Perth and the South West as well as a dedicated landing page on westernaustralia.jobs.

THE TOURISM RESEARCH AUSTRALIA STATISTICS REVEALED \$14 BILLION WAS SPENT IN THE WA ECONOMY BY TRAVELLERS IN 2022 — AN INCREASE OF \$3.6 BILLION COMPARED WITH 2021, AND \$500 MILLION MORE THAN THE PREVIOUS RECORD IN 2019.



2.0 AGENCY PERFORMANCE

2.1 REPORT ON OPERATIONS

As the State Tourism Organisation for WA, Tourism WA's goal is to grow out-of-state visitation by marketing WA as an incredible holiday and business events destination; attracting and promoting world-class sporting, cultural and arts events; and improving access, accommodation and tourism experiences.

Tourism WA achieves this goal and delivers on strategic priorities through five key business areas:

- The Marketing Division focuses on destination marketing, leading the WA tourism brand strategy, and the development and implementation of destination marketing campaigns. The division also oversees the development of the consumer website, digital communications and public relations activity.
- The Aviation Division sits within Marketing and focuses on engagement with airlines to maintain and grow aviation access to WA to facilitate inbound tourism. The division is also involved in contracting marketing agreements with airlines, collecting and analysing aviation data, and following key trends in the industry to identify opportunities and risks.
- The Events Division develops, sponsors and promotes a diverse calendar of sporting, cultural, arts and culinary events that showcase WA as a great place to live, work and visit. This division actively bids for exclusive major and mass participation events to attract significant numbers of out-of-state visitors to WA and drive positive economic outcomes for the state. The division also develops regional events to deliver significant benefits to regional communities, generate strong community engagement and encourage visitation to WA's regions.
- The Destination Development Division works across government and industry to improve access, accommodation and tourism experiences in WA. Major focus areas include Aboriginal tourism, cruise tourism, workforce development, experience development and supporting private sector investors to navigate government approvals processes.
- The Strategy and Engagement Division is a new addition to Tourism WA and encompasses the Industry and Partnerships team, Research and Insights team, Corporate Communications, and the Office of the Managing Director. The division is responsible for creating a collaborative tourism industry, providing executive support to Tourism WA Board and leaders, facilitating the development of strategy, analysing data and trends as well as promoting and protecting the reputation of Tourism WA.

2.1.1 GROWING THE WESTERN GATEWAY

Since the state's borders reopened to interstate and international travel on 3 March 2022, Tourism WA secured several aviation recovery and growth opportunities throughout the 2022-23 financial year.

The WA Government established the Aviation Recovery Fund as part of the state's Reconnect WA strategy, which allocated up to \$75 million to support the recovery and growth of the state's aviation network. The WA Government, through Tourism WA, also continued the delivery of the annual Affordable Airfares Program

INTRASTATE AVIATION

Affordable Airfares Program

The WA Government, through Tourism WA, has invested in programs to deliver affordable airfares to key regional tourism destinations across the state since 2018. A key intention of the Affordable Airfares Program (AAP) is to boost intrastate visitation to the Broome/

Rubibi, Kununurra/Goonoonoorrang and Exmouth regions to provide economic growth through visitor expenditure and support regional tourism industries. Discount fares are offered one-way and available in both directions, as they are also intended to aid affordable accessibility for regional residents.

The 2023 AAP is underway, with close to 13,000 discounted one-way fares offered on Qantas flights between Perth/Boorloo and Exmouth (Learmonth) from \$169 one-way in off-peak, and \$179 one-way in the peak season of travel between 1 March and 31 December.

More than 11,300 discounted fares have been offered on Virgin Australia flights between Perth and Broome from \$219 one-way, as well as nearly 7,400 discounted fares between Perth and Kununurra from \$259 one-way for travel between 27 March and 29 October.

INTERSTATE AVIATION

Interstate flights into WA in June 2023 reached 105 per cent of pre-COVID levels, indicating full interstate aviation capacity recovery had been achieved.

Qantas launched its Melbourne to Learmonth seasonal service on 30 April and Tourism WA is working in partnership with the airline to market the route across trade and consumer channels, including subsidising seats to generate increased bookings. The service operates return flights twice weekly until October 2023, offering 3,150 discount fares over the season at \$399 one-way. Tourism WA worked closely with the Exmouth Community to achieve the new interstate service, which was secured in partnership with Qantas as part of the Tourism WA Aviation Recovery Fund.

2.0 AGENCY PERFORMANCE

INTERNATIONAL AVIATION

Perth's international aviation capacity had recovered to 86 per cent of pre-COVID levels in June 2023.

The WA Government established the Aviation Recovery Fund (ARF) to support the recovery and growth of the state's international and domestic aviation network once COVID-19-related travel restrictions were lifted. With international recovery soon to be secured, the ARF is focusing on supporting the development of new and existing priority markets for Tourism WA and the state.

In the 2022-23 financial year, the ARF assisted to secure and restore the following routes:

- Air New Zealand resumed daily services between Auckland and Perth.
- Singapore Airlines resumed three times per day between Perth and Singapore with four supplementary services per week to run from November to January 2024.
- Scoot resumed operating seven to 10 flights per week between Singapore and Perth.
- Qatar resumed running daily flights between Doha and Perth.
- Malaysia Airlines resumed operating 12 flights per week between Kuala Lumpur and Perth.
- Emirates resumed daily flights between Dubai and Perth.
- Cathay Pacific resumed three flights per week between Hong Kong and Perth.
- AirAsiaX resumed five flights per week between Kuala Lumpur and Perth.
- AirAsia Indonesia commenced a new four times per week direct service between Jakarta and Perth, with plans to increase the frequency of this service in the future.
- All Nippon Airways announced it will resume running three flights per week between Tokyo and Perth from 29 October.
- Batik Air Malaysia resumed 17 flights per week between Kuala Lumpur and Perth and the addition of Perth to Auckland services in August.
- Philippine Airlines commenced operating a new service between Manila and Perth with direct flights operating three times per week.



2.0 AGENCY PERFORMANCE

2.1.2 WA THE DREAM STATE

Tourism WA drives consumer demand for WA from interstate and international audiences through destination marketing efforts, including delivering the WA global tourism brand, the development and implementation of awareness and conversion campaigns and development and delivery of the consumer website, digital communications (including social media) and public relations activity.

**'DREAM OF WA SALE'
LAUNCHED, OFFERING FLIGHTS
FROM ALL AUSTRALIAN
CAPITAL CITIES TO PERTH.
THE SALE SOLD OUT WITHIN
24 HOURS OF LAUNCHING,
BRINGING THOUSANDS OF
VISITORS INTO WA FROM
OCTOBER THROUGH TO JUNE,
WITH AN ECONOMIC IMPACT
OF OVER \$5.6 MILLION.**

WALKING ON A DREAM

In September, Tourism WA launched the state's new global tourism brand, Walking On A Dream, to build awareness and consideration of WA as a world-class destination. The brand campaign will continue to lift WA's profile as a unique holiday destination within a fiercely competitive global travel marketplace, driving visitation to the state and boosting our economy.

Walking On A Dream has taken inspiration from WA's unique Aboriginal culture and elevates the state on the world stage by highlighting WA's otherworldly landscapes and authentic experiences.

The new brand went live locally and in New South Wales, Queensland and Victoria first after being officially launched by then Premier Mark McGowan and then Deputy Premier and Minister for Tourism Roger Cook. The first burst of ads appeared on free to air TV for four weeks, alongside out of home, print, catch up TV,

YouTube, online video, digital display and paid social advertisements.

The brand films aired across the NRL finals season, including during the NRL grand final on 2 October, transforming Sydney's Accor Stadium into the dreamy Ningaloo Reef/Nyinggulu through augmented reality, showcasing WA's iconic gentle giant, the whale shark. Walking On A Dream campaign films also aired during the AFL grand final on 24 September.

Burst two of the Walking On A Dream domestic brand campaign went live in January and February with paid media buys including television, cinema, social media and digital, plus content partnerships with *The Urban List* and Sydney radio station, SmoothFM. As part of the SmoothFM content partnership, Tourism WA hosted Australian celebrity and SmoothFM anchor Cameron Daddo in Perth, Rottnest Island/Wadjemup and the Margaret River Region from 16 to 20 January.





📍 TIMES SQUARE

2.0 AGENCY PERFORMANCE

Burst three of the Walking On A Dream domestic brand campaign went live in June 2023 targeting the High Yielding Traveller in the key markets of New South Wales, Queensland and Victoria. The paid media buy included an SBS Eurovision partnership, inflight screens with Qantas and paid social media, plus the continuation of the content partnerships with *The Urban List* and SmoothFM, this time in Melbourne.

Dream of WA Sale: In September, following the launch of Walking On A Dream in interstate markets, the Qantas 'Dream of WA Sale' launched, offering flights from all Australian capital cities to Perth from just \$175 per person each way, when making a return booking. The sale sold out within 24 hours of launching, bringing thousands of visitors into WA from October through to June, with an economic impact of over \$5.6 million.

Walking On A Dream amenity kit: In April, Tourism WA partnered with Qantas on the development of a special edition Walking On A Dream amenity kit. Designed by Wongi artist Kevin Wilson, the kits (including matching eye masks), were distributed on all Sydney to Perth flights and on inbound flights from Singapore and London from 26 April, and available on Rome flights from 17 June (when the seasonal flight between Perth and Rome recommenced). The amenity kits were also distributed to all passengers on the inaugural Melbourne to Learmonth flight on 30 April and to key media in Australia, Italy, London and Singapore, as well as mailed to all Australian-based Qantas Platinum One members. Inspired by WA's global brand, the amenity kit design explores WA's unique land in the form of a dream – combining the elements of WA's ancient tracks, waterways and animals and their interconnectedness across all corners of the state.

2.0 AGENCY PERFORMANCE

THE KIMBERLEY SUPPORT PROGRAM

As a result of the announcement of the WA Government's \$6 million Tourism Flood Recovery Package, Tourism WA developed a range of Kimberley support programs to support the various tourism operators impacted by flooding in the region in January. This included funds for new voucher incentives and marketing activity spreading the message to industry and consumers that the region remained "open for business" following the flooding event. The key message was designed to curtail cancellations to the region in the upcoming busy season, following widespread media coverage of the flooding event.

The support programs launched in March and included:

- **Fifty per cent off Kimberley Tours and Experiences:** Facilitated through the Broome and Kununurra Visitor Centres, the program offered 50 per cent off tourism experiences, with a maximum discount value of \$500. The program launched on 15 March and was valid for bookings through to 30 June and travel through to 30 September. The Broome Visitor Centre sold out of their allocation within one week and the Kununurra Visitor Centre sold out of their allocation soon after.
- **Overland Operators Support Program:** Multi-day overland operators had the opportunity to respond to an expression of interest to receive up to \$25,000 in funding toward marketing activity, and an incentive to discount or add value to their customers, with the intent of turning around cancellations or securing new bookings for the 2023 busy season.
- **Caravan Industry Association WA (CIAWA) Partnership:** Tourism WA partnered with the CIAWA to support caravan and holiday parks impacted by the floods. The partnership included promotion at the Perth Caravan and Camping Show in March, along with marketing to their consumer and member databases, and a range of paid media channels including press and social media. This also included the production and broadcast of a one-hour long TV special titled 'Explore WA', featuring a range of caravan and holiday parks, and tourism experiences within Broome and Kununurra. The special aired in WA on 26 May on Channel 9 and nationally on 1 July, with additional broadcast on 9 Now.

ABORIGINAL EXPERIENCES

Tourism WA launched a dedicated Aboriginal tourism campaign in late April, which ran for four weeks. The campaign targeted High Yielding Travellers on the East Coast through advertorial content with Qantas magazine, *The Australian* and *The Guardian*. Paid social media and digital video also showcased Aboriginal experiences from across the state and targeted the youth segment, as well as people aged between 18 to 35 on the East Coast and in the UK.

WORKING HOLIDAY MAKERS

A consumer-facing 'Follow the Sun' campaign commenced on 8 March, in partnership with global media publisher LADBible, promoting WA to Working Holiday Makers. The campaign targeted people aged 18 to 35 on the East Coast and in the UK and featured former Australian cricketer and WA local, Mitchell Johnson, engaging with a real-life working holiday maker couple, as a means to showcase the work and travel opportunities on offer in WA. The campaign, which ended in June 2023, looked to increase the state's exposure to the Working Holiday Maker audience and encourage more people to work and travel in WA.

2.0 AGENCY PERFORMANCE

DOMESTIC COOPERATIVE PARTNERSHIP CAMPAIGNS

Tourism WA's cooperative marketing program includes partnerships with airlines, wholesalers, retailers and online travel agents, to collaborate on joint marketing campaigns to promote the state's tourism products and destinations as well as to encourage flight, accommodation and tour bookings in WA. Parties contribute matched funding or in-kind support to ensure marketing efforts go further with greater audience reach. Tourism WA's Walking On A Dream brand and messaging is integrated into these campaigns, alongside the partner's branding.

In the 2022-23 financial year, Tourism WA delivered 34 interstate cooperative marketing partnerships with a wide range of retail and online travel agent partners, including Skyscanner, Expedia, Qantas, Virgin Australia, Jetstar, Nexus Airlines, Flight Centre, Travel Associates, HelloWorld, Journey Beyond, Webjet, Kayak, Ignite

Travel Group, Qantas Holidays, Inspiring Vacations, Luxury Escapes, Holidays of Australia, BKB Holidays, AAT Kings, APT, THL and Travlr.

Some highlights of Tourism WA's 2022-23 cooperative marketing partnerships program are below:

Pop into Perth: Running from 3 July to 30 September, Pop into Perth was a campaign Tourism WA ran with Qantas to encourage eastern state travellers to 'Pop into Perth' on their way to, or from, their European holiday, following the return of the direct flights between Perth and London and the launch of the direct flight between Perth and Rome. The campaign showcased an array of things to see and do in Perth, and ran across broadcast video on demand, in-flight video, display and email marketing channels through to the end of September.

Jetstar: Tourism WA partnered with Jetstar on a tactical sale campaign in February, which included flights to Perth, as well as flights between Melbourne and Busselton. The sale campaign ran across TV, broadcast video on demand, radio, digital display, search, social media, and email. It also included content creation of two video blogs from influencers covering Perth and the Margaret River Region. The entire sale resulted in thousands of bookings to WA with an economic impact of over \$9 million.

Showroom X: Tourism WA partnered with Showroom X, an Australian fashion brand collective, to develop content for the third iteration of the #WeWearAustralian campaign. The campaign featured iconic Australian brands set amongst the backdrop of the South West region and included targeted digital and social media activity, along with traditional earned media placements in key national and international outlets. The shoot took place in March and went live in mid-May.

Qantas direct Melbourne to Learmonth:

Tourism WA partnered with Qantas on marketing activity to support the launch of the new direct flight from Melbourne to Learmonth. Activity commenced from 30 April and included:

- Large format, immersive out-of-home advertising, with two Melbourne CBD trams wrapped from 3 February to 26 March with imagery of the destination.
- Cooperative marketing activity across Qantas' channels, including social media and content on the Qantas Travel Insider.
- A trade media campaign in Travel Daily and KarryOn, which ran through March and April.
- A trade famil targeting key Product Managers, which took place from 8 to 11 June.

- A trade incentive that offered the chance to win a trip for two to Exmouth (for agents who ticketed flights on the route).
- A cooperative campaign with Qantas Holidays launched in June, promoting a range of packages within the region.

Virgin Australia and GoPro: Tourism WA partnered with Virgin Australia and GoPro on a content initiative competition whereby three GoPro creators invited two 'rookie' content creators to win a place on a WA content creation trip across Perth, Broome and Kununurra throughout May. This was followed by the tactical 'Dream your way in WA' sale from 22 to 28 May across radio, social and digital media channels offering discounted flights to Perth, Broome and Kununurra. The sale resulted in 5,756 incremental inbound passengers to WA with an economic impact of over \$8 million.

Nexus Airlines: Nexus Airlines is WA's new regional airline, which started service from 10 July 2023. Ahead of the new airline's launch, Tourism WA partnered with Nexus Airlines on an interstate cooperative campaign, launched on 19 June 2023, to drive bookings to the regions. The 'Connecting You' cooperative campaign featured WA destinations Broome, Purnululu National Park, Emma Gorge and Lake Argyle through paid and owned media channels.

2.0 AGENCY PERFORMANCE

INTERNATIONAL MARKETING

International Marketing includes securing cooperative partnerships and undertaking marketing campaigns to directly engage with global consumers, position WA competitively against other destinations, and drive a sense of urgency to book travel to WA. This activity takes place in the core markets of China, Germany, Hong Kong, India, Indonesia, Italy, Japan, Malaysia, New Zealand, Singapore, United Kingdom and United States.

In 2022-23 Tourism WA worked with 121 trade partners on 131 marketing cooperative campaigns, which delivered an economic impact of \$88.9 million, representing a 9:1 return on investment internationally.

China

On 2 February, Tourism WA, in partnership with Perth Airport, hosted 30 local China market-related aviation, trade and media partners to celebrate the Lunar New Year, the year of the Rabbit. During the lunch session, the Tourism WA team acknowledged the long-term partnership, as well as shared upcoming marketing activities to welcome back Chinese High Yielding Travellers.

Tourism WA officially welcomed the China market back to WA in April with a mega trade and media famil visit and Spotlight China industry event.

In China, Tourism WA also partnered with Tourism Australia, James Clarke, Gardening Travel, Shanghai Botanic Garden and Shanghai Tongsheng Travel to promote WA as a destination.

Germany

Tourism WA hosted over 60 German-speaking travel agents from the fourth largest European tour operator, FTI Group. Benefiting from two weeks of in-depth workshops and famil visits, the agents strengthened their destination knowledge to support them in promoting WA as a dream holiday destination to High Yielding Travellers in the future. The 'mega famil' event marks the start of a three-year strategic partnership between Tourism WA and FTI Group.

Tourism WA launched a campaign with Australia Unlimited featuring digital out-of-home advertising in Hannover, Hamburg, Bremen and Berlin. The campaign also included a social media takeover, starting in December and running until mid-February.

In Switzerland the European team has undertaken a digital out-of-home and content campaign in the region, also involving Swiss trade partner Knecht Reisen. The Swiss market delivered 10,000 visitors to WA in the year ending March 2023, with these visitors boasting the highest spend value among the Western markets.

Tourism WA commenced a High Yielding Traveller campaign direct to German speaking markets in February. The core element, a 28-page magazine-style brochure was inspired by the WA edition of Australian Traveller magazine. It features key luxury products and experiences in WA and will be distributed through Tourism WA Germany, as well as six exclusive trade partners in Germany and Switzerland. A digital campaign has generated approximately 15,000 clicks, and driven awareness and traffic to the westernaustralia.com landing page, which features exclusive holiday deals from the six trade partners to drive conversion.

In Germany, Tourism WA also partnered with Skyscanner, Dreamtime, Art of Travel, Australia Tours, Australia Unlimited, Windrose, Travellesence, Knecht Reisen, DET Tour, STA Travel, Singapore Airlines, Qatar Airways.

Hong Kong

WA's new global tourism brand launched in Hong Kong on 22 February, with more than 40 media and trade partners participating in the official launch event. Marketing activities promoting Walking On A Dream included: a tram car wrap, programmatic advertising, interactive games on social platforms, and a new brand campaign page on westernaustralia.com featuring travel itineraries and all key distribution partners' WA Dream holiday deals.

Tourism WA also worked with Singapore Airlines and Ulu Travel to bring famous Hong Kong musician, Ms Serrini Leung, to key regions in WA, including Perth and surrounds, Australia's South West and lower Coral Coast to create

inspirational WA travel content. Ulu Travel created a range of hotel and flight packages following the footprints of Serrini's travels, with a group of 20 fans purchasing the packages and travelling to WA at the end of February.

In Hong Kong, Tourism WA also partnered with Tourism Australia, KKDay, Cathay Pacific and Singapore Airlines to promote WA.

**TOURISM WA WORKED WITH
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2.0 AGENCY PERFORMANCE

India

Tourism WA worked with Singapore Airlines' India office to conduct a tactical campaign in India between January and February, utilising new Walking on A Dream brand assets.

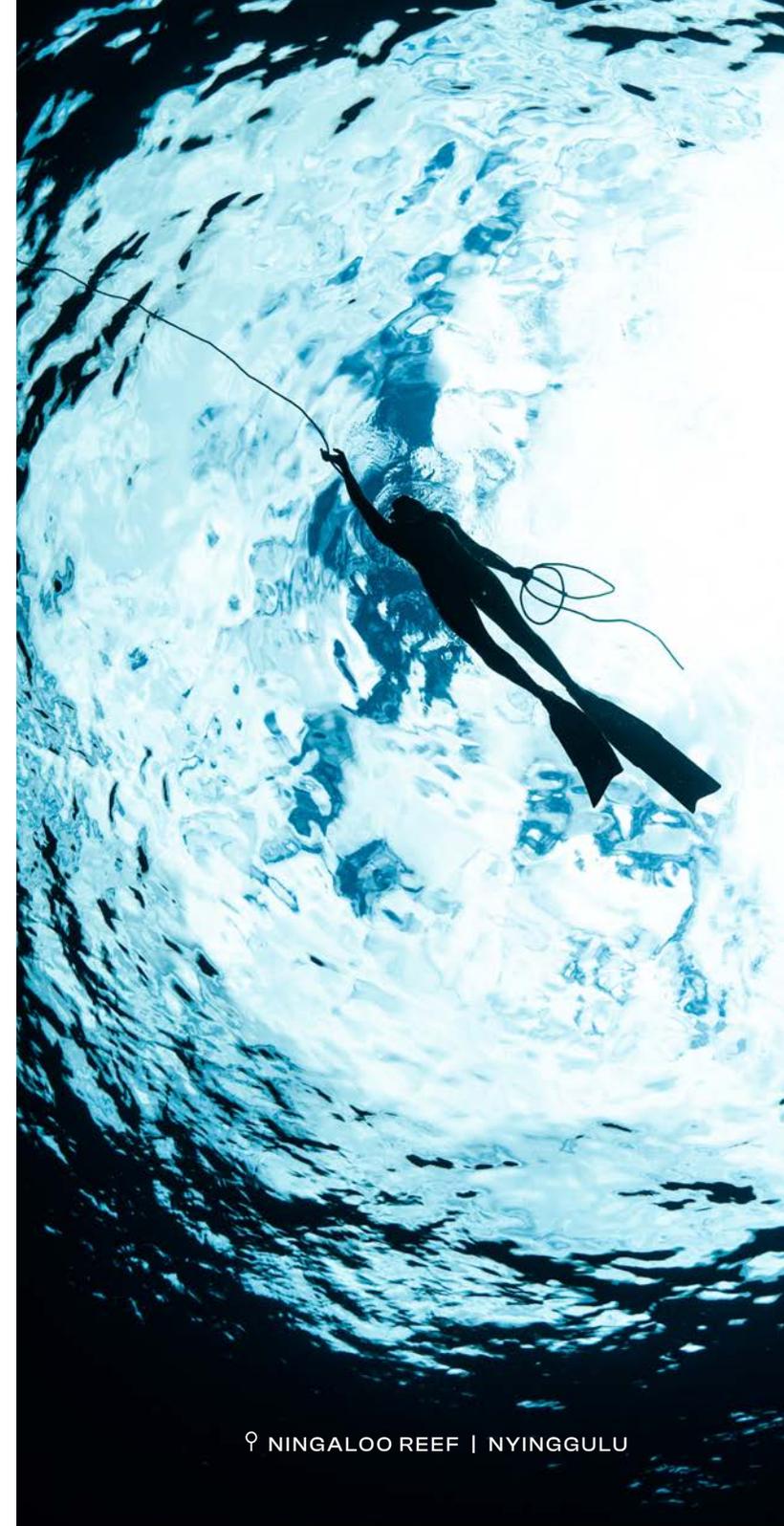
From 1 February onwards, Tourism WA's India team worked with Pick your Trail, Thomas Cook India and Make my Trip on multiple international cooperative marketing activities, utilising the new brand. Campaigns consisted of an awareness layer of activity to educate consumers about what WA has to offer, as well as holiday packages driving bookings.

In India, Tourism WA also partnered with PickYourTrail.com, Ease My Trip, Thomas Cook, Travelboutiqueonline and Singapore Airlines.

Indonesia

Tourism WA partnered with Singapore Airlines to collaborate with Kumparan.com and produce a captivating web series called 'Amanda's family adventure in WA'. The series showcased key iconic spots in WA from a family-oriented perspective. The web series aired throughout March, resulting in a total of 2,154 air tickets booked. The second phase of the campaign ran from April to May.

Digital placements of Walking On A Dream brand films went live in late May targeting the High Yielding Travellers, Free Independent Traveller and Family and Muslim Travellers market segments. A campaign landing page in Indonesian showcased WA's dream holiday tourism offerings alongside key partners' holiday deals.



2.0 AGENCY PERFORMANCE

For the first time, Tourism WA also partnered with one of Indonesian biggest online travel agents, Tiket.com, to run a tactical campaign to target the growing Free Independent Traveller segment and promote the new direct route between Jakarta and Perth with Air Asia Indonesia (which launched 2 June), to offer strong tactical holiday deals travelling to WA.

In Indonesia, Tourism WA also partnered with Dwidaya Tour, Golden Rama Tours and Travel, Monas Tours and Travel, and Singapore Airlines.

Italy

Italian readers of one of the leading women's magazines in Italy, *Marieclaire.it*, had the chance to discover the beauty and unique places to stay in each of WA's five regions with a dedicated native article that went live at the end of June. The campaign also includes social media amplification to third-party platforms with links

to branded content, for an expected article viewing of 4,000, plus 7,000 clicks on social media and an estimated social media reach of 700,000. The audience of the online magazine aligns with Tourism WA's High Yielding Traveller target audience, reaching 1.7 million unique visitors per month, with women aged 25-44 as the core segment.

In Italy, Tourism WA also partnered with Alpitour, Go Australia, Naar Tour Operator, Gattinoni, Alidays and Lonely Planet.

Japan

Walking On A Dream launched in Japan from 19 to 25 June, putting WA on the world stage once again. The week-long marketing campaign included five eye-catching, synchronised billboards at Shibuya Crossing and the iconic whale

sharks of Ningaloo Reef on 3D billboards in the Tokyo districts of Shinjuku and Harajuku, which were viewed by up to six million people.

Two separate launch events were organised near Shibuya Crossing, with more than 110 media representatives attending a media launch and more than 120 trade professionals attending a launch for the industry. As of 30 June, Tourism WA had generated over \$400,000 in media exposure. The international brand launch followed tickets going on sale the week prior for All Nippon Airways' direct flight between Tokyo and Perth, which will resume 29 October.

In Japan, Tourism WA also partnered with Sugiyama PR, Club Tourism, HIS, Veltra, JTB Travel, Tourism Australia and All Nippon Airways.

2.0 AGENCY PERFORMANCE

Malaysia

Holiday Travel and Tour worked with Tourism WA as the exclusive State Tourism Organisation partner in Malaysia, running a large-scale tactical campaign from January to June, driving immediate visitation by a hot deal sale and reward program, targeting 2000 bookings with an average booking value at \$3,000 per person. Tourism WA collaborated with Rarecation TV to develop content broadcasting and produce a season of 13 episodes with up to 30-minute videos on YouTube and 40 short videos on social media. This cooperative campaign in January drove awareness of WA amongst Malay speaking and Muslim audiences.

In Malaysia, Tourism WA also partnered with Apple Vacation, Sedunia, Corporate Information Travel, Forever Travel Service Sdn Bhd, Happy Holidays Sdn Bhd, Golden Deluxe Travel Service, Angel Tours, Holiday Tours & Travel, BCW, Have Halal will Travel, Air Asia, Singapore Airlines and Scoot to promote WA as a destination.

New Zealand

In August, Tourism WA partnered with Air New Zealand on an awareness campaign, followed by a tactical flight sale campaign, encouraging New Zealanders to fly direct to Perth from Auckland on Air New Zealand's daily non-stop service. The 'Discover a different side of Aussie' campaign ran across digital, social and large format outdoor media channels nationwide and returned an economic impact of over \$3.6 million.

A paid media campaign to amplify existing domestic, *The Urban List* content, ran from late April to June in New Zealand, to target younger High Yielding Travellers across *The Urban List's* owned channels. It was supported by paid social media targeting the older High Yielding Travellers audience.

In October, WA was represented in Auckland with the first international launch of Walking On A Dream to New Zealand media, trade and partners. The new brand invited Kiwi travellers to explore the otherworldly and dreamlike experiences on offer in WA, with a supporting Flight Centre campaign running 24 October to 20 November across New Zealand which offered a range of WA packages, along with a business to business campaign targeting travel agents through ANZCRO.

An editorial content partnership with Tourism Australia and media outlet, NZME, ran from 1 February to 30 March, highlighting WA's hero holiday experiences in the *NZ Herald*, along with radio and display advertising. Video content featuring New Zealand TV presenter Sam Wallace was also produced in April in the Margaret River Region for the 'Sam Wallace Says G'Day' online series. The campaign included WA holiday packages through House of Travel to drive conversion.

2.0 AGENCY PERFORMANCE

A flight sale with Qantas ran in June 2023 to drive bookings to Perth along with add-ons to Exmouth, Broome and Kununurra via the Qantas Explorer Pass. This coincided with a cooperative House of Travel campaign to maximise reach and conversion opportunities.

Throughout the 2022-23 financial year, Tourism WA also partnered with *The Australian* and New Zealand Holiday Experts, Expedia, Flight Centre NZ, Helloworld NZ, House of Travel, THL/Britz, Tourism Australia, *The Urban List*, Air NZ and Qantas to promote WA in the New Zealand market.

Singapore

Tourism WA launched Walking On A Dream in market in Singapore in November. The new global tourism brand was showcased with high impact Walking On A Dream assets in premium shopping and entertainment areas, while industry partners and media were treated to a taste of local WA produce at a dedicated launch event

Tourism WA's Singapore office worked with Scoot Airlines in January and Singapore Airlines in February to conduct tactical campaigns with the new brand during the key travel fare periods.

A Singapore tactical campaign with Klook ran from January to March to promote WA as a top destination to travel post-COVID, with the campaign driving more than 1,000 bookings.

In Singapore, Tourism WA also partnered with Chan Brothers, UOB, Trip.com, Lets Go Everywhere, Intriq Journey, CheapTickets, EU Holidays, Grab, Singapore Press Holdings, The Travel Intern, Singapore Airlines and Scoot.

2.0 AGENCY PERFORMANCE



United Kingdom

Walking On A Dream was showcased on London's most prominent digital billboard in Piccadilly Circus for one week from 30 January, as part of Tourism WA's international rollout of the state's new global tourism brand. The week-long advertising campaign in London included the 60 second Walking On A Dream brand film and a spectacular 3D animation of WA's iconic floating whale shark. The Piccadilly Circus promotion reached a potential audience of over two million people across the week.

In partnership with Tourism Australia, Tourism WA's UK office also ran a consumer marketing campaign with *The Telegraph*, including editorial content, print and digital advertising. The campaign ran from January to June.

Tourism WA's UK office successfully executed a campaign in collaboration with Qatar Airways and Secret Escapes, starting in January and running for a month. The campaign had an extensive reach, significantly increasing awareness, and resulted in WA becoming the most searched for Australian city on Qatar's website. The economic impact from the bookings received during this period exceeded \$2.9 million.

Additionally, Trailfinders conducted a special campaign promoting 'Western Australia's Warm Welcome' and offering a £300 incentive. The campaign was active from February until the end of April. The impressive results of the campaign included over 5,000 bookings to WA, with 405 bookings taking advantage of the incentive. The economic impact generated by the 'Warm Welcome' campaign surpassed \$2 million and resulted in an increase of 32 per cent in room nights booked from 2022.

2.0 AGENCY PERFORMANCE

Completed in May, Tourism WA's UK team worked on two broadcast opportunities featuring celebrity chef John Torode. The first opportunity was a five-episode series titled 'John & Lisa's Food Trip Down Under' for ITV in the UK, where John and his wife embarked on an electric vehicle road trip, focusing on Perth and the South West. The second broadcast opportunity was a cooking segment along the Coral Coast on the 'This Morning' TV show, also on ITV. Both of these broadcasts are scheduled to be aired in the 2023-24 period. However, the announcement of the 'John & Lisa's Food Trip Down Under' show reached an audience of 7.9 million people when it aired in the 2022-23 financial year, with an estimated advertising value of \$345,992.

In the United Kingdom, Tourism WA also partnered with *The Daily Telegraph*, Flight Centre, Bunac, Gap360, Student Universe, Skyscanner, Kuoni, Dnata, Gold Medal, Travelbag, Net-

flights, Kuoni Travel, Tourism Australia, Emirates, Qatar Airways, Singapore Airlines, and Malaysia Airlines.

United States

To launch Walking On A Dream in the United States, Tourism WA placed innovative animations at four three dimensional (3D) billboards in and around Times Square between Christmas and New Years Eve, with each animation featuring the iconic floating whale shark from Ningaloo Reef which was highlighted in the brand campaign creative. Placement locations included 'The Cube', a highly coveted advertising space, which was in the center of the action for the midnight ball drop at Times Square.

Included in the Times Square activation was a Tourism WA partnership with New York-based Australian coffee franchise Bluestone Lane. The café chain distributed complimentary Walking

On A Dream-branded flat whites to New Yorkers at their 11 Times Square store on 27 December, with coffee sleeves directing customers to a dedicated landing page for holidaymakers on westernaustralia.com. The Walking On A Dream brand films were also shown to over 1.4 million New Yorkers through geo-targeted posts via Tourism WA's social media channels.

In the USA, Tourism WA also partnered with Hearst, *Town* and *Country*, Travel Leaders Network, Virtuoso Signature Travel Network and Tourism Australia.

2.0 AGENCY PERFORMANCE

2.1.3 DEVELOPING DREAM EXPERIENCES

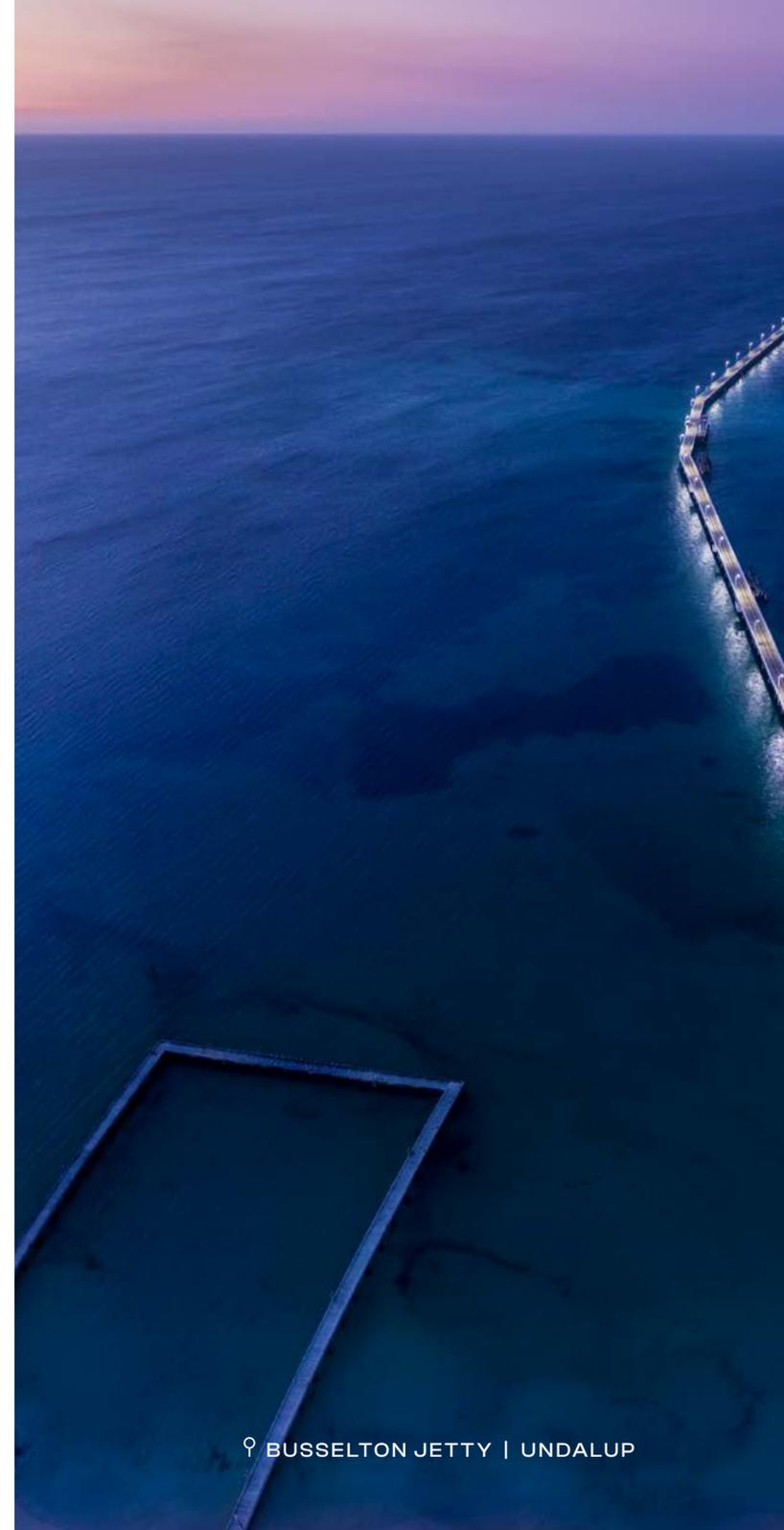
Tourism WA's Destination Development Division works across government and industry to improve and expand visitor experiences, infrastructure and servicing to ensure that WA can deliver on its brand promise of an exceptional holiday and business events destination. Major supply-side focus areas include Aboriginal tourism, workforce development, cruise tourism, experience development, tourism planning and policy matters.

ABORIGINAL TOURISM

Western Australia's rich diversity of authentic Aboriginal cultural experiences provide a unique point of difference over other Australian holiday destinations. Tourism also offers Aboriginal people the opportunity to live and work on traditional lands, maintaining culture and Country, and providing opportunities for intergenerational economic security.

A study undertaken in late 2022 identified that Aboriginal tourism in WA is valued at \$63.8 million of the Gross State Product and provides 516 full time jobs.

In March, Perth hosted the World Indigenous Tourism Summit, the first time the event had been held in Australia. Tourism WA supported WAITOC in hosting the event, which saw over 650 delegates, including 15 percent from overseas, convene at Crown Perth for a four-day program which also included a series of symposiums for government, youth and academia.





2.0 AGENCY PERFORMANCE

JINA PLAN

The 2022–23 financial year saw the second year of implementation of the Jina Plan. Through the *Jina Plan: WA Aboriginal Tourism Action Plan 2021-2025*, the WA Government aims to make WA the nation's premier destination for authentic Aboriginal tourism.

Key activation initiatives delivered under the Plan this year included:

- Cultural dance performance and smoking ceremony held every Saturday at WA Museum Boola Bardip, attracting around 200 people each week.
- Supporting four Aboriginal events at Yagan Square including the Djindoon Djenung Series, Vibrations, Native Threads and the Mo'Ju concert.
- Aboriginal cultural artistic activations at city hotels, including an artist in residence and musical performances at the State Buildings.
- Supporting Nyumba Buru Yawuru with its Yawuru Activation Project 2022-23 and 2023-24, which provides authentic Aboriginal experiences in the Kimberley, key Aboriginal gateway infrastructure at Broome Airport and a 'Yarning with Custodians' initiative.
- Partnering with Perth Airport and Fremantle Port on Aboriginal gateway signage and artworks.

2.0 AGENCY PERFORMANCE

Key Aboriginal workforce and capacity-building initiatives delivered under the Jina Plan included:

- **Build the Dream:** Tourism WA supported the Djinda Ngardak culinary program at Albany Entertainment Centre that aims to engage young people into following a career in hospitality. In March, students from the Albany/Kinjarling program successfully worked with Aboriginal chefs and hospitality workers at the World Indigenous Tourism Summit Gala Dinner held at Crown.
- **Gwoonwardu Mia Cultural Centre, Carnarvon:** Supported the Gwoonwardu Mia jobs and skills project which is contributing to the activation of the Gwoonwardu Mia/Real Futures Training Café and Cultural Tourism and Bush Foods employment training initiatives.

- **Djarindjin - Yarning with Custodians:** The Djarindjin Campground Workforce Initiative was implemented to support the Camping with Custodians program, delivering cultural activities for campers while growing the capacity and confidence of new tour guides.

Key experience development initiatives delivered under the Jina Plan included:

- **Camping with Custodians:** Tourism WA is managing the construction of the seventh Camping with Custodians campground at the Lombadina community on the Dampier Peninsula/Murujuga, with work anticipated to be completed in the first quarter of the 2023-24 financial year. Through this initiative, visitors can experience the world's oldest living culture in a personal, authentic setting, while new employment and training opportunities for the local Aboriginal

community are created. Tourism WA continues to work with Traditional Custodians to identify suitable future developments under the Camping with Custodians brand to expand the network across WA.

- **Jamba Nyinayi Festival:** Tourism WA supported the inaugural Jamba Nyinayi Festival, held at Cardabia Station as part of the Total Solar Eclipse and Dark Sky Festival in April. Cardabia Station is owned by the Baiyungu Aboriginal Corporation and the event was attended by approximately 1,500 visitors, with plans underway to make Jamba Nyinayi an annual event at the station.

TOURISM DESTINATION MANAGEMENT PLANS

During the 2022-23 financial year, Tourism WA continued the preparation of Tourism Destination Management Plans (TDMPs) for each of WA's five tourism regions, in partnership with each Regional Tourism Organisation (RTO) and respective regional development commissions.

The development and implementation of TDMPs is the most significant state regional tourism planning activity since the development of the Tourism Development Priorities 2010 – 2015, for each of the five tourism regions in 2010.

The TDMPs are supported by 10 Regional Tourism Development Strategies (RTDSs) that align with the 9 regional development commissions, as well as metropolitan Perth.

The TDMPs and RTDSs will be vital in determining future marketing direction, infrastructure, attraction development and tourism capacity building requirements for each region.

The TDMPs will be released in the 2023-24 financial year.

NATIONAL PARK TOURISM EXPERIENCE DEVELOPMENT PROGRAM

Tourism WA commenced the implementation of the four year \$17.7 million National Park Tourism Experiences Development Program (NPTED) in 2022-23. The objective of this program is to support private sector investment in iconic tourism accommodation and experiences to increase visitation, activate national park infrastructure and reaffirm WA as an aspirational destination for visitors.

To assist in the NPTED delivery, five Tourism Experience Development Managers were appointed and co-located with regional development commissions in Albany, Bunbury, Exmouth, Geraldton and Karratha, with a sixth officer located in Perth.

The Tourism Experience Development Managers work with existing and new tourism operators to build the density and diversity of tourism experiences in and around national parks. In the first year of the program, support has been provided to a range of projects to determine gap assessments, feasibility of experiences and progress approval for operations to begin.

2.0 AGENCY PERFORMANCE

Key achievements include:

- Supporting industry operating at the Houtman Abrolhos Islands to develop new day experiences and fly in/fly out tour options from Perth for events.
- Tourism industry support in the lead up to and during the Total Solar Eclipse.
- Capacity building for a collective of seven Denmark and Frankland River operators to develop commissionable products suitable for international distribution.
- Facilitating new bookable experiences within the Wellington National Park to capitalise on the Wellington Dam mega mural. Business development and content creation support has been provided to walking tour and e-bike operators.
- Progressing new tour experiences within the Dampier Archipelago and the Murujuga National Park.
- Delivering Agritourism workshops in the Perth Hills and Manjimup with a combined attendance of 80 operators, to upskill and inform industry about the potential of the Agritourism sector.
- Funding 30 local government tourism and economic development officers to undertake the Australian Regional Tourism professional development program, to educate this vital cohort on the value of tourism to their local communities.

In addition to experience development, the NPTED program involves close engagement with Department of Biodiversity, Conservation and Attractions and Native Title holders to deliver investment opportunities for signature and unique accommodation offerings in and around national parks.

This project is being overseen by a WA Government Steering Group, co-chaired by the Advisors for the Minister for Tourism and Minister for Environment, with representation from key regulatory departments.

2.0 AGENCY PERFORMANCE

WORKFORCE

The development, recruitment and retention of diverse and skilled hospitality and tourism workers continues to present an ongoing challenge to the tourism industry, however there are strong signs of recovery.

The Tourism Satellite Account for 2021-22 identified more 89,000 tourism filled jobs in WA. This is still down 19 per cent on pre-COVID levels (109,600 in 2018-19) but is an increase on the previous year of 23 per cent (72,400 in 2020-21).

During 2022-23, Tourism WA implemented the first year of the Tourism Workforce Development Program, funding short term programs aimed at alleviating current skills shortage challenges, while supporting longer-term initiatives that encourage young people to consider careers in tourism and hospitality.

2.0 AGENCY PERFORMANCE

Focused on four strategic areas, Tourism WA has delivered the following outcomes:

1. Local Jobs for Local People

- Delivery of nine bespoke short course Job Ready programs for 45 people in the Great Southern region between November and May, facilitated by the Albany Business Centre.
- Ahead of the Total Solar Eclipse, and in partnership with Exmouth Chamber of Commerce and local stakeholders, Tourism WA delivered 21 workshops for 236 participants throughout Carnarvon and Exmouth to upskill and train tourism and hospitality workers in region.
- Working with the City of Stirling, to provide 10 Barista Brew training workshops for 75 youth aged people between February and June.

- An intrastate campaign targeting mature age, retired and semi-retired individuals went live in June, highlighting the flexibility and lifestyle benefits of working in the tourism and hospitality sectors.

2. Leveraging Working Holiday Makers (WHMs) and international students

- In March, Tourism WA launched the 'Follow the Sun' campaign on the east coast and in the UK to attract working holiday makers (WHM) to WA. Delivered via a content partnership with LADbible and featuring former Australian international cricketer, Mitchell Johnson, the campaign showed an authentic British WHM couple experiencing an array of tourism and hospitality roles available in WA. Driving traffic to the westernaustralia.jobs portal to select their dream job, the campaign saw strong engagement across all targeted markets and over 1,450

competition entries to win domestic flights to Perth for Australian entrants and a flight package from UK to Perth for UK entrants.

- Working closely with StudyPerth, Tourism WA funded the delivery of seven job ready programs, specifically reaching 117 international students, focused on bar, barista and hospitality skills training.
- Tourism WA further targeted the international student cohort through inclusions in StudyPerth airport welcome kits and by providing sponsorship to the International Consultants for Education Fairs (ICEF) Australia and New Zealand Agent (ANZA) International Education Conference held in Perth in April.



3. Raising the profile of the tourism and hospitality sector as a career of choice

- Tourism WA worked closely with the Department of Education and the Department of Training and Workforce Development to deliver in-school career information sessions and relevant resources to nearly 6000 students throughout WA high schools. A further 1,100 educators, VET coordinators and parents have also been reached through this program, to inspire and inform on the career opportunities within the tourism industry.
- Tourism WA continued funding Hospitality Group Training to deliver the successful Chef Ambassador Program, providing in-school cookery demonstrations throughout Perth and Peel regional schools. During the 2022-23 financial year, 30 schools were visited, reaching over 1,050 students and teachers.

- Tourism WA participated in the SkillsWest Careers & Employment Expo, attended by over 10,000 students and parents, and partnered with operators and industry stakeholders to deliver an interactive tourism and hospitality lounge. Tourism WA was also represented at regional career expos in the Kimberley in March.

4. Industry resources for the attraction and retention of workers

- Tourism WA's dedicated tourism and hospitality jobs, training and careers information portal, westernaustralia.jobs, continues to be developed and used as the key call to action on all workforce campaign activity. The site, which was developed in partnership with the Australian Hotels Association WA, is the key call to action on all Tourism Workforce Development Program initiatives. Since its launch, the site has seen over 5,000 job seekers register and more than 2,400 job applications submitted.

- Westernaustralia.jobs featured heavily in the 'Discover the Other Side' campaign, which promotes the enviable lifestyle working in WA's tourism and hospitality industry offers job-seekers. Delivered by the Department of Premier and Cabinet, the campaign was launched in August 2022 and targeted the key interstate and New Zealand markets.

- A range of resources have been developed to promote careers within the visitor economy, including career vignettes and a careers guide, in conjunction with workforce development agency, FutureNow. All resources are housed on the westernaustralia.jobs portal, providing one central location for tourism workforce resources and information.

2.0 AGENCY PERFORMANCE

CRUISE TOURISM

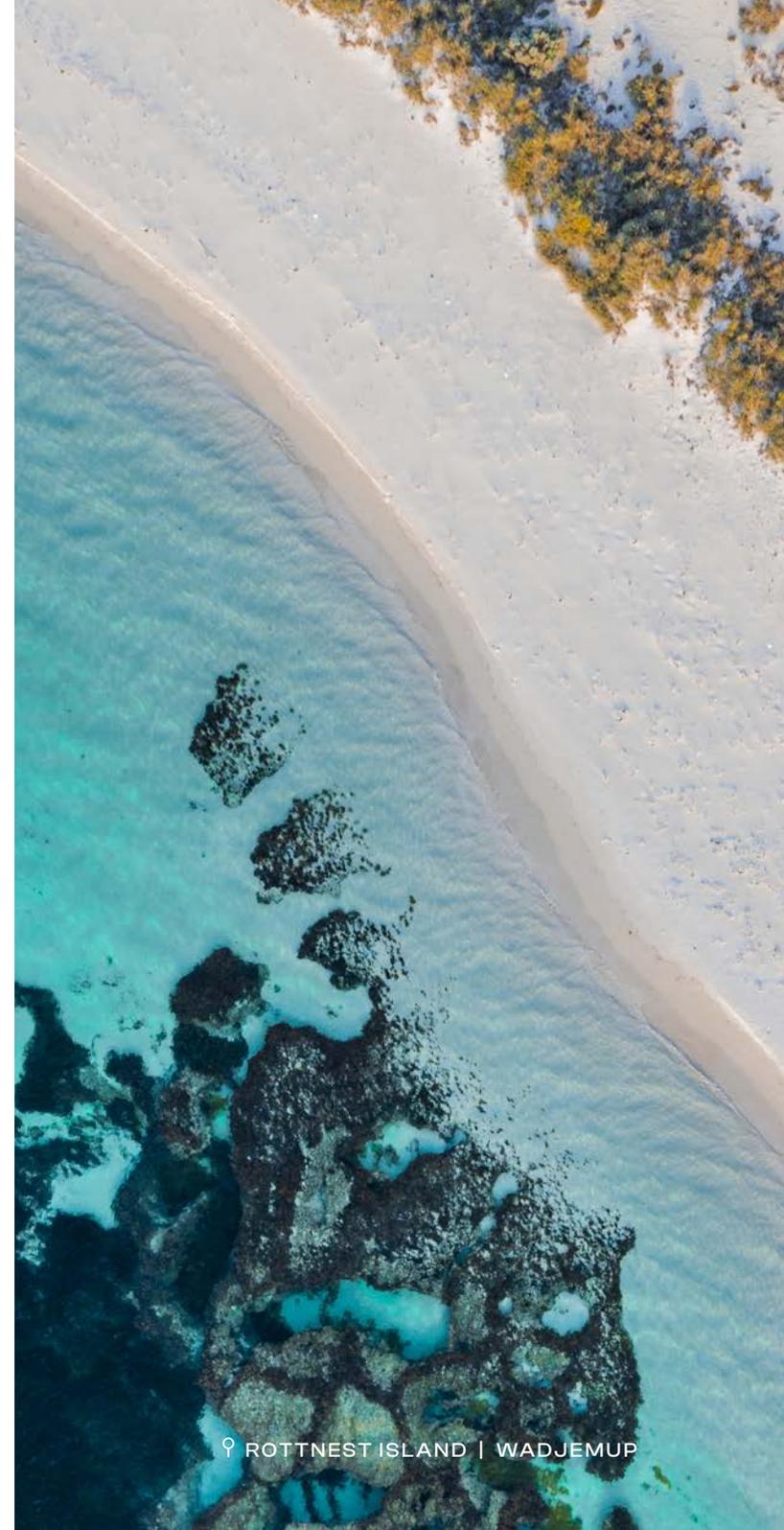
The 2022-23 financial year saw the full resumption of international cruise activity to WA, with the first large cruise vessel returning to Fremantle/Walyalup in October. Over the course of the year, 82 scheduled calls were made to nine cruise destinations, with Fremantle welcoming 33 cruise calls and processing more than 55,000 passengers and 17,000 crew.

A key highlight of the season was the homeporting of P&O Cruises superliner *Pacific Explorer* in Fremantle from March to May 2023, undertaking eight WA coastal itineraries.

The 2023 season saw the return of many of the expedition vessels to the Kimberley, including several new cruise lines. Broome experienced a bumper expedition cruise season with 146 calls

scheduled for the Port of Broome. Interest has been very high from a range of international expedition cruise lines, with loyal followings of high yielding travellers, to develop and deliver new itineraries across WA over the forward years.

The industry's flagship event, the WA Cruise Exchange, was staged in October 2022 and involved 24 delegates representing eight cruise lines, four ground handlers and two industry associations, as well as Tourism Australia. The WA Cruise Exchange has been run successfully by Tourism WA since 2013 and has grown significantly over the years. A business to business event, the WA Cruise Exchange connects cruise lines and ground handlers to WA operators and port destinations to grow the industry sector.



2.1.4 DEVELOPING DREAM EVENTS

Events are a crucial component of the WA Government's strategy to bring more visitors to our state and encourage tourists to spend more, stay longer and travel further.

In the 2022-23 financial year, on average, for every \$1 spent on securing a Major or Regional Events Program event, \$5 was invested back into the WA economy. The total economic impact was \$181 million, equating to over 770,000 bed nights and over 250,000 visitors to WA and the regions, with an average length of stay being 7.25 nights, and an average daily spend being \$257 per person.

Tourism WA delivered several world class blockbuster events throughout the 2022-23 financial year, including the Ultimate Fighting Championships', UFC284 event; the ICC Men's T20 World Cup; the ICON: Perth's Festival of International Football, with four English Premier League teams; and the Australian Surf Life Saving

Championships. Tourism WA also delivered its own inaugural homegrown event, High Voltage, and the Dark Sky Festival program, as part of the Total Solar Eclipse.

In 2022-23, the Tourism WA Events Strategy focused on leveraging events to provide a time-specific reason to visit WA, and continued to:

- bid for, and support major sporting events that showcased state infrastructure, including Optus Stadium;
- Develop WA's regional events through the Regional Events Program and Regional Events Scheme; and
- Attract mass-participation events.

The following is an overview of key events that took place in 2022-23:

- **Ultimate Fighting Championships:** The UFC returned to RAC Arena on Sunday 12 February for the first time in five years. A capacity crowd of over 14,500 fans packed RAC Arena for UFC 284, attracting close to 8,500 out-of-state visitors who generated over \$16.6 million in visitor expenditure for the WA economy. The event broke several records, including being the highest grossing single event of any indoor arena in Australia, and generating the highest number of tickets for a single sporting event in RAC Arena's history.

The Saturday night before the big match also saw the second highest revenue generated in Perth hotels since the start of 2018, second only to the 2021 AFL Grand Final, while the Sunday night generated a hotel occupancy rate of 95 per cent.

Vision and branding of Perth and WA was integrated throughout the television and streaming broadcasts to a potential audience of one billion households in 172 countries, further promoting WA as a global tourism and events destination to a worldwide audience.

- **ICC Men's T20 World Cup:** Perth hosted five live matches at Optus Stadium from 22 to 30 October. Almost 86,000 people attended the matches – including games between England v Afghanistan, Australia v Sri Lanka, Pakistan v Zimbabwe, Pakistan v Netherlands and India v South Africa. The event attracted almost 6,000 out-of-state attendees and generated close to \$13.3 million in visitor expenditure.
- **The Australian Surf Life Saving Championships:** 'The Aussies' returned to WA for the first time in five years from 25 March to 2 April. More than 5,800 surf lifesavers from 171 surf clubs around Australia competed in

505 events across Youth, Open and Masters categories at Scarborough and Trigg beaches over nine days of competition. The event attracted over 8,400 visitors to WA, generating a strong economic impact of over \$18.2 million for the state.

- **ICON: Perth's Festival of International Football:** Four English Premier League powerhouse clubs faced off over two exciting nights at Optus Stadium for ICON: Perth's Festival of International Football. Crystal Palace went head-to-head with Leeds United on 22 July, whilst Manchester United took on old rivals Aston Villa on 23 July. Over 97,000 attendees witnessed the two friendly fixtures, including over 4,700 out-of-state attendees who generated close to \$3 million in visitor expenditure. Domestic and international broadcasts also showcased Perth as an international events destination to a global audience.
- **High Voltage:** Tourism WA's inaugural homegrown event, High Voltage, was held on 7 May to celebrate the music, community

and spirit of AC/DC front man Bon Scott. High Voltage presented a variety of musical acts on trucks playing to fans around a 5 kilometre street circuit throughout Fremantle. More than 50 acts performed across three celebration zones throughout the afternoon and over 40,000 people attended the event.

- **Margaret River Pro:** Surfers Point in Prevelly once again turned on epic conditions, playing host to the world's best men's and women's surfers from 20 to 30 April for the 2023 Margaret River Pro. Over 30,000 people attended the event over the 10 day competition period, generating approximately \$8 million for the local South West economy. Tourism WA's 'Walking On A Dream' brand and creative featured heavily throughout the event broadcast and across digital platforms, promoting the region's premium surfing offering and world class culinary and unique tourism experiences to millions of viewers worldwide.

- **Dark Sky Festival:** This Tourism WA-led event was developed to enhance the visitor experience of travellers heading to WA to experience the Total Solar Eclipse. The Dark Sky Festival program encompassed 102 events in Exmouth, Canarvon and Onslow over the Eclipse period of 18 to 22 April. More than 25,000 people attended events in Exmouth and over 2,000 attendees were recorded for Dark Sky events in Onslow. The Dark Sky Festival program also included the inaugural Jamba Nyinyai Festival, run by the Baiyungu Aboriginal Corporation at Cardabia Station on 19 April, which attracted more than 1,200 attendees.

Media coverage of the Total Solar Eclipse provided incredible International and National exposure to WA's Ningaloo and surrounding regions, including live streaming of a Pink Floyd listening event from Exmouth to their millions of worldwide subscriber audience.

WINNING BIDS

The following events were developed this financial year, with announcements delivered in 2022-23 for events that will take place in 2023-24:

- **2023 English Premier League Tour:** Tourism WA announced in March that two English Premier League (EPL) teams would provide a blockbuster showcase of international football at Optus Stadium in July 2023. It was announced that the two-match event would include West Ham United taking on Perth Glory on 15 July, and Tottenham Hotspur and West Ham United facing off on 18 July.
- **National Rugby League (NRL) Double Header:** In April, Tourism WA announced the return of the NRL to Perth with the Dolphins taking on the Newcastle Knights before the South Sydney Rabbitohs faced the Cronulla Sharks at Optus Stadium, all on Saturday, 5 August. The Double Header was expected to drive thousands of interstate

visitors to WA, with NRL travelling fans set to inject millions into the state's economy through spending in hospitality and tourism businesses.

- **Coldplay:** In May, Tourism WA landed one of the world's most iconic bands when it announced the Australian exclusive Coldplay concert to be held in Perth on 18 November at Optus Stadium. The one-off performance was so popular among fans that Coldplay added a second show on 19 November, after the first show sold out within hours. Both exclusive performances are set to attract thousands of interstate and international visitors to WA, injecting millions of dollars into the state's economy. The record-breaking Music of The Spheres World Tour is being delivered by Tourism WA and VenuesWest, in partnership with Live Nation and VenuesLive.

2.0 AGENCY PERFORMANCE

- **Women's Olympic Football - Asian Qualifiers:** In May, Tourism WA announced that the Matildas would play at HBF Park as part of their bid to qualify for the Paris 2024 Olympic Games. The three Matildas games are part of six matches scheduled for HBF Park between 26 October and 1 November, which form round 2 of the Women's Olympic Football Tournament Paris 2024 Qualifiers. In these qualifiers, the Matildas will battle it out against Chinese Taipei, Philippines and IR Iran in a fierce round-robin style tournament.
- **All Schools Athletics Championships:** In another sporting coup, Tourism WA announced in June it had secured the Australian All Schools Championship (All Schools) and National Schools Challenge from 8 to 11 December 2023. The nation's top school-aged sports stars will head to WA to compete in top-level athletic competitions. Hosted at the WA Athletics Stadium, the All School Competition is an annual three-day festival of athletic events for school-aged students, with one State or Territory to be named the best in Australia.

REGIONAL EVENTS

Tourism WA's Regional Events Program and Regional Events Scheme, with additional funding from Royalties for Regions, supported a series of regional events across WA in 2022-23 and helped to position regional towns as exciting destinations to live and visit.

Regional Events Program: The Regional Events Program (REP) supports medium to large events across the state, providing funding of \$40,000 and above for events that will deliver significant benefits to regional communities, generate strong community engagement, encourage intrastate visitors and attract national media attention. In 2022-23, 15 sponsored REP events were held.

Regional Events Scheme: Our Regional Events Scheme (RES) is an annual funding round that supports smaller and emerging events in regional WA to boost tourism and increase community vibrancy. The total funding pool is \$1 million, inclusive of a \$150,000 allocation for the

Regional Aboriginal Events Scheme (RAES). The RAES supports events that deliver Aboriginal activities and experiences through the leadership and participation of Aboriginal people. The 2022-23 RES supported 65 events across the state, including seven Aboriginal events.

In 2022-23, Tourism WA announced REP support for numerous exciting regional events, including:

- The return of the popular **Truffle Kerfuffle** festival to Manjimup in 2023 and 2024. The 2023 event took place from 23 to 25 June. The last event held in 2021 attracted nearly 2,500 visitors to the region and generated more than \$3 million in visitor spend.
- The popular **Cabin Fever Festival**, which will return with an expanded program of events in 2023 and 2024. The 10-day food, wine and entertainment festival is spread across the South-West, with key events in Margaret River and Busselton/

Undalup, and further pop-up events spread across the region. The 2023 and 2024 Cabin Fever Festival events are expected to attract thousands of visitors to the South West and Warren-Blackwood regions and generate millions of dollars for the local economy, with the number of businesses participating in the festival set to grow significantly in the coming years.

- It was announced in October that the **2023 UCI Mountain Bike Marathon Masters World Championships** will be coming to WA in September 2023 as part of the popular Dwellingup 100 event. This will be the first time the world championship event has been held outside Italy. Thousands of visitors, generating millions of dollars in visitor spend, will descend on the South West for what will now be a four-day festival of mountain biking.



2.0 AGENCY PERFORMANCE

2.1.5 ENGAGING INDUSTRY

Tourism Western Australia's Strategy and Engagement division was newly formed the 2022-23 financial year, bringing together four existing functions within Tourism Western Australia that enable and support the agency.

These functions are:

Corporate Communications: Corporate Communications delivers comprehensive media and communications activities promoting and protecting Tourism WA's reputation. It achieves this through promoting Tourism WA's initiatives and programs to industry and other stakeholders. It is responsible for issues management, media liaison, strategic stakeholder engagement and internal communications.

Partnerships and Industry: Partnerships and Industry develop and foster relationships with key stakeholders to achieve positive business outcomes. The team helps build networks and

connects people through the facilitation of industry engagement activities, acting as a conduit between Tourism WA, Regional Tourism Operators (RTOs), Strategic Partners and Industry Operators, and by proactively responding to and reporting on the needs of the WA tourism industry. They also manage the funded partners and industry bodies, including:

- The five Regional Tourism Organisations:
 - Australia's Coral Coast
 - Australia's Golden Outback
 - Australia's North West
 - Australia's South West
 - Destination Perth
- Business Events Perth
- Tourism Council Western Australia
- Caravan and Camping Association
- Forum Advocating for Cultural and Environmental Tourism
- Australian Hotels Association WA
- Women in Tourism and Hospitality

Insights and Planning: Insights and Planning collates and analyses tourism data, providing information and insights to Tourism WA, government agencies and industry. The team also facilitates the development of strategy with the Tourism WA Board and monitors global and national trends that may impact the industry.

Office of the Managing Director: The Office of the Managing Director provides coordination and executive support to the Minister, Board, Chief Executive Officer and Managing Director of Tourism WA.

- Strategy and Engagement Highlights: Tourism WA worked in partnership with Australia's North West, the Department of Biodiversity, Conservation and Attractions, Main Roads and the Kimberley Development Commission to keep tourism operators abreast of the changing situation following the flooding in the Kimberley region after ex-Tropical Cyclone Ellie in January.

This included facilitating disaster relief in the form of a \$6 million Tourism Flood Recovery Package and working with other key WA Government agencies to support industry in region.

- Collaborative relationships with industry partners continue to be an important focus for Tourism WA, as key stakeholders work with the agency to achieve goals and outcomes.
- In the 2022-23 financial year Tourism WA provided more than \$16 million to partner organisations, including an additional \$5.5 million for Business Events Perth, as committed in the 2024-25 State Budget. Operators continue to be supported through programs such as the Tourism Council of Western Australia's Boost Mentoring program and through the sponsorship of organisations such as the Australian Hotels Association of WA, and the Women in Tourism and Hospitality WA.
- The Partnerships and Industry team also managed the introduction of a new customer relationship management software system for the agency, and arranged corporate hospitality for 10 key events, including the record-breaking UFC284 and United Cup.
- The research team continued to provide reports, intelligence and research to inform industry and government decision making. This includes market insights, visitor experiences and expectations, destination insights, tourism statistics and tailored research. This data helps operators tailor products, identify target and emerging markets and more effectively direct marketing spend.

2.0 AGENCY PERFORMANCE

- Tourism WA commissioned Roy Morgan to conduct a segmentation study in order to identify our target audience in the 2022-23 financial year. Information about trip details, motivations, spend and destination choice was collected for approx. 6,500 domestic trips taken by Australians. Seven different trip segments were identified, of which three segments are priority markets for Tourism WA.

Each segment has detailed profiling information, allowing the audience to be easily described, measured and buyable in media. The segmentation will be rolled out to industry in the 2023-24 financial year.

WAVES 2023-33: During the 2022 –23 financial year, Tourism WA undertook development of the *10-year Western Australia Visitor Economy Strategy (WAVES 2033)*. The strategy aligns to the WA Government’s wider diversification plan

FutureState WA, and is a whole-of-government approach to attracting visitors to WA to underpin the growth of the tourism industry and its contribution to the state economy.

Extensive collaboration was undertaken with industry and across government in the 2022-23 financial year to highlight the value of the visitor economy, capture innovative insights and ensure alignment with future strategic direction, including the *Infrastructure WA State Infrastructure Strategy (SIS)*. Areas of focus identified in WAVES 2033 set both supply-side and demand-driver goals across destination brand and markets, events, aboriginal culture, experiences, accommodation, attractions, aviation and high-performance objectives.

The inter-government consultation period for WAVES was delivered in 2022-23, ahead of the strategy being officially launched in 2023-24 financial year.



2.2 ACTUAL RESULTS VERSUS BUDGET TARGETS

	2022-23	2022-23	Variation
	Original Target	Actual	
Financial Targets	\$'000	\$'000	\$'000
Total cost of services (approved expense limit) (see Statement of Comprehensive Income)	167,261	143,928	23,333
Net cost of services (see Statement of Comprehensive Income)	165,921	142,799	23,122
Total equity (see Statement of Financial Position)	21,887	19,033	(2,854)
Net increase/(decrease) in cash held (see Statement of Cash Flows)	(1,927)	(6,137)	(4,210)

Explanatory Notes to Variations against Revised Targets

Further explanations are contained in the financial statements at Note 8.1 'Explanatory Statement for controlled operations'.

Total cost of services

The underspend is largely attributed to the deferral of funding to secure major events in future years and the deferral of Aviation Recovery Funding to align with the revised expected timing of aviation agreements and related payments to airlines across future years.

Net cost of services

The variance is driven by the event operations and advertising and promotion expenses underspend as per the Total cost of services explanatory note.

Total equity

The variance is mostly the result of a lower than anticipated end of year cash balance due to Tourism WA returning \$6.475 million of unspent prior year drawdown funds for the Safe Transition Industry Support Package to the Department of Treasury.

Net increase/(decrease) in cash held

The variation to cash movement is explained in Total equity above.

2.0 AGENCY PERFORMANCE

2.3 KEY PERFORMANCE INDICATORS

Key Effectiveness Indicators

Key Effectiveness Indicators assist with the assessment of agency performance in the achievement of government desired outcomes.

	2022-23 Target	2022-23 Actual
KPI 1 Total dollar amount spent by visitors in Western Australia	\$11.8 billion	\$14 billion ⁻
KPI 2 Total overnight visitors to/within Western Australia	\$11.3 million	10.9 million ⁻
KPI 3 Western Australia's market share of international visitor spend in Australia	7.6%	8.3% ⁻
KPI 4 Number of tourism-filled jobs (direct and indirect) in Western Australia*	N/A	89,100
KPI 5 Percentage of visitors very likely to recommend visiting Western Australia	84%	86%
KPI 6 Ratio of funds provided by the tourism industry to Tourism WA's investment in co-operative marketing	1 : 1	1.2 : 1
KPI 7 Direct economic impact of major events sponsorship	\$71.8 million	\$138.8 million [#]

*Reported with a one-year time lag

Key Efficiency Indicators

Key Efficiency Indicators assist with the assessment of agency service delivery.

They monitor the relationship between the service delivered and the resources used to produce the service.

	2022-23 Target	2022-23 Actual
KPI 8 Ratio of Tourism WA's total cost of services to total visitor spend in Western Australia ⁺	1 : 70	1 : 97

⁺Reported with a one-year time lag due to availability of data.

⁻ Finalised actuals from the December 2022 NVS / IVS

[#] Based on actual results for 14 events and feasibility studies for 2 events.



An aerial photograph of a coastal landscape. The foreground and middle ground are dominated by green, textured vegetation, possibly a coastal scrub or dune area. The background shows a sandy beach and the ocean. The text '3.0 DISCLOSURES AND LEGAL COMPLIANCE' is overlaid in white, bold, sans-serif font in the upper left quadrant.

3.0 DISCLOSURES AND LEGAL COMPLIANCE



3.1 INDEPENDENT AUDIT OPINION



Auditor General

INDEPENDENT AUDITOR'S REPORT

2023

Western Australian Tourism Commission

To the Parliament of Western Australia

Report on the audit of the financial statements

Opinion

I have audited the financial statements of the Western Australian Tourism Commission which comprise:

- the Statement of Financial Position at 30 June 2023, and the Statement of Comprehensive Income, Statement of Changes in Equity and Statement of Cash Flows for the year then ended
- Administered schedules comprising the Administered assets and liabilities at 30 June 2023 and the Administered income and expenses by service for the year then ended
- Notes comprising a summary of significant accounting policies and other explanatory information.

In my opinion, the financial statements are:

- based on proper accounts and present fairly, in all material respects, the operating results and cash flows of the Western Australian Tourism Commission for the year ended 30 June 2023 and the financial position at the end of that period
- in accordance with Australian Accounting Standards (applicable to Tier 2 Entities), the *Financial Management Act 2006* and the Treasurer's Instructions.

Page 1 of 6

7th Floor Albert Facey House 469 Wellington Street Perth MAIL TO: Perth BC PO Box 8489 Perth WA 6849 TEL: 08 6557 7500

Basis for opinion

I conducted my audit in accordance with the Australian Auditing Standards. My responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of my report.

I believe that the audit evidence I have obtained is sufficient and appropriate to provide a basis for my opinion.

Responsibilities of the Board for the financial statements

The Board is responsible for:

- keeping proper accounts
- preparation and fair presentation of the financial statements in accordance with Australian Accounting Standards (applicable to Tier 2 Entities), the *Financial Management Act 2006* and the Treasurer's Instructions
- such internal control as it determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the Board is responsible for:

- assessing the entity's ability to continue as a going concern
- disclosing, as applicable, matters related to going concern
- using the going concern basis of accounting unless the Western Australian Government has made policy or funding decisions affecting the continued existence of the Commission.

Auditor's responsibilities for the audit of the financial statements

As required by the *Auditor General Act 2006*, my responsibility is to express an opinion on the financial statements. The objectives of my audit are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes my opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with Australian Auditing Standards will always detect a material misstatement when it exists.

3.1 INDEPENDENT AUDIT OPINION

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 the financial statements. 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.

A further description of my responsibilities for the audit of the financial statements is located on the Auditing and Assurance Standards Board website. This description forms part of my auditor's report and can be found at https://www.auasb.gov.au/auditors_responsibilities/ar4.pdf.

Report on the audit of controls

Opinion

I have undertaken a reasonable assurance engagement on the design and implementation of controls exercised by the Western Australian Tourism Commission. The controls exercised by the Board are those policies and procedures established to ensure that the receipt, expenditure and investment of money, the acquisition and disposal of property, and the incurring of liabilities have been in accordance with the State's financial reporting framework (the overall control objectives).

In my opinion, in all material respects, the controls exercised by the Western Australian Tourism Commission are sufficiently adequate to provide reasonable assurance that the receipt, expenditure and investment of money, the acquisition and disposal of property and the incurring of liabilities have been in accordance with the State's financial reporting framework during the year ended 30 June 2023.

The Board's responsibilities

The Board is responsible for designing, implementing and maintaining controls to ensure that the receipt, expenditure and investment of money, the acquisition and disposal of property and the incurring of liabilities are in accordance with the *Financial Management Act 2006*, the Treasurer's Instructions and other relevant written law.

Auditor General's responsibilities

As required by the *Auditor General Act 2006*, my responsibility as an assurance practitioner is to express an opinion on the suitability of the design of the controls to achieve the overall control objectives and the implementation of the controls as designed. I conducted my engagement in accordance with Standard on Assurance Engagement ASAE 3150 *Assurance Engagements on Controls* issued by the Australian Auditing and Assurance Standards Board. That standard requires that I comply with relevant ethical requirements and plan and perform my procedures to obtain reasonable assurance about whether, in all material respects, the controls are suitably designed to achieve the overall control objectives and were implemented as designed.

An assurance engagement involves performing procedures to obtain evidence about the suitability of the controls design to achieve the overall control objectives and the implementation of those controls. The procedures selected depend on my judgement, including an assessment of the risks that controls are not suitably designed or implemented as designed. My procedures included testing the implementation of those controls that I consider necessary to achieve the overall control objectives.

I believe that the evidence I have obtained is sufficient and appropriate to provide a basis for my opinion.

Limitations of controls

Because of the inherent limitations of any internal control structure, it is possible that, even if the controls are suitably designed and implemented as designed, once in operation, the overall control objectives may not be achieved so that fraud, error or non-compliance with laws and regulations may occur and not be detected. Any projection of the outcome of the evaluation of the suitability of the design of controls to future periods is subject to the risk that the controls may become unsuitable because of changes in conditions.

Report on the audit of the key performance indicators

Opinion

I have undertaken a reasonable assurance engagement on the key performance indicators of the Western Australian Tourism Commission for the year ended 30 June 2023. The key performance indicators are the Under Treasurer-approved key effectiveness indicators and key efficiency indicators that provide performance information about achieving outcomes and delivering services.

In my opinion, in all material respects, the key performance indicators of the Western Australian Tourism Commission are relevant and appropriate to assist users to assess the Commission's performance and fairly represent indicated performance for the year ended 30 June 2023.

The Board's responsibilities for the key performance indicators

The Board is responsible for the preparation and fair presentation of the key performance indicators in accordance with the *Financial Management Act 2006* and the Treasurer's Instructions and for such internal controls as the Board determines necessary to enable the preparation of key performance indicators that are free from material misstatement, whether due to fraud or error.

In preparing the key performance indicators, the Board is responsible for identifying key performance indicators that are relevant and appropriate, having regard to their purpose in accordance with Treasurer's Instructions 904 *Key Performance Indicators*.

3.1 INDEPENDENT AUDIT OPINION

Auditor General's responsibilities

As required by the *Auditor General Act 2006*, my responsibility as an assurance practitioner is to express an opinion on the key performance indicators. The objectives of my engagement are to obtain reasonable assurance about whether the key performance indicators are relevant and appropriate to assist users to assess the entity's performance and whether the key performance indicators are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes my opinion. I conducted my engagement in accordance with Standard on Assurance Engagements ASAE 3000 *Assurance Engagements Other than Audits or Reviews of Historical Financial Information* issued by the Australian Auditing and Assurance Standards Board. That standard requires that I comply with relevant ethical requirements relating to assurance engagements.

An assurance engagement involves performing procedures to obtain evidence about the amounts and disclosures in the key performance indicators. It also involves evaluating the relevance and appropriateness of the key performance indicators against the criteria and guidance in Treasurer's Instruction 904 for measuring the extent of outcome achievement and the efficiency of service delivery. The procedures selected depend on my judgement, including the assessment of the risks of material misstatement of the key performance indicators. In making these risk assessments, I obtain an understanding of internal control relevant to the engagement in order to design procedures that are appropriate in the circumstances.

I believe that the evidence I have obtained is sufficient and appropriate to provide a basis for my opinion.

My independence and quality management relating to the report on financial statements, controls and key performance indicators

I have complied with the independence requirements of the *Auditor General Act 2006* and the relevant ethical requirements relating to assurance engagements. In accordance with ASQM 1 *Quality Management for Firms that Perform Audits or Reviews of Financial Reports and Other Financial Information, or Other Assurance or Related Services Engagements*, the Office of the Auditor General maintains a comprehensive system of quality management including documented policies and procedures regarding compliance with ethical requirements, professional standards and applicable legal and regulatory requirements.

Other information

Those charged with governance are responsible for the other information. The other information is the information in the entity's annual report for the year ended 30 June 2023, but not the financial statements, key performance indicators and my auditor's report.

My opinions on the financial statements, controls and key performance indicators do not cover the other information and accordingly I do not express any form of assurance conclusion thereon.

In connection with my audit of the financial statements, controls and key performance indicators my responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements and key performance indicators or my knowledge obtained in the audit or otherwise appears to be materially misstated.

If, based on the work I have performed, I conclude that there is a material misstatement of this other information, I am required to report that fact. I did not receive the other information prior to the date of this auditor's report. When I do receive it, I will read it and if I conclude that there is a material misstatement in this information, I am required to communicate the matter to those charged with governance and request them to correct the misstated information. If the misstated information is not corrected, I may need to retract this auditor's report and re-issue an amended report.

Matters relating to the electronic publication of the audited financial statements and key performance indicators

The auditor's report relates to the financial statements and key performance indicators of the Western Australian Tourism Commission for the year ended 30 June 2023 included in the annual report on the Commission's website. The Commission's management is responsible for the integrity of the Commission's website. This audit does not provide assurance on the integrity of the Commission's website. The auditor's report refers only to the financial statements, controls and key performance indicators described above. It does not provide an opinion on any other information which may have been hyperlinked to/from the annual report. If users of the financial statements and key performance indicators are concerned with the inherent risks arising from publication on a website, they are advised to contact the entity to confirm the information contained in the website version.

Sandra Labuschagne

Sandra Labuschagne
Deputy Auditor General
Delegate of the Auditor General for Western Australia
Perth, Western Australia
31 August 2023

3.2 FINANCIAL STATEMENTS

CERTIFICATION OF FINANCIAL STATEMENTS

For the reporting period ended 30 June 2023

The accompanying financial statements of the Western Australian Tourism Commission (operating as Tourism WA) have been prepared in compliance with the provisions of the Financial Management Act 2006 from proper accounts and records to present fairly the financial transactions for the reporting period ended 30 June 2023 and the financial position as at 30 June 2023.

At the date of signing we are not aware of any circumstances which would render the particulars included within the financial statements misleading or inaccurate.



Di Bain
Chair
Tourism Western Australia
31 August 2023



Janelle Marr
Commissioner
Tourism Western Australia
31 August 2023



Karin Schreuder
Acting Chief Financial Officer
Tourism Western Australia
31 August 2023

STATEMENT OF COMPREHENSIVE INCOME

For the year ended 30 June 2023

	Note	2023	2022
		\$'000	\$'000
COST OF SERVICES			
Expenses			
Employee benefits expenses	2.5.1	265	241
Supplies and services	2.1	54,136	41,119
Depreciation and amortisation expenses	4.1, 4.2, 4.3	199	97
Accommodation expenses	2.5.2	763	681
Grants and subsidies	2.2	9,890	12,592
Event operations expenses	2.3	40,814	23,333
Advertising and promotion expenses	2.4	37,812	28,320
Other expenses	2.5.3	49	393
Total cost of services		143,928	106,776
Income			
Commonwealth grants	3.2	-	864
Interest revenue		972	115
Other income	3.3	157	318
Total income		1,129	1,297
NET COST OF SERVICES		142,799	105,479
Income from State Government			
Income from other public sector entities	3.1	110,653	66,609
Resources received		19,175	14,894
Royalties for Regions Fund		14,131	11,472
Total income from State Government		143,959	92,975
SURPLUS/(DEFICIT) FOR THE PERIOD		1,160	(12,504)
Other comprehensive income		-	-
TOTAL COMPREHENSIVE INCOME FOR THE PERIOD		1,160	(12,504)

The Statement of Comprehensive Income should be read in conjunction with the accompanying notes.

3.0 DISCLOSURES AND LEGAL COMPLIANCE

STATEMENT OF FINANCIAL POSITION

As at 30 June 2023

	Note	2023	2022
		\$'000	\$'000
ASSETS			
Current Assets			
Cash and cash equivalents	5.3	11,530	16,150
Restricted cash and cash equivalents	5.3	1,310	2,827
Receivables	4.4	2,793	2,471
Prepayments	4.5	5,046	8,617
Amounts receivable for services	4.6	475	475
Total Current Assets		21,154	30,540
Non-Current Assets			
Amounts receivable for services	4.6	3,670	4,145
Prepayments	4.5	-	46
Property, plant and equipment	4.1	35	72
Intangible assets	4.2	558	702
Right-of-use assets	4.3	44	58
Other non-current assets	4.7	-	-
Total Non-Current Assets		4,307	5,023
TOTAL ASSETS		25,461	35,563
LIABILITIES			
Current Liabilities			
Payables	4.8	6,268	11,193
Lease liabilities	5.1	18	16
Other provisions	4.9	115	130
Total Current Liabilities		6,401	11,339
Non-Current Liabilities			
Lease liabilities	5.1	27	42
Total Non-Current Liabilities		27	42
TOTAL LIABILITIES		6,428	11,381
NET ASSETS		19,033	24,182
EQUITY			
Contributed equity		6,653	12,962
Accumulated surplus		12,380	11,220
TOTAL EQUITY		19,033	24,182

The Statement of Comprehensive Income should be read in conjunction with the accompanying notes.

3.0 DISCLOSURES AND LEGAL COMPLIANCE

STATEMENT OF CHANGES IN EQUITY

For the year ended 30 June 2023

	Note	Contributed equity	Accumulated surplus	Total equity
		\$'000	\$'000	\$'000
Balance at 1 July 2021		12,761	23,724	36,485
Deficit		-	(12,504)	(12,504)
Other comprehensive income		-	-	-
Total comprehensive income for the period		-	(12,504)	(12,504)
Transactions with owners in their capacity as owners:				
Capital appropriations		201	-	201
Total		201	-	201
Balance at 30 June 2022		12,962	11,220	24,182
Balance at 1 July 2022		12,962	11,220	24,182
Surplus		-	1,160	1,160
Other comprehensive income		-	-	-
Total comprehensive income for the period		-	1,160	1,160
Transactions with owners in their capacity as owners:				
Capital appropriations		166	-	166
Distribution to owners		(6,475)	-	(6,475)
Total		(6,309)	-	(6,309)
Balance at 30 June 2023		6,653	12,380	19,033

The Statement of Comprehensive Income should be read in conjunction with the accompanying notes.

3.0 DISCLOSURES AND LEGAL COMPLIANCE

STATEMENT OF CASH FLOWS

For the year ended 30 June 2023

	Note	2023	2022
		\$'000	\$'000
CASH FLOWS FROM THE STATE GOVERNMENT			
Funds from other public sector entities		110,653	66,609
Capital appropriations		166	201
Holding account drawdown		475	475
Royalties for Regions Fund		14,132	11,472
Net cash provided by the State Government		125,426	78,757
Utilised as follows:			
CASH FLOWS FROM OPERATING ACTIVITIES			
Payments			
Employee benefits		(304)	(213)
Supplies and services		(34,588)	(26,657)
Accommodation		(928)	(658)
Grants and subsidies		(9,265)	(12,708)
GST payments on purchases		(10,919)	(6,787)
Event operations payments		(39,680)	(21,317)
Advertising and promotion payments		(40,929)	(25,820)
Lease interest payments		(1)	(3)
Other payments		(308)	(162)
Receipts			
Commonwealth grants		-	864
Interest received		895	101
GST receipts on sales		23	212
GST receipts from taxation authority		10,782	6,189
Other receipts		151	316
Net cash used in operating activities		(125,071)	(86,643)
CASH FLOWS FROM INVESTING ACTIVITIES			
Payments			
Purchase of non-current assets		-	(357)
Net cash used in investing activities		-	(357)
CASH FLOWS FROM FINANCING ACTIVITIES			
Payments			
Principal elements of lease payments		(17)	(39)
Non-retained revenue distributed to owners		(6,475)	-
Net cash used in financing activities		(6,492)	(39)
Net decrease in cash and cash equivalents		(6,137)	(8,282)
Cash and cash equivalents at the beginning of the period		18,977	27,259
CASH AND CASH EQUIVALENTS AT THE END OF THE PERIOD	5.3	12,840	18,977

The Statement of Comprehensive Income should be read in conjunction with the accompanying notes.

ADMINISTERED SCHEDULES

ADMINISTERED INCOME AND EXPENSES

For the year ended 30 June 2023

	Note	2023	2022
		\$'000	\$'000
Income			
Income from other public sector entities		-	2,800
Total administered income		-	2,800
Expenses			
Grants and subsidies	8.2	299	-
Total administered expenses		299	-

Administered transactions represent expenditure, and corresponding funding from the State Government, to fund customs and immigration infrastructure requirements at Perth International Airport as a result of direct flights between Perth and London.

The State Government committed to \$14 million over five years commencing in 2017-18. Further explanations of variances are contained in note 8.2 'Explanatory Statement for administered items'.

ADMINISTERED ASSETS AND LIABILITIES

As at 30 June 2023

	Note	2023	2022
		\$'000	\$'000
Current assets			
Cash and cash equivalents		3,215	3,514
Total administered current assets		3,215	3,514
Total administered assets		3,215	3,514

There were no administered liabilities in the current or prior year.

3.0 DISCLOSURES AND LEGAL COMPLIANCE

NOTES TO THE FINANCIAL STATEMENTS

For the year ended 30 June 2023

NOTE 1. BASIS OF PREPARATION

The Western Australian Tourism Commission (operating as Tourism WA) is a WA Government entity and is controlled by the State of Western Australia, which is the ultimate parent. Tourism WA is a not-for-profit entity (as profit is not its principal objective).

A description of the nature of Tourism WA's operations and its principal activities is included in the 'Overview' section of the Annual Report which does not form part of these financial statements.

These annual financial statements were authorised for issue by the Board of Commissioners of Tourism WA (the accountable authority) on 31 August 2023.

Statement of compliance

These general purpose financial statements are prepared in accordance with:

- the Financial Management Act 2006 (FMA);
- Treasurer's Instructions (TIs);
- Australian Accounting Standards (AASs) - Simplified Disclosures; and

- where appropriate, those AAS paragraphs applicable to not-for-profit entities have been applied.

The FMA and TIs take precedence over AASs. Several AASs are modified by the TIs to vary application, disclosure format and wording. Where modification is required and has had a material or significant financial effect upon the reported results, details of that modification and the resulting financial effect are disclosed in the notes to the financial statements.

Basis of preparation

These financial statements are presented in Australian dollars applying the accrual basis of accounting and using the historical cost convention. Certain balances will apply a different measurement basis (such as the fair value basis). Where this is the case the different measurement basis is disclosed in the associated note. All values are rounded to the nearest thousand dollars (\$'000).

Foreign currency transactions

Tourism WA undertakes certain transactions denominated in foreign currency and is exposed to foreign currency risk through foreign exchange rate fluctuations. year-end exchange rates of monetary assets and liabilities denominated in foreign currencies, are recognised in profit or loss.

In order to protect against exchange rate movements, Tourism WA entered into forward foreign exchange contracts during the year. Foreign exchange gains and losses resulting from the settlement of transactions not covered by forward foreign exchange contracts, and from the translation at financial into forward foreign exchange contracts during the year. Foreign exchange gains and losses resulting from the settlement of transactions not covered by forward foreign exchange contracts, and from the translation at financial year-end exchange rates of monetary assets and liabilities denominated in foreign currencies, are recognised in profit or loss.

Accounting for Goods and Services Tax (GST)

Income, expenses and assets are recognised net of the amount of goods and services tax (GST), except that the:

- amount of GST incurred by Tourism WA as a purchaser that is not recoverable from the Australian Taxation Office (ATO) is recognised as part of an asset's cost of acquisition or as part of an item of expense; and
- receivables and payables are stated with the amount of GST included.

3.0 DISCLOSURES AND LEGAL COMPLIANCE

Cash flows are included in the Statement of Cash Flows on a gross basis. However, the GST components of cash flows arising from investing and financing activities which are recoverable from, or payable to, the ATO are classified as operating cash flows.

Contributed equity

Interpretation 1038 Contributions by Owners Made to Wholly-Owned Public Sector Entities requires transfers in the nature of equity contributions, other than as a result of a restructure of administrative arrangements, to be designated as contributions by owners (at the time of, or prior to, transfer) and recognised as equity contributions. Capital appropriations have been designated as contributions by owners by TI 955 Contributions by Owners Made to Wholly-Owned Public Sector Entities and have been credited directly to Contributed Equity.

Administered items

Tourism WA administers, but does not control, certain activities and functions for and on behalf of the State Government that do not contribute to Tourism WA's services or objectives. It does not have discretion over how it utilises the transactions in pursuing its own objectives.

Transactions relating to the administered activities are not recognised as Tourism WA's income, expenses, asset and liabilities, but are disclosed. Transactions relating to the administered activities are not recognised as Tourism WA's income, expenses, asset and liabilities, but are disclosed in the accompanying schedules as 'Administered Income and Expenses' and 'Administered Assets and Liabilities'.

The accrual basis of accounting and applicable AASs have been adopted.

Comparative information

Except when an AAS permits or requires otherwise, comparative information is presented in respect of the previous period for all amounts reported in the financial statements. AASB 1060 General Purpose Financial Statements – Simplified Disclosures for For-Profit and Not-for-Profit

Tier 2 Entities provides relief from presenting comparatives for:

- Property, plant and equipment reconciliations;
- Intangible asset reconciliations;
- Right-of-use asset reconciliations.

Judgements and estimates

Judgements, estimates and assumptions are required to be made about financial information being presented. The significant judgements and estimates made in the preparation of these financial statements are disclosed in the notes where amounts affected by those judgements and/or estimates are disclosed. Estimates and associated assumptions are based on professional judgements derived from historical experience and various other factors that are believed to be reasonable under the circumstances.

3.0 DISCLOSURES AND LEGAL COMPLIANCE

NOTE 2. USE OF OUR FUNDING

Expenses incurred in the delivery of services

This section provides additional information about how Tourism WA's funding is applied and the accounting policies that are relevant for an understanding of the items recognised in the financial statements. The primary expenses incurred by Tourism WA in achieving its objectives and the relevant notes are:

	Notes
Supplies and services	2.1
Grants and subsidies	2.2
Event operations expenses	2.3
Advertising and promotion expenses	2.4
Other expenditure	2.5

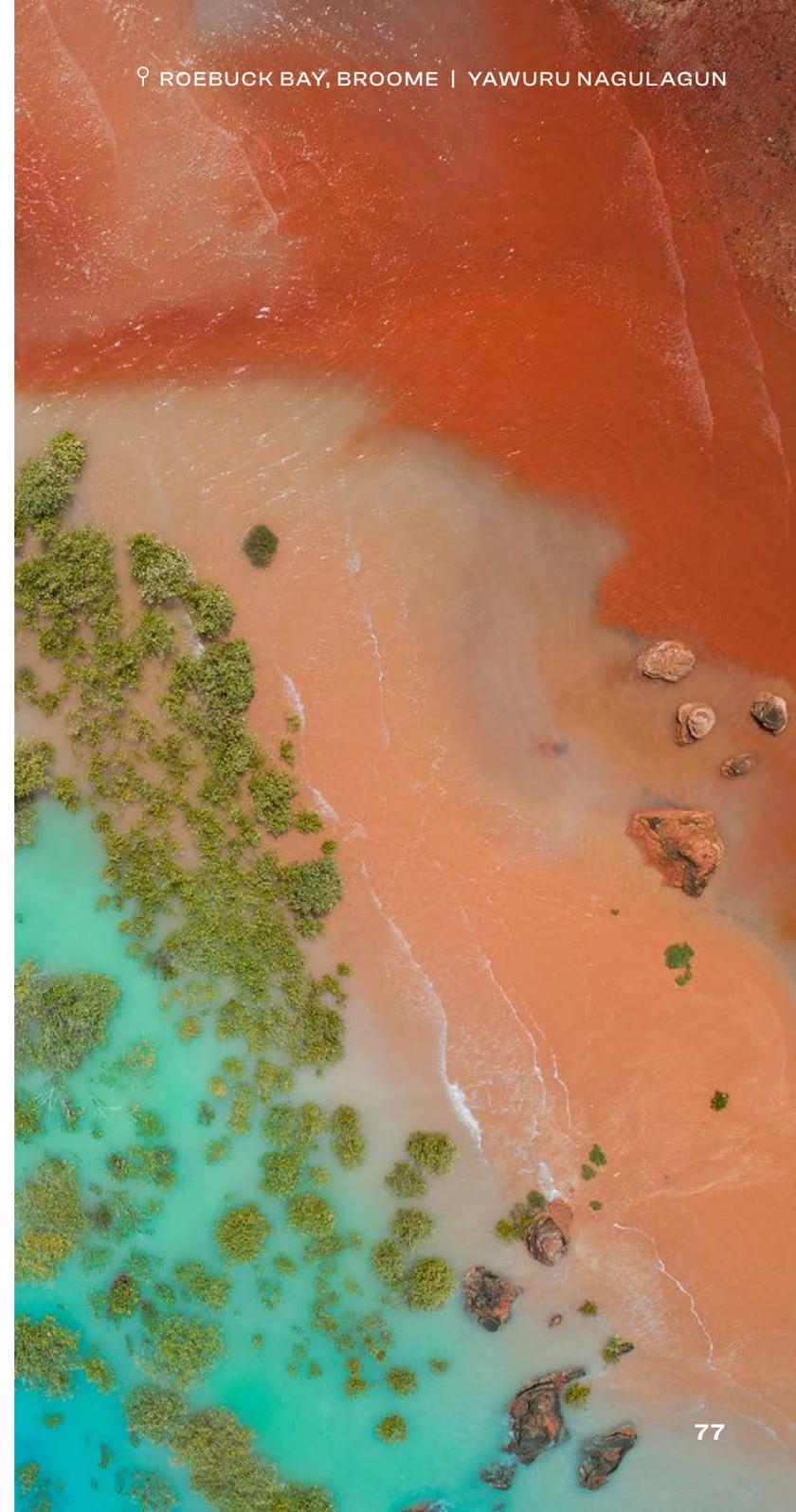
2.1 Supplies and services

	2023	2022
	\$'000	\$'000
Communications expenses	15	111
Computer expenses	1,134	2,372
Contracts for service	17,923	13,209
General administration expenses	2,638	2,371
Insurance	206	92
Marketing services	4,075	2,048
Rental and hire costs	448	184
Printing and stationery	6	37
Professional services	5,652	4,175
Research	1,859	1,260
Resource and operating support ^(a)	19,054	14,799
Travel	1,114	426
Vehicles	12	35
Total supplies and services	54,136	41,119

Supplies and services are recognised as an expense in the reporting period in which they are incurred.

^(a) The Department of Jobs, Tourism, Science and Innovation (the Department) provides resources to Tourism WA and retains the associated cash funding from Government. Resources provided by the Department are largely for personnel costs as well as corporate support services and overheads for accommodation, information systems, finance, human resources and procurement services. See Note 3.1 'Income from State Government'. Other associated contributions are recognised in income. See Note 3.3 'Other Income'.

		2023	2022
		\$'000	\$'000
<u>Resources received free of charge:</u>			
Personnel costs		12,530	9,896
Corporate support services and overheads		6,516	4,893
Total Resources received free of charge	3.1	19,046	14,789
<u>Other contributions</u>			
Personnel costs		8	10
Total other contributions received	3.3	8	10
Total resources and operating support		19,054	14,799



3.0 DISCLOSURES AND LEGAL COMPLIANCE

2.2 Grants and subsidies

	2023	2022
	\$'000	\$'000
<u>Recurrent</u>		
Regional Aviation Recovery (COVID-19 response)	2,450	2,107
Safe Transition Industry Support Package programs	1,881	7,526
Kimberley Flood Tourism Recovery Package program	933	-
Aboriginal tourism development	582	56
Regional Tourism Organisations	99	30
WA Tourism and Travel Agent Support Fund	-	1,743
Other grants and sponsorships	640	558
<u>Capital</u>		
Aboriginal tourism development	3,305	572
Total grants and subsidies	9,890	12,592
<u>Paid to:</u>		
Private organisations	9,627	12,592
Local government	180	-
Government trading enterprises	78	-
State Government agencies	5	-
Total grants and subsidies	9,890	12,592
<u>Purpose:</u>		
General	1,881	9,269
Specific	8,009	3,323
Total grants and subsidies	9,890	12,592

3.0 DISCLOSURES AND LEGAL COMPLIANCE

Transactions in which Tourism WA provides funding to another party without receiving approximately equal value in return are categorised as grant or subsidy expenses. These payments are recognised at fair value at the time of the transaction and recognised as an expense in the reporting period in which they are paid. They include transactions such as: grants, subsidies and other transfer payments made to public sector agencies. Grants can be paid as general-purpose grants which refers to grants that are not subject to conditions regarding their use. Alternatively, they may be paid as specific purpose grants which are paid for a particular purpose and/or have conditions attached regarding their use.

In response to COVID-19 and the significant impact on the Western Australian tourism industry, the Safe Transition Industry Support Package programs, Regional Aviation Recovery program and Tourism and Travel Agent Support Fund were administered by Tourism WA to support the industry and contribute to affordable airfares for intrastate regional travel.

2.3 Event operations expenses

	2023	2022
	\$'000	\$'000
<u>Event sponsorship and development by funding source:</u>		
Consolidated Account Fund	35,143	18,361
Royalties for Regions Fund – Regional Events Program	5,671	4,972
Total event operations expenses	40,814	23,333

Event operations expenses are recognised in the period that the event takes place.

3.0 DISCLOSURES AND LEGAL COMPLIANCE

2.4 Advertising and promotion expenses

	2023	2022
	\$'000	\$'000
Promotions and co-operative campaigns	31,429	22,056
Collateral – production and distribution	3,677	5,542
Familiarisation visits	2,666	696
Multimedia and audiovisual	40	26
Total advertising and promotion expenses	37,812	28,320

Advertising and promotion expenses are expensed in the reporting period in which the campaign or other activity occurs.

2.5 Other expenditure

2.5.1 Employee benefits expense

	2023	2022
	\$'000	\$'000
Commissioners' fees	230	213
Superannuation – defined contribution plans	23	18
Fringe benefits tax	12	10
Total employee benefits expense	265	241

Employee benefits represents costs associated with the Board of Commissioners of Tourism WA. The Board of Commissioners of Tourism WA are paid at a fixed remuneration rate and do not accrue leave entitlements.

Superannuation contributions for Commissioners comprises employer contributions paid to the West State Super scheme or other superannuation funds.

Tourism WA employees, excluding Commissioners, were transferred to the Department of Jobs, Tourism, Science and Innovation in July 2017.

3.0 DISCLOSURES AND LEGAL COMPLIANCE

2.5.2 Accommodation expenses

	2023	2022
	\$'000	\$'000
Rental	646	589
Repairs and maintenance	100	76
Utilities	11	11
Cleaning	6	5
Total accommodation expenses	763	681

Rental costs are expensed as incurred as agreements between Tourism WA and other State Government agencies for the leasing of accommodation contain significant substitution rights.

Cleaning, utilities and repairs and maintenance are recognised as expenses as incurred.

2.5.3 Other expenses

	2023	2022
	\$'000	\$'000
Decrement on financial assets held at fair value through profit and loss	-	350
Loss on foreign exchange	46	40
Lease interest expense	1	3
Insurance – workers compensation	2	-
Total other expenses	49	393

A fair value decrement was recognised in the comparative year for a shareholding interest in the Australian Tourism Data Warehouse. Refer also to note 4.7.

Total other expenditure	1,077	1,315
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3.0 DISCLOSURES AND LEGAL COMPLIANCE

NOTE 3. OUR FUNDING SOURCES

How we obtain our funding

This section provides additional information about how Tourism WA obtains its funding and the relevant accounting policy notes that govern the recognition and measurement of this funding. The primary income received by Tourism WA and the relevant notes are:

	Notes
Income from State Government	3.1
Commonwealth grants	3.2
Other income	3.3

3.1 Income from State Government

	2023	2022
	\$'000	\$'000
Income received from other public sector entities during the period:		
Department of Jobs, Tourism, Science and Innovation	110,653	66,609
Total income from other public sector entities	110,653	66,609
Resources received from other public sector entities during the period:		
Department of Jobs, Tourism, Science and Innovation	19,046	14,789
Department of Finance	26	23
State Solicitors Office	103	82
Total resources received from other public sector entities	19,175	14,894
Royalties for Regions Fund:		
Regional Community Services Account	14,131	11,472
Total Royalties for Regions Fund	14,131	11,472
Total income from State Government	143,959	92,975

3.0 DISCLOSURES AND LEGAL COMPLIANCE

Income from other public sector entities is recognised when Tourism WA has satisfied its performance obligations under the funding agreement. If there is no performance obligation, income is recognised when Tourism WA receives the funds.

Tourism WA's funding is provided by the State Government to the Department of Jobs, Tourism, Science and Innovation (the Department). Funding for Tourism WA's share of personnel and corporate support services and overheads is retained by the Department (and provided to Tourism WA as resources received free of charge) with the remainder of funding provided by the Department to Tourism WA as income.

Resources received from other public sector entities are recognised as income equivalent to the fair value of assets received, or the fair value of services received, that can be reliably determined and which would have been purchased if not provided.

The Regional Community Services Fund is a sub-fund within the overarching 'Royalties for Regions Fund'. The recurrent funds are committed to projects and programs in WA regional areas and are recognised as income when Tourism WA receives the funds.

3.2 Commonwealth grants

	2023	2022
	\$'000	\$'000
<u>Recurrent</u>		
National Partnership Payments – Tourism Business Support	-	864
Total Commonwealth grants	-	864

Recurrent grants are recognised as income when the grants are receivable. Funding in 2022 was a 50% contribution towards the WA Tourism and Travel Agent Support Fund in response to the impacts of COVID-19 on the tourism industry.

3.3 Other income

	2023	2022
	\$'000	\$'000
Refunds and recoups	138	263
Other gains	11	25
Executive Vehicle Scheme contributions ^(a)	8	10
Miscellaneous income	-	20
Total other income	157	318

(a) Executive Vehicle Scheme contributions received from personnel provided by the Department of Jobs, Tourism, Science and Innovation are recognised as income.

(See also Note 2.1 'Supplies and services' and 3.1 'Income from State Government').

3.0 DISCLOSURES AND LEGAL COMPLIANCE

NOTE 4. ASSETS AND LIABILITIES

This section includes information regarding assets Tourism WA utilises to gain economic benefits or provide service potential along with the key accounting policies and financial information about the performance of these assets. This section also sets out other assets and liabilities that arose from Tourism WA's controlled operations and includes other assets utilised for economic benefits and liabilities incurred during normal operations:

	Notes
Property, plant and equipment	4.1
Intangible assets	4.2
Right-of-use assets	4.3
Receivables	4.4
Prepayments	4.5
Amounts receivable for services	4.6
Other non-current assets	4.7
Payables	4.8
Other provisions	4.9

4.1 Property, plant and equipment

	Furniture, fittings and equipment	Computer equipment	Total
Year ended 30 June 2023	\$'000	\$'000	\$'000
1 July 2022			
Gross carrying amount	24	283	307
Accumulated depreciation	(13)	(222)	(235)
Carrying amount at start of period	11	61	72
Additions	-	-	-
Disposals – gross carrying amount	-	(6)	(6)
Disposals – accumulated depreciation and impairment loss	-	6	6
Depreciation	(1)	(36)	(37)
Carrying amount at end of period	10	25	35
Comprising:			
Gross carrying amount	24	277	301
Accumulated depreciation	(14)	(252)	(266)
Carrying amount at end of period	10	25	35

Initial recognition

Items of property, plant and equipment costing \$5,000 or more are measured initially at cost. Where an asset is acquired for no cost or significantly less than fair value, the cost is valued at its fair value at the date of acquisition. Items of property, plant and equipment costing less than \$5,000 are immediately expensed direct to the Statement of Comprehensive Income (other than where they form part of a group of similar items which are significant in total).

Subsequent measurement

Subsequent to initial recognition of an asset, property, plant and equipment are stated at historical cost less accumulated depreciation and accumulated impairment losses. As at 30 June 2023, there were no indications of impairment to property, plant and equipment.

3.0 DISCLOSURES AND LEGAL COMPLIANCE

Useful lives

All items of property, plant and equipment having a limited useful life are systematically depreciated over their estimated useful lives in a manner that reflects the consumption of their future economic benefits.

Depreciation is calculated on a straight-line basis, at rates that allocate the asset's value, less any estimated residual value, over its estimated useful life. The estimated useful lives for the different asset classes for current and prior years are as follows:

Asset class	Useful life
Furniture, fittings and equipment	5 to 10 years
Computer equipment	3 to 5 years

The estimated useful lives, residual values and depreciation method are reviewed at the end of each annual reporting period and adjustments made where appropriate.

Impairment

Non-financial assets, including items of property, plant and equipment, intangible assets and right-of-use assets, are tested for impairment whenever there is an indication that the asset may be impaired. Where there is an indication of impairment, the recoverable amount is estimated. Where the recoverable amount is less than the carrying amount, the asset is considered impaired and is written down to the recoverable amount and an impairment loss is recognised.

Where an asset measured at cost is written down to its recoverable amount, an impairment loss is recognised through profit or loss.

If there is an indication that there has been a reversal in impairment, the carrying amount is increased to its recoverable amount. However this reversal does not increase the asset's carrying amount above what would have been determined, net of depreciation or amortisation, if no impairment loss had been recognised in prior years.

3.0 DISCLOSURES AND LEGAL COMPLIANCE

4.2 Intangible assets

Year ended 30 June 2023

1 July 2022

Gross carrying amount

Accumulated amortisation

Carrying amount at start of period

Additions

Transfers

Disposals – gross carrying amount

Disposals – accumulated amortisation reversed on disposal

Amortisation expense

Carrying amount at end of period

Comprising:

Gross carrying amount

Accumulated amortisation

Carrying amount at end of period

	Software	Development costs	Total
	\$'000	\$'000	\$'000
Gross carrying amount	719	706	1,425
Accumulated amortisation	(17)	(706)	(723)
Carrying amount at start of period	702	-	702
Additions	-	-	-
Transfers	-	-	-
Disposals – gross carrying amount	-	(706)	(706)
Disposals – accumulated amortisation reversed on disposal	-	706	706
Amortisation expense	(144)	-	(144)
Carrying amount at end of period	558	-	558
Comprising:			
Gross carrying amount	719	-	719
Accumulated amortisation	(161)	-	(161)
Carrying amount at end of period	558	-	558

Initial recognition

Intangible assets are initially recognised at cost. For assets acquired at significantly less than fair value, the cost is their fair value at the date of acquisition.

Acquired and internally generated intangible assets costing \$5,000 or more that comply with the recognition criteria of AASB 138 Intangible Assets (as noted above) are capitalised.

Costs incurred below these thresholds are immediately expensed directly to the Statement of Comprehensive Income.

3.0 DISCLOSURES AND LEGAL COMPLIANCE

An internally generated intangible asset arising from development (or from the development phase of an internal project) is recognised if, and only if, all of the following are demonstrated:

- the technical feasibility of completing the intangible asset so that it will be available for use or sale;
- an intention to complete the intangible asset, and use or sell it;
- the ability to use or sell the intangible asset;
- the intangible asset will generate probable future economic benefit;
- the availability of adequate technical, financial and other resources to complete the development and to use or sell the intangible asset; and
- the ability to measure reliably the expenditure attributable to the intangible asset during its development.

Costs incurred in the research phase of a project are immediately expensed.

Subsequent measurement

The cost model is applied for subsequent measurement of intangible assets, requiring the asset to be carried at cost less any accumulated amortisation and accumulated impairment losses.

Software

Software that is an integral part of the related hardware is recognised as property, plant and equipment. Software that is not an integral part of the related hardware is recognised as an intangible asset. Software controlled by Tourism WA has a finite useful life and is carried at cost less accumulated amortisation and accumulated impairment losses.

Development costs

Development costs incurred for an individual project are carried forward when the future economic benefits can reasonably be regarded as assured and the total project costs are likely to exceed \$50,000. Other development costs are expensed as incurred.

Useful lives

Amortisation of finite life intangible assets is calculated on a straight-line basis at rates that allocate the asset's value over its estimated useful life. All intangible assets controlled by Tourism WA have a finite useful life and zero residual value. Estimated useful lives are reviewed annually.

The estimated useful lives for each class of intangible asset are as follows:

3.0 DISCLOSURES AND LEGAL COMPLIANCE

Asset class	Useful life
Software ^(a)	3 to 5 years
Development costs	3 to 5 years

^(a) Software that is not integral to the operation of any related hardware.

Impairment of intangible assets

Intangible assets with indefinite useful lives are tested for impairment annually or when an indication of impairment is identified. As at 30 June 2023 there were no intangible assets with indefinite useful lives.

The policy in connection with testing for impairment is outlined in Note 4.1.

4.3 Right-of-use assets

Year ended 30 June 2023

	Accommodation	Total
	\$'000	\$'000
Carrying amount at start of period	58	58
Additions	4	4
Disposals	-	-
Depreciation	(18)	(18)
Net carrying amount at end of period	44	44

Tourism WA has a storage facility lease. This lease contract is made for a fixed period of 3 years with three 1 year options to renew the lease after that date. Lease payments for the storage facility, not leased through the Department of Finance, are renegotiated at the end of the lease term to reflect market rentals.

Tourism WA also has Memorandum of Understanding Agreements with the Department of Finance for other leases. These lease costs are not recognised under AASB 16 Leases because of substitution rights held by the Department of Finance and are accounted for as an expense as incurred.

3.0 DISCLOSURES AND LEGAL COMPLIANCE

Initial recognition

At the commencement date of the lease, Tourism WA recognises right-of-use assets and a corresponding lease liability. The right-of-use assets are measured at cost comprising of:

- the amount of the initial measurement of lease liability;
- any lease payments made at or before the commencement date less any lease incentives received;
- any initial direct costs; and
- restoration costs, including dismantling and removing the underlying asset.

The corresponding lease liabilities in relation to these right-of-use assets have been disclosed in note 5.1.

Tourism WA has elected not to recognise right-of-use assets and lease liabilities for short-term leases (with a lease term of 12 months or less) and low value leases (with an underlying value less than \$5,000). Lease payments associated with these leases are expensed over a straight-line basis over the lease term.

Subsequent measurement

The cost model is applied for subsequent measurement of right-of-use assets, requiring the asset to be carried at cost less any accumulated depreciation and accumulated impairment losses and adjusted for any re-measurement of lease liability.

Depreciation and impairment of right-of-use assets

Right-of-use assets are depreciated on a straight-line basis over the shorter of the lease term and the estimated useful lives of the underlying assets.

If ownership of the leased asset transfers to Tourism WA at the end of the lease term, or the cost reflects the exercise of a purchase option, depreciation is calculated using the estimated useful life of the asset.

Right-of-use assets are tested for impairment when an indication of impairment is identified. The policy in connection with testing for impairment is outlined in note 4.1.

4.4 Receivables

	2023	2022
	\$'000	\$'000
Current		
Receivables	90	81
Accrued revenue	100	23
Other receivables	744	474
GST receivable	1,859	1,893
Total receivables at the end of period	2,793	2,471

3.0 DISCLOSURES AND LEGAL COMPLIANCE

Receivables are initially recognised at their transaction price or, for those receivables that contain a significant financing component, at fair value. Tourism WA holds the receivables with the objective to collect the contractual cash flows and therefore subsequently measure the receivables at amortised cost using the effective interest method, less an allowance for any impairment.

Tourism WA recognises a loss allowance for expected credit losses (ECLs) on a receivable not held at fair value through profit or loss. The ECLs are based on the difference between the contractual cash flows and the cash flows that Tourism WA expects to receive, discounted at the original effective interest rate. Individual receivables are written off when Tourism WA has no reasonable expectation of recovering contractual cash flows. Tourism WA had no expected credit losses or write offs for the year.

4.5 Prepayments

	2023	2022
	\$'000	\$'000
<u>Current</u>		
Event sponsorship	4,605	8,049
Licence, maintenance and support fees	140	295
Marketing campaign activity	-	209
Other	301	64
Total current	5,046	8,617
<u>Non-current</u>		
Licence, maintenance and support fees	-	46
Total non-current	-	46
Total prepayments at the end of period	5,046	8,663

Prepayments represent payments in advance of receipt of goods or services or that part of expenditure made in one accounting period covering a term extending beyond that period.

3.0 DISCLOSURES AND LEGAL COMPLIANCE

4.6 Amounts receivable for services (holding account)

	2023	2022
	\$'000	\$'000
Current	475	475
Non-current	3,670	4,145
Total amounts receivable for services at the end of period	4,145	4,620

Amounts receivable for services represent the non-cash component of service appropriations. For Tourism WA, the non-cash component of service appropriations was received up to 30 June 2017 (prior to Machinery of Government changes). The balance of amounts receivable for services is restricted in that it can only be used for asset replacement.

The amounts receivable for services are financial assets at amortised cost and are not considered impaired (ie. there is no expected credit loss of the holding account).

4.7 Other non-current assets

	2023	2022
	\$'000	\$'000
Investments at fair value through profit or loss	-	-
Total other non-current assets at the end of period	-	-

During the year Tourism WA sold its 13.57% interest in the Australian Tourism Data Warehouse Pty Ltd, which was classified as a fair value through profit and loss financial asset in accordance with AASB 9 Financial Instruments. Its principal activity was the development of a database for Australian tourism products. The fair value of the investment was historically determined using level 2 inputs (being financial assets that do not have regular market pricing, but whose fair value can be determined based on other data values or market prices), which equated to Tourism WA's shareholder equity interest and as there was no active market, the investment was revalued to nil during the prior year.

3.0 DISCLOSURES AND LEGAL COMPLIANCE

4.8 Payables

	2023	2022
	\$'000	\$'000
Current		
Trade payables	809	3,172
Accrued expenses	5,449	8,018
Accrued salaries	10	3
Total payables at the end of period	6,268	11,193

Payables are recognised at the amounts payable when Tourism WA becomes obliged to make future payments as a result of a purchase of assets or services or agreed contractual milestones. The carrying amount is equivalent to fair value as settlement is generally within 20 days.

Accrued salaries represent the amount due to Commissioners, but unpaid, at the end of the reporting period. Accrued salaries are settled within a fortnight after the reporting period. Tourism WA considers the carrying amount of accrued salaries to be equivalent to its fair value.

4.9 Other provisions

	2023	2022
	\$'000	\$'000
Current		
Annual leave – overseas staff	115	130
Total other provisions at the end of period	115	130

Provision is made for benefits accruing to overseas staff in respect of annual leave for services rendered up to the reporting date and recorded as an expense during the period the services are delivered.

Employee related provisions associated with local staff were transferred to the Department of Jobs, Tourism, Science and Innovation following the transfer of staff to the Department on 1 July 2017. Reported provisions solely represent annual leave provisions for overseas staff of Tourism WA.

3.0 DISCLOSURES AND LEGAL COMPLIANCE

Note 5. Financing

This section sets out the material balances and disclosures associated with the financing and cashflows of Tourism WA.

	Notes
Lease liabilities	5.1
Finance costs	5.2
Cash and cash equivalents	5.3
Capital commitments	5.4

5.1 Lease liabilities

	2023	2022
	\$'000	\$'000
Not later than one year	18	16
Later than one year and not later than five years	27	42
Later than five years	-	-
Total lease liabilities at the end of period	45	58
Current	18	16
Non-current	27	42
Total lease liabilities at the end of period	45	58

Initial measurement

At the commencement date of the lease, Tourism WA recognises lease liabilities measured at the present value of lease payments payable over the lease term. The lease payments are discounted using the interest rate implicit in the lease. If that rate cannot be readily determined, Tourism WA uses the incremental borrowing rate provided by the Western Australian Treasury Corporation.

3.0 DISCLOSURES AND LEGAL COMPLIANCE

Lease payments included by Tourism WA as part of the present value calculation of lease liability include:

- fixed payments (including in-substance fixed payments) less any lease incentives receivable;
- variable lease payments that depend on an index or a rate initially measured using the index or rate as at the commencement date
- amounts expected to be payable by the lessee under residual value guarantees
- the exercise price of purchase options (where these are reasonably certain to be exercised); and
- payments for penalties for terminating a lease, where the lease term reflects Tourism WA exercising an option to terminate the lease.

Periods covered by extension or termination options are only included in the lease term by Tourism WA if the lease is reasonably certain to be extended (or not terminated).

The interest on the lease liability is recognised in profit or loss over the lease term so as to produce a constant periodic rate of interest on the remaining balance of the liability for each period. Lease liabilities do not include any future changes in variable lease payments (that depend on an index or rate) until they take effect, in which case the lease liability is reassessed and adjusted against the right-of-use asset.

Variable lease payments, not included in the measurement of lease liability, are recognised by Tourism WA in profit or loss in the period in which the condition that triggers those payments occurs.

Subsequent measurement

Lease liabilities are measured by increasing the carrying amount to reflect interest on the lease liabilities; reducing the carrying amount to reflect the lease payments made; and remeasuring the carrying amount at amortised cost, subject to adjustments to reflect any reassessment or lease modifications.

This section should be read in conjunction with note 4.3.

5.1 Lease liabilities (continued)

Lease expenses recognised in the Statement of Comprehensive Income

	2023	2022
	\$'000	\$'000
Lease interest expense	1	3
Expenses relating to variable lease payments not included in lease liabilities	8	7
Total lease expenses	9	10

Variable lease payments that are not included in the measurement of the lease liability are recognised in the period in which the event or condition that triggers those payments occurs.

3.0 DISCLOSURES AND LEGAL COMPLIANCE

5.2 Finance costs

	2023	2022
	\$'000	\$'000
Finance costs		
Interest expense on lease liabilities	1	3
Total finance cost expensed	1	3

Finance costs represent the interest component of lease liability repayments.

5.3 Cash and cash equivalent

	2023	2022
	\$'000	\$'000
Cash and cash equivalents	11,530	16,150
Restricted cash and cash equivalents - Royalties for Regions Fund ^(a)	1,310	2,827
Balance at end of period	12,840	18,977

(a) Unspent funds are either committed to projects and programs in WA regional areas or will be returned to the Department of Treasury.

For the purpose of the Statement of Cash Flows, cash and cash equivalent (and restricted cash and cash equivalent) assets comprise cash on hand and short-term deposits with original maturities of three months or less that are readily convertible to a known amount of cash and which are subject to insignificant risk of changes in value.

5.4 Capital commitments

Tourism WA has no capital expenditure commitments at the end of the reporting period (2022: Nil).

NOTE 6. FINANCIAL INSTRUMENTS AND CONTINGENCIES

This note sets out the key risk management policies and measurement techniques of Tourism WA.

	Notes
Financial instruments	6.1
Contingent assets and liabilities	6.2

6.1 Financial instruments

The carrying amounts of each of the following categories of financial assets and financial liabilities at the end of the reporting period are:

Financial assets

Cash and cash equivalents

Financial assets at amortised cost ^(a)**Total financial assets**Financial liabilitiesFinancial liabilities at amortised cost ^(b)**Total financial liabilities**

	2023	2022
	\$'000	\$'000
Cash and cash equivalents	12,840	18,977
Financial assets at amortised cost ^(a)	5,078	5,197
Total financial assets	17,918	24,174
Financial liabilities at amortised cost ^(b)	6,313	11,251
Total financial liabilities	6,313	11,251

(a) The amount of financial assets at amortised cost excludes GST recoverable from the ATO (statutory receivable).

(b) The amount of financial liabilities at amortised cost excludes GST payable from the ATO (statutory payables).

3.0 DISCLOSURES AND LEGAL COMPLIANCE

Financial assets

Financial assets are initially measured at fair value. Transaction costs are included as part of the initial measurement, except for financial assets at fair value through profit or loss. Such assets are subsequently measured at either amortised cost or fair value depending on their classification. Classification is determined based on both the business model within which such assets are held and the contractual cash flow characteristics of the financial asset unless an accounting mismatch is being avoided.

Financial assets are derecognised when the rights to receive cash flows have expired or have been transferred and the entity has transferred substantially all the risks and rewards of ownership. When there is no reasonable expectation of recovering part or all of a financial asset, its carrying value is written off.

Measurement

All financial assets and liabilities are carried without subsequent remeasurement.

6.2 Contingent assets and liabilities

Contingent assets and contingent liabilities are not recognised in the Statement of Financial Position but are disclosed and, if quantifiable, are measured at the best estimate. Contingent assets and liabilities are presented inclusive of GST receivable or payable respectively.

Tourism WA has no contingent assets or liabilities at reporting date (2022: Nil).

NOTE 7. OTHER DISCLOSURES

	Notes
Events occurring after the end of the reporting period	7.1
Changes in accounting policies	7.2
Key management personnel	7.3
Related party transactions	7.4
Related bodies	7.5
Affiliated bodies	7.6
Remuneration of auditors	7.7
Supplementary financial information	7.8

7.1 Events occurring after the end of the reporting period

The Statement of Comprehensive Income and Statement of Financial Position have been prepared on the basis of conditions existing at reporting date. There is no additional evidence of events or conditions occurring after balance date that may have an impact on the financial statements.

7.2 Changes in accounting policies

Tourism WA considers there is no material impact of initial application of Australian Accounting Standards that are operative for reporting periods ended on or after 30 June 2023.

Tourism WA made no voluntary changes to accounting policies during the reporting period.

7.3 Key management personnel

Tourism WA has determined key management personnel to include Cabinet Ministers, members of the accountable authority (board members) and senior officers of Tourism WA. Tourism WA does not incur expenditures to compensate Ministers and those disclosures may be found in the Annual Report on State Finances.

The total fees, salaries, superannuation, non-monetary benefits and other benefits for Board members and senior officers of Tourism WA for the reporting period are presented below.

3.0 DISCLOSURES AND LEGAL COMPLIANCE

Compensation of members of the accountable authority

Compensation band (\$)	2023	2022
60,001 – 70,000	1	-
50,001 – 60,000	-	1
40,001 – 50,000	1	-
30,001 – 40,000	2	4
20,001 – 30,000	2	1
10,001 – 20,000	1	-
0 – 10,000	2	-
	\$'000	\$'000
Total compensation of members of the accountable authority	267	232

Compensation of senior officers

Compensation band (\$)	2023	2022
350,001 – 400,000	1	-
300,001 – 350,000	-	-
250,001 – 300,000	-	-
200,001 – 250,000	3	2
150,001 – 200,000	2	1
100,001 – 150,000	1	1
50,001 – 100,000	-	5
0 – 50,000	6	4
	\$'000	\$'000
Total compensation of senior officers	1,690	1,308

3.0 DISCLOSURES AND LEGAL COMPLIANCE

Senior officers are defined as those officers who sat on the Executive Management Team for part or all of the financial year.

Compensation details of senior officers are disclosed in this note however these personnel are remunerated by the Department of Jobs, Tourism, Science and Innovation. The Department provides personnel resources to Tourism WA, including senior officers, and associated costs are recognised under 'Supplies and services' (see Note 2.1). One of the senior officers provided to Tourism WA is a member of the Gold State pension scheme.

7.4 Related party transactions

Tourism WA is a wholly-owned public sector entity that is controlled by the State of Western Australia.

Related parties of Tourism WA include:

- all Cabinet Ministers and their close family members, and their controlled or jointly controlled entities;
- all key management personnel and their close family members, and their controlled or jointly controlled entities
- other agencies and statutory authorities, including related bodies, that are included in the whole of government consolidated financial statements (ie. wholly-owned public sector entities);
- associates and joint ventures of a wholly-owned public sector entity; and
- the Government Employees Superannuation Board (GESB).

Material transactions with related parties

There were no related party transactions during the year that involved key management personnel and/or their close family members and/or their controlled (or jointly controlled) entities.

7.5 Related bodies

Tourism WA had no related bodies during the financial year.

7.6 Affiliated bodies

Business Events Perth

Tourism WA has an agreement with Business Events Perth (BEP) for the provision of business events marketing and promotional services. The current agreement expires 30 June 2023.

3.0 DISCLOSURES AND LEGAL COMPLIANCE

Tourism WA controls the activities of BEP to the extent that it provides the majority of BEP's funding and that BEP has contracted to submit its annual operation plan and budget for approval by Tourism WA prior to implementation. BEP is not subject to operational control by Tourism WA. BEP received more than 50% of its total funding from Tourism WA in 2022-23.

Payments inclusive of GST made to BEP in 2022-23 totalled \$11,550,000 (2021-22: \$6,109,400).

Regional Tourism Organisations

Tourism WA has Marketing and Services Agreements with each of the five Regional Tourism Organisations (RTOs) in Western Australia to promote and market the regions. The RTOs comprise Destination Perth, Australia's Coral Coast, Australia's Golden Outback, Australia's South West and Australia's North West. The current agreements expire 30 June 2026.

The RTOs are not subject to operational control by Tourism WA but are required to submit their annual business plan for approval prior to implementation. All of the RTOs, except Australia's South West, received more than 50% of their total funding from Tourism WA in 2022-23.

Base payments made, inclusive of GST, to each of the RTOs that were affiliated bodies in 2022-23 were \$861,925 (2021-22: \$912,537). Total additional payments of \$166,664 were made to the RTOs that were affiliated bodies in 2022-23 for other activities (2021-22: \$1,089,645).

Western Australian Indigenous Tourism Operators Council (WAITOC)

Tourism WA has two Marketing and Services Agreements with WAITOC to promote the Western Australian Aboriginal tourism sector, both expiring on 30 June 2025.

WAITOC is not subject to operational control by Tourism WA but received more than 50% of its total funding from Tourism WA in 2022-23.

Total payments made, inclusive of GST, to WAITOC in 2022-23 were \$2,617,297 (2021-22: \$2,069,699).

7.7 Remuneration of auditors

Remuneration paid or payable to the Auditor General in respect of the audit for the current financial year is as follows:

	2023	2022
	\$'000	\$'000
Auditing the accounts, financial statements, controls and key performance indicators	136	130
	136	130

7.8 Supplementary financial information

(a) Write-offs

During the financial year, nil was written off Tourism WA's books under the authority of:

The accountable authority
The Minister
The Treasurer

2023	2022
\$'000	\$'000
-	-
-	-
-	-
-	-

(b) Losses through theft, defaults and other causes

Losses of public money, other money and public and other property through theft or default
Amounts recovered

2023	2022
\$'000	\$'000
-	-
-	-
-	-

(c) Forgiveness of debts

Forgiveness (or waiver) of debts by Tourism WA

2023	2022
\$'000	\$'000
-	-
-	-

(d) Gifts of public property

Gifts of public property provided by Tourism WA

2023	2022
\$'000	\$'000
58	30
58	30



Note 8. Explanatory statements

This section explains variations in the financial performance of Tourism WA.

	Notes
Explanatory Statement for controlled operations	8.1
Explanatory Statement for administered items	8.2

8.1 Explanatory Statement for controlled operations

This section explains variations in the financial performance of Tourism WA for operations under its own control, as represented by the primary financial statements.

All variances between annual estimates (original budget) and actual results for 2023, and between the actual results for 2023 and 2022, are shown. Narratives are provided for key major variances that are greater than 10% from their comparative and where the variation is more than 1% of the dollar aggregate of the following variance analyses for the:

1. Estimate and actual results for the current year
 - Total Cost of Services of the estimate for the Statements of Comprehensive Income and Cash Flows (\$1,672,610); and
 - Total Assets of the estimate for the Statement of Financial Position (\$33,042,000).
2. Actual results for the current year and the prior year actual:
 - Total Cost of Services of the previous year for the Statements of Comprehensive Income and Cash Flows (\$1,067,760); and
 - Total Assets of the previous year for the Statement of Financial Position (\$35,563,000).

Estimates reported in this note represent original budget estimates. During the course of any given year, budgets are revised to account for new or adjusted Government initiatives through State budget processes.

3.0 DISCLOSURES AND LEGAL COMPLIANCE

STATEMENT OF COMPREHENSIVE INCOME VARIANCES

8.1.1 Statement of Comprehensive Income variances		Original Estimate 2023	Actual 2023	Actual 2022	Variance between actual and estimate	Variance between actual results for 2023 and 2022
	Variance Note	\$'000	\$'000	\$'000	\$'000	\$'000
COST OF SERVICES						
Expenses						
Employee benefits expenses		282	265	241	(17)	24
Supplies and services	a	57,844	54,136	41,119	(3,708)	13,017
Depreciation and amortisation expenses		744	199	97	(545)	102
Accommodation expenses		789	763	681	(26)	82
Grants and subsidies	b	9,401	9,890	12,592	489	(2,702)
Event operations expenses	1 & c	52,207	40,814	23,333	(11,393)	17,481
Advertising and promotion expenses	2 & d	45,987	37,812	28,320	(8,175)	9,492
Other expenses		7	49	393	42	(344)
Total cost of services		167,261	143,928	106,776	(23,333)	37,152
Income						
Commonwealth grants and contributions		-	-	864	-	(864)
Interest revenue		250	972	115	722	857
Other income		1,090	157	318	(933)	(161)
Total Income		1,340	1,129	1,297	(211)	(168)
NET COST OF SERVICES		165,921	142,799	105,479	(23,122)	37,320
Income from State Government						
Income from other public sector entities	3 & e	129,024	110,653	66,609	(18,371)	44,044
Resources received	f	18,122	19,175	14,894	1,053	4,281
Royalties for Regions Fund	4 & g	16,279	14,131	11,472	(2,148)	2,659
Total income from State Government		163,425	143,959	92,975	(19,466)	50,984
SURPLUS/(DEFICIT) FOR THE PERIOD		(2,496)	1,160	(12,504)	3,656	13,664

STATEMENT OF COMPREHENSIVE INCOME VARIANCES

8.1.2 Statement of Financial Position variances		Original Estimate 2021	Actual 2023	Actual 2022	Variance between actual and estimate	Variance between actual results for 2023 and 2022
	Variance Note	\$'000	\$'000	\$'000	\$'000	\$'000
ASSETS						
Current Assets						
Cash and cash equivalents		17,050	11,530	16,150	(5,520)	(4,620)
Restricted cash and cash equivalents		-	1,310	2,827	1,310	(1,517)
Receivables		2,471	2,793	2,471	322	322
Prepayments	5 & h	8,643	5,046	8,617	(3,597)	(3,571)
Amounts receivable for services		475	475	475	-	-
Total Current Assets		28,639	21,154	30,540	(7,485)	(9,386)
Non-Current Assets						
Amounts receivable for services		3,670	3,670	4,145	-	(475)
Prepayments		20	-	46	(20)	(46)
Property, plant and equipment	6	405	35	72	(370)	(37)
Intangible assets		302	558	702	256	(144)
Right-of-use assets		6	44	58	38	(14)
Other non-current assets		-	-	-	-	-
Total Non-Current Assets		4,403	4,307	5,023	(96)	(716)
TOTAL ASSETS		33,042	25,461	35,563	(7,581)	(10,102)
LIABILITIES						
Current Liabilities						
Payables		11,018	6,268	11,193	(4,750)	(4,925)
Lease liabilities		5	18	16	13	2
Employee related provisions		130	115	130	(15)	(15)
Total Current Liabilities		11,153	6,401	11,339	(4,752)	(4,938)
Non-Current Liabilities						
Lease liabilities		2	27	42	25	(15)
Total Non-Current Liabilities		2	27	42	25	(15)
TOTAL LIABILITIES		11,155	6,428	11,381	(4,727)	(4,953)
NET ASSETS		21,887	19,033	24,182	(2,854)	(5,149)
EQUITY						
Contributed equity		13,163	6,653	12,962	6,510)	(6,309)
Accumulated surplus		8,724	12,380	11,220	3,656	1,160
TOTAL EQUITY		21,887	19,033	24,182	(2,854)	(5,149)

3.0 DISCLOSURES AND LEGAL COMPLIANCE

STATEMENT OF CASH FLOWS VARIANCES

8.1.1 Statement of cash flows variances						
	Variance Note	Original Estimate 2023	Actual 2023	Actual 2022	Variance between estimate and actual	Variance between actual results for 2023 and 2022
		\$'000	\$'000	\$'000	\$'000	\$'000
CASH FLOWS FROM STATE GOVERNMENT						
Funds from other public sector entities	7 & i	129,024	110,653	66,609	(18,371)	44,044
Capital appropriations		201	166	201	(35)	(35)
Holding account drawdown		475	475	475	-	-
Royalties for Regions Fund	8 & j	16,279	14,132	11,472	(2,147)	2,660
Net cash provided by State Government		145,979	125,426	78,757	(20,553)	46,669
CASH FLOWS FROM OPERATING ACTIVITIES						
Payments						
Employee benefits		(282)	(304)	(213)	(22)	(91)
Supplies and services	9 & k	(39,607)	(34,588)	(26,657)	5,019	(7,931)
Accommodation		(789)	(928)	(658)	(139)	(270)
Grants and subsidies	l	(9,401)	(9,265)	(12,708)	136	3,443
GST payments on purchases	10 & m	(7,000)	(10,919)	(6,787)	(3,919)	(4,132)
Event operations payments	11 & n	(52,207)	(39,680)	(21,317)	12,527	(18,363)
Advertising and promotion payments	12 & o	(45,987)	(40,929)	(25,820)	5,058	(15,109)
Lease interest payments		7	(1)	(3)	6	2
Other payments		-	(308)	(162)	(308)	(146)
Receipts						
Commonwealth grants		-	-	864	-	(864)
Interest received		250	895	101	645	794
GST receipts on sales		200	23	212	(177)	(189)
GST receipts from taxation authority	13 & p	6,800	10,782	6,189	3,982	4,593
Other receipts		800	151	316	(649)	(165)
Net cash used in operating activities		(147,230)	(125,071)	(86,643)	22,159	(38,428)
CASH FLOWS FROM INVESTING ACTIVITIES						
Payments						
Purchase of non-current assets		(625)	-	(357)	(625)	(357)
Net cash used in investing activities		(625)	-	(375)	(625)	(625)
CASH FLOWS FROM FINANCING ACTIVITIES						
Payments						
Principal elements of lease payments		(51)	(17)	(39)	34	(22)
Non-retained revenue distributed to owner	14 & q	-	(6,475)	-	(6,475)	(6,475)
Net cash used in financing activities		(51)	(6,492)	(39)	(6,441)	(6,453)
Net increase/(decrease) in cash and cash equivalents		(1,927)	(6,137)	(8,282)	(4,210)	2,145
Cash and cash equivalents at the beginning of the period		18,977	18,977	27,259	-	(8,282)
CASH AND CASH EQUIVALENTS AT THE END OF THE PERIOD		17,050	12,840	18,977	(4,210)	(6,137)

Major estimate and actual (2023) variance narratives

Statement of Comprehensive Income

1. Event operations expenses are lower than estimated largely due to the deferral of funding to fund major events in future years.
2. Advertising and promotion expenses are lower than expected due to the deferral of Aviation Recovery Funding to future years to align with the expected timing of aviation agreements and related payments to airlines.
3. Income from other public sector entities represents Government cash funding received by Tourism WA through the Department of Jobs, Tourism, Science and Innovation. Funding received is lower than estimated due to the deferral of funding for international aviation recovery and major events to future years.
4. Royalties for Regions funding received was lower than estimated as a result of the deferral of regional events funding of \$1.6m to future years to provide sufficient funding across future years in alignment with the projected timing of proposed regional events.

Statement of Financial Position

5. Prepayments are lower than anticipated due to the deferral of event funding thereby reducing the projected level of sponsorship milestones paid at the end of the year for next year's events.
6. Capital budget of \$0.996m was deferred to 2023-24 to align with the revised timings of the Wanju (visitor) Centre relocation/fit-out.

Cash Flow Statement

7. Refer to 3 above
8. Refer to 4 above
9. Lower supplies and services payments than what was estimated due to deferral of events budget to future years thereby reducing event marketing services expected to be paid as well as lower professional services paid than expected due to the delayed spending on Destination Development Programmes including National Park Tourism Experiences Development and Tourism Workforce Development Program where funding was deferred to 2023-24 to align with expected timings of delivery.
10. Increase in GST payments is representative of the reduction in accruals at year-end and the increased level of agency supplier invoices captured and processed in the last quarter.
11. Refer to 1 above
12. Refer to 2 above
13. The increase in GST receipts from taxation authorities is representative of the increased level of agency expenditure in 2022-23 compared to the prior year, particularly in the last quarter.
14. During the year Tourism WA returned \$6.475 million of unspent draw-down funding from the Safe Transition Industry Support Package to the Department of Treasury.

3.0 DISCLOSURES AND LEGAL COMPLIANCE

Major actual (2023) and comparative (2022) variance narratives

Statement of Comprehensive Income

- a. Expenditure on supplies and services is higher than the prior year, largely due to:
 - higher personnel costs due to increased salary rates and allowances, fewer vacancies and an increase in corporate overheads allocated compared to the prior year. Personnel and corporate overheads are provided by the Department of Jobs, Tourism, Science and Innovation and these costs are recognised in supplies and services; and
 - increase in contracts for service due to a \$5 million funding boost in 2022-23 (from Reconnect WA funding) for Business Events Perth
 - higher expenditure on public relations services (including advocacy and talent fees), digital marketing and content creation services and agency overseas representation fees with increased activity in 2022-23 due to the launch of the global campaign, delivery of Reconnect WA funded initiatives and easing of travel restrictions. Prior year spending was also reduced due to delays in project delivery, the impacts of COVID-19 on agency activity and changes in service delivery models for some marketing activity.
- b. Grants in 2022-23 were less than the prior year due to the high level of industry support programmes administered in the prior year in response to COVID-19 through the Safe Transition Industry Support Package Programme and Tourism and Travel Agent Support Fund. Refer to note 2.2 'Grants and subsidies' in the notes to the financial statements for additional information.
- c. Increase in event operations expenses is reflective of COVID-19 restrictions on travel and mass gatherings in place for most of 2021-22 that resulted in the deferral or cancellation of several events in the prior year.
- d. Increase in advertising and promotion expenditure in 2022-23 compared to 2021-22 is mostly due to increased spending for Aviation Recovery, additional spending for the Kimberley Flood Tourism Recovery Package and an overall increase in marketing activity due to the global campaign launch, delivery of Reconnect WA funded initiatives and a full year of the WA border being open.
- e. Increase in funding compared to the prior year is reflective of WA borders being open for a full year and corresponding increase in activity across marketing and events to deliver key initiatives in the current year to promote and drive increased visitation to WA (refer to a to d above).
- f. Higher 'resources received' are due to the increase in personnel and corporate overhead costs provided by the Department of Jobs, Tourism, Science and Innovation (refer to above). The increase in corporate overheads is partly due to the transitional change in the funding model that commenced in 2021-22 with all corporate overheads in 2022-23 now being incurred by the Department of Jobs, Tourism, Science and Innovation and recharged through resources received free of charge to Tourism WA in 2022-23
- g. Royalties for Regions funding received are higher in the current year than the prior year due to the increase of events held under the Regional Events programme this year compared to the prior year. COVID-19 restrictions for most of 2021-22 resulted in cancellation or deferral of events in the prior year and reduced funding as a result.

Statement of Financial Position

- h. Prepayments were higher at the end of 2021-22 due to the increased value of milestone payments paid at the end of the prior year for events in the following financial year.

Cash Flow Statement

- i. Refer to e above
- j. Refer to g above
- k. Increase in supplies and services payments from the prior year is due to an additional \$ 5 million paid to Business Events Perth (refer to Note 7.6) under contracts for service from the Reconnect WA boost funding in 2022-23.
- l. Refer to b above
- m. Refer to 10 above
- n. Refer to c above
- o. Refer to d above
- p. Refer to 13 above
- q. Refer to 14 above

3.0 DISCLOSURES AND LEGAL COMPLIANCE

8.2 Explanatory Statement for administered items

This section explains variations in the financial performance of Tourism WA for the undertaking of transactions as an agent of the State Government, as represented in the administered schedules.

All variances between annual estimates and actual results for 2023, and between the actual results for 2023 and 2022, are shown below. Narratives are provided for key major variances which are greater than 10% and 1% of Total Administered Income.

	Variance Note	Original Estimate 2023 \$'000	Actual 2023 \$'000	Actual 2022 \$'000	Variance between estimate and actual \$'000	Variance between actual results for 2023 and 2022 \$'000
Administered Items Variances						
Income						
Income from other public sector entities		-	-	2,800	-	(2,800)
Total administered income	a	-	-	2,800	-	(2,800)
Expenses						
Grants and subsidies		299	299	-	-	299
Total administered expenses	a	299	299	-	-	299

Major actual (2023) and comparative (2022) variance narratives

- a. Funding provided to Qantas is for Perth airport infrastructure and is linked to milestones associated with Perth to London direct flights. Expenditure in relation to funds received in 2021-22 was deferred to 2022-23 due to the direct flights recommencing in May 2023.



3.0 DISCLOSURES AND LEGAL COMPLIANCE

3.3 KEY PERFORMANCE INDICATORS

CERTIFICATION OF KEY PERFORMANCE INDICATORS

We hereby certify that the performance indicators are based on proper records, are relevant and appropriate for assisting users to assess the Western Australian Tourism Commission's performance, and fairly represent the performance of the Western Australian Tourism Commission for the financial year ended 30 June 2023.



Di Bain

Chair

31 August 2023



Janelle Marr

Commissioner

31 August 2023

KEY PERFORMANCE INDICATORS

The following Key Performance Indicators (KPIs) were developed in consultation with the Department of Treasury and the Office of the Auditor General (OAG). These KPIs came into effect in July 2020, with this being the third year they have been reported on. These KPIs were developed to more closely align Agency KPIs with government goals. Where results are available and comparable, actuals for historical years have been provided.

The government goal that is supported by the Western Australian Tourism Commission (Tourism WA) is: "Future Jobs and Skills: Grow and diversify the economy, create jobs, and support skills development."

The desired outcome supporting this is: "Increased competitiveness and viability of the Western Australian tourism industry." 'Competitiveness' reflects the fact Western Australia faces real product competition with other interstate and overseas destinations. Tourism industry 'viability' is secured when it is characterised by profitability and new investment whilst being sensitive to community views and environmental concerns.

The KPIs provide an indication of whether Tourism WA has achieved this outcome. Tourism WA has two types of KPIs.

Key Effectiveness Indicators

Key Effectiveness Indicators assist with the assessment of agency performance in the achievement of government desired outcomes.

Key Efficiency Indicators

Key Efficiency Indicators assist with the assessment of agency service delivery. They monitor the relationship between the service delivered and the resources used to produce the service.

KEY EFFECTIVENESS INDICATORS

1. Total dollar amount spent by visitors in Western Australia

This KPI measures the result of successfully promoting Western Australia as a visitor destination and facilitating visitation through cooperative marketing campaigns and aviation access development. This KPI includes spend from domestic overnight, international overnight, and daytrip visitors. While Tourism WA does not directly control visitor spend in the State, it is influenced by Tourism WA's activities.

Total visitor spend in Western Australia saw a significant increase in 2022-23 compared to previous years, due to international and state borders being fully open from 3 March 2022. The target of \$11.8 billion was exceeded with an actual spend of \$14 billion, driven by incremental spend from international, interstate and daytrips alongside intrastate spend that has remained flat during the period.

3.0 DISCLOSURES AND LEGAL COMPLIANCE

	2022-23 Target	Results ¹				
		2022-23 Actual	2021-22 Actual	2020-21 Actual	2019-20 Actual	2018-19 Actual
KPI 1 Total dollar amount spent by visitors in Western Australia	\$11.8 billion	\$14.0 billion	\$10.4 billion	\$8.8 billion	\$9.1 billion	11.5 billion

¹ Results relate to the calendar year rather than the financial year due to reporting delays, so 2022-23 relates to calendar year 2022

- i. Spend information is sourced from the Regional Expenditure data, provided by Tourism Research Australia (TRA). The expenditure figures are based on responses from TRA's National Visitor Survey (NVS) and International Visitor Survey (IVS) for the visitor's entire trip. The Regional Expenditure model allocates visitor expenditure to specific tourism regions to determine spend estimates for each of Australia's states.
- ii. The results of the NVS and IVS, including the Regional Expenditure data, are released by TRA each quarter and figures are reported for the latest 12-month period (i.e., Year Ended (YE) December 2022 in this instance). YE December information is used as it is usually available ahead of each year's State Budget process
- iii. The NVS figures are based on a large-scale survey of Australians, while the IVS figures are based on interviews with international visitors at airport departure lounges across Australia. The response rate for the NVS in YE December 2022 was 15%, with 90,075 interviews completed. IVS interviewing at airports ceased during COVID, but recommenced in 2022 with 14,437 interviews completed.
- iv. Overnight Domestic Visitors Definition: Australian residents aged 15 years and over who spent at least one night away from home in Western Australia.
- v. Overnight International Visitors Definition: International visitors aged 15 years and over who spent at least one night in Western Australia.
- vi. Daytrip Visitors Definition: Day trips or same day visitors are those who travel for a round trip distance of at least 50km, are away for home for at least 4 hours, and who do not spend a night away from home as part of their travel. Same day travel as part of overnight travel is excluded as is routine travel such as commuting between work/school and home.
- vii. Visitors include those travelling for all purposes including leisure, business, visiting friends and relatives and education.
- viii. Sample size for Western Australia: daytrips n=1,775; interstate n=431; intrastate n=3,132; international n=64,351. The international 'sample size' in YE December 2022 reflects a full count of passenger cards used to measure Overseas Arrivals and Departures (OAD) short-term visitor arrivals aged 15 years and over as reported by the Australian Bureau of Statistics. IVS interviewing recommenced at airports during 2022, which meant that the quality data relating to activities and spend whilst in Australia increased as sample data was combined with historic imputed data.
- ix. Confidence intervals for Western Australia at the 95% confidence level: daytrips \pm 8.8%; interstate \pm 11.5%; intrastate \pm 5.8%; international \pm 9.2%. These confidence intervals are calculated by TRA.

2. Total overnight visitors to/within Western Australia

This KPI measures the result of successfully promoting Western Australia as a visitor destination and facilitating visitation through cooperative marketing campaigns and aviation access development. This KPI reflects overnight visitors only, it does not include daytrip visitation. While Tourism WA does not directly control visitation to/within the State, it is influenced by Tourism WA's activities.

Total overnight visitors to/within Western Australia increased substantially in 2022-23 in response to the international and interstate unrestricted border openings from 3 March 2022. Visitors grew to 10.9 million, but this was 0.4 million less than the target. The rates of recovery of interstate and international visitors were the main reasons for the deficit, with interstate reaching 72% of pre-COVID levels and international 40% of pre-COVID levels.

	2022-23 Target	Results ¹				
		2022-23 Actual	2021-22 Actual	2020-21 Actual	2019-20 Actual	2018-19 Actual
KPI 2 Total overnight visitors to/within Western Australia	\$11.3 billion	\$10.9 billion	\$9.8 billion	\$9.0 billion	\$12 billion	10.8 billion

¹ Results relate to the calendar year rather than the financial year due to reporting delays, so 2022-23 relates to calendar year 2022

Notes:

- i. Visitor statistics are provided by Tourism Research Australia (TRA). The figures are based on responses from TRA's National Visitor Survey (NVS) and International Visitor Survey (IVS).
- ii. The results of the NVS and IVS are released by TRA each quarter and figures are reported for the latest 12-month period (i.e., Year Ended (YE) December 2022 in this instance). YE December information is used as it is usually available ahead of each year's State Budget process.
- iii. The NVS figures are based on a large-scale survey of Australians, while the IVS figures are based on interviews with international visitors at airport departure lounges across Australia. The response rates for the NVS in YE December 2022 was 15%, with 90,075 interviews completed. IVS interviewing at airports ceased during COVID, but recommenced in 2022 with 14,437 interviews completed.
- iv. Overnight Domestic Visitors Definition: Australian residents aged 15 years and over who spent at least one night away from home in Western Australia.
- v. Overnight International Visitors Definition: International visitors aged 15 years and over who spent at least one night in Western Australia.
- vi. Visitors include those travelling for all purposes including leisure, business, visiting friends and relatives and education.

3.0 DISCLOSURES AND LEGAL COMPLIANCE

vii. Sample size for Western Australia: daytrips n=1,775; interstate n=431; intrastate n=3,132; international n=64,351. The international ‘sample size’ in YE December 2022 reflects a full count of passenger cards used to measure Overseas Arrivals and Departures (OAD) short-term visitor arrivals aged 15 years and over as reported by the Australian Bureau of Statistics. IVS interviewing recommenced at airports during 2022, which meant that the quality data relating to activities and spend whilst in Australia increased as sample data was combined with historic imputed data.

viii. Confidence intervals for Western Australia at the 95% confidence level: interstate ± 9.4%; intrastate ± 3.6%; international ± 5.1%. These confidence intervals are calculated by TRA.

3. Western Australia’s market share of international visitor spend in Australia

Monitoring Western Australia’s market share of international visitor spend in Australia is useful for assessing how Western Australia is performing in comparison to other States/Territories. It is a useful indicator of how competitive the Western Australia tourism industry is. While Tourism WA does not directly control international visitor spend in the State, it is influenced by the agency’s activities.

The 2022-23 result reflects the 2022 calendar year, when Western Australia’s international borders were open for almost 10 months. The figure of 8.3% was higher than target 7.6%, and indeed higher than historic rates. This is due to the differing impact of restricted travel across key international markets, meaning that Western Australia attracted proportionally more international visitors and spend than the rest of Australia. A notable example of this was the China market which remained largely closed to outbound travel in 2022.

	2022-23 Target	Results ¹				
		2022-23 Actual	2021-22 Actual	2020-21 Actual	2019-20 Actual	2018-19 Actual
KPI 3 Western Australia’s market share of international visitor spend in Australia	7.6%	8.3%	n/a	7.1%	7.6%	7.4%

¹ Results relate to the calendar year rather than the financial year due to reporting delays, so 2022-23 relates to calendar year 2022

Notes:

- i. Spend information is sourced from the Regional Expenditure data, provided by Tourism Research Australia (TRA). The expenditure figures are based on responses from TRA’s International Visitor Survey (IVS) for the visitor’s entire trip. The Regional Expenditure model allocates visitor expenditure to specific tourism regions to determine spend estimates for each of Australia’s states.

- ii. Western Australia’s market share of international spend in Australia is calculated by dividing total international visitor spend in Western Australia by total international visitor spend in Australia.
- iii. The IVS results are released by TRA each quarter and figures are reported for the latest 12-month period (i.e., Year Ended (YE) December 2022 in this instance). YE December information is used as it is usually available ahead of each year’s State Budget process.
- iv. The IVS figures are typically based on interviews with international visitors at airport departure lounges across Australia. Interviewing ceased from 1 April 2020 due to COVID-19, but was progressively re-introduced to airports across Australia midway through 2022 with 14,437 interviews completed in the total year 2022.
- v. Overnight International Visitors Definition: International visitors aged 15 years and over who spent at least one night in Western Australia.
- vi. Visitors include those travelling for all purposes including leisure, business, visiting friends and relatives and education.

4. Number of tourism filled jobs (direct and indirect) in Western Australia

Measuring tourism jobs in WA is important to monitor the health of the tourism industry and to demonstrate the value of the tourism industry to the broader WA economy. Results for this KPI are reported with a one-year time lag due to availability of data (i.e. 2022-23 result reflects number of tourism filled jobs in 2021-22). This KPI has direct link to the Government Goal relevant to Tourism WA “Grow and diversify the economy, create jobs and support skills developmen

This is a new indicator that replaces number of persons employed directly or indirectly by tourism in Western Australia. The Commonwealth Government has amended its source data and this new indicator focuses on jobs rather than persons, broadens the definition of tourism jobs and includes jobs filled by non-residents. The change in source data and measurement meant that no historical data was available prior to the setting of the 2022-23 target, and therefore no target could be set for 2022-23.

Tourism filled jobs rose in 2022-23 (noting that figures are reported with a one-year time lag due to the collection and processing of data required). The low in 2021-22 reflected the major impact of COVID-19, when many jobs were lost due to border restrictions and shut-downs.

	2022-23 Target	Results ¹				
		2022-23 Actual	2021-22 Actual	2020-21 Actual	2019-20 Actual	2018-19 Actual
KPI 4 Number of tourism filled jobs (direct and indirect) in Western Australia ¹	n/a	89,100	72,400	97,700	109,600	100,200

¹ Reported with a one-year time lag

3.0 DISCLOSURES AND LEGAL COMPLIANCE

Notes:

- i. Tourism employment data is sourced from Tourism Research Australia’s (TRA) State Tourism Satellite Account (STSA). The STSA is the authoritative source of tourism employment statistics in the country used by all State Tourism Organisations.
- ii. The STSA is released annually, typically in March, reporting on the previous financial year. Therefore, results for this KPI are reported with a one-year time lag (i.e., 2022-23 result reflects number of tourism filled jobs in 2021-22).
- iii. The STSA is derived from the National Tourism Satellite Account produced by the Australian Bureau of Statistics (ABS). Satellite accounts are required for tourism because ‘tourism’ is not identified as an industry in the ABS national accounts framework. This is because tourism is defined by the characteristics of the consumer, rather than the goods or services produced (i.e., who is doing the purchasing, rather than what is being purchased). Implicitly, tourism is included in the core national accounts. Therefore, the tourism filled jobs number cannot simply be added with filled job counts for other industries reported by the ABS, as this would result in double counting.
- iv. The results are derived from a number of data sources which form the Labour Account. Metrics relating to jobs, people, hours and payments are collected quarterly and combined to derived annual figures.
- v. A direct impact occurs where there is a direct relationship (physical and economic) between the visitor and producer of a good or service. Indirect impacts are a broader notion of tourism consumption that includes downstream effects of tourism demand. For example, when a visitor buys a meal, indirect effects are generated for the food manufacturer, the transporter, the electricity company, etc., that provide the necessary inputs required to make the meal. Indirect impacts are calculated using Input-Output analysis methods. This KPI result reflects both direct and indirect tourism filled jobs.

5. Percentage of visitors very likely to recommend visiting Western Australia

In order to build a strong market base, Western Australia as a destination must deliver a positive tourism experience to drive word-of-mouth and advocacy. This KPI measures the effectiveness of strategies being employed by Tourism WA and the tourism industry to deliver a positive tourism experience.

This KPI result is sourced from a survey of visitors to/within Western Australia, and aims to achieve an even split across intrastate, interstate and overseas visitors. The result is based on 400 responses across three waves. The split of responses by market was 132 responses intrastate (33% of total), 127 interstate (32%) and 141 international (35%).

		2022-23 Target	Results				
			2022-23 Actual	2021-22 Actual	2020-21 Actual	2019-20 Actual	2018-19 Actual
KPI 5	Percentage of visitors very likely to	84%	86%	86%	90%	83%	81%

Notes:

- i. Likelihood to recommend is measured through Tourism WA's Visitor Expectation and Experience Research (VEER).
- ii. VEER is conducted through a face-to-face survey of visitors to Western Australia by Independent consultancy firm ThinkField.
- iii. The KPI is based on responses to the question "On a scale of 0 to 10, how likely are you to recommend Western Australia as a holiday destination to a family member, friend, or colleague?" and reflects the proportion of total respondents who give a result of 9 or 10 out of 10.
- iv. Interviewing typically took place across the full year (3 waves) to address seasonality issues. Data is analysed and reported annually.
- v. The total sample size was n=400, split relatively evenly between intrastate, interstate, and international.

6. Ratio of funds provided by the tourism industry to Tourism WA's investment in cooperative marketing

This KPI measures Tourism WA's success in encouraging the tourism industry to integrate into the State Government's destination marketing activities, thereby achieving greater leverage of government funding and better outcomes for the State's tourism industry.

Tourism WA allocates a sum of money each year that is available to industry when they participate in cooperative marketing campaigns, where the tourism operator and Tourism WA match funds on the campaign. The industry operator also uses Tourism WA's consumer-facing branding as part of the agreement. This cooperative marketing approach provides significant benefits for the destination and the Western Australia tourism industry generally.

This KPI demonstrates the amount of funding the tourism industry commits to marketing campaigns relative to Tourism WA. When entering contract negotiations with co-operative marketing partners, Tourism WA typically asks partners commit to matching Tourism WA's investment (through cash and/or in-kind contributions). The target for 2022-23 was set based on achieving this matched commitment.

	2022-23 Target	Results				
		2022-23 Actual ¹	2021-22 Actual	2020-21 Actual	2019-20 Actual	2018-19 Actual
KPI 6 Ratio of funds provided by the tourism industry to Tourism WA's investment in cooperative marketing	1 : 1	1.2 : 1	1.1 : 1	1.7 : 1	1.1 : 1	1.3 : 1

¹ Result is estimated based on information available as at March 2023

3.0 DISCLOSURES AND LEGAL COMPLIANCE

Notes:

Domestic cooperative marketing

- i. The domestic cooperative marketing program targets airlines, wholesalers, retailers, direct sell agents, and online travel agents to undertake joint campaigns with Tourism WA for Western Australia products.
- ii. Each year Tourism WA identifies appropriate cooperative marketing partners based on strategic priorities and market, audience, product and brand alignment.

For those partners approved for funding, Tourism WA shares the brand campaign strategy and media buy details to allow partner alignment where possible with Western Australia brand activity. Domestic marketing leverages the distribution partner relationships across a number of campaign platforms including niche digital marketing (Western Australia landing pages), Electronic Direct Mail (eDM), sharing of rich media assets, trade communications and incentives (retail agents), social marketing, destination content and PR strategies and holiday deals on **westernaustralia.com**.

International cooperative marketing

- iii. International cooperative marketing enables Tourism WA to leverage further economic benefit for the State through increased visitation, spend and brand awareness by working with selected partners in key source markets.
- iv. Tourism WA's International Market Managers identify cooperative opportunities with airlines, wholesalers, retailers and non-traditional partners and undertake joint campaigns in the United Kingdom, Continental Europe, Singapore, Malaysia, Indonesia, China, Hong Kong, Japan, New Zealand, the USA, and India.
- v. Tourism WA's participation in cooperative marketing activities in these international markets is evaluated based on the potential return on investment and alignment to the State's tourism brand. In joint brand promotions, Tourism WA's funding contribution is generally matched dollar for dollar and aims to promote regional dispersal and introduce new products to the market where possible.

Combined total

- vii. The result tallies the total investment by cooperative marketing campaign partners (both cash and in-kind investment) and compares this amount against the total investment by Tourism WA, presented as a ratio.

7. Direct economic impact of major events sponsorship

This KPI measures the result of attracting events to, and supporting events in, the State. This KPI measures how much money is generated for the Western Australia economy as a result of hosting major events in Western Australia, financially sponsored by Tourism WA.

The 2022-23 target was based on the expected economic benefit of 11 events. Of these events, 10 took place, with one being cancelled. The actual economic benefit comprised the 10 events, plus an additional 6 events not originally included in the target. The results of \$138.8 million contains 14 actual results and 2 estimated results from feasibility studies. One further event, the Total Solar Eclipse, did not have a feasibility assessment, and as yet does not have an actual result so is not included in the total.

	2022-23 Target	Results				
		2022-23 Actual ²	2021-22 Actual	2020-21 Actual ¹	2019-20 Actual	2018-19 Actual
KPI 7 Direct economic impact of major events sponsorship	\$71.8 million	\$138.8 million	\$30.4 million	Not applicable	\$56.7 million	\$52.3 million

¹ The actual result for 2020-21 was unable to be reported as there were no events in scope that year due to the impact of COVID-19

² The actual result for 2022-23 is estimated based on actual results for 14 events and feasibility studies for 2 events. The Direct economic impact of the 14 events with actual results is \$126.6 million.

Notes:

Major events definition

- i. Major events are defined as an event whose sponsorship value from Tourism WA is \$500,000 or more. Only major events that attract interstate and/or international visitors, or intrastate visitors who have travelled into a different region of Western Australia to attend the event are in scope for this KPI. Major events will fall out of scope for this KPI if the event does not proceed at full capacity and/or the anticipated non-local visitation is inadequate for research purposes.

Direct economic impact

- ii. Direct economic impact is defined as the amount of new money that enters the Western Australia economy as a direct result of an event (i.e., the money would not enter the economy if the event was not held). That is any event related spend in the State by non-WA individuals and organisations, minus any spend outside of the State by Western Australia individuals and organisations. For events held in the State specifically for Western Australians to attend, an independent measure of the local economic activity generated by the event is determined. This represents the amount of event-related spend by Western Australia individuals that flows through the Western Australia economy.

3.0 DISCLOSURES AND LEGAL COMPLIANCE

- iii. The two measures used to determine direct economic impact are as follows:
 - State Economic Impact (SEI)** – money into the State economy (inbound measure, interstate and international – including participants, spectators and organisers)
 - Regional Economic Impact (REI)** – money into the region/moving around the State economy (intrastate measure)
- iv. SEI and REI are mutually exclusive because they are applied to different events. No event has both SEI and REI applied to it.
- v. The economic impact is based on the most recently completed studies for the events conducted by Metrix Consulting. Multi-year events have a study conducted at least once every three years. Studies are conducted for all one-off events. If a significant change is made to a multi-year event, a study is conducted.

KEY EFFICIENCY INDICATORS

8. Ratio of Tourism WA's total cost of services to total visitor spend in Western Australia

This KPI is a single cost-effectiveness indicator for the whole of Tourism WA, as all of Tourism WA's services are integrated and work together towards the same outcome (i.e., visitor spend). This KPI relates Tourism WA's total cost of services to visitor spend as a means of providing an overview of Tourism WA's effectiveness and efficiency.

The target was exceeded due to:

- Higher total visitors spend for the year than estimated.

	2022-23 Target	Results				
		2022-23 Actual	2021-22 Actual	2020-21 Actual	2019-20 Actual	2018-19 Actual
KPI 8 Ratio of Tourism WA's total cost of services to total visitor spend in Western Australia	1 : 70	1 : 97	1 : 97	1 : 102	1 : 151	1 : 114

Notes:

- i. The visitor spend component of the ratio is sourced from the Regional Expenditure data, provided by Tourism Research Australia (TRA). Consistent with KPI 1, the results for the calendar year are reported (i.e., 2022 reported for 2022-23), as calendar year data is typically available ahead of each year's State Budget process. All notes from KPI 1 apply to the visitor spend component of this KPI.

3.4 MINISTERIAL DIRECTIVES

Section 16 (2) of the Western Australian Tourism Commission Act 1983 requires that the text of any written directions from the Minister are to be recorded in the Annual Report.

Treasurer's Instruction 903 (12) requires statutory authorities to disclose, in their Annual Reports, information about Ministerial directives relevant to the setting of desired outcomes or operational objectives, the achievement of desired outcomes or operational objectives, investment activities and financial activities.

3.5 OTHER FINANCIAL DISCLOSURES

3.5.1 WORK, HEALTH, SAFETY AND INJURY MANAGEMENT

Tourism WA is committed to providing and maintaining a safe and healthy working environment for all assigned personnel, vocational students, contractors and visitors. The Department of Jobs, Tourism, Science and Innovation (JTSI) provides human resource services including workplace safety and health to Tourism WA. A common integrated occupational safety and health management system and framework has been developed to meet both the Department and Tourism WA's duties under the Work Health and Safety Act 2020 and aligns with the Code of Practice, Occupational Safety and Health in Western Australian Public Sector. Tourism WA and the Department's Health and Wellbeing Committee members met regularly and have actively worked to promote and resolve any issues or hazards. Health and Safety representatives for Tourism WA conducted regular workplace inspections to ensure the workplace was free of hazards. The Department's performance on employee work health and safety measures is reported in the Department's annual report.

3.0 DISCLOSURES AND LEGAL COMPLIANCE

3.5.2 BOARD REMUNERATION

Remuneration of the Board of Commissioners of the Western Australian Tourism Commission in 2022-23 was as follows:

Position	Name	Period of membership	Remuneration
Chair	Dianne Bain	1 July 2022 to 30 June 2023	68,831
Deputy Chair	Manny Papadoulis	1 July 2022 to 30 June 2023	41,258
Commissioner	Janelle Marr	1 July 2022 to 30 June 2023	37,207
Commissioner	Anneke Brown	1 July 2022 to 30 June 2023	36,865
Commissioner	Cherie Sibosado	4 October 2022 to 30 June 2023	28,359
Commissioner	Michael Lloyd	4 October 2022 to 30 June 2023	27,656
Commissioner	Christina Matthews	21 February 2023 to 30 June 2023	13,400
Commissioner	Kevin Brown*	1 July 2021 to 14 October 2022	9,815
Commissioner	Iain Andrew Grandage	30 May 2023 to 30 June 2023	3,584
Total			266,975

All members are paid a set annual fee. Remuneration includes superannuation and any allowances and non-cash benefits provided.

*Commissioner fees for Kevin Brown were paid directly to Perth Airport Pty Ltd.

3.5.3 WA MULTICULTURAL POLICY FRAMEWORK

JTSA's *Multicultural Policy Framework Plan 2021 – 2026* outlines Tourism WA and the Department's commitment to activities for the 5-year period and is a key strategic document to guide service responsiveness, employment opportunities, and outputs for people of Culturally and Linguistically Diverse (CaLD) backgrounds. The Plan is developed around 3 policy priority areas of: Harmonious and inclusive communities; Culturally responsive policies, programs and services; and Economic, social, cultural, civic and political participation.

The Department continues to implement its plan and reports annually to the Office of Multicultural Interests on progress.



3.0 DISCLOSURES AND LEGAL COMPLIANCE

3.6 OTHER LEGAL DISCLOSURES

3.6.1 EXPENDITURE ON ADVERTISING, MARKET RESEARCH, POLLING AND DIRECT MAIL

In accordance with Section 175ZE of the Electoral Act 1907, Tourism WA incurred the following expenditure in advertising, market research, polling and direct mail.

	2022-23	2021-22		2022-23	2021-22
	\$'000	\$'000		\$'000	\$'000
(a) Advertising agencies	3,572	3,129	Nielsen Sports Pty Ltd	211	103
(b) Market research organisations	1,750	1,187	Painted Dog Research Pty Ltd	358	169
(c) Polling organisations	-	-	Roy Morgan Research Pty Ltd	137	153
(d) Direct mail organisations	-	-	STR Global Ltd	15	12
(e) Media advertising organisations	17,373	12,739	The Lab Insight & Strategy Brisbane Pty Ltd	21	-
	22,695	17,055	Thinkfield	34	18
(a) Advertising agencies			(e) Media advertising organisations		
Marketforce Pty Ltd	-	19	Australian Traveller Media	-	5
Offshoot Creative Pty Ltd	7	8	Bridgewater Holdings Private Limited	-	52
Rhythm Creative Content Pty Ltd	446	-	Buzz Marketing	35	-
Sandbox Post Production	253	-	Carat Australia Media Services Pty Ltd	67	108
Story(ation) Pty Ltd	-	8	CDCI, INC	106	31
The Brand Agency Unit Trust	2,866	2,812	Digital Balance Australia Pty Ltd	128	86
The Monkeys	-	281	Goolarri Media Enterprises Pty Ltd	21	8
	3,572	3,129	Heart Media SDN BHD	-	53
(b) Market research organisations			Influasia SDN BHD	-	19
Centre for Asia Pacific Aviation Pty Ltd	32	32	Initiative Media Australia Pty Ltd	16,718	11,270
Faster Horses Pty Ltd	-	77			
Isentia Pty Ltd	14	3			
Kantar Public Australia Pty Ltd	-	236			
Metrix Consulting Pty Ltd	927	384			

3.0 DISCLOSURES AND LEGAL COMPLIANCE

(e) Media advertising organisations (cont.)	2022-23	2021-22		2022-23	2021-22
	\$'000	\$'000		\$'000	\$'000
Kong King Consulting Limited	125	100	RJMedia Pty Ltd	39	-
Media Equation Pty Ltd	31	31	Sea Dog TV International Pty Ltd	-	17
Media Plus (M) SDN BHD	-	181	Seraph Media Pte Ltd	-	10
Mediacentric Group Pte. Ltd	48	72	So Media Group Pty Ltd	8	-
Medianet Australia Pty Ltd	5	-	Television New Zealand Limited	-	13
Micromedia Advertising Design	4	24	The Misfits Media Company Pty Ltd	-	4
Network Ten Pty Ltd	-	568	Travelwest Publications WA Pty Ltd	5	25
Nine Network Australia Pty Ltd	-	4	Travmedia.Com Pty Ltd	16	6
PT Dynamo Media Network	10	20	Trouville Media and Communications Pty Ltd	1	-
PT Produksi Kreatif Anak Bangsa	-	22	White Noise Media	6	10
				17,373	12,739

3.6.2 UNAUTHORISED USE OF CREDIT CARDS

Personnel assigned to Tourism WA hold corporate credit cards where their functions warrant usage of this facility. Despite each cardholder being reminded of their obligations annually under Tourism WA's credit card policy, 18 employees inadvertently used the corporate credit card for various purchases where the expense was not for business purposes. The incidences were not referred for disciplinary action as the Chief Financial Officer noted prompt advice and settlement of the personal use amount, and that the nature of the expenditure was immaterial and characteristic of an honest mistake.

	2023
Aggregate amount of personal use expenditure for the reporting period	1,195
Aggregate amount of personal use expenditure settled by the due date (within 5 working days)	739
Aggregate amount of personal use expenditure settled after the period (after 5 working days)	396
Aggregate amount of personal use expenditure outstanding at balance date	61
Number of Instances	51

3.0 DISCLOSURES AND LEGAL COMPLIANCE

3.6.3 DISABILITY ACCESS AND INCLUSION PLAN OUTCOMES

Tourism WA's Disability Access and Inclusion Plan (DAIP) is in accordance with the legislative framework. The 7 desired outcomes in the DAIP are supported by strategies to address the gaps identified in meeting the legislative requirements. The strategies are also informed by the review and consultation undertaken in preparation of the plan.

A new 5-year (2022-2027) DAIP has been implemented and includes all outcomes required under the legislation. During 2022-23, the following activities were progressed:

Outcome 1

People with disability have the same opportunities as other people to access the services of, and any events organised by, the Department. Best endeavours are made for all events conducted or sponsored by the department to ensure that the events facilitate the desired access and inclusion outcomes expressly or implicitly set out in the DAIP.

Outcome 2

People with disability have the same opportunities as other people to access the buildings and other facilities of the Department. Tourism WA maintains its premises (including conference and meeting rooms) to facilitate ease of access for all people. The department always ensures that advice is sought when planning and designing any facilities or undertaking major refurbishments.

Outcome 3

People with disability receive information from Tourism WA in a format that will enable them to readily access that information. People can contact Tourism WA if they require information in alternative formats. Tourism WA also continues to maintain its website to facilitate stronger alignment with current standards.

Outcome 4

People with disability receive the same level and quality of service from staff as other people receive from staff of Tourism WA. Staff members who interact with the public are aware of the need to support visitors with a disability.

Outcome 5

People with disability have the same opportunities as other people to make complaints to Tourism WA. All existing complaint mechanisms are aimed at meeting the needs of people with disability. Tourism WA provides a variety of feedback mechanisms for people with disability to lodge grievances and comments.

Outcome 6

People with disability have the same opportunities as other people to participate in any public consultation by Tourism WA.

Outcome 7

People with disability have the same opportunities as other people to be employed by Tourism WA. Tourism WA's recruitment and employment policies and practices reflect the aim of having a diverse workforce and supporting personnel with disability.

3.6.4 COMPLIANCE WITH PUBLIC SECTOR STANDARDS AND ETHICAL CODES

In accordance with Section 31 (1) of the Public Sector Management Act 1994, Tourism WA is required to report on compliance with the public sector standards and ethical codes. Encouraging and fostering a culture of ethical behaviour and the highest standards of integrity and transparency in all interactions is a strong focus within Tourism WA. The Code of Conduct, Fraud and Corruption Risk Management Framework and Conflict of Interest Framework are available to all employees. New employees participate in a corporate induction which includes an emphasis on the expectation of highly ethical behaviour, declarations of conflicts of interest and responsibility for reporting suspected unethical behaviours or actions.

Our Accountable and Ethical Decision-Making web-based training module continues to be utilised by new and existing employees, including those based in our international offices. This program provides tools to inform employee conduct, decision-making and understanding of integrity frameworks including the Code of Conduct.

The 2022 Staff Engagement Survey included questions regarding awareness of departmental integrity policies and procedures, with a high, positive response rate. In accordance with the Public Interest Disclosure Act 2003, JTSI has duly appointed Public Interest Disclosure Officers and has published internal policies and procedures related to its obligations.

The management of employees undertaking functions for Tourism WA is undertaken in accordance with the public sector standards in human resource management and approved public sector policies and procedures. Compliance with the Code of Ethics and the Department of Jobs, Tourism, Science and Innovation's Code of Conduct is reported in the Department's annual report.

3.6.5 RECORDKEEPING PLAN

The State Records Act 2000 requires Tourism WA to have a recordkeeping plan and to comment in the Annual Report on compliance with the plan. The following information is provided in accordance with the State Records Commission Standards, Standard 2: Principle 6.

Tourism WA's current recordkeeping plan, along with the record retention and disposal authority and record-keeping policies, has been

approved by the State Records Commission. The plan acknowledges Tourism WA's responsibility to ensure all employees are aware of their compliance responsibilities and provided with training in these areas.

Under Section 28 of the State Records Act 2000, no more than five years must elapse between the record-keeping plan and its review. The current record-keeping plan was approved in 2018 and applies through 2023.

Throughout this period Tourism WA has invested in maturing its information management practices by analysing the information it captures and re-assessing the sensitivity to ensure that all information is captured, handled, and secured appropriately. This work will continue through the 2023-24 period supporting improved compliance with the Australian Privacy Principles.

Tourism WA has also continued to develop a culture of sharing information via publishing reports and statistics where possible, which has resulted in fewer formal requests for information via FOI processes.

3.0 DISCLOSURES AND LEGAL COMPLIANCE

Evaluation of recordkeeping systems

Tourism WA maintains and evaluates its recordkeeping system as follows: The recordkeeping system infrastructure is maintained at latest release levels to ensure security and compatibility with other business systems is maintained, and to take advantage of improved functionality.

Performance indicators on the efficiency and effectiveness of record-keeping programs and systems are compiled each month. Reported statistics include record creation by business area; record creation by record type; one-year comparisons; user activity; user requests; system maintenance tasks; disposal and archive management.

On the basis of the monthly KPI statistics, the recordkeeping systems are assessed as being efficient and effective.

Records Management training

Tourism WA staff receive induction and ongoing training in relation to the agency's recordkeeping policies, practices and procedures.

Focused training sessions are conducted regularly and available to all staff. In addition, experienced Information Management staff are available to provide record-keeping advice and Records Management System training on a one-on-one, ad hoc or project basis.

Information Management staff receive regular specialist external training on topics such as Freedom of Information, and privacy.

Quick reference guides have been created for staff training purposes and are available on the corporate intranet. Regular communications to staff on good records management practices is provided and the Information Management team regularly engage with the business to improve processes and practices.

Recordkeeping induction

Tourism WA recognises information as one of its most valuable assets and continues to promote awareness of records and information management responsibilities and set the expectation of good practice processes through its induction program.

Tourism WA's induction program is provided to all new staff within one month of commencement. The program includes an online course which outlines staff recordkeeping responsibilities as outlined in the Recordkeeping Plan.

Additionally, new employees receive face-to-face training from experienced Information Management staff, covering work-based procedures for storing records to the corporate Records Management System, and staff responsibilities.

Evaluation of the recordkeeping training program

The training program is reviewed and updated regularly according to the evolving requirements of Tourism WA. Following induction training, staff are surveyed and system usage monitored to assess their understanding of the training.

On the basis of the reviews and staff feedback, the recordkeeping training program is assessed as being efficient and effective.





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