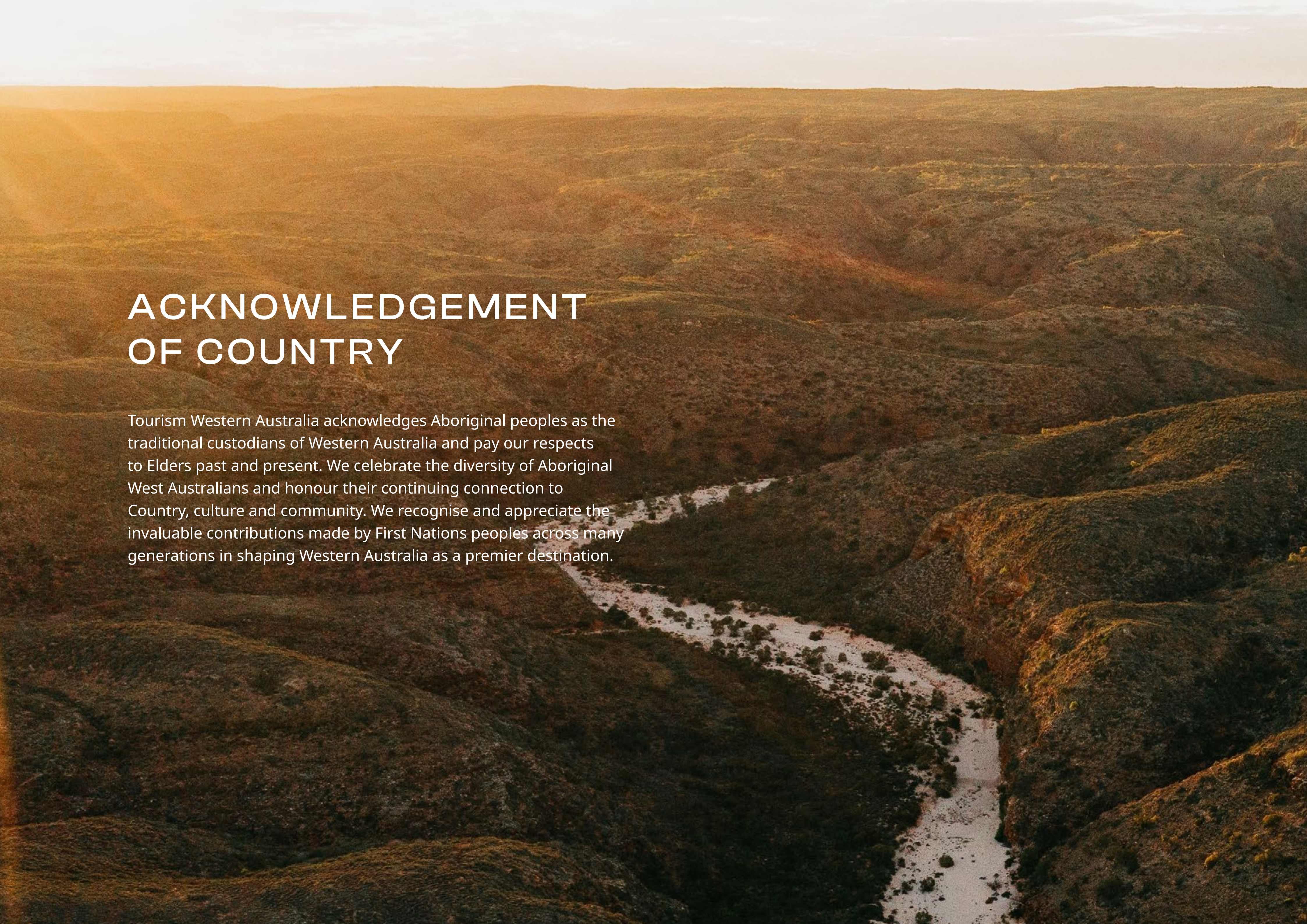
TOURISM WESTERN AUSTRALIA ANNUAL REPORT 2025–26

GOVERNMENT OF WESTERN AUSTRALIA

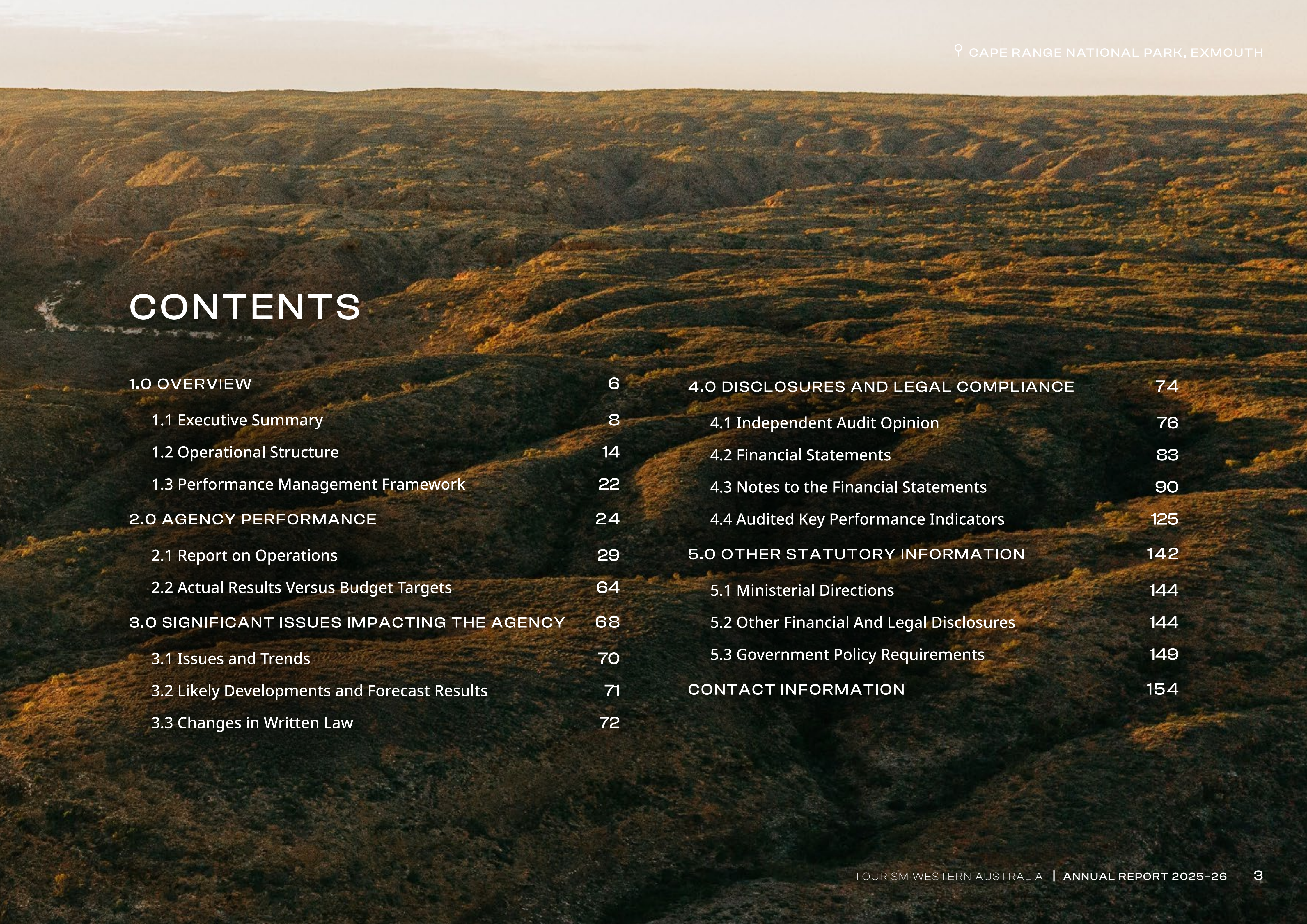
Tourism WESTERN AUSTRALIA

WESTERN AUSTRALIA



ACKNOWLEDGEMENT OF COUNTRY

Tourism Western Australia acknowledges Aboriginal peoples as the traditional custodians of Western Australia and 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.



CAPE RANGE NATIONAL PARK, EXMOUTH

CONTENTS

STATEMENT OF COMPLIANCE

TO THE HON ROGER COOK MLA
PREMIER; MINISTER FOR DEFENCE INDUSTRIES; TOURISM, TRADE AND INVESTMENT

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 2026.

The Annual Report has been prepared in accordance with the provisions of the *Financial Management Act 2006*.

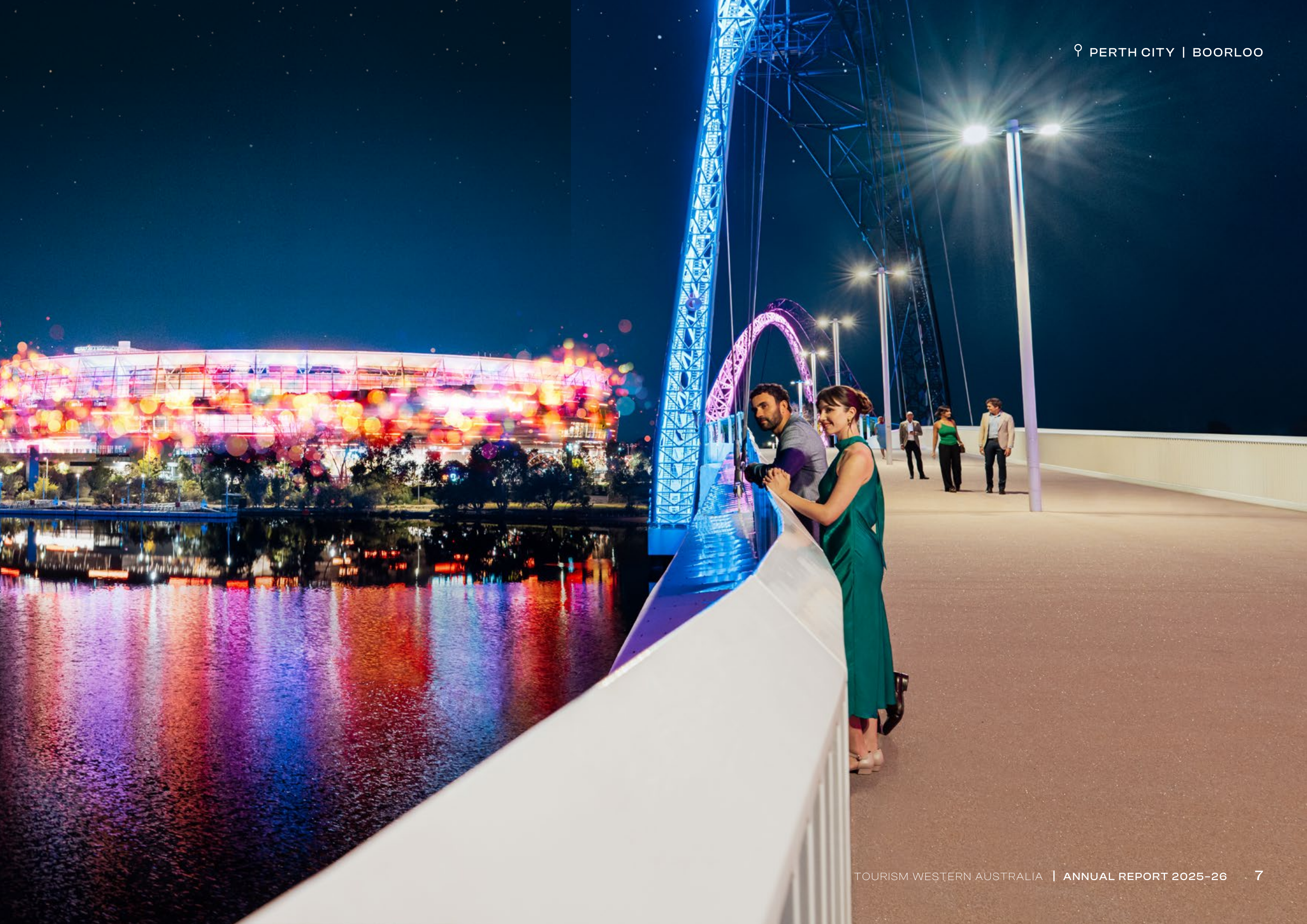
The financial statements comply with the Australian Accounting Standards – Simplified Disclosures issued by the Australian Accounting Standards Board.

Di Bain
Chair Tourism Western Australia

28 August 2026

TORNDIRRUP NATIONAL PARK, ALBANY

1.0 OVERVIEW



1.1 EXECUTIVE SUMMARY

CHAIR MESSAGE

This annual report comes at a time of significant change for Tourism Western Australia (Tourism WA). It also marks an important turning point for Western Australia's visitor economy.

For several years, our focus was on rebuilding an industry profoundly affected by the COVID-19 pandemic. In 2025–26, that story shifted from recovery to growth. Western Australia welcomed more than one million international visitors in the year ending December 2025, the highest number ever recorded and the first State to mark a return to pre-pandemic tourism numbers.

The results achieved during 2025–26 demonstrate the strength of the long-term strategy guiding Tourism WA's work. In the year ending December 2025, Western Australia recorded $19.2 billion in visitor expenditure, placing the State firmly on the path towards the Western Australian Visitor Economy Strategy 2033 target of a $25 billion visitor economy.

Continued investment in destination marketing, aviation, tourism infrastructure, accommodation, experiences and major events has positioned Western Australia strongly for future growth. Aboriginal tourism also remains fundamental to that future. During the year, Tourism WA launched the Jina: Western Australian Aboriginal Tourism Action Plan 2026–2030, developed in partnership with Aboriginal tourism operators and the Western Australian Indigenous Tourism Operators Council (WAITOC). Supported by a $20 million WA Government investment over 4 years, the plan provides a clear pathway to strengthen Aboriginal tourism businesses, expand visitor experiences and create lasting economic opportunities for Aboriginal communities.

Major events continue to play a critical role in motivating visitation and showcasing Western Australia to the world. The Summer of Events and Winter of Unmissable Sport once again demonstrated the value of a diverse, year-round events calendar.

A note on how we measure the visitor economy. Nationally, Tourism Research Australia updated the methodology behind several of the datasets that underpin our performance reporting this year, including how tourism employment is calculated. This is a positive development for the long-term accuracy of the sector's data, and Tourism WA - along with every other state and territory tourism body - is reporting against the new methodology for the first time in 2025–26. Where this creates a break in an established time series, we have noted it clearly against the relevant results, so readers can distinguish genuine change in the visitor economy from a change in how it is measured.

The 2025–26 financial year also tested the resilience of the industry. Cyclone Narelle caused significant damage across the Coral Coast, while global fuel supply concerns, geopolitical uncertainty and cost-of-living pressures continued to influence travel demand across domestic and international markets. Tourism WA responded quickly through the Cyclone Narelle Tourism Business Support Package and targeted recovery marketing initiatives, supporting affected operators and regional economies. The resilience shown by the industry throughout these challenges makes this year's achievements even more significant.

Looking ahead, Western Australia is exceptionally well placed. The Board remains committed to fostering curiosity, innovation and continuous improvement. Long-term success depends not only on delivering today's strategy effectively, but also on identifying opportunities to improve. Tourism is about far more than visitor numbers and economic contribution - it shapes how the world experiences Western Australia, supports thousands of businesses and jobs, and creates opportunities for communities across the State, from metropolitan centres to the most remote regions.

The Board also experienced significant renewal during the year, welcoming Commissioners Hannah Fitzhardinge, John Lee and Maryna Fewster. Their diverse skills strengthen the Commission's capacity to provide oversight and strategic guidance. I also acknowledge Commissioner Manny Papadoulis's continued service and generous mentorship, particularly his support for Commissioner Jason Waters following his appointment as Deputy Chair in February 2026. During the year, we farewelled Commissioners Andrew Lane, Iain Grandage and Kristy Bailey. I sincerely thank each of them for their dedicated service and valuable contribution to Tourism WA.

This was also a year of change in Tourism WA's senior leadership. I congratulate Chad Anderson on completing his first year as Chief Executive Officer of Tourism WA, a role he holds alongside his responsibilities as Director General of the Department of Creative Industries, Tourism and Sport (CITS). I thank him for his considered leadership during a period of significant organisational change. I also acknowledge and thank Anneke Brown for her contribution and valued service during her tenure as Managing Director of Tourism WA. This year, we also farewelled Melissa Forbes, Executive Director Marketing, whose leadership was instrumental in establishing the State's Walking On A Dream destination brand and strengthening Tourism WA's marketing capability.

Throughout these leadership changes, Tourism WA staff continued to deliver and the Board and I are deeply grateful for their professionalism, resilience and commitment.

Di Bain
Chair
Tourism Western Australia

CHIEF EXECUTIVE OFFICER MESSAGE

The 2025–26 financial year was defined by opportunity, momentum and change. It was a privilege to lead Tourism WA through this period in my first year as Chief Executive Officer, a role I hold alongside my position as Director General of Creative Industries, Tourism and Sport (CITS).

Over the past financial year, Tourism WA's corporate and staffing arrangements successfully transitioned into CITS, while Tourism WA continued to operate as a statutory authority under the *Western Australian Tourism Commission Act 1983*. Staff from across the agency also helped shape a new strategic plan, with shared values and priorities.

Economic diversification is central to the work of CITS and Tourism WA under the WA Government Priorities 2025–2029. This work supports the vision for Western Australia to be an extraordinary place to live, work, play, create and explore.

Tourism WA's distinctive global tourism brand remains central to our domestic and international positioning. The Walking On A Dream brand entered a new chapter in 2025–26, with new creative assets launched across domestic and international markets in February 2026.

Tourism WA's international market development and trade engagement also continued throughout 2025–26. Targeted missions and roadshows were held in priority markets, including the USA, Europe and across Asia including China and India. The focus was on strengthening trade and aviation partnerships, with a priority to establish direct flights and build out key channels for trade engagement.

Tourism WA achieved significant aviation outcomes in 2025–26, strengthening Western Australia's connectivity with key domestic and international markets. As at 30 June 2026, Perth / Boorloo was served by 22 international non-stop services. Qantas launched direct services between Perth and Johannesburg and between Perth and Auckland in December 2025, and a new direct service from Newcastle, New South Wales.

China Southern expanded its Guangzhou–Perth route to operate year-round. This was a major strategic achievement, securing weekly direct access to one of Western Australia's highest-spending international visitor markets.

Capacity from key Asian countries, including Singapore and Japan, was also increased, reinforcing Asia's importance as a priority growth region and supporting Western Australia's position as Australia's Western Gateway. Building on this momentum, Tourism WA will continue to pursue new and expanded direct aviation services from priority and emerging markets in 2026–27, with a particular focus on India, China, Japan and South Korea.

Cruise ships also provided important visitor access, with more than 30 cruise ship visits to Western Australia during the year. A major milestone was achieved with the announcement by Princess Cruises that it will homeport the 3,200 passenger, Sapphire Princess in Fremantle / Walyalup for 3 months during 2027–28.

This achievement stands as part of the legacy of Christine Cole, Tourism WA's much-loved "Queen of Cruise", who sadly passed away in May 2026 after 25 years of dedicated service. Christine's contribution to Tourism WA, the cruise sector and the wider WA tourism industry was immeasurable, and she is deeply missed.

Throughout the year, Tourism WA also progressed the WA Government's 2025 State election commitments. This included delivering a new tourism investment package for the Swan Valley and Perth Hills.

The $9.5 million investment will support new adventure attractions designed to strengthen the area's visitor appeal.

CITS continued delivering the WA Government's major events agenda, securing global and national championships and a variety of sporting fixtures to appeal to diverse audiences. Large crowds attended the AFL Origin, Perth Sail Grand Prix, WWE Weekend Takeover, UFC and visitation dispersed into the regions with Pair'd Margaret River Region premium food and wine festival and mass participation events such as Backroads Gravel and Ironman Western Australia.

The newly aligned portfolios within CITS support Tourism WA's Event Experience Strategy and extend engagement beyond core events. In 2025–26, Tourism WA leveraged 9 events from its year-round calendar through complementary activations, pop-up experiences and festivals. These activities created memorable multi-day experiences and extended economic benefits beyond attendance at the main event. Business events were also recognised as a vital part of Western Australia's events portfolio, contributing $2 billion to the economy and attracting high-spending delegates. In 2025–26, Tourism WA worked with Business Events Perth to secure Land Forces 2026, the International Federation of Societies of Cosmetic Chemists Congress 2026 and the return of West Tech Fest. These events strengthen the State's reputation as a leading destination for business, defence, science and technology events. Tourism WA will continue the collaboration across CITS, drawing on shared expertise in tourism, sport, culture and the arts. This will maximise opportunities across major, regional and business events, grow tourism's contribution to the State economy and support more local jobs.

Tourism is central to Western Australia's economic diversification. It is one of the State's largest employing industries and an important enabler of trade and business activity.

Western Australia has moved beyond the recovery phase, claiming the title as the first State to record pre-pandemic tourism numbers, recording over one million international visitors in a single year. The next phase is sustainable, long-term growth, and it will be shaped by a different set of constraints. Demand is strong and what will determine the next decade is supply and access, flights, rooms and experiences that turn interest into visitation and spend.

The growth also has to reach every part of the State. I acknowledge that trading conditions remain difficult for many operators, particularly in regional Western Australia, and I extend my appreciation to our industry partners and the staff of Tourism WA for their work this year.

I look forward to working with industry, the Board of Commissioners and our partners across government to deliver on the priorities for the year ahead.

Chad Anderson
Chief Executive Officer
Tourism Western Australia

2025–26 PERFORMANCE HIGHLIGHTS

Growing Western Australia's visitor economy

Tourism WA continued to set new benchmarks for Western Australia's visitor economy through its work across aviation, events, destination development, Aboriginal tourism, marketing and industry support.

Visitor expenditure reached $19.2 billion, including $6 billion spent in regional Western Australia. The State also welcomed more than one million international visitors for the first time and was the only Australian state or territory to exceed pre-pandemic international visitor volumes.

These results reflect Tourism WA's focus on increasing access, strengthening demand and creating compelling reasons for visitors to travel throughout the State.

Connecting Western Australia with the world

Western Australia's aviation network continued to expand, improving access from interstate and international markets.

Perth was connected to 22 international destinations through non-stop services operated by 25 carriers. International airline capacity reached 132 per cent of 2019 levels, supported by additional services and frequencies from China, Hong Kong, Japan, Malaysia, the Philippines and Rome.

Interstate capacity reached 112 per cent of 2019 levels. The new Newcastle to Perth service, which commenced in September 2025, also recorded strong passenger demand.

Delivering a world-class events calendar

Events remained a major driver of visitation, economic activity and community engagement. Tourism WA sponsored or contracted 99 events during 2025–26.

The inaugural Oracle Perth Sail Grand Prix was successfully delivered in Fremantle in January 2026. Following its success, the event will return in February 2027 as the only Australian SailGP race that year.

Perth also hosted 10 matches for the AFC Women's Asian Cup 2026, including the opening match and a semi-final both featuring the Matildas. The West Test opened the Australia–England Ashes series in November 2025, marking the first time in more than 40 years that the series began in Perth.

Tourism WA also secured and delivered major national and international events across basketball, cricket, cycling, football, AFL, rugby league, rugby union, supercross, tennis, Ultimate Fighting Championship (UFC) and World Wrestling Entertainment (WWE).

Mass participation events brought competitors, officials and supporters to regional destinations. These included Ironman Western Australia, the Australian Open Water Championships, the Mountain Bike Enduro National and Oceania Championships, and the Backroads Gravel cycling event.

Ahead of the opening match for the Men's Rugby World Cup 2027 being played in Perth, the 2025–26 year brought the announcement of Australia's Wallabies taking on Hong Kong China.

Event experiences amplified major events including The West Test, the AFC Women's Asian Cup and North Melbourne AFL matches extending benefits beyond the venues, supporting local businesses, community organisations and cultural groups.

WALPOLE-NORNALUP NATIONAL PARK, SOUTHERN FORESTS

Building global awareness of Western Australia

Tourism WA launched the next creative chapter of the Walking On A Dream destination brand in February 2026.

The new brand creative featured cinematic films, photography and a reimagined version of the Empire of the Sun song *Walking On A Dream*. The West Australian Symphony Orchestra performed the new arrangement with Aboriginal artist and Karajarri man Billy-Jo Shoveller, bringing together culture, Country and connection in a distinctive story for future visitors.

Tourism WA also launched The Dreamers in January 2026. The advocacy program brought together Western Australian content creators and thought leaders to share authentic destination stories through social media, video and partnerships.

Western Australia received further international exposure through the Home and Away Western Australia special, which showcased Perth, Exmouth and Coral Bay to audiences across Australia and international markets.

Strong trade engagement also connected Western Australian tourism operators with global partners. Highlights included:

- a tourism and trade mission to China led by the Minister for Tourism
- the USA Dream WA Roadshow
- participation at ITB Berlin 2026
- representation at World Expo 2025 Osaka
- hosting the Australian Tourism Export Council Meeting Place in Perth, attended by more than 500 tourism leaders.

Growing destinations, accommodation and experiences

Tourism WA continued strengthening the supply of accommodation, attractions and visitor experiences across Western Australia.

The Jina: Western Australian Aboriginal Tourism Action Plan 2026–2030 was launched with $20 million in WA Government funding over 4 years. The plan will support Aboriginal tourism businesses, cultural experiences, employment pathways and visitor engagement with culture and Country.

Investment attraction activity included the release of the Perth Hotel Demand Study, destination investment profiles and regional accommodation studies. Western Australia also hosted the inaugural Perth Hotel Summit alongside the Asia Pacific Hotel Industry Conference and Exhibition.

Funding was also announced for 17 accommodation projects through the Unique Tourist Accommodation Proposals Program.

Cruise tourism achieved a record year, with 33 unique cruise ships making 207 calls across Western Australia. Princess Cruises also announced plans to homeport the 3,200 passenger ship, Sapphire Princess, in Fremantle for 3 months during 2027–28.

The WA Government also committed funding to progress a Tourism Hospitality and Management School concept supporting the future workforce needs of the industry.

Supporting industry through disruption

Tourism WA continued to support tourism businesses during periods of disruption and recovery.

Following Cyclone Narelle, Tourism WA developed and implemented the $1.45 million Cyclone Narelle Tourism Business Support Package. The WA Government package supported affected tourism operators in the Coral Coast region through direct business assistance, visitor incentives and targeted marketing activity.

Together, these initiatives strengthened Western Australia's visitor economy, supported local jobs and businesses, and created new opportunities across metropolitan and regional communities.

1.2 OPERATIONAL STRUCTURE

ENABLING LEGISLATION

The Western Australian Tourism Commission, operating as Tourism Western Australia (Tourism WA), is a statutory authority, established under the *Western Australian Tourism Commission Act 1983* (Act).

The purpose and functions are outlined in the Act and include the promotion of Western Australia within Australia and overseas; facilitation of tourism facilities; development and organisation of events and conventions, and to advise the Minister for Tourism on relevant matters.

THE ROLE OF TOURISM WESTERN AUSTRALIA

The role of Tourism WA, as the State Tourism Organisation (STO), is to grow the tourism industry by promoting Western Australia as an incredible holiday and events destination, and to inspire more people to visit the State from around Australia and the world. It does this through:

- Marketing WA globally as an incredible holiday and events destination;
- Attracting and promoting world-class sporting, arts and culture, business and culinary events;
- Improving air and cruise access into and across the State;
- Positioning WA as Australia's premier destination for authentic Aboriginal tourism;
- Driving development of tourism accommodation, experiences and attractions; and
- Supporting a high-performing tourism industry.

RESPONSIBLE MINISTER

During 2025–26, the Minister for Tourism in Western Australia was the Honourable Reece Whitby MLA, who was appointed on 19 March 2025.

ORGANISATIONAL STRUCTURE

On 1 July 2025, the Tourism portfolio became a part of CITS which brought together the State government portfolios of Creative Industries, Tourism, Sport and Recreation, and Multicultural Interests. This was a result of Public Sector Reform announced after the State General Election in March 2025.

The Tourism WA staff became employees of CITS, providing tourism functions in the same structure of Strategy and Engagement, Events, Marketing and Destination Development, under a new Service Level Agreement (SLA) between CITS and Tourism WA.

Through the SLA, CITS also provides a range of corporate services including information communication technology (ICT) and management, information management, facilities management, finance, people and culture, risk and governance, contracts and procurement, and ministerial liaison.

During 2025–26, the corporate services were incrementally transferred from the former Department of Jobs, Science, Tourism and Innovation (JTSI) following interim arrangements delivered through a Continuity of Services Agreement between CITS and the newly formed Department of Energy and Economic Diversification (DEED), formerly JTSI.

The reporting structure as of 30 June 2026 is outlined below

Minister for Tourism
Hon. Reece Whitby MLA

Chair, TWA Board of Commissioners
Di Bain

Director General (CITS)
Chief Executive Officer (TWA)
Chad Anderson

Chief Financial Officer (CITS)
Rachel Trotter

Director Office of the Managing Director
Hannah Moore

Managing Director
Anneke Brown

Strategy and Engagement
A/Executive Director
Kate Hodges

- Corporate Communications
- Insights and Strategy
- Partnerships and Industry

Events
A/Executive Director
Louise Vescovo

- Event Acquisition and Development
- Event Sponsorship
- Major Events
- Event Experience

Marketing
A/Executive Director
Tom Upson

- Markets and Aviation
- Brand and Creative
- Digital and Content
- Public Relations

Destination Development
Executive Director
Renata Lowe

- Aboriginal Tourism and Workforce Development
- Experience Development
- Tourism Investment Attraction and Planning

BOARD OF COMMISSIONERS

Tourism WA is governed by a Board of Commissioners appointed under the *Western Australian Tourism Commission Act 1983*. As at 30 June 2026, there were 10 Board Commissioners appointed.

The Audit and Risk Committee is a sub-committee of the Board, which oversees governance, risk management, internal controls and compliance.

Di Bain
Chair

Di Bain has been appointed as Chair of Tourism Western Australia since July 2021 and a Commissioner since 2019.

Ms Bain is also the Chair of Western Australian Academy of Performing Arts (WAAPA) and sits on the Philanthropy Advisory Board of the Black Swan State Theatre Company. Ms Bain is a marketing and communications professional with more than two decades' experience in the sector.

Jason Waters
Deputy Chair and member of the Audit and Risk Committee

Jason Waters' appointment to the Tourism WA Board occurred in May 2024 with appointment as Deputy Chair occurring in February 2026.

Mr Waters has been the Perth Airport Chief Executive Officer since 2023 and previously held CEO roles with the Perth Mint, Synergy and Verve Energy before taking up his current position. Mr Waters also held senior positions at Western Power as Chief Commercial Officer and has a Bachelor of Mechanical Engineering from Curtin University of Technology, a Diploma of Business, and attended the Harvard Business School's Program for Leadership.

Manny Papadoulis
Commissioner

Manny Papadoulis has served as a Commissioner of Tourism Western Australia since July 2017 and held the role of Deputy Chair from July 2017 to February 2026. He continues to serve as a Commissioner through to 30 June 2027.

As Executive Director of Icon Tourism Consulting, he advises local governments, Aboriginal corporations and private operators nationally on tourism enterprise development, market positioning and sustainable destination growth.

Mr Papadoulis is the immediate past Chair of Australia's Coral Coast and former President of the Tourism Council WA. He has also served as Deputy Chair of the Perth Convention Bureau and President of the Australian Tourism Export Council (WA).

Janelle Marr
Commissioner and Chair of Audit and Risk Committee

Janelle Marr's term as Commissioner and Chair of the Audit and Risk Committee, commenced on 1 July 2021.

Ms Marr is an experienced Company Director with over 25 years' experience in senior management and international strategy. She currently serves as Director Foundation Housing, Councillor Australian Institute of Company Directors and Independent Chair Audit and Risk Committee Department of Treasury and Finance and Department of Energy and Economic Diversification.

Ms Marr has served on multiple academia, government, private and non-profit Boards as Chair, Deputy Chair and Committee Chair. A Fellow AICD and GIA, she is also a certified INSEAD International Director, credentialled in Board ESG and Sustainability, holds a Bachelor of Arts (Industrial Relations) UWA and Master of Business Administration UQ and is a past recipient of the Telstra Business and 40Under40 WA Business News Awards.

Rosanna Angus
Commissioner

Rosanna Angus' appointment to the Tourism WA Board occurred in May 2024.

Ms Angus is a Bardi Jawi woman from Sunday Island on Western Australia's Dampier Peninsula and is a seasoned tour operator and owner of Oolin Sunday Island Cultural Tours. Ms Angus holds numerous qualifications including a Bachelor of Applied Science in Indigenous Community Health and Community Management, and a degree in Indigenous Health. Ms Angus was on the Board of the Western Australian Indigenous Tourism Operators Council (WAITOC), where she was a member from 2017 to 2023. She has also served her community as the Corporate Director of the Bardi and Jawi Prescribed Body since 2008, and as a board member of the Kooljaman Land Aboriginal Corporation since 2007.

Christina Matthews
Commissioner and member of the Audit and Risk Committee

Christina Matthews' appointment to the Tourism WA Board occurred in February 2023.

Ms Matthews was the Chief Executive Officer of WA Cricket from 2012 to 2024 and a former Australian cricketer who was inducted into the Australian Cricket Hall of Fame in 2025. In 2024, Christina Matthews was awarded a Member of the Order of Australia (AM) and elected president of the Australian Cricket Association (ACA). Ms Matthews is an experienced Board Director who sits on a range of boards including Leadership WA and the inaugural board for the Perth Bears.

Caroline Taylor
Commissioner and member of the Audit and Risk Committee

Caroline Taylor's appointment to the Tourism WA Board occurred in May 2024.

Ms Taylor is a television presenter, communications professional and hospitality consultant with 20 years' experience in the hospitality industry. Ms Taylor is a presenter on the nationally aired 'Our State on a Plate' and is a regular contributor to ABC Radio and 6PR, aiming to lift the profile of West Australian farmers and producers. Currently, she works in a communications and administration role for Wines of Western Australia, offering additional support to the Blackwood Valley and Geographe Wine Industry Associations.

Maryna Fewster
Commissioner

Maryna Fewster was appointed to the Tourism WA Board in February 2026.

Ms Fewster leads Seven West Media WA as Chief Executive Officer having previously been the company's Chief Operating Officer. Prior to joining Seven West Media, she was Chief Operating Officer of iiNet, an ASX 200 company, and held senior executive roles in the telecommunications sector in Australia and New Zealand for more than two decades. Ms Fewster is currently a Non-Executive Director of Crown Perth and a Trustee of The Channel 7 Telethon Trust. She had previously held Non-Executive Director roles at the West Coast Eagles, Celebrate WA, Edith Cowan College, and Community News Group.

Hannah Fitzhardinge
Commissioner

Hannah Fitzhardinge was appointed to the Tourism WA Board in February 2026.

Ms Fitzhardinge is an Executive Director at Integral – a Perth-based leadership development and coaching company. Ms Fitzhardinge was elected Mayor of the City of Fremantle in October 2021 and served a four-year term, having previously served as a Fremantle Councillor from 2016 to 2021. She has also served on the boards of ARTRAGE, the Perth South West Metropolitan Alliance, the Resource Recovery Group and the Beehive Montessori School.

John Lee
Commissioner

John Lee was appointed to the Tourism WA Board in February 2026.

Mr Lee is Director of John Lee Consulting, providing strategic advice to ASX companies, government departments, and major sporting bodies. Mr Lee is also current Chair of SportsGrid and Melanoma Patients Australia. He is the former CEO of the Tourism and Transport Forum and of NRL teams the Sydney Roosters and South Sydney Rabbitohs. Mr Lee served as Director General of Queensland's Department of Tourism, Innovation and Sport, and of the Department of Premier and Cabinet in New South Wales.

LEGISLATION OVERVIEW

Tourism WA assists the Minister for Tourism in the administration of the following Acts:

- *Western Australian Tourism Commission Act 1983;*
- *Major Events Act 2023.*

OTHER KEY LEGISLATION IMPACTING ON THE AGENCY'S ACTIVITIES

In the performance of its functions, Tourism WA complies with the following relevant legislation, as well as other applicable statutory requirements:

- *Auditor General Act 2006*
- *Corruption, Crime and Misconduct Act 2003*
- *Copyright Act 1968 (Cwth)*
- *Disability Services Act 1993*
- *Electronic Transactions Act 2011*
- *Equal Opportunity Act 1984*
- *Fair Trading Act 2010*
- *Financial Management Act 2006*
- *Freedom of Information Act 1992*
- *Legal Deposit Act 2012*
- *Limitation Act 1935 and 2005*
- *Privacy and Responsible Information Sharing Act 2024*
- *Procurement Act 2020*
- *Public Interest Disclosure Act 2003*
- *Public Sector Management Act 1994*
- *State Records Act 2000*
- *State Supply Commission Act 1991*
- *Work Health and Safety Act 2020*

1.3 PERFORMANCE MANAGEMENT FRAMEWORK

OUTCOME-BASED MANAGEMENT FRAMEWORK

The formal performance management framework for Western Australian government agencies is referred to as Outcome Based Management (OBM). The OBM enables agencies to monitor how the services they deliver achieve their intended outcomes. It is governed by the *Financial Management Act 2006*. Tourism WA's OBM is presented in this Annual Report and is reported as part of the Department of Creative Industries, Tourism and Sport (CITS) in the Western Australian State Budget 2025–26.

Tourism WA Outcome Based Management Framework

Government Goal	Delivering strong financial and economic management: diversifying our economy and making more things in WA.
Desired Outcome	Increased competitiveness and viability of the Western Australia tourism industry. ***Competitiveness*** reflects the fact that 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.
Services	1. Destination Marketing 2. Event Tourism 3. Tourism Destination Development
Key Performance Indicators (KPIs)	**Key Effectiveness Indicators** KPI 1: Total dollar amount spent by visitors in Western Australia KPI 2: Total overnight visitors to/within Western Australia KPI 3: Western Australia's market share of international visitor spend in Australia KPI 4: Number of tourism filled jobs (direct and indirect) in Western Australia KPI 5: Visitors' likelihood to recommend Western Australia - Net Promoter Score (NPS) KPI 6: Ratio of direct economic return to Tourism WA's investment, for major events sponsored **Key Efficiency Indicator** KPI 7: Ratio of Tourism WA's Total Cost of Services to total visitor spend in Western Australia

CHANGES TO OUTCOME-BASED MANAGEMENT FRAMEWORK DURING 2025–26

Following the Public Sector Reform, Cabinet approved new Government Goals in October 2025. Tourism WA aligns to the Government Goal "Delivering strong financial and economic management: diversifying our economy and making more things in WA".

Alignment to this new Government Goal was endorsed by the Tourism WA Board of Commissioners and approved by the Under Treasurer in March 2026.

The Under Treasurer also approved revisions to the 2025–26 KPI Targets for KPIs 1, 2 and 7. The targets published here and in the 2026-27 Budget Papers differ to those originally published in the 2025–26 Budget Papers. Revisions to the 2025–26 targets for these 3 KPIs were required due to a change in methodology of the underlying source data. More detail is provided in Section 4.0 of this Annual Report.

SHARED RESPONSIBILITIES WITH OTHER AGENCIES

Tourism WA does not share any statutory responsibilities with other agencies. However, Tourism WA works closely with a range of Australian and WA Government entities to achieve cross-government coordination of tourism initiatives and delivery of the government priorities as outlined in Section 2.0 of this Annual Report.

2.0 AGENCY PERFORMANCE

PURNULULU NATIONAL PARK, THE KIMBERLEY

STRATEGIC DIRECTION

CITS Strategic Plan 2026-2029

The inaugural CITS Strategic Plan 2026–2029 was launched in December 2025. It aligns with the WA Government Priorities 2026-2029, with specific focus for Tourism WA on:

- Diversifying the WA economy so that it remains the strongest in the nation.
- Acknowledging the cultural heritage of WA's Aboriginal people.

The visitor economy

Tourism WA is focused on delivering outcomes identified in the Western Australian Visitor Economy Strategy 2033 (WAVES 2033). This 10-year, cross-government strategy for the visitor economy in Western Australia was launched in February 2024 after significant cross-government collaboration.

The strategy sets the vision for Western Australia 'to be recognised as a world-class destination that immerses people in its unique cultures, communities and environment' and aims to grow visitor spend to $25 billion by 2033. Annual trend monitoring during 2025–26 indicates WAVES 2033 remains on track to achieve its goals.

It has 6 key areas: aviation, accommodation and attractions, events, Aboriginal tourism, destination brand and a high performing industry. These are supported by 85 cross-government initiatives and 4 guiding principles: sustainable, inclusive, collaborative and innovative.

WAVES 2033 is being delivered in 3 phases. The first phase focuses on consolidating existing projects across WA Government agencies and identifying gaps and opportunities. Phase 2 will build investment cases and the program pipeline. Phase 3 will support long-term preparation and operational delivery.

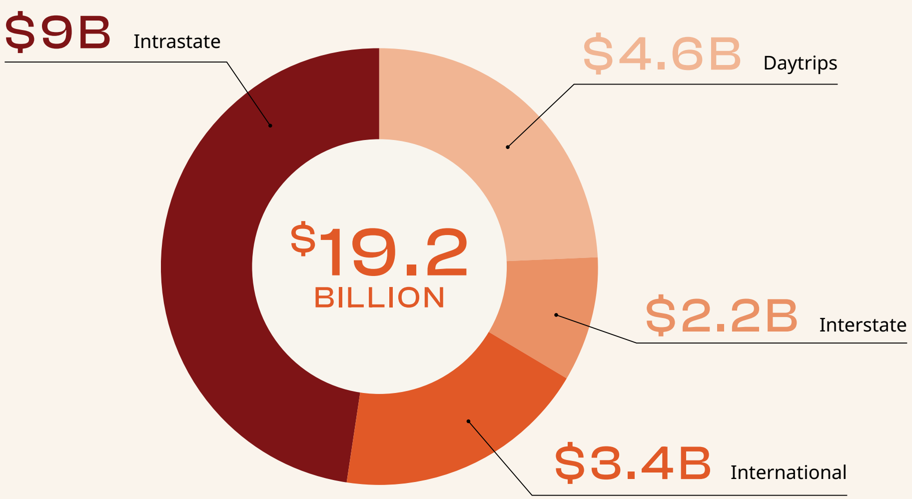
WESTERN AUSTRALIA VISITOR ECONOMY PERFORMANCE 2025

Visitor spend in Western Australia totalled $19.2 billion. Of this, 31% was spent in regional Western Australia

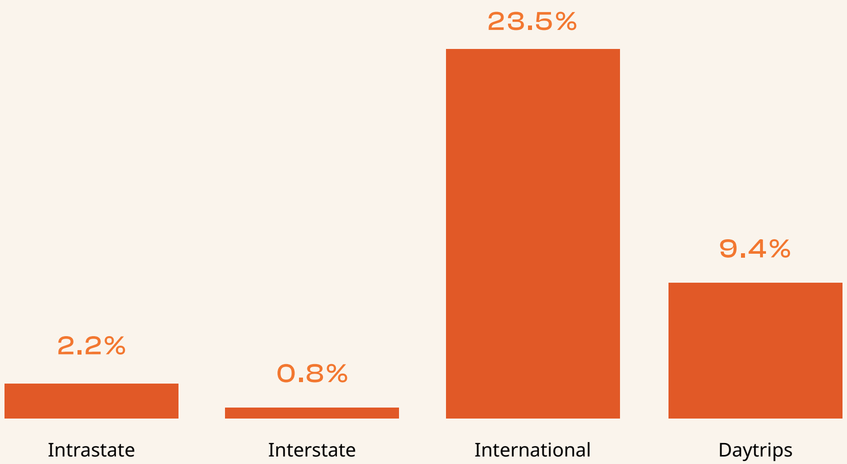
Western Australia saw growth in visitation from all source markets – intrastate, interstate, international and daytrips – and outperformed the national growth rate for each

International visitation to Western Australia reached 1.1 million in 2025, ahead of the 2019 (pre-COVID) volume. Western Australia was the only state/territory to achieve this milestone!

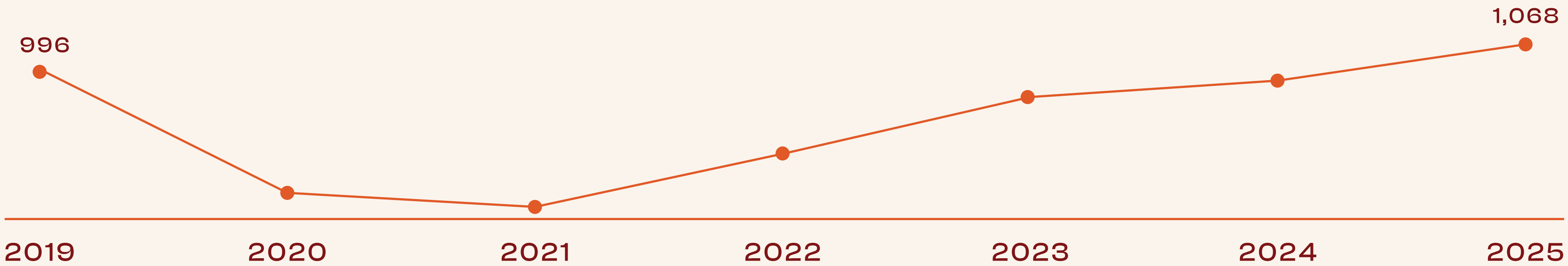
Visitor Spend in WA by Source Market ($ Billion)



Year on Year Growth in Visitation – 2024 to 2025



International Visitors to WA ('000)



GROWING THE VISITOR ECONOMY

$19.2 BILLION

Total visitor expenditure across Western Australia

$6 BILLION

Visitor expenditure in regional Western Australia

MORE THAN ONE MILLION

International visitors welcomed to Western Australia

2.1 REPORT ON OPERATIONS

AVIATION

Tourism WA works to strengthen Western Australia's international, interstate and regional aviation network in line with WAVES 2033. Priorities for 2025–26 included growing air capacity, securing new routes from key markets and improving affordable access to regional destinations. This work was supported by the WA Government's Aviation Recovery Fund and Affordable Airfares Program.

Major route development for a stronger aviation network

Western Australia moved beyond aviation recovery and entered a new phase of growth. By June 2026, Perth / Boorloo was connected to 22 international and 10 interstate destinations through non-stop services across 25 carriers.

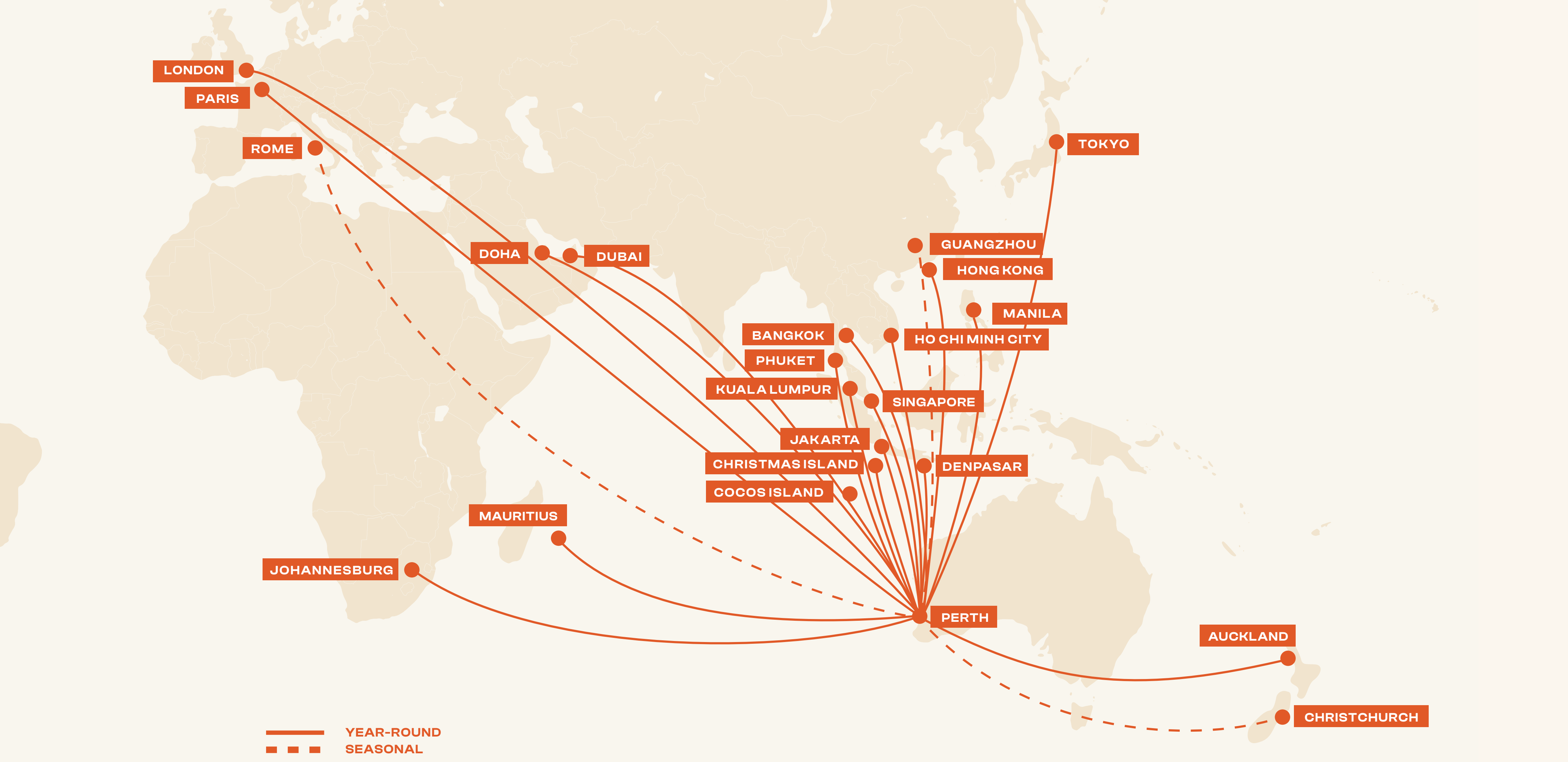
International aviation capacity reached 132 per cent of 2019 levels, while interstate capacity reached 112 per cent.

Major international route achievements included:

- China Southern Airlines extending its Guangzhou to Perth service to operate year-round, providing more than 42,000 inbound seats each year
- Cathay Pacific increasing Hong Kong to Perth services to twice daily, lifting annual capacity to more than 200,000 seats
- All Nippon Airways restoring year-round Tokyo to Perth services and increasing flights to daily between December 2025 and April 2026, adding an estimated 19,200 inbound seats
- Jetstar launching a 3-times-weekly Manila to Perth service, adding more than 36,000 seats annually
- Malaysia Airlines increasing Kuala Lumpur to Perth services to twice daily
- Qantas launching a 3-times-weekly Auckland to Perth service, forecast to provide nearly 40,000 inbound seats each year, and a new Johannesburg to Perth service
- Qantas extending the seasonal Rome to Perth service by 8 weeks, delivering almost 26,000 additional inbound seats compared with the 2025 season
- Jetstar and Air New Zealand announcing seasonal Christchurch to Perth services commencing in late 2026, collectively providing about 33,000 inbound seats.

Interstate connectivity also increased. Qantas launched a new Newcastle to Perth service, adding 23,400 inbound seats each year, and reinstated direct Perth to Hobart flights, adding a further 32,000 annual seats.

NON-STOP INTERNATIONAL CONNECTIONS TO WESTERN AUSTRALIA



EXPANDING AVIATION SUCCESS

22 INTERNATIONAL DESTINATIONS

connected to Perth through non-stop services.

25 DIFFERENT CARRIERS

operating international services to Perth

Domestic Capacity

112% of 2019 levels

International Capacity

132% of 2019 levels

Regional route development

Regional connectivity remained a priority through the Affordable Airfares Program (AAP). In its ninth year, the program contracted 3 airlines across 4 intrastate routes and will provide more than 35,000 discounted fares between March and November 2026.

The program supported travel between Perth and Exmouth, Kununurra / Goonoonoorrang and Broome / Rubibi, as well as the Broome to Kununurra route. Additional discounted fares were made available around major regional events, including the Ord Valley Muster and Shinju Matsuri.

Following the closure of Jetstar Asia and the end of the Broome to Singapore service, more than 4,000 additional discounted fares were provided on Virgin Australia's Perth to Broome route. Support was also provided for Nexus services connecting Geraldton / Jambinu, Karratha and Port Hedland with Broome.

Responding to global disruption

Global aviation conditions remained complex throughout the year. Geopolitical instability in the Middle East affected airline networks, operating costs and consumer confidence across some long-haul and short-haul markets.

Some services required schedule changes, reduced capacity or longer flight paths. The Paris to Perth service was temporarily rerouted through Singapore, while the London to Perth outbound service temporarily included a Singapore fuel stop.

Tourism WA continued to work with Perth Airport, airline partners and government stakeholders to monitor market impacts, support route sustainability and respond to changing conditions.

Tourism WA will continue to pursue sustainable international, interstate and regional route growth, strengthen partnerships with airlines and airports and support affordable regional travel. This work will help increase visitation, disperse visitors across the State and position Western Australia to capture future aviation opportunities.

ACCOMMODATION AND ATTRACTIONS

Tourism WA's ambition is for Western Australia to be recognised as a world-class destination that immerses visitors in its unique cultures, communities and environment. It aims to grow annual visitor spend to $25 billion by 2033, with accommodation and attractions identified as one of 6 areas critical to achieving this goal.

Tourism WA set out to strengthen the supply side of the visitor economy by attracting private investment, expanding the range of bookable experiences and creating more reasons for visitors to travel throughout Western Australia and stay longer.

This included:

- identifying and promoting investment-ready tourism opportunities
- building the evidence needed to support investment decisions
- helping operators develop new accommodation, attractions and experiences
- creating stronger tourism offerings in national parks and regional destinations
- supporting infrastructure and destination development
- growing WA's cruise tourism sector.

Tourism investment

Tourism WA built the foundations for future accommodation development by delivering the Perth Hotel Demand Study and Perth Hotel Site Assessment Study. Together, the studies identified future market demand and suitable sites, creating a strong evidence base for a targeted Perth hotel development program to be delivered in 2026–27.

The Geraldton and Kalbarri Accommodation Study was also completed in partnership with the Mid West Development Commission. New investment profiles were developed to promote the Pilbara, Great Southern, Kimberley and Ningaloo regions.

A major highlight was the inaugural Perth Hotel Summit, hosted in partnership with the Asia Pacific Hotel Industry Conference and Exhibition (AHICE) in August 2025. The event brought together 185 delegates, including 25 interstate representatives, from national and international hotel owners, operators and development companies.

The summit strengthened Western Australia's profile as an investment destination and connected government, industry and potential investors. Its success secured an expanded AHICE Perth Hotel Summit for December 2026.

National Park Tourism Experiences Development Program

Tourism WA delivered the 4-year National Park Tourism Experiences Development (NPTED) Program in partnership with the Department of Biodiversity, Conservation and Attractions. The program completed its final funded year with a strong pipeline of new tourism products and businesses.

Program achievements included:

- engaging more than 200 operators and proponents
- developing 135 new bookable experiences with 64 operators
- completing 86 enablement studies and industry resources
- delivering 15 workshops delivered to more than 470 participants
- supporting 8 operators to enter Tourism WA's trade-ready program
- supporting 16 operators to join the State's industry recognition program.

The new experiences included scenic helicopter flights, kayaking and hiking tours, distinctive accommodation and wildlife rehabilitation activities.

The Unique Tourist Accommodation Proposals (UTAP) program pilot also announced support for 17 private proponents to undertake planning studies for new accommodation in key visitor destinations, including the Gibb River Road, Ningaloo Coast, Wooditup / Margaret River and Great Southern regions.

In June 2026, a preferred proponent was announced to work with the Shire of Ravensthorpe to progress an ecotourism accommodation experience at Hamersley Inlet Reserve, adjoining Fitzgerald River National Park.

More than 40 projects remain under development, maintaining momentum beyond the program's final funded year.

Tourism WA and the Department of Biodiversity, Conservation and Attractions continued supporting the evolution of the visitor experience at Garaan-ngaddim Horizontal Falls.

A pilot delivered with Journey Beyond and Dambimangari Aboriginal Corporation provided on-Country training for Dambimangari guides and trialled new cultural experiences. Visitor feedback gathered through the pilot will inform an expanded program during the 2026 season.

Other significant attraction and experience projects

Tourism WA completed studies to identify new tourism opportunities across metropolitan and regional Western Australia. These included:

- the Abrolhos Commercial Tourism Opportunities Analysis
- the Wadandi Track Tourism Opportunities Analysis
- continued investigation of a Kimberley Events Centre in Broome through a cross-industry working group.

The $9.5 million Swan Valley and Perth Hills Tourism Package also moved from planning into delivery. Progress included selecting a site and artist for the Swan Valley sculpture trail, starting engineering investigations for a mega mural, establishing a grant agreement to progress the Jarrahdale railbike concept and beginning a 4-year destination marketing plan with Destination Perth.

Cruise tourism

Cruise tourism generated approximately $368 million in Gross State Product in Western Australia during 2024–25 and supported 1,118 full-time equivalent jobs.[1]

Tourism WA coordinated government, port, industry and destination partners through the Western Australian Cruise Tourism Strategic Plan 2023–2033. The plan aims to secure more cruise itineraries, strengthen destination readiness and increase the benefits cruise visitors bring to communities across WA.

WA welcomed 33 unique cruise ships making 207 calls across 9 port destinations in 2025–26: Albany / Kinjarling, Broome, Busselton / Undalup, Dampier, Esperance / Kepa Kurl, Exmouth, Fremantle / Walyalup, Geraldton and Wyndham.

Fremantle received 27 ships, including 8 making their maiden visit to the port.

The Australian Cruise Association Conference, secured by Tourism WA and hosted in Fremantle in September 2025, attracted a record 166 delegates. Attendees included cruise line and port executives, inbound tour operators and State Tourism Organisations.

At the conference, Princess Cruises announced the seasonal homeporting of the Sapphire Princess in Fremantle from December 2027. The 3-month program is planned to include 10 itineraries and several overnight transits in Broome.

The homeporting is expected to:

- generate an estimated $142 million in economic activity
- support more than 1,000 jobs
- bring additional visitors to destinations along WA's coast.

The $220 million privately funded Kimberley Marine Support Base opened at the Port of Broome in September 2025. Its floating wharf enables vessels to berth around the clock despite the region's significant tidal movements.

The facility supported the first overnight visit by the Crown Princess in April 2026. Longer stays give passengers more time to explore Broome and create additional opportunities for local tour operators and businesses.

Tourism WA also partnered with the City of Fremantle to deliver cultural welcome ceremonies by local Aboriginal dance groups for guests and crew across 6 cruise visits.

Tourism WA promoted the State's cruise offering internationally at Seatrade Cruise Global in Miami, USA and worked directly with cruise lines to encourage more vessels to include WA destinations in their itineraries.

It also delivered 5 Cruise Ready Workshops for about 145 tourism operators and local businesses, as well as 3 Cruise Education Workshops attended by 66 volunteers and guides.

Tourism WA updated key industry resources, including the Western Australian Cruise Tourism Handy Reference Guide, cruise trade brochure and annual WA Cruise Snapshot.

1 | Western Australia Cruising Snapshot 2024-25.

GROWING CRUISE TOURISM

33 SHIPS
Unique cruise ships visited Western Australia

207 CALLS
Cruise ship calls across the State

3 MONTHS
Planned Sapphire Princess homeporting period in Fremantle during 2027-28.

ROWLEY SHOALS MARINE PARK, THE KIMBERLEY

EVENTS

Tourism WA works to strengthen Western Australia's reputation as a world-class events destination by securing, delivering and leveraging major sporting, cultural, arts, culinary and business events. This work supports WA Government priorities by creating jobs, diversifying the economy, supporting local businesses and building vibrant, connected communities.

Tourism WA's events program attracted more than 2.2 million attendees in 2025–26, and generated more than 890,000 visitor nights. The program comprised 27 major events, 61 regional events and, through the Metro Events Program, 11 metropolitan events. Additional major events were secured and announced during the year for delivery in coming seasons.

Tourism WA focused on:

- securing exclusive and blockbuster events with strong visitor appeal
- building a diverse year-round calendar across metropolitan and regional Western Australia
- attracting event longevity through multi-year agreements
- growing homegrown events that showcase Western Australia's people, places and culture
- supporting mass participation events
- enhancing major events through complementary experiences and activations
- using events to drive visitation during traditionally quieter periods.

Events contracted and delivered by Tourism WA during 2025–26

Major Events

WWE Weekend Takeover

Perth hosted 3 iconic WWE events over one weekend: *Friday Night SmackDown, Crown Jewel: Perth* and *Monday Night Raw*. WWE legend John Cena made his exclusive final Australian appearance as part of his global 2025 Farewell Tour.

The series attracted a combined audience of 38,000 fans to RAC Arena. Almost one third travelled from interstate, generating millions of dollars for the State economy.

The series generated approximately $9 million in global media value across Tourism WA's key markets. Approximately 97 per cent of broadcast exposure occurred outside Australia, and the event was available in more than one billion households worldwide. It generated more than 430 pieces of global media coverage and an estimated 3.92 billion media impressions.

The West Test

Perth hosted the opening Test of the Ashes series in November 2025, marking the first time in more than 40 years that the series began in Perth.

The West Test attracted more than 100,000 attendees across 2 days of play, making it the highest-attended cricket Test match held at Perth Stadium.

Approximately 20,000 out-of-state ticket holders purchased tickets to witness the Ashes series in Perth, with more than 40 per cent from the United Kingdom.

The final session on Day 2 attracted an interim average television audience of 2.3 million viewers, showcasing Western Australia and the award-winning Perth Stadium to national and international audiences.

Oracle Perth Sail Grand Prix

Fremantle hosted the Oracle Perth Sail Grand Prix presented by KPMG in January 2026.

The event attracted a sold-out crowd of 13,000 and reached a global broadcast audience of more than 23 million. It was the most-watched SailGP event at that time.

Following its successful debut, the Perth Sail Grand Prix will return in February 2027 as part of a 3-year agreement. It will be the only Australian SailGP event in 2027.

OPTUS STADIUM, PERTH

AFL Origin

AFL Origin returned in February 2026 for the first time in 27 years, with Western Australia facing Victoria.

The match attracted a sold-out crowd of more than 58,000 fans to Optus Stadium. It placed Perth at the centre of a nationally significant sporting moment, driving interstate visitation, extensive broadcast exposure and city-wide excitement.

AFC Women's Asian Cup

The AFC Women's Asian Cup concluded the Summer of Events in March 2026. Perth hosted the opening match, which attracted a record crowd of more than 44,000 fans.

Perth also hosted the semi-final between the Matildas and China at Optus Stadium, reaching a global broadcast audience.

World Surf League Margaret River Pro

The World Surf League Margaret River Pro returned in April 2026. First held in 1985, it is now a longstanding international fixture on Tourism WA's events calendar.

UFC Fight Night

RAC Arena hosted Australia's first prime-time Saturday night UFC Fight Night in May 2026, headlined by Perth fighter Jack Della Maddalena.

Other major sporting events

Western Australia also hosted a diverse range of major sporting events.

International football club AC Milan played Perth Glory in July 2025. In August, the Wallabies faced the All Blacks in the Bledisloe Cup.

The Backroads Gravel Fields of Gold mass participation cycling event attracted more than 1,000 riders to Nabawa near Geraldton.

The United Cup and HSBC SVNS returned to Perth in January and February 2026, bringing international teams, athletes and supporters to Western Australia.

North Melbourne AFL team also returned to Western Australia for 2 home games in June 2026. The first match sold out at Hands Oval in Bunbury / Goomburrup, while the second was held at Optus Stadium.

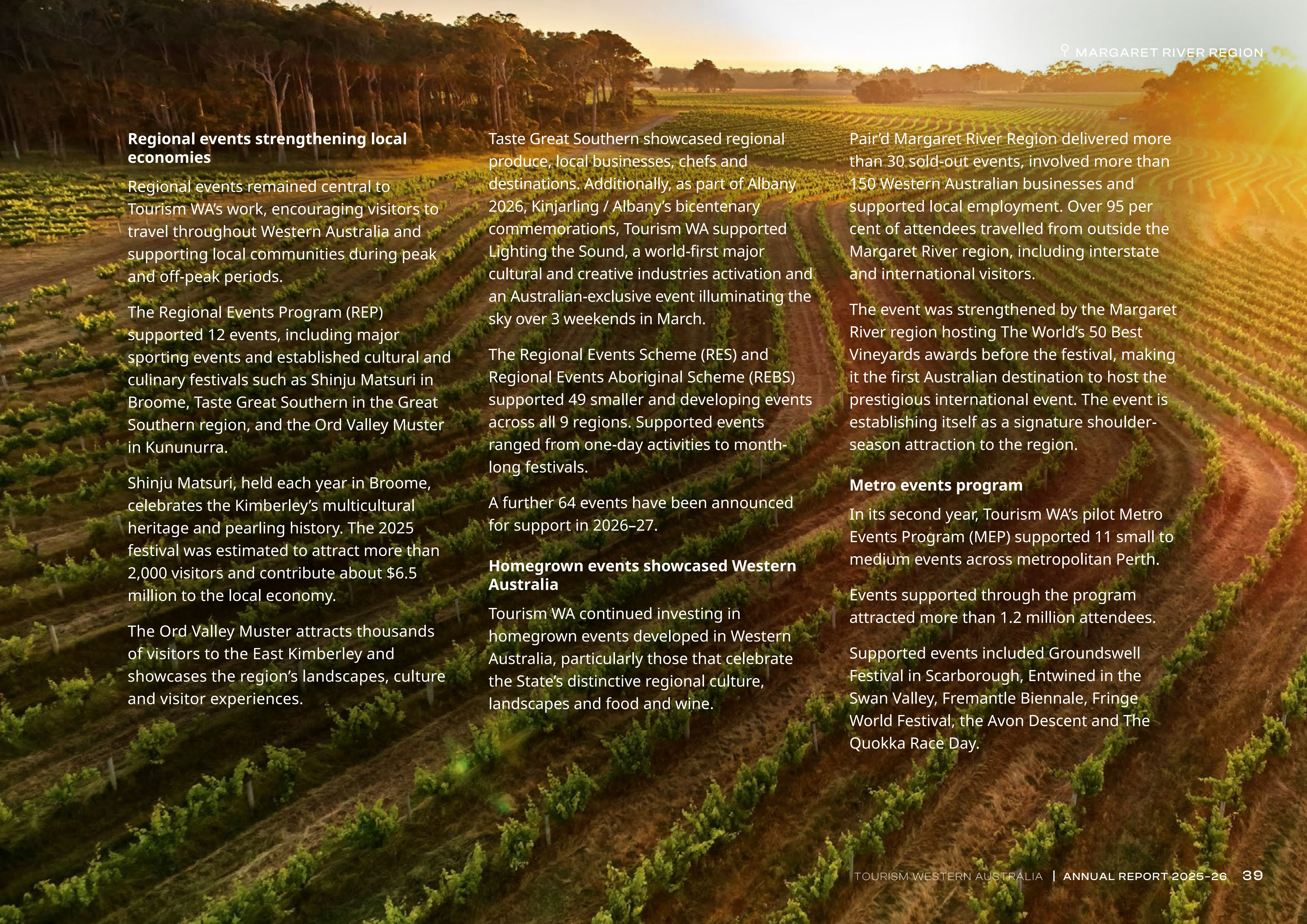
Mass participation events

Mass participation events attracted competitors, officials, volunteers and travelling supporters to metropolitan and regional destinations.

Tourism WA-supported events generated more than $47 million in economic benefits across Western Australia while also delivering community, social and sporting outcomes.

Events included:

- the National Volleyball Championships in Perth
- the AusCycling Mountain Bike Enduro National Championships in Collie
- the Cape to Cape Mountain Bike Stage Race at Cape Naturaliste
- Ironman Western Australia and Ironman 70.3 in Busselton / Undalup
- UCI Gravel World Series SEVEN – World Championship qualifier, in Nannup
- the Australian Masters Rowing Championships in Perth.



MARGARET RIVER REGION

Regional events strengthening local economies

Regional events remained central to Tourism WA's work, encouraging visitors to travel throughout Western Australia and supporting local communities during peak and off-peak periods.

The Regional Events Program (REP) supported 12 events, including major sporting events and established cultural and culinary festivals such as Shinju Matsuri in Broome, Taste Great Southern in the Great Southern region, and the Ord Valley Muster in Kununurra.

Shinju Matsuri, held each year in Broome, celebrates the Kimberley's multicultural heritage and pearling history. The 2025 festival was estimated to attract more than 2,000 visitors and contribute about $6.5 million to the local economy.

The Ord Valley Muster attracts thousands of visitors to the East Kimberley and showcases the region's landscapes, culture and visitor experiences.

Taste Great Southern showcased regional produce, local businesses, chefs and destinations. Additionally, as part of Albany 2026, Kinjarling / Albany's bicentenary commemorations, Tourism WA supported Lighting the Sound, a world-first major cultural and creative industries activation and an Australian-exclusive event illuminating the sky over 3 weekends in March.

The Regional Events Scheme (RES) and Regional Events Aboriginal Scheme (REBS) supported 49 smaller and developing events across all 9 regions. Supported events ranged from one-day activities to month-long festivals.

A further 64 events have been announced for support in 2026–27.

Homegrown events showcased Western Australia

Tourism WA continued investing in homegrown events developed in Western Australia, particularly those that celebrate the State's distinctive regional culture, landscapes and food and wine.

Pair'd Margaret River Region delivered more than 30 sold-out events, involved more than 150 Western Australian businesses and supported local employment. Over 95 per cent of attendees travelled from outside the Margaret River region, including interstate and international visitors.

The event was strengthened by the Margaret River region hosting The World's 50 Best Vineyards awards before the festival, making it the first Australian destination to host the prestigious international event. The event is establishing itself as a signature shoulder-season attraction to the region.

Metro events program

In its second year, Tourism WA's pilot Metro Events Program (MEP) supported 11 small to medium events across metropolitan Perth.

Events supported through the program attracted more than 1.2 million attendees.

Supported events included Groundswell Festival in Scarborough, Entwined in the Swan Valley, Fremantle Biennale, Fringe World Festival, the Avon Descent and The Quokka Race Day.

Event experience

Tourism WA launched the Event Experience Strategy 2033 in August 2025. The strategy focuses on extending visitor engagement beyond the main event and strengthening connections with local businesses and communities.

Activations were delivered around major events including WWE Weekend Takeover, AFL Origin, SailGP, the West Test, the North Melbourne versus Fremantle AFL match in Bunbury and the AFC Women's Asian Cup.

WWE Weekend Takeover was supported by city dressing, a pop-up WWE Superstore and a Netflix fan hub that attracted more than 4,000 visitors. The event also created opportunities to support Make-A-Wish, Starlight Children's Foundation, Perth Children's Hospital and Telethon.

The West Fest was delivered alongside the West Test in partnership with Cricket Australia. The free 2-day festival brought together the West Test, a Perth Scorchers Women's Big Bash League match and WA Day Festival celebrations at Stadium Park.

Up to 40 hospitality venues and hotels took part in associated engagement initiatives, extending economic benefits beyond the stadium. The festival connected thousands of local, interstate and international visitors with Perth's tourism and hospitality offerings.

Major future events announced

Tourism WA continued building a strong pipeline of major events for future years.

Major event announcements during 2025–26 included:

- Australia's Wallabies taking on Hong Kong China in the opening match of the Men's Rugby World Cup 2027
- Calcio Italiano – Only in Perth, a 3-match international football series and cultural festival to be held in August 2026, featuring Juventus, AC Milan, Inter Milan and Palermo
- the Gay Games 2030, featuring up to 36 sporting competitions, cultural events and opening and closing ceremonies across 22 venues

The Gay Games is expected to attract thousands of participants and supporters from outside Western Australia and reinforce the State's commitment to inclusive major events.

These events add to existing multi-year agreements for Perth Sail Grand Prix, Rugby HSBC SVNS, HoopsFest and the National Cycling Championships. Together, they will attract interstate and international visitors, engage Western Australia's diverse communities and strengthen the State's reputation as a global events destination.

DELIVERING AND SUPPORTING EVENTS

99 EVENTS Sponsored or contracted by Tourism WA

161 Association Conferences hosted in WA

Business events

Tourism WA engages Business Events Perth to attract high-value national and international conferences aligned with Western Australia's priority industries.

Working across government and industry, more than 160 association conferences were hosted in Western Australia during 2025–26, alongside strong corporate and incentive travel activity.

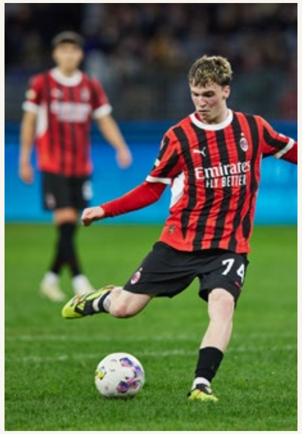
Major events included:

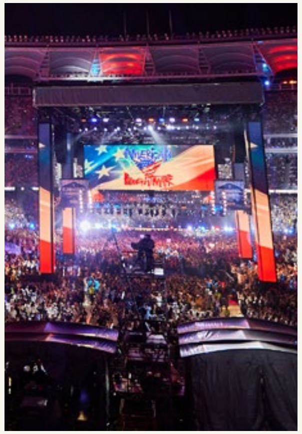
- the Australian Cruise Association Conference 2025
- the 62nd Annual Joint Australia-Japan Business Conference 2025
- Australian Tourism Export Council Meeting Place 2025
- the Australian Performing Arts Market 2026
- the Royal Australasian College of Surgeons 94th Annual Scientific Congress 2026
- the 2026 AusMedtech Conference, hosted in Perth for the first time.

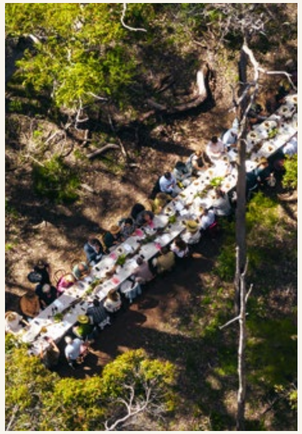
Business Events Perth also secured Land Forces 2026, Australia's largest defence industry trade exposition.

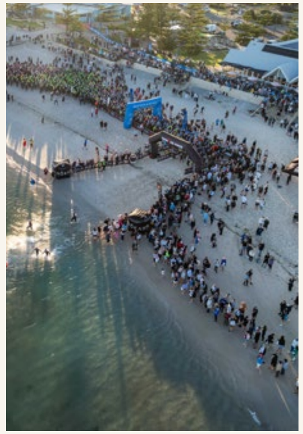
The event will be held in Perth for the first time in October 2026 and is expected to attract more than 10,000 national and international delegates. It will also showcase defence technology and innovation and strengthen Western Australia's position in the defence sector.

EVENT CALENDAR HIGHLIGHTS 2025-26









2025

JULY

- CommBank Matildas International Friendlies
- AC Milan vs Perth Glory
- Cabin Fever
- Mowanjum Festival

AUGUST

- Avon Descent
- Backroads Gravel
- Shinju Matsuri

SEPTEMBER

- C-Wise Dwellingup
- South West Japan Festival
- WA Pro Surf Series

OCTOBER

- Bledisloe Cup – Wallabies v All Blacks
- WWE Friday Night SmackDown
- WWE Crown Jewel: Perth
- WWE: Monday Night RAW
- AusCycling MTB Enduro National and Oceania Championships
- Cape to Cape MTB

NOV

- The West Test – The Ashes – First Test Australia v England
- Pair'd Margaret River Region

DEC

- Ironman Western Australia

2026

JAN

- **Oracle Perth Sail Grand Prix – Presented by KPMG**
- **HoopsFest**
- **Fringe World Festival**

FEB

- **HSBC SVNS**
- **AAMI AFL Origin**
- **Perth Festival**
- **Busselton Jetty Swim**

MARCH

- **AFC Women's Asian Cup 2026**
- **2026 UCI Track World Cup**
- **Sculpture by the Sea**
- **Lighting the Sound**
- **Taste Great Southern**

APRIL

- **Beverley Airshow**
- **World Surf League Margaret River Pro**
- **Fremantle International Street Arts Festival**

MAY

- **UFC Fight Night: Della Maddalena vs Prates**
- **SEVEN Gravel Race – UCI Gravel World Series**
- **Ord Valley Muster**
- **Lake Argyle Swim**
- **Margaret River Readers & Writers Festival**

JUNE

- **AFL – North Melbourne v West Coast Eagles**
- **AFL – North Melbourne v Fremantle Dockers**
- **Pilbara Pride Festival**

KUNUNURRA, THE KIMBERLEY | GOONOONOORANG

ABORIGINAL TOURISM

Tourism WA is working towards Western Australia being recognised as Australia's leading destination for authentic Aboriginal cultural experiences. This work supports sustainable Aboriginal tourism businesses and creates meaningful opportunities for visitors to connect with culture and Country.

Through the Jina: Western Australian Aboriginal Tourism Action Plan 2021–2025, Tourism WA worked with the Western Australian Indigenous Tourism Operators Council, WA Government agencies, Aboriginal tourism operators and communities to:

- support Aboriginal people to participate in tourism and hospitality
- grow sustainable Aboriginal tourism businesses
- develop new cultural experiences and visitor attractions
- strengthen pathways to employment and business ownership
- connect Aboriginal tourism operators with domestic and international markets
- increase opportunities for visitors to experience Aboriginal culture across Western Australia.

The inaugural plan was extended for one year to support continued delivery during 2025–26.

New and upgraded experiences

The Camping with Custodians network continued to grow, with construction completed on a new campground at Yallalie in the Coral Coast region in partnership with Beemurra Aboriginal Corporation.

Upgrades to Mimbi Caves Campground doubled capacity to 37 sites, supporting increased visitation along the Gibb River Road and growth of the Mimbi Cave Tours business.

Through the Art with Custodians program, 3 Aboriginal-run galleries and cultural centres developed new visitor experiences, strengthened visitor engagement and created local employment opportunities.

Stronger Aboriginal tourism businesses

The Western Australian Indigenous Tourism Operators Council continued delivering its flagship business development programs, supporting:

- 10 operators through the Aboriginal Tourism Accelerator program
- Up to 40 emerging businesses through the Business Support Hub.

These programs provided tailored advice, mentoring and practical business support, helping operators develop sustainable tourism products and prepare for future growth.

Connected with global markets

The export-ready Sand Talk Program connected 6 Aboriginal tourism operators with 7 key travel trade partners.

Tourism WA also supported Aboriginal tourism businesses to participate in key trade activities, including its European Roadshow.

Nine WA members of Tourism Australia's Discover Aboriginal Experiences collective attended the Australian Tourism Exchange in 2026. This helped operators build commercial relationships, strengthen their international profile and connect with new markets.

Training and pathways

Tourism WA worked with Aboriginal-led organisations and industry mentors to deliver 5 tailored training and mentoring programs across Western Australia.

About 120 people participated, with 35 progressing into employment pathways in tourism and hospitality.

The programs gave participants practical skills, industry connections and greater confidence to pursue employment and business opportunities.

Culture reaching more visitors

A coordinated program of Aboriginal cultural performances and activations brought culture into major visitor precincts across metropolitan Perth.

Highlights included:

- free weekly performances at WA Museum Boola Bardip
- 6 cruise-linked performances in Fremantle
- 6 performances at Yagan Square
- activations during the Revealed Aboriginal Art Exhibition opening weekend
- support for the Wadjemup Aboriginal Artist in Residence program.

STRENGTHENING DESTINATIONS AND EXPERIENCES

$20 MILLION Committed to Aboriginal tourism through the Jina: Western Australian Aboriginal Tourism Action Plan 2026-2030

40 ACTIONS To further develop Aboriginal tourism in Western Australia over the next 4 years

7 WA Government agencies in partnership with Tourism WA and the Western Australian Indigenous Tourism Operators Council (WAITOC), Aboriginal tourism operators and stakeholders

The Yagan Square performances attracted approximately 1,000 attendees and engaged more than 25 Aboriginal performers.

Together, these activations increased the visibility of Aboriginal culture, created paid opportunities for performers and gave visitors more ways to engage with Western Australia's living cultures.

A new plan for 2026-2030

Tourism WA launched the Jina: Western Australian Aboriginal Tourism Action Plan 2026–2030 in May 2026.

The new plan is supported by $20 million over 4 years and builds on the foundations established through the inaugural Jina Plan.

It brings together Tourism WA, the Western Australian Indigenous Tourism Operators Council, 7 WA Government agencies and Aboriginal tourism operators and stakeholders through a coordinated approach to growing Aboriginal tourism across the State.

Priorities include:

- new and expanded Camping with Custodians campgrounds
- Aboriginal-led tourism experiences, tours and visitor attractions
- cultural performances, events and festivals
- training and mentoring to support employment pathways
- business development and capacity building for emerging and established Aboriginal tourism businesses.


PURNULULU NATIONAL PARK, THE KIMBERLEY

DESTINATION BRAND

Destination brand and marketing

Tourism WA's destination marketing aims to strengthen Western Australia's appeal, build preference among travellers and convert desire into visitation.

Through its global brand and targeted marketing activity, Tourism WA promotes the State's distinctive destinations, experiences, events and authentic Aboriginal culture to priority audiences. This work keeps Western Australia visible in competitive travel markets and gives visitors compelling reasons to choose the State.

In 2025–26, Tourism WA maintained a marketing presence on Australia's east coast and across 12 priority international markets. Activity included paid media, digital and social channels, public relations, trade engagement, familiarisation visits and cooperative marketing campaigns with aviation, tourism and distribution partners.

In emerging markets such as Vietnam, Tourism WA worked with airlines, distribution partners and Tourism Australia to build awareness and demand.

Tourism WA also worked with the 5 Regional Tourism Organisations to deliver tailored intrastate campaigns that reflected regional priorities and encouraged Western Australians to explore more of the State.

Walking On A Dream

In February 2026, Tourism WA launched the next creative chapter of the Walking On A Dream destination brand.

The new creative featured cinematic brand films and hero photography captured across Western Australia, supported by a reimagined version of the Empire of the Sun song *Walking On A Dream*.

The West Australian Symphony Orchestra performed the arrangement with Aboriginal artist Billy-Jo Shoveller, creating a distinctive soundtrack that connected Western Australia's landscapes, culture and creative talent.

The brand activity launched across television, paid social media, outdoor advertising, print and online video. It reached audiences in Western Australia, interstate and key international markets including New Zealand, the United Kingdom, China and Singapore.

Tourism WA tailored assets for each market and extended reach through cooperative marketing partnerships with aviation and trade partners.

The brand raised the profile of WA and helped welcome a record 1.1 million international visitors in 2025 and become the first Australian state to achieve the full return of overseas travellers.

Experience-led campaigns

Tourism WA complemented the global brand with campaigns focused on experiences that give travellers compelling reasons to visit.

The *Where Dream Events Happen* campaign positioned Western Australia as a fast-growing events destination for Southeast Asian audiences. In 2025–26, it reached potential visitors in Australia, Singapore, Indonesia and Malaysia through ongoing content partnerships and targeted activity across YouTube and Meta.

OPTUS STADIUM, PERTH

The *Drive the Dream* campaign continued in September 2025, using Daniel Ricciardo's global profile to promote Western Australian road trips to domestic high-yield travellers through YouTube, Meta and trade media.

A paid media campaign also launched in November 2025 to support the second intake of operators and experiences into The Dream Collective Western Australia.

This industry recognition program showcased Western Australia's leading tourism and accommodation experiences. More than 180 operators were accepted after meeting benchmark criteria.

The campaign targeted interstate high-yield travellers and directed them to an online platform featuring all participating operators.

International Market Activities[2]

During 2025–26, Tourism WA worked with 88 trade partners to deliver 114 marketing campaigns across 12 priority international markets. The campaigns are estimated to have generated more than 123,000 visitors and more than $410 million in visitor expenditure.

Tourism WA also secured and delivered major trade engagement and public relations activity across these markets.

In October 2025, Tourism WA and Business Events Perth hosted the Australian Tourism Export Council Meeting Place in Perth. The event attracted more than 500 tourism leaders and connected Western Australian operators with international buyers through business appointments and familiarisation tours showcasing the State's tourism experiences.

Greater China (including Hong Kong)

China remained Western Australia's largest international market by visitor spend in 2025 and its fourth-largest market by visitor numbers. About 70,300 visitors contributed $503 million to the State economy, supported by growing visitation from Hong Kong.

During 2025–26, Tourism WA delivered 17 cooperative marketing campaigns with 16 aviation and distribution partners across China and Hong Kong. Partners included China Southern Airlines, Cathay Pacific, Singapore Airlines, Fliggy and Trip.com.

Campaigns promoted Western Australia's natural landscapes and Aboriginal cultural experiences, which align strongly with the interests of Chinese travellers.

In March 2026, the Western Australian Minister for Tourism led a tourism and trade mission to China with 20 Western Australian tourism operators, Business Events Perth, Perth Airport and government representatives. The mission strengthened relationships with key trade partners, supported aviation engagement and included the China Dream WA Roadshow in Shanghai and Guangzhou.

Western Australia was also recognised as the 'Most Popular Destination for Nature and Culture Experience' at the GOGO Media Group Travel and Lifestyle Awards in Shanghai.

France

Western Australia welcomed about 23,900 visitors from France in 2025, who spent $130 million in the State. This represented more than 14 per cent of all French visitor spend in Australia, with growth to Western Australia outpacing the rest of the country.

2 | Individual country figures for visitor numbers and spend, sourced from Tourism Research Australia (TRA), International Visitor Survey (IVS) as at December 2025, aligned with Tourism WA Key Performance Indicators (KPIs) in this Annual Report.

Tourism WA worked with Qantas to promote direct Paris to Perth flights through a digital campaign targeting high-yield travellers. Distribution partners including eDreams and Australie à la Carte helped extend the campaign's reach and drive bookings.

Partnerships with Selectour, Webedia, ASIA Voyage and Ulyces targeted the French working holiday maker market. Tourism WA also worked with leading French content creators to build destination awareness and showcase Western Australia to new audiences.

Tourism WA partnered with Tourism Australia to deliver an exclusive Western Australian episode of the French television program *Échappées Belles* on France 5. The episode premiered to more than one million prime-time viewers in January 2026, with several rebroadcasts scheduled.

Familiarisation visits by journalists and photographers from publications including GALA and Marie Claire Maison further strengthened awareness of Western Australia.

Germany and Switzerland

Germany and Switzerland remained important visitor markets in 2025, with close to 50,000 visitors contributing more than $110 million to the State economy.

Tourism WA worked with 17 aviation and distribution partners to deliver 14 cooperative marketing campaigns across Germany and Switzerland. Partners included Singapore Airlines, ADAC Reisen, Best of Travel Group, Explorer Fernreisen and Knecht Reisen.

Awareness activity was also delivered through media outlets including Frankfurter Allgemeine Zeitung and Süddeutsche Zeitung.

Tourism WA participated in FESPO 2026, Switzerland's largest consumer travel fair, in Zurich in January 2026. More than 42,000 visitors engaged with an immersive photo booth showcasing Lucky Bay, Wadjemup / Rottnest Island and Purnululu.

At ITB Berlin, Tourism WA met with more than 45 travel journalists and distribution partners and helped train 50 travel agents through a Tourism Australia event.

The Dream European Roadshow then showcased Western Australia to 250 tourism professionals across Paris, Mainz, Frankfurt, Munich, Zurich and Milan. Twenty-one Western Australian and national tourism operators participated.

India

India remained a priority growth market because of its expanding traveller population and proximity to Western Australia.

In 2025, India was Western Australia's sixth-largest international market by visitor numbers and 12th-largest by visitor spend. About 50,000 visitors contributed $84 million to the State economy.

As 82 per cent of Indian visitors travelled to see friends and relatives, Tourism WA focused on increasing holiday visitation and average visitor spend to support the long-term goal of direct flights.

During 2025–26, Tourism WA worked with aviation and distribution partners on 9 cooperative marketing activities. Partners included Singapore Airlines, Malaysia Airlines, Cleartrip and MakeMyTrip.

In September 2025, Tourism WA hosted Namaste WA in Perth. The event welcomed 14 outbound travel agents and 6 media representatives from India, who took part in a full-day workshop with 19 Western Australian tourism operators.

Indonesia

Indonesia was Western Australia's eighth-largest market by visitor numbers and sixth-largest by visitor spend in 2025. About 43,700 visitors contributed $140 million to the State economy.

Tourism WA worked with aviation and distribution partners on 7 cooperative marketing activities. Partners included Celindo Tour, Dwidaya Tours, Singapore Airlines, Skyscanner and Traveloka.

A campaign with Traveloka combined digital advertising, content creator activity, a consumer competition and banking partnerships to drive international flight bookings while promoting accommodation in Perth and regional Western Australia.

In July 2025, Tourism WA participated in Tourism Australia's Australia Marketplace South East Asia. Over 3 days, Tourism WA and 8 Western Australian tourism businesses met with more than 70 buyers, travel agents and operators from Indonesia, Malaysia, the Philippines, Singapore, Thailand and Vietnam.

Tourism WA also participated in the Team Australia Roadshow to Malaysia and Indonesia in August 2025. The roadshow engaged more than 450 industry participants across Jakarta, Surabaya, Kuala Lumpur and Penang through networking events, product updates and targeted sales visits.

Italy

Western Australia welcomed more than 17,000 visitors from Italy in 2025. Almost 25 per cent of Italian visitors to Australia travelled to Western Australia.

The seasonal direct Rome to Perth service provided an important gateway from continental Europe. More than 40 per cent of Italian visitors travelled to see friends and relatives, reflecting the strong cultural ties between Italy and Western Australia.

Tourism WA worked with aviation and distribution partners on 7 cooperative marketing activities across Italy. Partners included Emirates, Naar Voyages, Go World, Qantas, Singapore Airlines and Skyscanner.

This included a global cooperative campaign with Skyscanner that used targeted digital advertising and social media activity to build awareness and drive bookings.

Japan

Japan was Western Australia's tenth-largest international market by visitor numbers and fourth-largest by visitor spend in 2025. About 34,000 Japanese visitors contributed $158 million to the State economy.

Tourism WA worked with aviation and distribution partners on 6 cooperative marketing activities, including with All Nippon Airways, Club Tourism, Hankyu Travel, Singapore Airlines, Skyscanner and HIS.

Tourism WA participated in World Expo 2025 Osaka as part of the Australian Pavilion alongside Western Australian tourism representatives. The 6-month Expo brought together more than 160 countries and regions and attracted millions of visitors.

Tourism WA joined Tourism Australia, Business Events Perth, the Western Australian Indigenous Tourism Operators Council and several Western Australian tourism businesses at key Expo events.

Tourism WA also signed a 2-year memorandum of understanding with HIS, a long-standing distribution partner with strong experience selling Western Australia. HIS delivered an awareness and conversion program across Tokyo, Osaka, Nagoya, Fukuoka, Sapporo and Sendai to support year-round All Nippon Airways services and drive visitation.

The 11th Australia Japan Tourism Dialogue was held in Perth in February 2026 and welcomed 45 government officials and industry representatives. It included a familiarisation tour, gala dinner and meetings to strengthen tourism cooperation.

STIRLING RANGE NATIONAL PARK, GREAT SOUTHERN | WARRUNGUP

Malaysia

Malaysia was Western Australia's fifth-largest market by visitor numbers and tenth-largest by visitor spend in 2025. About 60,200 visitors contributed $98 million to the State economy.

Tourism WA worked with aviation and distribution partners on 12 cooperative marketing activities. Partners included Malaysia Airlines, AirAsia, Trip.com, Golden Destinations and Sedunia Travel.

A campaign with Malaysia Airlines promoted daily Kuala Lumpur to Perth services and focused on driving seat sales and bookings through paid media, partner channels and online platforms.

Tourism WA also partnered with Tourism Australia on the Malaysian television program *Travel Anak Beranak*. The series followed Malaysian celebrities and their families travelling from Wadjemup / Rottnest Island to the Pinnacles and reached an estimated 2 million viewers.

The activity formed part of a broader Tourism Australia campaign supported by 18 partners and more than 30 travel offers.

New Zealand

Western Australia welcomed 77,100 visitors from New Zealand in 2025, who spent $155 million. New Zealand ranked as Western Australia's third-largest international market by visitor numbers and fifth-largest by visitor spend.

New Zealand visitors also supported regional dispersal, with 34 per cent of leisure visitors travelling to regional Western Australia.

Tourism WA worked with aviation and distribution partners on 8 cooperative marketing activities, including Qantas, Air New Zealand, Helloworld, Flight Centre and House of Travel.

A key campaign promoted Qantas' new direct Auckland to Perth service, launched in December 2025. Activity ran across YouTube, outdoor advertising, video on demand, radio, paid social media, digital display and print and was amplified through Qantas channels in New Zealand.

The route launch was also supported by trade and media familiarisations.

Tourism WA partnered with Air New Zealand on short campaign bursts to drive bookings and highlight Western Australian experiences.

Additional partnerships with Helloworld NZ, Helloworld Travel Associates, My Travel Group and GO Holidays promoted Western Australian packages and road trips through Helloworld's retail and distribution network.

Singapore

Singapore was Western Australia's second-largest international market by visitor numbers and third-largest by visitor spend in 2025. More than 125,000 visitors contributed close to $280 million to the State economy.

More than 80 per cent of leisure visitors from Singapore had previously travelled to Australia, making repeat visitation an important opportunity.

Tourism WA worked with aviation and distribution partners on 9 cooperative marketing activities, including Jetstar, Singapore Airlines, ASA Holidays, Chan Brothers Travel, EU Holidays, HBX and Trip.com.

A campaign with Trip.com used the new Walking On A Dream brand assets to drive bookings for flights, accommodation and activities through online travel agents and digital channels.

Tourism WA also partnered with Little Farms Singapore, EU Holidays and the Western Australian Department of Primary Industries and Regional Development to showcase the State's premium food, wine and tourism experiences.

A trade and consumer event connected 60 media and travel representatives with 14 Western Australian producers.

At the International Media Marketplace in Singapore in October 2025, Tourism WA met with 24 leading travel and lifestyle writers from 6 Asian markets to generate future story opportunities.

United Kingdom (UK)

The United Kingdom was Western Australia's largest international market by visitor numbers and second-largest by visitor spend in 2025. About 163,100 visitors contributed $414 million to the State economy.

Tourism WA worked with 15 aviation and distribution partners on 13 cooperative marketing activities. Partners included Emirates, Singapore Airlines, Malaysia Airlines, First Class Holidays, Skyscanner, Gullivers Sports Travel, Trailfinders and Journey Beyond.

A major highlight was Tourism WA's collaboration with Journey Beyond and the South Australian Tourism Commission at the Royal Horticultural Society Chelsea Flower Show in London.

The Australian garden, *Journey Beyond the Tracks: From Adelaide to Perth*, received a silver-gilt medal, the show's second-highest honour. It generated strong media coverage in Australia and the United Kingdom and has been retained as a permanent attraction in Wiltshire.

Tourism WA also partnered with Flight Centre and Sky Sports through the Sky Sports Cricket Podcast to promote The West Test. The activity completed an 18-month campaign targeting high-yield travellers and converted interest into bookings through audio, video and social media content.

Partnerships with the Barmy Army, Hays Travel and Freedom Destinations also encouraged cricket supporters to travel to Western Australia.

Hosting The West Test in November 2025 marked the first time in more than 40 years that the Ashes series opened in Perth. More than 68,000 visitors arrived from the United Kingdom during the quarter, an increase of more than 20,000 compared with the previous year.

United States of America (USA)

The United States was Western Australia's seventh-largest international market by visitor numbers and 11th-largest by visitor spend in 2025. About 48,400 visitors contributed $97 million to the State economy.

Tourism WA worked with 4 aviation and distribution partners on cooperative marketing activity, including Singapore Airlines, SmartFlyer, Signature Travel Network and Virtuoso Travel Network.

In September 2025, Tourism WA supported a record delegation of Western Australian tourism operators travelling to the United States for the USA Dream WA Roadshow and Tourism Australia's Australia Marketplace North America.

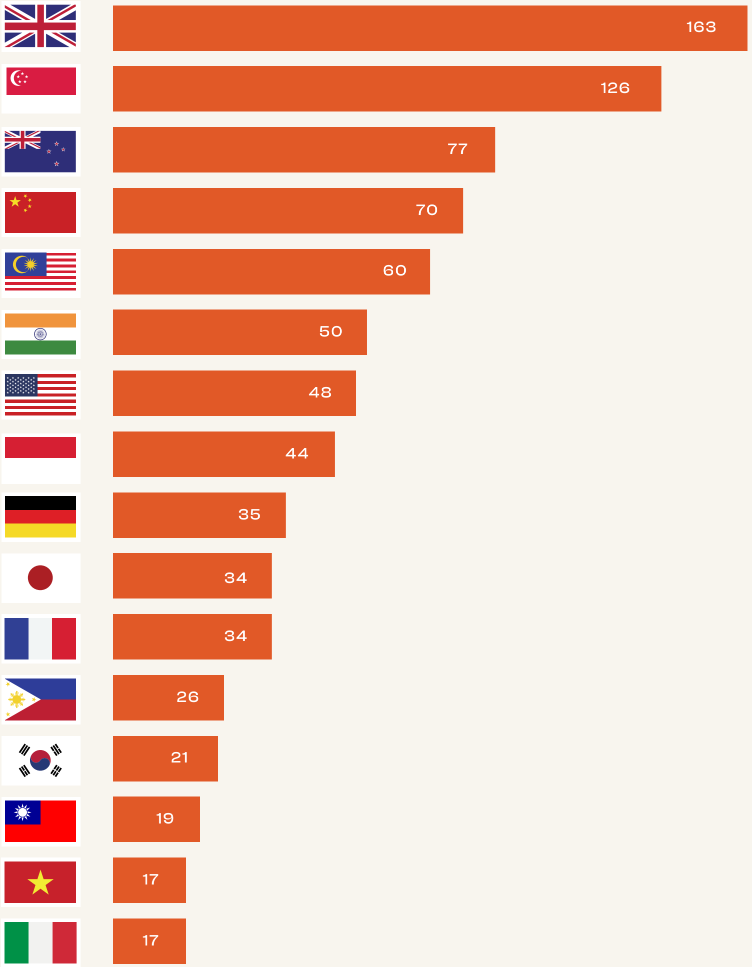
The roadshow visited New York City and Philadelphia for trade and media events before the delegation attended Australia Marketplace in Los Angeles to meet key buyers.

Tourism WA expanded its partnership with SmartFlyer through social media, email marketing, travel adviser training and tailored luxury itineraries. It was the first destination tourism organisation to partner with SmartFlyer at this scale.

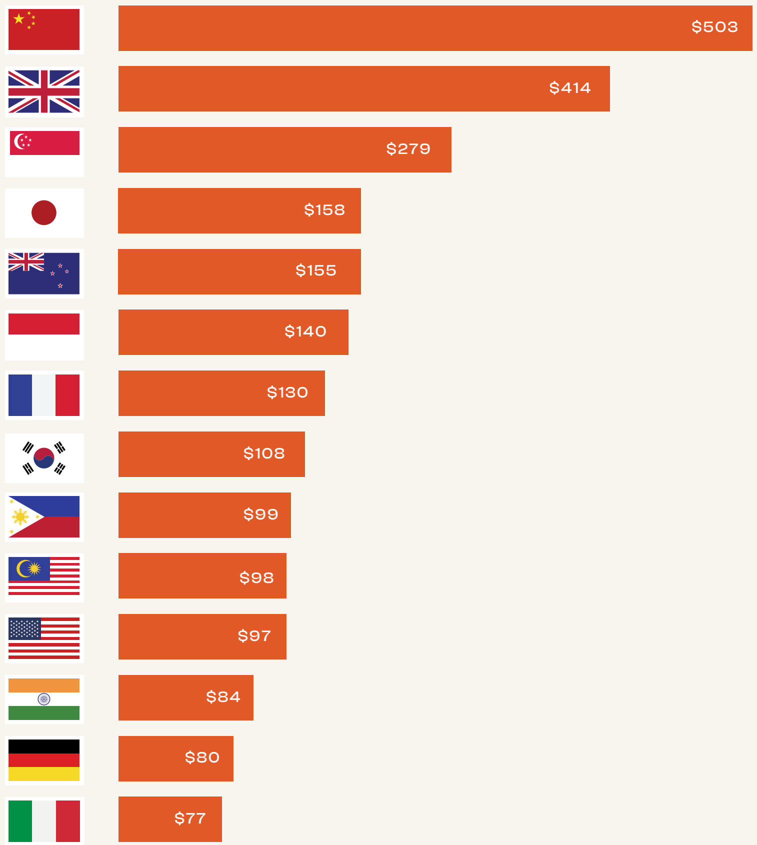
Tourism WA also partnered with People Inc's luxury travel brand, *Travel + Leisure*, on sponsored video, digital display and social media content. This included a presentation to leading travel agency owners and senior editors at the *Travel + Leisure* Advisory Board meeting.

INTERNATIONAL MARKETS

Trips to WA by market 2025 (000s)



Total spend in WA by market 2025 (millions)



Emerging markets

Vietnam

Tourism WA partnered with Vietnam Airlines to support the direct Ho Chi Minh City to Perth service through media relations, paid social media, digital advertising, airline channels and visits by key opinion leaders and content creators.

Tourism WA also participated in Tourism Australia showcase events in Ho Chi Minh City and Hanoi in November 2025. The events marked the launch of the Aussie Specialist Program in Vietnam and provided an opportunity to share Western Australian destination updates with travel agents, airlines and distribution partners.

South Korea

Tourism WA partnered with Singapore Airlines on a cooperative campaign to promote Western Australia to travellers from South Korea through Singapore.

The campaign used the airline's connectivity into Perth to build awareness, drive bookings and support future aviation access from South Korea.

Domestic trade partnership activities

During 2025–26, Tourism WA collaborated with 17 partners to deliver more than 20 domestic cooperative marketing campaigns. Partners included Jetstar, Qantas Airways, Airnorth and Virgin Australia.

The campaigns are estimated to have generated almost 117,000 visitors and more than $263 million in visitor expenditure.

Campaign highlights included:

Expedia Group

The WA Dream Sale offered discounts on flights, accommodation and experiences across all regions. The campaign was promoted through Expedia, Wotif, radio advertising and content from 8 creators to encourage immediate bookings.

Luxury Escapes

Two campaigns aimed to increase interstate visitation and build awareness through aspirational content and statewide travel packages. Activity included a YouTube road trip series, content creator partnerships, *Dream* magazine and in-store activations at major Sydney shopping centres.

Virgin Australia

A February 2026 sale launched the new creative for Tourism WA's Walking On A Dream destination brand. It offered discounted flights to Perth, Broome and Kununurra, supported by in-flight destination content.

Trade and industry activity also strengthened destination knowledge and promotion. Highlights included:

- a Newcastle trade event in September 2025 for 60 travel agents and media to launch QantasLink's first direct service to Perth, supported by a cooperative campaign and media familiarisation visits
- the 2026 Mobile Travel Agents Platinum Event, held in Perth in March 2026, where 90 leading travel advisers took part in a 3-day program showcasing Perth and the Margaret River Region
- an April 2026 Karijini familiarisation for 6 east coast travel advisers, delivered with Wanderlust Communications and combining destination experiences with social media training and content development.

Public relations

Tourism WA integrates public relations, advocacy and media relations across domestic and international markets to generate positive earned media coverage.

In 2025–26, Tourism WA generated close to 330 pieces of domestic coverage and 200 syndicated stories through media pitching, familiarisations and brand partnerships. This activity delivered an estimated marketing value of almost $7 million.

Coverage included the Murujuga Cultural Landscape and its UNESCO World Heritage listing, helping elevate Western Australia's Aboriginal cultural heritage globally.

Coverage also highlighted Western Australia's electric vehicle charging network, showcasing innovation, sustainable road trips and the growing accessibility of self-drive travel.

Home and Away showcased Western Australia

Broadcast media remained an important focus, including an opportunity for Western Australia to feature in the iconic Australian television series Home and Away.

The Home and Away Western Australia special featured 10 episodes filmed across Perth, Exmouth and Coral Bay. The partnership showcased the State's natural landscapes and strengthened Western Australia's on-screen presence.

The episodes aired in March 2026, attracting an average audience of 1.1 million viewers each. Three episodes ranked among the 10 most watched since ratings began in 2022.

The episodes promoted Western Australia as a must-visit destination across 50 international markets, particularly the United Kingdom. Social media and advocacy collaborations with cast members further extended their reach.

The Dreamers amplified authentic stories

Tourism WA launched The Dreamers in 2025–26 as an advocacy program bringing together Western Australian content creators and thought leaders.

Participants were selected to represent the 6 key experience pillars of the Walking On A Dream brand:

- Nature and Wildlife
- Aboriginal Experiences
- Road Trips and Station Stays
- Food and Drink
- Art, Sports and Entertainment
- Hikes and Trails.

Through storytelling, social media content, appearances and partnerships, The Dreamers act as authentic advocates, amplifying Tourism WA's messages across domestic and international markets.

From left to right

FOOD AND DRINK	PAUL 'YODA' ISKOV
NATURE AND WILDLIFE	NUSH FREEDMAN
ABORIGINAL EXPERIENCES	TREMANE BAXTER-EDWARDS
ROAD TRIPS AND STATION STAYS	AARON GREEN
HIKES AND TRAILS	CAM BOSTOCK
ARTS, SPORTS AND ENTERTAINMENT	AMBERLEY LOBO

Since its launch in January 2026, The Dreamers have showcased Western Australia through trusted voices, compelling stories and experience-led content.

Content featuring The Dreamers appeared in 102 posts across Tourism WA's social media channels, generating:

- more than 1.9 million organic impressions
- more than 37,000 engagements

The Dreamers supported the Sydney launch of the next chapter of Walking On A Dream destination brand and contributed to major content initiatives. Highlights included:

- the *10 Unmissable Hikes in Western Australia* collaboration with *Time Out Australia*
- a feature promoting the Ningaloo region through the *Ready to Welcome You Back* campaign following Cyclone Narelle.

The Dreamers also supported broader events and marketing activity through destination stories, event coverage and experience-led content showcasing Western Australia's tourism offering.

Explore WA Western Australia

A major milestone was the release of *Explore WA Western Australia*, a one-hour television special featuring The Dreamers across all 5 tourism regions.

The program premiered on Channel 9 in June 2026 and followed The Dreamers from Perth's city centre to some of the State's most iconic natural landscapes and ancient wonders.

The special highlighted the breadth of world-class experiences available across Western Australia and reinforced that an unforgettable holiday can be found closer to home.

Following its television premiere, the program became available nationally on 9Now for 6 months, extending its reach and audience engagement.

Familiarisations

Familiarisations are tailored visits that help media, key opinion leaders and trade partners experience Western Australia, generate destination coverage and build knowledge of tourism products.

During 2025–26, Tourism WA delivered 118 familiarisation programs across 736 days, hosting 580 domestic and international media, trade and key opinion leader delegates.

Content generated through familiarisations and organised trips delivered an estimated marketing value of more than $40 million and a cumulative global audience reach of more than 4.5 billion.

Digital marketing

Tourism WA strengthened its digital marketing and platform capability during 2025–26, focusing on content-driven experiences that inspire travel, simplify planning and generate leads for tourism businesses.

Improving the user experience

In 2025–26, westernaustralia.com attracted 2.6 million users and generated more than 264,000 direct leads to tourism operators.

The website introduced immersive planning tools, improved accessibility features and translated content for international audiences.

New content included the *Western Australia Road Trips Guide 2026*, covering driving routes, trails and cycling tracks across the State.

The WA Dream Pass launched in February 2026 to make trip planning more personalised and rewarding. The digital platform gives visitors access to exclusive offers and planning tools while connecting them with local tourism operators.

It also provides Tourism WA with direct customer insights, helping build a better understanding of traveller interests and intent.

In the 5 months following its launch, the platform attracted more than 7,000 user profiles. As at 30 June 2026, it featured exclusive offers from more than 90 tourism businesses.

Growing audiences through social media

Social media is a key channel for inspiring potential travellers to visit Western Australia.

Each platform plays a distinct role. Facebook and Instagram build reach and community engagement, TikTok generates the strongest interaction and YouTube delivers campaign content.

Steady audience growth and increased content output supported strong engagement across all platforms, with video driving performance.

Digital highlights included:

- more than 80,000 new followers across social media channels
- 2.6 million users visiting westernaustralia.com
- more than 264,000 direct leads generated for tourism operators
- the top organic TikTok post reaching an audience of 1.4 million and generating more than 220,000 engagements
- more than 7,000 WA Dream Pass user profiles
- exclusive WA Dream Pass offers from more than 90 tourism businesses.

HIGH PERFORMING INDUSTRY

Value of the visitor economy

Tourism WA leads the 10-year, whole-of-government Western Australian Visitor Economy Strategy 2033, which was launched in 2024.

More than 170 projects have been identified across government that support tourism, demonstrating the breadth of activity contributing to visitor economy growth.

In November 2025, Tourism WA held a cross-government workshop to review progress against the strategy's initiatives, strengthen collaboration and identify cross-sector opportunities that could benefit tourism.

Tourism WA also led consultations, stakeholder groups and cross-government workshops to maximise outcomes for the visitor economy, including:

- Western Australian Cruise Tourism Strategic Plan 2023–2033
- Jina: Western Australian Aboriginal Tourism Action Plan 2026–2030
- National Park Tourism Experiences Development Program
- Tourism Workforce Development Program
- Swan Valley and Perth Hills and Night-Time Economy Strategy election commitments
- Event Experience Strategy 2033.

During 2025–26, Tourism WA continued working with the Department of Energy and Economic Diversification's Invest and Trade offices to support investment attraction and visitor economy outcomes through international missions, exhibitions and roadshows.

Industry and visitor servicing

Tourism WA works closely with strategic industry partners, including the 5 Regional Tourism Organisations, Business Events Perth and Signature Experiences Australia through Tourism Australia.

It also sponsors organisations that provide resources, support and opportunities for industry operators, including the Tourism Council of Western Australia, Australian Hotels Association Western Australia, Forum Advocating Cultural and Eco-Tourism and Women in Tourism and Hospitality WA.

During 2025–26, Tourism WA collaborated with Regional Tourism Organisations and other industry bodies on initiatives and engagement activities, including:

- regional conferences such as the 2026 Perth Airport WA Tourism Conference in Carnarvon in May 2026
- the Australia's North West Tourism Industry Season Launch Forum in Broome in March 2026
- attendance at quarterly Regional Tourism Organisation board meetings held in regional locations
- Tourism WA strategy days with funded partners
- collaboration with Business Events Perth on strategic initiatives, trade missions and the Re-aWAken mega familiarisation event in Perth
- industry awards, capability-building workshops and webinars.

Tourism WA hosted 2 in-person Industry Update events during 2025–26. Industry representatives heard directly from the Minister for Tourism about State priorities, global marketing activity, tourism investment, events and industry support programs.

The May 2026 event introduced Tourism WA's second annual statewide tourism industry sentiment survey, which assesses the state of the sector and informed future activity.

Tourism WA also manages the Western Australian Visitor Centre, which relocated to upgraded premises next to Perth Station in July 2025. The new location aligns the visitor experience with the State's destination brand.

Incident Response: Cyclone Narelle

Tourism WA supports the tourism industry during natural disasters, severe weather events and other major business disruptions.

In April 2026, Tourism WA led the development and delivery of the $1.45 million Cyclone Narelle Tourism Business Support package, which included:

- one-off business survival payments of up to $20,000
- a visitor incentive program offering 50 per cent off selected tours and experiences
- marketing support encouraging visitors to return to the Coral Coast region.

Industry Operator Programs

In 2026, the third cohort of 10 operators joined Tourism WA's Trade Ready Introduction Program.

Established in 2024, the program provides trade engagement support to help operators expand into interstate and international markets.

Initial results exceeded expectations, with interstate and international buyers at the Australian Tourism Exchange actively seeking new products from participating Western Australian operators.

Also in its third year, The Dream Collective continued raising the profile of Western Australian operators.

Created in partnership with the Tourism Council of Western Australia, the program promotes and supports the development of leading tourism operators and experiences.

More than 180 businesses were announced as part of the program in May 2025. During 2025–26, participating businesses took part in roadshows, familiarisations and priority marketing campaigns.

The Dream Pass

In February 2026, Tourism WA launched The Dream Pass, an in-trip tool offering travellers exclusive benefits, experiences, planning tools and tailored recommendations.

The platform connects visitors with bookable tourism products and helps operators reach travellers through emerging digital channels.

More information is provided under Digital marketing.

Data and Insights

Tourism WA provides research resources to industry, supported by data from Tourism Research Australia and tailored analysis such as Brand Tracker surveys.

During 2025–26, Tourism WA focused on integrating Tourism Research Australia's new methodology - Domestic Tourism Statistics - into reporting for the Western Australian tourism industry.

The first full year of intrastate, interstate and day-trip visitor statistics under the new methodology became available in March 2026.

The introduction of the new methodology has had significant impacts on the comparability of visitor economy metrics over time, particularly visitor spend and tourism filled jobs. This has had implications for the reporting of Tourism WA's Key Performance Indicators. Refer to section 2.2 and the notes in section 4.4. Audited Key Performance Indicators for more information.

Workforce development

The 2024–25 State Budget provided Tourism WA with $4.9 million over 2 years to continue the Tourism Workforce Development Program. The program supported the development of a skilled and high-performing tourism and hospitality workforce.

Highlights from 2025–26 included:

- in partnership with the Regional Chambers of Commerce and Industry of Western Australia, Tourism WA delivered 63 accredited practical training workshops to 430 participants across 10 regional locations, from Onslow to Esperance / Kepa Kurl and Kalgoorlie / Karlkurla.
- in partnership with StudyPerth, the Tourism and Hospitality International Student Engagement Program supported 500 international students through 20 tailored job-readiness workshops and participation in job fairs
- the westernaustralia.jobs portal, managed in partnership with the Australian Hotels Association Western Australia, registered more than 1,300 employers and 19,000 job seekers since launching in May 2022, resulting in more than 6,000 job applications
- in-school programs reached more than 20,000 secondary students and educators across Western Australia, including the Chef Ambassador Program and Tourism and Hospitality Careers Promotion Program
- the sold-out Tourism and Hospitality School Connect professional development event attracted more than 120 teachers working in career education
- tourism and hospitality career stands at metropolitan and regional expos reached 40,000 attendees and involved more than 20 industry operators
- the Future Leaders Program, delivered with Edith Cowan University Executive Education, provided a fully subsidised leadership masterclass for 62 emerging leaders, including 24 from regional Western Australia
- visitor centre management training was delivered to 50 participants in partnership with the Tourism Council of Western Australia
- 5 tourism and hospitality virtual reality career experience modules were developed for the statewide Career Taster Program in partnership with the Department of Training and Workforce Development and North Metropolitan TAFE
- the Mentorship Program connected 20 emerging tourism and hospitality professionals with experienced industry leaders in partnership with Skål International Perth.

The program will continue until December 2026.

Inter-governmental policy

Tourism WA regularly engages with local government and WA Government stakeholders across tourism experience development, investment attraction, Aboriginal tourism, events and international marketing.

During 2025–26, Tourism WA also worked with Australian Government bodies, including Austrade, on nationally significant issues and policies affecting Western Australia's visitor economy.

This included participation in the Australian Standing Committee on Tourism and the Tourism Ministers' Meeting, where Tourism WA worked with the Commonwealth and other states and territories on shared policy priorities and coordinated national approach to visitor economy growth, including:

- national fuel security and its impacts on tourism
- sustainability and the release of the national 'Green is Our Gold' toolkit
- First Nations tourism development
- cruise tourism, including advocacy for first point of entry requirements for Broome and amendments to the *Coastal Trading Act 2012*.


CABLE BEACH, BROOME | WALMANYJUN

2.2 ACTUAL RESULTS VERSUS BUDGET TARGETS

FINANCIAL TARGETS

FINANCIAL TARGETS	2025-26 ORIGINAL TARGET $'000	2025-26 ACTUAL $'000	VARIATION $'000
Total Cost of Services (approved expense limit) (see Statement of Comprehensive Income)	190,886	185,595	5,291
Net Cost of Services (see Statement of Comprehensive Income)	187,466	182,242	5,224
Total Equity (see Statement of Financial Position)	23,973	32,410	8,437

Explanatory notes to variations against Original Target

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 spending on a number of activities to align with revised projected timings.

Net cost of services

The variance is driven by the underspend in the total cost of services above which offset by overall reduction in funding received from the other income and interest revenue.

Total equity

The variance is mostly due to the reduction in Income from State Government being offset by a greater reduction in the Net Cost of Services resulting in an increase in surplus for the financial year.

KEY PERFORMANCE INDICATORS

Data methodology changes and impacts on Key Performance Indicators

Australia's official visitor economy statistics are provided by Tourism Research Australia (TRA), a branch of the Federal Government's Australian Trade and Investment Commission. All State and Territory Tourism Organisations use data provided by TRA for reporting for their respective jurisdictions.

In 2025, TRA introduced a new methodology for measuring domestic tourism in Australia: Domestic Tourism Statistics (DoTS). DoTS replaces the old National Visitor Survey (NVS) and is a world-leading approach for measuring tourism that combines large-scale mobility data with survey data to produce modelled estimates of visitor numbers, nights, and spend. The data from DoTS, combined with data from the long-standing International Visitor Survey (IVS), together measure the total visitor economy in Australia.

The introduction of DoTS in 2025 is a fundamental change and has resulted in a break in time series for visitor spend and tourism filled jobs for Western Australia. This has significantly impacted the reporting of three Tourism WA Key Performance Indicators (KPIs):

- KPI 1: Total dollar amount spent by visitors in Western Australia
- KPI 4: Number of tourism filled jobs (direct and indirect) in Western Australia
- KPI 7: Ratio of Tourism WA's total cost of services to total visitor spend in Western Australia

The primary impacts on KPI reporting are as follows:

- The 2025–26 results for KPIs 1, 4, and 7 are informed by DoTs and therefore cannot be compared to previously published results, which were informed by NVS.
- For KPI 4 (tourism filled jobs), the break in time series invalidates the 2025–26 target. The 2025–26 result is a new baseline for tourism filled jobs, and cannot be compared to previously published results, or to the 2025–26 target.

Additionally, it should be noted that KPI 4 (tourism filled jobs) is reported with a one-year time lag due to the timing of the release of the data by TRA. Therefore, the result for 2025–26 reflects 2024-25 reporting period.

Other KPI considerations due to the changed methodology are outlined below:

- For KPI 1 and KPI 7, the 2025–26 result is comparable to the target, as the target was revised throughout the year to align with the new methodology.
- The ‘backcast’ data that informs KPI 2 (overnight visitor numbers) is considered reliable for Western Australia. The results for KPI 2 have therefore been restated in alignment with the ‘backcast’ DoTS data.
- KPI 3: ‘Western Australia’s market share of international visitor spend in Australia’ is not affected by TRA’s methodology change. The IVS methodology has not changed and international visitor statistics remain comparable over time.
- The remaining KPIs (KPI 5: ‘Visitors’ likelihood to recommend Western Australia – Net Promoter Score (NPS)’ and KPI 6: ‘Ratio of direct economic return to Tourism WA’s investment, for major events sponsored’) are not impacted by TRA’s methodology change.

All KPI results should be read in conjunction with other commentary in this annual report on the performance of the visitor economy.

SUMMARY OF KEY PERFORMANCE INDICATORS

The following are referenced from Tourism WA's Outcome Based Management Framework, outlined in the Overview section of this Annual Report.

Key Effectiveness Indicators

Used to assist with the assessment of agency performance in the achievement of government desired outcomes.

		2025-26 TARGET	2025-26 ACTUAL
1	Total dollar amount spent by visitors in Western Australia	$18.4 billion	$19.2 billion
2	Total overnight visitors to/within Western Australia ~	10.7 million	11.0 million
3	Western Australia's market share of international visitor spend in Australia	8.0%	8.7%
4	Number of tourism filled jobs (direct and indirect) in Western Australia *	121,100	106,800
5	Visitors' likelihood to recommend Western Australia - Net Promoter Score (NPS)	78	77
6	Ratio of direct economic return to Tourism WA's investment, for major events sponsored	2.4 : 1	2.8 : 1

~ Results reflect calendar year 2025

* Due to a change in methodology, the 2025–26 actual result is not comparable to the 2025–26 target. Reported with a one-year time lag.

Key Efficiency Indicators

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

		2025-26 TARGET	2025-26 ACTUAL
7	Ratio of Tourism WA's Total Cost of Services to total visitor spend in Western Australia ~	1 : 95	1 : 103

3.0 SIGNIFICANT ISSUES IMPACTING THE AGENCY

3.1 CURRENT AND EMERGING ISSUES AND TRENDS

The 2026–27 WA State Budget, released in May 2026, outlines expectations for Western Australia's economic outlook and the global factors that may affect it.

These issues are summarised in the Tourism WA Corporate Plan*. The plan identifies potential challenges and risks for the tourism industry relating to:

- geopolitical conditions
- economic conditions
- aviation
- competition
- technology
- environmental factors.

* | Published annually on tourism.wa.gov.au

3.2 LIKELY DEVELOPMENTS AND FORECAST RESULTS

2026-27 WA State Budget and forward estimates

The 2026–27 WA State Budget presents forward estimates through to 2028–29 for Tourism WA's 3 key service areas: destination marketing, event tourism and tourism destination development.

More than $180 million is committed to these service areas in 2026-27. The Budget also outlines key investments, election commitments and priority initiatives that will guide Tourism WA's future delivery.

Significant Tourism WA announcements

The report on operations outlines major events and initiatives announced during 2025–26 that will be delivered in future years.

These include new aviation routes, marketing and trade activity, sporting and cultural events, and destination development initiatives covering cruise, visitor experiences and workforce development.

Public sector reform and the organisational transformation project

As outlined in the operational structure section, Tourism WA joined the Department of Creative Industries, Tourism and Sport (CITS) on 1 July 2025.

This followed public sector reforms announced after the March 2025 Western Australian State election. The reform aims to better connect the State's cultural, creative, sport and tourism sectors as drivers of economic diversification.

During 2025–26, Tourism WA worked with the department to implement policy and structural changes, migrate systems and processes, and support integration.

In March 2026, the department commenced an Organisational Transformation Project (OTP) to review its current organisational structure, systems and processes. This will ensure CITS remains effective and efficient in the delivery of its functions and initiatives necessary to achieve the WA Government's objectives and is well-positioned to respond to changing priorities.

The new structure will be implemented during 2026–2027.

Domestic Tourism Statistics reporting

Tourism Research Australia produces Australia's official tourism statistics, which states and territories use to measure visitor economy performance.

In 2025, Tourism Research Australia introduced the Domestic Tourism Statistics methodology, replacing the National Visitor Survey methodology used since 1998.

During 2025–26, Tourism WA worked with Tourism Research Australia and other State tourism organisations to support the development and introduction of the new methodology. The first full-year dataset was released in March 2026.

The introduction of the new methodology impacted the comparability of Key Performance Indicators (KPIs), specifically those related to visitor spend, overnight visitors, and tourism filled jobs. Refer to section 2.2 and the notes in section 4.4 Audited Key Performance Indicators for more information.

Artificial intelligence

Tourism WA is working to improve Western Australia's visibility in artificial intelligence-powered search and recommendation tools through structured and authoritative destination content.

It is also strengthening westernaustralia.com as a key trip-planning and referral platform by introducing more personalised and AI-supported experiences across its digital channels.

Tourism WA is adapting its social media activity as artificial intelligence increasingly shapes how travellers discover destination content beyond traditional websites.

Across the department, CITS is working with other agencies and industry sectors to manage the risks associated with artificial intelligence and support its innovative, ethical and secure use while maintaining public trust.

Further information is available in the *CITS Annual Report 2025–26*.

Climate risk

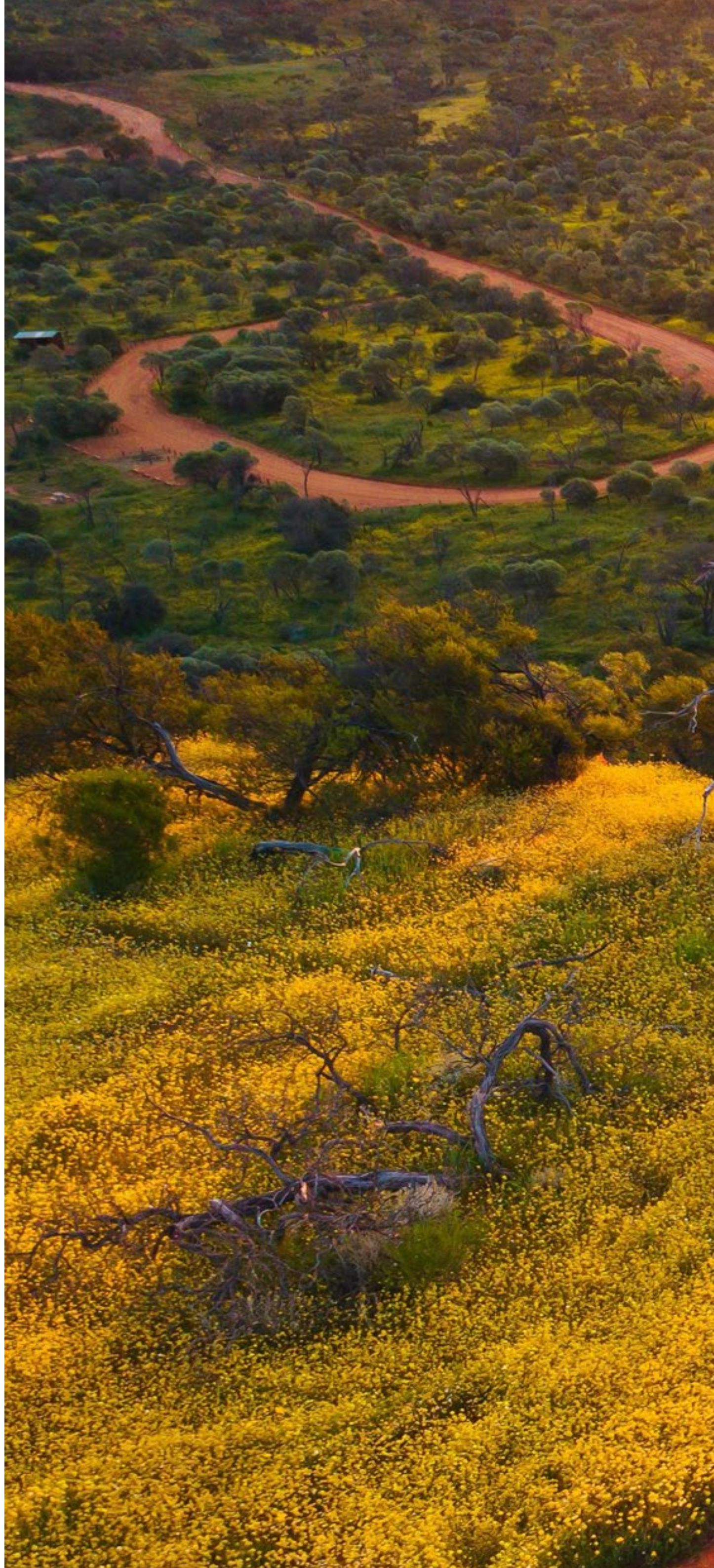
CITS is working with the Department of Water and Environmental Regulation to identify high-emissions facilities across its asset portfolio and prioritise opportunities for improvement.

CITS has also embedded climate risk planning into day-to-day operations.

The department is contributing to whole-of-government climate actions that help communities adapt to climate impacts and build long-term resilience.

3.3 CHANGES IN WRITTEN LAW

There were no changes in written law that affected Tourism WA during the reporting period.



COALSEAM CONSERVATION PARK, MINGENEW

4.0 DISCLOSURES AND LEGAL COMPLIANCE


MUNGLINUP BEACH, HOPETOUN

4.1 INDEPENDENT AUDIT OPINION

OFFICIAL

Auditor General

INDEPENDENT AUDITOR'S REPORT

2026

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 (Commission) which comprise:

- the statement of financial position as at 30 June 2026, 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 as at 30 June 2026 and administered income and expenses by service for the year then ended
- notes comprising a summary of material 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 Commission for the year ended 30 June 2026 and the financial position as 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.

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.

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

OFFICIAL

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.

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.

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Report on the audit of controls

Opinion

I have undertaken a reasonable assurance engagement on the design and implementation of controls exercised by the Commission. The controls exercised by the Commission 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 Commission are sufficiently adequate to provide reasonable assurance that the controls within the system were suitably designed to achieve the overall control objectives identified as at 30 June 2026, and the controls were implemented as designed as at 30 June 2026.

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 Engagements *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.

OFFICIAL

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 Commission for the year ended 30 June 2026 reported in accordance with the *Financial Management Act 2006* and the Treasurer's Instructions (legislative requirements). 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 report of the Commission for the year ended 30 June 2026 is in accordance with the legislative requirements, and the key performance indicators are relevant and appropriate to assist users to assess the Commission's performance and fairly represent indicated performance for the year ended 30 June 2026.

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 Instruction 3 Financial Sustainability – Requirement 5 Key Performance Indicators.

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 Commission'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 3 - Requirement 5 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

The Board is responsible for the other information. The other information is the information in the entity's annual report for the year ended 30 June 2026, 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.

OFFICIAL

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

This auditor's report relates to the financial statements and key performance indicators of the Commission for the year ended 30 June 2026 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 Commission to confirm the information contained in the website version.

N Raniga

Nayna Raniga
Senior Director Financial Audit
Delegate of the Auditor General for Western Australia
Perth, Western Australia
2 September 2026

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4.2 FINANCIAL STATEMENTS

CERTIFICATION OF FINANCIAL STATEMENTS

For the financial year ended 30 June 2026

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 financial year ended 30 June 2026 and the financial position as at 30 June 2026.

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.

Rachel Trotter
Chief Financial Officer

28 August 2026

Janelle Marr
Commissioner and Chair of
Audit and Risk Committee

28 August 2026

Di Bain
Chair

28 August 2026

STATEMENT OF COMPREHENSIVE INCOME

For the year ended 30 June 2026	NOTES	2026 $'000	2025 $'000
COST OF SERVICES			
Expenses			
Employee benefits expenses	2.5.1	523	502
Supplies and services	2.1	63,540	61,541
Depreciation and amortisation expenses	4.1, 4.2, 4.3	257	190
Accommodation expenses	2.5.2	533	758
Grants and subsidies	2.2	13,434	14,977
Event operations expenses	2.3	75,614	56,069
Advertising and promotion expenses	2.4	31,482	35,720
Other expenses	2.5.3	212	8
Total cost of services		**185,595**	**169,765**
Income			
Commonwealth grants	3.2	2,080	920
Interest income		809	603
Other income	3.3	464	1,704
Total income		**3,353**	**3,227**
NET COST OF SERVICES		**182,242**	**166,538**
Income from State Government			
Income from other public sector entities	3.1	150,597	132,243
Resources received	3.1	24,671	23,488
Royalties for Regions Fund	3.1	15,245	16,029
Total income from State Government		**190,513**	**171,760**
SURPLUS FOR THE PERIOD		**8,271**	**5,222**
TOTAL COMPREHENSIVE INCOME FOR THE PERIOD		**8,271**	**5,222**

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

STATEMENT OF FINANCIAL POSITION

As at 30 June 2026	NOTES	2026 $'000	2025 $'000
ASSETS			
Current Assets			
Cash and cash equivalents	5.3	19,851	22,563
Restricted cash and cash equivalents	5.3	3,433	2,252
Receivables	4.4	2,880	3,405
Prepayments	4.5	7,854	5,243
Amounts receivable for services	4.6	475	475
Total Current Assets		**34,493**	**33,938**
Non-Current Assets			
Amounts receivable for services	4.6	2,245	2,720
Prepayments	4.5	11,709	5,225
Property, plant and equipment	4.1	1,003	889
Intangible assets	4.2	670	708
Right-of-use assets	4.3	101	8
Total Non-Current Assets		**15,728**	**9,550**
TOTAL ASSETS		**50,221**	**43,488**
LIABILITIES			
Current Liabilities			
Payables	4.7	17,628	19,433
Lease liabilities	5.1	21	8
Other provisions	4.8	80	74
Total Current Liabilities		**17,729**	**19,515**
Non-Current Liabilities			
Lease liabilities	5.1	82	-
Total Non-Current Liabilities		**82**	**-**
TOTAL LIABILITIES		**17,811**	**19,515**
NET ASSETS		**32,410**	**23,973**
EQUITY			
Contributed equity		7,151	6,985
Accumulated surplus		25,259	16,988
TOTAL EQUITY		**32,410**	**23,973**

The Statement of Financial Position should be read in conjunction with the accompanying notes.

STATEMENT OF CHANGES IN EQUITY

For the year ended 30 June 2026	CONTRIBUTED EQUITY $'000	ACCUMULATED SURPLUS $'000	TOTAL EQUITY $'000
Balance at 1 July 2024	**6,819**	**11,766**	**18,585**
Surplus	-	5,222	5,222
Total comprehensive income for the period	**-**	**5,222**	**5,222**
Transactions with owners in their capacity as owners:			
Capital appropriation	166	-	166
Total	**166**	**-**	**166**
Balance at 30 June 2025	**6,985**	**16,988**	**23,973**
Balance at 1 July 2025	**6,985**	**16,988**	**23,973**
Surplus	-	8,271	8,271
Total comprehensive income for the period	**-**	**8,271**	**8,271**
Transactions with owners in their capacity as owners:			
Capital appropriations	166	-	166
Total	**166**	**-**	**166**
Balance at 30 June 2026	**7,151**	**25,259**	**32,410**

The Statement of Changes in Equity should be read in conjunction with the accompanying notes.

STATEMENT OF CASH FLOWS

For the year ended 30 June 2026

	NOTES	2026 $'000	2025 $'000
CASH FLOWS FROM STATE GOVERNMENT			
Funds from other public sector entities		150,597	132,243
Capital appropriations		166	166
Holding account drawdown		475	475
Royalties for Regions Fund		15,245	16,029
Net cash provided by the State Government		**166,483**	**148,913**
Utilised as follows:			
CASH FLOWS FROM OPERATING ACTIVITIES			
Payments			
Employee benefits		(436)	(505)
Supplies and services		(38,386)	(37,760)
Accommodation		(421)	(758)
Grants and subsidies		(20,672)	(10,707)
GST payments on purchases		(13,625)	(11,846)
Event operations payments		(80,833)	(60,165)
Advertising and promotion payments		(29,693)	(35,551)
Lease interest payments		(3)	-
Other payments		(385)	(244)
Receipts			
Commonwealth grants		2,080	960
Interest received		748	681
GST receipts on sales		135	193
GST receipts from taxation authority		14,249	11,843
Other receipts		279	1,282
Net cash used in operating activities		**(166,963)**	**(142,577)**
CASH FLOWS FROM INVESTING ACTIVITIES			
Payments			
Purchase of non-current assets		(1,030)	(534)
Net cash used in investing activities		**(1,030)**	**(534)**
CASH FLOWS FROM FINANCING ACTIVITIES			
Payments			
Principal element of lease payments		(21)	(19)
Net cash used in financing activities		**(21)**	**(19)**
Net (decrease) / increase in cash and cash equivalents		(1,531)	5,783
Cash and cash equivalents at the beginning of the period		24,815	19,032
CASH AND CASH EQUIVALENTS AT THE END OF THE PERIOD	**5.3**	**23,284**	**24,815**

The Statement of Cash Flows should be read in conjunction with the accompanying notes.

ADMINISTERED INCOME AND EXPENSES

For the year ended 30 June 2026	2026 ($000)	2025 ($000)
Income		
Total administered income	-	-
Expenses		
Total administered expenses	-	-

ADMINISTERED ASSETS AND LIABILITIES

For the year ended 30 June 2026	2026 ($000)	2025 ($000)
Assets		
Total administered assets	-	-
Liabilities		
Total administered liabilities	-	-

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, assets and liabilities, but are disclosed in the above schedules as 'Administered Income and Expenses' and 'Administered Assets and Liabilities'.

The accrual basis of accounting and applicable Australian Accounting Standards have been adopted.

There were no administered items for Tourism WA during the year ended 30 June 2026 (2025: Nil).

4.3 NOTES TO THE FINANCIAL STATEMENTS

For the year ended 30 June 2026

Note 1. Basis of preparation

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

A description of the nature of Tourism WA's operations and its principal activities has been 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 of Tourism WA) on 28 August 2026.

Statement of compliance

The financial statements are general purpose financial statements which have been prepared in accordance with Australian Accounting Standards – Simplified Disclosures, the Conceptual Framework and other authoritative pronouncements issued by the Australian Accounting Standards Board (AASB) as modified by Treasurer's instructions. Some of these pronouncements are modified to vary their application and disclosure.

The *Financial Management Act 2006* and Treasurer's instructions, which are legislative provisions governing the preparation of financial statements for agencies, take precedence over AASB pronouncements. Where an AASB pronouncement is modified and has had a significant financial effect on the reported results, details of the 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. 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. 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 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:

a) 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

b) receivables and payables are stated with the amount of GST included.

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, as designated as contributions by owners (at the time of, or prior to, transfer) be recognised as equity contributions. Capital appropriations have been designated as contributions by owners by TI 8 – Requirement 8.1(i) and have been credited directly to Contributed Equity.

Comparative information

Except when an Australian Accounting Standard permits or requires otherwise, comparative information is presented in respect of the previous period for all amounts reported in the financial statements. AASB 1060 provides relief from presenting comparatives for:

- Property, Plant and Equipment reconciliations;
- Intangible Asset reconciliations; and
- 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.

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

	2026 $'000	2025 $'000
Communications expenses	7	5
Computer expenses	1,128	1,155
Consulting services	592	-
Contracts for service	19,584	18,170
General administration expenses	4,814	2,775
Insurance	77	226
Marketing services	4,697	3,567
Rental and hire costs	525	1,084
Printing and stationery	7	9
Professional services	5,059	8,462
Research	1,599	1,850
Resource and operating support [(a)]	24,606	23,477
Travel	841	759
Vehicles	4	2
Total supplies and services	**63,540**	**61,541**

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

[(a)] As a result of the public sector reforms announced in March 2025 the Department of Creative Industries, Tourism and Sport (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. Prior to the public sector reform the former Department of Jobs, Tourism, Science and Innovation (now the Department of Energy and Economic Diversification) provided resources to Tourism WA. See Note 3.1 'Income from State Government'. Other associated contributions are recognised in income. See Note 3.3 'Other Income'.

	NOTE	2026 $'000	2025 $'000
Resources received free of charge			
Personnel costs		17,370	16,398
Corporate support services and overheads		7,236	7,079
Total resources received free of charge	3.1	**24,606**	**23,477**
Less other contributions			
Personnel costs		15	18
Total other contributions received	3.3	**15**	**18**
TOTAL RESOURCES AND OPERATING SUPPORT	3.1	**24,591**	**23,459**

2.2 Grants and subsidies	2026 $'000	2025 $'000
Recurrent		
Event Tourism	5,615	4,151
Regional Affordable Airfares Program	966	2,614
Aboriginal tourism development	2,900	1,328
Destination Marketing grants and sponsorships	825	893
Tourism workforce development	120	845
Kimberley Flood Tourism Recovery Package	-	787
Signature Accommodation Development	1,101	54
Cyclone Narelle	1,204	-
Other grants and sponsorships	460	549
Capital		
Aboriginal tourism development	243	3,756
Total grants and subsidies	**13,434**	**14,977**

Transactions in which Tourism WA provides goods, services, assets (or extinguishes a liability) or labour to another party without receiving approximately equal value in return are categorised as 'Grants and subsidies expense'. 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, personal benefit payments made in cash to individuals, other transfer payments made to public sector agencies, local government, non-government schools, and community groups.

Tourism WA is not responsible for administering a government subsidy scheme.

2.3 Event operations expenses	2026 $'000	2025 $'000
Event sponsorship and development by funding source:		
Consolidated Account Fund	69,265	49,358
Royalties for Regions Fund — Regional Events Program	6,349	6,711
Total event operations expenses	**75,614**	**56,069**

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

2.4 Advertising and promotion expenses	2026 $'000	2025 $'000
Promotions and co-operative campaigns	22,101	29,663
Collateral – production and distribution	6,990	2,464
Familiarisation visits	2,347	3,549
Multimedia and audio-visual	44	44
Total advertising and promotion expenses	**31,482**	**35,720**

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 expenses	2026 $'000	2025 $'000
Commissioners' fees	417	445
Superannuation – defined contribution plans	52	42
Fringe benefits tax	37	15
Other employee related expenses	17	-
Total employee benefits expense	**523**	**502**

Employee benefits represent 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 Creative Industries, Tourism and Sport effective 1 July 2025 due to Public Sector Reform. Previously they were managed by the Department of Jobs, Tourism, Science and Innovation.

2.5.2 Accommodation expenses	2026 $'000	2025 $'000
Rental	471	659
Repairs and maintenance	44	80
Utilities	17	14
Cleaning	1	5
Total accommodation expenses	**533**	**758**

Rental costs are expensed as incurred as agreements between Tourism WA and other State Government agencies for the leasing of accommodation containing significant substitution rights. Cleaning, utilities and repairs and maintenance are recognised as expenses as incurred.

2.5.3 Other expenses	2026 $'000	2025 $'000
Loss on disposal of fixed assets	-	8
Loss on foreign exchange	3	-
Lease interest expense (note 5.2)	3	-
Refund of prior year revenue	206	-
Total other expenses	**212**	**8**
TOTAL OTHER EXPENDITURE	**1,268**	**1,268**

Other operating expenses generally represent the day-to-day running costs incurred in normal operations.

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

	2026 $'000	2025 $'000
Income received from other public sector entities during the period:		
Department of Creative Industries, Tourism and Sport	150,597	-
Department of Jobs, Tourism, Science and Innovation	-	132,243
Total income from other public sector entities	**150,597**	**132,243**
Resources received from other public sector entities during the period:		
Department of Creative Industries, Tourism and Sport	24,591	-
Department of Jobs, Tourism, Science and Innovation	-	23,459
Department of Housing and Works	-	27
State Solicitors Office	51	2
Main Roads WA	29	-
Total resources received	**24,671**	**23,488**
Royalties for Regions Fund:		
Regional Community Services Fund	15,245	16,029
Total Royalties for Regions Fund	**15,245**	**16,029**
TOTAL INCOME FROM STATE GOVERNMENT	**190,513**	**171,760**

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 through the Department of Creative Industries, Tourism and Sport (the Department). Prior to the public sector reforms announced in March 2025, funding was provided through the former Department of Jobs, Tourism, Science and Innovation (now the Department of Energy and Economic Diversification) on Tourism WA's behalf.

Consistent with prior years, the Department retains a portion of this funding to provide personnel and corporate support services to Tourism WA, which are recognised as resources received free of charge. The remaining funding is transferred to Tourism WA and recognised as grant income.

Resources received from other public sector entities is 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 donated.

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	2026 $'000	2025 $'000
Recurrent		
Strategic Indigenous Tourism Projects	2,080	920
Total Commonwealth grants	**2,080**	**920**

Recurrent grants are recognised as income when the grants are receivable.

3.3 Other income

	2026 $'000	2025 $'000
Industry contributions and sponsorship	175	1,060
Airline in-kind contributions	165	212
Refunds and recoups	109	374
Other gains	-	40
Executive Vehicle Scheme contributions [(a)]	15	18
Total other income	**464**	**1,704**

[(a)] a) Executive Vehicle Scheme contributions received from personnel provided by the Department of Creative Industries, Tourism and Sport from subleasing of right-of-use assets relates to lease payments received from operating leases. The Department reflects the current machinery of government arrangements following recent public sector reforms. Prior-year comparatives relate to the former Department of Jobs, Tourism, Science and Innovation (now the Department of Energy and Economic Diversification), which was subsequently restructured under these arrangements. (See also Note 2.1 'Supplies and services' and 3.1 'Income from State Government').

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
Payables	4.7
Other provisions	4.8

4.1 Property, plant and equipment

Year ended 30 June 2026	FURNITURE, FITTINGS AND EQUIPMENT $'000	COMPUTER EQUIPMENT $'000	LEASEHOLD IMPROVEMENTS $'000	TOTAL $'000
1 July 2025				
Gross carrying amount	27	304	830	1,161
Accumulated depreciation	(11)	(261)	-	(272)
Carrying amount at start of period	**16**	**43**	**830**	**889**
Additions	-	-	126	126
Disposals	-	-	-	-
Depreciation	(1)	(11)	-	(12)
Carrying amount end of period	**15**	**32**	**956**	**1,003**
Comprising:				
Gross carrying amount	27	142	956	1,125
Accumulated depreciation	(12)	(110)	-	(122)
Carrying amount end of period	**15**	**32**	**956**	**1,003**

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).

The cost of a leasehold improvement is capitalised and depreciated over the shorter of the remaining term of the lease or the estimated useful life of the leasehold improvement.

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 2026, there were no indications of impairment to property, plant and equipment.

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
Leasehold improvements	Shorter of remaining term of lease (including extension options) or estimated useful life of improvement

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 shall be increased to its recoverable amount. However, this reversal should 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.

4.2 Intangible assets

Year ended 30 June 2026	SOFTWARE $'000	WEBSITE $'000	WORK IN PROGRESS $'000	TOTAL $'000
1 July 2025				
Gross carrying amount	820	-	356	1,176
Accumulated amortisation	(468)	-	-	(468)
Carrying amount at start of period	**352**	**-**	**356**	**708**
Additions	-	-	185	185
Transfers [(a)]	415	126	(541)	-
Disposals	-	-	-	-
Amortisation expense	(198)	(25)	-	(223)
Carrying amount at end of period	**569**	**101**	**-**	**670**

[(a)] During 2025–26, two assets were commissioned and transferred from Work in Progress (WIP).

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.

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:

(a) the technical feasibility of completing the intangible asset so that it will be available for use or sale;

(b) an intention to complete the intangible asset, and use or sell it;

(c) the ability to use or sell the intangible asset;

(d) the intangible asset will generate probable future economic benefit;

(e) the availability of adequate technical, financial and other resources to complete the development and to use or sell the intangible asset; and

(f) 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.

Computer Software

Software that is an integral part of the related hardware is recognised as part of the tangible asset. Software that is not an integral part of the related hardware is recognised as an intangible asset. Software costing less than $5,000 is expensed in the year of acquisition.

Website Costs

Website costs are expensed when incurred unless they directly relate to the acquisition or development of an intangible asset. In this instance, they may be capitalised and amortised. Generally, costs in relation to feasibility studies during the planning phase of a website, and ongoing costs of maintenance during the operating phase are expensed. Costs incurred in building or enhancing a website that can be reliably measured, are capitalised to the extent that these represent probable future economic benefits.

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:

ASSET CLASS	USEFUL LIFE
Software [a]	3 to 5 years
Website 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 2026 there were no indications of impairment to intangible assets.

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

4.3 Right-of-use assets

Year ended 30 June 2026	ACCOMMODATION $'000	TOTAL $'000
Carrying amount at beginning of period	**8**	**8**
Additions	115	115
Disposals	-	-
Depreciation	(22)	(22)
Carrying amount at end of period	**101**	**101**

Tourism WA has a storage facility lease. This lease contract is made for a fixed period of 2 years with options to renew the lease after that date. Lease payments for the storage facility are not leased through the Department of Housing and Works and 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 Housing and Works for other leases. These lease costs are not recognised under AASB 16 because of substitution rights held by the Department of Housing and Works and are accounted for as an expense as incurred.

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 of $5,000 or less). Lease payments associated with these leases are expensed on 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

	2026 $'000	2025 $'000
Current		
Receivables	18	373
Accrued revenue	107	46
Other receivables	487	1,483
GST receivable	2,268	1,503
Total receivables at end of the period	**2,880**	**3,405**

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

	2026 $'000	2025 $'000
Current		
Event sponsorship	7,161	3,910
Licence, maintenance and support fees	78	69
Marketing campaign activity	-	1,252
Other	615	12
Total current	**7,854**	**5,243**
Non-current		
Event sponsorship	11,709	5,225
Total non-current	**11,709**	**5,225**
TOTAL PREPAYMENTS AT THE END OF PERIOD	**19,563**	**10,468**

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

4.6 Amounts receivable for services (holding account)

	2026 $'000	2025 $'000
Current	475	475
Non-current	2,245	2,720
Total amounts receivable for services at the end of period	**2,720**	**3,195**

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 (i.e. there is no expected credit loss of the holding accounts).

4.7 Payables	2026 $'000	2025 $'000
Current		
Trade payables	2,769	1,897
Accrued expenses	14,804	17,524
Accrued salaries	55	12
Total payables at the end of period	**17,628**	**19,433**

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.

4.8 Other provisions	2026 $'000	2025 $'000
Current		
Annual leave – overseas staff	80	74
Total other provisions	**80**	**74**

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.

The reported provisions represent only the annual leave provisions for overseas staff of Tourism WA. Provisions for local staff are accounted for separately by the Department of Creative Industries, Tourism and Sport (the Department).

The Department reflects the current machinery of government arrangements following recent public sector reforms. Prior-year comparatives relate to the former Department of Jobs, Tourism, Science and Innovation (now the Department of Energy and Economic Diversification), which was subsequently restructured under these arrangements.

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

	2026 $'000	2025 $'000
Not later than one year	26	8
Later than one year and not later than five years	89	-
Future minimum lease payments (undiscounted)	**115**	**8**
Current	21	8
Non-current	82	-
Total present value of future lease payments	**103**	**8**

Initial measurement

At the commencement date of the lease, Tourism WA recognises lease liabilities measured at the present value of lease payments to be made 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.

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);
- payments for penalties for terminating a lease, where the lease term reflects Tourism WA exercising an option to terminate the lease; and
- 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, that are dependent on sales 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	2026 $'000	2025 $'000
Lease interest expense	3	-
Expenses relating to variable lease payments not included in lease liabilities	-	-
Total lease expenses	**3**	**-**

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.

5.2 Finance costs	2026 $'000	2025 $'000
Interest expense on lease liabilities (Note 2.5.3)	3	-
Total finance costs expensed	**3**	**-**

Finance costs represent the interest component of lease liability repayments.

5.3 Cash and cash equivalents	2026 $'000	2025 $'000
Cash and cash equivalents	19,851	22,563
Restricted cash and cash equivalents		
Royalties for Regions Fund [(a)]	3,433	2,252
Total restricted cash and cash equivalents	**3,433**	**2,252**
Balance at end of period	**23,284**	**24,815**

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

For the purpose of the Statement of cash flows, 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	2026 $'000	2025 $'000
Not later than one year	-	238
Later than one year and not later than five years	-	-
Later than five years	-	-
	-	**238**

There are no capital commitments for the current year, the prior year comparative related to finalising refurbishments of the Western Australia Visitor Centre.

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:

	2026 $'000	2025 $'000
Financial assets		
Cash and cash equivalents	23,284	24,815
Financial assets at amortised cost [a]	3,332	5,096
Total financial assets	**26,616**	**29,911**
Financial liabilities		
Financial liabilities at amortised cost [b]	17,731	19,441
Total financial liabilities	**17,731**	**19,441**

[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 to the ATO (statutory payable).

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 (2025: Nil).

Note 7. Other disclosures

This section includes additional material disclosures required by accounting standards or other pronouncements, for the understanding of this financial report.

	NOTES
Events occurring after the end of the reporting period	7.1
Changes in accounting policies	7.2
Key management personnel	7.3
Related parties	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

No matters or circumstances have arisen since the end of the reporting period that have significantly affected, or may significantly affect, Tourism WA's operations, the results of those operations, or the Tourism WA's state of affairs in future financial periods.

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 2026.

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 of Commissioners) 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 the Board of Commissioners and senior officers of Tourism WA for the reporting period are presented within the following bands:

Compensation of members of the accountable authority

COMPENSATION BAND ($)	2026	2025
90,001 – 100,000	1	1
80,001 – 90,000	-	-
70,001 – 80,000	-	-
60,001 – 70,000	2	-
50,001 – 60,000	2	2
40,001 – 50,000	2	6
30,001 – 40,000	-	1
20,001 – 30,000	-	-
10,001 – 20,000	3	-
	2026 $'000	2025 $'000
Total compensation of members of the accountable authority	**470**	**521**

Compensation band of senior officers

COMPENSATION BAND ($)	2026	2025
300,001 – 350,000	1	-
250,001 – 300,000	-	1
200,001 – 250,000	4	5
150,001 – 200,000	2	1
100,001 – 150,000	2	-
50,001 – 100,000	1	2
0 – 50,000	7	1
	2026 $'000	2025 $'000
Total compensation of members of senior officers	**2,018**	**1,738**

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

Compensation details of senior officers are disclosed in this note however these personnel are remunerated by the Department of Creative Industries, Tourism and Sport (the Department). The Department provides personnel resources to Tourism WA, including senior officers, and associated costs are recognised under 'Supplies and services' (see Note 2.1).

7.4 Related parties

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 senior officers 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 (i.e. wholly owned public sector entities);
- associates and joint ventures of a wholly-owned public sector entity; and
- the Government Employees Superannuation Board (GESB).

During the current year, Tourism WA entered into transactions with a subsidiary of Seven West Media Ltd on normal commercial terms and conditions. These transactions were entered into prior to the CEO of Seven West Media (WA) being appointed as a Commissioner on 4 February 2026.

Material transactions with related parties

Outside of normal transactions with Tourism WA, there were no other material related party transactions 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 2028.

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 2025–26.

Payments inclusive of GST made to BEP in 2025–26 totalled $11,550,000 (2024-25: $11,550,000).

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 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 2025–26.

Base payments made, inclusive of GST, to each of the RTOs that were affiliated bodies in 2025–26 were $971,286 (2024-25: $945,750).

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.

WAITOC is not subject to operational control by Tourism WA but received more than 50% of its total funding from Tourism WA in 2025–26.

Total payments made, inclusive of GST, to WAITOC in 2025–26 were $2,310,718 (2024-25: $2,180,200).

7.7 Remuneration of auditors

Remuneration paid or payable to the Auditor General in respect of the audit for the current reporting period is as follows:	2026 $'000	2025 $'000
Auditing the accounts, controls, financial statements and key performance indicators	161	157

7.8 Supplementary financial information

(a) Write-offs

During the reporting period nil (2025: nil) was written off under the authority of:	2026 $'000	2025 $'000
The accountable authority	-	-
The Minister	-	-
The Treasurer	-	-
	-	**-**

(b) Losses through theft, defaults and other causes	2026 $'000	2025 $'000
Losses of public money, other money and public and other property through theft or default	-	-
Amounts recovered	-	-
Net losses	**-**	**-**

(c) Forgiveness of debts	2026 $'000	2025 $'000
Forgiveness (or waiver) of debts by Tourism WA	-	-
	-	**-**

(d) Gifts of public property	2026 $'000	2025 $'000
Gifts of public property by Tourism WA	37	79
	37	**79**

Note 8. Explanatory statement

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

	NOTES
Explanatory Statement for controlled operations	8.1

8.1 Explanatory Statement for controlled operations

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

All variances between annual estimates (original budget) and actual results for 2026, and between the actual results for 2026 and 2025, are shown below. Narratives are provided for major variances which are more than 10% of the comparative and which are more than 1% of the following (as appropriate):

1. Estimate and actual results for the current year:
   - Total Cost of Services of the estimate for the Statement of comprehensive income and Statement of cash flows (Threshold used: $1,948,860); and
   - Total Assets of the annual estimates for the Statement of financial position (Threshold used: $446,650).
2. Actual results between the current year and the previous year:
   - Total Cost of Services of the previous year for the Statement of comprehensive income and Statement of cash flows (Threshold used: $1,697,650); and
   - Total Assets of the previous year for the Statement of financial position (Threshold used: $434,880).

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.

8.1.1 Statement of Comprehensive Income variances

	VARIANCE NOTE	ORIGINAL ESTIMATE 2026 $'000	ACTUAL 2026 $'000	ACTUAL 2025 $'000	VARIANCE BETWEEN ACTUAL AND ESTIMATE $'000	VARIANCE BETWEEN ACTUAL FOR 2026 AND 2025 $'000
COST OF SERVICES						
Expenses						
Employee benefits expenses		543	523	502	(20)	21
Supplies and services		67,597	63,540	61,541	(4,057)	1,999
Depreciation and amortisation expenses		708	257	190	(451)	67
Accommodation expenses		555	533	758	(22)	(225)
Grants and subsidies	1	19,632	13,434	14,977	(6,198)	(1,543)
Event operations expenses	2, a	63,990	75,614	56,069	11,624	19,545
Advertising and promotion expenses	3, b	41,860	31,482	35,720	(10,378)	(4,238)
Other expenses		1	212	8	211	204
Total cost of services		**194,886**	**185,595**	**169,765**	**(9,291)**	**15,830**
Income						
Commonwealth grants		2,080	2,080	920	-	1,160
Interest income		250	809	603	559	206
Other income		1,090	464	1,704	(626)	(1,240)
Total Income		**3,420**	**3,353**	**3,227**	**(67)**	**126**
NET COST OF SERVICES		**191,466**	**182,242**	**166,538**	**(9,224)**	**15,704**
Income from State Government						
Income from other public sector entities	c	152,714	150,597	132,243	(2,117)	18,354
Resources received		24,025	24,671	23,488	646	1,183
Royalties for Regions Fund		15,704	15,245	16,029	(459)	(784)
Total income from State Government		**192,443**	**190,513**	**171,760**	**(1,930)**	**18,753**
SURPLUS/(DEFICIT) FOR THE PERIOD		**977**	**8,271**	**5,222**	**7,294**	**3,049**

8.1.2 Statement of Financial Position variances

	VARIANCE NOTE	ORIGINAL ESTIMATE 2026 $'000	ACTUAL 2026 $'000	ACTUAL 2025 $'000	VARIANCE BETWEEN ACTUAL AND ESTIMATE $'000	VARIANCE BETWEEN ACTUAL FOR 2026 AND 2025 $'000
ASSETS						
Current Assets						
Cash and cash equivalents		22,500	19,851	22,563	(2,649)	(2,712)
Restricted cash and cash equivalents		-	3,433	2,252	3,433	1,181
Receivables		3,405	2,880	3,405	(525)	(525)
Prepayments	4, d	5,243	7,854	5,243	2,611	2,611
Amounts receivable for services		475	475	475	-	-
Total Current Assets		**31,623**	**34,493**	**33,938**	**2,870**	**555**
Non-Current Assets						
Amounts receivable for services	e	2,245	2,245	2,720	-	(475)
Prepayments	5, f	9,225	11,709	5,225	2,484	6,484
Property, plant and equipment		1,122	1,003	889	(119)	114
Intangible assets		408	670	708	262	(38)
Right-of-use assets		42	101	8	59	93
Total Non-Current Assets		**13,042**	**15,728**	**9,550**	**2,686**	**6,178**
TOTAL ASSETS		**44,665**	**50,221**	**43,488**	**5,556**	**6,733**
LIABILITIES						
Current Liabilities						
Payables		19,433	17,628	19,433	(1,805)	(1,805)
Lease liabilities		16	21	8	5	13
Other provisions		74	80	74	6	6
Total Current Liabilities		**19,523**	**17,729**	**19,515**	**(1,794)**	**(1,786)**
Non-Current Liabilities						
Lease liabilities		26	82	-	56	82
Total Non-Current Liabilities		**26**	**82**	**-**	**56**	**82**
TOTAL LIABILITIES		**19,549**	**17,811**	**19,515**	**(1,738)**	**(1,704)**
NET ASSETS		**25,116**	**32,410**	**23,973**	**7,294**	**8,437**
EQUITY						
Contributed equity		7,151	7,151	6,985	-	166
Accumulated surplus		17,965	25,259	16,988	7,294	8,271
TOTAL EQUITY		**25,116**	**32,410**	**23,973**	**7,294**	**8,437**

8.1.3 Statement of Cash Flows variances

	VARIANCE NOTE	ORIGINAL ESTIMATE 2026 $'000	ACTUAL 2026 $'000	ACTUAL 2025 $'000	VARIANCE BETWEEN ACTUAL AND ESTIMATE $'000	VARIANCE BETWEEN ACTUAL FOR 2026 AND 2025 $'000
CASH FLOWS FROM STATE GOVERNMENT						
Funds from other public sector entities	g	152,714	150,597	132,243	(2,117)	18,354
Capital appropriations		166	166	166	-	-
Holding account drawdown		475	475	475	-	-
Royalties for Regions Fund		15,704	15,245	16,029	(459)	(784)
Net cash provided by State Government		**169,059**	**166,483**	**148,913**	**(2,576)**	**17,570**
CASH FLOWS FROM OPERATING ACTIVITIES						
Payments						
Employee benefits		(543)	(436)	(505)	107	69
Supplies and services	6	(43,282)	(38,386)	(37,760)	4,896	(626)
Accommodation		(555)	(421)	(758)	134	337
Grants and subsidies	h	(19,632)	(20,672)	(10,707)	(1,040)	(9,965)
GST payments on purchases	7, i	(11,000)	(13,625)	(11,846)	(2,625)	(1,779)
Event operations payments	8, j	(67,990)	(80,833)	(60,165)	(12,843)	(20,668)
Advertising and promotion payments	9, k	(41,860)	(29,693)	(35,551)	12,167	5,858
Lease interest payments		-	(3)	-	(3)	(3)
Other payments		(1)	(385)	(244)	(384)	(141)
Receipts						
Commonwealth grants		2,080	2,080	960	-	1,120
Interest received		250	748	681	498	67
GST receipts on sales		200	135	193	(65)	(58)
GST receipts from taxation authority	10, l	10,800	14,249	11,843	3,449	2,406
Other receipts		800	279	1,282	(521)	(1,003)
Net cash used in operating activities		**(170,733)**	**(166,963)**	**(142,577)**	**3,770**	**(24,386)**
CASH FLOWS FROM INVESTING ACTIVITIES						
Payments						
Purchase of non-current assets		(625)	(1,030)	(534)	(405)	(496)
Net cash used in investing activities		**(625)**	**(1,030)**	**(534)**	**(405)**	**(496)**
CASH FLOWS FROM FINANCING ACTIVITIES						
Payments						
Principal elements of lease payments		(16)	(21)	(19)	(5)	(2)
Net cash used in financing activities		**(16)**	**(21)**	**(19)**	**(5)**	**(2)**
Net increase/(decrease) in cash and cash equivalents		(2,315)	(1,531)	5,783	784	(7,314)
Cash and cash equivalents at the beginning of the period		24,815	24,815	19,032	-	5,783
CASH AND CASH EQUIVALENTS AT THE END OF THE PERIOD		**22,500**	**23,284**	**24,815**	**784**	**(1,531)**

Major estimate and actual (2026) variance narratives:

Statement of Comprehensive Income

1) Grants and subsidies were lower than estimate due to event expenditure being reclassified as event operations expenses for financial reporting purposes.

2) Event operations expenses were higher than estimate due to additional events. The variance also reflects the reclassification of event expenditure described in Note 1.

3) Advertising and promotional expenses were lower than estimated due to the rescheduling of planned promotional activities to align with event delivery milestones.

Statement of Financial Position

4) Current prepayments were above estimate, largely because the prepayment made for a major event to be held in 2026-27 that was not budgeted.

5) Non-current prepayments exceeded estimates, largely reflecting higher milestone payments made in advance of major events occurring more than 12 months from the reporting date.

Statement of Cashflows

6) Supplies and services were lower than estimated due to reduced event marketing costs and the deferral of spending under various programs to align with expected delivery timelines.

7) GST payments on purchases were higher than estimates mainly due to additional purchases which resulted in additional GST payments.

8) Event operations payments refer to note (2) above

9) Advertising and promotion payment: refer to (3) above

10) GST receipts from taxation authority were higher than estimates largely due to TWA claiming back input tax credits in line with increased total payments.

Major actual (2026) and comparative (2025) variance narratives:

Statement of Comprehensive Income

a) Event operations expenses increased compared to the prior year mainly due to the deferral of funding from the prior year to align with timing of major events that had been secured during 2025–26.

b) Advertising and promotion expenses decreased compared to the prior year mainly due to the timing of event hosting costs (Refer to note 3 above).

c) Income from other public sector entities was lower largely due to the deferral of funding for major events to the out-years.

Statement of Financial Position

d) Current prepayments increased primarily due to a payment made for a major event to be held in 2026-27 (refer to Note 4 above).

e) Non-current Amounts receivable for services decreased due to lower drawdowns of funding in 2025–26.

f) Non-current prepayments increased largely due to additional milestone payments for events in 2026 that were scheduled beyond the next 12 months.

Statement of Cashflows

g) Funds from other public sector entities: refer to note (c) above

h) Grants and subsidies refer to note 2.2 “Grants and subsidies” in the notes to the financial statement for further details. And also refer to note (d) and (f) above for prepayments made in 2025–26.

i) GST payment on purchases increased compared to the prior year mainly due to additional purchases which resulted in additional GST payments.

j) Event operations payment: refer to note (a) above

k) Advertising and promotion payments: refer to note (b) above

l) GST receipts increased compared to the prior year mainly due to TWA claiming back tax credits in line with increased total payments.


PURNULULU NATIONAL PARK, THE KIMBERLEY

4.4 AUDITED 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 2026.

Di Bain
Chair

28 August 2026

Janelle Marr
Commissioner and Chair of
Audit and Risk Committee

28 August 2026

KEY PERFORMANCE INDICATORS

The government goal that is supported by the Western Australian Tourism Commission (Tourism WA) is: "Delivering strong financial and economic management: diversifying our economy and making more things in WA."

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.

The 2025–26 target of $18.4 billion has been met. The target was exceeded due to stronger than expected visitor spend in the last six months of 2025 (July – December 2025). Due to a change in methodology for measuring domestic tourism in Australia implemented by Tourism Research Australia in 2025, there is a break in the time series and the target and actual result for 2025–26 are not comparable to prior year results.

		RESULTS[1,2]				
	2025–26 TARGET	2025–26 ACTUAL	2024–25 ACTUAL	2023–24 ACTUAL	2022–23 ACTUAL	2021–22 ACTUAL
KPI 1 Total dollar amount spent by visitors in Western Australia	$18.4 billion	$19.2 billion	$17.2 billion	$17.7 billion	$14.0 billion	$10.4 billion

[1] Results relate to the calendar year rather than the financial year due to reporting delays, so 2025–26 relates to the calendar year 2025.

[2] Due to a change in methodology for measuring domestic tourism in Australia implemented by Tourism Research Australia in 2025, there is a break in the time series and the target and actual result for 2025–26 are not comparable to prior year results.

Notes:

i. Spend information is sourced from the Regional Expenditure data, provided by Tourism Research Australia (TRA). Domestic expenditure is based on responses from Domestic Tourism Statistics (DoTS) and international expenditure is based on responses from the International Visitor Survey (IVS). The Regional Expenditure model allocates visitor expenditure to specific tourism regions to determine spend estimates for each of Australia's states and territories.

ii. The results of DoTS 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 Ending (YE) December 2025 in this instance). YE December information is used as it is usually available ahead of each year's State Budget process.

iii. DoTS figures are based on a large-scale survey of Australian residents, modelled with de-identified, aggregated mobile phone movement data (also known as mobility data). In YE December 2025, 32,162 surveys were completed (24,039 face-to-face and 8,123 online).The response rate was 12.2% for the face-to-face surveys and 58.0% for the online surveys. Through the modelling process, survey data is fused with mobility data and a count of total unweighted modelled trips is produced, which is the effective sample size. The effective sample size for Western Australia for 2025 was 45,935 for domestic overnight and 129,427 for daytrips. As confirmed by TRA, confidence intervals are unable to be calculated for DoTS as it is modelled data.

iv. IVS figures are based on interviews with international visitors at airport departure lounges across Australia. The response rate for the IVS in YE December 2025 was 47%, with 30,075 interviews completed. The sample size for Western Australia was 3,985 with a confidence interval of 8.15% (at the 95% confidence level and as calculated by TRA).

v. Domestic Overnight Visitors Definition: Australian residents aged 14 years and over who spent at least one night away from home in Western Australia.

vi. International Overnight Visitors Definition: International visitors aged 15 years and over who spent at least one night in Western Australia.

vii. 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.

viii. Visitors include those travelling for all purposes including leisure, business, visiting friends and relatives and education.

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 increased by 3.8% from 2024-25 to reach 11.0 million, ahead of the target of 10.7 million. The target was exceeded due to stronger than expected growth from all overnight visitor source markets: international, interstate, and intrastate.

		RESULTS[1,2]				
	2025-26 TARGET	2025-26 ACTUAL	2024-25 ACTUAL (RESTATED)	2023-24 ACTUAL (RESTATED)	2022-23 ACTUAL (RESTATED)	2021-22 ACTUAL (RESTATED)
KPI 2 Total overnight visitors to/within Western Australia	10.7 million	11.0 million	10.6 million	10.5 million	9.9 million	9.3 million

[1] Results relate to the calendar year rather than the financial year due to reporting delays, so 2025–26 relates to the calendar year 2025

[2] Due to a change in methodology for measuring domestic tourism in Australia implemented by Tourism Research Australia (TRA) in 2025, prior year results have been 'backcast' by TRA and the historic time series for this KPI has been restated. The previously reported figures were; 2024-25: 11.7 million; 2023-24: 11.9 million; 2022-23: 10.9 million; 2021-22: 9.8 million.

Notes:

i. Visitor statistics are provided by Tourism Research Australia (TRA). The figures are based on responses from TRA's Domestic Tourism Statistics (DoTS) and International Visitor Survey (IVS).

ii. The results of DoTS and IVS are released by TRA each quarter and figures are reported for the latest 12-month period (i.e., Year Ended (YE) December 2025 in this instance). YE December information is used as it is usually available ahead of each year's State Budget process.

iii. DoTS figures are based on a large-scale survey of Australian residents, modelled with de-identified, aggregated mobile phone movement data (also known as mobility data). In YE December 2025, 32,162 surveys were completed (24,039 face-to-face and 8,123 online).The response rate was 12.2% for the face-to-face surveys and 58.0% for the online surveys. Through the modelling process, survey data is fused with mobility data and a count of total unweighted modelled trips is produced, which is the effective sample size. The effective sample size for Western Australia for 2025 was 45,935 for domestic overnight and 129,427 for daytrips. As confirmed by TRA, confidence intervals are unable to be calculated for DoTS as it is modelled data.

iv. IVS figures are based on interviews with international visitors at airport departure lounges across Australia. The response rate for the IVS in YE December 2025 was 47%, with 30,075 interviews completed. The sample size for Western Australia was 3,985 with a confidence interval of 8.15% (at the 95% confidence level and as calculated by TRA).

v. Domestic Overnight Visitors Definition: Australian residents aged 14 years and over who spent at least one night away from home in Western Australia.

vi. International Overnight Visitors Definition: International visitors aged 15 years and over who spent at least one night in Western Australia.

vii. 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.

viii. Visitors include those travelling for all purposes including leisure, business, visiting friends and relatives and education.

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 2025–26 result reflects the 2025 calendar year. The 2025–26 result was 8.7%, ahead of the target of 8.0%. The target was set assuming WA would hold its share year-on-year, when in fact WA gained share of spend from most markets, reflecting an increase in WA's share of visitors and nights.

		RESULTS[1]				
	2025-26 TARGET	2025-26 ACTUAL	2024-25 ACTUAL	2023-24 ACTUAL	2022-23 ACTUAL	2021-22 ACTUAL
KPI 3 Western Australia's market share of international visitor spend in Australia	8.0%	8.7%	8.0%	8.3%	8.3%	n/a

[1] Results relate to the calendar year rather than the financial year due to reporting delays, so 2025–26 relates to calendar year 2025.

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 2025 in this instance). YE December information is used as it is usually available ahead of each year's State Budget process.

ix. IVS figures are based on interviews with international visitors at airport departure lounges across Australia. The response rate for the IVS in YE December 2025 was 47%, with 30,075 interviews completed. The sample size for Western Australia was 3,985 with a confidence interval of 8.15% (at the 95% confidence level and as calculated by TRA).

iv. Overnight International Visitors Definition: International visitors aged 15 years and over who spent at least one night in Western Australia.

v. 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. 2025–26 result reflects the number of tourism filled jobs in 2024-25).

Tourism filled jobs in WA in 2025–26 totalled 106,800 (noting that figures are reported with a one-year time lag due to the collection and processing of data required, and therefore reflects 2024-25). Due to a change to the model and underlying source data used to produce these results, there is a break in the time series and the actual result for 2025–26 is not comparable to the 2025–26 target nor the prior year results. See Notes of this KPI and KPI 1 for more details.

		RESULTS [1,2]				
	2025-26 TARGET	2025-26 ACTUAL	2024-25 ACTUAL	2023-24 ACTUAL	2022-23 ACTUAL	2021-22 ACTUAL
KPI 4 Number of tourism filled jobs (direct and indirect) in Western Australia	121,000	106,800	120,100	114,400	80,600	72,900

[1] Reported with a one-year time lag

[2] Due to a change to the model and underlying source data used to produce these results, there is a break in the time series and the actual result for 2025–26 is not comparable to the 2025–26 target nor the prior year results.

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. However, the 2025–26 report was not released until July 2026 due to the extra time associated with a change to the model used to produce the results.

iii. Results for this KPI are reported with a one-year time lag (i.e., the 2025–26 result reflects the number of tourism filled jobs in 2024-25).

iv. The STSA is derived from the National Tourism Satellite Account (TSA) 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.

v. The results are derived from a number of data sources that form the Labour Account. Metrics relating to jobs, people, hours and payments are collected quarterly and combined to derive annual figures.

vi. 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.

vii. TRA made improvements to the STSA model for the 2024-25 release to allow State and Regional level outputs to be produced at the same time and to allow core metrics to be updated on an annual basis. Additionally, the 2024-25 National TSA and State TSA were the first to incorporate the Domestic Tourism Statistics (DoTS) dataset, the new methodology for measuring domestic tourism in Australia implemented by TRA in 2025. These changes to the model and underlying source data have resulted in all historic economic variables in the State TSA being restated. As the restated historic time series relies on 'backcast' DoTS spend data, which TRA has advised should be used with caution for Western Australia, the restated historic time series cannot be reliably compared to the 2024-25 result. Therefore, for the presentation of this KPI, rather than reporting the restated history, the previously published historic time series has been retained. There is therefore a break in time series and the 2025–26 KPI result (2024-25 reference period, due to the one-year time lag) is not comparable to the 2025–26 target nor the historic time series.

5. Visitors' likelihood to recommend Western Australia — Net Promoter Score (NPS)

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 a relatively even split across intrastate, interstate and overseas visitors. The result is based on 400 responses across three waves. The split of responses by the market was 112 responses intrastate (28% of total), 137 interstate (34%) and 151 international (38%).

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?". This KPI continues to be reported as a Net Promoter Score (NPS), consistent with the prior year. Those who give a rating of 9 or 10 are considered 'promoters', and those who give a rating of 0 – 6 are considered 'detractors'. NPS is the result of promoters minus detractors, reported as a whole number between -100 and 100.

The actual results for 2025–26 was 77, just shy of the target and below last year's result. The survey data suggests this result reflects a softening in perceived value for money year on year.

		RESULTS				
	2025-26 TARGET	2025-26 ACTUAL	2024-25 ACTUAL	2023-24 ACTUAL	2022-23 ACTUAL	2021-22 ACTUAL
KPI 5 Visitors' likelihood to recommend Western Australia — Net Promoter Score (NPS)	78	77	84	75	84	85

Notes:

i. Net Promoter Score 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 research 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?"* This is the first year that this KPI is being reported as a Net Promoter Score (NPS). Those who give a rating of 9 or 10 are considered 'promoters', and those who give a rating of 0 – 6 are considered 'detractors'. NPS is the result of promoters minus detractors, reported as a whole number between -100 and 100.

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 per annum is typically n=400, split relatively evenly between intrastate, interstate, and international. However, due to travel restrictions and border closures, the total sample size was reduced in 2021-22 (n=264). Sample size was back to 400 in 2022-23.

6. Ratio of direct economic return to Tourism WA's investment, for major events sponsored

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 for every one dollar that Tourism WA invests in sponsoring major events.

The 2025–26 target was based on the expected return on investment of 11 events in scope at the time. The final actual result is comprised of 10 of these events (1 was cancelled), plus an additional 9 events that were not confirmed when the target was set. In total 19 events took place in 2025–26 that are in scope for this KPI.

The result of 2.8 : 1 is based on 18 actual results and 1 estimated result from a feasibility study. The result is higher than the target set due to the collective estimated return on investment for additional events added post-target setting performing above the target return of 2.4 : 1.

		RESULTS				
	2025-26 TARGET	2025-26 ACTUAL [1]	2024-25 ACTUAL	2023-24 ACTUAL	2022-23 ACTUAL	2021-22 ACTUAL
KPI 6 Ratio of direct economic return to Tourism WA's investment, for major events sponsored[1]	2.4 : 1	2.8 : 1	2.8 : 1	2.8 : 1	5.9 : 1	2.4 : 1

[1] The actual result for 2025–26 is estimated based on actual results for 18 events (15 from studies conducted in 2025–26, and 3 based on historic results from studies conducted within the last three years) and feasibility studies for 1 event. The result for the 18 events with actual results is 2.9 : 1.

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 return

ii. Direct economic return 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.

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.

Ratio calculation

vi. The ratio is calculated by dividing the summed total direct economic return across all events in scope by the summed total amount of money Tourism WA invested in sponsoring those events. This number is then presented as a ratio (return : investment).

KEY EFFICIENCY INDICATORS

7. 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 for 2025–26 was achieved mainly due to a higher total visitor spend than originally anticipated (actual $19.2 billion vs $18.4 billion target). Although cost of service was also slightly lower than target, the growth in total visitor spend was proportionally greater, improving the ratio.

Due to a change in methodology for measuring domestic tourism in Australia implemented by Tourism Research Australia in 2025, there is a break in the time series and the target and actual result for 2025–26 are **not comparable** to prior year results. See notes for KPI 1 for more details.

		RESULTS [1]				
	2025-26 TARGET	2025-26 ACTUAL	2024-25 ACTUAL	2023-24 ACTUAL	2022-23 ACTUAL	2021-22 ACTUAL
KPI 7 Ratio of Tourism WA's total cost of services to total visitor spend in Western Australia	1 : 95	1:103	1 : 101	1 : 105	1 : 97	1 : 97

[1] Due to a change in methodology for measuring domestic tourism in Australia implemented by Tourism Research Australia in 2025, there is a break in the time series and the target and actual result for 2025–26 are not comparable to prior year results.

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., 2025 reported for 2025–26), 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.


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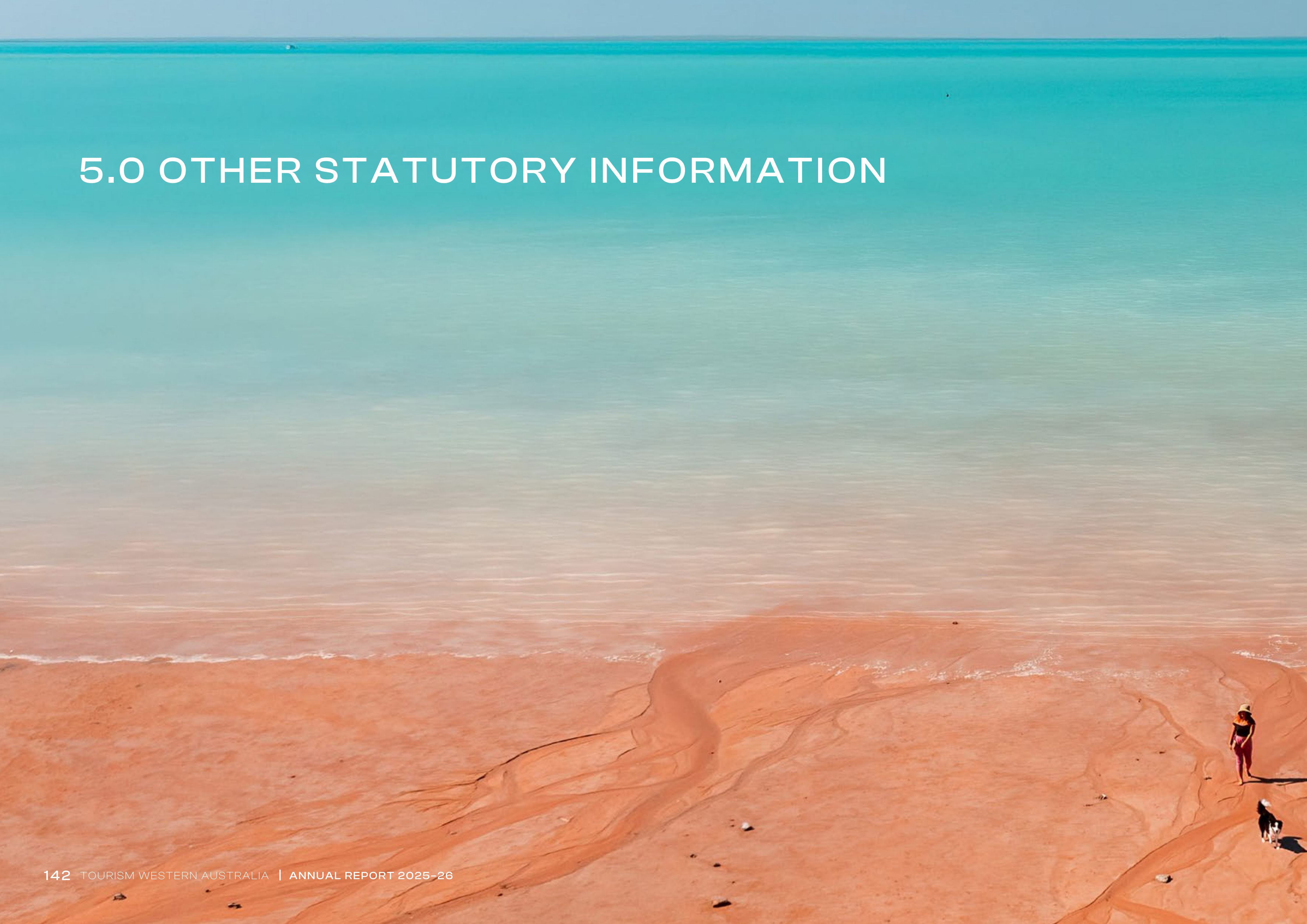
5.0 OTHER STATUTORY INFORMATION



5.1 MINISTERIAL DIRECTIONS

No Ministerial Directives were received in 2025–26.

5.2 OTHER FINANCIAL AND LEGAL DISCLOSURES

CAPITAL WORKS

Nil capital work commitments for disclosure during 2025–26.

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.

	2025–26 $'000
(a) Advertising agencies	**6,159**
(b) Market research organisations	**1,525**
(c) Polling organisations	**0**
(d) Direct mail organisations	**0**
(e) Media advertising organisations	**8,072**
	15,758

	2025-26 $'000
(a) Advertising agencies	
Base Imagery Pty Ltd	152
Big Head Digital Pty Ltd	73
C.A. Maddock & J. Maddock (trading as CJ Maddock)	3
Dean Gardiner Communications Pty Ltd (trading as DG Public Relations)	22
DROP MEDIA CREATIVE PTY LTD	8
Executive Media Pty Ltd	3
Identity Perth Pty Ltd	12
Made By Muse Agency Pty Ltd	12
Sidi Chen	36
Sky Perth Pty Ltd (trading as Aguia Studio)	2
T.H. Cunningham & M.A. Edwards (trading as Jalani Media)	3
The Brand Agency Pty Ltd	5,507
The Foodporn Group Pty Ltd	20
The Walshe Group Pty Ltd	208
Wanderlust Communications Pty Ltd	98
	6,159

	2025-26 $'000
(b) Market research organisations	
Meltwater Australia Pty Ltd	55
Metrix Consulting Pty Ltd	955
Nielsen Sports Pty Ltd	138
Painted Dog Research Pty Ltd	303
Roy Morgan Research Pty Ltd	55
West Coast Field Services LLP (trading as Thinkfield)	19
	1,525

	2025-26 $'000
(e) Media advertising organisations	
Initiative Media Australia Pty Ltd	7,882
Seven Network (Operations) Limited	140
Sporting News (Australia) Pty Ltd	50
	8,072

UNAUTHORISED USE OF CREDIT CARDS

Personnel assigned to Tourism WA hold corporate credit cards where their functions warrant usage of this facility. The below table notes the incidences where the corporate credit card was inadvertently used for various purchases where the expense was not for business purposes. These 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.

TOURISM WA PERSONNEL (EMPLOYEES OF CITS)	2025–26
Number of employees inadvertently using the corporate credit card for various purchases where the expense was not for business purposes	12
Number of instances Western Australian Government Purchasing Cards used for personal purposes	20
Aggregate amount of personal use expenditure for the reporting period	$783
Aggregate amount of personal use expenditure settled by the due date (within 5 working days)	$665
Aggregate amount of personal use expenditure settled after the period (after 5 working days) ^	$117
Aggregate amount of personal use expenditure unpaid at the end of the reporting period	0
Number of referrals for disciplinary action instigated by the notifiable authority during the period	0

COMPLIANCE WITH PUBLIC SECTOR STANDARDS AND ETHICAL CODES

In accordance with the *Public Sector Management Act 1994*, Tourism WA maintains compliance with the CITS Code of Conduct and the Public Sector Standards and Code of Ethics.

There were no upheld breaches of public sector standards recorded against Tourism WA in 2025–26.

During 2025–26, CITS continued to strengthen its integrity culture through improvements to the Code of Conduct, including in relation to child safeguarding and mandatory disclosure of reportable conduct and a secure reporting portal for child-related allegations.

As part of the updated CITS induction process, new Tourism WA staff complete a comprehensive suite of integrity and behaviour-focused training encompassing mandatory training in accountable and ethical decision-making, child safeguarding, anti-bullying, anti-discrimination and anti-sexual harassment. This includes acknowledgement of the Code of Conduct and ICT Acceptable Use Policy before commencement, as well as pre-employment conflict of interest declarations. All employees are now required to complete an annual conflict of interest declaration.

RECORD KEEPING PLANS

Through CITS, Tourism WA is committed to meeting its obligations under the *State Records Act 2000* (WA) (the Act) by the implementation and maintenance of robust information and records management practices that support compliance, accountability, transparency and good governance.

In addition, CITS provides document and records management services to the Western Australian Tourism Commission (WATC), trading as Tourism WA, under a Service Level Agreement (SLA).

In accordance with section 19 of the Act, CITS maintains a Recordkeeping Plan, as approved by the State Records Commission in November 2025. The CITS Recordkeeping Plan outlines the department's commitment to continuous improvement in recordkeeping and information management practices through the implementation of efficient and effective systems, processes and controls that support business operations, regulatory compliance, and stakeholder expectations.

An integrated information management approach, supported by a common system, has been established to meet the statutory obligations of both CITS and Tourism WA to meet their obligations under the Act and associated recordkeeping requirements.

The CITS Annual Report 2025–26 details the evidence of compliance with Principle 6 of the State Records Commission Standard 2 - Record Keeping Plans, including systems evaluation and training programs.

EMPLOYMENT AND STAFF DEVELOPMENT

Tourism WA staff are employees of the Department of Creative Industries, Tourism and Sport (CITS). In addition, CITS provides human resources and organisational development services to the WATC, trading as Tourism WA, under a Service Level Agreement (SLA).

During 2025–26, Tourism WA staff were provided training, development and employment opportunities as part of the broader CITS department-wide initiatives. This included:

- **The Skills Academy:** Commencing in March 2026 for CITS employees, this is a new centralised public sector training approach with a suite of courses aligned to government priorities and designed to build high performance. During the year, CITS partnered with the Public Sector Commission to develop relevant content and it has been integrated into the CITS learning management system.
- **Recruitment and succession planning:** In 2025–26, CITS launched a succession planning toolkit to support leadership development and employee growth. The toolkit aligns strategic workforce planning, risk mitigation and development opportunities with critical role identification, providing clear career pathways aligned with CITS capability requirements.
- **Workplace accreditations:** In November 2025, CITS was awarded Carer Friendly Employer Level 1 accreditation from Carers WA, demonstrating the department's commitment to supporting employees to balance work and care. CITS was also re-accredited as a Disability

Confident Recruiter. This reflects an ongoing commitment to ensuring people with disability can fairly access public sector employment opportunities.

- **Diversity initiatives:** Recruitment practices continue to support inclusive employment pathways, with all positions advertised on the Aboriginal Service Jobs Board via Job Skills and the National Disability Recruitment Coordinator through Job Access. In addition, all staff must complete comprehensive anti-discrimination training during induction. This includes mandatory Aboriginal and Torres Strait Islander cultural awareness, disability awareness and Diverse WA cultural competency training, aimed at building awareness and reducing unconscious bias.

CITS undertakes a number of initiatives under the CITS Multicultural Action Plan 2026–2029 and Disability Access and Inclusion Plan 2026–2031 to strengthen representation across targeted diversity groups. Further detail is outlined in the CITS Annual Report 2025–26.

WORK, HEALTH, SAFETY AND INJURY MANAGEMENT

CITS delivers human resources, work health and safety (WHS), and injury management services to Tourism WA and its staff, and is committed to providing and maintaining a safe, healthy and respectful working environment for employees, contractors, students and visitors. Through integrated safety and injury management systems, both agencies work collaboratively to meet their obligations under the *Work Health and Safety Act 2020*, *Workers Compensation and Injury Management Act 2023* and associated regulations and codes of practice.

During the reporting period, Tourism WA actively participated in health and safety consultation arrangements and worked in partnership with CITS to promote safe work practices and address workplace health and safety matters. Health and Safety Representatives undertook regular workplace inspections, while employees were encouraged to identify and report hazards, incidents and emerging risks, including psychosocial hazards, to support a proactive approach to risk management and workplace wellbeing.

During 2025–26, CITS continued with its Work Health Safety (WHS) reform project, a major initiative to strengthen the WHS framework across the organisation to embed a proactive, risk-based safety culture reflecting contemporary best practice.

Significant work was undertaken for Phase 1 which included building a suite of policies and procedures aligned with legislation and compliance and being fit-for-purpose to meet organisational requirements.

CITS also strengthened employee wellbeing initiatives, including mental health first aid capability and increased awareness of psychosocial risks. CITS implemented broader support through the Employee Assistance Program, including specialist assistance for neurodivergent staff.

Further detail, including work, health and safety performance and injury management performance and outcomes are reported in the CITS Annual Report 2025–26.

5.3 GOVERNMENT POLICY REQUIREMENTS

BOARD AND COMMITTEE REMUNERATION

Remuneration of the Board of Commissioners of the Western Australian Tourism Commission (WATC) in 2025–26 was as follows:

POSITION	NAME	DATE COMMENCED AS COMMISSIONER	BASE SALARY / SITTING FEES / STIPEND $	TOTAL REMUNERATION $
Chair since 1 July 2021	Dianne Bain	29 May 2019	76,758	94,148
Deputy Chair until 2 February 2026	Manny Papadoulis	1 July 2017	42,609	56,635
Commissioner	Janelle Marr	1 July 2021	42,920	51,362
Commissioner	Christina Matthews	21 February 2023	42,114	60,279
Commissioner	Caroline Taylor	14 May 2024	41,300	60,677
Commissioner	Rosanna Angus	14 May 2024	42,376	47,461
Commissioner	Hannah Fitzhardinge	3 February 2026	17,113	19,167
Commissioner	John Lee	3 February 2026	17,405	19,493
Commissioner	Maryna Fewster	3 February 2026	17,038	19,083
Deputy Chair from 3 February 2026	Jason Waters*	14 May 2024	41,926	41,926
Total			**381,558**	**470,231**

Members are paid a set annual sitting fee as advised by the Public Sector Commission. Remuneration includes superannuation and any allowances and non-cash benefits provided.

* Fees paid directly to Perth Airport Pty Ltd, exclusive of GST

CONSULTANT EXPENDITURE (NEW REQUIREMENT IN 2025–26)

Tourism WA engaged the following consultants# of a strategic nature in 2025–26:

1. Engagement of consultants less than $50,000: Tourism WA had 4 engagements with an actual cost of $135,706 inc GST.
2. Engagement of consultants greater than $50,000 (inc GST):

CONSULTANT	TITLE OF PROJECT	ACTUAL COST $ (INC GST)
Hassell Ltd	Kings Park Tourism Hub Concept Plan	$163,900
AHS Advisory Horwath HTL	Perth Hotel Demand Study	$66,089

A consultant is a corporation or individual engaged under a fee for service contract to provide professional advice or information that includes strategic advice for the State Government to act on.

DISABILITY ACCESS AND INCLUSION PLAN 2026-31 (DAIP) OUTCOMES

During 2025–26, Tourism WA transitioned from the former Department of Jobs, Tourism, Science and Innovation (JTSI) DAIP to the new CITS DAIP.

Under Strategy 1.3 of the JTSI DAIP, Tourism WA progressed actions to encourage the use of universal design principles in the development of tourism infrastructure, products, destinations, events and projects. Universal design aims to create environments and experiences that are inclusive and accessible for people of all ages, abilities and backgrounds.

Examples of Tourism WA's accessibility and inclusion initiatives during 2025–26 included:

- The Camping with Custodians and National Park Tourism Experiences Development programs provided universal access paths linking car parks to accommodation, and new tourism experiences with an accessible dark sky observation platform.
- Accessibility and inclusion requirements being embedded within Tourism WA-supported event funding and contracts. This included accessible parking, drop-off points, seating areas and volunteer assistance at the Gascoyne Food Festival, and a low-sensory environment and dedicated quiet space at the Kimberley Art and Photographic Prize.
- Tourism WA working with the Hospitality Disability Network to encourage people with disability to pursue jobs and careers in Western Australia's tourism and hospitality industry, while supporting employers to foster a more inclusive and diverse workforce.

The Tourism WA consumer website *(westernaustralia.com)* also has an accessibility hub providing information on accessible tours, experiences and accommodation, and tools and mapping solutions to find a beach wheelchair, accessible parking, public toilets, changing places and attractions.

These initiatives align with the outcomes and intent of the new CITS Disability Access and Inclusion Plan 2026–31, launched in April 2026 following stakeholder consultation. Responsibility for the DAIP is shared across all divisions, including Tourism WA, helping advance and embed accessibility and inclusion across CITS.

Further information on implementation of the CITS Disability Access and Inclusion Plan 2026–2031 is available in the CITS Annual Report 2025–26.

MULTICULTURAL PLAN (MCP) 2026–2029 OUTCOMES

During 2025–26, Tourism WA contributed to implementation of the Department of Creative Industries, Tourism and Sport Multicultural Plan 2026–2029, launched in March 2026. The plan strengthens inclusion, cultural responsiveness and equitable participation for culturally and linguistically diverse (CaLD) communities across CITS portfolios.

Examples of Tourism WA's multicultural and inclusion initiatives during 2025–26 included:

- Supporting CaLD engagement around sponsored international events through the Event Experience Strategy 2033, including activities associated with the Socceroos v Japan World Cup Qualifier and Calcio Italiano.
- Improving access to tourism information through translated content on *westernaustralia.com* in Traditional Chinese, Simplified Chinese, German, Japanese, French and Indonesian with Tourism WA translating 3.6 million words and 24 million characters.
- Supporting workforce participation through the Tourism and Hospitality International Student Engagement Program, delivered with StudyPerth. The program delivered 20 tailored job-ready workshops and job fairs, supporting 500 international students to prepare for tourism and hospitality employment.
- Strengthening global connections by drawing on the knowledge and experience of locally engaged and contracted staff across Tourism WA's international markets. In 2025–26, staff from Perth, Japan, Singapore/Malaysia, China and Germany shared market and cultural insights through the Australian Tourism Exchange and Market Spotlight events.

These activities directly contribute to the CITS Multicultural Plan 2026–2029 by strengthening inclusive event experiences, improving access to information, supporting workforce participation and building culturally informed global engagement. Further information on implementation of the CITS Multicultural Plan 2026–2029 is available in the CITS Annual Report 2025–26.

WORKFORCE INCLUSIVENESS STATEMENT

CITS is committed to fostering a workplace where diversity and inclusion are part of the culture and everyday practice. In April, CITS undertook a staff survey that provided an opportunity for staff to share feedback on their role, leadership and workplace culture. In summary:

- Over 80 per cent of respondents indicated they feel their line manager fosters an inclusive workplace.
- More than 75 per cent of respondents felt CITS was inclusive and supportive, or opted to remain neutral.

For questions regarding the inclusiveness of specific cohorts (e.g. people with disability, culturally and linguistically diverse employees, and Aboriginal and Torres Strait Islander employees), more than 30 per cent of respondents provided a neutral response. This suggests that respondents outside these cohorts did not consider themselves well placed to make a judgement. This view was confirmed by comments provided in the free-form responses.

The results suggest that CITS is performing well with respect to maintaining a culture of inclusivity. Importantly, there remains an opportunity to engage the workforce more broadly in inclusivity initiatives, including those that encourage cross-representation from multiple diverse groups.

The survey is part of an ongoing consultation process with staff, which includes providing regular updates on how feedback is being used to support staff inclusiveness and wellbeing.

EL QUESTRO, THE KIMBERLEY

Tourism Western Australia

Level 10, 1 William Street, PERTH WA 6000

GPO Box X2261 PERTH WA 6847

T. 08 9262 1700 F. 08 9262 1787

info@westernaustralia.com

westernaustralia.com

tourism.wa.gov.au

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