

TOURISM WESTERN AUSTRALIA ANNUAL REPORT 2023-24



WESTERN
AUSTRALIA

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ACKNOWLEDGEMENT OF COUNTRY

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

STATEMENT OF COMPLIANCE

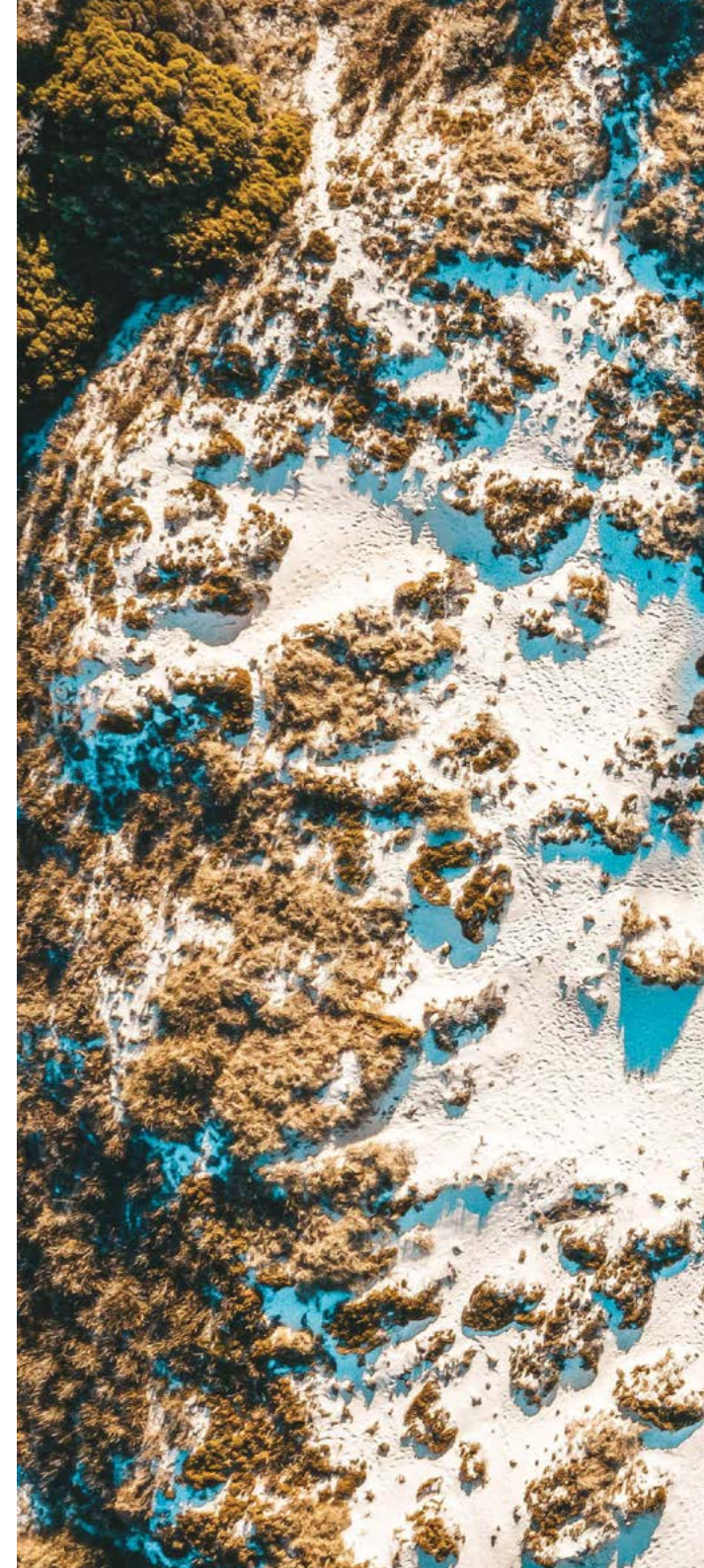
TO THE HONOURABLE RITA SAFFIOTI MLA,
DEPUTY PREMIER AND MINISTER FOR TOURISM

In accordance with Section 63 of the Financial Management Act 2006, it is my pleasure to submit for your information and presentation to Parliament, the Annual Report of the Western Australian Tourism Commission (operating as Tourism Western Australia) for the reporting period ended 30 June 2024. The Annual Report has been prepared in accordance with the provisions of the Financial Management Act 2006. The financial statements comply with the Australian Accounting Standards – Reduced Disclosure Requirements issued by the Australian Accounting Standards Board.



Di Bain
Chair
Tourism Western Australia

4 September 2024





1.0 OVERVIEW





**WE HAVE WITNESSED A
REMARKABLE INCREASE
IN TRAVELLER APPETITE
FOR WA, SETTING A NEW
RECORD OF \$17.7 BILLION
IN VISITOR SPEND ACROSS
OUR DREAM STATE.**

1.1 EXECUTIVE SUMMARY

MESSAGE FROM THE CHAIR

The past financial year has been a truly transformative period for the Western Australian visitor economy. We have witnessed a remarkable increase in traveller appetite for WA, setting a new record of \$17.7 billion in visitor spend across our Dream State.

Tourism WA has made excellent progress and has firmly moved from its rebound to its reset phase. This future focus was captured with the launch of our 10-year strategic roadmap, the Western Australia Visitor Economy Strategy 2023-2033 (WAVES 2033).

WAVES 2033 is not just a roadmap for the next 10 years. The strategy represents a holistic approach to growing WA's visitor economy by recognising and more fully integrating the many different sectors, government departments, regions and people that have connections with the WA tourism industry in some way.

At the core of WAVES 2033 is the vision for 'Western Australia to be recognised as a world-class destination that immerses people in its unique cultures, communities, and environment', with a target to grow visitor spend to \$25 billion per annum by 2033.

Tourism WA is well underway to making this vision a reality and I look forward to continuing to work collaboratively with our partners, state counterparts, government agencies, industry bodies and operators to implement the actions to sustainably grow the sector as we enter our Dream Decade for tourism.

Feeding into WAVES 2033 is another major strategy launched in 2023-24: Tourism WA's Vision for Dream Events. This strategy recognises WA's strong capability to host an 'always on, year-round' calendar of diverse, exclusive and culturally unique events, in pursuit of our aim to become the fastest growing events destination in the South East Asian region.

The Vision for Dream Events ties into WA's brand Walking On A Dream, which continued its journey across the globe during 2023-24. Since its launch in China, the brand has been nominated for an ARIA Award and has generated an estimated \$424 million in visitor spend for the state's economy.

In October, we went live with another phase of Walking On A Dream: our Drive the Dream road trip campaign, featuring West Australian Formula 1 driver Daniel Ricciardo. The campaign invites travellers to explore Western Australia as the ultimate destination for a self-drive holiday and follows Ricciardo on a road trip from Perth to Exmouth along the Coral Coast Highway.

As we continue to market Western Australia as a wonderful holiday and events destination, the critical work to improve access and experiences within our state continues. Tourism WA celebrated a milestone achievement with the June announcement of a direct flight between China and Perth, marking the 20th international destination with a direct aviation connection to WA.

WA achieved full domestic and international capacity recovery over 2023-24, clearing the scoreboards from pre- and post-pandemic comparisons to create a new base line while we work to create an even larger aviation network and further elevate our global reputation as Australia's Western Gateway.

1.0 OVERVIEW

We ended the year by farewelling former Managing Director Carolyn Turnbull, who was instrumental in leading tourism's recovery from the pandemic and launching our new destination brand. While we were sad to say goodbye, we welcomed a new Acting Managing Director, Steph Underwood, who brings an incredibly strong track record in the public service and was a champion of the development and launch of WAVES 2033.

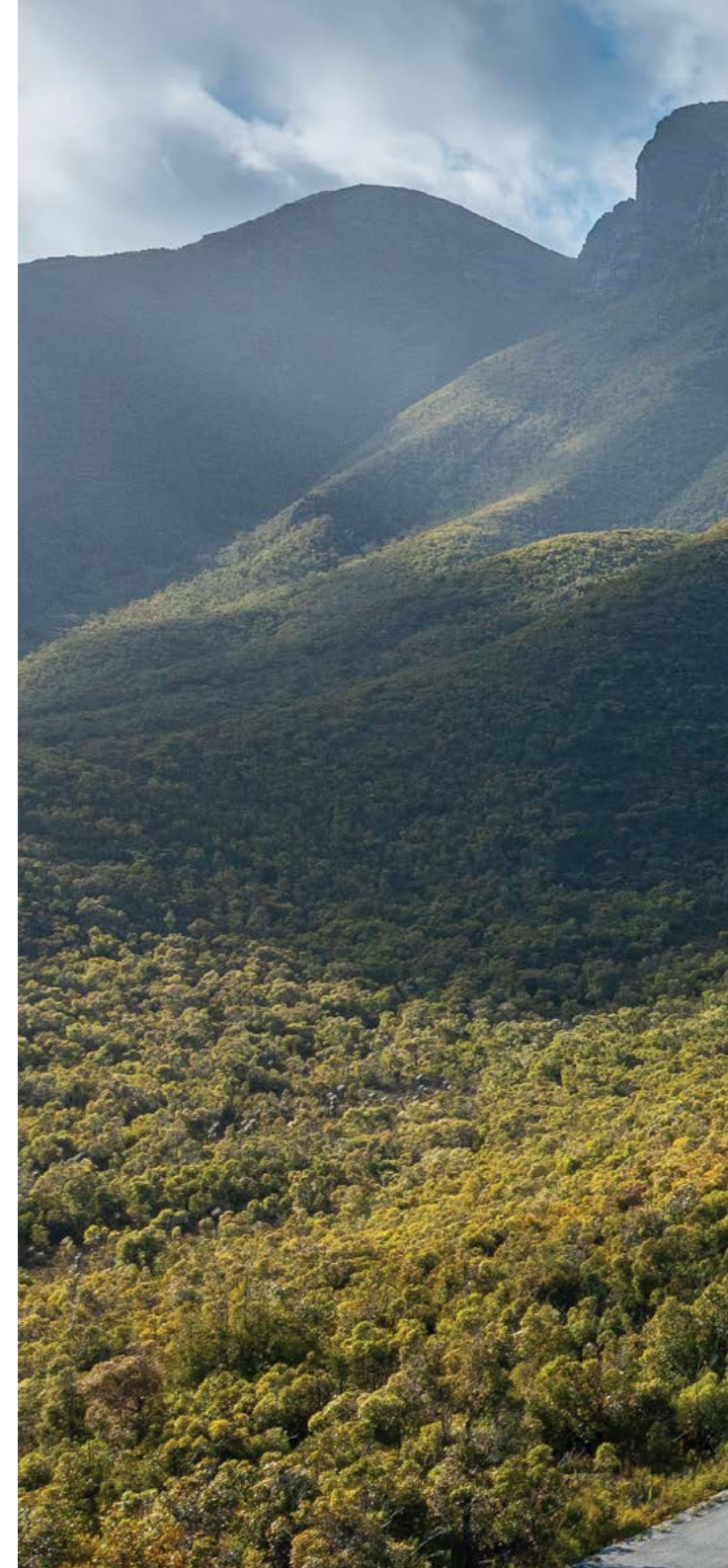
Looking ahead, the financial year 2024-25 will see us further elevate Western Australia as an agency at the forefront of the international tourism and travel market when we host global leaders as part of the renowned World Tourism and Travel Council Global Summit, taking place in Perth in October 2024.

The summit is one of four large business events being hosted in Perth across the coming financial year and is a one-of-a-kind opportunity to discuss sustainable growth, highlight WA's cultural heritage and showcase all our state's stunning natural assets.

I would like to thank the Minister, CEO, Acting Managing Director and entire Board of Commissioners for their ongoing support throughout the past financial year. I would also like to give special thanks to the executive management team, industry partners and operators who all contributed to and championed WAVES 2033. I look forward to working with you all to further establish WA as a world-class holiday destination both now and in the future.



Di Bain
Chair





MESSAGE FROM THE CEO

The past 12 months have been an exciting year in Tourism WA, with the Western Australian Government's focus on tourism continuing to grow. Tourism WA, along with the wider public sector and industry more generally, have worked collaboratively to continue to drive access, activation and quality tourism product.

The Tourism Investment Committee of Cabinet (TICC) was established in February, focusing solely on driving more investment into WA's tourism sector. The committee not only brings together key WA Government Ministers, but also includes a new team within the Department of Jobs, Tourism, Science and Innovation (JTSI), supporting TICC in identifying investment priorities and streamlining decision-making processes.

Led by Deputy Premier and Minister for Tourism, the Hon. Rita Saffioti MLA, the Committee is focused on providing strategic guidance on major tourism attractions and infrastructure investment proposals and helping drive coordination across agencies; removing barriers for investment; identifying potential legislative reforms that reduce red tape and identify new priority tourism projects.

The Committee is also driving a more cross-government approach to investment and economic diversification.

The Western Australia Visitor Economy Strategy 2033 (WAVES 2033) — our 10-year strategic roadmap for the West Australian tourism sector — was also born of collaboration, having been developed by Tourism WA in consultation with tourism industry representatives and many other WA Government departments.

In total, 14 government agencies and 25 industry stakeholders provided input to help shape WAVES 2033, with more than 500 wider stakeholders across Western Australia supporting the development of the strategy through a range of workshops and one-on-one consultations.

The WA Government has committed \$585 million over the next four years for Tourism WA to support the delivery of the initiatives and outcomes of WAVES 2033, to be achieved by working alongside our industry partners, local operators and other departments.

Four guiding principles will underpin all we intend to achieve through the delivery of WAVES 2033: Sustainable; Inclusive; Collaborative and Innovative. These core guiding principles will inform our delivery, interaction and decision-making processes as we grow the WA Visitor Economy.

I am thrilled that WAVES 2033 is now live, and I look forward to leading Tourism WA forward as we work to make this Dream Decade for Western Australia a reality.

Tourism WA also received additional funding to continue delivering its Tourism Workforce Development Program, which aims to create a high-performing pipeline of workers.

Over the last 12 months, in the second year of the program, the agency facilitated over 90 tourism and hospitality job-ready and upskilling workshops for over 900 participants across Perth and regional areas. Tourism WA also executed workforce campaigns targeting UK working holidaymakers to find their dream tourism job in WA. The agency launched two Commonwealth-funded intrastate campaigns: one to inspire young Western

Australians to build careers in WA's tourism industry; and one to highlight the benefits of working in the industry to mature aged Western Australians.

Internationally, Tourism WA continued to improve connections with our key markets through tourism and trade missions to China, India, Indonesia and Japan, with each delegation helping build stronger distribution partnerships, providing opportunities to launch new campaigns and to promote our destination and West Australian tourism operators.

A total of 21 new or resuming aviation links were announced or launched in 2023-24, including new regional connections between Singapore and Broome, Sydney and Busselton, and Alice Springs and Perth.

The significant achievements of 2023-24 would not have been possible without the continued support of the Tourism WA Board of Commissioners. The Board welcomed five new Commissioners at the end of 2023-24 bringing fresh insights and diversity of experience. The contributions of the Commission have been central to

the delivery of the WA Government's vision for a stronger, more sustainable and more diverse state economy and tourism industry.

To support the Board, Tourism WA is fortunate to have a dedicated team of staff, led by Acting Managing Director Steph Underwood, bringing expertise, commitment and passion to the task of ensuring WA continues to consolidate its position as one of the world's premier tourism and business event destinations.

I would like to thank our wonderful workforce for all their hard work and dedication over the last 12 months. Your contribution to the department is immeasurable and I'm very proud of the results we've achieved over a transformative 2023-24.



Rebecca Brown
Chief Executive Officer

2023-24 HIGHLIGHTS

- In September Tourism WA announced a new 12-month global tourism campaign featuring high-profile West Australian Formula 1 driver Daniel Ricciardo. The Drive the Dream campaign invites travellers to explore WA as the ultimate destination for a self-drive holiday, with a promotional video following Ricciardo and his best mate Blake on a road trip along the Coral Coast Highway from Perth to Exmouth. With production facilities supported by an all-Western Australian crew, the campaign supported the 2023 launch of WA's global tourism brand Walking on a Dream.
- In October Tourism WA delivered the inaugural EverNow: A Festival during Kambarang. This homegrown event celebrated Western Australia's unique Aboriginal culture and attracted more than 100,000 attendees over six days of festivities.
- All Nippon Airways resumed direct flights between Tokyo and Perth on October 29, with the resumption of the popular flight bringing an additional 8,000 Japanese visitors to WA. The seasonal service operated from October to March, the traditional demand period for Japanese visitors heading to Perth.
- 125,000 Coldplay fans gathered at Optus Stadium on 18 and 19 November for the Perth leg of the band's record-breaking Music Of The Spheres world tour. Thousands of out-of-state visitors injected \$43.4 million into the WA economy, with the two Perth performances exclusive to WA.
- Vietnam Airlines' inaugural non-stop flight between Ho Chi Minh City and Perth touched down at Perth International Airport on 7 December, marking the start of a new three-weekly route between the two cities. The service provides nearly 43,000 new inbound seats each year to WA.
- Perth was named in December as the host city of the 12-day, multi-sport World Masters Games 2029, which is predicted to bring up to 30,000 athletes and a further 10,000 spectators, volunteers, coaches and officials to the city, injecting tens of millions of dollars into the WA economy.
- Tourism opportunities led the discussion between the WA Government and Indian and Chinese travel officials during a mission to China and India. The Deputy Premier and Minister for Tourism met with Indian aviation businesses to discuss direct flights during the January trip. The Tourism Minister also connected with an online travel distributor after flying to Shanghai on board China Eastern Airlines' inaugural outbound direct flight between Perth and Shanghai. The special four-week service by China Eastern was timed to celebrate Chinese New Years with 13 direct flights running from 19 January to 17 February.
- Alongside other global cities including Hong Kong, Madrid and Los Angeles, Perth hosted the only Australian leg of the HSBC SVNS from 26 to 28 January at HBF Park. Almost 45,000 people attended the matches, which attracted 3,660 out-of-state visitors and injected \$7.4 million dollars into the WA economy.
- Tourism WA's flagship 10-year strategy was unveiled in February, signalling the beginning of a Dream Decade

for the state's tourism industry. The Western Australia Visitor Economy Strategy 2033 — better known as WAVES 2033 — presents a 10-year vision to develop sustainable growth of WA's visitor economy, elevating WA as a world-class tourism destination and with a target of increasing visitor spend to \$25 billion per annum by 2033. Backed by a WA Government commitment of \$585 million, WAVES 2033 identifies six goal areas, including Aboriginal Tourism, Accommodation and Attractions, Aviation, Destination Brand, Events and High Performing Industry.

- WWE mania gripped WA for the exclusive Elimination Chamber event at Optus Stadium on 24 February. The event was broadcast live to one billion homes across 165 countries, making it the most-watched Elimination Chamber ever in WWE history, with Perth further elevated by the WWE Superstars and Legends' combined one billion social media audience. Supported by the WA Government, WWE Elimination Chamber: Perth delivered \$36.2

million in economic impact through increased spending in WA hospitality, accommodation and tourism businesses.

- Tourism WA's regional roadshows took place across February and March, with agency staff visiting all five of WA's tourism regions to brief operators on the latest operational updates and the WA Visitor Economy Strategy 2033.
- Virgin Voyages' luxury cruise liner, the Resilient Lady, arrived in WA on 2 April on its maiden voyage to the state. The ship docked in Fremantle with more than 2,000 passengers and crew onboard — one of the port city's biggest cruise ship calls of the season. In total, 144 scheduled calls with over 168,000 passengers and crew were made in 2023-24 across eight port destinations: Esperance, Albany, Busselton, Fremantle, Geraldton, Exmouth, Broome and Kuri Bay. Of this, Fremantle welcomed 30 cruise calls, processing more than 50,000 passengers and 17,000 crew.
- Perth was the focus of the global boxing world in May as the triple world title

boxing event landed in WA. Thousands of out-of-state visitors and West Australians flocked to the RAC Arena to see some of the world's most talented boxers face off in this blockbuster event, which was broadcast live to over 100 countries and territories.

- WA continued to prove itself as a world-class host of major football events when two giants of Italian football — AS Roma and AC Milan — met for a blockbuster clash on at Optus Stadium in late May. The match marked the first time the two sides have played each other on Australian soil and their only game in the Asia Pacific region in 2024, attracting thousands of out-of-state visitors and injecting millions into the Western Australian economy.
- On May 31, Tourism WA welcomed news Qantas and Perth Airport had committed to a multi-billion-dollar development of a new terminal and runway at Perth Airport. The investment is a major boost to Western Australia's tourism industry and unlocks significant aviation growth.

1.0 OVERVIEW

- In June, Walking On A Dream launched in China as part of the continued global rollout of the brand across international markets. Brand campaign assets appeared on billboards in key locations across Shanghai and Guangzhou, with Western Australia's iconic whale shark floating above bustling city streets. China was WA's largest market based on visitor spend in 2019, with 73,000 Chinese visitors contributing a huge \$367 million to the WA economy.
- A new non-stop seasonal service between Singapore and Broome took off in June, creating a new international gateway into WA and the North West. Operating twice weekly from 25 June to 26 October 2024, Jetstar Asia's seasonal service will bring almost 6,500 inbound seats to Broome in its first year and reduce travel time between the two destinations by over eight hours. Broome is a priority destination for South East Asian visitors, boasting a strong Asian history and multicultural culinary scene.
- Also in June, a special naming ceremony was held for the cruise vessel Seabourn Pursuit after its maiden voyage in the Kimberley region. The Wunambal Gaambera People, custodial owners of Ngula Jar Island, were formally recognised as the vessel's godparents — a first in maritime history.
- Wrapping up an extraordinary year of progress, Thomas Dambo's Giants of Mandurah installation was calculated to have brought an astonishing \$64 million in visitor spend to the Peel region between November 2022 and November 2023, with more than 86,000 visitors spending an estimated 350,000 nights exploring the Australian-exclusive attraction. With its sculpture trail typically taking more than a day to explore, longer-stay visitors created massive economic benefits for local hospitality and tourism businesses.





An aerial photograph of a rugged coastline. The foreground shows dark, jagged rock formations with some white foam from waves crashing against them. The water transitions from a deep blue to a vibrant turquoise, indicating shallow depths. The background shows a vast expanse of clear, light blue water meeting a bright sky.

2.0 AGENCY PERFORMANCE



2.1 REPORT ON OPERATIONS

2.1.1 AVIATION

Direct and efficient aviation connections into Western Australia are vital to growing the visitor economy, with around 95 per cent of out-of-state visitors arriving in WA by air.

Effective intrastate aviation is also critical to regional dispersal and delivering a positive visitor experience for travellers exploring all corners of our state.

Tourism WA has a specialised Aviation team within the Marketing division, dedicated to developing and securing aviation routes to make it easier for people to travel into, and around, WA.

Aviation Recovery Fund (ARF)

The WA Government established the Aviation Recovery Fund (ARF) as part of the state's Reconnect WA strategy, allocating up to \$75 million to support the recovery and growth of WA's international and domestic aviation network, following the reopening of the state's borders on 3 March 2022, and to undertake a regional Affordable Airfares program.

The state's air capacity has surpassed pre-COVID levels in the interstate and international markets.

Interstate flights into Western Australia in June 2024 reached 112 per cent of pre-COVID 2019 levels, indicating interstate aviation capacity recovery has been achieved.

Perth's international aviation capacity had recovered to 124 per cent of pre-COVID 2019 levels by May 2024, confirming international aviation capacity recovery has also been achieved.

Key ARF achievements in 2023-24 include:

- Secured International Recovery:
 - AirAsiaX: daily services Kuala Lumpur – Perth.
 - Air New Zealand: daily services Auckland – Perth.
 - All Nippon Airways: three flights per week Tokyo – Perth (seasonal).
 - Batik Air Malaysia: 21 services per week Kuala Lumpur – Perth.
 - Cathay Pacific: six flights per week Hong Kong – Perth (increasing to 11 per week from 28 November 2024).
 - China Southern: three flights per week Guangzhou – Perth (recommencing 28 November 2024).
 - Emirates: daily flights Dubai – Perth (upscaling to twice-daily on 1 December 2024).
 - Malaysia Airlines: 12-17 flights per week Kuala Lumpur – Perth.

- Singapore Airlines: four times daily services Singapore – Perth.
- Scoot: 14-19 flights per week Singapore – Perth.
- South African Airways: three flights per week Johannesburg – Perth.
- Thai Airways: daily flights Bangkok – Perth.
- Qatar: daily flights Doha – Perth.
- Secured New Growth:
 - AirAsia Indonesia: three flights per week Jakarta – Perth.
 - China Eastern: seasonal service operated in January and February 2024 between Shanghai – Perth.
 - Jetstar Asia: seasonal Singapore – Broome, operating two flights per week from June to October 2024.
 - Jetstar: six flights per week Singapore – Perth, commencing August 2024.
- Philippine Airlines: three flights per week Manila – Perth.
- Qantas: three times weekly seasonal flights Rome – Perth.
- Qantas: four flights per week Paris – Perth (scaling down to three flights per week after the 2024 Summer Olympics).
- Vietnam Airlines: three flights per week Ho Chi Minh – Perth.
- Vietjet: four-five flights per week Ho Chi Minh – Perth.
- Secured New Domestic Growth:
 - Airnorth: three flights per week Alice Springs – Perth.
 - Jetstar: three flights per week Sydney – Busselton.

Tourism WA will continue to work in relevant priority markets to further support and negotiate flights into WA to further build our aviation network.

DIRECT AND EFFICIENT AVIATION CONNECTIONS INTO WESTERN AUSTRALIA ARE VITAL TO GROWING THE VISITOR ECONOMY, WITH AROUND 95% OF OUT-OF-STATE VISITORS ARRIVING IN WA BY AIR.

2.0 AGENCY PERFORMANCE

Affordable Airfares

The Affordable Airfares program has been successful in supporting intrastate travel into our northern regions, with 26,808 discount seats sold as part of the 2023 program (March to December 2023) to promote travel from Perth to Broome, Kununurra and Exmouth with Qantas and Virgin.

The WA Government extended the Affordable Airfares Program into 2024 to continue to support accessibility and affordable air travel to the state's northern regional tourism destinations.

The 2024 program will see more than 35,600 discount fares available for travel from Perth to Exmouth, Broome and Kununurra, as well as a new route between Broome and Kununurra.

Perth Airport Development

Western Australia's Western Gateway status was boosted through the landmark news Perth Airport and Qantas have agreed on a new deal to deliver more international and domestic flights to WA by developing a new runway and terminal.

Announced in May 2024, around \$5 billion will be spent upgrading Perth Airport's facilities while Qantas will deliver an extra 4.4 million seats to and from Perth by 2031. These new upgrades and runway herald a new era for our tourism sector and allow millions of new visitors to travel to Western Australia.





2.0 AGENCY PERFORMANCE

2.1.2 MARKETING

Walking On A Dream

Western Australia's Walking On A Dream brand, developed by Tourism WA and launched in 2022-23, continues to elevate the state's international profile by highlighting our otherworldly landscapes and promoting WA's uniquely authentic cultural, artistic and culinary experiences.

In 2023-24, Tourism WA launched Drive the Dream, an experience-led campaign stemming from the Walking On A Dream brand and created in a domestic partnership with Qantas Hotels & Holidays. Drive the Dream is designed to position Western Australia as the ultimate destination for a self-drive holiday by showcasing the diversity of iconic destinations and experiences on offer within the state.

The centrepiece of Drive the Dream is a short film featuring West Australian Formula 1 driver Daniel Ricciardo taking a road trip from Perth to Exmouth via the Coral Coast Highway, featuring imagery from Kalbarri, Bullara Station, Shark Bay and Exmouth. It was launched domestically through paid media channels including large format out of home, catch up TV, streaming, online video, YouTube, social media, and display.

Drive the Dream was translated into seven languages and rolled out in Tourism WA's key international markets of China, Italy, Japan, Malaysia, Singapore and the United Kingdom, through paid media channels and across cooperative marketing activity with three global trade partners — Qantas, Expedia and Trip.com. The production was also included as part of the inflight entertainment of Qantas' global network.

In late March, further paid media activity for Drive the Dream was launched in New South Wales, Victoria and Queensland, to coincide with the Melbourne Formula 1 Grand Prix.

The Walking On A Dream domestic campaign targeting High Yield Travellers on the eastern seaboard through paid media (using the hero brand film assets and supporting hero visuals), was live in October. Media channels included out of home, print, television, online video, digital display and paid social media. Paid media continued over four weeks in February, in New South Wales, Victoria and Queensland and included digital out of home and video, paid social media and digital display.

From 19 May to 30 June paid media channels included large format out of home, bespoke out of home, radio, digital video (YouTube, catch-up TV and streaming), high impact digital display, and paid social.

Tourism WA also launched a new experience-led Events campaign, Where Dream Events Happen, in August to position Western Australia as the leading events destination in the South East Asia region. Where Dream Events Happen was developed as an extension of the Walking On A Dream brand. Media channels included native content partnerships and paid social media.

In November, the Where Dream Events Happen campaign included activity in New South Wales, Victoria, Queensland, as well as Singapore, Malaysia and Indonesia, across paid social media and online native content, aiming to increase awareness, desirability and consideration of Western Australia as an events destination. Paid media activity continued in April and May 2024 in the above markets across paid social media and online native content with Broadsheet and The Guardian.

In May, Tourism WA launched a dedicated Aboriginal experience-led campaign, Connect with Culture, which showcases the diversity of Aboriginal-owned tours and experiences throughout the Dream State. Brought to life through digital and social advertising, and content partnerships with The Guardian and Get Lost travel magazine, Connect with Culture encourages High Yield Travellers to enrich their visit to Western Australia with authentic Aboriginal tourism experiences. Visitors can discover these experiences on the campaign landing page, developed in partnership with the Western Australian Indigenous Tourism Operators Council (WAITOC).



2.0 AGENCY PERFORMANCE

Online Activity

During 2023-24, Tourism WA's social media performance included:

- Reaching over 1.8 million followers, with a combined organic (non-paid) reach of 189 million.

During 2023-24 westernaustralia.com website performance included:

- 3.9 million website visits (52 per cent interstate, 31 per cent intrastate and 17 per cent international).*
- 350,000 leads generated to industry.
- 9 per cent referral rate, defined as proportion of traffic visiting the website who click on a product link to either a bookable product, booking partner, or external industry website.
- In June, a new Accessibility Hub was launched featuring content and information for travellers with accessibility requirements, including a statewide beach wheelchair finder.
- Also in June, a new French website was launched in preparation for direct Paris to Perth flights commencing 12 July and to support the agency's marketing efforts in this market.

The Kimberley Support Program

Building on the momentum of support programs delivered in 2023 through the Kimberley Recovery campaign, Tourism WA continued to support tourism operators in the region.

Funded through the \$2.8 million Kimberley Tourism Program and launched on 22 February, the 'Kimberley Season Pass' included consumer incentive offers on airfares, accommodation and experiences, supported by consumer paid media activity in interstate and intrastate markets including:

- 50 per cent off tours and experiences for the 2024 season, facilitated through the Broome and Kununurra Visitor Centres.
- \$100 off stays at Kimberley caravan and holiday parks, facilitated through the Caravan Industry Association WA. The program increased the length of stay with a three-night minimum stay for cabin bookings and a five-night minimum stay for campsites and van sites.
- Discounted airfares between Perth, Broome and Kununurra through Nexus Airlines and Airnorth.

The Kimberley Season Pass campaign concluded following another successful year of activity offering a range of consumer incentives across tours and experiences, accommodation and airfares. The 50 per cent off tours and experiences program sold out across both the Broome and Kununurra Visitor Centres, well in advance of the planned 30 June promotional period.

The \$100 off caravan and holiday parks offer drove great interest with all available vouchers being distributed. A total of 444 vouchers were redeemed for bookings for stays across Caravan Industry Association WA (CIAWA) member holiday parks for the 2024 season. The CIAWA partnership also included promotion and sponsorship of the Perth Caravan and Camping Show, including Kimberley signage and exhibitor sites. CIAWA also engaged a range of content creators to undertake Kimberley road trip visits to extend the reach of the campaign, sharing their travels by caravan and staying in a range of holiday parks.

* Based on modelling to account for cookie blocking and consent requirements for GDPR and other data regulations. Allow +/-5 per cent.



2.0 AGENCY PERFORMANCE

Working Holiday Makers

From 10 April to 29 May, Tourism WA ran a campaign with Skyscanner targeting Working Holiday Makers in the UK. Activity included a mix of display banners, content articles, in-site banners and social media advertising.

In June a Working Holiday Maker campaign was implemented in the UK targeting young audiences to help raise the profile of Western Australia as the Dream Working Holiday destination, driving traffic through to westernaustralia.com.

In Germany a Working Holiday Makers campaign was live for six months from October with STA and Explorer Fernreisen to attract visitors on Working Holiday Maker visas to Western Australia.

DOMESTICALLY, THE FUNDING INCREMENTALLY GREW VISITATION BY MORE THAN 129,000 WITH AN ESTIMATED ECONOMIC IMPACT OF \$223 MILLION IN VISITOR EXPENDITURE.



Domestic Cooperative Marketing Campaigns

Tourism WA's domestic cooperative marketing program is aimed at consumers, with Tourism WA partnering with airlines, wholesalers, retailers and online travel agents, to collaborate on joint marketing campaigns to promote the state's tourism products and destinations, and encourage flight, accommodation and tour bookings.

Parties contribute matched funding or in-kind support into conversion activity, with an objective of driving incremental bookings to the state, by leveraging the audience reach of known travel brands. Tourism WA's Walking On A Dream brand and messaging is integrated into these campaigns, alongside the partner's branding.

Results as of 30 July 2024 for 2023-24 within domestic partnerships include:

- Tourism WA has worked with 19 partners on 31 campaigns in the domestic market.
- Domestically, the funding incrementally grew visitation by more than 129,000 with an estimated economic impact of \$223 million in visitor expenditure.

Interstate cooperative marketing partnerships are run with a wide range of retail and online travel agent partners, including Flight Centre, Helloworld, KAYAK, Ignite, Holidays of Australia, Expedia, Tripadvisor, Webjet, BKB Holidays, CamperMate, Luxury Escapes, Holidays of Australia and Skyscanner.

Highlights from the domestic partnerships include:

Nexus Airlines: Tourism WA partnered with recently launched regional WA airline Nexus Airlines on a 'Kids Fly Free' promotion throughout December and January, in which up to three children aged 12 and under could fly free per booking across the Nexus WA network. The sale was supported with a campaign across radio, press, digital and social media channels and sold out ahead of schedule.

Rip Curl partnership: Rip Curl's women's summer campaign 'Summer Looks Good on You' was shot in Esperance, Perth and the Margaret River Region and rolled out in Rip Curl stores globally including Australia, New Zealand, United States, Indonesia, Malaysia, and France, as well as through paid media channels.

The second phase of the partnership went live in June with the Virtual Pro competition, offering surfers the opportunity to win a trip to the Margaret River Region by tracking their surfs on their Rip Curl Search GPS watch. The competition was promoted across social media and email.

Aboriginal Showcase event: Aligned to the Jina: Western Australian Aboriginal Tourism Action Plan 2021-2025 objective of positioning Western Australia as the premier destination for Aboriginal experiences, a series of Western Australian Aboriginal Showcase events were delivered. 'Journey Through the Dream State' took place from 30 January to 1 February in Melbourne, Sydney and Auckland. Eight Aboriginal operators from across the state showcased their experiences to trade and media audiences to establish and enhance commercial outcomes for the operators and deliver positive media coverage.

Jetstar: Tourism WA partnered with Jetstar on a tactical flight sales campaign in October to drive inbound passengers to Perth from national destinations, and passengers direct to Busselton-Margaret River Airport from

Melbourne. Comedian and content creator Jimmy Rees faced the campaign showcasing how visitors experience the 'West Effect' after travelling to Western Australia.

Following the launch of the new direct service between Sydney and Busselton, Tourism WA partnered with Jetstar on cooperative marketing campaign activity in February and April. A trade and media event was also held on 25 March, the evening prior to the inaugural flight. Tourism WA worked with Jetstar and Australia's South West on an activation at the departure gate in Sydney to surprise and delight the travellers onboard the inaugural flight, in addition to group media visits for both traditional media and influencers.

Qantas: Tourism WA partnered with Qantas on a 'Pop into Perth' campaign encouraging east coasters travelling to or from Europe on the direct Rome, London or Paris services to book a stopover in Perth. The video-led campaign ran from January to March across YouTube, video on demand, in-flight entertainment, press and Qantas-owned channels including social media and email.

Tourism WA also partnered with Qantas on digital marketing activity to drive destination desire and bookings for WA, and preference for Qantas.

Virgin Australia: A Virgin Australia partnership to drive bookings into Western Australia was launched in April. Commencing with a 'Wonderful Places' social video amplification phase to drive awareness and consideration for Perth, a tactical sale then followed, offering 30 per cent off airfares to Perth, Broome and Kununurra. The campaign ran across a variety of media channels including YouTube, social media, digital, out of home, Skyscanner and Virgin Australia's owned channels.

Tourism WA and Virgin Australia also partnered to produce new 'Wonderful Places' video content in Perth, Broome and Kununurra in May. The video content will be rolled out in the new year across affordable airfares and other cooperative marketing.

2.0 AGENCY PERFORMANCE

Domestic Public Relations and Familiarisation Visits

Tourism WA's Domestic Public Relations team develop and manage Tourism WA's Destination Marketing public relations and ambassador programs, building and maintaining strong relationships with media and personalities across the travel, lifestyle and event categories and identify opportunities for positive media exposure across domestic and international markets. The Familiarisation (Famils) team plan, book, and implement familiarisation itineraries for visiting media, trade and other partners and Tourism Australia's International Media Hosting Program.

In 2023-24 these teams delivered:

Domestic Media Coverage:

- Domestic Cumulative Audience: 128 million.
- Domestic Estimated Advertising Value: \$15,426,892.
- Pieces of coverage: 856.

Road Trips Global Media Coverage:

Global Good Broadcast partnership delivered:

- Global Cumulative Audience: 675 million.
- Estimated Advertising Value: \$1 million.

Advocacy Outcomes:

- Tourism WA's PR team delivered advocacy activities for media personalities including Daniel Ricciardo, Megan Gale, Jack Robinson, Natalie Barr, Felicity Palmateer, Bondi Rescue, Tara Milk Tea, Lincoln Lewis, Cheetahs Rugby and the Chicago the Musical cast.
- Uncontracted advocacy opportunities linked to events included Tash Sultana (Coldplay), Jelena Dokic (United Cup), Brooke Blurton (CinefestOZ Film Festival) and Jimeoin (Ord Valley Muster).
- Potential social audience reach: 14.5 million.
- Domestic Estimated Advertising Value: \$1.04 million.

Famils:

- Total famils: 151.
- Total delegates: 990.



International Marketing

Tourism WA's International Marketing includes cooperative marketing partnerships and marketing campaigns to directly engage with consumers; position Western Australia competitively against other destinations; and to drive a sense of urgency to book travel to Western Australia. This financial year's activity took place in the key markets; New Zealand, Singapore, Malaysia, United Kingdom, United States, Japan, Germany, Italy, China, Hong Kong, France, Indonesia and India.

Results for 2023-24 within global partnerships include:

- Tourism WA worked with 96 partners on 108 campaigns in 11 key international markets.
- Internationally, the funding incrementally grew visitation by 120,879 with an estimated \$363 million in incremental visitor expenditure.

Within our key international markets, results included:

New Zealand: Tourism WA partnered with Air New Zealand on a cooperative campaign to increase incremental bookings on the non-stop services from Auckland to Perth in 2023-24. An awareness phase ran in October, followed by a five-day Perth fare sale to drive conversion from 16 to 20 October. The campaign included paid digital media and Air New Zealand owned channels.

A range of tactical cooperative campaigns with retail and online travel agent partners launched throughout 2023-24 across New Zealand, to drive consumer preference and bookings to Western Australia from the High Yield Traveller and Visiting Friends and Relatives segments. The initiative included partnerships with Flight Centre, Helloworld, House of Travel and Expedia.

The Drive the Dream WA road trips consumer campaign launched across New Zealand throughout February. The campaign increased desirability and consideration of Western Australia's bucket-list road trip holidays and encouraged New Zealand travellers to turn planning into booking. The campaign ran across digital and social media channels. Retail travel partner House of Travel developed a range of WA holiday packages that served to engage audiences to drive conversion.

From 4 May to 22 June, a content partnership with New Zealand Media and Entertainment (NZME), an integrated media group, launched across native content, social media and digital video showcasing Western Australia's hero destinations through engaging and immersive content published in the New Zealand Herald.

2.0 AGENCY PERFORMANCE

Singapore: A range of tactical cooperative campaigns occurred in Singapore throughout 2023-24 with Tourism WA partnering with Trip.com to launch a suite of strong offerings to help boost hotel bookings, revenue, and increase length of stay around Perth and surrounding areas during the Western Australian winter low season.

Tourism WA also partnered with Dynasty Travel, EU Holidays, PriceBreaker, KKday, Dreamcation and Klook showcasing Western Australia with the latest attractions and activities to induce travel desire, aiming to generate sales, leads and ensure maximum engagement for target audiences to generate conversion for both parties.

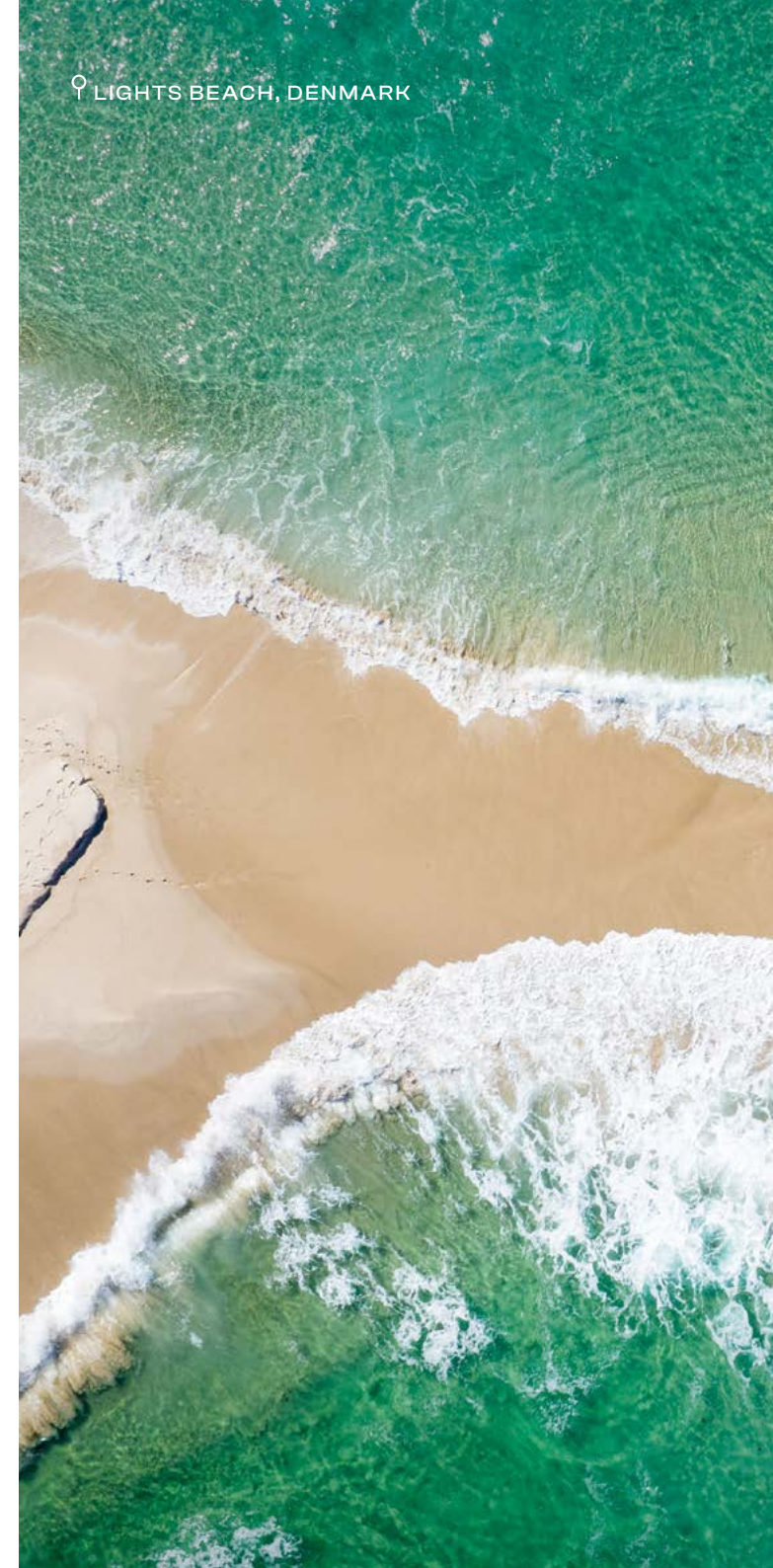
Tourism WA partnered with Uniq Luxe, a luxury agency targeting affluent Singaporean families, to leverage an exclusive event-focused strategy, promoting Western Australian premium and barefoot luxury products within its high-net-worth database.

A luxury travel campaign with Singaporean high-end travel agent, Intriq Journey, commenced in June. The campaign included engaging with Tatler, other luxury media and celebrities to encourage visitation to Western Australia and promote luxury experience offerings in Perth and the South West region. A curated luxury holiday itinerary aligning with Tatler's content partnership was developed and promoted in Singapore from September to May.

Tourism WA's road trip campaign Drive the Dream featuring Daniel Ricciardo launched in October with a media event in Singapore, inviting 100-150 local media and tourism trade partners to help create buzz in the Singapore market.

A road trip campaign in partnership with Trip.com commenced in Singapore from October with a heavy focus on promoting road trip holidays in Western Australia. The cooperative campaign featured the Drive the Dream hero content on digital and social channels with heavy tactical coupon promotion to boost booking conversions.

📍 LIGHTS BEACH, DENMARK



Malaysia: Awareness and conversion campaigns with key distribution partners with strong tactical offerings were activated to help boost bookings, revenue and increase length of stay around Perth, Australia's South West and Australia's Coral Coast, leveraging the Malaysian travel peak booking period of July to October. These occurred with Holiday Tours & Travel; Corporate Information Travel; Apple Vacation and Angel Tours.

Further awareness and conversion cooperative campaigns with strong tactical offerings occurred with Sedunia Travel targeting Chinese Muslim Travel experiences; Corporate Information Travel (CIT), targeting premium bankcard holders; Muslim travel and corporate incentive groups; Apple Vacation, targeting premium, Chinese-speaking segment with Free Independent Travellers (FIT); and Forever Travel, targeting Family Travel and the Muslim FIT segment from North Malaysia.

Tourism WA partnered with KKday, one of Asia's top tourism, leisure, food and beverage experience providers, to target the internet and app-savvy FIT segment. This campaign encouraged early bird bookings, driving sales for the Malaysia market. The promotion encouraged early birds to buy travel coupons to Western Australia from April to June, showcasing Western Australian travel in Malaysia with the latest attractions and activities to induce travel desire.

Golden Destinations is one of the largest wholesalers in Malaysia and a top wholesaler for Singapore Airlines, Malaysia Airlines, and AirAsia X. Tourism WA partnered with Golden Destinations to deliver online digital advertising targeting their audience of more than 700 active travel agents with ready-made Western Australian products and packages.

TOURISM WA PARTNERED WITH GOLDEN DESTINATIONS TO DELIVER ONLINE DIGITAL ADVERTISING TARGETING THEIR AUDIENCE OF MORE THAN 700 ACTIVE TRAVEL AGENTS.

India: Tourism WA collaborated with key distribution partner Veena World to run an awareness and conversion campaign from September to November. Veena World curated leisure itineraries showcasing Perth and surrounds. These itineraries were promoted through Veena World's website, own distribution channels and paid media across print and digital platforms.

Tourism WA, in partnership with Business Events Perth, led 14 Western Australia tourism operators and three Regional Tourism Organisations on an India Roadshow from 4 to 8 February. The Roadshow included two full days of business to business workshop sessions for leisure and Meetings, Incentives, Conferences and Exhibitions (MICE), and evening network events in both New Delhi and Mumbai.

Tourism WA partnered with BurdaLuxury Media Group (which owns two leading lifestyle print and digital media companies in India), Travel and Leisure, and Lifestyle Asia for a Bollywood celebrity cover shoot and content partnership in Western Australia

during November. The campaign leveraged strong connections of BurdaLuxury with Bollywood celebrities and their large High Yield Traveller customer base to showcase WA's dreamlike experiences and uplift destination awareness.

In March, Bollywood celebrity Rashmika Mandanna's cover shoot in Perth and Rottnest took place. The cover shoot and content were released in Travel & Leisure's May issue and Lifestyle Asia's April issue to build destination awareness. The integrated content campaign included print and digital executions, including pre-promotion, behind-the-scenes videos, native articles, destination articles, Instagram and Facebook stories, Instagram and Facebook posts, YouTube posts and social posts by Rashmika. This mix of engaging content, videos, and interactive features enabled wider reach, and encouraged user participation on social media channels with an estimated media value of the activity at around \$364,000. Instagram posts with Rashmika featuring Western Australia reached over 1 million engagements.

To further drive visitation into WA, Tourism WA also partnered with Make My Trip, TBO, SOTC, TravClan and Kesari Tours on cooperative marketing campaigns throughout 2023-24.

TOURISM WA, IN PARTNERSHIP WITH BUSINESS EVENTS PERTH, LED 14 WESTERN AUSTRALIA TOURISM OPERATORS AND THREE REGIONAL TOURISM ORGANISATIONS ON AN INDIA ROADSHOW FROM 4 TO 8 FEBRUARY.





2.0 AGENCY PERFORMANCE

Hong Kong: Tourism WA partnered with KKday Hong Kong to conduct a winter tactical campaign from May to further push 'experience bookings' during the winter season. A partnership with Singapore Airlines saw an early bird Walking on a Dream airfare promotion between September and October.

Tourism WA's Hong Kong office engaged with Hong Kong Viu TV for a road trip travel show filming (True Man Show) in Western Australia between 21 and 30 October, showcasing Western Australia's unique nature and wildlife, Aboriginal cultures, environments and once-in-a-lifetime travel experiences in Perth, Mandurah and the Ningaloo Coast. Three 22-minute Western Australian episodes were broadcast in February.

A road trip campaign in partnership with Trip.com commenced in Hong Kong from November with a heavy focus on promoting road trip holidays in Western Australia. The cooperative campaign leveraged the Daniel Ricciardo Drive the Dream hero creative assets to promote Western Australia road trip itineraries, with strong tactical sales across Trip.com channels.

From February to June, Tourism WA partnered with trade partner KKday for a cooperative marketing campaign to target internet/app savvy Free Independent Travellers and encourage early bird bookings, driving sales for the Hong Kong market to buy travel coupons to travel to Western Australia. Activities included paid advertisements on third party media and promotion on KKday's website, e-newsletters, social media channels and discounted coupons on Western Australian travel products.

2.0 AGENCY PERFORMANCE

China: Tourism WA attended Tourism Australia's Marketplace China from 4 to 6 December at the Hyatt Regency Hilton, Zhuhai, China. The Australia Premium Showcase China was held at the same venue on 7 December. The event was an opportunity for representatives from the Australian tourism industry to establish and maintain business relationships with key qualified travel agencies and tour operators from across Greater China. Tourism WA's China and Hong Kong office attended to meet the buyers in the region and to set up the pre-arranged business appointments.

The road trips campaign in partnership with China's biggest online travel agents Ctrip commenced in late December. The cooperative campaign included out of home advertising in Shanghai and Guangzhou, as well as digital and social with the Drive the Dream Daniel Ricciardo hero creatives featured. Heavy tactical promotion to promote Western Australia continued between November and January across all Ctrip channels.

With the introduction of the special China Eastern non-stop Shanghai-Perth flight during Chinese New Year, Tourism WA worked with five key distribution partners, Shanghai Awing Travel Service; Shanghai Jingcai International Travel Service; Shanghai Mint International Travel Service; Shanghai Tongsheng International Travel Service; and Tongchen Travel, to drive ticket sales and promote holiday packages in WA. Leveraging the platforms of the five key distribution partners, the campaigns drove immediate visitation to WA by building up awareness of the state as a dreamlike travel destination during the Chinese New Year. Campaign activities included tradeshows in different cities of China, paid social media activity and group tour banner advertisement in leading online travel agencies.

Tourism WA collaborated with Ctrip via Trip.com on campaign activities to promote the special China Eastern Airlines direct flight during Chinese New Year, along with promoting road trips in WA. The promotion included driving

traffic to the WA landing page via Ctrip with ticket discount coupons, WA local accommodation, day tours, car rentals and the Drive the Dream road trip assets.

In June, Walking On A Dream launched in China in the cities of Shanghai and Guangzhou. A paid media campaign through social media and out of home was implemented to build awareness of Western Australia, supported by trade partnerships with leading online platforms Mafengwo, Red and WeChat, with a reach to mass audiences. A brand launch event with key trade and media partners was held in Guangzhou on 11 June and Shanghai on 13 June, followed by a partnership tactical campaign with TongCheng and Ctrip to target Free Independent Travellers and High Yield Travellers.

Indonesia: Tourism WA was the first State Tourism Organisation in Australia to organise a travel trade roadshow in Indonesia since the pandemic, held on 3 to 6 September in Jakarta and Surabaya and led by Premier Roger Cook. Tourism WA, alongside a delegation of 14 tourism operators and 16 delegates, hosted a series of business to business presentations and networking events to promote WA tourism product and the Dream State to key Indonesian leisure and Meetings, Incentives, Conferences and Exhibitions buyers.

Tourism WA partnered with key distribution partners Monas Tour and Aussie Centre to conduct tactical campaigns in Indonesia targeting High Yield Travellers, visiting friends and family, and Free Independent Travellers from September and partnered with two key travel trade partners, Tiket.com and Dwidaya Tour, to conduct cooperative campaigns in Indonesia targeting High Yield Travellers, and Free Independent Travellers from January onwards, under the Walking On A Dream branding.

Between January and June, Tourism WA partnered with the following Key Distribution Partners:

- Aussie Centre, across mass reach digital, paid and owned channels, to target the Free Independent Traveller segment with specialised agent training.
- Dwidaya Tour, targeting Free Independent Travellers and leisure groups across mass reach digital, and through travel fairs that address Dwidaya's more than 50 Indonesian branches.
- Golden Rama, one of Indonesia's biggest travel agents, to deliver a training program to target Free Independent Travellers and leisure groups across Golden Rama's digital and social channels.
- Monas Tours, to reach the East Java market with supporting social media ads, out of home billboards, WhatsApp blasts, and EDMs, expanding Tourism WA's target audience to include student tours and honeymooners,

- Tiket.com, with an adjunct key opinion leader-led famil to produce assets across mass reach digital and paid social, targeting Free Independent Travellers and leisure groups.
- Traveloka, Indonesia's largest online travel agency, this digital conversion campaign leveraged Traveloka's paid and owned channels with a coupon discount for every Western Australia-related holiday purchase.

TOURISM WA WAS THE FIRST STATE TOURISM ORGANISATION IN AUSTRALIA TO ORGANISE A TRAVEL TRADE ROADSHOW IN INDONESIA SINCE THE PANDEMIC.

2.0 AGENCY PERFORMANCE

United Kingdom: A notable broadcast moment in the UK included 'Torode on the Road' episodes featured on ITV's morning program 'This Morning' and the 'Tim Peaks' documentary broadcast on Channel 5 and BBC Wildlife.

From September to October, Tourism WA, in partnership with Singapore Airlines, launched a campaign targeting High Yield Travellers. The campaign centred around wildlife and nature themes and leveraged a mix of print media and digital platforms, as well as Singapore Airlines' own communication channels, with the goal to drive more bookings to Perth and encourage travellers to explore regional Western Australia.

Tourism WA collaborated with major key distribution partners, particularly Dnata and Trailfinders, to further extend their reach. The Dnata campaign was divided between their two brands, Gold Medal and Travelbag. Similarly, Trailfinders undertook an 'always-on' approach across the year, promoting Tourism Australia's message in unison with all Australian states. Western Australia was prominently featured in multiple aspects of this campaign.

Tourism WA partnered with Financial Times journalist Ruaridh Nicoll on a commission focusing on the Rowley Shoals. This collaboration will culminate in Mr. Nicoll's presence on the True North II Cruise in September.

In November, Tourism WA partnered with Qantas to support the Drive the Dream global road trips campaign featuring Daniel Ricciardo. The UK campaign included paid media with Meta and YouTube, and in-kind support from Qantas, including a dedicated landing page, homepage banner and tile. Qantas also featured the full-length film on Qantas Inflight Entertainment for three months from December to January on all international routes. From 6 May to 6 June a second phase of the Qantas partnership for the road trips campaign was introduced, including a paid media campaign with Meta, and with supporting value in kind from Qantas including a dedicated campaign landing page, homepage banner and a homepage tile.

From November to June, Tourism WA partnered with Tourism Australia on a 'One Voice' media partnership campaign with The Telegraph. Activity included editorial and sponsored digital and print content to raise awareness of Western Australia's adventures.

Tourism WA and Qantas partnered with UK travel trade brand SAGA on a cooperative marketing campaign through to June, supporting the London to Perth direct route. Activities included digital paid media advertising, as well as promotion through SAGA's website, e-newsletters, social media channels and printed brochures.

On 20 January, Western Australia hit UK TV screens again with John and Lisa's Food Trip Down Under. This five-week series, which aired on ITV1, sees MasterChef presenter John Torode and his actress and home cook wife, Lisa Faulkner, embark on a road trip from Perth to Pemberton in search of the best local food and wine. This series, supported by Tourism WA as well as Qatar Airways and Trailfinders, reached approximately 3.3 million viewers. Complementary marketing with both Qatar Airways and Trailfinders ran on their channels as well as a competition with upmarket supermarket Waitrose.

From February, Tourism WA partnered with Malaysian Airlines and travel trade partner Lotus delivering a cooperative marketing campaign supporting the Perth route. Activities included targeted TV, digital media and print advertising, as well as promotion through DialAFlight's website, e-newsletters and social media channels and a special tactical fare from Malaysia Airlines. As part of its value in-kind, Malaysia Airlines also promoted its Perth route through its website, e-newsletter and social channels.

Germany: Notable journalist Norbett Eisele-Hein embarked on a campervan road trip in July, focusing on Karijini National Park and the Coral Coast region. He secured three confirmed commissions in camping magazines, including a 16-page feature in *Wohnmobil und Camper* in Switzerland, and two 8-10-page stories in *Camping & Reise* and *Reisemobil International* in Germany.

Numerous campaigns with key distribution partners took place in 2023-24 including:

- Best of Travel Group, to promote the Savannah Way Road Trip in July for two months, looking at exploring the Kimberley and specifically the Gibb River Road trip.
- New trade partner Camperdays, with activity including road trip focused content which commenced in October for six months, and a strategic campaign with FTI that targeted adventurous German travellers.
- Expedia, as part of the Drive the Dream road trips campaign with Daniel Ricciardo, with activity including YouTube video placements, display advertising and social media along with a dedicated campaign landing page.
- Tourlane, with activities including paid display and social media advertising, as well as supporting advertising in Tourlane's e-Newsletters, website and print publication.
- Camperdays, with activities including paid display and social media advertising, as well as supporting advertising across the Camperdays website and social media platforms.
- Singapore Airlines, on a cooperative marketing campaign as well as a consortia of distribution partners including, Best of Travel Group and Knecht Reisen. Activities were a mix of business to business and business to consumer advertising include radio, digital display/content, e-newsletters and social media advertising.
- Best of Travel Group, on a multi-state trade partner campaign focusing on the Savannah Way, linking Cairns with Broome. The campaign ran from February to June, and included social media advertising, as well as in-kind advertising in Best of Travel Group's e-Newsletter and digital channels.

Switzerland: Two campaigns launched in Switzerland during October, capitalising on the peak booking time for the Swiss market, in partnership with Knecht Reisen and Globetrotter Reisen.

Further activities with Swiss Tour Operator Knecht Reisen included a range of digital and out of home advertising, as well as advertising across Knecht's business to business and business to consumer marketing channels.

France: Tourism WA partnered with Qatar Airways on a cooperative business to business and business to consumer marketing campaign, with activity including paid social media advertising across Facebook and Instagram, as well as a dedicated campaign landing page and homepage banner on the Qatar Airways website.

Tourism WA partnered with Singapore Airlines on a cooperative marketing digital campaign, including video, display, native and social media advertising as well as value-in-kind support from Singapore Airlines, including a dedicated campaign landing page, WA Kris Flyer electronic direct mail and presence on the France homepage.

Italy: A collaboration with key distribution partner Naar began in September, building upon the success of the previous year's Honeymoon campaign to create itineraries and capitalise on past results.

Tourism WA partnered with Go Australia on an extensive roadshow across eight cities in south and central Italy, offering associated incentives to attendees.

In addition to the road trips activity in the UK, Tourism WA worked with Qantas to extend the road trips campaign into Italy with paid media activity and supporting Value in Kind from Qantas.

Italian journalist Lorenza Cerbini from Pianeta 2030 joined the EverNow global familiarisation program in October 2024. Pianeta 2030 is the monthly insert of national daily Corriere della Sera, a publication dedicated to sustainability and the preservation of cultures and traditions.

Tourism WA partnered with Qantas with a consortia of trade partners in Italy including Idee Per Viaggiare, Alidays and Naar Tours. Activity included a mix of business to consumer and business to business advertising including digital/social advertising, e-newsletters and agent training/events.



USA: Tourism WA launched a significant content partnership with luxury media partner Hearst from May to December 2023. This partnership promoted Western Australia through Hearst's online platforms, specifically targeting the audience of Town and Country magazine. As part of the Hearst agreement, Town and Country magazine's Executive Travel Editor, Klara Glowczewska, travelled to the Kimberley and the Margaret River Region in August, with her experiences throughout WA then featuring within a Town and Country editorial piece.

From 6 to 8 August, Tourism WA participated in Tourism Australia's Marketplace event, followed by Virtuoso Travel Week from 12 to 18 August. These events presented excellent opportunities to engage with travel agents in the USA and promote Western Australia as a desirable holiday destination.

A cooperative marketing campaign with Qatar Airways was undertaken through Tourism WA's Aviation Recovery Fund to drive flight bookings into Perth, including a partnership with AFAR media targeting their luxury travel advisor network across email, digital and social media channels. Tourism WA also partnered with Singapore Airlines on a cooperative marketing campaign through the Aviation Recovery Fund in February to drive flight bookings into Perth.

A Travel Leaders Network campaign in partnership with Tourism Australia ran from April to June across key press and digital media channels along with a Tourism WA hosted webinar. Tourism WA also hosted a selection of 'Active and Adventure' Travel Leaders agents on a Perth and Margaret River Region familiarisation tour in May.

On 12 June, Tourism WA hosted a 'West Coast to West Coast' high-end trade and media dinner event at the Malibu Beach Inn in Malibu. Cape Lodge Head Chef, Adam Robson Chew, co-designed a menu with Malibu Beach Inn's Head Chef showcasing Western Australian produce and attended the event to speak about the menu and the broader Margaret River Region. The menu takeover at the restaurant then ran through to 16 June.

Japan: Marketing efforts surrounding a direct flight to Japan were closely aligned with the return of All Nippon Airways non-stop Perth flight on 29 October. This included targeted campaigns promoting the Walking On A Dream and road trip themes, catering to adventure seekers and coinciding with the Formula 1 event in Japan on 22 September. PR efforts continued to increase leading up to the flight on 29 October, with media activations occurring for the inaugural returning flight.

Ongoing campaigns with key partners Club Tourism, travel agency H.I.S., and Veltra, initiated before the Walking On A Dream brand launched in June 2023, continued until 30 July 2024, focusing on ANA flights and packaged Western Australia holidays, and with Club Tourism heavily focused on their wildflower series of packaged tours.

Tourism WA lead 14 tourism operators on a Japan Roadshow from 13 to 14 November in Tokyo. Operators from Perth, the South West and Coral Coast regions took part in a full day business to business workshop session and additional network events to connect with VIPs and All Nippon Airways sales.

From December to June, Tourism WA partnered with H.I.S. for a coordinated brand campaign using coaches as advertising platforms to promote Western Australia and to support the reintroduction of the All Nippon Airways direct service to Perth.

Tourism WA also partnered with Club Tourism and Hankyu Express to promote direct Perth services through digital and instore channels until June.

Tourism WA has translated the road trip campaign and executed a social media buy for the Japanese High Yield Traveller in October, re-targeting the audience already engaged with the Walking On A Dream campaign in September and October.

Tourism WA worked with MA2 studio for a re-production of an All Nippon Airways Inflight Movie Channel, accessible until October 2024 for international routes and November 2024 for domestic routes.

From 1 April to 30 June, Tourism WA partnered with Singapore Airlines to market Perth in Tokyo, Osaka, Nagoya, and Fukuoka to drive further inbound visitation via Singapore.

2.0 AGENCY PERFORMANCE

2.1.3 DESTINATION DEVELOPMENT

Jina Plan

Aboriginal tourism is an integral part of Western Australia's tourism offering, with 150 businesses around the state providing immersive cultural experiences, contributing \$63.8 million to the WA economy and employing 516 Aboriginal people.

Aboriginal tourism is a key focus of WAVES 2033 to underpin the long-term aim of providing visitors with an enriching, authentic cultural experience that is available nowhere else in the world.

The Jina: Western Australian Aboriginal Tourism Action Plan 2021-2025 (Jina Plan), launched in May 2021, has 69 actions aimed at positioning the state as the premier Aboriginal tourism destination in Australia.

The Jina Plan is supported by \$20 million over four years, with 2024-25 being the fourth and final year of delivery. In 2023-24, the funding supported the growth of tourism experiences, encouragement for more Aboriginal participation in the sector, and increased visibility and awareness of cultural tourism experiences.

The Jina Plan's objective is to position WA as the premier Aboriginal tourism destination in Australia. Aboriginal cultural tourism provides WA with a significant advantage over other leisure destinations.

Eight government agencies and the Western Australian Indigenous Tourism Operators Council (WAITOC) are responsible for the delivery of the 69 actions. WAITOC is the peak industry body for Aboriginal tourism and has a membership of more than 150 businesses that are either fully or majority Indigenous owned.

Highlights from the delivery of the Jina Plan over 2023-24 include:

- The Aboriginal Tourism team ran a successful two-day program in March for trade-ready Aboriginal Tourism Operators. Titled Sand Talk, the program included six Aboriginal Tourism Operators who pitched their tours to six Inbound Tourism Operators and connected with Tourism Australia, in preparation for the annual Australian Tourism Exchange and to increase understanding of requirements for entry to Tourism Australia's Discover Aboriginal Experiences Program.
- Delivery of the Build the Dream initiative, which provides young Aboriginal people the opportunity to explore career options in hospitality and tourism. The program allows participants to travel, gain an appreciation of the visitor experience, discover tourism products and develop a deeper understanding of industry expectations by participating in travel, tours and events. This activity also supports succession planning for existing businesses.

- Nine Aboriginal Tourism Operators, plus WAITOC, were represented at the Australian Tourism Exchange 2024 in Melbourne in June.
- Funding was provided to two airports and two ports for Aboriginal Gateway signage and artworks.
- Funding was provided to Aboriginal Art Centre Hub WA for the Make it Real – Authentic Aboriginal Art Project.
- New Camping with Custodians campground opened at Lombadina on the Dampier Peninsula in May.
- Weekly performances of Nyumbi, with a cultural dance performance and Smoking Ceremony held every Saturday at Boola Bardip Museum, attracting around 200 people each week.

Camping with Custodians

Camping with Custodians (CWC) is an exclusively Western Australian program, developed and trademarked to Tourism WA, involving the development of high-quality campgrounds on Aboriginal land, which are open to the public and owned/operated by the host Aboriginal community.

CWC enables Aboriginal people to remain on Country, providing income, employment and training opportunities. The program also offers visitors the opportunity to immerse in a range of cultural offerings from tours to campfire storytelling. CwC is embedded in the Jina Plan.

There are currently seven high quality campgrounds in the network; Imintji, Mimbi, Peedamulla, Violet Valley, Doon Doon, Djarindjin, with the 27-bay Lombadina campground opened in 2024.

CWC campgrounds are supported by Tourism WA through the planning, approvals and construction stages. Tourism WA also provides host communities with ongoing training, capacity building, business development and marketing support to ensure the ongoing sustainability of the operation. Each campground seasonally employs two to four community members for campground operation.



2.0 AGENCY PERFORMANCE

Workforce Development

WAVES 2033 sets a goal of delivering a High Performing Industry through developing and growing a skilled tourism and hospitality workforce that delivers service excellence.

The \$3.9 million Tourism Workforce Development Program was established in 2022 as a two-year funding program to address workforce shortages resulting from the pandemic.

This included the delivery of short-term programs aimed at alleviating immediate skills shortage challenges, while supporting longer-term initiatives aimed at encouraging young people to consider careers in tourism and hospitality.

Highlights delivered in 2023-24 as the second year of the program are:

- A partnership with the Regional Chamber of Commerce and Industry of WA and its member chambers to deliver more than 35 job ready and upskilling workshops offering more than 400 spots and connecting participants directly with industry employers across eight regional locations.
- An 'always on' SEM campaign from December to June driving more than 30,000 job seekers to search for jobs on westernaustralia.jobs, the dedicated industry jobs and information portal that connects job seekers directly with industry employers and job vacancies.
- A campaign targeting people aged 18 to 35 in the United Kingdom to promote Western Australia as the ideal Working Holiday Maker (WHM) destination launched in June. The campaign featured on TikTok and LinkedIn and showcased young people working in WA's tourism and hospitality industry.
- A partnership with StudyPerth to provide a series of 15 hospitality job ready workshops for more than 460 international students, and a dedicated Jobs Fair to connect international students directly to employers and jobs in the industry.
- Enhancing our in-school careers promotion programs to deliver two

fully subscribed teacher professional development events, providing more than 200 high school educators and careers advisors with resources to inspire students towards careers in tourism and hospitality.

- Hosting Tourism and Hospitality stands at the Perth SkillsWest Careers and Employment Expo in July and the West Kimberley Expo in April, plus participating on the Tourism Council WA-managed Tourism and Events industry stand at the Perth Careers Fair in May.
- Delivery of a feasibility study into the establishment of a world class Tourism and Hospitality Management School in Perth.

This activity builds on the work delivered in the first year of the program in 2022-23 to deliver the following end-of-program results:

- More than 135 job-ready and upskilling workshops were delivered, engaging more than 1,430 participants across Perth and regional areas.
- Career promotion programs delivered across WA high schools, with specific focus on cookery and presenting the breadth of career opportunities available, reaching more than 15,500 secondary school students.
- Partnership with the Australian Hotels Association WA (AHA WA) for the dedicated tourism and hospitality job, careers and information website westernaustralia.jobs.

- Since launch in May 2022, 965 employers have registered on this site with 1,068 jobs listed. As of 30 June 2024, the website has attracted 11,165 jobs seeker registrants and more than 4,730 job applications.

THE \$3.9 MILLION TOURISM WORKFORCE DEVELOPMENT PROGRAM WAS ESTABLISHED IN 2022 AS A TWO-YEAR FUNDING PROGRAM TO ADDRESS WORKFORCE SHORTAGES RESULTING FROM THE PANDEMIC.

2.0 AGENCY PERFORMANCE

Choose Tourism Grant Program: Tourism WA was a successful recipient of \$800,000 funding in 2023-24 from the Australian Government's \$7.5 million Choose Tourism Grant Program.

An initiative of the THRIVE2030 Strategy and shared between all states and territories, the program supports delivery of initiatives that aim to address short term workforce pressures and promote the visitor economy as a career of choice to create a sustainable and resilient workforce pipeline.

Tourism WA delivered two campaigns targeting specific cohorts as part of the Choose Tourism Grant Program. These campaigns supported initiatives delivered under the broader Tourism Workforce Development Program:

- Youth Workforce Campaign, a paid media campaign with Perth is OK! to inspire and educate young West Australians aged 18 to 25 on how to build a sustainable career in the tourism and hospitality industry. Launched in March, the campaign featured the stories of seven young industry ambassadors.
- Mature Age Workforce Campaign, targeting older, retired and semi-retired Western Australians, highlighting the benefits and opportunities available. A paid media campaign launched in early May and encouraged the audience to register for events held in Perth and Bunbury to learn more and connect directly with industry employers for job opportunities.



Policy and Planning

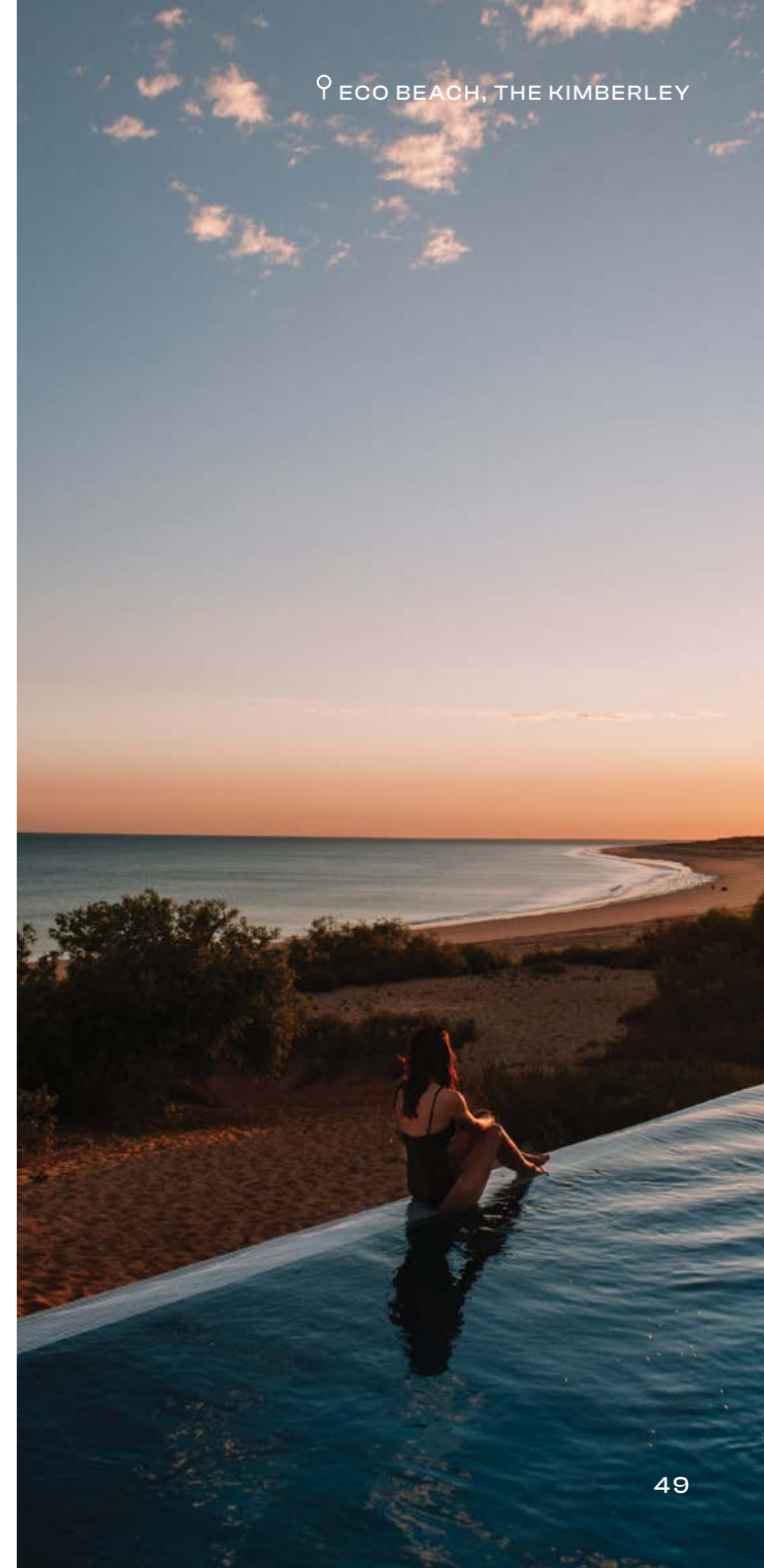
In 2023-24, Tourism WA finalised the preparation of five Tourism Destination Management Plans (TDMP) for the Regional Tourism Organisation areas, and 10 Regional Tourism Development Strategies (RTDS). The TDMP and RTDS identify the tourism investment, development and capacity building priorities for the regions. The project involved engagement with more than 650 stakeholders across the state and was one of the most significant regional tourism planning initiatives undertaken in more than a decade.

Tourism WA commissioned a Broome Accommodation Study, to identify the current supply of short-stay accommodation in Broome and determine future demand. The study reviewed several potential development sites and proposed strategies to facilitate new investment. A similar study is currently underway for Exmouth, which will also include an assessment of tourism worker accommodation needs.

Tourism WA delivered a study to investigate options for new outdoor cultural activations/ attractions in select locations around the state. The project identified two preferred attractions to progress to detailed feasibility study stage, for Geraldton and the Swan Valley. The feasibility studies will be undertaken in 2024-25 as part of a broader Tourism Attraction Feasibility Program.

In March, the WA Government confirmed the closure of the Garaan-ngaddim Horizontal Falls traversing experience to T-Class operators at the conclusion of the 2026 season and to the E-Class operator in March 2028. A Garaan-ngaddim Horizontal Falls Working Group is being established to develop new culturally appropriate tourism experiences and to provide advice to the WA Government on investment and experience development opportunities, including tourism infrastructure needs to ensure ongoing tourism activities at Talbot Bay.

In June, the Penguin Island Discovery Centre closed after being declared structurally unfit for continued use. During 2023-24, a feasibility study was undertaken to identify the viability of a new Rockingham Discovery Centre. Tourism WA will progress to business case stage in 2024-25.



2.0 AGENCY PERFORMANCE

National Park Tourism Experiences Development (NPTED) Program

The NPTED Program leverages private sector investment across the state in and around national parks, in partnership with the Department of Biodiversity, Conservation and Attractions (DBCA).

The program has completed its second year of implementation with two key focus areas:

- To establish 'shovel-ready' sites within national parks ready for private investment to develop new signature tourism accommodation.
- To create density and diversity of new bookable tourism products/experiences in Western Australia, particularly in and around national parks through the Experience Development stream.

The NPTED program is delivered by Tourism Experience Development Managers (co-located with relevant Regional Development Commissions) in Karratha, Geraldton, Exmouth, Bunbury and Albany, in addition to an officer in Perth. Three officers located in Tourism WA's Perth head office manage the signature accommodation stream.

In the first two years of the program, 129 tourism operators/proponents have been engaged in the Experience Development stream of the program, resulting in 48 new bookable experiences across the state, from scenic helicopter experiences to kayak and hiking tours as well as getting close to native wildlife.

Tourism WA has a further 87 projects in progress, in varying stages of completion, and new opportunities will be onboarded throughout the year. All projects meet

the program criteria to build the density and diversity of tourism experiences in and around national parks.

Eleven tourism experience development workshops have been delivered throughout the state covering a range of topics from Agritourism to Dark Sky experiences through to Trail Tourism product development. More workshops are planned for the coming year, including trail activation, station stay accommodation development, and regenerative tourism, to meet the key performance indicator of 25 workshops throughout the lifecycle of the NPTED program.

\$2.7 million from the NPTED budget has been committed to DBCA to facilitate upgrades to the Cape to Cape track and improve national park visitor information infrastructure and signage.

Cruise Tourism

The WA Cruise Tourism Strategic Plan 2023-2033, released in July, seeks to grow WA's market share of the Australian cruise sector and for WA to be recognised as Australia's premier sustainable expedition cruise destination.

The Strategic Plan provides the state's 11 cruise destinations with a clear direction on the objectives, development and growth required to make the state a desirable and capable cruise destination, and a must-see, highly sought-after holiday destination.

Announced in February, Broome is progressing its First Point of Entry status, which when finalised will generate the opportunity to grow cruise tourism exponentially for the Kimberley, as well as a suite of WA port destinations.

In 2023-24, 144 scheduled calls, with more than 168,000 passengers and crew, were made across eight port destinations (Esperance, Albany, Busselton, Fremantle, Geraldton, Exmouth, Broome and Kuri Bay). Of this, Fremantle welcomed 30 cruise calls, processing more than 50,000 passengers and 17,000 crew.

The flagship activity, the WA Cruise Exchange, was held in July with 27 Cruise Line executives representing 15 companies in attendance. More than 40 WA Sellers from 31 businesses met with buyers in a business to business environment, followed by a dedicated Ports Roundtable. Buyers were then able to enjoy first-hand experiences of Geraldton, Abrolhos Islands and Kalbarri.



2.0 AGENCY PERFORMANCE

2.1.4 EVENTS

Where Dream Events Happen

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

Tourism WA delivered an impressive array of world class blockbuster events throughout the financial year, including as a host city for the FIFA Women's World Cup 2023™, the Australian Exclusive Coldplay – Music of the Spheres World Tour, Women's Olympic Football Qualifiers, the Australian Exclusive WWE Elimination Chamber: Perth, English Premier League football matches including Tottenham Hotspur and West Ham United, Serie A Italian football match between AS Roma and AC Milan, the inaugural World Rugby HSBC SVNS Perth and the annual Margaret River Pro.

Tourism WA also delivered its inaugural homegrown event: EverNow: A Festival During Kambarang. Held on Perth CBD Whadjuk country during the Noongar season of Kambarang in early October, the first iteration of the event was enthusiastically embraced by the local community and attracted more than 100,000 attendees over six days of festivities. Inspired by our beautiful land and one of the longest living cultures on Earth, EverNow invites audiences into a rich dreamscape of stunning installations, storytelling, dance, music and performance across iconic Perth locations including Kings Park.

In 2023-24 the Tourism WA Vision for Dream Events Strategy focused on developing Perth and Western Australia to be the fastest growing events destination in the South East Asian Region.

Continued key priorities for events include:

- Increasing engagement across WA by continuing secure a growing variety of high-profile iconic events.
- Promoting WA as an 'always on' events destination, through the ongoing international implementation of the 'Where Dream Events Happen' campaign.
- Securing increased Australian-exclusive content to the state.
- Securing blockbuster events across sports, culinary, entertainment and arts & culture.
- Introducing culinary events to cement the state's leading position as Australia's premium food and wine event destination.
- Continuing to secure and host mass participation events.
- Growing the volume of homegrown events.

A VISION FOR PERTH AND WESTERN AUSTRALIA TO BE THE FASTEST GROWING EVENTS DESTINATION IN THE SOUTH EAST ASIAN REGION.



2023-24 Key events - outcomes

English Premier League matches including Tottenham Hotspur and West Ham United:

Generating close to \$8 million in visitor expenditure, these events were held at Optus Stadium — West Ham United and Perth Glory on 15 July, followed by Tottenham Hotspur and West Ham United on 18 July. These Australian-exclusive matches marked the first London Derby played in Australia between the two English Premier League teams. Over 70,000 attended the events, including almost 8,000 from out-of-state.

FIFA Women's World Cup 2023™: Injecting over \$25 million into the WA economy, five matches were held at HBF Park from 23 July to 3 August. The event proved a huge global success story, shining an unprecedented spotlight on Perth as a host city and attracting 7,147 out-of-state visitors. Fans embraced the history-making tournament with more than 85,000 spectators flocking to Perth's matches, plus over 40,000 fans attending the Forrest Place FIFA Fan Festival and HBF Park viewing sites.

Paris 2024™ Asian Qualifiers – Round 2:

Perth hosted six matches at Optus Stadium and HBF Park from 26 October to 1 November — Chinese Taipei vs Philippines; Australia vs IR Iran; Philippines vs Australia; IR Iran vs Chinese Taipei; Philippines vs IR Iran and Australia vs Chinese Taipei.

The matches marked the first time in five years that the Matildas have played in Perth, as well as the first opportunity to see them compete in Australia following the FIFA Women's World Cup 2023™. A total of 97,031 people attended the matches, comprising;

- Match 1 Matildas v IR Iran, HBF Park – 18,792 attendees
- Match 2 Matildas v Philippines, Optus Stadium – 59,155 attendees
- Match 3 Matildas v Chinese Taipei, HBF Park – 19,084 attendees.

Coldplay – Music of the Spheres World

Tour: Over 120,000 fans attended sold-out Australian-exclusive shows at Optus Stadium on 18 and 19 November. Tens of thousands of out-of-state visitors travelled to WA for the event, injecting over \$43 million dollars into the economy.

World Rugby SVNS Perth: Perth hosted the only Australian leg of the World Rugby HSBC SVNS from 26 to 28 January at HBF Park, alongside other global cities including Hong Kong, Madrid and Los Angeles. Almost 45,000 people attended the matches with the final day declared a sellout, a first for the global tournament. The World Rugby HSBC SVNS are due to return to Perth in January 2025.

WWE Elimination Chamber: Perth: Held at Optus Stadium on 24 February, more than 52,000 fans attended this event, resulting in the highest attended and highest grossing Elimination Chamber of all time. The event attracted over 18,200 out-of-state visitors who travelled to WA for the event, injecting over \$36.2 million dollars into the WA economy.

The event was broadcast live to WWE's massive global audience of 165 countries worldwide, reaching around one billion homes. Nearly 500 items of global news coverage promoted WWE Elimination Chamber: Perth, generating 4.41 billion media impressions. 2,760 fans also attended the UNDERTAKER 1 deadMAN SHOW at Fremantle Prison on 23 February.

Thousands of fans also flocked to the Forrest Place Superstore and Optus Stadium to purchase over \$2 million worth of merchandise, and to Optus Stadium the day before the event to see the WWE Superstars face off in the official press conference.

WWE Superstars visited iconic Perth locations including Kings Park, Rottnest Island and the Margaret River Region, which were showcased during the broadcast event and published on the Superstars' high-reaching social media channels.

AS Roma vs AC Milan: This blockbuster event, held at Optus Stadium on 31 May, attracted over 56,000 passionate football fans. AC Milan and AS Roma players and staff were immersed in local tourism experiences including Kings

Park, Caversham Wildlife Park and WA Museum Boola Bardip. Little Italy Festival followed the event on 1 June at the WA Italian Club and Dorrien Gardens. The festival celebrated Italy's rich culture, featuring authentic Italian food, music and entertainment for the whole family.

Margaret River Pro: Surfers Point in Prevelly once again provided epic surfing conditions, playing host to the world's best men and women surfers from 11 to 21 April. Over 30,000 people attended over the 10-day competition period.

Walking On A Dream branding featured heavily across broadcast and digital platforms, promoting the region's premium surfing opportunities and profiling its world class culinary and unique tourism experiences to millions of viewers worldwide. Tourism WA has extended its partnership with the World Surf League to host the Margaret River Pro until 2028.

2.0 AGENCY PERFORMANCE

Winning Bids

Events developed this financial year, including 2023-24 announcements for future years, included:

HoopsFest: In a slam dunk for basketball fans, Perth was announced in May as the host of the inaugural HoopsFest. Hoopsfest will be Australia's largest basketball festival and take place from 19 to 22 September 2024, including the full opening round of the National Basketball League (NBL) season. In addition, it will include rounds of Women's National Basketball League matches, the Australian Under 18's Club Championship and Sneakerland. To be held across multiple Perth venues, the event is expected to attract thousands of out-of-state visitors to WA, providing a significant boost to WA's tourism and hospitality industries. The event will continue to consolidate WA's reputation as a major events destination.

AFC Women's Asian Cup 2026: Tourism WA announced in May that WA has been selected as one of the three host states for the 2026 Asian Football Confederation (AFC) Women's Asian Cup. The event is forecast to attract thousands of out-of-state visitors, generating millions in visitor spending and delivering a cumulative broadcast audience of over 100 million.

World Master Games 2029: Tourism WA announced in December that Perth has secured this blockbuster mass-participation event, which will take place at venues across Perth in October 2029. Up to 30,000 athletes are expected to participate, representing over 100 countries and bringing more than 10,000 spectators, volunteers, coaches and officials to WA, injecting tens of millions of dollars into the WA economy.

UFC 305: Following the success of the Ultimate Fighting Championship (UFC) 284 event in February 2023, Tourism WA secured UFC 305 for Perth in a knockout win for the state's tourism sector.

Perth International Football Cup: Tourism WA announced in June that Perth will host four elite women's football teams for the Perth International Football Cup in August and September 2024. The exclusive event is the first of its kind in Australia and involves bringing Women's Super League (WSL) teams Manchester City, West Ham, and Leicester City, plus France's Ligue 1 team Paris Saint-Germain to HBF Park.

New Exclusive Homegrown Events announced for 2024-25

Pair'd Margaret River Region will take place from 14 to 17 November 2024.

This vibrant new homegrown festival is designed to showcase the best of the Margaret River Region's food and wine offerings, paired with music. It is intended to become an annual staple on the state's major events calendar, creating job opportunities, attracting visitors and boosting the economy.

Regional Events

Tourism WA's Regional Events Program and Regional Events Scheme, with additional funding from Royalties for Regions, supported a series of regional events across WA in 2023-24 and helped to position regional towns as exciting destinations to live and visit.

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

In 2023-24, 17 sponsored REP events were held.

The Regional Events Scheme (RES) supports smaller and emerging events in regional WA to boost tourism and increase community vibrancy, the total funding pool is \$1.1 million, inclusive of a \$250,000 allocation for the Regional Aboriginal Events Scheme (RAES). The RAES supports events that deliver Aboriginal activities and experiences through the leadership and participation of Aboriginal people.

The 2023-24 RES supported 65 events across WA, including eight Aboriginal events.

In 2023-24, Tourism WA announced REP support for numerous existing and future regional events, including the return of the Ord Valley Muster in 2024, 2025 and 2026.

All the regional events held and secured fit the WAVES 2033 initiatives of Leisure, Sports and Culture Events, Regional, Destination and Community Events.

Tourism WA secures these events in consultation with the industry and other Government Agencies, including VenuesWest, Department of Local Government, Sport and Cultural Industries.

**THE 2023-24 RES SUPPORTED
65 EVENTS ACROSS WA,
INCLUDING EIGHT ABORIGINAL
EVENTS.**



TOURISM WA WORKED WITH WA GOVERNMENT AGENCIES TO DEVELOP THE WESTERN AUSTRALIA VISITOR ECONOMY STRATEGY 2033 (WAVES 2033), WHICH WAS OFFICIALLY LAUNCHED IN FEBRUARY.



2.1.5 STRATEGY AND ENGAGEMENT

The Strategy and Engagement division is focused on informing and empowering the WA tourism industry through sharing key insights, monitoring global trends and building strong relationships with domestic stakeholders. The division promotes strategic tourism business development by keeping the industry updated with new research and data; responding to evolving industry needs; and providing leadership to the sector through clear and consistent communications.

Strategy and Engagement Highlights

Western Australia Visitor Economy Strategy 2033 (WAVES 2033): During 2023, Tourism WA worked with WA Government agencies to develop the Western Australia Visitor Economy Strategy 2033 (WAVES 2033), which was officially launched in February. Leading with the vision for WA to be 'recognised as a world-class destination, immersing people in our unique cultures, communities and environment,' the strategy aims to generate \$25 billion in visitor expenditure by 2033, creating a sustainable and long-term contribution to the WA economy.

Six goal areas were identified to underpin the strategy — Aviation, Accommodation & Attractions, Events, Aboriginal Tourism, Destination Brand and High Performing Industry, with 75 initiatives to be implemented across government to deliver results over the next decade.

The activities will be guided by four holistic principles — Sustainable, Inclusive, Collaborative and Innovative.

WAVES 2033 has been received positively across the industry as the guiding light to amplify investment by raising the profile of the visitor economy and the valuable contribution it makes to community and regional outcomes.

Visitor Centre Research: In 2023-24, Tourism WA commissioned research into the Value of Visitor Centres in Western Australia, finding that accredited Visitor Centres directly generate an estimated \$261 million in visitor spend in the state per annum, and support an estimated \$740 million in visitor spend per annum through the provision of their services.

The research confirmed Visitor Centres in Western Australia play a significant role in shaping travel behaviour, enhancing visitor experiences and contributing to the value of WA's visitor economy. The research is publicly available on Tourism WA's corporate website.

Trade Ready Introduction Program (TRIP): 2024 marked the inaugural year of TRIP, which introduces established tourism operators, possessing limited or no face-to-face engagement, to interstate and international buyers. Over a three-year period, operators in the program are provided with stepped-financial assistance to attend in-market trade events and support in establishing relationships with buyers through the facilitation of various trade engagement opportunities.

Following an expression of interest application process, in its inaugural year, Tourism WA received 47 applications with 10 operators from across the regions successfully onboarded into the program.

2.0 AGENCY PERFORMANCE

A 2024 TRIP cohort attended the Australian Tourism Exchange (ATE) in Melbourne from 19 to 24 May, conducting 82 pre-scheduled appointments and attending industry networking events, showcasing the diversity of dreamlike experiences Western Australia has to offer.

The feedback from TRIP participants was overwhelmingly positive, with many of them receiving immediate contractual results from their attendance at the event. Participants responding to a post-ATE survey reported that TRIP membership led to a range of new business opportunities, leading to a 95 per cent positive attendee satisfaction level.

TRIP will further assist operators in the facilitation of business to business opportunities as they work to grow and nurture contracting relationships with buyers in domestic and international markets. In addition to attendance at ATE, involvement in the program includes opportunities including:

- Attendance at other conferences and trade events including Tourism Australia Marketplace and G'Day Australia.

- Attendance at Tourism WA Roadshows, the WA Cruise Exchange, and other Tourism WA trade events.
- Trade and industry networking opportunities.
- Inclusion in WA destination showcases and familiarisation tours.

Roadshows: Tourism WA, in partnership with the Regional Tourism Organisations, Tourism Council WA (TCWA), WAITOC and Tourism Australia, delivered regional roadshows across the five tourism regions between February and April.

Each region hosted one roadshow, creating opportunities for Tourism WA and our partners to present forward plans and priorities to industry and key stakeholders across the state, and providing a forum for two-way conversation, idea-sharing and open dialogue.

Representatives from across the agency presented regionally specific content, which provided attendees with insights, practical business tools and marketing assets to enhance or implement within their own organisations.

A collaborative workshop was held after each presentation, enabling open and interactive round table discussions.

The regional roadshows were very well received, with over 400 attendees participating in the events. Attendance included strong representation from tourism experience operators, accommodation providers, Local Tourism Organisations, WA and Local Government agencies.

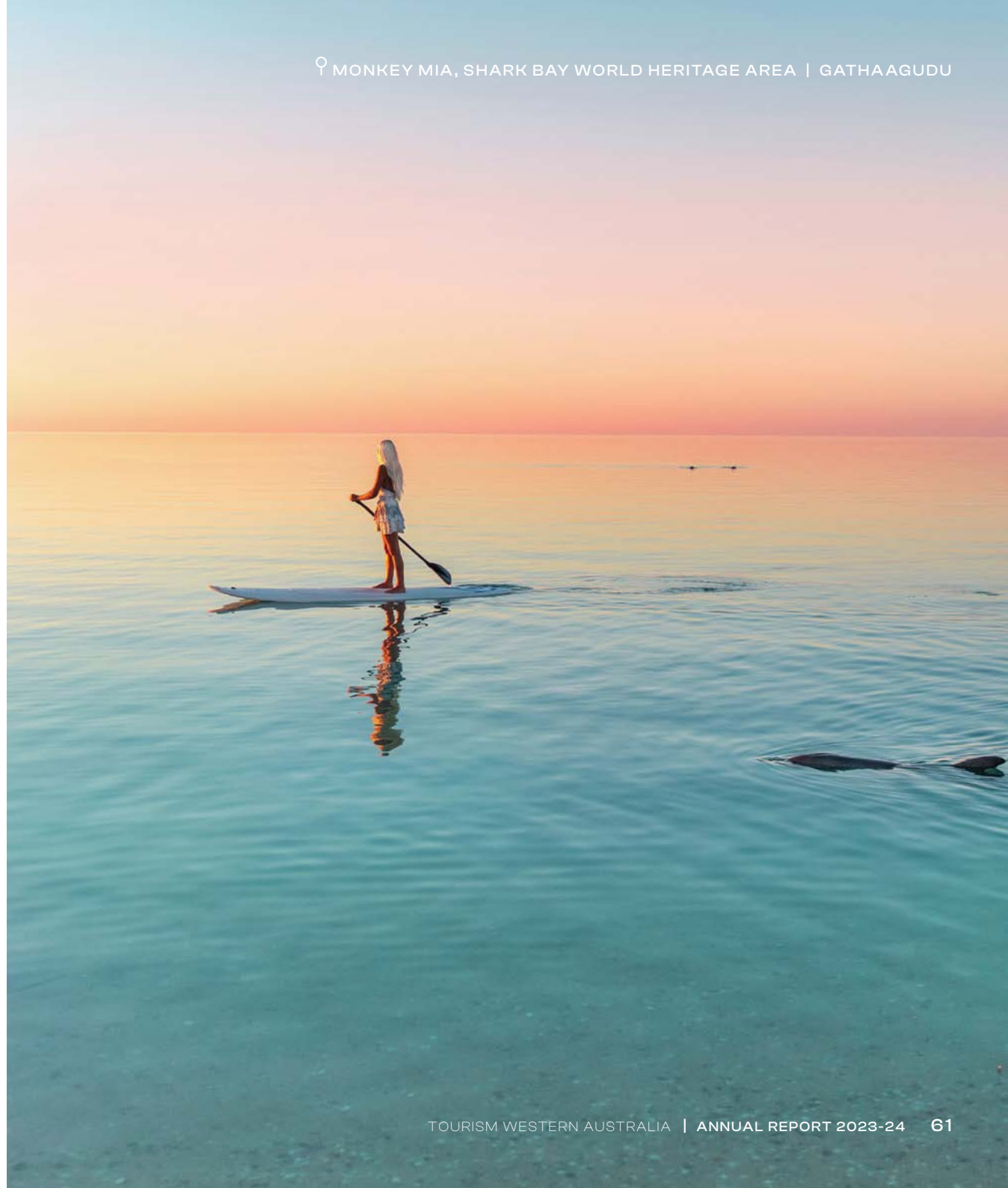
The Dream Collective: The Dream Collective program has been created by Tourism Western Australia in partnership with the Tourism Council of Western Australia to promote and acknowledge the state's leading tourism operators and experiences.

The industry recognition program incorporates a range of categories including online consumer feedback, website and online performance, marketing and social media activity, as well as accreditation and a supplier commitment to sustainability and accessibility. Its intent is to showcase WA's leading tourism operators who consistently deliver high quality visitor experiences and celebrate the Dream State.

Western Australian tourism operators who successfully qualify and are recognised in the Dream Collective program are entitled to receive a range of benefits including:

- Priority in Tourism WA's marketing and placements on westernaustralia.com.
- Priority consideration for posting and sharing across Tourism WA's consumer and/or corporate social media profiles followed by a global audience of 1.8 million.
- An official Dream Collective logo badge for use in the operator's own marketing and digital channels. This badge will also be displayed automatically on Australian Tourism Data Warehouse listings and on westernaustralia.com for consumers to immediately identify businesses that are included in the Dream Collective.

Each tourism operator evaluated in the Dream Collective program receives feedback tailored to their individual business, enabling potential improvements in low scoring categories.



2.2 ACTUAL RESULTS VERSUS BUDGET TARGETS

FINANCIAL TARGETS

FINANCIAL TARGETS	2023-24 ORIGINAL TARGET \$'000	2023-24 ACTUAL \$'000	VARIATION \$'000
Total cost of services (approved expense limit) (see Statement of Comprehensive Income)	172,971	168,048	4,923
Net cost of services (see Statement of Comprehensive Income)	171,631	163,374	8,257
Total equity (see Statement of Financial Position)	16,667	18,585	1,918

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 total cost of services above and additional funding received from the Commonwealth Government.

Total equity

The variance is mostly the result of a higher than anticipated end of year cash balance due to the receipt of Commonwealth funding received for COVID-19 industry support payments that were made in 2022-23.

2.3 KEY PERFORMANCE INDICATORS

KEY EFFECTIVENESS INDICATORS

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

		2023-24 TARGET	2023-24 ACTUAL
KPI 1	Total dollar amount spent by visitors in Western Australia*	\$14.9 billion	\$17.7 billion
KPI 2	Total overnight visitors to/within Western Australia*	11.5 million	11.9 million
KPI 3	Western Australia's market share of international visitor spend in Australia*	8.0%	8.2%
KPI 4	Number of Tourism Filled Jobs (direct and indirect) in Western Australia^	94,000	110,800
KPI 5	Percentage of visitors very likely to recommend visiting Western Australia	84%	78%
KPI 6	Ratio of funds provided by the tourism industry to Tourism WA's investment in cooperative marketing	1 : 1	1.5 : 1
KPI 7	Ratio of direct economic return to Tourism WA's investment, for major events sponsored	1.5 : 1	2.8 : 1#

* Results reflect calendar year 2023

^ Reported with a one-year time lag

Based on actual results for 11 events and feasibility studies for 6 events.

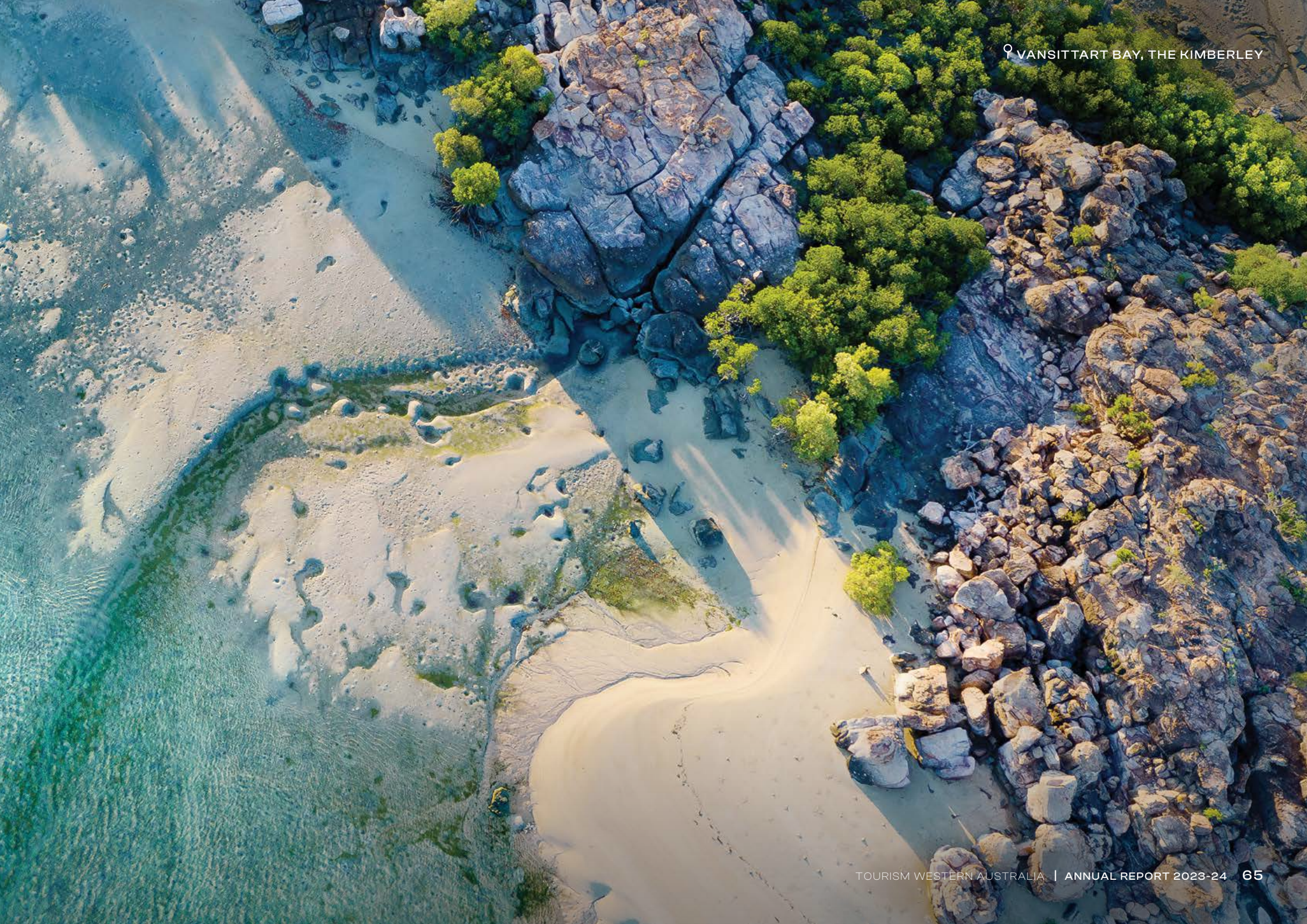
KEY EFFICIENCY INDICATORS

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.

		2023-24 TARGET	2023-24 ACTUAL
KPI 8	Ratio of Tourism WA's total cost of services to total visitor spend in Western Australia	1 : 86	1 : 105

An aerial photograph of a coastline. The top right corner shows a sandy beach with some rocks and shadows. The rest of the image is dominated by clear, turquoise ocean water with visible ripples and small waves. The text '3.0 DISCLOSURES AND LEGAL COMPLIANCE' is overlaid in white, bold, sans-serif font across the upper middle section of the water.

3.0 DISCLOSURES AND LEGAL COMPLIANCE



3.1 INDEPENDENT AUDIT OPINION



Auditor General

INDEPENDENT AUDITOR'S REPORT

2024

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 2024, 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 2024 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 Western Australian Tourism Commission for the year ended 30 June 2024 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

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

3.0 DISCLOSURES AND LEGAL COMPLIANCE

Report on the audit of controls

Opinion

I have undertaken a reasonable assurance engagement on the design and implementation of controls exercised by the Western Australian Tourism Commission. The controls exercised by the Western Australian Tourism 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 Western Australian Tourism 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 2024, and the controls were implemented as designed as at 30 June 2024.

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.

Limitations of controls

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

Report on the audit of the key performance indicators

Opinion

I have undertaken a reasonable assurance engagement on the key performance indicators of the Western Australian Tourism Commission for the year ended 30 June 2024 reported in accordance with *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 Western Australian Tourism Commission for the year ended 30 June 2024 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 2024.

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 904 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 entity's performance and whether the key performance indicators are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes my opinion. I conducted my engagement in accordance with Standard on Assurance Engagements ASAE 3000 Assurance Engagements Other than Audits or Reviews of Historical Financial Information issued by the

3.0 DISCLOSURES AND LEGAL COMPLIANCE

Australian Auditing and Assurance Standards Board. That standard requires that I comply with relevant ethical requirements relating to assurance engagements.

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

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

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

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

Other information

Those charged with governance are responsible for the other information. The other information is the information in the entity's annual report for the year ended 30 June 2024, but not the financial statements, key performance indicators and my auditor's report.

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

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

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

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

This auditor's report relates to the financial statements and key performance indicators of the Western Australian Tourism Commission for the year ended 30 June 2024 included in the annual report on the Commission's website. The Commission's management is responsible for the integrity of the Commission's website. This audit does not provide assurance on the integrity of the Commission's website. The auditor's report refers only to the financial statements, controls and key performance indicators described above. It does not provide an opinion on any other information which may have been hyperlinked to/from the annual report. If users of the financial statements and key performance indicators are concerned with the inherent risks arising from publication on a website, they are advised to contact the entity to confirm the information contained in the website version.



Tim Sanya
Senior Director Financial Audit
Delegate of the Auditor General for Western Australia
Perth, Western Australia
4 September 2024



3.2 FINANCIAL STATEMENTS

CERTIFICATION OF FINANCIAL STATEMENTS

For the financial year ended 30 June 2024

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 2024 and the financial position as at 30 June 2024.

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



Di Bain
Chair

4 September 2024



Janelle Marr
Commissioner

4 September 2024



Renato Sansalone
Chief Financial Officer

4 September 2024

3.0 DISCLOSURES AND LEGAL COMPLIANCE

STATEMENT OF COMPREHENSIVE INCOME

For the financial year ended 30 June 2024	NOTE	2024 \$'000	2023 \$'000
COST OF SERVICES			
Expenses			
Employee benefits expenses	2.5.1	330	265
Supplies and services	2.1	55,641	54,136
Depreciation and amortisation expenses	4.1, 4.2, 4.3	180	199
Accommodation expenses	2.5.2	749	763
Grants and subsidies	2.2	8,158	9,890
Event operations expenses	2.3	66,313	40,814
Advertising and promotion expenses	2.4	36,662	37,812
Other expenses	2.5.3	15	49
Total cost of services		168,048	143,928
Income			
Commonwealth grants	3.2	2,681	-
Interest income		706	972
Other income	3.3	1,287	157
Total income		4,674	1,129
NET COST OF SERVICES		163,374	142,799
Income from State Government	3.1		
Income from other public sector entities		122,644	110,653
Resources received		20,980	19,175
Royalties for Regions Fund		19,136	14,131
Total income from State Government		162,760	143,959
SURPLUS/(DEFICIT) FOR THE PERIOD		(614)	1,160
Other comprehensive income		-	-
TOTAL COMPREHENSIVE (LOSS)/INCOME FOR THE PERIOD		(614)	1,160

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

STATEMENT OF FINANCIAL POSITION

As at 30 June 2024	NOTE	2024 \$'000	2023 \$'000
ASSETS			
Current Assets			
Cash and cash equivalents	5.3	16,031	11,530
Restricted cash and cash equivalents	5.3	3,001	1,310
Receivables	4.4	2,455	2,793
Prepayments	4.5	11,216	5,046
Amounts receivable for services	4.6	475	475
Total Current Assets		33,178	21,154
Non-Current Assets			
Amounts receivable for services	4.6	3,195	3,670
Prepayments	4.5	1,720	-
Property, plant and equipment	4.1	17	35
Intangible assets	4.2	516	558
Right-of-use assets	4.3	27	44
Total Non-Current Assets		5,475	4,307
TOTAL ASSETS		38,653	25,461
LIABILITIES			
Current Liabilities			
Payables	4.7	19,951	6,268
Lease liabilities	5.1	19	18
Other provisions	4.8	87	115
Other current liabilities	4.9	3	-
Total Current Liabilities		20,060	6,401
Non-Current Liabilities			
Lease liabilities	5.1	8	27
Total Non-Current Liabilities		8	27
TOTAL LIABILITIES		20,068	6,428
NET ASSETS		18,585	19,033
EQUITY			
Contributed equity		6,819	6,653
Accumulated surplus		11,766	12,380
TOTAL EQUITY		18,585	19,033

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

3.0 DISCLOSURES AND LEGAL COMPLIANCE

STATEMENT OF CHANGES IN EQUITY

For the year ended 30 June 2024	CONTRIBUTED EQUITY \$'000	ACCUMULATED SURPLUS \$'000	TOTAL EQUITY \$'000
Balance at 1 July 2022	12,962	11,220	24,182
Surplus	-	1,160	1,160
Other comprehensive income	-	-	-
Total comprehensive income for the period	-	1,160	1,160
Transactions with owners in their capacity as owners:			
Capital appropriations	166	-	166
Distributions to owners	(6,475)	-	(6,475)
Total	(6,309)	-	(6,309)
Balance at 30 June 2023	6,653	12,380	19,033
Balance at 1 July 2023	6,653	12,380	19,033
Deficit	-	(614)	(614)
Other comprehensive income	-	-	-
Total comprehensive (loss)/income for the period	-	(614)	(614)
Transactions with owners in their capacity as owners:			
Capital appropriations	166	-	166
Distributions to owners	-	-	-
Total	166	-	166
Balance at 30 June 2024	6,819	11,766	18,585

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 2024	NOTE	2024 \$'000	2023 \$'000
CASH FLOWS FROM THE STATE GOVERNMENT			
Funds from other public sector entities		122,644	110,653
Capital appropriations		166	166
Holding account drawdown		475	475
Royalties for Regions Fund		19,136	14,132
Net cash provided by the State Government		142,421	125,426
Utilised as follows:			
CASH FLOWS FROM OPERATING ACTIVITIES			
Payments			
Employee benefits		(400)	(304)
Supplies and services		(34,227)	(34,588)
Accommodation		(750)	(928)
Grants and subsidies		(7,747)	(9,265)
GST payments on purchases		(11,501)	(10,919)
Event operations payments		(62,086)	(39,680)
Advertising and promotion payments		(34,912)	(40,929)
Lease interest payments		(1)	(1)
Other payments		(197)	(308)
Receipts			
Commonwealth grants		2,641	-
Interest received		681	895
GST receipts on sales		138	23
GST receipts from taxation authority		11,392	10,782
Other receipts		850	151
Net cash generated/(used) in operating activities		(136,119)	(125,071)
CASH FLOWS FROM INVESTING ACTIVITIES			
Payments			
Purchase of non-current assets		(92)	-
Net cash used in investing activities		(92)	-
CASH FLOWS FROM FINANCING ACTIVITIES			
Payments			
Principal elements of lease payments		(18)	(17)
Non-retained revenue distributed to owners		-	(6,475)
Net cash used in financing activities		(18)	(6,492)
Net increase/(decrease) in cash and cash equivalents		6,192	(6,137)
Cash and cash equivalents at the beginning of the period		12,840	18,977
CASH AND CASH EQUIVALENTS AT THE END OF THE PERIOD	5.3	19,032	12,840

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

3.0 DISCLOSURES AND LEGAL COMPLIANCE

ADMINISTERED SCHEDULES

Administered Income and Expenses

For the year ended 30 June 2024	NOTE	2024 \$'000	2023 \$'000
Income			
Income from other public sector entities		-	-
Total administered income		-	-
Expenses			
Grants and subsidies	8.2	3,215	299
Total Non-Current Assets		3,215	299

Administered transactions represent expenditure, and corresponding funding from the State Government, to fund customs and immigration infrastructure requirements at Perth International Airport as a result of direct flights between Perth and London. The State Government committed to \$14 million over five years and 2024 is the final year of payment.

Further explanations of variances are contained in note 8.2 'Explanatory Statement for administered items'.

Administered Income and Expenses

As at 30 June 2024	NOTE	2024 \$'000	2023 \$'000
Current assets			
Cash and cash equivalents		-	3,215
Total administered current assets		-	3,215
Total administered assets		-	3,215

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

NOTES TO THE FINANCIAL STATEMENTS

For the year ended 30 June 2024

Note 1. Basis of preparation

The Western Australian Tourism Commission (operating as Tourism WA) is a Government non-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 is included in the 'Overview' section of the Annual Report which does not form part of these financial statements.

These annual financial statements were authorised for issue by the Board of Commissioners of Tourism WA (the accountable authority) on 30 August 2024.

Statement of compliance

The financial statements constitute general purpose financial statements that have been prepared in accordance with Australian Accounting Standards – Simplified Disclosures, the Framework, Statement of Accounting Concepts and other authoritative pronouncements of the Australian Accounting Standards Board as applied by Treasurer's instructions. Several of these are modified by Treasurer's instructions to vary application, disclosure, format and wording.

The Act and Treasurer's instructions are legislative provisions governing the preparation of financial statements and take precedence over Australian Accounting Standards, the Framework, Statement of Accounting Concepts and other authoritative pronouncements of the Australian Accounting Standards Board. Where modification is required and has had a material or significant financial effect upon the reported results, details of that modification and the resulting financial effect are disclosed in the notes to the financial statements.

Basis of preparation

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

Foreign currency transactions

Tourism WA undertakes certain transactions denominated in foreign currency and is exposed to foreign currency risk through foreign exchange rate fluctuations. 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.

3.0 DISCLOSURES AND LEGAL COMPLIANCE

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, to be designated as contributions by owners (at the time of, or prior to, transfer) and recognised as equity contributions. Capital appropriations have been designated

as contributions by owners by TI 955 *Contributions by Owners Made to Wholly-Owned Public Sector Entities* and have been credited directly to Contributed Equity.

Administered items

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

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

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

Comparative information

Except when an AAS permits or requires otherwise, comparative information is presented in respect of the previous period for all amounts reported in the financial statements. AASB 1060

General Purpose Financial Statements – Simplified Disclosures for For-Profit and Not-for-Profit Tier 2 Entities provides relief from presenting comparatives for:

- Property, plant and equipment reconciliations;
- Intangible asset reconciliations; 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

	2024 \$'000	2023 \$'000
Communications expenses	9	15
Computer expenses	1,451	1,134
Contracts for service	17,961	17,923
General administration expenses	2,743	2,638
Insurance	205	206
Marketing services	3,792	4,075
Rental and hire costs	333	448
Printing and stationery	5	6
Professional services	5,412	5,652
Research	1,713	1,859
Resources and corporate support ^(a)	20,956	19,054
Travel	1,058	1,114
Vehicles	3	12
Total supplies and services	55,641	54,136

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

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

3.0 DISCLOSURES AND LEGAL COMPLIANCE

	NOTE	2024 \$'000	2023 \$'000
Resources received			
Personnel		14,169	12,530
Corporate support services		6,762	6,516
Total resources received	3.1	20,931	19,046
Other contributions			
Personnel	3.3	25	8
Total other contributions received		25	8
TOTAL RESOURCES AND CORPORATE SUPPORT		20,956	19,054

2.2 Grants and subsidies

	2024 \$'000	2023 \$'000
Recurrent		
Regional Aviation Recovery	2,417	2,450
Kimberley Flood Tourism Recovery Package program	962	933
Aboriginal tourism development	753	582
Regional Tourism Organisations	237	99
Safe Transition Industry Support Package programs	-	1,881
Other grants and sponsorships	758	640
Capital		
Aboriginal tourism development	3,031	3,305
Total grants and subsidies	8,158	9,890
Paid to:		
Private organisations	6,138	9,627
State Government agencies	1,790	5
Local government	215	180
Government trading enterprises	15	78
Total grants and subsidies	8,158	9,890

Transactions in which Tourism WA provides funding to another party without receiving approximately equal value in return are categorised as grant or subsidy expenses. These payments are recognised at fair value at the time of the transaction and recognised as an expense in the reporting period in which they are paid. They include transactions such as: grants, subsidies and other transfer payments made to public sector agencies.

Grants can be paid as general-purpose grants which refers to grants that are not subject to conditions regarding their use. Alternatively, they may be paid as specific purpose grants which are paid for a particular purpose and/or have conditions attached regarding their use.

3.0 DISCLOSURES AND LEGAL COMPLIANCE

2.3 Event operations expenses

	2024 \$'000	2023 \$'000
Event sponsorship and development by funding source:		
Consolidated Account	60,504	35,143
Royalties for Regions Fund – Regional Events Program	5,809	5,671
Total event operations expenses	66,313	40,814

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

2.4 Advertising and promotion expenses

	2024 \$'000	2023 \$'000
Promotions and co-operative campaigns	29,713	31,429
Collateral – production and distribution	3,981	3,677
Familiarisation visits	2,931	2,666
Multimedia and audio-visual	37	40
Total advertising and promotion expenses	36,662	37,812

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

2.5 Other expenditure

2.5.1 Employee benefits expense

	2024 \$'000	2023 \$'000
Commissioners' fees	286	230
Superannuation – defined contribution plans	31	23
Fringe benefits tax	13	12
Total employee benefits expense	330	265

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

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

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

2.5.2 Accommodation expenses

	2024 \$'000	2023 \$'000
Rental	654	646
Repairs and maintenance	78	100
Utilities	12	11
Cleaning	5	6
Total accommodation expenses	749	763

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

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

2.5.3 Other expenses

	2024 \$'000	2023 \$'000
Loss on foreign exchange	13	46
Lease interest expense	1	1
Insurance – workers' compensation	1	2
Total other expenses	15	49
TOTAL OTHER EXPENDITURE	1,094	1,077

3.0 DISCLOSURES AND LEGAL COMPLIANCE

Note 3. Our funding sources

How we obtain our funding

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

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

3.1 Income from State Government

	2024 \$'000	2023 \$'000
Income received from other public sector entities during the period:		
Department of Jobs, Tourism, Science and Innovation	122,644	110,653
Total income from other public sector entities	122,644	110,653
Resources received from other public sector entities during the period:		
Department of Jobs, Tourism, Science and Innovation	20,931	19,046
Department of Finance	27	26
State Solicitors Office	22	103
Total resources received from other public sector entities	20,980	19,175
Royalties for Regions Fund:		
Regional Community Services Fund	19,136	14,131
Total Royalties for Regions Fund	19,136	14,131
TOTAL INCOME FROM STATE GOVERNMENT	162,760	143,959

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

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

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

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

3.2 Commonwealth grants	2024 \$'000	2023 \$'000
Recurrent		
National Partnership Payments – Tourism Business Support	1,881	-
Choose Tourism Support program	800	-
Total Commonwealth grants	2,681	-

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

Funding in 2024 consists of a 25% top-up contribution for the COVID-19 Industry Support Program and the Choose Tourism Support program.

3.3 Other income	2024 \$'000	2023 \$'000
Industry contributions and sponsorship	584	-
Airline in-kind contributions	414	-
Refunds and recoups	250	138
Other gains	14	11
Executive Vehicle Scheme contributions ^(a)	25	8
Total Commonwealth grants	1,287	157

^(a) Executive Vehicle Scheme contributions received from personnel provided by the Department of Jobs, Tourism, Science and Innovation are recognised as income. (See also Note 2.1 'Supplies and services' and 3.1 'Income from State Government').

3.0 DISCLOSURES AND LEGAL COMPLIANCE

Note 4. Assets and liabilities

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

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

4.1 Property, plant and equipment

Year ended 30 June 2024

	FURNITURE, FITTINGS AND EQUIPMENT \$'000	COMPUTER EQUIPMENT \$'000	TOTAL \$'000
1 July 2023			
Gross carrying amount	24	277	301
Accumulated depreciation	(14)	(252)	(266)
Carrying amount at start of period	10	25	35
Additions	-	-	-
Disposals – gross carrying amount	-	-	-
Disposals – accumulated depreciation and impairment loss	-	-	-
Depreciation	(1)	(17)	(18)
Carrying amount at end of period	9	8	17
Comprising:			
Gross carrying amount	24	277	301
Accumulated depreciation	(15)	(269)	(284)
Carrying amount at end of period	9	8	17

Initial recognition

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

Subsequent measurement

Subsequent to initial recognition of an asset, property, plant and equipment are stated at historical cost less accumulated depreciation and accumulated impairment losses. As at 30 June 2024, there were no indications of impairment to property, plant and equipment.

3.0 DISCLOSURES AND LEGAL COMPLIANCE

Useful lives

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

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

ASSET CLASS	USEFUL LIFE
Furniture, fittings and equipment	5 to 10 years
Computer equipment	3 to 5 years

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

Impairment

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

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

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

4.2 Intangible assets

Year ended 30 June 2024

	SOFTWARE \$'000	WORK IN PROGRESS \$'000	TOTAL \$'000
1 July 2023			
Gross carrying amount	719	-	719
Accumulated amortisation	(161)	-	(161)
Carrying amount at start of period	558	-	558
Additions	-	101	101
Transfers	-	-	-
Disposals – gross carrying amount	-	-	-
Disposals – accumulated amortisation reversed on disposal	-	-	-
Amortisation expense	(143)	-	(143)
Carrying amount at end of period	415	101	516
Comprising:			
Gross carrying amount	719	101	820
Accumulated amortisation	(304)	-	(304)
Carrying amount at end of period	415	101	516

3.0 DISCLOSURES AND LEGAL COMPLIANCE

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.

Software

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

Development costs

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

Useful lives

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

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

ASSET CLASS	USEFUL LIFE
Software ^(a)	3 to 5 years
Development costs	3 to 5 years

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

Impairment of intangible assets

Intangible assets with indefinite useful lives are tested for impairment annually or when an indication of impairment is identified. As at 30 June 2024 there were no intangible assets with indefinite useful lives.

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

3.0 DISCLOSURES AND LEGAL COMPLIANCE

4.3 Right-of-use assets

Year ended 30 June 2024	ACCOMMODATION \$'000	TOTAL \$'000
Carrying amount at start of period	44	44
Additions	2	2
Disposals	-	-
Depreciation	(19)	(19)
Carrying amount at start of period	27	27

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

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

Initial recognition

At the commencement date of the lease, Tourism WA recognises right-of-use assets and a corresponding lease liability.

The right-of-use assets are measured at cost comprising of:

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

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

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

Subsequent measurement

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

Depreciation and impairment of right-of-use assets

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

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

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

4.4 Receivables	2024	2023
	\$'000	\$'000
Current		
Receivables	270	90
Accrued revenue	124	100
Other receivables	670	744
GST receivable	1,391	1,859
Total receivables at the end of period	2,455	2,793

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.

3.0 DISCLOSURES AND LEGAL COMPLIANCE

4.5 Prepayments

	2024 \$'000	2023 \$'000
Current		
Event sponsorship	7,368	4,605
Marketing campaign activity	3,602	-
Licence, maintenance and support fees	181	140
Other	65	301
Total current	11,216	5,046
Non-current		
Event sponsorship	1,650	-
Licence, maintenance and support fees	57	-
Other	13	-
Total non-current	1,720	-
TOTAL PREPAYMENTS AT THE END OF PERIOD	12,936	5,046

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)

	2024 \$'000	2023 \$'000
Current	475	475
Non-current	3,195	3,670
Total amounts receivable for services at the end of period	3,670	4,145

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

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

4.7 Payables

	2024 \$'000	2023 \$'000
Current		
Trade payables	1,583	809
Accrued expenses	18,357	5,449
Accrued salaries	11	10
Total payables at the end of period	19,951	6,268

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

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

4.8 Other provisions

	2024 \$'000	2023 \$'000
Current		
Annual leave – overseas staff	87	115
Total other provisions	87	115

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

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

4.9 Other current liabilities

	2024 \$'000	2023 \$'000
Current		
Income received in advance	3	-
Total other provisions	3	-

3.0 DISCLOSURES AND LEGAL COMPLIANCE

Note 5. Financing

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

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

5.1 Lease liabilities

	2024 \$'000	2023 \$'000
Not later than one year	19	18
Later than one year and not later than five years	8	27
Later than five years	-	-
Total lease liabilities at the end of period	27	45
Current	19	18
Non-current	8	27
Total lease liabilities at the end of period	27	45

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); and
- 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 if the lease is reasonably certain to be extended (or not terminated).

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

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

Subsequent measurement

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

This section should be read in conjunction with note 4.3.

Lease expenses recognised in the Statement of Comprehensive Income	2024 \$'000	2023 \$'000
Lease interest expense	1	1
Expenses relating to variable lease payments not included in lease liabilities	8	8
Total lease expenses	9	9

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

3.0 DISCLOSURES AND LEGAL COMPLIANCE

5.2 Finance costs

	2024 \$'000	2023 \$'000
Interest expense on lease liabilities	1	1
Total finance costs expensed	1	1

Finance costs represent the interest component of lease liability repayments.

5.3 Cash and cash equivalents

	2024 \$'000	2023 \$'000
Cash and cash equivalents	16,031	11,530
Restricted cash and cash equivalents — Royalties for Regions Fund ^(a)	3,001	1,310
Balance at end of period	19,032	12,840

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

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

5.4 Capital commitments

Tourism WA has no capital expenditure commitments at the end of the reporting period (2023: Nil).

Note 6. Financial instruments and contingencies

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

	NOTES
Financial instruments	6.1
Contingent assets and liabilities	6.2

6.1 Financial instruments

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

	2024 \$'000	2023 \$'000
Financial assets		
Cash and cash equivalents	19,032	12,840
Financial assets at amortised cost ^(a)	4,734	5,078
Total financial assets	23,766	17,918
Financial liabilities		
Financial liabilities at amortised cost	19,981	6,313
Total financial liabilities	19,981	6,313

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

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 (2023: Nil).

3.0 DISCLOSURES AND LEGAL COMPLIANCE

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 party transactions	7.4
Related bodies	7.5
Affiliated bodies	7.6
Remuneration of auditors	7.7
Supplementary financial information	7.8

7.1 Events occurring after the end of the reporting period

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

7.2 Changes in accounting policies

Tourism WA considers there is no material impact of initial application of Australian Accounting Standards that are operative for reporting periods ended on or after 30 June 2024.

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

7.3 Key management personnel

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

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

Compensation of members of the accountable authority

COMPENSATION BAND (\$)	2024	2023
80,001 – 90,000	1	-
70,001 – 80,000	-	-
60,001 – 70,000	-	1
50,001 – 60,000	-	-
40,001 – 50,000	4	1
30,001 – 40,000	-	2
20,001 – 30,000	1	2
10,001 – 20,000	-	1
0 – 10,000	6	2
	\$'000	\$'000
Total compensation of members of the accountable authority	323	267

Compensation of senior officers

COMPENSATION BAND (\$)	2024	2023
350,001 – 400,000	-	1
300,001 – 350,000	1	-
250,001 – 300,000	-	-
200,001 – 250,000	4	3
150,001 – 200,000	2	2
100,001 – 150,000	-	1
50,001 – 100,000	2	-
0 – 50,000	-	6
	\$'000	\$'000
Total compensation of senior officers	1,743	1,690

3.0 DISCLOSURES AND LEGAL COMPLIANCE

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 Jobs, Tourism, Science and Innovation. The Department provides personnel resources to Tourism WA, including senior officers, and associated costs are recognised under 'Supplies and services' (see Note 2.1). None of the senior officers provided to Tourism WA is a member of the Gold State pension scheme.

7.4 Related party transactions

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

Related parties of Tourism WA include:

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

Material transactions with related parties

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

7.5 Related bodies

Tourism WA had no related bodies during the financial year.

7.6 Affiliated bodies

Non-Government 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 2026.

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 2023-24.

Payments inclusive of GST made to BEP in 2023-24 totalled \$11,550,000 (2022-23: \$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 current agreements expire 30 June 2026.

The RTOs are not subject to operational control by Tourism WA but are required to submit their annual business plan for approval prior to implementation. All of the RTOs, except Australia’s South West, received more than 50% of their total funding from Tourism WA in 2023-24.

Base payments made, inclusive of GST, to each of the RTOs that were affiliated bodies in 2023-24 were \$904,159 (2022-23: \$861,925). Total additional payments of \$58,160 were made to the RTOs that were affiliated bodies in 2023-24 for other activities (2022-23: \$166,664).

Western Australian Indigenous Tourism Operators Council (WAITOC)

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

WAITOC is not subject to operational control by Tourism WA but received more than 50% of its total funding from Tourism WA in 2023-24.

Total payments made, inclusive of GST, to WAITOC in 2023-24 were \$2,311,100 (2022-23: \$2,617,297).

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:

	2024 \$'000	2023 \$'000
Auditing the accounts, financial statements, controls and key performance indicators	143	136
	143	136

3.0 DISCLOSURES AND LEGAL COMPLIANCE

7.8 Supplementary financial information

(a) Write-offs

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

	2024 \$'000	2023 \$'000
The accountable authority	-	-
The Minister	-	-
The Treasurer	-	-
	-	-

(b) Losses through theft, defaults and other causes

	2024 \$'000	2023 \$'000
Losses of public money, other money and public and other property through theft or default	-	-
Amounts recovered	-	-
	-	-

(c) Forgiveness of debts

	2024 \$'000	2023 \$'000
Forgiveness (or waiver) of debts by Tourism WA	-	-
	-	-

(d) Gifts of public property

	2024 \$'000	2023 \$'000
Gifts of public property provided by Tourism WA	77	58
	77	58

Note 8. Explanatory statements

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

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

8.1 Explanatory Statement for controlled operations

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

All variances between annual estimates (original budget) and actual results for 2024, and between the actual results for 2024 and 2023, are shown. Narratives are provided for major variances that are more than 10% of the comparative and which are more than 1% of the following (as appropriate):

- 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 (\$1,729,710); and
 - Total Assets of the estimate for the Statement of Financial Position (\$224,770).
- 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 (\$1,439,280); and
 - Total Assets of the previous year for the Statement of Financial Position (\$254,610).

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

3.0 DISCLOSURES AND LEGAL COMPLIANCE

8.1.1 Statement of Comprehensive Income variances

	VARIANCE NOTE	ORIGINAL ESTIMATE 2024 \$'000	ACTUAL 2024 \$'000	ACTUAL 2023 \$'000	VARIANCE BETWEEN ACTUAL AND ESTIMATE \$'000	VARIANCE BETWEEN ACTUAL FOR 2024 AND 2023 \$'000
COST OF SERVICES						
Expenses						
Employee benefits expenses		313	330	265	17	65
Supplies and services	1	63,143	55,641	54,136	(7,502)	1,505
Depreciation and amortisation expenses		692	180	199	(512)	(19)
Accommodation expenses		794	749	763	(45)	(14)
Grants and subsidies	2, a	14,246	8,158	9,890	(6,088)	(1,732)
Event operations expenses	3, b	55,156	66,313	40,814	11,157	25,499
Advertising and promotion expenses		38,624	36,662	37,812	(1,962)	(1,150)
Other expenses		3	15	49	12	(34)
Total cost of services		172,971	168,048	143,928	(4,923)	24,120
Income						
Commonwealth grants	4, c	-	2,681	-	2,681	2,681
Interest revenue		250	706	972	456	(266)
Other income		1,090	1,287	157	197	1,130
Total income		1,340	4,674	1,129	3,334	3,545
NET COST OF SERVICES		171,631	163,374	142,799	(8,257)	20,575
Income from State Government						
Income from other public sector entities	d	131,307	122,644	110,653	(8,663)	11,991
Resources received		21,132	20,980	19,175	(152)	1,805
Royalties for Regions Fund	5, e	16,660	19,136	14,131	2,476	5,005
Total income from State Government		169,099	162,760	143,959	(6,339)	18,801
SURPLUS/(DEFICIT) FOR THE PERIOD		(2,532)	(614)	1,160	1,918	(1,774)

8.1.2 Statement of Financial Position variances

	VARIANCE NOTE	ORIGINAL ESTIMATE 2024 \$'000	ACTUAL 2024 \$'000	ACTUAL 2023 \$'000	VARIANCE BETWEEN ACTUAL AND ESTIMATE \$'000	VARIANCE BETWEEN ACTUAL FOR 2024 AND 2023 \$'000
ASSETS						
Current Assets						
Cash and cash equivalents		10,889	16,031	11,530	5,142	4,501
Restricted cash and cash equivalents		-	3,001	1,310	3,001	1,691
Receivables		2,793	2,455	2,793	(338)	(338)
Prepayments	6, f	4,555	11,216	5,046	6,661	6,170
Amounts receivable for services		475	475	475	-	-
Total Current Assets		18,712	33,178	21,154	14,466	12,024
Non-Current Assets						
Amounts receivable for services		3,195	3,195	3,670	-	(475)
Prepayments	6, f	-	1,720	-	1,720	1,720
Property, plant and equipment	7	368	17	35	(351)	(18)
Intangible assets	8	158	516	558	358	(42)
Right-of-use assets		44	27	44	(17)	(17)
Total Non-Current Assets		3,765	5,475	4,307	1,710	1,168
TOTAL ASSETS		22,477	38,653	25,461	16,176	13,192
LIABILITIES						
Current Liabilities						
Payables		5,666	19,951	6,268	14,285	13,683
Lease liabilities		18	19	18	1	1
Employee related provisions		115	87	115	(28)	(28)
Other current liabilities		-	3	-	3	3
Total Current Liabilities		5,799	20,060	6,401	14,261	13,659
Non-Current Liabilities						
Lease liabilities		11	8	27	(3)	(19)
Total Non-Current Liabilities		11	8	27	(3)	(19)
TOTAL LIABILITIES		5,810	20,068	6,428	14,258	13,640
NET ASSETS		16,667	18,585	19,033	1,918	(448)
EQUITY						
Contributed equity		6,819	6,819	6,653	-	166
Accumulated surplus		9,848	11,766	12,380	1,918	(614)
TOTAL EQUITY		16,667	18,585	19,033	1,918	(448)

3.0 DISCLOSURES AND LEGAL COMPLIANCE

8.1.3 Statement of Cash Flows variances

	VARIANCE NOTE	ORIGINAL ESTIMATE 2024 \$'000	ACTUAL 2024 \$'000	ACTUAL 2023 \$'000	VARIANCE BETWEEN ACTUAL AND ESTIMATE \$'000	VARIANCE BETWEEN ACTUAL FOR 2024 AND 2023 \$'000
CASH FLOWS FROM THE STATE GOVERNMENT						
Funds from other public sector entities	g	131,307	122,644	110,653	(8,663)	11,991
Capital appropriations		166	166	166	-	-
Holding account drawdown		475	475	475	-	-
Royalties for Regions Fund	9, h	16,660	19,136	14,132	2,476	5,004
Net cash provided by the State Government		148,608	142,421	125,426	(6,187)	16,995
Utilised as follows:						
CASH FLOWS FROM OPERATING ACTIVITIES						
Payments						
Employee benefits		(313)	(400)	(304)	(87)	(96)
Supplies and services	10	(41,832)	(34,227)	(34,588)	7,605	361
Accommodation		(794)	(750)	(928)	44	178
Grants and subsidies	11, i	(14,246)	(7,747)	(9,265)	6,499	1,518
GST payments on purchases	12	(7,000)	(11,501)	(10,919)	(4,501)	(582)
Event operations payments	13, j	(55,156)	(62,086)	(39,680)	(6,930)	(22,406)
Advertising and promotion payments	k	(38,624)	(34,912)	(40,929)	3,712	6,017
Lease interest payments		(1)	(1)	(1)	-	-
Other payments		(2)	(197)	(308)	(195)	111
Receipts						
Commonwealth grants	14, l	-	2,641	-	2,641	2,641
Interest received		250	681	895	431	(214)
GST receipts on sales		200	138	23	(62)	115
GST receipts from taxation authority	15	6,800	11,392	10,782	4,592	610
Other receipts		800	850	151	50	699
Net cash used in operating activities		(149,918)	(136,119)	(125,071)	13,799	(11,048)
CASH FLOWS FROM INVESTING ACTIVITIES						
Payments						
Purchase of non-current assets		(625)	(92)	-	533	(92)
Net cash used in investing activities		(625)	(92)	-	533	(92)
CASH FLOWS FROM FINANCING ACTIVITIES						
Payments						
Principal elements of lease payments		(16)	(18)	(17)	(2)	(1)
Non-retained revenue distributed to owners	m	-	-	(6,475)	-	6,475
Net cash used in financing activities		(16)	(18)	(6,492)	(2)	6,474
Net increase/(decrease) in cash and cash equivalents		(1,951)	6,192	(6,137)	8,143	12,329
Cash and cash equivalents at the beginning of the period		12,840	12,840	18,977	-	(6,137)
CASH AND CASH EQUIVALENTS AT THE END OF THE PERIOD		10,889	19,032	12,840	8,143	6,192

Major estimate and actual (2024) variance narratives***Statement of Comprehensive Income***

1. Supplies and services are lower than estimated due mostly to an internal reallocation of expenditure to *Advertising and promotion expenses* and the deferral of spending on the National Park Tourism Experiences Development program to future years to align with expected timings of project delivery.
2. Grants and subsidies are lower than estimated which is mostly due to the deferral of spending on programs (Regional Affordable Airfares, National Park Tourism Experiences Development and Aboriginal Tourism Fund) to future years to align with revised projected timing of activity.
3. Event operations expenses are higher than the original target due to additional funding received for major events.
4. The increase in Commonwealth grants relates to top-up funding received for COVID-19 industry support payments that were made in 2022-23 and funding towards the Choose Tourism Program.
5. The increase in Royalties for Regions funding is mostly attributed to the Kimberley Tourism Support Program that was established during the year.

Statement of Financial Position

6. Prepayments (current and non-current) are higher than estimated due to increased sponsorship milestones in advance for future blockbuster and major events.
7. Property, plant and equipment is less than estimated due to the deferral of capital spending to 2024-25 to align with revised timings of a capital works project.
8. Intangible Assets were higher than originally budgeted largely due to lower than estimated amortisation expense during the year.

Cash Flow Statement

9. Refer to note 5 above.
10. Refer to note 1 above.
11. Refer to note 2 above.
12. Increase in GST payments is representative of the increased level of agency supplier invoices captured and processed compared to prior year and estimates.

3.0 DISCLOSURES AND LEGAL COMPLIANCE

13. Refer to note 3 above.
14. Refer to note 4 above.
15. The increase in GST receipts from taxation authorities is representative of the increased level of agency expenditure in 2023-24 compared to the prior year.

Major actual (2024) and comparative (2023) variance narratives

Statement of Comprehensive Income

- a) Grants in 2023-24 were lower than the prior year due to the high level of industry support administered in the prior year in response to COVID-19 through the Safe Transition Industry Support Package Program. Refer to note 2.2 'Grants and subsidies' in the notes to the financial statements for additional information.
- b) The increase in event operations expenses from prior year is attributable to a growth in blockbuster and major events that took place in 2023-24.
- c) The increase in Commonwealth grants relates to top-up funding received in 2023-24 for COVID-19 industry support payments made in 2022-23 and \$0.8 million for the Choose Tourism Program.
- d) The increase in funding compared to prior year is largely due to an increase in funding for blockbuster and major events.
- e) Royalties for Regions funding received is higher in the current year than the prior year due to additional funding received for the Kimberley Tourism Support Program and the Aboriginal Tourism Fund.

Statement of Financial Position

- f) Prepayments (current and non-current) are higher than the prior year due to increased sponsorship milestones in advance for future blockbuster and major events.

Cash Flow Statement

- g) Refer to note d above.
- h) Refer to note e above.
- i) The reduced level of payments on grants and subsidies is aligned with an increase in associated accruals at the end 2024. These payments will be made early in the new financial year.

- j) Refer to note b above.
- k) The reduced level of payments on advertising and promotion is aligned with an increase in associated accruals at the end 2024. These payments will be made early in the new financial year.
- l) Refer to note c above.
- m) In the prior year, \$6.475 million of unspent funding for the Safe Transition industry Support Package was returned to Government.

8.2 Explanatory Statement for administered items

This section explains variations in the financial performance of Tourism WA undertaking transactions that it does not control but has responsibility to the Government for, as detailed in the administered schedules.

All variances between annual estimates and actual results for 2024, and between the actual results for 2024 and 2023, are shown below.

Narratives are provided for major variances that 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 (\$32,148)
2. Actual results for the current year and the prior year actual (\$2,990).

ADMINISTERED ITEMS VARIANCES	VARIANCE NOTE	ORIGINAL ESTIMATE 2024 \$'000	ACTUAL 2024 \$'000	ACTUAL 2023 \$'000	VARIANCE BETWEEN ACTUAL AND ESTIMATE \$'000	VARIANCE BETWEEN ACTUAL FOR 2024 AND 2023 \$'000
Income						
Income from other public sector entities		-	-	-	-	-
Total administered income		-	-	-	-	-
Expenses						
Grants and subsidies	a	3,215	3,215	299	-	2,916
Total administered expenses		3,215	3,215	299	-	2,916

Major actual (2024) and comparative (2023) variance narratives

- a) Funding provided to Qantas was for Perth airport infrastructure and was linked to milestones associated with Perth to London direct flights. The majority of expenditure in relation to funds received in 2021-22 was deferred to 2023-24 due to the direct flights recommencing in May 2023.



3.3 KEY PERFORMANCE INDICATORS

CERTIFICATION OF KEY PERFORMANCE INDICATORS

We hereby certify that the performance indicators are based on proper records, are relevant and appropriate for assisting users to assess the Western Australian Tourism Commission's performance, and fairly represent the performance of the Western Australian Tourism Commission for the financial year ended 30 June 2024.



Di Bain
Chair

30 August 2024



Janelle Marr
Commissioner

30 August 2024

KEY PERFORMANCE INDICATORS

The government goal that is supported by the Western Australian Tourism Commission (Tourism WA) is: “WA Jobs Plan: Diversifying the WA economy, creating local jobs for the future.”

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 2023-24 target of \$14.9 billion was exceeded with an actual spend of \$17.7 billion, largely driven by stronger than expected recovery from the international market, and higher than expected average trip spend from the domestic market (intrastate, interstate, and daytrips).

	2023-24 TARGET	RESULTS ¹				
		2023-24 ACTUAL	2022-23 ACTUAL	2021-22 ACTUAL	2020-21 ACTUAL	2019-20 ACTUAL
KPI 1						
Total dollar amount spent by visitors in Western Australia	\$14.9 billion	\$17.7 billion	\$14.0 billion	\$10.4 billion	\$8.8 billion	\$13.5 billion

¹ Results relate to the calendar year rather than the financial year due to reporting delays, so 2023-24 relates to the calendar year 2023.

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 National Visitor Survey (NVS) and International Visitor Survey (IVS) for the visitor's entire trip. The Regional Expenditure model allocates visitor expenditure to specific tourism regions to determine spend estimates for each of Australia's states.
- ii. The results of the NVS and IVS, including the Regional Expenditure data, are released by TRA each quarter and figures are reported for the latest 12-month period (i.e., Year Ended (YE) December 2023 in this instance). YE December information is used as it is usually available ahead of each year's State Budget process.
- iii. The NVS figures are based on a large-scale survey of Australians, while the IVS figures are based on interviews with international visitors at airport departure lounges across Australia. The response rate for the NVS in YE December 2023 was 17.6%, with 74,868 interviews completed. The response rate for the IVS in YE December 2023 was 61.5%, with 30,127 interviews completed.
- iv. Overnight Domestic Visitors Definition: Australian residents aged 15 years and over who spent at least one night away from home in Western Australia.
- v. Overnight International Visitors Definition: International visitors aged 15 years and over who spent at least one night in Western Australia.
- vi. Daytrip Visitors Definition: Day trips or same day visitors are those who travel for a round trip distance of at least 50km, are away for home for at least 4 hours, and who do not spend a night away from home as part of their travel. Same day travel as part of overnight travel is excluded as is routine travel such as commuting between work/school and home.
- vii. Visitors include those travelling for all purposes including leisure, business, visiting friends and relatives and education.

3.0 DISCLOSURES AND LEGAL COMPLIANCE

- viii. Sample size for Western Australia: daytrips n=1,377; interstate n=428; intrastate n=2,644; international n=3,598.
- ix. Confidence intervals for Western Australia at the 95% confidence level: daytrips \pm 16.9%; interstate \pm 11.0%; intrastate \pm 6.5%; international \pm 9.2%. These confidence intervals are calculated by TRA.

2. Total overnight visitors to/within Western Australia

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

Total overnight visitors grew to 11.9 million in 2023-24, ahead of the target of 11.5 million, largely due to stronger-than-expected recovery from the international and interstate markets.

	2023-24 TARGET	RESULTS ¹				
		2023-24 ACTUAL	2022-23 ACTUAL	2021-22 ACTUAL	2020-21 ACTUAL	2019-20 ACTUAL
KPI 2						
Total overnight visitors to/within Western Australia	11.5 million	11.9 million	10.9 million	9.8 million	9.0 million	12.0 million

¹ Results relate to the calendar year rather than the financial year due to reporting delays, so 2023-24 relates to the calendar year 2023.

Notes:

- i. Visitor statistics are provided by Tourism Research Australia (TRA). The figures are based on responses from TRA's National Visitor Survey (NVS) and International Visitor Survey (IVS).
- ii. The results of the NVS and IVS are released by TRA each quarter and figures are reported for the latest 12-month period (i.e., Year Ended (YE) December 2023 in this instance). YE December information is used as it is usually available ahead of each year's State Budget process.
- iii. The NVS figures are based on a large-scale survey of Australians, while the IVS figures are based on interviews with international visitors at airport departure lounges across Australia. The response rate for the NVS in YE December 2023 was 17.6%, with 74,868 interviews completed. The response rate for the IVS in YE December 2023 was 61.5%, with 30,127 interviews completed.

- iv. Overnight Domestic Visitors Definition: Australian residents aged 15 years and over who spent at least one night away from home in Western Australia.
- v. Overnight International Visitors Definition: International visitors aged 15 years and over who spent at least one night in Western Australia.
- vi. Visitors include those travelling for all purposes including leisure, business, visiting friends and relatives and education.
- vii. Sample size for Western Australia: interstate n=428; intrastate n=2,347; international n=3,579.
- viii. Confidence intervals for Western Australia at the 95% confidence level: interstate ± 8.4%; intrastate ± 3.6%; international ± 3.7%. These confidence intervals are calculated by TRA.

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

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

The 2023-24 result reflects the 2023 calendar year. The 2023-24 result was 8.2%, just above the target of 8.0%.

	RESULTS ¹					
	2023-24 TARGET	2023-24 ACTUAL	2022-23 ACTUAL	2021-22 ACTUAL	2020-21 ACTUAL	2019-20 ACTUAL
KPI 3						
Western Australia’s market share of international visitor spend in Australia	8.0%	8.2%	8.3%	n/a	7.1%	7.6%

¹ Results relate to the calendar year rather than the financial year due to reporting delays, so 2023-24 relates to calendar year 2023.

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.

3.0 DISCLOSURES AND LEGAL COMPLIANCE

- 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 2023 in this instance). YE December information is used as it is usually available ahead of each year's State Budget process.
- 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 2023 was 61.5%, with 30,127 interviews completed.
- v. Overnight International Visitors Definition: International visitors aged 15 years and over who spent at least one night in Western Australia.
- vi. Visitors include those travelling for all purposes including leisure, business, visiting friends and relatives and education.

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

Measuring tourism jobs in WA is important to monitor the health of the tourism industry and to demonstrate the value of the tourism industry to the broader WA economy. Results for this KPI are reported with a one-year time lag due to availability of data (i.e. 2023-24 result reflects the number of tourism filled jobs in 2022-23). This KPI has a direct link to the Government Goal relevant to Tourism WA "Diversifying the WA economy, creating local jobs for the future."

Tourism filled jobs rose in 2023-24 to 110,800 (noting that figures are reported with a one-year time lag due to the collection and processing of data required, and therefore reflects 2022-23). This figure is above the target and above the previous year's figure, largely due to strong growth in the visitor economy from 2021-22 to 2022-23 as inbound travel to Western Australia recommenced with the border re-opening post-pandemic.

	2023-24 TARGET	RESULTS ¹				
		2023-24 ACTUAL	2022-23 ACTUAL	2021-22 ACTUAL	2020-21 ACTUAL	2019-20 ACTUAL
KPI 4						
Number of tourism filled jobs (direct and indirect) in Western Australia	94,000	110,800	81,900	72,300	97,300	109,700

¹ Reported with a one-year time lag

Notes:

- i. Tourism employment data is sourced from Tourism Research Australia's (TRA) State Tourism Satellite Account (STSA). The STSA is the authoritative source of tourism employment statistics in the country used by all State Tourism Organisations.
- ii. The STSA is released annually, typically in March, reporting on the previous financial year. Therefore, results for this KPI are reported with a one-year time lag (i.e., the 2023-24 result reflects the number of tourism filled jobs in 2022-23).
- iii. The STSA is derived from the National Tourism Satellite Account produced by the Australian Bureau of Statistics (ABS). Satellite accounts are required for tourism because 'tourism' is not identified as an industry in the ABS national accounts framework. This is because tourism is defined by the characteristics of the consumer, rather than the goods or services produced (i.e., who is doing the purchasing, rather than what is being purchased). Implicitly, tourism is included in the core national accounts. Therefore, the tourism filled jobs number cannot simply be added with filled job counts for other industries reported by the ABS, as this would result in double counting.
- iv. The results are derived from a number of data sources that form the Labour Account. Metrics relating to jobs, people, hours and payments are collected quarterly and combined to derive annual figures.
- v. A direct impact occurs where there is a direct relationship (physical and economic) between the visitor and producer of a good or service. Indirect impacts are a broader notion of tourism consumption that includes downstream effects of tourism demand. For example, when a visitor buys a meal, indirect effects are generated for the food manufacturer, the transporter, the electricity company, etc., that provide the necessary inputs required to make the meal. Indirect impacts are calculated using Input-Output analysis methods. This KPI result reflects both direct and indirect tourism filled jobs.
- vi. Western Australia's tourism filled jobs figure for 2021-22 was previously reported as 89,100. In the 2022-23 STSA release, this historic figure has been revised to 81,900. All States and Territories saw a downward revision to their 2021-22 tourism filled jobs figure. The degree of revision for Western Australia (-8 per cent) is in alignment with the national revision (-7 per cent). It is standard practice for the historical time series of the State TSA to be revised with each release, reflecting revisions to underlying data provided by the ABS.

3.0 DISCLOSURES AND LEGAL COMPLIANCE

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

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

This KPI result is sourced from a survey of visitors to/within Western Australia, and aims to achieve 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 111 responses intrastate (28% of total), 128 interstate (32%) and 161 international (40%).

The KPI is based on responses to the question “On a scale of 0 to 10, how likely are you to recommend Western Australia as a holiday destination to a family member, friend, or colleague?” and reflects the proportion of total respondents who give a result of 9 or 10 out of 10. The target for 2023-24 was not met and the result was lower than in previous years; in 2023-24, relative to 2022-23, there was a higher proportion of respondents giving a still positive but more ‘passive’ rating of their likelihood to recommend (20% gave a rating of 7 or 8 out of 10).

	RESULTS					
	2023-24 TARGET	2023-24 ACTUAL	2022-23 ACTUAL	2021-22 ACTUAL	2020-21 ACTUAL	2019-20 ACTUAL
KPI 5						
Percentage of visitors very likely to recommend visiting Western Australia	84%	78%	86%	86%	90%	83%

Notes:

- i. Likelihood to recommend is measured through Tourism WA's Visitor Expectation and Experience Research (VEER).
- ii. VEER is conducted through a face-to-face survey of visitors to Western Australia by independent 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?” and reflects the proportion of total respondents who give a result of 9 or 10 out of 10.
- iv. Interviewing typically took place across the full year (3 waves) to address seasonality issues. Data is analysed and reported annually.
- v. The total sample size 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 2019-20 (n=270), 2020-21 (n=141), and 2021-22 (n=264).

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

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

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

This KPI demonstrates the amount of funding the tourism industry commits to marketing campaigns relative to Tourism WA. When entering contract negotiations with co-operative marketing partners, Tourism WA typically asks partners commit to matching Tourism WA's investment (through cash and/or in-kind contributions). The target for 2023-24 was set based on achieving this matched commitment.

The target for 2023-24 has been achieved.

	2023-24 TARGET	RESULTS				
		2023-24 ACTUAL	2022-23 ACTUAL	2021-22 ACTUAL	2020-21 ACTUAL	2019-20 ACTUAL
KPI 6						
Ratio of funds provided by the tourism industry to Tourism WA's investment in cooperative marketing	1 : 1	1.5 : 1	1.2 : 1	1.1 : 1	1.7 : 1	1.1 : 1

3.0 DISCLOSURES AND LEGAL COMPLIANCE

Notes:

Domestic cooperative marketing

- i. The domestic cooperative marketing program targets airlines, wholesalers, retailers, direct sell agents, and online travel agents to undertake joint campaigns with Tourism WA for Western Australia products.
- ii. Each year Tourism WA identifies appropriate cooperative marketing partners based on strategic priorities and market, audience, product and brand alignment.
- iii. For those partners approved for funding, Tourism WA shares the brand campaign strategy and media buy details to allow partner alignment where possible with Western Australia brand activity. Domestic marketing leverages the distribution partner relationships across a number of campaign platforms including niche digital marketing (Western Australia landing pages), Electronic Direct Mail (eDM), sharing of rich media assets, trade communications and incentives (retail agents), social marketing, destination content and PR strategies and holiday deals on westernaustralia.com.

International cooperative marketing

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

Combined total

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

7. 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 2023-24 target was based on the expected return on investment of 14 events. Of these events, 13 took place, and one was cancelled. The actual result is comprised of these 13 events, plus an additional 4 events that were not confirmed when the target was set. In total 17 events took place in 2023-24 that are in scope for this KPI.

The result of 2.8 : 1 is based on 11 actual results and 6 estimated results from feasibility studies. The result is higher than the target set due to a stronger than expected return on investment from the majority of events in scope.

	2023-24 TARGET	RESULTS				
		2023-24 ACTUAL ²	2022-23 ACTUAL	2021-22 ACTUAL	2020-21 ACTUAL ³	2019-20 ACTUAL
KPI 7						
Ratio of direct economic return to Tourism WA's investment, for major events sponsored ¹	1.5 : 1	2.8 : 1	5.9 : 1	2.4 : 1	n/a	2.7 : 1

¹ This is a new KPI for 2023-24. It replaces the previous KPI 7 which reported the dollar value of direct economic impact of major events. This new KPI is a better indicator of performance as it relates economic return to the dollars invested in major events.

² The actual result for 2023-24 is estimated based on actual results for 11 events and feasibility studies for 6 events. The result for the 11 events with actual results is 3.2 : 1.

³ The actual result for 2020-21 was unable to be reported as there were no events in scope that year due to the impact of COVID-19.

3.0 DISCLOSURES AND LEGAL COMPLIANCE

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 EFFECTIVENESS INDICATORS

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

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

The target for 2023-24 was achieved. The target was exceeded due to higher total visitor spend for the year than estimated.

	2023-24 TARGET	RESULTS				
		2023-24 ACTUAL	2022-23 ACTUAL	2021-22 ACTUAL	2020-21 ACTUAL	2019-20 ACTUAL
KPI 8						
Ratio of Tourism WA's total cost of services to total visitor spend in Western Australia	1 : 86	1 : 105	1 : 97	1 : 97	1 : 102	1 : 151

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., 2023 reported for 2023-24), as calendar year data is typically available ahead of each year's State Budget process. All notes from KPI 1 apply to the visitor spend component of this KPI.

3.4 MINISTERIAL DIRECTIVES

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

Treasurer's Instruction 903 (21) requires statutory authorities to disclose, in their Annual Reports, information about Ministerial directives relevant to the setting of desired outcomes or operational objectives, the achievement of the desired outcomes or operational objectives, investment activities and financial activities.

3.5 OTHER FINANCIAL DISCLOSURES

3.5.1 WORK, HEALTH, SAFETY AND INJURY MANAGEMENT

Tourism WA is committed to providing and maintaining a safe and healthy working environment for all assigned personnel, vocational students, contractors and visitors. The Department of Jobs, Tourism, Science and Innovation (JTSI) provides human resource services including workplace safety and health to Tourism WA. A common integrated occupational safety and health management system and framework has been developed to meet both JTSI and Tourism WA's duties under the Work Health and Safety Act 2020 and aligns with the Code of Practice, Occupational Safety and Health in Western Australian Public Sector.

Tourism WA and the JTSI's Health and Wellbeing Committee members meet quarterly to promote and resolve any issues or hazards. Health and Safety representatives for Tourism WA conduct regular workplace inspections to ensure the workplace is free of hazards. The Health and Safety Representatives are members of the Health and Wellbeing Committee. JTSI's performance on employee work health and safety measures is reported in the JTSI Annual Report.

3.5.2 BOARD REMUNERATION

Remuneration of the Board of Commissioners of the Western Australian Tourism Commission in 2023-24 was as follows:

POSITION	NAME	PERIOD OF MEMBERSHIP	REMUNERATION
Chair	Dianne Bain	1 July 2023 to 30 June 2024	85,302
Deputy Chair	Manny Papadoulis	1 July 2023 to 30 June 2024	44,206
Commissioner	Janelle Marr	1 July 2023 to 30 June 2024	44,206
Commissioner	Christina Matthews	1 July 2023 to 30 June 2024	44,206
Commissioner	Iain Grandage	1 July 2023 to 30 June 2024	44,042
Commissioner	Michael Lloyd	1 July 2023 to 22 January 2024	23,866
Commissioner	Cherie Sibosado	1 July 2023 to 11 September 2023	7,303
Commissioner	Kirsty Bailey	14 May 2024 to 30 June 2024	6,066
Commissioner	Caroline Taylor	14 May 2024 to 30 June 2024	6,066
Commissioner	Andrew Lane	14 May 2024 to 30 June 2024	6,066
Commissioner	Rosanna Angus	14 May 2024 to 30 June 2024	6,066
Commissioner	Jason Waters*	14 May 2024 to 30 June 2024	6,066
Total			323,460

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

* Commissioner fees for Jason Waters are paid directly to Perth Airport Pty Ltd.

3.5.3 WA MULTICULTURAL POLICY FRAMEWORK

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

JTSI continues to implement the Plan and reports annually to the Office of Multicultural Interests on progress.

3.6 OTHER LEGAL DISCLOSURES

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

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

	2023-24 \$'000		2023-24 \$'000
(a) Advertising agencies	4,566	(e) Media advertising organisations	
(b) Market research organisations	1,532	Initiative Media Australia Pty Ltd	12,766
(c) Polling organisations	-	Carat Australia Media Services Pty Ltd	885
(d) Direct mail organisations	-	Mediacentric Group Pte. Ltd	84
(e) Media advertising organisations	14,027	Big Head Digital	62
	20,125	CDCI, INC	52
(a) Advertising agencies		Goolarri Media Enterprises Pty Ltd	50
The Brand Agency Unit Trust	1,631	RJMedia Pty Ltd	39
Kojo Productions Pty Ltd	1,170	Media Equation Pty Ltd	36
Rhythm Creative Content Pty Ltd	1,035	Travmedia.Com Pty Ltd	26
The Brand Agency Pty Ltd	531	Buzz Marketing	11
Sandbox Post Production	199	The Misfits Media Company Pty Ltd	6
	4,566	Medianet Australia Pty Ltd	5
(b) Market research organisations		Micromedia Advertising Design	5
Metrix Consulting Pty Ltd	580		14,027
Painted Dog Research Pty Ltd	532		
Nielsen Sports Pty Ltd	235		
Roy Morgan Research Pty Ltd	52		
The Lab Insight & Strategy Brisbane Pty Ltd	46		
Centre for Asia Pacific Aviation Pty Ltd	34		
Isentia Pty Ltd	27		
Thinkfield	26		
	1,532		

3.6.2 UNAUTHORISED USE OF CREDIT CARDS

Personnel assigned to Tourism WA hold corporate credit cards where their functions warrant usage of this facility. Despite each cardholder being reminded of their obligations annually under Tourism WA's credit card policy, 27 employees inadvertently used the corporate credit card for various purchases where the expense was not for business purposes. The incidences were not referred for disciplinary action as the Chief Financial Officer noted prompt advice and settlement of the personal use amount, and that the nature of the expenditure was immaterial and characteristic of an honest mistake.

	2024 (\$)
Number of instances the Western Australian Government Purchasing Cards have been used for personal purposes	71
Aggregate amount of personal use expenditure for the reporting period	2,435
Aggregate amount of personal use expenditure settled by the due date (within 5 working days)	950
Aggregate amount of personal use expenditure settled after the period (after 5 working days)	1,485
Aggregate amount of personal use expenditure unpaid at the end of the reporting period	-
Number of referrals for disciplinary action instigated by the notifiable authority during the period	-

3.6.3 DISABILITY ACCESS AND INCLUSION PLAN OUTCOMES

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

A new five-year (2022-2027) DAIP has been implemented and includes all outcomes required under the legislation. During 2023-24, the following activities were progressed:

3.0 DISCLOSURES AND LEGAL COMPLIANCE

Outcome 1

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

Outcome 2

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

Outcome 3

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

Outcome 4

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

Outcome 5

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

Outcome 6

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

Outcome 7

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

3.6.4 COMPLIANCE WITH PUBLIC SECTOR STANDARDS AND ETHICAL CODES

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

The Code of Conduct was reviewed and updated in line with Commissioner's Instruction 40 – Ethical Foundations. A new Integrity and Conduct training module was implemented for all new and existing employees, including those based in international offices. This program provides an opportunity to learn about ethical obligations and how integrity matters that may be encountered should be responded to. The aim is to raise awareness of the Code of Conduct and Integrity Framework, to build knowledge and skills to act in accordance with these requirements, and to navigate integrity matters and ethical dilemmas.

The 2023 Staff Engagement Survey included questions regarding awareness of JTSI integrity policies and procedures, with a high, positive response rate. In accordance with the Public Interest Disclosure Act 2003, JTSI has duly appointed Public Interest Disclosure Officers and has published internal policies and procedures related to its obligations.

The management of employees undertaking functions for Tourism WA is conducted in accordance with the public sector standards in human resource management and approved public sector policies and procedures. Compliance with the Code of Ethics and JTSI's Code of Conduct is reported in JTSI Annual Report.

3.0 DISCLOSURES AND LEGAL COMPLIANCE

3.6.5 RECORDKEEPING PLAN

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

Tourism WA's current Recordkeeping Plan has been approved by the State Records Commission to 2028. The Plan demonstrates Tourism WA's commitment to ensuring all employees are aware of their compliance responsibilities and provided with training in these areas.

Throughout this period Tourism WA has continued to invest in maturing its information management and privacy practices. Focus areas included reviewing the privacy policy; reviewing information captured to ensure that all information is stored, handled, and secured appropriately; and raising awareness around privacy requirements.

This work will continue through the 2025-26 period supporting improved compliance with the Australian Privacy Principles and the proposed Privacy and Responsible Information Sharing legislation.

Tourism WA has promoted a culture of sharing information by publishing reports and statistics where possible, resulting in fewer formal requests for information via Freedom of Information (FOI) processes.

Evaluation of recordkeeping systems

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

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

On the basis of the monthly indicators, Tourism WA's recordkeeping systems are assessed as being efficient and effective.

Records management training

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

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

The Information Management team receive regular specialist external training on topics including privacy. Quick reference guides have been created for staff training purposes and are available on the corporate intranet. Regular communications to staff on good records management practices are provided and the Information Management team regularly engage with staff to improve processes and practices.

Recordkeeping induction

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

Tourism WA's induction program is provided to all new staff as soon as possible after commencement. The program includes an online course which outlines recordkeeping and privacy responsibilities in accordance with the Recordkeeping Plan.

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

Evaluation of the recordkeeping training program

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

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





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