

TOURISM WESTERN AUSTRALIA ANNUAL REPORT 2024-25



WESTERN
AUSTRALIA

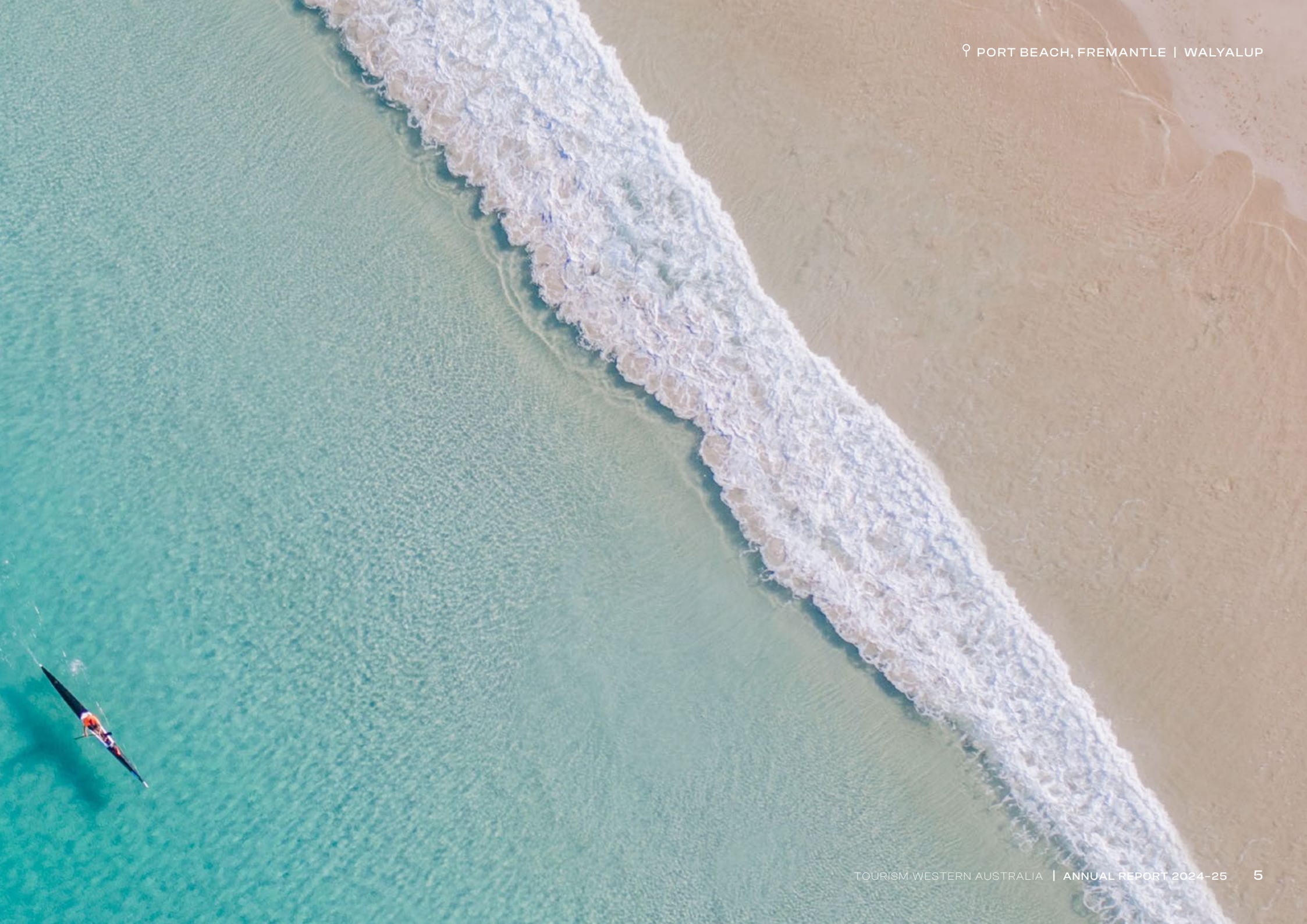
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ACKNOWLEDGEMENT OF COUNTRY

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.

1.0 OVERVIEW



OUR AGENCY WILL CONTINUE
DELIVERING 'THE DREAM DECADE'
OF TOURISM GOING FORWARD
WITH OUR NEW MANAGEMENT
TEAM AND ORGANISATIONAL
STRUCTURE.

1.1 EXECUTIVE SUMMARY

MESSAGE FROM THE CHAIR

In 2024–25, Tourism WA continued to build a Dream Decade of tourism for the state through the delivery of the Western Australia Visitor Economy Strategy (WAVES 2033). This was the second implementation year of WAVES 2033, which takes a whole-of-government approach to unlocking the value of the visitor economy through collaboration between government and industry.

One of the key pillars of WAVES 2033 is Accommodation and Attractions, with a strong focus on driving investment in tourism infrastructure. In 2024–25 we amplified this investment focus as we delivered the 24th World Travel & Tourism Council Global Summit (WTTC) in October, which brought together more than 800 global travel leaders to Perth / Boorloo to discuss tourism trends, business opportunities, and learn more about WA. To showcase WA's investment opportunities, we enabled investor delegates attending WTTC to visit the state's shovel-ready attractions, continually highlighting our strategic location in the Asia Pacific, and WA's favourable economic climate.

Following this, Tourism WA established a dedicated Tourism Investment Attraction and Planning team to build on WTTC outcomes and secure further investment into accommodation and attractions, especially those in and around National Parks. These investment priorities were boosted with multiple trade and business events hosted by Tourism WA throughout 2024–25, including WTTC, Virtuoso Forum 2025, Routes Asia 2025 and G'Day Australia, which collectively brought thousands of delegates to WA to discuss tourism and aviation opportunities.

Significantly, 2024–25 also marked several new commencements for our agency including the appointment of our new Managing Director, Anneke Brown in December 2024, and the announcement of our new Minister for Tourism, Hon. Reece Whitby MLA in March 2025. On behalf of Tourism WA and the Board of Commissioners, I would like to thank the previous Tourism Minister and current Deputy Premier, the Hon. Rita Saffioti MLA, for her dedicated support of the tourism portfolio during her tenure.

Finally, this is the last Annual Report from Tourism WA as part of the Department of Jobs, Tourism, Science and Innovation, as we begin the 2025–26 financial year as part of the new Department of Creative Industries, Tourism and Sport (CITS), to be led by the newly appointed Director General and Tourism WA Chief Executive Officer Chad Anderson from 4th August 2025.

We are excited to begin this new era and would like to thank former Tourism WA CEO Rebecca Brown for her passionate support of the agency and the wider tourism sector. Our agency will continue delivering 'the Dream Decade' of tourism going forward with our new management team and organisational structure.



Di Bain
Chair

MESSAGE FROM THE (FORMER) CHIEF EXECUTIVE OFFICER

Tourism WA enters 2025–26 in a strong position, building on the significant number of program and event announcements made in 2024–25, which underpin the momentum for the future. I have thoroughly enjoyed leading the agency during this time, and I am very proud of the achievements delivered, which can only multiply as synergies are recognised across the three portfolios under the new Department of Creative Industries, Tourism and Sport (CITS).

There has been record investment by the WA Government on WA's blockbuster calendar of events across sports and the arts, supporting a diverse number of sporting codes and cultural immersions. In total during 2024–25, 117 events were contracted and delivered across four different funding pools, including six events under the Metro Events Program, created in 2024–25 to support smaller events in the metropolitan area.

During the year, Tourism WA was incredibly privileged to announce that WA will host the opening ceremony and matches for the 2027 Rugby World Cup, which is the third largest sporting event on the planet. A significant amount of work goes into procurement and planning in the lead-up

to such a global tournament, with a large focus on the development of surrounding activation events to enhance the visitor and community experience. This will be delivered through Tourism WA's Event Experience team, which was created in 2024–25 to enhance the 'festivalisation' of major events.

Last financial year, Aboriginal tourism was another key goal area under WAVES 2033 where we made significant progress, with 2024–25 being the final year of the first Jina: Western Australian Aboriginal Tourism Action Plan 2021–2025 (the Jina Plan). Through significant government collaboration and partnering with the Western Australian Indigenous Tourism Operators Council (WAITOC), there are now over 150 businesses delivering authentic tourism experiences, employing over 500 personnel, supported by the Jina Plan funding and framework.

Delivering the first Jina Plan and JTSI's internal Reconciliation Action Plan is a significant achievement and a personal highlight during my time leading Tourism WA. This sits alongside other key milestones like the launch of Walking On A Dream globally in September 2022, the facilitation of the Total Solar Eclipse in April 2023,

and securing not one, but two, exclusive Coldplay concerts in October 2023.

As I say farewell to Tourism WA, I wish to congratulate the agency on its outstanding accomplishments and I look forward to watching delivery of the WAVES 2033 vision to be recognised as a world-class destination.



Rebecca Brown
Chief Executive Officer
(until 30 June 2025)

TOURISM WA ENTERS 2025-26
IN A STRONG POSITION, BUILDING
ON THE SIGNIFICANT NUMBER
OF PROGRAM AND EVENT
ANNOUNCEMENTS MADE
IN 2024-25.



IT WAS A BUSY YEAR OF
DELIVERY FOR TOURISM
WA AS WE CONTINUED TO
SUPPORT AND PROMOTE
THE WESTERN AUSTRALIAN
TOURISM SECTOR.

MESSAGE FROM THE MANAGING DIRECTOR

It was a busy year of delivery for Tourism WA as we continued to support and promote the Western Australian tourism sector. This included the launch of The Dream Collective Western Australia, our agency's new industry recognition program delivered in partnership with Tourism Council WA. The program offers enhanced promotion and training, and in August 2024 more than 150 local tourism operators were accredited. The Dream Collective is part of our goal to build a High Performing Industry, which is a key focus of WAVES 2033 and vital to raise the calibre of visitor experiences being delivered in WA by our passionate tourism operators.

The year also marked an increase in Tourism WA's direct engagement with industry after we launched an upgraded corporate website, our first ever Industry Survey, created new regional industry reports and delivered two Industry Update Sessions, one of which was held in May 2025 and introduced the new Minister for Tourism, the Hon. Reece Whitby MLA. This suite of work aims to inform industry on Tourism WA's various activities and provide a platform for tourism businesses to engage with Tourism WA teams directly.

The agency also spent the last year engaging heavily with travel trade in WA's key international and domestic markets, through a series of trade events and the continuation of WA's global tourism brand, Walking On A Dream. The brand platform inspired multiple iterations, including a new Drive the Dream campaign in 2024–25, featuring cricket legend Adam Gilchrist exploring day-trip options across Perth / Boorloo. The campaign was launched in India ahead of the West Test in Perth in 2024, with a similar campaign with Gilchrist and the Barmy Army also launched in the UK in 2025 ahead of the upcoming Ashes test match series, encouraging fans to head to WA for the cricket match in Perth.

WA's status as Australia's Western Gateway also hit new heights after Perth hosted Routes Asia 2025, the region's premier route development and aviation event. Tourism WA was thrilled to have the opportunity to be at the centre of important aviation discussions and showcase Perth and the wider state to travel leaders. Having already achieved full aviation capacity recovery after the pandemic, WA is now moving to increasing services and pursuing more direct and one-stop connections to our key international markets. Highlights in

2024–25 were the launch of Paris to Perth in July 2024, the resumption of seasonal flights to China in November 2024, and All Nippon Airways extending flights to Tokyo to year-round. Domestically we enjoyed the first Sydney to Busselton / Undalup service, and announced flights from Newcastle and Alice Springs into Perth, making it easier than ever to travel to WA from other states.

I am excited to build on the incredible momentum established in 2024–25 and I would like to acknowledge the valuable contribution of Stephanie Underwood who served as Acting Managing Director during the first half of the year.

I also look forward to working as part of the Department of Creative Industries, Tourism and Sports to advance Western Australia's visitor economy through increasing access and awareness of WA, and delivering world-class visitor experiences in partnership with government and industry.



Anneke Brown
Managing Director

2024–25 HIGHLIGHTS

In the 2024–25 financial year, Tourism WA delivered a number of achievements across:

The visitor economy¹:

- Supported \$15.9 billion Gross State Product and more than 120,000 tourism filled jobs².
- Welcomed 11.7 million overnight (domestic and international) visitors who came to or travelled within WA, with 19 million daytrips taken.
- Recorded visitor spend of \$17.2 billion, including \$7.6 billion (44 per cent) spent in regional WA.
- Achieved 10% year on year growth in international visitation in 2024, with Chinese travellers the top spending market, closely followed by Singapore, United Kingdom, and New Zealand.
- Key Asian markets, Malaysia, Indonesia, India, and Japan featured in WA's top 10 inbound markets, while Philippines and Vietnam solidified their position as priority emerging markets.

Aviation:

- Connected Perth / Boorloo to 20 international destinations via 25 different airline carriers.
- Achieved domestic capacity at 113% of 2019 levels and international capacity at 132% of 2019 levels.
- Secured an Australian-first direct route to Paris, launching in July 2024 for the Paris Olympics, and supplementing the continuation of Australia's only direct flights between London and Perth and between Rome and Perth.
- Resumed seasonal non-stop flights between Guangzhou, China and Perth.

Events:

- Delivered a blockbuster events calendar with 117 events contracted and delivered.
- Generated event attendance in the millions and media reach in the billions.
- Attracted more than 140,000 out-of-state visitors to Western Australia for an event.
- Secured multiple international sporting championships and global events across basketball, cricket, cycling, football, rugby

league, rugby union, Supercross, tennis, UFC and WWE.

- Supported valuable national mass participation events throughout the regions including IRONMAN Western Australia in Busselton / Undalup, MTB Enduro National and Oceania Championship mountain biking in Nannup and the Australian Athletics Championships in Perth.
- Launched the new Metro Events Program with an initial six metropolitan events.
- Hosted the inaugural year of the new WA homegrown event, Pair'd Margaret River Region.

Marketing:

- Rolled out the Drive the Dream brand campaign with Daniel Ricciardo at Singapore F1 Grand Prix and Drive the Dream India campaign with Adam Gilchrist.
- Hosted leading international trade events in Western Australia including the 24th World Travel and Tourism Council (WTTC) Global Summit; RoutesAsia 2025 and the Virtuoso Forum.

- Successfully delivered the \$3.5 million 'WA Dream Sale' interstate, and the Mega Australia and New Zealand Dream WA Roadshow.

Destination development:

- Finalised the first JINA Plan 2021–2025, which saw the number of Aboriginal businesses grow to 150 with over 500 employees³.
- Assisted cruise tourism reach a new peak in cruise ships and visitors to WA, with up to 200,000 passengers and crew across WA's port destinations.
- Delivered a total of 127 new bookable experiences in the first three years of the National Parks Tourism Experience Development Program (NPTED).

Industry support:

- Launched a refreshed Tourism WA corporate website with updated industry and trade tools.
- Supported the inaugural 2025 Future Leaders Program in partnership with Edith Cowan University.
- Expanded industry recognition programs, the Trade Ready Introduction Program (TRIP) and The Dream Collective, after their inaugural success in 2024.
- Undertook Tourism WA's first annual Industry Survey.
- Opened a new, modern WA Visitor Centre at the Perth Train Station in June 2025.

These 2024–25 highlights are expanded in more detail in the Report on Operations.

3 | Full Time Equivalent (FTE) employees from Aboriginal Tourism Snapshot 2023–24.

1.2 OPERATIONAL STRUCTURE

THE ROLE OF TOURISM WESTERN AUSTRALIA

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

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

ENABLING LEGISLATION

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

The purpose and functions are outlined in the Act and include promoting tourism generally in WA and ensuring that the Minister is advised on relevant matters of tourism or travel within WA.

RESPONSIBLE MINISTER

As of 30 June 2025, the Minister for Tourism in Western Australia is the Hon. Reece Whitby MLA. Prior to his appointment, the role was held by the Hon. Rita Saffioti MLA, from 8 June 2023 until 19 March 2025.

PUBLIC SECTOR REFORM

Following the 2025 State General Election in March, the Government announced targeted reform involving nine departments effective as of 1 July 2025. The reform included the Department of Local Government, Sport and Cultural Industries which was reshaped to become the Department of Creative Industries, Tourism and Sport (CITS). This department includes the portfolios of Creative Industries, Sport and Recreation and Multicultural Interests, and Tourism, including Tourism WA.

Further information is outlined in Section 3.2 Likely Developments and Forecast Results.

ORGANISATIONAL STRUCTURE

As at 30 June 2025, Tourism WA consists of five divisions with functional areas outlined below:

Destination Development

Aboriginal Tourism
Cruise Tourism
Experience Development
Investment Attraction and Planning

Events

Event Acquisition and Development
Event Experiences
Event Sponsorship
Major Events

Marketing

Brand and Creative
Digital and Content
Markets and Aviation
Public Relations

Strategy and Engagement

Corporate Communications
Insights and Strategy
Office of the Managing Director
Partnerships and Industry

Corporate Services

In 2024–25, Corporate Service functions were performed by JTSI under a Service Level Agreement (SLA) and included financial services, risk management, human resources management, information management, ICT, procurement and contract services.

Each division reports to an Executive Director who leads the functions and outcomes. Executive Directors are accountable to the Managing Director of Tourism WA. The Managing Director is responsible for the day-to-day operations of Tourism WA and works closely with the Tourism WA Chair and Commissioners, as well as the Chief Executive Officer of Tourism WA.

BOARD OF COMMISSIONERS

Tourism WA is governed by a Board of Commissioners appointed under the Western Australian Tourism Commission Act 1983. The Board is the governing body of the Commission with authority to exercise the powers and perform the functions of the Commission under the Act. It is responsible for the agency's outcomes, including setting the strategic direction of the agency, goals for management, and providing advice to the Minister for Tourism. The Board can include up to 10 Commissioners appointed by the Governor of Western Australia.

The Governor is responsible for appointment of the Chair of the Commission, and the Minister appoints the Deputy Chair. The Chair may be appointed for up to five years, and other Commissioners for up to four years.

Commissioners are selected based on expertise, skills, knowledge and experience. The terms and conditions of service, and remuneration paid to a Commissioner is determined by the Minister after consultation with the Public Sector Commission.

Tourism WA has an Audit and Risk Committee to fulfil the responsibilities of overseeing governance, risk management, internal controls and compliance. The Audit and Risk Committee is accountable to the Board.

LEGISLATION OVERVIEW

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

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

OTHER KEY LEGISLATION IMPACTING ON THE AGENCY'S ACTIVITIES

In the performance of its functions, Tourism WA complies with the following relevant legislation:

- Financial Management Act 2006;
- Public Sector Management Act 1994;
- State Supply Commission Act 1991;
- State Records Act 2000;
- State Records (Consequential Provisions) Act 2000;
- Criminal Code 1913;
- State Supply Commission Act 1991;
- Electronic Transactions Act 2011;
- Evidence Act 1906;
- Freedom of Information Act 1992;
- Limitation Act 1935 and 2005;
- Auditor General Act 2006;
- Work Health and Safety Act 2020;
- Equal Employment and Opportunity Act 1984;
- Workers Compensation and Injury Management Act 1981;
- Privacy and Responsible Information Sharing Act 2024;
- Crime and Corruption Commission Act 2003;
- Fair Trading Act 1987;
- Disability Services Act 1993;
- Copyright Act 1993;
- Public Interest Disclosure Act 2003; and
- Legal Deposit Act 2012.



1.3 PERFORMANCE MANAGEMENT FRAMEWORK

OUTCOME-BASED MANAGEMENT FRAMEWORK

Government Goal	WA Jobs Plan: Diversifying the WA economy, creating local jobs for the future.
Desired Outcome	Increased competitiveness and viability of the Western Australia Tourism Industry. Competitiveness reflects the fact that Western Australia faces real product competition with other interstate and overseas destinations. Tourism industry viability is secured when it is characterised by profitability and new investment whilst being sensitive to community views and environmental concerns.
Services	<ol style="list-style-type: none"> 1. Destination Marketing 2. Event Tourism 3. Tourism Destination Development
Key Performance Indicators (KPIs)	<p>Key Effectiveness Indicators</p> <p>KPI 1: Total dollar amount spent by visitors in Western Australia</p> <p>KPI 2: Total overnight visitors to/within Western Australia</p> <p>KPI 3: Western Australia's market share of international visitor spend in Australia</p> <p>KPI 4: Number of tourism filled jobs (direct and indirect) in Western Australia</p> <p>KPI 5: Visitors' likelihood to recommend Western Australia — Net Promoter Score (NPS)</p> <p>KPI 6: Ratio of direct economic return to Tourism WA's investment, for major events sponsored</p> <p>Key Efficiency Indicator</p> <p>KPI 7: Ratio of Tourism WA's Total Cost of Services to total visitor spend in Western Australia</p>

Changes to Outcome-Based Management Framework

Two KPI changes commenced on 1 July 2024 for the 2024–25 financial year:

- KPI 5 – Visitors' likelihood to recommend Western Australia, was changed to a Net Promoter Score from the percentage of people who recommend, to reflect a more contemporary and recognised industry standard.
- The former KPI – Ratio of funds provided by the tourism industry to Tourism WA's investment in co-operative marketing, was removed, as this KPI was not measuring the impact of marketing activity.

All KPI changes were agreed and endorsed by Treasury and the Office of the Auditor General (OAG).

SHARED RESPONSIBILITIES WITH OTHER AGENCIES

Tourism WA does not share any statutory responsibilities with other agencies. However, Tourism WA works closely with a range of Australian and WA Government entities to achieve cross-government coordination of tourism initiatives. At a high level, these are captured in the Western Australia Visitor Economy Strategy 2033 (WAVES 2033).

WAVES 2033

WAVES 2033 is a 10-year strategy for the visitor economy in WA, launched in February 2024 after significant cross-government collaboration.

The strategy sets a new vision for Western Australia, 'to be recognised as a world-class destination that immerses people in its unique cultures, communities and environment.' It has six goal areas, Aviation, Accommodation and Attractions, Events, Aboriginal Tourism,

Destination Brand and High Performing Industry. These are supported by 85 cross-government initiatives and four holistic guiding principles: Sustainable, Inclusive, Collaborative and Innovative.

Governance of WAVES 2033 and monitoring is via the Jobs Diversification Portfolio Oversight Group (JDPOG) and TICC (Tourism Investment Committee of Cabinet). WAVES is split into three phases with the first phase the consolidation of existing projects across WA Government agencies and identification of gaps and opportunities.

THE DREAM DECADE

Western Australia is recognised as a world-class destination, immersing people in our unique cultures, communities and environment.

Increase the size of the visitor economy to \$25 billion by 2033.

SUSTAINABLE

INCLUSIVE

COLLABORATIVE

INNOVATIVE

Aviation



Accommodation
& Attractions



Events



Aboriginal
Tourism



Destination
Brand



High Performing
Industry



2.0 AGENCY PERFORMANCE



2.1 REPORT ON OPERATIONS

AVIATION

With more than 90 per cent of all international and domestic visitors to Western Australia arriving by air, the state's tourism industry depends on airline capacity and aviation routes. Tourism WA plays a key role in securing and developing aviation routes into WA, and around the state through regional connections.

This is done with the support of the WA Government's Aviation Recovery Fund (ARF) which was established to enable the continued recovery and growth of WA's international and domestic aviation network post the re-opening of the state's borders in March 2022. Regional routes are also supported by Tourism WA through the Affordable Airfares Program (AAP).

In addition, route development and destination awareness was boosted in March 2025 when Tourism WA hosted one of the largest aviation trade events in the southern hemisphere — Routes Asia 2025, alongside co-hosts Perth Airport. This saw over 1,000 delegates from 320 organisations

attend, including 76 of the top 100 airlines in the Asia Pacific region. Industry sentiment rated very high, with 78 per cent of airline delegates stating that they have a more positive view of opportunities in WA for their organisation since visiting Perth.

Overall, the aviation landscape in WA considerably improved in 2024–25 with 20 destinations with non-stop routes into Perth, across more than 25 different carriers as at June 2025. This supported domestic aviation capacity reaching 113 per cent of levels established in 2019, and international aviation capacity also exceeding 2019 levels at 132 per cent. The launch and expansion of direct route linkages with Tourism WA's priority markets are outlined below.

AVIATION HIGHLIGHTS



20 GLOBAL DESTINATIONS

with non-stop routes into Perth



25 DIFFERENT CARRIERS

as at June 2025

Domestic Capacity

113% of 2019 levels



International Capacity

132% of 2019 levels



ROUTES ASIA 2025

In attendance



1,000+
delegates



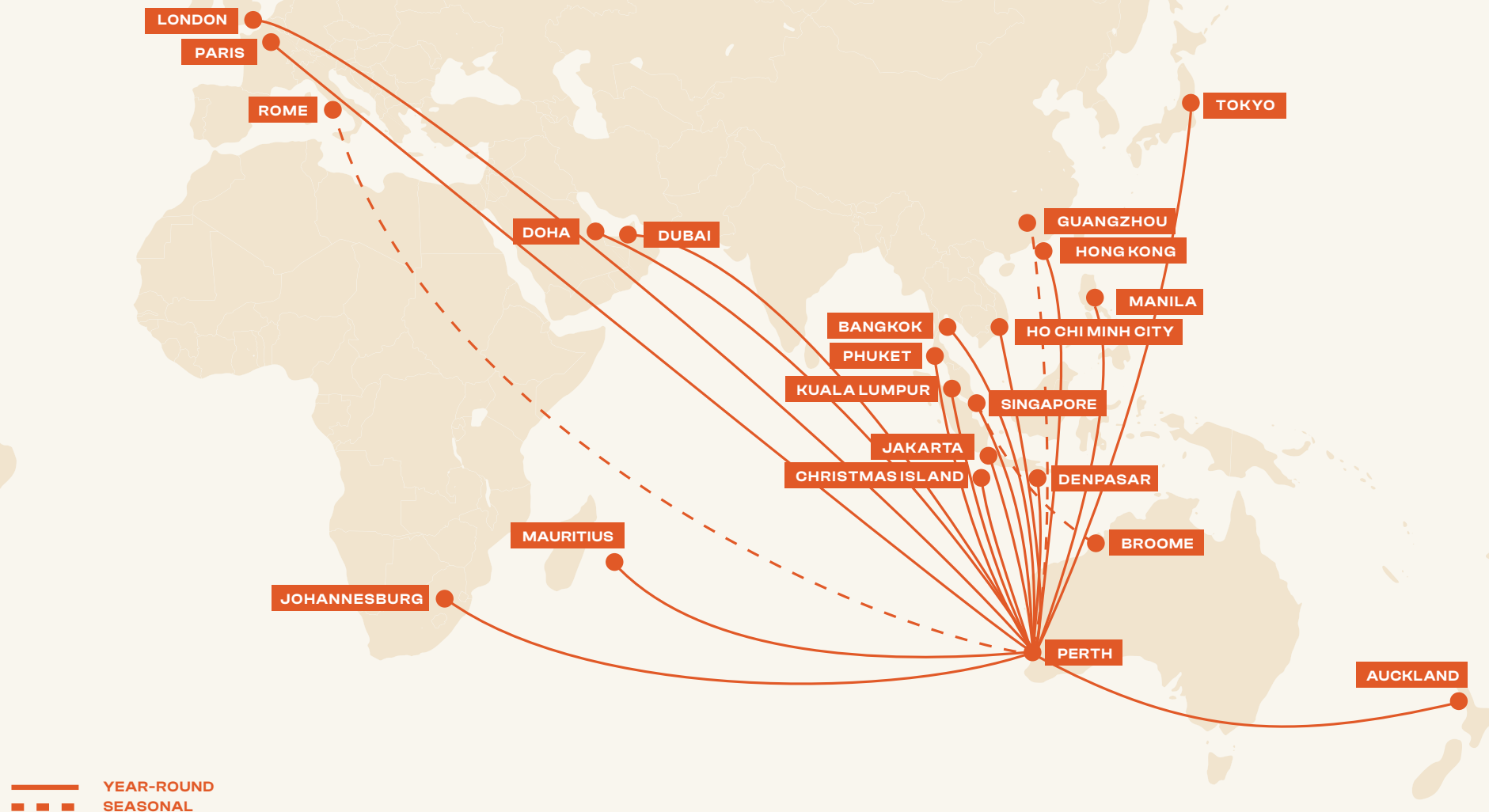
320
organisations



76 /100
top airlines in the
Asia Pacific region

NON-STOP INTERNATIONAL CONNECTIONS TO WESTERN AUSTRALIA

As at 30 June 2025



Major Route Development

- The inaugural Qantas Paris to Perth / Boorloo flight departed in July 2024, timed for the Paris Olympics. This route has continued as a year-round service, operating three times per week. It adds more than 75,000 additional seats between Europe and Perth each year — including around 37,500 inbound seats to WA — and cuts more than three hours off the previous travel time between Paris and Perth.
- In August 2024, Jetstar Australia launched three new destinations into Perth, from Bangkok, Phuket and Singapore, which brings more than 150,000 additional seats into the state annually. This is an expansion of Jetstar's operations, with up to 60 pilots set to be based in Perth to support connections.
- On the Hong Kong to Perth route, Cathay Pacific increased its weekly frequency in October 2024, bringing the airline above pre-pandemic capacity. In June 2025 it also announced a further upscale to 14 services per week from October 2025, to add more than 43,000 additional seats into Perth. This will contribute over 200,000 seats on the Hong Kong to Perth route annually.

- From China, China Southern Airlines resumed its seasonal non-stop flights from Guangzhou in November 2024. In April 2025, it was re-confirmed for November 2025 until March 2026. The three weekly return services provide over 14,000 inbound seats into Perth. China Eastern Airlines also operated a special Chinese New Year trial service from Shanghai to Perth in December and January 2025.
- The All Nippon Airways Tokyo to Perth route was extended from its seasonal service to year-round from March 2025 with three flights a week, adding over 37,000 seats into WA each year.
- Virgin Australia commenced its new daily return service between Doha and Perth in June 2025, operated by Qatar Airways, which increases the capacity of the route by 40 per cent.

This financial year also involved ongoing negotiations to secure routes into 2025–26, with Qantas announcing in May 2025 the future launch of non-stop international routes from Auckland and Johannesburg. The Auckland route provides a new connection to Perth from the United States via New York City. The routes will be serviced three times per week from December 2025, adding nearly 80,000 inbound seats into WA each year.

In interstate connections, on 29 May 2025, Qantas announced it will begin operating services from Newcastle to Perth in September 2025. This will mark the first time Newcastle and Perth have been linked by a non-stop service. The service will operate at three times per week, adding over 23,000 seats annually into Western Australia.

Regional Route Development

Tourism WA supports regional aviation with funding to airlines through the Affordable Airfares Program (AAP), representation on regional airport working groups, and interstate marketing campaign activity.

The AAP supports intrastate and regional routes, and the dispersal of visitors, focusing on delivering travellers across the state. The successful Expression of Interest for the 2025 AAP program saw four airlines contracted across four different intrastate routes. Commencing in March 2025 and running until November 2025, the program will deliver more than 38,000 discount fares for travel from Perth to Broome / Rubibi, Perth to Exmouth, Perth to Kununurra / Goonoonoorang, and the regional Broome to Kununurra route.

Running for the eighth consecutive year, this year's AAP also supports air travel to regional events by increasing the number of discount fares available over key event periods, including the Ord Valley Muster in Kununurra, and Shinju Matsuri in Broome.

Broome International Airport also launched the only international regional route in June 2024, with Jetstar Asia's Singapore to Broome seasonal service. It re-commenced in April 2025, until the discontinuation of services due to closure of the entire Jetstar Asia airline operations in July 2025.





MARKETING

Ensuring Western Australia is top of mind in priority interstate and international markets is critical to growing visitor numbers and the tourism impact on the economy. The WA destination brand Walking On A Dream drives consumer preference for WA by lifting the state's desirability as a holiday destination across key global and interstate markets, which also supports the growth of aviation capacity into and around the state.

To build awareness and deliver opportunities to connect WA tourism operators into global supply networks, Tourism WA is represented on the east coast of Australia (Brisbane, Melbourne, Sydney) and in 12 core international markets: France, Germany, Greater China, India, Indonesia, Italy, Japan, Malaysia, New Zealand, Singapore, United Kingdom (UK) and the United States (USA).

Domestic Market Activities

During 2024–25, Tourism WA collaborated with 19 partners on over 30 domestic partnership campaigns⁴. It is estimated the co-operative funded campaigns incrementally grew visitation by more than 143,000 visitors, with an estimated economic impact of over \$276 million in visitor expenditure.

- Domestic partners included BKB Holidays, CamperMate, Expedia, Flight Centre, Helloworld, Holidays of Australia, Infinity Holidays, KAYAK, Luxury Escapes, Qantas Hotels and Holidays, Skyscanner and Webjet.
- Aviation campaigns with Jetstar, Qantas and Virgin Australia that directly supported and promoted specific airline routes interstate.

The tactical marketing campaigns ranged from one week to up to six weeks, providing state-wide packages or deals across airfares, accommodation, touring, cruising, experiences or car hire. The campaigns were promoted across a diverse media mix including television, radio, out-of-home, press, paid digital and social,

owned channels, and via advisor networks including websites and social media. They are also promoted through trade partner's owned channels including websites, social media and consumer e-newsletters.

An example of a unique and innovative campaign held in 2024–25 was a broadcast partnership for the Luxury Escapes TV show in October 2024. An entire episode showcased Perth / Boorloo and Ningaloo Reef / Nynggulu with the Luxury Escapes TV hosts, with additional support through press advertising in Luxury Escapes' Dream magazine, a radio segment, paid social content, talent amplification, as well as owned channels including website, Electronic Direct Mail (EDM) banners and organic socials. The campaign was successful in delivering broadcast and campaign reach, with strong accommodation and experience bookings across the campaign period.

Following this in November 2024, Tourism WA launched the WA Dream Sale initiative, a \$3.5 million high-impact marketing blitz of tactical activities across the east coast of Australia. The sale targeted interstate travellers through compelling offers,

including industry-direct deals promoted through a consumer paid media campaign. This was alongside discounted airfares available through Webjet, and a tactical consumer campaign and a co-operative partnership with Helloworld Travel and Viva Holidays. An industry toolkit was developed to maximise industry participation, with the consumer campaign successful in driving strong engagement, action and bookings from high yield travellers including the sale of over 10,000 airfares.

For trade engagement, in May 2025, Tourism WA led its own Australia and New Zealand Dream WA Roadshow, travelling to Auckland, Brisbane, Melbourne and Sydney with 25 WA tourism operators. It provided an opportunity for operators to travel in-market and showcase their products and services to inbound tour operators, frontline travel agents, product managers, wholesale reservation teams and retail marketing managers. This included the largest industry players in the sector being Air New Zealand, ANZCRO, Flight Centre Travel Group, Helloworld and House of Travel.

4 | Campaigns during 2024–25, results as at 25 July 2025.

2.0 AGENCY PERFORMANCE

International Market Activities⁵

Market plans are developed for each of Tourism WA's 12 priority international markets with market prioritisation reviewed annually based on a number of factors including existing visitation numbers, current consideration for WA, aviation access and alignment with Tourism Australia. Emerging markets are also very much on the radar, and activities are pursued to raise the profile of WA in the minds of travellers and support future aviation links.

Core activities for the international teams are the delivery of brand and marketing content through direct consumer marketing, co-operative marketing campaigns with global partners, public relations, engagement with key trade, and trade training programs to educate and promote the industry on the state's tourism offering.

Media and content relationships are also fostered through events such as International Media Marketplace (IMM) Asia. Held in October 2024 in Singapore, Tourism WA participated in the event and met with over 32 writers from nine different Asia-based markets to discuss future story opportunities.

Overall, in 2024–25⁶ with international partnership funding support, Tourism WA worked with 101 trade partners on 135 international partnership campaigns. It is estimated the co-operative funded campaigns incrementally grew visitation by more than 120,000 visitors, with an estimated economic impact of over \$270 million in visitor expenditure.

Examples of innovative and high impact global partnership activity during 2024–25 include partnering with Skyscanner on the Drive the Dream road trip campaign across nine international markets, featuring Daniel Ricciardo, and starring Adam Gilchrist in the India market. Further examples of the most significant campaigns undertaken internationally, along with key trade engagement and public relations activity in priority markets, are highlighted below.

Greater China (including Hong Kong)

In 2024, China re-gained its position as WA's largest international market by visitor spend and was the fourth largest market by visitor numbers, with 68,400 visitors spending \$302 million in WA. This is supplemented with increasing number of visitors from Hong Kong who have a high average trip spend.

Throughout 2024–25, Tourism WA worked with a range of aviation and key distribution partners on 15 co-operative marketing activities across China and Hong Kong, including Cathay Pacific, China Southern, Ctrip (Trip.com), Singapore Airlines and Wing On Travel (Hong Kong).

The partnership with Trip.com is an example of a significant global marketing campaign under a two-year agreement. The campaign delivers a full funnel approach utilising Trip.com's owned and paid channels to reach travellers across the targeted regions, including China, Hong Kong and Singapore, and had an initial focus on promoting China Southern's direct flight. Additionally, tailored 'always-on' Chinese social media activities occurred on Chinese leading social platforms including Tourism WA's own social media account on Douyin, Little Red Book, WeChat and Weibo to target high yield travellers.

In March 2025, Tourism WA also re-launched its in-person Ni Hao trade show event, held in WA in the Swan Valley. Ni Hao is a Tourism WA-owned trade show and industry event to strengthen relationships between WA and Greater China. Last held in 2019 prior to the pandemic, this year was an opportune time to approach

5 | Individual country figures for visitor numbers and spend, sourced from IVS as at December 2024.

6 | Campaigns during 2024–25, results as at 25 July 2025.

and re-connect with 36 outbound travel agents from China, Hong Kong and Taiwan. They met in-person with 39 WA tourism operators over a full day of business-to-business appointments, participated in a networking event with industry leaders and partners and undertook familiarisation trips to experience WA firsthand.

France

In 2024, WA received approximately 19,000 visitors from France who spent \$78 million in the state, which represented over 11 per cent of all French visitor spend in Australia.

The launch of the inaugural Paris to Perth / Boorloo flight in July 2024, was a key milestone which was supported by a number of in-person meetings and marketing activity across France. Throughout 2024–25, Tourism WA worked with 11 aviation and key distribution partners on co-operative marketing activities, including partnering with Qantas in the lead up to the Paris Olympic Games with a three-phase campaign and tactical sales activity with French distribution partners EDreams and Evaneos.

Germany and Switzerland

Germany is a strong source of international visitors for WA, with around 25,000 German travellers arriving in 2024, spending close to \$54 million. In addition, approximately 13,000 visitors came from Switzerland who spent \$26 million in WA. Tourism WA is focused on attracting more visitors from Germany and neighbouring Switzerland, targeting high yield travellers as they have a propensity to travel regionally. Appealing climate is the number one driver of destination choice for German travellers, and over 50 per cent of leisure visitors are on a return visit to Australia.

In Germany and Switzerland throughout 2024–25, Tourism WA worked with a range of aviation and key distribution partners on 13 co-operative marketing activities, including Airnorth, Camperdays, Emirates, Knecht Reisen, Qatar Airways and Singapore Airlines. In addition, in conjunction with Tourism Australia and other State Tourism Organisations (STOs), was a partnership with Conde Nast Traveller for the creation of an exclusive sponsored content hub on cntraveller.de, the German homepage of the globally renowned luxury travel magazine.

India

Tourism WA has placed significant focus on the Indian market, with its growing traveller population and relative proximity to WA. In 2024, India ranked as WA's eighth largest international market by volume of visitors and eleventh largest by visitor spend, with 33,600 visitors spending \$82 million in the state. Alongside celebrity familiarisations and promotions, Tourism WA engaged with a range of aviation and key distribution partners on 16 co-operative marketing activities, including Batik Air, Malaysian Airlines, Scoot, Singapore Airlines, Veena World and Yatra.

In November 2024, Tourism WA specifically leveraged the Indian's love of cricket and created a bespoke Drive the Dream India campaign with Adam Gilchrist, using the West Test to market to this key audience. Tourism WA also participated in a four-day Tourism Australia-led mission to India, with 15 CEOs representing state and territory tourism organisations (STOs) and business event organisations, to meet with key industry leaders and understand the drivers and connections.

2.0 AGENCY PERFORMANCE

Indonesia

As of December 2024, Indonesia ranked as WA's seventh largest international market by volume of visitors, receiving 40,300 visitors, and eighth largest by visitor spend at \$87 million. With its large population base and direct connections from Bali and Jakarta, this market has long-term potential for WA.

In 2024–25, Tourism WA engaged with a range of aviation and key distribution partners on eight co-operative marketing activities, including Air Asia, Dwidaya, Singapore Airlines and Trinusa Travelindo. This saw the rollout and implementation of a range of Indonesian campaigns throughout the year to drive bookings, and made use of incentive programs, owned media and third-party channels.

Italy

In 2024, WA welcomed around 10,000 visitors from Italy. With the seasonal direct flight from Rome to Perth / Boorloo providing a key gateway from Continental Europe, WA attracts almost 20 per cent market share of Italian visitors compared to the rest of Australia, with over 20 per cent of visitors travelling for the purpose of visiting friends and family, reflecting the cultural ties between the two countries.

During 2024–25, Tourism WA partnered in-market with a consortia of aviation and key distribution partners, including Emirates, Go Australia, Naar, Qatar Airways and Singapore Airlines, resulting in nine co-operative marketing activities over this time. This includes delivering training events and conversion campaigns focused on WA, such as Idee per Viaggiare delivering a training event in WA for 15 agents in June 2025.

Japan

Japan ranks as WA's ninth largest international market by volume of visitors and tenth largest by visitor spend. In 2024, 30,400 Japanese visitors came to WA and spent \$85 million in the state. With the resumption of a year-round direct flight to Tokyo this year, Tourism WA focused marketing efforts on Japanese high yield travellers, who have a propensity for long haul travel, an above average spend, and are already considering a holiday to WA.

In 2024–25 in Japan, Tourism WA worked with range of aviation and key distribution partners on six co-operative marketing activities, including Air Nippon Airways, Hankyu Travel, HIS and Singapore Airlines.

In August 2024, Tourism WA was also part of a delegation from WA attending the Tourism Australia Marketplace events

in Japan and Korea. This saw Tourism WA undertake over 100 meetings with key distribution partners in Nagano and Seoul. Further meeting opportunities specific to WA were conducted in Tokyo, as well as the annual Friends of WA dinner, attended by 25 key Japanese partners.

Malaysia

In 2024, 60,700 visitors arrived from Malaysia into WA, spending \$136 million, which ranked Malaysia as WA's fifth largest international market by volume of visitors as well as visitor spend. Malaysian travellers have been the slowest to return to Australia and international travel post the pandemic, and Tourism WA is focused on re-capturing this market.

Throughout the year, Tourism WA worked with a range of aviation and key distribution partners on 11 co-operative marketing activities, including Air Asia, Apple Vacations, Batik Air, Malaysian Airlines and Trip.com.

Starting the year in July 2024, Tourism WA held its largest ever roadshow in Malaysia and Singapore, a 400-strong agent and buyers showcase. The event was held across Ipoh, Kuala Lumpur, Penang and Singapore and included a consortium of 27 WA operators, conducting over 4,500 business appointments.

In May 2025, Tourism WA also undertook a high impact, conversion-focused Walking On A Dream marketing campaign in partnership with AirAsia, to promote the direct routes from Malaysia to Perth. It targeted Malaysian families, millennials and special interest travellers with 3D billboards in high traffic shopping precincts and branding on key buildings in Kuala Lumpur.

New Zealand

In 2024, WA welcomed 83,200 visitors from New Zealand who spent \$170 million, ranking New Zealand as WA's third largest international market by volume of visitors and fourth largest by visitor spend.

In order to capture and convert the New Zealand market, Tourism WA worked with a range of aviation and key distribution partners on nine co-operative marketing activities during 2024–25, including Air New Zealand, Helloworld NZ, House of Travel and Qantas Airways.

In May 2025, Tourism WA partnered with Air New Zealand to support their direct Auckland to Perth service. It included first-time campaigns showcasing the premium cabins and the Trip Starter content platform with WA experiences. This was promoted across a mix of channels including TV, video on demand, paid digital banners and social, as well as Air New Zealand's owned channels including solus EDMs. The campaign was successful in increasing consideration and exceeded the passenger bookings target. This preceded Tourism WA's mega Australia and New Zealand Dream WA Roadshow also held in May 2025.



2.0 AGENCY PERFORMANCE

Singapore

Singapore is an extremely important market for WA, ranking as the second largest international market by volume of visitors with close to 110,000 visitors in 2024, and second largest by visitor spend at \$271 million.

Tourism WA worked with a range of aviation and key distribution partners on 14 co-operative marketing activities during 2024–25, including Chan Brothers Travel, EU Holidays, Jetstar, Scoot and Singapore Airlines. Starting with the combined Singapore Malaysia roadshow in July 2024, Tourism WA launched the next Drive the Dream campaign at Singapore's F1 Grand Prix in September 2024.

Tourism WA also continued its partnership with Dreamcation, leveraging its digital channels and events to promote WA as the go-to Muslim-friendly travel destination, aiming to generate sales leads and ensure maximum engagement for target audiences. Also, as part of its ongoing conversion-focused incentive program, Tourism WA continued its partnerships with online travel agencies Klook, Skyscanner, and Trip.com, all of which have a large following and user base in Singapore.

United Kingdom (UK)

In 2024, UK ranked as WA's largest international market by volume of visitors and third largest by visitor spend, with 117,800 visitors arriving in WA and spending \$239 million across the state.

During 2024–25, Tourism WA worked with a range of aviation and key distribution partners on 14 co-operative marketing activities, including Airnorth, Barmy Army Travel, Emirates, Malaysian Airlines, Qatar Airways, Singapore Airlines and Trailfinders.

A specific winter activation campaign occurred in London in December 2024, featuring WA's summer landscape in the world's largest digital advent calendar on The Now Building at the Outernet, an immersive entertainment complex in London. WA also featured in the UK's Food and Wine Tour: Australia ITV1 broadcast featuring Gary Barlow which was produced in partnership with Tourism Australia to showcase culinary and wine offerings around the country.

In support of further broadcast opportunities, in January 2025, Tourism WA participated in an innovative session with Screenwest at Focus London, meeting the global film and television production industry including location scouts,

producers and film makers to promote WA for future productions and attract 'jet-setting' travellers who are inspired to visit movie and TV set locations.

United States of America (USA)

USA ranks as WA's sixth largest international market by volume of visitors and visitor spend, with 46,500 visitors spending \$100 million in the state in 2024. During the financial year, Tourism WA worked with a range of aviation and key distribution partners on six co-operative marketing activities, including Qatar Airways, Signature Travel Network, Singapore Airlines and Virtuoso.

In January 2025, Tourism WA's USA in-market team participated in SmartFlyer's CORE Summit in Banff, which brings together 150 of North America's top-performing luxury travel advisors within the SmartFlyer network. For the first time in the summit's history, a tourism organisation was invited to participate, marking a significant milestone for Tourism WA in the USA market. Renowned USA journalist, Jay Cheshes, also presented his experiences in WA during his time at the 24th World Tourism and Travel Council Global Summit held in Perth in October 2024.

Vietnam

Vietnam is an emerging market for WA with huge potential based on population, travelling middle class, its proximity and time zone in relation to WA, and connectivity created through direct routes to Perth from Ho Chi Min City.

Alongside co-operative marketing campaigns with Vietjet and Vietnam Airlines, in September 2024, Tourism WA travelled to Hanoi and Ho Chi Minh City as part of an Australian roadshow to Vietnam, to facilitate connection with key industry buyers and highlight WA.

International Trade Engagement Hosted in Western Australia

Tourism WA had an extraordinary year of hosting trade events in 2024-25, winning the rights to significant once-off global and national travel events. This commenced in earnest in October 2024 when Perth / Boorloo and WA successfully hosted one of the largest and most influential travel and tourism events internationally — the 24th World Tourism and Travel Council (WTTC) Global Summit. This generated significant interest and investment opportunities for Perth and WA, with over 770 attendees, including government ministers and representatives, chairs, presidents and chief executives of the world's leading private sector tourism organisations from more than 50 different countries. Keynote speakers for the event included 68th USA Secretary of State John Kerry, and renowned environmentalist Robert Irwin, as well as global tourism business leaders.

Directly following WTTC, the intensive G'Day Australia trade event was held in partnership with Tourism Australia, which brought 300 global Aussie Specialist Agents to Perth. As part of the event, 20 one-day familiarisations were held, and four extended familiarisations took travel agents from key markets such as Europe, India, Japan, New Zealand, UK and USA to WA's North West and South West.

A further global opportunity was provided in February 2025 when the Australia and New Zealand Virtuoso Forum 2025 was hosted in Perth, bringing together almost 200 global industry leaders and luxury travel experts for networking and professional development. Virtuoso leaders represent a lucrative target segment of high-yielding travellers who seek innovative and luxury product. They undertook a series of familiarisation visits to view luxury and sustainable tourism products across WA.

Interstate

Supplementing the conferences hosted in WA, Tourism WA participates in trade events interstate, such as the Australian Tourism Exchange (ATE) the largest travel trade event in Australia, organised by Tourism Australia annually. This year it was held in May 2025 in Brisbane with around 1,600 Australian sellers and more than 700 global buyers participating. WA was represented by 79 local operators, including 20 from Tourism WA's Trade Ready Introduction Program (TRIP), and 12 Aboriginal tourism businesses, all achieving exceptional booking results.

2.0 AGENCY PERFORMANCE

Public Relations

A key role of Tourism WA's domestic and international marketing teams is to integrate public relations, advocacy and media relations strategies across global and Australian markets to deliver earned media coverage, aligned with the WA brand. It involves building and maintaining strong relationships with media and personalities across the travel, lifestyle and event categories, and identifying opportunities for positive media exposure.

Domestically, more than 300 pieces of coverage for WA was delivered in 2024–25 through desk pitching and media familiarisation opportunities, with an estimated marketing value of more than \$21 million.

Alongside print and social media, broadcast is a key medium, and in 2024–25 Tourism WA supported a range of broadcast opportunities, the most significant domestically being the iconic Australian travel show, *The Great Outdoors*, which returned to Channel 7 in October 2024. The six-part series included a piece on WA in each episode, with the first two episodes featuring Perth / Boorloo and Busselton / Undalup reaching close to 1.1 million viewers each week.

To develop and procure content, Tourism WA also aligns itself with carefully selected West Australian ambassadors, organising advocacy activities for personalities who can promote WA experiences and generate social media following and advertising value. During 2024–25, this included a mix of sporting and media personalities, examples being Natalie Barr, Megan Gale, Adam Gilchrist, Felicity Palmateer and Daniel Ricciardo.

Tourism WA also works alongside visiting personalities to provide third party endorsement for Western Australia, with some examples from this year being Chris Collins, Danny Green, Marcia Hines, Narelda Jacobs and Alex Winwood.

This ambassador and advocacy activity resulted in a potential social audience reach of more than 15 million globally.

Familiarisations

The public relations and trade engagement activities are supported by a dedicated familiarisation team which plans, books, and implements itineraries for visiting media, personalities, trade and other partners to experience WA. Familiarisation programs are tailored to deliver content and experiences for maximum exposure, with resulting content featured in extensive print publications, and social media including Instagram, TikTok and YouTube. Key themes showcased in 2024–25 highlighted WA's best assets around nature, ocean, sustainable travel, food, wellness and agritourism.

The 2024–25 period was a record year for familiarisations, driven by the number of trade events and media hosted in WA. This resulted in a total of 166 familiarisation programs across 761 days, hosting 1,185 domestic and international delegates. Results from the content generated from total familiarisations and organised trips had an estimated cumulative audience reach of over 965 million globally, delivering crucial return on investment and marketing for WA.

Walking on a Dream and Brand Campaigns

The 2024–25 year was significant in terms of building on the recognition and assets created for the Walking On A Dream campaign rolled out during 2023 and 2024, and developing supporting sub-campaigns which were launched in various markets.

The most significant of these during 2024–25 was the launch of the experience-led campaign on road trips, Drive the Dream, in Australia and Singapore, with West Australian Formula One (F1) driver Daniel Ricciardo. The launch was timed for maximum effect concurrently with the Singapore Grand Prix in September 2024 and was followed up with a launch in China in December. The Drive the Dream short film has been translated into seven languages and is supported by print, out-of-home and social media assets.

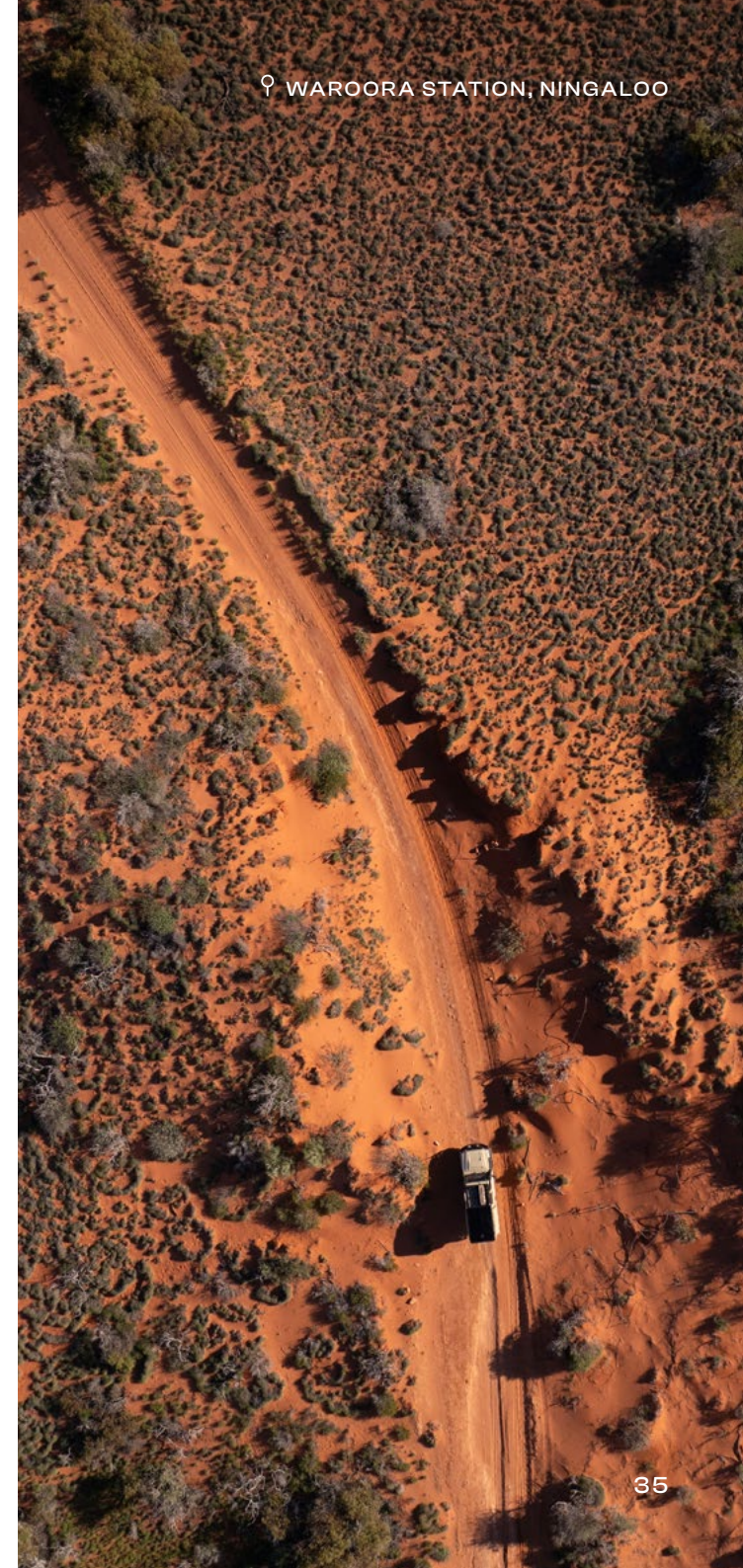
Short road trips from Perth were also showcased with another West Australian sports icon, cricketer Adam Gilchrist, in the Drive the Dream India campaign that was launched in August 2024 leading into the West Test held in Perth in November 2024.

These campaigns continue to build the association between WA and self-drive road trip holidays by connecting and showcasing the diversity of iconic destinations and experiences on offer in WA.

Three additional experience-led-campaigns were also implemented during the year with new creative assets and paid media channels:

- Connect with Culture, promoting authentic Aboriginal experiences and supplemented with four newly developed Cultural Inclusion Guides to engage and work respectfully with Aboriginal people and Aboriginal tourism businesses;
- The Dream Collective industry recognition program profiling exceptional WA tourism operators, including an official program logo; and
- Where Dream Events Happen as the always-on calendar, positioning WA as the leading events destination in the South-East Asia region.

These supplemented the vast calendar of event-specific brand activity targeting out-of-state audiences, such as the West Test and United Cup held in January, through to blockbuster rugby events with the State of Origin and British Lions v Western Force held in June 2025.



Digital Marketing

In the area of technology, Tourism WA aims to create content-driven digital experiences which inspire travel, make planning easy and increase leads to tourism businesses around the state. This is through embracing innovative communication tools, digital improvements and enhancements to websites, social media and marketing platforms.

A key project which contributed to this vision was the launch of the upgraded corporate website in November 2024 (www.tourism.wa.gov.au). The website plays a key role in providing the industry with access to digital content and marketing tools — such as a commissionable product finder to connect international travel trade with trade ready businesses, as well as research, insights and resources for local operators, and national and international media.

This is alongside the consumer site (www.westernaustralia.com), which in 2024-25;

- Received 2.85 million visits[^] with 39% from intrastate, 40% interstate and 21% from international, and
- Was made available in six languages.

The site, which is constantly enhanced, provides an immersive experience and includes trip planning maps, quizzes, a custom planner and a dedicated accessible travel hub, featuring the first-of-its-kind beach wheelchair and facilities finder.

[^] Data not comparable to previous years due to the introduction of a new tracking methodology by Google in 2024 to offer greater accuracy in reporting while honouring user privacy.

SOCIAL MEDIA HIGHLIGHTS 2024-25

Reach

**138.4**
MILLION

combined organic reach

Followers

**1.7**
MILLION

total followers

54.9
THOUSAND
new followers
in 2024-25

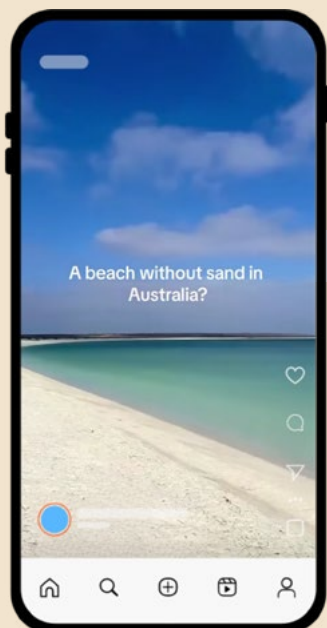
Engagement

**3.6**
MILLION

engagements



The Top 3 organic posts which featured on Tourism WA's social media channels



INSTAGRAM



Shell Beach

**2.2**MILLION
reach**378,529**
engagements

FACEBOOK



Elephant Rocks

**3.3**MILLION
reach**149,550**
engagements

TIKTOK



Shell Beach

**1.4**MILLION
reach**114,530**
engagements

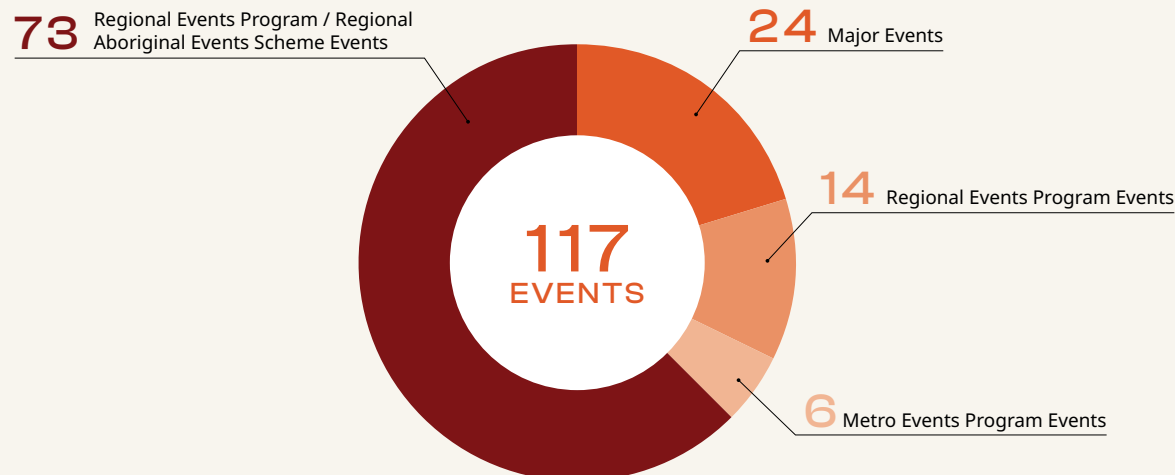
EVENTS

A key focus of Tourism WA is procuring, negotiating, developing, promoting, and activating major sporting, arts and cultural, and culinary events, in alignment with the Western Australian Visitor Economy Strategy 2033 (WAVES 2033), and the events strategy, A Vision for Dream Events. Events are crucial for visitor attraction, expenditure, and extending length of stay. Event acquisition continues to be a highly competitive sector globally due to the significant economic and social benefits that events provide.

Events are also a major driver of media impact, largely through the broadcast of national and international events such as sporting and entertainment events like UFC and WWE.

This all contributes to the agency's vision to for WA to be recognised as a world-class destination for events with an always on, year-round calendar, bringing large visitor numbers to the state, while also delivering vibrancy for residents and supporting local jobs.

Events contracted and delivered by Tourism WA during 2024-25



Major, Blockbuster and Exclusive Events

The 2024–25 period was another big year for blockbuster events, with visiting global and interstate talent across a diverse range of sport, culinary, arts and culture events. These generated record results across various metrics, including number and type of events, attendees and economic return, and dispersal across seasons, regions and venues.

Commencing in July 2024, in collaboration with The Art Gallery of Western Australia (AGWA), Tourism WA supported acclaimed street artist RONE to hold a world-exclusive immersive art exhibition TIME • RONE, which was extended into February 2025. The exhibition attracted nearly 60,000 attendees making it one of the most successful shows hosted at AGWA.

In August 2024, WA demonstrated its ability to successfully stage multiple large-scale events simultaneously by holding three major international events across three different sports, two in one weekend;

- Rugby union, with WA hosting Australia's Wallabies and South Africa's Springboks at Optus Stadium;
- The Perth International Football Cup at HBF Park, with the UK Women's Super League (WSL) teams and France's Ligue 1 team Paris Saint-Germain; and
- The Ultimate Fighting Championships UFC 305 at RAC Arena.

These events collectively attracted over 11,300 out-of-state visitors to WA, generating more than \$20 million in visitor expenditure.



2.0 AGENCY PERFORMANCE

Through to December 2024, an additional four blockbuster major sporting events were held in Perth / Boorloo including Australia's largest basketball festival, the inaugural HoopsFest in September; the West Test, commencing Australia's summer of test cricket in November; the FIM World Supercross Championships; and the United Cup tennis tournament, extending over the New Year period into January. In its third year, the United Cup brought the world's top-ranked tennis players and nine international teams to Perth's RAC Arena.

Following this in January 2025 was the HSBC SVNS rugby tournament, another successful multi-year contract with international reach, returning after its inaugural year in Perth in January 2024. Across the two years, the competition has attracted close to 100,000 fans, including over 7,800 out-of-state visitors, generating more than \$15 million for WA's economy.

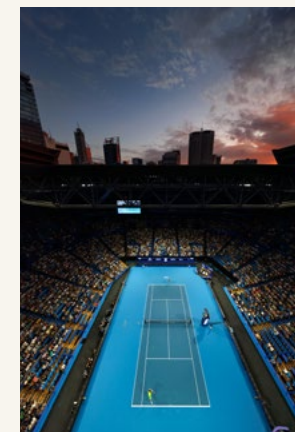
Also in January 2025, the Australian National Road Cycling Championships were held in Perth — the first time the event had been held outside of Victoria since 2008. This is part of a new three-year agreement between the event holder and the WA Government, through Tourism WA. As Australia's most prestigious road competition, it is a significant feat to host and broadcast this event, with cyclists and spectators gathering throughout the city and Kings Park and Botanic Gardens / Kaarta Koomba. The 2025 event attracted more than 5,000 out-of-state visitors and generated direct expenditure over \$9 million.

Winter is also a key focus for events in order to drive year-round visitation, and a number of diverse, large-scale sporting events were held through to June 2025, which included the Subway Socceroos vs Japan in the AFC Asian Qualifiers, part of each team's FIFA World Cup 2026™ qualification journey. The event was a sell-out with more than 57,000 attendees, with an estimated 10 per cent of tickets sold to out-of-state patrons.

Also in June 2025 was Game II of the annual NRL State of Origin series, attracting more than 57,000 spectators. This was the State of Origin's third time in Perth, with previous matches held in 2019 and 2022. Perth will host a State of Origin match again in 2028.

Capitalising on the following for Australian Football League (AFL), Tourism WA entered into a three-year deal with the North Melbourne Kangaroos to host two annual home matches in WA, including one in Bunbury / Goomburrup. The June 2025 match in Bunbury marked the sport's first ever in-season game in regional WA and was a resounding success, selling out in record time.

Ending the 2024–25 year with rugby union, Perth hosted the first game of the 2025 British and Irish Lions Tour, with a match against the local WA side Western Force. Hosting the opening match of the tour was a major coup for WA, with the event only taking place in Australia every 12 years.



2024

JULY

DESTINATION PERTH

RE//Perth
TIME • RONE

AUSTRALIA'S SOUTH WEST

Cabin Fever
Maritime Festival
Collie River MTB Marathon

AUSTRALIA'S CORAL COAST

First Lights – Winthu Wangga

AUSTRALIA'S NORTH WEST

Kimberley Art and Photography Prize
Mowanjum Festival
Boab Festival Country Music Concert
Broome Marathon

AUGUST

DESTINATION PERTH

UFC 305
Rugby Championship: Wallabies v Springboks
Perth International Football Cup
Taste of Chittering
Avon Descent

AUSTRALIA'S SOUTH WEST

Nannup Flower and Garden Festival

AUSTRALIA'S CORAL COAST

Gascoyne Food Festival
Backroads Gravel – Fields of Gold

AUSTRALIA'S NORTH WEST

Shinju Matsuri
Outback Fortescue Festival
Taste of the Kimberley

SEPTEMBER

DESTINATION PERTH

NBL Hoopsfest
AFL Masters National Carnival
U/14 National Hockey Championship
Dwellingup 100

AUSTRALIA'S SOUTH WEST

South West Japan Festival
Margaret River Region Open Studios
Bloom Festival
Southern Art and Craft Trail

OCTOBER

DESTINATION PERTH

EverNow – A Festival During Kambarang
BMX National Championship
Wandering Camp Out Weekend
Northam Heritage and Multicultural Festival

AUSTRALIA'S SOUTH WEST

MTB Enduro National and Oceania Championship
Cape to Cape Mountain Bike
Strings Attached: The West Australian Guitar Festival
Dardanup Bull and Barrel Festival
True Grit WA
WA Pro Surf Series 2024

AUSTRALIA'S GOLDEN OUTBACK

WA PGA Championships
Kalgoorlie Desert Race

AUSTRALIA'S NORTH WEST

CinefestOz Broome

NOVEMBER

DESTINATION PERTH

FIM World Supercross Championship – Australian GP
The West Test: Australia v India
West Test Summer Fest

AUSTRALIA'S SOUTH WEST

Pair'd Margaret River Region
Closet of the Anthropocene (EFA 2024)
Perth International Jazz Festival On Tour
Yahava KoffeeWorks Cool Water Classic

AUSTRALIA'S CORAL COAST

YellowFields
Turquoise Coast Festival

DECEMBER

DESTINATION PERTH

United Cup
Christmas in Mandurah

AUSTRALIA'S SOUTH WEST

IRONMAN Western Australia
Manjimup Cherry Harmony Festival

AUSTRALIA'S GOLDEN OUTBACK

St Barbara's Festival

2.0 AGENCY PERFORMANCE



2025

JANUARY

DESTINATION PERTH

World Rugby SVNS
United Cup
AusCycling National Road
Cycling Championships
Fringe World Festival

AUSTRALIA'S SOUTH WEST

Ocean Swim Festival and
Australian Open Water
Championships
Bunbury Fringe

FEBRUARY

DESTINATION PERTH

Perth Festival

AUSTRALIA'S SOUTH WEST

Busselton Jetty Swim
Boyup Brook Country
Music Muster
Bunuru Festival
Nannup Music Festival

MARCH

DESTINATION PERTH

Mandurah Crab Fest
Mandurah Action Sports Games
Joondalup Festival

AUSTRALIA'S SOUTH WEST

Tarmac Albany Sprints
Harvey Harvest Festival
Katanning Harmony Festival
XTERRA Asia-Pacific
Championship

AUSTRALIA'S CORAL COAST

GAMEX 2025

APRIL

DESTINATION PERTH

Fremantle International Street
Arts Festival
Australian Athletics
Championships (Open and Junior)
Perth Comedy Festival
Australian Youth Waterpolo
Championships
York Motorcycle Festival
The Quokka
Northam Motor Sport Festival

AUSTRALIA'S SOUTH WEST

Donnybrook Apple Festival
WA State Pump Track
Championships and Jump Fest

AUSTRALIA'S CORAL COAST

Kickstarters Gascoyne Dash
Shore Leave

AUSTRALIA'S NORTH WEST

Dam to Dam
The Karijini Experience

MAY

DESTINATION PERTH

Moodyne Festival
Pinjarra Festival
Bickley Harvest Festival

AUSTRALIA'S SOUTH WEST

Taste Great Southern
Margaret River Pro
South West Craft Beer Festival
Margaret River Readers and
Writers Festival
Margaret River Ultra Marathon
Seven Gravel Race
Forest Rally
Busselton Festival of Triathlon

AUSTRALIA'S NORTH WEST

Ord Valley Muster
Lake Argyle Swim
The Gibb Challenge
Roebourne Reflections
KAFTA

JUNE

DESTINATION PERTH

Perth Super 440
NRL State of Origin Game II
Round 3 World Cup Qualifier:
Socceroos v Japan
North Melbourne v Fremantle
Dockers
British & Irish Lions v Western
Force
CommBank Matildas International
Friendlies: Matildas v Slovenia

AUSTRALIA'S SOUTH WEST

North Melbourne v West Coast
Eagles
Albany Classic "Around the Houses"
CommBank Matildas International
Friendlies: Matildas v Panama

AUSTRALIA'S CORAL COAST

Smokin' Barrel Fest
Ningaloo Sky Festival

AUSTRALIA'S GOLDEN OUTBACK

Goldfields Cyclclassic

Significant Events Secured

Perth / Boorloo will host even more rugby union content in October 2025 with the Bledisloe Cup. Returning to Perth for a third time, it will be the only Bledisloe Cup match to be played in Australia during 2025. This builds excitement around the sport as part of WA's 'Golden Decade of Rugby' leading into the men's Rugby World Cup in 2027 and the women's World Cup in 2029. In a massive win for both Australia and WA, in January 2025 was the announcement that Perth will host the opening ceremony and opening match of the men's World Cup event, as well as four pool and two round of 16 matches. Held every four years, the men's World Cup is the third largest sporting event in the world, after the Summer Olympics and Men's FIFA World Cup™.

In May 2025, it was also announced that WWE will be returning to Perth in October 2025, bringing a premium trio of content, with SmackDown, WWE Crown Jewel: Perth, and RAW events to be streamed globally on Netflix. In an Australian-exclusive

coup, the event will feature Hollywood A-list actor John Cena as part of his WWE Farewell Tour. WWE achieved major success in February 2024, with the Perth event setting records as the most-attended, most-watched, and highest-grossing Elimination Chamber in WWE history, reaching millions of households worldwide.

Another significant event secured for 2025-26 is the Perth Sail Grand Prix, to be held in January 2026, 2027 and 2028 in a three-year deal with SailGP. As the world's most prestigious and fast-paced global sailing event with 50-foot catamarans, raced by teams from 12 nations, Fremantle / Walyalup will host the first event of the season, attracting high yield travellers and sailing enthusiasts from interstate and overseas.

These are a snapshot of the newest and largest announcements made to date, which will be further supplemented throughout the year.





Mass Participation Events

Mass participation events attract large numbers of out-of-state entrants, associated sporting officials and volunteers, as well as accompanying friends and family. On a local and sporting level, they provide a groundswell of interest for the sport and an opportunity to watch national and international champions. They are particularly beneficial in regional locations that have accommodation and facilities to support an influx of visitors, whether visiting from out-of-state or from metropolitan or regional areas of WA. From an economic perspective, these events usually deliver a high return on investment, with extended stays.

In 2024–25, Tourism WA was proud to support a range of sporting events which generated economic benefits across the state as well as social and sporting outcomes for locals. The success and delivery of these events involved multiple WA Government agencies.

In 2025, a landmark event in this space was the Australian Athletics Championships, hosting both the junior and senior championships over nine days. As the largest annual athletics event in Australia, it brought thousands of competitors, spectators and officials to Perth, resulting in \$11.6 million in visitor expenditure and generating strong media coverage nationally, due to the number of national and world records achieved.

Regionally, in the South West, the iconic Busselton Jetty / Undalup is an incredible asset used for multiple mass participation events that involve open water swimming. In January 2025, the third year of the Australian Open Water Championships and OceanSwim Festival was held, and in February 2025 it was the 30th anniversary of the Busselton Jetty Swim. A WA tradition, the event now takes place over two days, attracting close to 5,000 swimmers from all levels and abilities. In May 2025, the annual Busselton Festival of Triathlon occurred, and in a major development, the Western Australian IRONMAN event has been awarded Asia Pacific Championship status for 2025 and 2026, after being hosted in the South West in December 2024.

Homegrown Events

Tourism WA recognises the importance of seeding and developing homegrown events that raise the profile of all that is unique about WA's heritage, culture and community, and to support our year-round calendar of events.

EverNow, RE//PERTH and Pair'd Margaret River Region were the three major homegrown events delivered during 2024-25. EverNow, in its second year, was a free family event held in October over five nights. The program was delivered in conjunction with Perth Festival and was a platform for showcasing WA's Aboriginal culture and natural environment through light, colour and sound.

The launch and success of Tourism WA's new, state-owned wine, food and music event, Pair'd – Margaret River Region in November 2024, fulfilled a key strategic initiative to increase global awareness of the state's premium wine and food offerings and cement WA as a premier culinary destination. Pair'd is intended to be an annual festival featuring a unique and collaborative events program, delivering on multiple objectives to become a key driver of visitors to the South West, elevating WA's food and wine reputation, and becoming a staple on the events calendar. The event generated significant regional expenditure of over \$2.2 million, driven by strong attendance with close to 7,000 people, including 1,110 out-of-region visitors.

In May 2025, it was announced that the Margaret River Region will become the first-ever Australian host of the World's 50 Best Vineyards Awards, which will take place preceding the Pair'd event in November 2025. The Awards recognise the best of wine tourism across the globe, and is set to elevate the status of Pair'd and the region exponentially.

2.0 AGENCY PERFORMANCE

Regional Events

A key pillar of Tourism WA's events strategy is the support and promotion of regional tourism events to draw out-of-state and out-of-region visitors, and generate vibrancy for locals and regional businesses. Tourism WA sponsors a number of major, medium and small-scale events each year, with two examples of major events held in the regions in 2024–25, being:

- The Margaret River Pro, which forms part of the prestigious World Surf League Championship Tour. Held in May 2025 and supported by the WA Government for more than 25 years, the Pro brings together more than 50 of the world's best professional surfers to compete. Previous years have attracted more than 3,500 visitors to the region.
- The global SEVEN Gravel Race in Nannup, a 125km cycling endurance race also held in May 2025. Secured as part of a four-year contract, the 2024 race attracted more than 2,500 visitors to the region. The race is a qualifying event for the Union Cycliste Internationale (UCI) Gravel World Championships which will be held in Nannup in 2026 — the first time the event will be held outside of Europe.

For medium to large regional events, Tourism WA administers the Regional Events Program (REP), providing funding support of over \$40,000 for events of this size. Tourism WA evaluates REP submissions from across the state, with event themes ranging from mass participation sports, community experiences, culinary, arts and culture. Funding assists with development and elevation of events that bring people to the region, highlight the state's tourism assets, and position WA as a vibrant tourism destination.

In 2024–25, iconic, signature, and uniquely local REP events secured sponsorship, including:

- The Mandurah / Mandjoogoordap Crab Fest, held in March 2025;
- Shore Leave, celebrating the Mid West region's seafood, held in Geraldton / Jambinu in April 2025;
- Taste Great Southern, which held a range of culinary events throughout the Great Southern in a four-day format in May 2025; and
- The Ord Valley Muster in the East Kimberley, also in May 2025, with a lineup of world-famous Australian music artists.

For smaller regional events, (\$5,000 to \$40,000) Tourism WA provides funding support through the Regional Events Scheme (RES) and the Regional Aboriginal Events Scheme (RAES). In 2024–25, 65 events were supported through these schemes. Criteria for selection included showcasing a strong point of difference for an area, and supporting local jobs, with RAES funding also requiring event holders to demonstrate delivery of Aboriginal activities and experiences through the leadership and participation of Aboriginal people.

Metro Events Program

Utilising the successful format of the Regional Events Program (REP), 2024–25 was the inaugural year of the Metro Events Program (MEP), aimed at supporting iconic homegrown WA events in and around Perth / Boorloo, to activate the city for locals and draw in visitors. Six events in the greater Perth metropolitan area across arts, culture, culinary and sport, were awarded funding including the Fringe Festival and Perth Comedy Festival, and events in the Swan Valley, Hills Area, Joondalup and Fremantle.

Event Experience

The 2024–25 financial year saw the creation of a new team within Tourism WA: the Event Experience team, which focuses on the ‘festivalisation’ of events, i.e. the coordination and delivery of vibrant peripheral activities around major events to activate the host city. As an increasingly important factor for out-of-state travellers, it will elevate WA’s reputation as a global destination for major events by enhancing the event experience for visitors and locals, and broaden participation and benefits for local businesses, sporting, community and cultural groups.

The activation of events will be in collaboration across all levels of government, industry, education and transport sectors, working on shared goals to deliver vibrancy and amplify benefits for community, sporting and cultural organisations.

Planning is underway for future event activations, including the opening Test of the 2025–26 Men’s Ashes Series in Perth, Australia vs England in November 2025. Building on the momentum from the 2024 Australia vs India Test, the West Fest will span Perth Stadium, the WACA Ground, and the vibrant Burswood Park, delivering experiences for both visitors and locals through family-friendly entertainment, premium wine and produce, and immersive cultural showcases and performances.



DESTINATION DEVELOPMENT

Tourism WA works across government and with the tourism industry to improve access, accommodation and tourism experiences for visitors to Western Australia. The major focus areas are Aboriginal tourism, cruise line attraction, tourism and hospitality workforce development, supporting new experiences, and attracting private sector investment in accommodation and attractions.



The **National Park Tourism Experiences Development (NPTED) Program**, completed its **3rd year** during 2024-25.



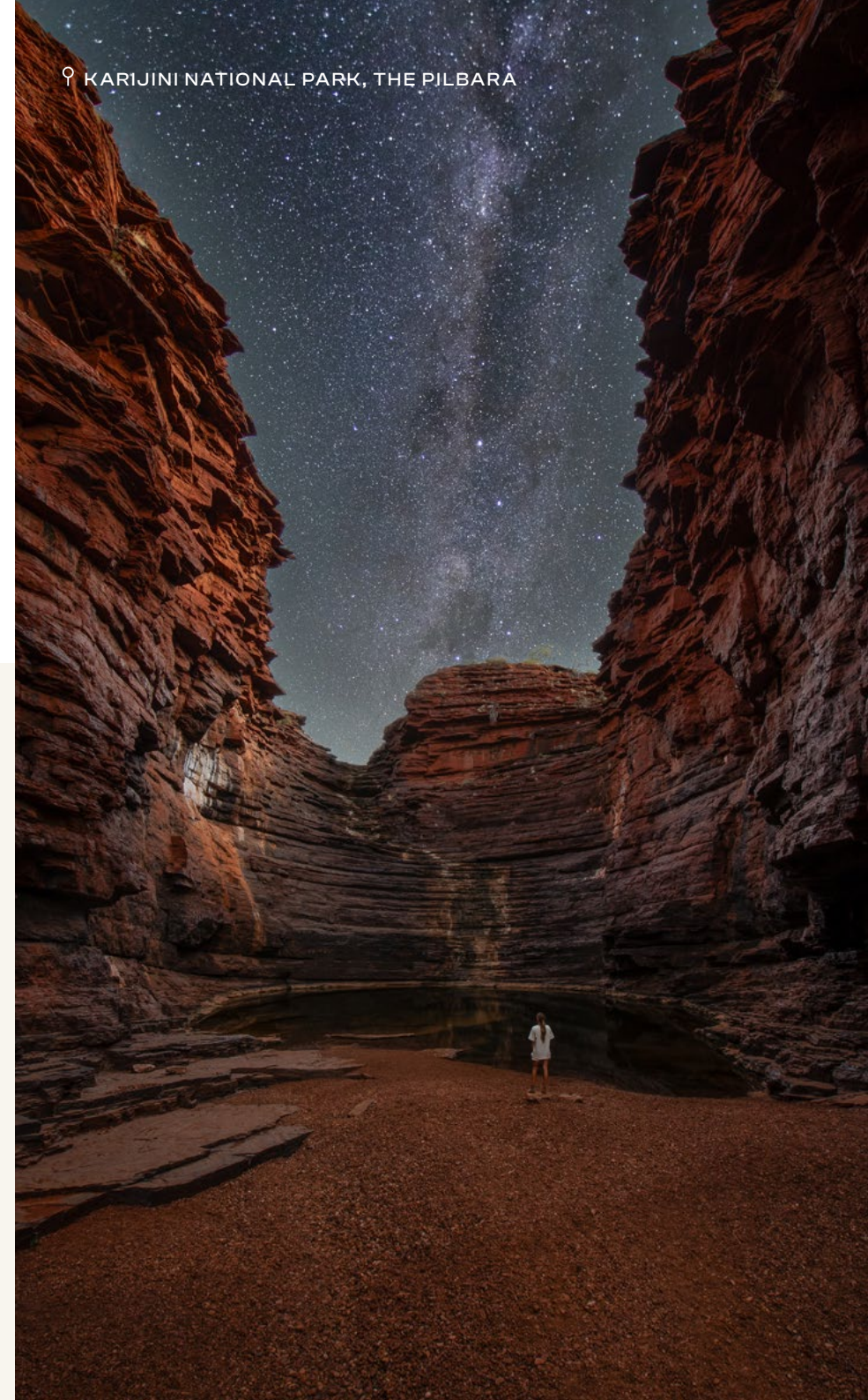
196
tourism operators/
proponents engaged



127
new bookable
experiences



60
unique operators



Aboriginal Tourism

Aboriginal tourism is a fundamental part of the authentic experiences WA offers visitors. Tourism WA is passionate about developing industry that promotes cultural sustainability through supporting and empowering Aboriginal people to work in tourism. Since 2021, this has been done within the framework of the Jina: Western Australian Aboriginal Tourism Action Plan 2021–2025 (Jina Plan), completing its final year in 2024–25.

Tourism WA led the implementation of the first Jina Plan, working with the Western Australian Indigenous Tourism Operators Council (WAITOC) and eight WA Government agencies in delivering the Jina Plan vision for WA, which is for the state to be recognised as the leading Australian destination for authentic Aboriginal cultural experiences.

Under the Jina Plan, the following successful programs continued in 2024–25, including:

- Holding Sand Talk in Broome / Rubibi, a multi-day export ready program for Aboriginal tourism operators to pitch their tours to Inbound Tourism Operators and Tourism Australia including a four-day familiarisation;

- Delivering the 'Build the Dream' initiative enabling young Aboriginal people to explore career options in hospitality and tourism and providing crucial succession planning;
- Representation of Aboriginal tourism businesses at the Australian Indigenous Tourism Conference in Melbourne, and Aboriginal participation at the Australian Tourism Exchange (ATE) 2025 in Brisbane, with 12 Aboriginal tourism operators (plus WAITOC);
- Supporting Aboriginal businesses as part of WAITOC's Aboriginal Tourism Academy; and
- Contributing to the Department of Biodiversity, Conservation and Attractions (DBCA) Aboriginal Ranger Program to deliver tourism product.

New and exciting achievements delivered during 2024–25 were:

- Acceptance of three new WA operators in Tourism Australia's Discover Aboriginal Experiences Signature Collective, taking WA's total to 12;
- Aboriginal artworks and installations at the Fremantle / Walyalup Visitor Centre, Toodyay Visitor Centre, and Kings Park lookout / Kaarta Gar-up,

plus progressing Visitor Entry Gateway welcomes at Albany / Kinjarling Port, Kununurra / Goonoonoorrang Airport, Perth Airport and Busselton / Undalup Airport for completion in 2025;

- Funding for Aboriginal-led tourism and hospitality training programs in Carnarvon / Gwoonwardu, Broome, Derby, Kununurra, Perth and Wyndham in partnership with Aboriginal Corporations and businesses. The programs are expected to deliver 150 training opportunities and lead to 80 job outcomes to Aboriginal community members, including youth and Elders; and
- Development of the eighth Camping with Custodians campground, Yallalie Downs in the Wheatbelt, due to open late 2025, and upgrades to an existing campground at Wuggubun in East Kimberley, due to open in 2026. These two new projects are part of the \$3 million commitment from the Commonwealth Government's Indigenous Tourism Fund to support strategic Indigenous tourism projects across the country.

In May 2025, new Aboriginal Cultural Inclusion Guides were developed and published in cooperation between WAITOC and Tourism WA to assist non-Aboriginal tourism operators work respectfully with

2.0 AGENCY PERFORMANCE

Aboriginal tourism businesses. To embed this knowledge, five workshops were held across the state, delivered in partnership with the Tourism Council of Western Australia (TCWA), Tourism WA and WAITOC.

Tourism WA is building on the Jina Plan foundations to establish the next chapter, and continuing its partnership with WAITOC to deliver on priority Aboriginal tourism programs and initiatives. In 2024, WAITOC was recognised as a leader in progressing First Nations tourism in Australia through its approach to community engagement, business capability development, and fostering employment opportunities for First Nations people.⁶ WAITOC will play a key role in establishing the National Aboriginal Tourism body which will foster growth across the sector, economically and socially.

Cruise Tourism

Tourism WA is the co-ordinating agency for the Western Australian Cruise Tourism Strategic Plan 2023–2033. It brings together actions and initiatives across a range of WA Government agencies, trading enterprises, local government and industry stakeholders, to capitalise on the global resurgence in cruise tourism since the pandemic and utilising WA's prime coastline.

Across Australia in 2023–24, cruise tourism was worth \$8.4 billion, which was almost a 50 per cent increase in one year.⁷

For WA, latest figures demonstrated that cruise tourism generated approximately \$385 million of gross state product (GSP) in 2023–24 and supported over 1,200 full-time equivalent (FTE) jobs — the largest ever figures for the state.⁸ In 2024–25 there were 30 different cruise ships that visited WA ports (Albany / Kinjarling, Broome / Rubibi, Bunbury, Busselton / Undalup, Esperance / Kepa Kurl, Exmouth, Fremantle / Walyalup and Geraldton / Jambinu) making 155 cruise ship calls. It included eight maiden cruise vessel calls into Fremantle, who saw 27 ships in total.

The agency's flagship cruise event was the 8th Western Australian Cruise Exchange held in July 2024. This saw 27 cruise line and industry executives representing 15 companies attend, with buyers meeting over 40 WA sellers from 31 businesses. This is in addition to showcasing WA port destinations throughout the year to cruise line itinerary planners and shore excursion (shorex) ground handlers through a range of targeted familiarisation programs.

Building on this, in September 2024 it was announced that in September 2025, Fremantle will host the Australian Cruise Association (ACA) Conference as a result of a successful bid by Tourism WA. The event is expected to attract in excess of 150 delegates, including cruise line executives, port executives, inbound tour operators and other State Tourism Organisations (STOs) that actively market to the cruise sector.

In global engagement, in April 2025, Tourism WA joined other STOs on the consolidated ACA stand for Seatrade Global in Miami, USA. Tourism WA participated in scheduled appointments with customised objectives around cruise line attraction, to encourage more vessels to visit WA.

Since October 2024, seven Cruise Education Workshops were delivered across Albany, Broome, Busselton, Esperance, and Fremantle, attracting approximately 130 businesses, cruise volunteers, drivers and guides. Tourism WA also partnered with the City of Fremantle to provide cultural welcome ceremonies by local Aboriginal dance groups for guests and crew aboard eight cruise ship calls.

6 | Final report for the Parliamentary Inquiry into Tourism and International Education, September 2024.

7 | The Value of Cruise Tourism, 2023–24 Economic Impact Assessment of Cruise Tourism in Australia, Cruise Lines International Association (CLIA) Australasia and Australian Cruise Association (ACA), October 2024.

8 | Western Australia Cruising Snapshot 2023–24.

9 | <https://www.tourism.wa.gov.au/resources-and-support/industry-development/cruise>.

This is supported by Tourism WA's newly released Western Australian Cruise Tourism Handy Reference Guide⁹ to support industry to engage with ground handlers and become involved as a supplier. This information supplements other cruise publications reviewed during the year including the Cruise Brochure for trade, detailing WA's port destinations and the annual WA Cruise Snapshot.

Workforce Development

In the 2024–25 State Budget, Tourism WA received \$4.9 million over two years to continue the Tourism Workforce Development Program (TWDP), to support the development of a skilled and high performing tourism and hospitality workforce. Highlights of the TWDP program delivered in 2024–25 were:

- Successful delivery of over 45 tailor-made job-ready workshops and employer connection events across eight regional locations. Conducted in partnership with the Regional Chamber of Commerce and Industry WA, these activities reached over 410 workshop participants and connected them directly with local employers;
- Through a partnership with StudyPerth, the Tourism and Hospitality International Student Engagement Program delivered

15 tailor-made job-ready workshops in the metropolitan area, supporting 256 international student participants to become industry job-ready;

- Partnership with the Australian Hotels Association (AHA) WA to manage the dedicated tourism and hospitality jobs, careers and information portal westernaustralia.jobs. Since its launch in May 2022, the site has registered over 1,250 employers and 14,700 job seekers, with more than 5,400 job applications submitted; and
- Delivery of two in-school programs, the Chef Ambassador Program providing cookery demonstrations, and the Tourism and Hospitality Careers Promotion Program, reaching over 15,000 high school students and educators throughout WA. Participation at key metropolitan and regional careers expos expanded reach to an additional 27,000 expo visitors.

Throughout the year, Tourism WA also progressed with investigating the potential establishment of a World Class Tourism and Hospitality Management School in WA. A feasibility study completed in May 2024 confirmed the strong economic benefits of a fit-for-purpose school, alongside broad industry support for the project. An

Expression of Interest (EOI) was undertaken in December 2024 with key stakeholders and leading organisations, to gauge interest, challenges, and determine the level of government support required.

In the interim, to strengthen leadership capability across WA's visitor economy, in 2024–25 Tourism WA partnered with Edith Cowan University's Business Executive Education department to deliver the inaugural Future Tourism Leaders Program. This initiative is designed to support local operators by upskilling staff identified as future leaders. Following a competitive selection process, 31 participants from across WA have now successfully completed the intensive four-day training.

2.0 AGENCY PERFORMANCE

National Park Tourism Experiences Development (NPTED) Program

The National Park Tourism Experiences Development (NPTED) Program is a funded partnership delivered by Tourism WA and the Department of Biodiversity, Conservation and Attractions (DBCA). NPTED leverages private sector investment across the state in and around national parks for experience development, and national park signature accommodation. A core function is to foster investment in new and diverse tourism product, experiences and accommodation to complement WA's natural landscape.

The program has completed its third year with strong results, including;

- 196 tourism operators/proponents engaged through the Tourism WA network of Tourism Experience Development Managers;
- 127 new bookable experiences being delivered by 60 unique operators, from scenic helicopter experiences to kayak and hiking tours and unique accommodation, as well as engagement with wildlife rehabilitation;
- Almost 50 projects continue under development.

As part of the NPTED program, Tourism WA has also delivered;

- 14 experience development workshops around the state, reaching in excess of 420 participants;
- Workshop topics included trail tourism experiences, dark sky and agritourism.

The support and creation of tourism opportunities around trails and townships is delivered in conjunction with other WA Government agencies. In May 2025, it was announced that Perth / Boorloo has secured the World Trails Conference for 2026. Happening biennially, it will be the first time the event will be held in the Southern Hemisphere and expects to attract in excess of 450 delegates.

The other key focus for NPTED is accommodation development, and the Unique Tourist Accommodation Proposals (UTAP) initiative was launched in January 2025. The competitive grants program provides financial support to private proponents for planning related studies required to facilitate the development of unique accommodation. Applications are under assessment and will be announced in 2025–26.

Other Significant Projects

A key project during the year was the progression of detailed feasibility studies for Swan Valley and Perth Hills attractions resulting in an election commitment of \$6.55 million over four years for the delivery of a Swan Valley and Perth Hills Tourism Package. Work to deliver these commitments will commence in 2025–26.

Tourism WA also continues to support the evolution of the tourism experience at Horizontal Falls / Garaan-ngaddim following a joint WA Government and Traditional Owner decision in 2024 to transition away from traversal of the Falls to strike a better balance between tourism, culture and safety. Working with DBCA, Tourism WA has supported a Garaan-ngaddim Horizontal Falls Working Group to develop alternative and new experience opportunities and provide advice and direction to the government on future investment.

Tourism WA also supported growth in station stay experiences, working with Australia's Golden Outback, Australia's Coral Coast and Australia's North West Regional Tourism Organisations (RTOs) on identification, development and elevation of station stays and accommodation around WA.

Tourism Investment Attraction

The 24th World Travel & Tourism Council Global Summit (WTTC) held in October 2024 was an opportunity to showcase WA as a prime destination for tourism investment. As part of WTTC, Tourism WA coordinated a Members Investment Breakfast and hosted pre and post event familiarisations to showcase investment opportunities in the Perth, Broome / Rubibi and South West regions.

In April 2025, Tourism WA established a dedicated team to focus on investment attraction and drive private sector interest in the tourism industry. The Tourism Investment Attraction and Planning team

sources and communicates tourism investment opportunities, develops promotional investment collateral, hosts targeted familiarisations for investors and developers, and undertakes research projects to provide data-driven insights to support investment decisions. In 2024–25, this included publication and progression of the Broome and Exmouth Short Stay Accommodation Studies, and assisting the Mid West Development Commission to undertake a similar study for Geraldton / Jambinu and Kalbarri / Wurdimarlu.



STRATEGY AND ENGAGEMENT

Tourism WA focuses on building a collaborative, informed and high performing tourism industry through sharing key data and insights, monitoring global trends, and building strong relationships with stakeholders.

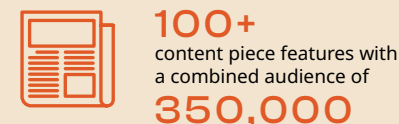
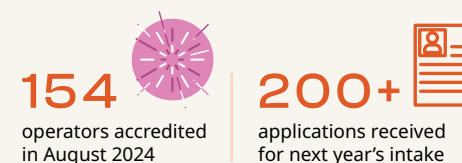
This includes partnerships with the five Regional Tourism Organisations (RTOs), Business Events Perth (BEP) and the Western Australian Indigenous Tourism Operators Council (WAITOC), as well as sponsorship arrangements with key organisations including the Tourism Council of Western Australia (TCWA), Caravan and Camping Western Australia, the Forum Advocating Cultural and Eco-Tourism (FACET) and Women in Tourism and Hospitality WA (WITH WA).

A key highlight for 2024–25 was the upgrade of the Western Australian Visitor Centre, to create a world-class welcome and encourages visitors to learn and explore all regions of the state. Located next to the main Perth / Boorloo train station for easy access, it is modern and inviting, representing WA's brand.

Western Australian Visitor Economy Strategy 2033

The 2024–25 financial year represented the first implementation year of WAVES 2033, Tourism WA's whole-of-government visitor economy strategy that was launched in February 2024. In August 2024, a cross-government workshop was held to identify potential projects across government that had synergies with the visitor economy. This resulted in an initial action plan with over 150 projects across the 85 WAVES initiatives.

THE DREAM COLLECTIVE HIGHLIGHTS 2024–25



Email campaigns connected featured businesses with **85,000 subscribers globally.**

Industry Programs

For industry, a key touchpoint for operators is Tourism WA's in-person Industry Update events. Two were held in 2024–25, communicating upcoming plans and campaigns and meeting with Tourism WA staff. In May 2025 this included hearing from the new Tourism Minister, the Hon. Reece Whitby MLA. The Industry Updates complement the Marketing division's in-person spotlight events, where Tourism WA provides a deep-dive into specific markets and hears from industry leaders on latest trends.

In May 2025, industry was also invited to take part in Tourism WA's first annual Industry Survey. This forms part of Tourism WA's understanding of the current state of the sector by uncovering emerging issues and identifying where support may be needed in the future.

Tourism WA's Trade Ready Introduction Program (TRIP), continued in 2024–25, its second year of operation, with the program designed to help established WA operators expand their business into interstate and international markets. Over a three-year period, TRIP operators receive support in establishing relationships with buyers through trade engagement

opportunities and are provided with financial assistance to attend in-market trade events. In 2025, an additional ten operators were inducted into the program in the year, taking the total to twenty.

All twenty operators achieved incredible booking and network results at the Australian Tourism Exchange 2025 (ATE25) held in April in Brisbane. For the second year in a row, WA was the only state at ATE with a dedicated program that supports new trade-ready product and over the four-day event, the TRIP operators conducted over 1,000 appointments with trade. In addition to ATE, several TRIP operators participated in other trade events throughout the year including Tourism WA's Ni Hao, AU/NZ Dream Roadshow and the UK/Europe Roadshow, along with Tourism Australia's UK/Europe Marketplace and G'Day Australia trade events.

The 2025 calendar year is also the second year for Tourism WA's industry recognition program, The Dream Collective, which was created in partnership with TCWA and is designed to promote and incentivise the ongoing development and growth of the state's leading tourism operators and experiences. It is based on an independent set of criteria across a range

of categories, including website and online platforms, marketing and social media activity, and accreditation and training.

The inaugural year accredited 154 operators in August 2024, who display The Dream Collective logo badge and received a host of other benefits. Businesses in the inaugural cohort reached more than 2.3 million domestic high yield travellers through Tourism WA's digital and social campaigns and featured in over 100 content pieces, which were viewed by a combined audience of over 350,000. Targeted email campaigns also connected the featured businesses with 85,000 national and international subscribers. The second round closed in June 2025 with over 200 applications to be assessed for the upcoming year.

Domestic Tourism Statistics (DoTS)

In late June 2025, Tourism Research Australia (TRA) published the first release of DoTS, the new source of domestic statistics replacing the previous National Visitor Survey (NVS).⁹ Tourism WA worked with TRA during the year to facilitate the change and commenced updating its reporting platforms and reports to ensure that industry and government have access to performance data they need to help inform future decision making.

2.2 ACTUAL RESULTS VERSUS BUDGET TARGETS

FINANCIAL TARGETS

FINANCIAL TARGETS	2024-25 ORIGINAL TARGET \$'000	2024-25 ACTUAL \$'000	VARIATION \$'000
Total cost of services (approved expense limit)(see Statement of Comprehensive Income)	201,206	169,765	31,441
Net cost of services (see Statement of Comprehensive Income)	196,866	166,538	30,328
Total equity (see Statement of Financial Position)	20,182	23,973	3,791

Explanatory notes to variations against Original Target

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

Total cost of services

The underspend is largely attributed to the deferral of spending on a number of activities to align with revised projected timings.

Net cost of services

The variance is driven by the underspend in the total cost of services above which offset a slight reduction in funding received from the Commonwealth Government.

Total equity

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

SUMMARY OF KEY PERFORMANCE INDICATORS

The following are in line with Tourism WA's Outcome Based Management Framework.

Key Effectiveness Indicators

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

		2024-25 TARGET	2024-25 ACTUAL
KPI 1	Total dollar amount spent by visitors in Western Australia*	\$18.5 billion	\$17.2 billion
KPI 2	Total overnight visitors to/within Western Australia*	12.1 million	11.7 million
KPI 3	Western Australia's market share of international visitor spend in Australia*	8.0%	8.0%
KPI 4	Number of Tourism Filled Jobs (direct and indirect) in Western Australia^	113,400	120,100
KPI 5	Visitors' likelihood to recommend Western Australia — Net Promoter Score (NPS)	78	84
KPI 6	Ratio of direct economic return to Tourism WA's investment, for major events sponsored#	2.3 : 1	2.8 : 1

* Results reflect calendar year 2024

^ Reported with a one-year time lag

Based on actual results for 16 events and estimated results for 8 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.

		2024-25 TARGET	2024-25 ACTUAL
KPI 7	Ratio of Tourism WA's total cost of services to total visitor spend in Western Australia	1 : 92	1 : 101

An aerial photograph of a rugged mountain landscape. The foreground and middle ground are covered in dense, green forest. A prominent, steep cliff face with visible horizontal rock layers runs diagonally across the upper right portion of the image. The background shows more distant, hazy mountain ranges under a clear sky.

3.0 SIGNIFICANT ISSUES IMPACTING THE AGENCY



3.1 ISSUES AND TRENDS

Global Visitor Economy

It is expected that 2025–26 will be the year in which full recovery across the global travel industry occurs. It will have taken five years since the onset of the COVID-pandemic for domestic and international visitors to travel in numbers enjoyed at the global tourism peak in 2019. This reflects the combined impacts of the return in consumer confidence to travel long-haul, increased aviation supply, the re-establishment of low-cost carriers and a 'normalisation' of cost factors.

Australian Visitor Economy

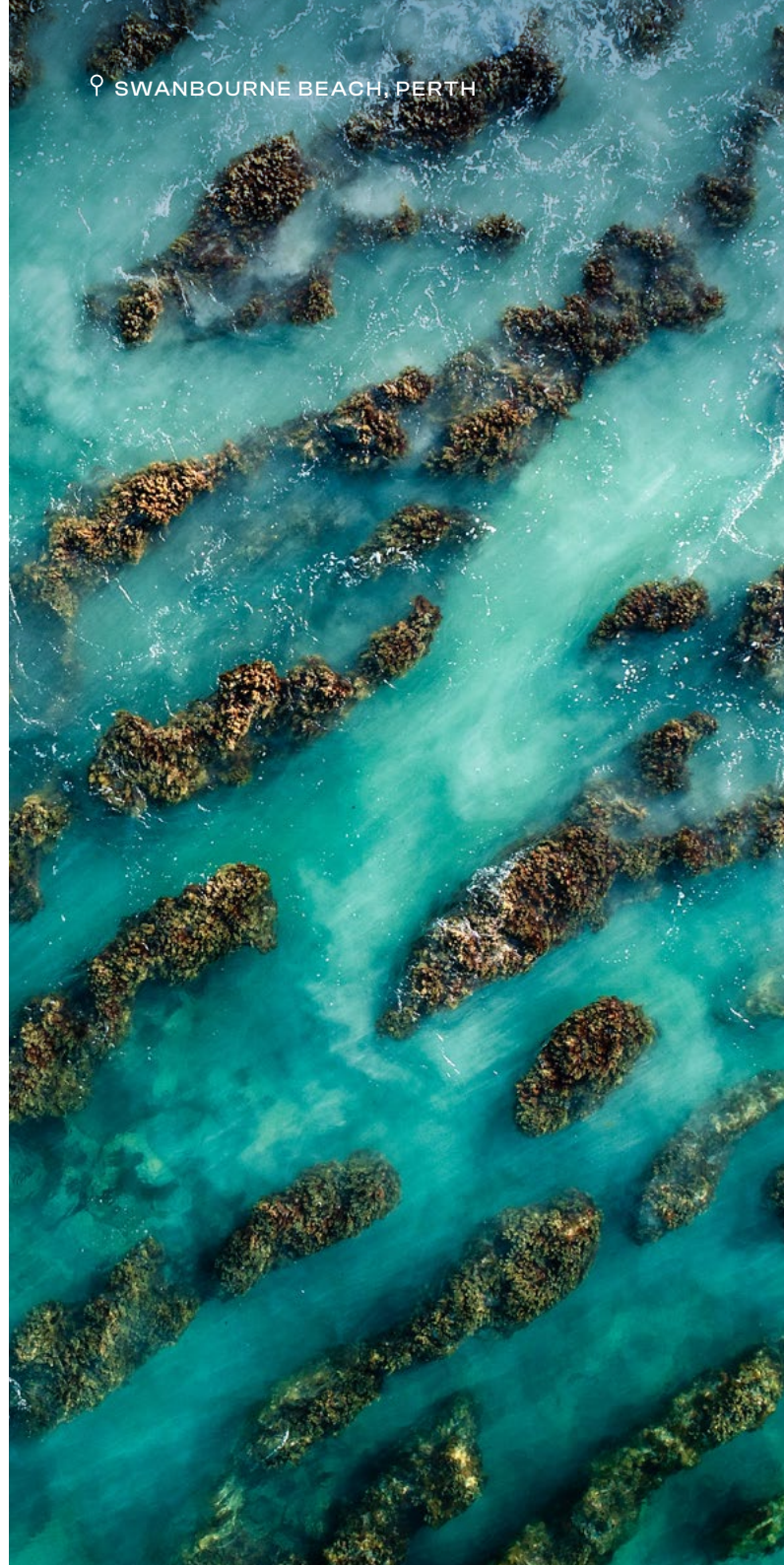
Building on the global momentum, there is a positive outlook forecast for the Australian visitor economy for the next five years, with ongoing growth in visitor numbers, and visitor spend above inflation expected.

For the visitor economy in Western Australia, reflecting the experience across the nation, domestic visitation is forecast to return to pre-pandemic trend levels, whilst international visitor numbers and spend are set to grow. The international market will be aided by the increasing

number of international direct routes into Western Australia. Western Australia's proximity to Asia, particularly South-East Asia, will encourage new and returning visitors, with a very large and progressive middle and luxury-class travelling set emerging post the pandemic era.

Actions

Tourism WA's Corporate Plan 2025–26 outlines the initiatives Tourism WA will undertake in the next year to capture and harness the global momentum in travel. It reflects activities that encourage economic growth and job creation under the six goal areas identified in the Western Australian Visitor Economy Strategy to 2033 (WAVES 2033) — Aviation, Accommodation & Attraction, Events, Aboriginal Tourism, Destination Brand and High Performing Industry. It also describes the emerging challenges and opportunities for the industry in the areas of aviation, technology and the environment through sustainable travel.



3.2 LIKELY DEVELOPMENTS AND FORECAST RESULTS

Public Sector Reform

As outlined in the Operational Structure section of this Annual Report, from 1 July 2025 Tourism WA is part of the Department of Creative Industries, Tourism and Sport (CITS). This was a result of Public Sector Reform undertaken post the March 2025 WA State Election and aims to better leverage WA's cultural, creative, sport, and tourism sectors as economic drivers to build a more resilient economy.

The WA 2025–26 State Budget is aligned to the new structures, with implementation to occur from 1 July 2025 and CITS becoming the employing authority of Tourism WA's employees.

As part of CITS, Tourism WA will continue with its divisional structure, with responsibility for the Corporate Services functions to transfer to CITS following a period of interim support arrangements delivered through a Continuity of Services Agreement between CITS and JTSI's relevant successor, the Department of Energy and Economic Diversification (DEED).

WA State Budget 2025–26

The WA State Budget 2025–26 presents forward estimates through to 2028–29 for Tourism WA's three key service areas — Destination Marketing, Event Tourism and Tourism Destination Development.

It also includes Explanation of Significant Movements in Budget Targets since presented to Parliament on 9 May 2024.

Significant Announcements

The Report on Operations in this Annual Report outlines significant announcements for upcoming events and initiatives for 2025–26 and beyond. This includes activity across aviation with new routes, marketing trade events and missions, sporting and regional events, and destination development activities across Aboriginal tourism, cruise, experiences and workforce.

Domestic Tourism Statistics (DoTS)

In late June 2025, Tourism Research Australia (TRA) published initial data gathered under the new Domestic Tourism Statistics (DoTS) methodology for the first quarter of 2025. This was the first release of DoTS, which is the replacement for the previous National Visitor Survey (NVS), which had run continuously since 1998.

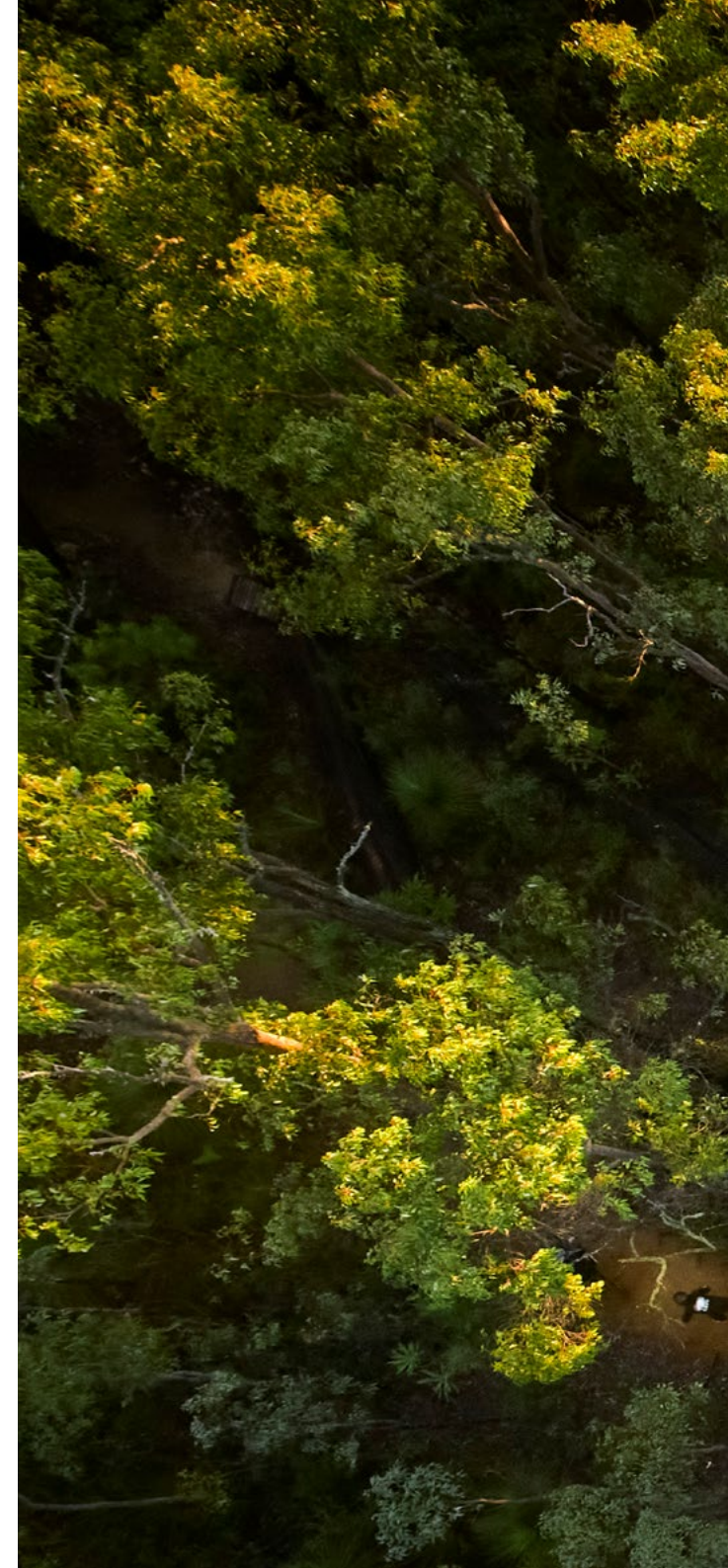
DoTS is now the official source of domestic tourism statistics in Australia, and alongside the International Visitor Survey (IVS), it will be used by all states and territories to measure the performance of the visitor economy in each jurisdiction going forward. Under the new DoTS system, data is being progressively rolled out, with a complete measure of the visitor economy to be released late September 2025. Visitor statistics provided in this Annual Report reference calendar year 2024 data as reported by the NVS and IVS. Statistics and KPIs in Tourism WA's future 2025–26 Annual Report will reflect DoTS and IVS data.

3.3 CHANGES IN WRITTEN LAW

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

Key organisational structure changes affecting Tourism WA are noted as follows:

- In March 2025 Tourism WA had a new Ministerial appointment, the Hon. Reece Whitby MLA, Minister for Tourism.
- On 1 July 2025, the Department of Creative Industries, Tourism and Sport (CITS) was formed and includes the portfolios of Creative Industries, Sport and Recreation, Multicultural Interests and Tourism, including Tourism WA.
- On 4 August 2025, the Director General of CITS and Chief Executive Officer of Tourism WA, Chad Anderson commenced.





An aerial photograph of a tropical beach. The top right corner shows clear, turquoise water meeting a wide, white sandy beach. The beach is dotted with small, dark green shrubs and patches of golden-brown sand. A thin, dark line, possibly a path or a small stream, runs diagonally across the sand. In the lower center, a small, dark, rectangular object, possibly a piece of equipment or a small structure, is visible on the sand.

4.0 DISCLOSURES AND LEGAL COMPLIANCE



4.1 INDEPENDENT AUDIT OPINION



Auditor General

INDEPENDENT AUDITOR'S REPORT

2025

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 2025, 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 2025 and administered income and expenses by service for the year then ended
- notes comprising a summary of material accounting policies and other explanatory information.

In my opinion, the financial statements are:

- based on proper accounts and present fairly, in all material respects, the operating results and cash flows of the Commission for the year ended 30 June 2025 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

Report on the audit of controls

Opinion

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

In my opinion, in all material respects, the controls exercised by the Commission are sufficiently adequate to provide reasonable assurance that the controls within the system were suitably designed to achieve the overall control objectives identified as at 30 June 2025, and the controls were implemented as designed as at 30 June 2025.

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 Commission for the year ended 30 June 2025 reported in accordance with the *Financial Management Act 2006* and the Treasurer's Instructions (legislative requirements). The key performance indicators are the Under Treasurer-approved key effectiveness indicators and key efficiency indicators that provide performance information about achieving outcomes and delivering services.

In my opinion, in all material respects, the key performance indicators report of the Commission for the year ended 30 June 2025 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 2025.

The Board's responsibilities for the key performance indicators

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

In preparing the key performance indicators, the Board is responsible for identifying key performance indicators that are relevant and appropriate, having regard to their purpose in accordance with Treasurer's Instruction 3 Financial Sustainability – Requirement 5: Key Performance Indicators.

Auditor General's responsibilities

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

4.0 DISCLOSURES AND LEGAL COMPLIANCE

An assurance engagement involves performing procedures to obtain evidence about the amounts and disclosures in the key performance indicators. It also involves evaluating the relevance and appropriateness of the key performance indicators against the criteria and guidance in Treasurer's Instruction 3 - Requirement 5 for measuring the extent of outcome achievement and the efficiency of service delivery. The procedures selected depend on my judgement, including the assessment of the risks of material misstatement of the key performance indicators. In making these risk assessments, I obtain an understanding of internal control relevant to the engagement in order to design procedures that are appropriate in the circumstances.

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

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

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

Other information

The Board is responsible for the other information. The other information is the information in the entity's annual report for the year ended 30 June 2025, 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 2025 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
2 September 2025



4.2 FINANCIAL STATEMENTS

CERTIFICATION OF FINANCIAL STATEMENTS

For the financial year ended 30 June 2025

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 2025 and the financial position as at 30 June 2025.

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

29 August 2025



Janelle Marr
Commissioner

29 August 2025



Renato Sansalone
Chief Financial Officer

29 August 2025

STATEMENT OF COMPREHENSIVE INCOME

For the financial year ended 30 June 2025

	NOTE	2025 \$'000	2024 \$'000
COST OF SERVICES			
Expenses			
Employee benefits expenses	2.5.1	502	330
Supplies and services	2.1	61,541	55,641
Depreciation and amortisation expenses	4.1, 4.2, 4.3	190	180
Accommodation expenses	2.5.2	758	749
Grants and subsidies	2.2	14,977	8,158
Event operations expenses	2.3	56,069	66,313
Advertising and promotion expenses	2.4	35,720	36,662
Other expenses	2.5.3	8	15
Total cost of services		169,765	168,048
Income			
Commonwealth grants	3.2	920	2,681
Interest income		603	706
Other income	3.3	1,704	1,287
Total income		3,227	4,674
NET COST OF SERVICES		166,538	163,374
Income from State Government	3.1		
Income from other public sector entities		132,243	122,644
Resources received		23,488	20,980
Royalties for Regions Fund		16,029	19,136
Total income from State Government		171,760	162,760
SURPLUS/(DEFICIT) FOR THE PERIOD		5,222	(614)
Other comprehensive income		-	-
TOTAL COMPREHENSIVE INCOME FOR THE PERIOD		5,222	(614)

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

STATEMENT OF FINANCIAL POSITION

As at 30 June 2025	NOTE	2025 \$'000	2024 \$'000
ASSETS			
Current Assets			
Cash and cash equivalents	5.3	22,563	16,031
Restricted cash and cash equivalents	5.3	2,252	3,001
Receivables	4.4	3,405	2,455
Prepayments	4.5	5,243	11,216
Amounts receivable for services	4.6	475	475
Total Current Assets		33,938	33,178
Non-Current Assets			
Amounts receivable for services	4.6	2,720	3,195
Prepayments	4.5	5,225	1,720
Property, plant and equipment	4.1	889	17
Intangible assets	4.2	708	516
Right-of-use assets	4.3	8	27
Total Non-Current Assets		9,550	5,475
TOTAL ASSETS		43,488	38,653
LIABILITIES			
Current Liabilities			
Payables	4.7	19,433	19,951
Lease liabilities	5.1	8	19
Other provisions	4.8	74	87
Other current liabilities	4.9	-	3
Total Current Liabilities		19,515	20,060
Non-Current Liabilities			
Lease liabilities	5.1	-	8
Total Non-Current Liabilities		-	8
TOTAL LIABILITIES		19,515	20,068
NET ASSETS		23,973	18,585
EQUITY			
Contributed equity		6,985	6,819
Accumulated surplus		16,988	11,766
TOTAL EQUITY		23,973	18,585

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

STATEMENT OF CHANGES IN EQUITY

For the year ended 30 June 2025	CONTRIBUTED EQUITY \$'000	ACCUMULATED SURPLUS \$'000	TOTAL EQUITY \$'000
Balance at 1 July 2023	6,653	12,380	19,033
(Deficit)	-	(614)	(614)
Other comprehensive income	-	-	-
Total comprehensive income for the period	-	(614)	(614)
Transactions with owners in their capacity as owners:			
Capital appropriations	166	-	166
Total	166	-	166
Balance at 30 June 2023	6,819	11,766	18,585
Balance at 1 July 2024	6,819	11,766	18,585
Surplus	-	5,222	5,222
Total comprehensive (loss)/income for the period	-	5,222	5,222
Transactions with owners in their capacity as owners:			
Capital appropriations	166	-	166
Total	166	-	166
Balance at 30 June 2025	6,985	16,988	23,973

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

STATEMENT OF CASH FLOWS

4.0 DISCLOSURES AND LEGAL COMPLIANCE

For the year ended 30 June 2025

	NOTE	2025 \$'000	2024 \$'000
CASH FLOWS FROM THE STATE GOVERNMENT			
Funds from other public sector entities		132,243	122,644
Capital appropriations		166	166
Holding account drawdown		475	475
Royalties for Regions Fund		16,029	19,136
Net cash provided by the State Government		148,913	142,421
Utilised as follows:			
CASH FLOWS FROM OPERATING ACTIVITIES			
Payments			
Employee benefits		(505)	(400)
Supplies and services		(37,760)	(34,227)
Accommodation		(758)	(750)
Grants and subsidies		(10,707)	(7,747)
GST payments on purchases		(11,846)	(11,501)
Event operations payments		(60,165)	(62,086)
Advertising and promotion payments		(35,551)	(34,912)
Lease interest payments		-	(1)
Other payments		(244)	(197)
Receipts			
Commonwealth grants		960	2,641
Interest received		681	681
GST receipts on sales		193	138
GST receipts from taxation authority		11,843	11,392
Other receipts		1,282	850
Net cash used in operating activities		(142,577)	(136,119)
CASH FLOWS FROM INVESTING ACTIVITIES			
Payments			
Purchase of non-current assets		(534)	(92)
Net cash used in investing activities		(534)	(92)
CASH FLOWS FROM FINANCING ACTIVITIES			
Payments			
Principal elements of lease payments		(19)	(18)
Net cash used in financing activities		(19)	(18)
Net increase/(decrease) in cash and cash equivalents		5,783	6,192
Cash and cash equivalents at the beginning of the period		19,032	12,840
CASH AND CASH EQUIVALENTS AT THE END OF THE PERIOD	5.3	24,815	19,032

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

ADMINISTERED SCHEDULES

Administered Income and Expenses

For the year ended 30 June 2024	NOTE	2025 \$'000	2024 \$'000
Income			
Income from other public sector entities			-
Total administered income			-
Expenses			
Grants and subsidies	8.2		3,215
Total Non-Current Assets			3,215

Administered transactions in the prior year represent expenditure 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 \$14 million over five years and all payments were finalised in 2023–24.

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

4.3 NOTES TO THE FINANCIAL STATEMENTS

For the year ended 30 June 2025

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 29 August 2025.

Statement of compliance

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

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

Basis of preparation

These financial statements are presented in Australian dollars applying the accrual basis of accounting and using the historical cost convention. 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.

4.0 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, as designated as contributions by owners (at the time of, or prior to, transfer) be recognised as equity

contributions. Capital appropriations have been designated as contributions by owners by TI 8 – Requirement 8.1(i) and have been credited directly to Contributed Equity.

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 Australian Accounting Standard permits or requires otherwise, comparative information is presented in respect of the previous period for

all amounts reported in the financial statements. AASB 1060 provides relief from presenting comparatives for:

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

Judgements and estimates

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

Note 2. Use of our funding

Expenses incurred in the delivery of services

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

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

2.1 Supplies and services

	2025 \$'000	2024 \$'000
Communications expenses	5	9
Computer expenses	1,155	1,451
Contracts for service	18,170	17,961
General administration expenses	2,775	2,743
Insurance	226	205
Marketing services	3,567	3,792
Rental and hire costs	1,084	333
Printing and stationery	9	5
Professional services	8,462	5,412
Research	1,850	1,713
Resources and operating support ^(a)	23,477	20,956
Travel	759	1,058
Vehicles	2	3
Total supplies and services	61,541	55,641

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'.

4.0 DISCLOSURES AND LEGAL COMPLIANCE

	NOTE	2025 \$'000	2024 \$'000
Resources received free of charge			
Personnel costs		16,398	14,169
Corporate support services and overheads		7,079	6,762
Total Resources received free of charge		23,477	20,956
Less other contributions			
Personnel costs		18	25
Total other contributions received	3.3	18	25
TOTAL RESOURCES AND OPERATING SUPPORT	3.1	23,459	20,931

2.2 Grants and subsidies

	2025 \$'000	2024 \$'000
Recurrent		
Event Tourism	4,151	-
Regional Affordable Airfares program	2,614	2,418
Aboriginal tourism development	1,328	743
Destination Marketing grants and sponsorships	893	4
Tourism workforce development	845	649
Kimberley Flood Tourism Recovery Package	787	962
Other grants and sponsorships	603	524
Capital		
Aboriginal tourism development	3,756	2,858
Total grants and subsidies	14,977	8,158
Paid to:		
Private organisations	8,466	6,138
Commonwealth and Local government	786	215
Government Trading Enterprise	70	15
State Government agencies	5,655	1,790
Total grants and subsidies	14,977	8,158

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.

4.0 DISCLOSURES AND LEGAL COMPLIANCE

2.3 Event operations expenses

	2025 \$'000	2024 \$'000
Event sponsorship and development by funding source:		
Consolidated Account Fund	49,358	60,504
Royalties for Regions Fund — Regional Events Program	6,711	5,809
Total event operations expenses	56,069	66,313

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

2.4 Advertising and promotion expenses

	2025 \$'000	2024 \$'000
Promotions and co-operative campaigns	29,663	29,713
Collateral — production and distribution	2,464	3,981
Familiarisation visits	3,549	2,931
Multimedia and audio-visual	44	37
Total advertising and promotion expenses	35,720	36,662

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

	2025 \$'000	2024 \$'000
Commissioners' fees	445	286
Superannuation — defined contribution plans	42	31
Fringe benefits tax	15	13
Total employee benefits expense	502	330

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

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

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

2.5.2 Accommodation expenses

	2025 \$'000	2024 \$'000
Rental	659	654
Repairs and maintenance	80	78
Utilities	14	12
Cleaning	5	5
Total accommodation expenses	758	749

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

	2025 \$'000	2024 \$'000
Loss on disposal of fixed assets	8	-
Loss on foreign exchange	-	13
Lease interest expense	-	1
Insurance — workers' compensation	-	1
Total other expenses	8	15
TOTAL OTHER EXPENDITURE	1,268	1,094

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

4.0 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

	2025 \$'000	2024 \$'000
Income received from other public sector entities during the period:		
Department of Jobs, Tourism, Science and Innovation	132,243	122,644
Total income from other public sector entities	132,243	122,644
Resources received free of charge from other public sector entities during the period:		
Department of Jobs, Tourism, Science and Innovation	23,459	20,931
Department of Finance	27	27
State Solicitors Office	2	22
Total resources received from other public sector entities	23,488	20,980
Royalties for Regions Fund:		
Regional Community Services Fund	16,029	19,136
Total Royalties for Regions Fund	16,029	19,136
TOTAL INCOME FROM STATE GOVERNMENT	171,760	162,760

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

Tourism WA's funding is provided by the State Government to the Department of Jobs, Tourism, Science and Innovation (which from 1 July 2025 has been renamed to the Department of Energy and Economic Diversification (DEED)) (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 is recognised as income equivalent to the fair value of assets received, or the fair value of services received that can be reliably determined and which would have been purchased if not donated.

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

3.2 Commonwealth grants	2025 \$'000	2024 \$'000
Recurrent		
Strategic Indigenous Tourism Projects	920	-
National Partnership Payments — Tourism Business Support	-	1,881
Choose Tourism Support program	-	800
Total Commonwealth grants	920	2,681

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

3.3 Other income	2025 \$'000	2024 \$'000
Industry contributions and sponsorship	1,060	584
Airline in-kind contributions	212	414
Refunds and recoups	374	250
Other gains	40	14
Executive Vehicle Scheme contributions ^(a)	18	25
Total other income	1,704	1,287

^(a) Executive Vehicle Scheme contributions received from personnel provided by the Department of Jobs, Tourism, Science and Innovation from subleasing of right-of-use assets relates to lease payments received from operating leases. (See also Note 2.1 'Supplies and services' and 3.1 'Income from State Government').

4.0 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 2025**

	FURNITURE, FITTINGS AND EQUIPMENT \$'000	COMPUTER EQUIPMENT \$'000	LEASEHOLD IMPROVEMENTS (WORK IN PROGRESS) \$'000	TOTAL \$'000
1 July 2024				
Gross carrying amount	24	277	-	301
Accumulated depreciation	(15)	(269)	-	(284)
Carrying amount at start of period	9	8	-	17
Additions	16	41	830	887
Disposals	(8)	-	-	(8)
Depreciation	(1)	(6)	-	(7)
Carrying amount at end of period	16	43	830	889
Comprising:				
Gross carrying amount	27	304	830	1,161
Accumulated depreciation	(11)	(261)	-	(272)
Carrying amount at end of period	16	43	830	889

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 2025, there were no indications of impairment to property, plant and equipment.

Useful lives

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

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

ASSET CLASS	USEFUL LIFE
Furniture, fittings and equipment	5 to 10 years
Computer equipment	3 to 5 years
Leasehold improvements	Shorter of remaining term of lease (including extension options) or estimated useful life of improvement

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

Impairment

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

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

If there is an indication that there has been a reversal in impairment, the carrying amount 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 2025	SOFTWARE \$'000	WORK IN PROGRESS \$'000	TOTAL \$'000
1 July 2024			
Gross carrying amount	719	101	820
Accumulated amortisation	(304)	-	(304)
Carrying amount at start of period	415	101	516
Additions	-	356	356
Transfers	101	(101)	-
Disposals	-	-	-
Amortisation expense	(164)	-	(164)
Carrying amount at end of period	352	356	708
Comprising:			
Gross carrying amount	820	356	1,176
Accumulated amortisation	(468)	-	(468)
Carrying amount at end of period	352	356	708

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.

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

^(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 2025 there were no indications of impairment to intangible assets.

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

4.0 DISCLOSURES AND LEGAL COMPLIANCE

4.3 Right-of-use assets

Year ended 30 June 2025	ACCOMMODATION \$'000	TOTAL \$'000
Carrying amount at start of period	27	27
Additions	-	-
Disposals	-	-
Depreciation	(19)	(19)
Net carrying amount at end of period	8	8

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	2025 \$'000	2024 \$'000
Current		
Receivables	373	270
Accrued revenue	46	124
Other receivables	1,483	670
GST receivable	1,503	1,391
Total receivables at the end of period	3,405	2,455

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

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

4.0 DISCLOSURES AND LEGAL COMPLIANCE

4.5 Prepayments

	2025 \$'000	2024 \$'000
Current		
Event sponsorship	3,910	7,368
Licence, maintenance and support fees	69	3,602
Marketing campaign activity	1,252	181
Other	12	65
Total current	5,243	11,216
Non-current		
Event sponsorship	5,225	1,650
Licence, maintenance and support fees	-	57
Other	-	13
Total non-current	5,225	1,720
TOTAL PREPAYMENTS AT THE END OF PERIOD	10,468	12,936

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)

	2025 \$'000	2024 \$'000
Current	475	475
Non-current	2,720	3,195
Total amounts receivable for services at the end of period	3,195	3,670

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

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

4.7 Payables

	2025 \$'000	2024 \$'000
Current		
Trade payables	1,897	1,583
Accrued expenses	17,524	18,357
Accrued salaries	12	11
Total payables at the end of period	19,433	19,951

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

4.8 Other provisions

	2025 \$'000	2024 \$'000
Current		
Annual leave — overseas staff	74	87
Total other provisions	74	87

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

	2025 \$'000	2024 \$'000
Current		
Income received in advance	-	3
Total other current liabilities	-	3

4.0 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

	2025 \$'000	2024 \$'000
Not later than one year	8	19
Later than one year and not later than five years	-	8
Later than five years	-	-
Total lease liabilities at the end of period	8	27
Current	8	19
Non-current	-	8
Total lease liabilities at the end of period	8	27

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	2025 \$'000	2024 \$'000
Lease interest expense	-	1
Expenses relating to variable lease payments not included in lease liabilities	-	8
Total lease expenses	-	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.

4.0 DISCLOSURES AND LEGAL COMPLIANCE

5.2 Finance costs

	2025 \$'000	2024 \$'000
Interest expense on lease liabilities	-	1
Total finance costs expensed	-	1

Finance costs represent the interest component of lease liability repayments.

5.3 Cash and cash equivalents

	2025 \$'000	2024 \$'000
Cash and cash equivalents	22,563	16,031
Restricted cash and cash equivalents — Royalties for Regions Fund ^(a)	2,252	3,001
Balance at end of period	24,815	19,032

^(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

Capital expenditure commitments, being contracted capital expenditure additional to the amounts reported in the financial statements are due as follows:

	2025 \$'000	2024 \$'000
Not later than one year	238	-
Later than one year and not later than five years	-	-
Later than five years	-	-
Total capital commitments	238	-

As at 30 June 2025, Tourism WA is finalising the refurbishment of the Western Australia Visitor Centre. The total capital expenditure committed under contractual arrangements but not yet incurred amounts to \$238,000. This commitment is expected to be settled within the next 12 months and is not recognised in the financial statements.

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:

	2025 \$'000	2024 \$'000
Financial assets		
Cash and cash equivalents	24,815	19,032
Financial assets at amortised cost ^(a)	5,096	4,734
Total financial assets	29,911	23,766
Financial liabilities		
Financial liabilities at amortised cost	19,441	19,981
Total financial liabilities	19,441	19,981

^(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 (2024: Nil).

4.0 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

Public Sector Reform

In March 2025, the Premier announced a targeted reform of the public sector aimed at driving job creation through economic diversification, local manufacturing, and energy transition, while delivering on the Government's commitment to jobs, hospitals and houses for Western Australians.

As part of this reform, effective 1 July 2025 Tourism WA will become part of the Department of Creative Industries, Tourism and Sport (CITS) (formerly the Department of Local Government, Sport and Cultural Industries). While responsibilities will fall under CITS, Tourism WA will continue to operate as a separate statutory authority under its enabling legislation.

Prior to the reform, corporate services for Tourism WA were provided by the Department of Jobs, Tourism, Science and Innovation (JTISI), which has been renamed the Department of Energy and Economic Diversification (DEED). As part of the reform, a service agreement will be in place between DCITS and DEED to ensure the continued provision of corporate services to Tourism WA for at least an initial three-month transition period.

This change is considered a non-adjusting subsequent event, as it occurred after the end of the reporting period and does not affect the financial position of Tourism WA as at 30 June 2025. The financial effect, if any, of the above reforms is not presently determinable.

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 2025.

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 (\$)	2025	2024
90,001 – 100,000	1	-
80,001 – 90,000	-	1
70,001 – 80,000	-	-
60,001 – 70,000	-	-
50,001 – 60,000	2	-
40,001 – 50,000	6	4
30,001 – 40,000	1	-
20,001 – 30,000	-	1
10,001 – 20,000	-	-
0 – 10,000	-	6
	\$'000	\$'000
Total compensation of members of the accountable authority	521	323

4.0 DISCLOSURES AND LEGAL COMPLIANCE

Compensation of senior officers

COMPENSATION BAND (\$)	2025	2024
350,001 – 400,000	-	-
300,001 – 350,000	-	1
250,001 – 300,000	1	-
200,001 – 250,000	5	4
150,001 – 200,000	1	2
100,001 – 150,000	-	-
50,001 – 100,000	2	2
0 – 50,000	1	-
	\$'000	\$'000
Total compensation of senior officers	1,738	1,743

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).

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

Material transactions with related parties

During the year, Tourism WA purchased the services of Swan River Seaplanes Pty Ltd for media and trade familiarisations and promotional activities. Kristy Bailey, a Tourism WA Commissioner, has a controlling interest in the entity. The services, totalling \$55,380 (inclusive of GST), were purchased under terms and conditions equivalent to those that prevail in arm's length transactions. These costs have been included in expenses in the current reporting period and there are no future commitments as at reporting date.

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

7.5 Related bodies

Tourism WA had no related bodies during the financial year.

7.6 Affiliated bodies

Business Events Perth

Tourism WA has an agreement with Business Events Perth (BEP) for the provision of business events marketing and promotional services. The current agreement expires 30 June 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 2024–25.

Payments inclusive of GST made to BEP in 2024–25 totalled \$11,550,000 (2023–24: \$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 2024–25.

Base payments made, inclusive of GST, to each of the RTOs that were affiliated bodies in 2024–25 were \$945,750 (2023–24: \$904,159).

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 2024–25.

Total payments made, inclusive of GST, to WAITOC in 2024–25 were \$2,180,200 (2023–24: \$2,311,100).

4.0 DISCLOSURES AND LEGAL COMPLIANCE

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:

	2025 \$'000	2024 \$'000
Auditing the accounts, financial statements, controls and key performance indicators	157	143
	157	143

7.8 Supplementary financial information

(a) Write-offs

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

	2025 \$'000	2024 \$'000
The accountable authority	-	-
The Minister	-	-
The Treasurer	-	-
	-	-

(b) Losses through theft, defaults and other causes

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

	-	-
	-	-
	-	-

(c) Forgiveness of debts

Forgiveness (or waiver) of debts by Tourism WA

	-	-
	-	-

(d) Gifts of public property

Gifts of public property provided by Tourism WA

	79	77
	79	77

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 2025, and between the actual results for 2025 and 2024, 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 (\$2,012,060); and
 - Total Assets of the estimate for the Statement of Financial Position (\$387,590).
- 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 (\$1,680,480); and
 - Total Assets of the previous year for the Statement of Financial Position (\$386,530).

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.

4.0 DISCLOSURES AND LEGAL COMPLIANCE

8.1.1 Statement of Comprehensive Income variances

	VARIANCE NOTE	ORIGINAL ESTIMATE 2025 \$'000	ACTUAL 2025 \$'000	ACTUAL 2024 \$'000	VARIANCE BETWEEN ACTUAL AND ESTIMATE \$'000	VARIANCE BETWEEN ACTUAL FOR 2025 AND 2024 \$'000
COST OF SERVICES						
Expenses						
Employee benefits expenses		348	502	330	154	172
Supplies and services	a	67,708	61,541	55,641	(6,167)	5,900
Depreciation and amortisation expenses		708	190	180	(518)	10
Accommodation expenses		810	758	749	(52)	9
Grants and subsidies	1, b	9,929	14,977	8,158	5,048	6,819
Event operations expenses	2, c	79,673	56,069	66,313	(23,604)	(10,244)
Advertising and promotion expenses	3	42,030	35,720	36,662	(6,310)	(942)
Other expenses		-	8	15	8	(7)
Total cost of services		201,206	169,765	168,048	(31,441)	1,717
Income						
Commonwealth grants	4, d	3,000	920	2,681	(2,080)	(1,761)
Interest revenue		250	603	706	353	(103)
Other income		1,090	1,704	1,287	614	417
Total income		4,340	3,227	4,674	(1,113)	(1,447)
NET COST OF SERVICES		196,866	166,538	163,374	(30,328)	3,164
Income from State Government						
Income from other public sector entities	5	157,403	132,243	122,644	(25,160)	9,599
Resources received	e	22,680	23,488	20,980	808	2,508
Royalties for Regions Fund	6, f	18,214	16,029	19,136	(2,185)	(3,107)
Total income from State Government		198,297	171,760	162,760	(26,537)	9,000
SURPLUS/(DEFICIT) FOR THE PERIOD		1,431	5,222	(614)	3,791	5,836

8.1.2 Statement of Financial Position variances

	VARIANCE NOTE	ORIGINAL ESTIMATE 2025 \$'000	ACTUAL 2025 \$'000	ACTUAL 2024 \$'000	VARIANCE BETWEEN ACTUAL AND ESTIMATE \$'000	VARIANCE BETWEEN ACTUAL FOR 2025 AND 2024 \$'000
ASSETS						
Current Assets						
Cash and cash equivalents		15,035	22,563	16,031	7,528	6,532
Restricted cash and cash equivalents		-	2,252	3,001	2,252	(749)
Receivables		2,455	3,405	2,455	950	950
Prepayments	7, g	11,346	5,243	11,216	(6,103)	(5,973)
Amounts receivable for services		475	475	475	-	-
Total Current Assets		29,311	33,938	33,178	4,627	760
Non-Current Assets						
Amounts receivable for services		2,720	2,720	3,195	-	(475)
Prepayments	8, h	4,720	5,225	1,720	505	3,505
Property, plant and equipment	9, i	1,831	889	17	(942)	872
Intangible assets	10	116	708	516	592	192
Right-of-use assets		61	8	27	(53)	(19)
Total Non-Current Assets		9,448	9,550	5,475	102	4,075
TOTAL ASSETS		38,759	43,488	38,653	4,729	4,835
LIABILITIES						
Current Liabilities						
Payables		18,426	19,433	19,951	1,007	(518)
Lease liabilities		19	8	19	(11)	(11)
Employee related provisions		87	74	87	(13)	(13)
Other current liabilities		3	-	3	(3)	(3)
Total Current Liabilities		18,535	19,515	20,060	980	(545)
Non-Current Liabilities						
Lease liabilities		42	-	8	(42)	(8)
Total Non-Current Liabilities		42	-	8	(42)	(8)
TOTAL LIABILITIES		18,577	19,515	20,068	938	(553)
NET ASSETS		20,182	23,973	18,585	3,791	5,388
EQUITY						
Contributed equity		6,985	6,985	6,819	-	166
Accumulated surplus		13,197	16,988	11,766	3,791	5,222
TOTAL EQUITY		20,182	23,973	18,585	3,791	5,388

4.0 DISCLOSURES AND LEGAL COMPLIANCE

8.1.3 Statement of Cash Flows variances

	VARIANCE NOTE	ORIGINAL ESTIMATE 2025 \$'000	ACTUAL 2025 \$'000	ACTUAL 2024 \$'000	VARIANCE BETWEEN ACTUAL AND ESTIMATE \$'000	VARIANCE BETWEEN ACTUAL FOR 2025 AND 2024 \$'000
CASH FLOWS FROM THE STATE GOVERNMENT						
Funds from other public sector entities	11	157,403	132,243	122,644	(25,160)	9,599
Capital appropriations		166	166	166	-	-
Holding account drawdown		475	475	475	-	-
Royalties for Regions Fund	12, j	18,214	16,029	19,136	(2,185)	(3,107)
Net cash provided by the State Government		176,258	148,913	142,421	(27,345)	6,492
CASH FLOWS FROM OPERATING ACTIVITIES						
Payments						
Employee benefits		(348)	(505)	(400)	(157)	(105)
Supplies and services	13, k	(46,262)	(37,760)	(34,227)	8,502	(3,533)
Accommodation		(810)	(758)	(750)	52	(8)
Grants and subsidies	l	(9,929)	(10,707)	(7,747)	(778)	(2,960)
GST payments on purchases		(11,000)	(11,846)	(11,501)	(846)	(345)
Event operations payments	14	(82,803)	(60,165)	(62,086)	22,638	1,921
Advertising and promotion payments	15	(42,030)	(35,551)	(34,912)	6,479	(639)
Lease interest payments		(1)	-	(1)	1	1
Other payments		-	(244)	(197)	(244)	(47)
Receipts						
Commonwealth grants	16, m	3,000	960	2,641	(2,040)	(1,681)
Interest received		250	681	681	431	-
GST receipts on sales		200	193	138	(7)	55
GST receipts from taxation authority		10,800	11,843	11,392	1,043	451
Other receipts		800	1,282	850	482	432
Net cash used in operating activities		(178,133)	(142,577)	(136,119)	35,556	(6,458)
CASH FLOWS FROM INVESTING ACTIVITIES						
Payments						
Purchase of non-current assets		(2,106)	(534)	(92)	1,572	(442)
Net cash used in investing activities		(2,106)	(534)	(92)	1,572	(442)
CASH FLOWS FROM FINANCING ACTIVITIES						
Payments						
Principal elements of lease payments		(16)	(19)	(18)	(3)	(1)
Non-retained revenue distributed to owners		-	-	-	-	-
Net cash used in financing activities		(16)	(19)	(18)	(3)	(1)
Net increase/(decrease) in cash and cash equivalents		(3,997)	5,783	6,192	9,780	(409)
Cash and cash equivalents at the beginning of the period		19,032	19,032	12,840	-	6,192
CASH AND CASH EQUIVALENTS AT THE END OF THE PERIOD		15,035	24,815	19,032	9,780	5,783

Major estimate and actual (2025) variance narratives***Statement of Comprehensive Income***

1. Grants and subsidies were higher than estimated largely due to event funding provided to other government agencies and Commonwealth-funded Strategic Indigenous Tourism Projects being delivered as grants and which were originally budgeted under event operations and supplies and services expenses respectively.
2. Event operations expenses were lower than estimated largely due to the deferral of budget to future years to align with the timing of major events that have been secured or under development.
3. Advertising and promotion expenses were lower than expected largely due to the deferral of Aviation Recovery budget to future years to align with the expected timing of aviation agreements and related payments to airlines.
4. Commonwealth grants were lower due to the deferral of budget for Strategic Indigenous Tourism Projects to 2025–26 to align with the revised timing of related activities.
5. Income from other public sector entities represents Government cash funding received by Tourism WA through the Department of Jobs, Tourism, Science and Innovation. Funding received was lower than original estimates which is mostly the result of the deferral of budget for international aviation recovery and major events to future years.
6. Royalties for Regions fund income is lower than estimated due to the deferral of Aboriginal Tourism Fund (Jina Plan) budget to future years to align with project timings.

Statement of Financial Position

7. Current prepayments within the original estimates approximated the balance from the previous year (2024) which was greater due to substantial event milestone payments relating to the 2024 year.
8. Non-current prepayments are slightly higher than estimated due to an increase in milestone payments made for major events scheduled beyond the next 12 months.
9. Property, plant, and equipment is lower than estimated due to delayed completion and reduced costs associated with the WA Visitor Centre relocation and fit-out project.
10. Intangible assets are higher than estimated due to capital expenditure on a number of digital projects during the year that was not anticipated when estimates were prepared.

Cash Flow Statement

11. Refer to note 5 above.
12. Refer to note 6 above.
13. Supplies and services payments were lower than estimated due to reduced event marketing costs and the deferral of spending under various programs to align with expected delivery timelines.
14. Refer to note 2 above.
15. Refer to note 3 above.
16. Refer to note 4 above.

Major actual (2025) and comparative (2024) variance narratives

Statement of Comprehensive Income

- a) Supplies and Services were higher than the prior year due to costs associated with hosting the World Travel & Tourism Council Global Summit in Perth / Boorloo during the year and an increase in resources provided by the Department of Jobs, Tourism, Science and Innovation for personnel and corporate support services.
- b) Grants and subsidies were higher than the prior year due to event funding provided to other government agencies, increased support for Destination Development initiatives and additional sponsorships for marketing and regional affordable airfare initiatives delivered through the Kimberley Tourism Support Program. Refer to Note 2.2 'Grants and Subsidies' in the notes to the financial statements for further details.
- c) Event operations expenses decreased compared to the prior year due to a greater number of blockbuster events that were held in 2023–24 such as WWE, Coldplay and Italian Football.
- d) Commonwealth grants were lower due to funding received in 2023–24 for COVID-19 as a recoup for industry support payments that were disbursed in 2022–23.
- e) Resources received income was higher than the prior year due to an increase in tourism personnel and corporate support services provided by the Department of Jobs, Tourism, Science and Innovation.
- f) Royalties for Regions income received was higher in the prior year due to additional funding received for the Kimberley Tourism Support and Aboriginal Tourism Fund programs.

Statement of Financial Position

- g) Current prepayments decreased due to substantial event milestone payments in the prior year for events held in 2024–25 including hosting the World Travel & Tourism Council Global Summit in 2024.
- h) Non-current prepayments is due to additional milestone payments for events scheduled beyond the next 12 months.
- i) Property, plant, and equipment increased compared to the prior year due to capital spending on the WA Visitor Centre relocation and fit out.

Cash Flow Statement

- j) Refer to note f above.
- k) Refer to note a above.
- l) Refer to note b above.
- m) Refer to note d above.

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 2025, and between the actual results for 2025 and 2024, 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)

Administered items variances			ORIGINAL ESTIMATE 2025 \$'000	ACTUAL 2025 \$'000	ACTUAL 2024 \$'000	VARIANCE BETWEEN ACTUAL AND ESTIMATE \$'000	VARIANCE BETWEEN ACTUAL FOR 2025 AND 2024 \$'000
		VARIANCE NOTE					
Income							
Income from other public sector entities			-	-	-	-	-
Total administered income			-	-	-	-	-
Expenses							
Grants and subsidies		a	-	-	3,215	-	(3,215)
Total administered expenses			-	-	3,215	-	(3,215)

Major actual (2025) and comparative (2024) variance narratives

- a) Funding provided to Qantas in 2023–24 was for Perth airport infrastructure and is linked to milestones associated with Perth to London direct flights. All contractual obligations and payments were finalised in 2024.



4.4 AUDITED KEY PERFORMANCE INDICATORS

CERTIFICATION OF KEY PERFORMANCE INDICATORS

We hereby certify that the performance indicators are based on proper records, are relevant and appropriate for assisting users to assess the Western Australian Tourism Commission's performance, and fairly represent the performance of the Western Australian Tourism Commission for the financial year ended 30 June 2025.



Di Bain
Chair

29 August 2025



Janelle Marr
Commissioner

29 August 2025

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.

While the 2024–25 target of \$18.5 billion has not been met due to an unexpected contraction in domestic visitor spend, which is likely driven by cost-of-living pressures and strong growth in outbound (overseas) travel, international visitor spend continues to grow, outpacing the anticipated growth rate when the target was set.

	2024–25 TARGET	RESULTS ¹				
		2024–25 ACTUAL	2023–24 ACTUAL	2022–23 ACTUAL	2021–22 ACTUAL	2020–21 ACTUAL
KPI 1						
Total dollar amount spent by visitors in Western Australia	\$18.5 billion	\$17.2 billion	\$17.7 billion	\$14.0 billion	\$10.4 billion	\$8.8 billion

¹ Results relate to the calendar year rather than the financial year due to reporting delays, so 2024–25 relates to the calendar year 2024.

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 2024 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 2024 was 23.3%, with 60,043 interviews completed. The response rate for the IVS in YE December 2024 was 54.2%, with 30,165 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 from home for at least 4 hours, and who do not spend a night away from home as part of their travel. Same day travel as part of overnight travel is excluded as is routine travel such as commuting between work/school and home.
- vii. Visitors include those travelling for all purposes including leisure, business, visiting friends and relatives and education.
- viii. Sample size for Western Australia: daytrips n=1,169; interstate n=330; intrastate n=2,550; international n=3,981.
- ix. Confidence intervals for Western Australia at the 95% confidence level: daytrips $\pm 14.0\%$; interstate $\pm 11.9\%$; intrastate $\pm 6.1\%$; international $\pm 7.4\%$. 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 decreased by 1.2% from 2024–25, and behind the target of 12.1 million. The 2024–25 target for this KPI has not been met due to: the recovery rate of international visitors to WA slowing; lagging recovery from the interstate, particularly the business sector; and the intrastate market contracting more than expected in 2024 due to cost-of-living pressures and strong growth in outbound (overseas) travel.

	2024–25 TARGET	RESULTS ¹				
		2024–25 ACTUAL	2023–24 ACTUAL	2022–23 ACTUAL	2021–22 ACTUAL	2020–21 ACTUAL
KPI 2						
Total overnight visitors to/within Western Australia	12.1 million	11.7 million	11.9 million	10.9 million	9.8 million	9.0 million

¹ Results relate to the calendar year rather than the financial year due to reporting delays, so 2024–25 relates to the calendar year 2024.

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 2024 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 2024 was 23.3%, with 60,043 interviews completed. The response rate for the IVS in YE December 2024 was 54.2%, with 30,165 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=330; intrastate n=2,243; international n=3,873.
- viii. Confidence intervals for Western Australia at the 95% confidence level: interstate $\pm 8.5\%$; intrastate $\pm 3.6\%$; international $\pm 3.5\%$. 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 2024–25 result reflects the 2024 calendar year. The 2024–25 result was 8.0%, on par with the target.

	2024-25 TARGET	RESULTS ¹				
		2024-25 ACTUAL	2023-22 ACTUAL (RESTATED) ²	2022-23 ACTUAL	2021-22 ACTUAL	2020-21 ACTUAL
KPI 3						
Western Australia's market share of international visitor spend in Australia	8.0%	8.0%	8.3%	8.3%	n/a	7.1%

¹ Results relate to the calendar year rather than the financial year due to reporting delays, so 2024–25 relates to calendar year 2024.

² The 2023–24 result has been restated due to a minor methodology change resulting in small revisions to the 2023 calendar year results. The 2023–24 result was previously reported as 8.2%.

Notes:

- i. Spend information is sourced from the Regional Expenditure data, provided by Tourism Research Australia (TRA). The expenditure figures are based on responses from TRA's International Visitor Survey (IVS) for the visitor's entire trip. The Regional Expenditure model allocates visitor expenditure to specific tourism regions to determine spend estimates for each of Australia's states.
- ii. Western Australia's market share of international spend in Australia is calculated by dividing total international visitor spend in Western Australia by total international visitor spend in Australia.
- iii. The IVS results are released by TRA each quarter and figures are reported for the latest 12-month period (i.e. Year Ended (YE) December 2024 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 2024 was 54.2%, with 30,165 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. 2024–25 result reflects the number of tourism filled jobs in 2023–24). 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 2024–25 to 120,100 (noting that figures are reported with a one-year time lag due to the collection and processing of data required, and therefore reflects 2023–24). This figure is above the target and above the previous year’s figure, reflecting continued growth in the value of the WA visitor economy from 2022–23 to 2023–24.

	2024-25 TARGET	RESULTS ¹				
		2024-25 ACTUAL	2023-24 ACTUAL (RESTATED) ²	2022-23 ACTUAL (RESTATED) ²	2021-22 ACTUAL (RESTATED) ²	2020-21 ACTUAL (RESTATED) ²
KPI 4						
Number of tourism filled jobs (direct and indirect) in Western Australia	113,400	120,100	114,400	80,600	72,900	92,500

¹ Reported with a one-year time lag

² The previous results have been restated due to updates to modelling by the Australian Bureau of Statistics (ABS). Previously report figures were: 2023–24: 110,800; 2022–23: 81,900; 2021–22: 72,300; 2020–21: 97,300.

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 2024–25 result reflects the number of tourism filled jobs in 2023–24).
- iii. The STSA is derived from the National Tourism Satellite Account (TSA) produced by the Australian Bureau of Statistics (ABS). Satellite accounts are required for tourism because 'tourism' is not identified as an industry in the ABS national accounts framework. This is because tourism is defined by the characteristics of the consumer, rather than the goods or services produced (i.e. who is doing the purchasing, rather than what is being purchased). Implicitly, tourism is included in the core national accounts. Therefore, the tourism filled jobs number cannot simply be added with filled job counts for other industries reported by the ABS, as this would result in double counting.
- 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. The ABS undertook a comprehensive review of the methods and data sources used to compile the National TSA for the 2023–24 release. These improvements were made to better align the account with international standards, refine the account's methodology and incorporate new data sources. This resulted in all historic economic variables in both the National TSA and State TSA being restated. Therefore, the 2024–25 target is not directly comparable to the restated historic time series. The 2024–25 target of 113,400 represented growth of 2% from the previously reported 2023–24 result of 110,800. The actual result for 2024–25 of 120,100 represents growth of 5% from the 2023–24 restated result. Therefore, the targeted growth rate in tourism filled jobs has been exceeded.

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

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

This KPI result is sourced from a survey of visitors to/within Western Australia and aims to achieve a relatively even split across intrastate, interstate and overseas visitors. The result is based on 400 responses across three waves. The split of responses by the market was 128 responses intrastate (32% of total), 114 interstate (28%) and 159 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?". This is the first year that this KPI is being reported as a Net Promoter Score (NPS). Those who give a rating of 9 or 10 are considered 'promoters', and those who give a rating of 0–6 are considered 'detractors'. NPS is the result of promoters minus detractors, reported as a whole number between –100 and 100.

The target for 2024–25 of 78 was exceeded with an actual result of 84. This result represents an improvement year on year.

	2024-25 TARGET	RESULTS				
		2024-25 ACTUAL	2023-24 ACTUAL	2022-23 ACTUAL	2021-22 ACTUAL	2020-21 ACTUAL
KPI 5						
Visitors' likelihood to recommend Western Australia — Net Promoter Score (NPS)	78	84	75	84	85	88

Notes:

- i. Net Promoter Score is measured through Tourism WA's Visitor Expectation and Experience Research (VEER).
- ii. VEER is conducted through a face-to-face survey of visitors to Western Australia by independent research firm ThinkField.
- iii. The KPI is based on responses to the question "On a scale of 0 to 10, how likely are you to recommend Western Australia as a holiday destination to a family member, friend, or colleague?" This is the first year that this KPI is being reported as a Net Promoter Score (NPS). Those who give a rating of 9 or 10 are considered 'promoters', and those who give a rating of 0–6 are considered 'detractors'. NPS is the result of promoters minus detractors, reported as a whole number between –100 and 100.
- iv. Interviewing typically took place across the full year (3 waves) to address seasonality issues. Data is analysed and reported annually.
- v. The total sample size per annum is typically n=400, split relatively evenly between intrastate, interstate, and international. However, due to travel restrictions and border closures, the total sample size was reduced in 2020–21 (n=141), and 2021–22 (n=264). Sample size was back to 400 in 2022–23.

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

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 2024–25 target was based on the expected return on investment of 16 events in scope at the time, with a contingency added for potential additional events. The final actual result is comprised of these 16 events, plus an additional 8 events that were not confirmed when the target was set. In total 24 events took place in 2024–25 that are in scope for this KPI.

The result of 2.8 : 1 is based on 16 actual results and 8 estimated results from feasibility studies. The result is higher than the target set due to the collective estimated return on investment for additional events added post-target setting being higher than the contingency added to the target for such events.

	2024–25 TARGET	RESULTS				
		2024–25 ACTUAL	2023–24 ACTUAL	2022–23 ACTUAL	2021–22 ACTUAL	2020–21 ACTUAL
KPI 6						
Ratio of direct economic return to Tourism WA's investment, for major events sponsored ¹	2.3 : 1	2.8 : 1	2.8 : 1	5.9 : 1	2.4 : 1	NA

¹ The actual result for 2024–25 is estimated based on actual results for 16 events (13 from studies conducted in 2024–25, and 3 based on historic results from studies conducted within the last three years) and feasibility studies for 8 events. The result for the 16 events with actual results is 2.6 : 1.

² 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.

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

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

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

The target for 2024–25 was achieved mainly due to a lower total cost of services than originally anticipated (actual \$169.7 million vs \$200.3 million).

Although total visitor spend in Western Australia was lower than target, the reduction in total cost of services was proportionally greater, improving the ratio.

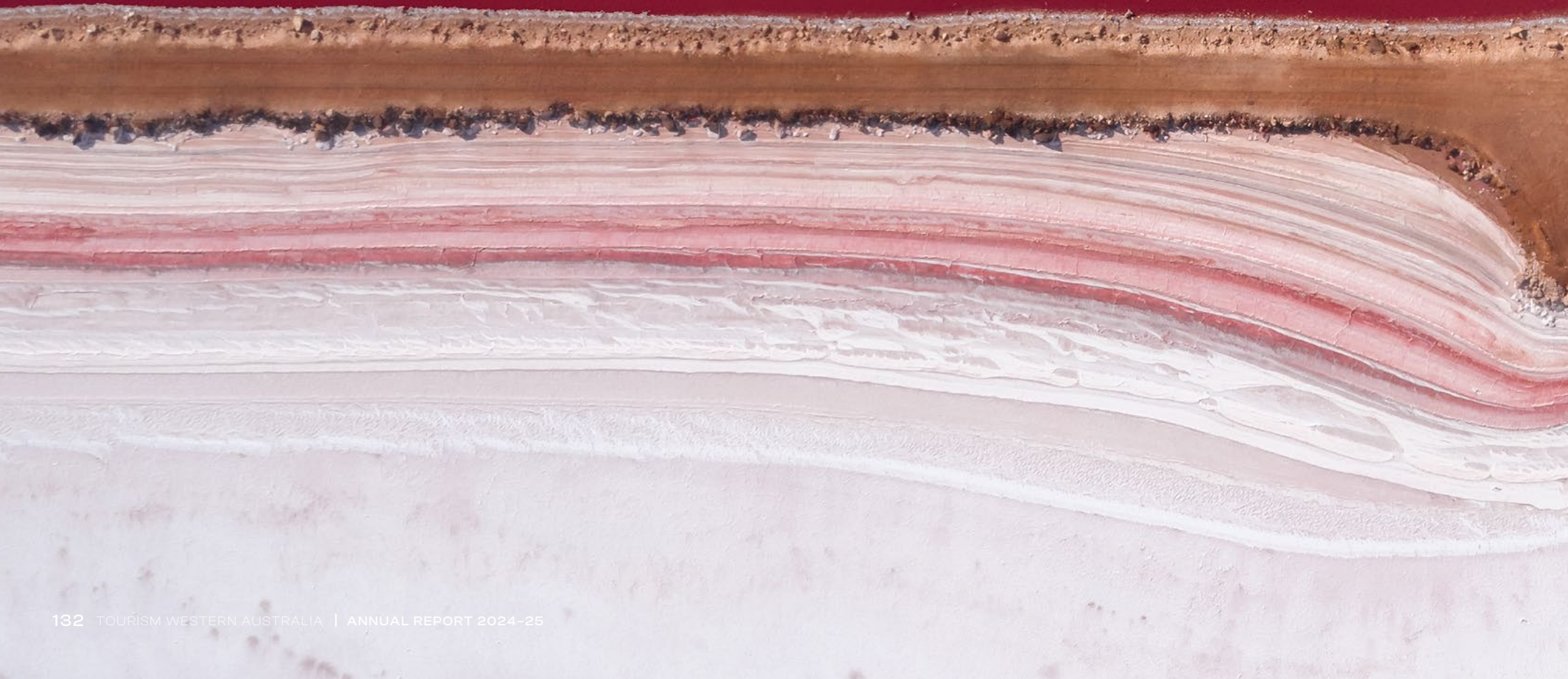
	2024–25 TARGET	RESULTS				
		2024–25 ACTUAL	2023–24 ACTUAL	2022–23 ACTUAL	2021–22 ACTUAL	2020–21 ACTUAL
KPI 7						
Ratio of Tourism WA's total cost of services to total visitor spend in Western Australia	1 : 92	1 : 101	1 : 105	1 : 97	1 : 97	1 : 102

Notes:

- 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. 2024 reported for 2024–25), 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.



5.0 OTHER STATUTORY INFORMATION





5.0 OTHER STATUTORY INFORMATION

5.1 MINISTERIAL DIRECTIONS

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.

In 2024–25 there were no Ministerial Directions of this nature received.

5.2 OTHER FINANCIAL AND GOVERNANCE DISCLOSURES

CAPITAL WORKS

As noted under Capital Commitments in the Notes to the Financial Statements, as at 30 June 2025, Tourism WA is finalising the refurbishment of the Western Australia Visitor Centre. The total capital expenditure committed under contractual arrangements but not yet incurred is expected to be settled within the next 12 months and is not recognised in the financial statements.

STAFF DEVELOPMENT

As a result of Machinery of Government changes effective from July 1, 2017, the Department of Jobs, Tourism, Science and Innovation (JTSI) became the employing authority of Tourism WA personnel. The department provides personnel to Tourism WA to undertake operational activities.

The department has a commitment to the development of its employees and aims to build a highly skilled, professional and fair workforce with the ability to adapt to changing business technology and the environment.

During the 2024–25 financial year, JTSI employees received in house and external training to build leadership impact.

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. 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's 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.

During the year, Tourism WA and JTSI's Health and Wellbeing Committee members met regularly and have actively worked to promote and resolve any issues or hazards. Health and Safety representatives for Tourism WA conducted regular workplace inspections to ensure the workplace was free of hazards. JTSI's performance on employee work health and safety measures is reported in JTSI's annual report.

BOARD REMUNERATION

Remuneration of the Board of Commissioners of the Western Australian Tourism Commission in 2024–25 was as follows:

POSITION	NAME	PERIOD OF MEMBERSHIP	REMUNERATION
Chair	Dianne Bain	Commenced as Chair 1 July 2021	94,723
Deputy Chair	Manny Papadoulis	Commenced 1 July 2017	56,080
Commissioner	Janelle Marr	Commenced 1 July 2021	47,225
Commissioner	Christina Matthews	Commenced 21 February 2023	46,597
Commissioner	Iain Grandage	Commenced 30 May 2023	49,898
Commissioner	Kristy Bailey	Commenced 14 May 2024	48,707
Commissioner	Caroline Taylor	Commenced 14 May 2024	50,950
Commissioner	Andrew Lane	Commenced 14 May 2024	36,697
Commissioner	Rosanna Angus	Commenced 14 May 2024	48,264
Commissioner	Jason Waters*	Commenced 14 May 2024	41,926
Total			521,067

All members are paid a set annual fee. Remuneration includes superannuation and any allowances and non-cash benefits provided. Includes periods of unpaid leave where applicable.

* Fees paid directly to Perth Airport Pty Ltd.

5.3 OTHER LEGAL DISCLOSURES

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.

	2024-25 \$'000
(a) Advertising agencies	3,652
(b) Market research organisations	1,755
(c) Polling organisations	-
(d) Direct mail organisations	-
(e) Media advertising organisations	10,437
	15,844
(a) Advertising agencies	
The Brand Agency Pty Ltd	3,362
Rhythm Creative Content Pty Ltd	209
Kojo Productions Pty Ltd	78
The Brand Agency Unit Trust	4
	3,652
(b) Market research organisations	
Metrix Consulting Pty Ltd	998
Painted Dog Research Pty Ltd	358
Nielsen Sports Pty Ltd	227
Roy Morgan Research Pty Ltd	55
Accenture Australia Pty Ltd	50
Isentia Pty Ltd	40
Thinkfield	27
	1,755

	2024-25 \$'000
(e) Media advertising organisations	
Initiative Media Australia Pty Ltd	9,859
Wanderlust Communications Pty Ltd	166
Mediacentric Group Pte. Ltd	121
Digital Balance Australia Pty Ltd	114
Big Head Digital	73
Media Equation Pty Ltd	36
Goolarri Media Enterprises Pty Ltd	27
Travmedia.Com Pty Ltd	15
Buzz Marketing	13
Micromedia Advertising Design	8
Medianet Australia Pty Ltd	5
	10,437

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.

	2024-25 (\$)
Number of instances the Western Australian Government Purchasing Cards have been used for personal purposes	48
Aggregate amount of personal use expenditure for the reporting period	2,382
Aggregate amount of personal use expenditure settled by the due date (within 5 working days)	1,419
Aggregate amount of personal use expenditure settled after the period (after 5 working days)	744
Aggregate amount of personal use expenditure unpaid at the end of the reporting period^	219
Number of referrals for disciplinary action instigated by the notifiable authority during the period	-

^ Balance settled in July 2025.

5.4 GOVERNMENT POLICY REQUIREMENTS

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.

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 five-year (2022–2027) DAIP has been implemented and includes all outcomes required under the legislation. During 2024–25, the following activities were progressed:

Outcome 1

People with disability have the same opportunities as other people to access the services of and any events organised by 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.

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. Tourism WA places strong emphasis on fostering a culture of ethical behaviour, integrity, and transparency across all levels of the organisation.

As part of the Department of Jobs, Tourism, Science and Innovation (JTSI) during 2024–25, Tourism WA adopted JTSI's key frameworks to support this commitment include the Code of Conduct, Fraud and Corruption Risk Management Framework, and Conflict of Interest Framework, all of which are available to employees. New employees participate in a comprehensive corporate induction that highlights expectations around ethical conduct, conflicts of interest declarations, and the responsibility to report suspected unethical behaviour or actions.

JTSI maintains a Code of Conduct aligned with Commissioner's Instruction No. 40 – Ethical Foundations. All new and existing employees, including those in international offices, complete the Integrity and Conduct training module, which reinforces ethical obligations and provides guidance on responding to integrity-related matters. This training aims to build awareness of the Code of Conduct and Integrity Framework, and to equip staff with the knowledge and skills to navigate integrity matters and ethical dilemmas confidently.

The 2024 Staff Engagement Survey included questions regarding awareness of JTSI's integrity policies and procedures, with results indicating a high level of positive engagement and understanding. In line with the Public Interest Disclosure Act 2003, JTSI has appointed Public Interest Disclosure Officers and published internal policies and procedures to support its obligations under the Act.

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.

RECORD KEEPING PLAN

The State Records Act 2000 requires Tourism WA to have a record keeping 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 record keeping 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 are provided with training in these areas.

Throughout this period Tourism WA has continued to invest in maturing its information management and privacy practices by ensuring that all information is stored, handled, and secured appropriately. The program included increasing staff awareness around privacy requirements.

This work will continue through 2025–26, supporting improved compliance with 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 record keeping systems

Tourism WA maintains and evaluates its record keeping system as follows: the record keeping 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 record keeping programs and systems are compiled each month. Reported statistics include record creation by business area; record creation by record type; one-year comparisons; user activity; user requests; system maintenance tasks; disposal and archive management.

On the basis of the monthly indicators, Tourism WA's record keeping 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 record keeping 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.

Record keeping 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 record

keeping and privacy responsibilities in accordance with the record keeping 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 record keeping 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 record keeping training program is assessed as being efficient and effective.

WORKFORCE INCLUSIVENESS REQUIREMENTS

JTSI is committed to fostering a workplace where diversity and inclusion are part of the culture and everyday practice. One of the four core values is embracing diversity, seeking out and leveraging different perspectives, talents, and ideas to make the department stronger.

In 2024–25, this commitment was strengthened by:

- Running targeted recruitment processes;
- Creating a culture where employees feel

comfortable to speak up, share ideas, ask questions, and learn from mistakes in a supportive and respectful workplace;

- Reporting progress against the aspirational diversity targets in the Workforce Diversification and Inclusion Strategy for WA Public Sector Employment 2020–2025; and
- Launching the Mila Kaaditj Aboriginal undergraduate program to create career opportunities for Aboriginal and Torres Strait Islander students.

As part of the 2023 WA Public Sector Census, employees were asked about their diversity and whether they had shared this information with the department. The results showed that:

- Employees showed a willingness and openness to share personal information;
- Of the employees who responded, nearly 22% identified as being culturally and linguistically diverse, 35% were born outside Australia and nearly 31% are fluent in a language other than English.





Tourism Western Australia

Level 10, 1 William Street, PERTH WA 6000

GPO Box X2261 PERTH WA 6847

T. 08 9262 1700 F. 08 9262 1787

info@westernaustralia.com

westernaustralia.com

tourism.wa.gov.au



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