



Department of  
Jobs, Tourism, Science  
and Innovation

*Tourism*  
WESTERN AUSTRALIA

# TOURISM WESTERN AUSTRALIA ANNUAL REPORT 2020 - 21

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An aerial photograph of a beach. The top half of the image shows a wide expanse of bright orange sand. The bottom half shows clear, turquoise water with visible ripples and small whitecaps. A thin, dark line of surf separates the sand from the water. In the upper right quadrant, a small, dark object, possibly a person or a small boat, is visible on the sand.

## ACKNOWLEDGEMENT OF COUNTRY

Tourism Western Australia acknowledges the Traditional Custodians throughout Western Australia and their continuing connection to the land, waters and culture. We pay our respects to all Aboriginal peoples and their Elders, past, present and emerging.

# MESSAGE TO THE MINISTER

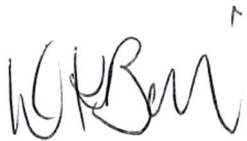
**To the Honourable David Templeman MLA,  
Minister for Tourism**

Dear Minister

In accordance with Section 63 of the *Financial Management Act 2006*, it is my pleasure to submit for your information and presentation to Parliament, the Annual Report of the Western Australian Tourism Commission (operating as Tourism Western Australia) for the reporting period ended 30 June 2021.

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

The financial statements comply with the Australian Accounting Standards – Reduced Disclosure Requirements issued by the Australian Accounting Standards Board.



**Di Bain**

Chair  
Tourism Western Australia

August 27, 2021



**BROOME**



**R E C O R D**  
**\$ 4 . 8 B I L L I O N**  
**S P E N D B Y**  
**W E S T A U S T R A L I A N S**  
**O N T R I P S W I T H I N**  
**T H E S T A T E**

Source: Tourism Research Australia, National Visitor Survey March 2021

14 INTERSTATE  
MARKETING PARTNERSHIPS  
BROUGHT MORE THAN

**60,000**

INTERSTATE VISITORS  
TO WESTERN AUSTRALIA

ADDING MORE THAN  
**\$60 MILLION**  
TO THE ECONOMY

# 1.0 OVERVIEW

## 1.1 Executive Summary

### MESSAGE FROM THE CHAIR

There is no question the tourism industry has been one of the sectors hardest hit by the global impact of the COVID-19 pandemic.

While we have seen record numbers\* of locals 'wandering out yonder' throughout our State following the launch of our highly successful intrastate campaign in June 2020, many important issues continue to impact WA's tourism industry including workforce shortages, low booking numbers for tours and experiences, and the effect of few interstate and international visitors in city hotels.

In the first half of 2020-21, our main focus was to support and sustain the tourism industry and encourage West Australians to travel throughout the State.

Our intrastate campaign 'Wander out Yonder' has resonated strongly with locals, who have taken up the call to explore their own backyard. We also introduced programs to motivate people to book tours and attractions around the State, and support Perth-based businesses by encouraging West Australians to enjoy a city hotel staycation. We also announced the biggest regional

flight deal in the State's history, making it more attractive for people to experience a holiday in Kununurra, Broome and Exmouth.

The results to date indicate we are on the right track.

In the 12 months to March 2021, West Australians spent \$4.8 billion dollars\*\* on trips within the State – the highest amount on record, despite the implementation of measures including travel restrictions to keep residents safe. These positive intrastate travel results are encouraging, however, there is still work to be done to address the shortfall in international and interstate visitors.

In November 2020, we restarted our domestic marketing program, which delivered 14 interstate marketing partnerships and brought more than 60,000\* additional interstate visitors to WA, adding more than \$60 million\* to the economy.

We have also been maintaining our relationships and a presence internationally so we can restart these markets when the time is right. We have a new tourism brand campaign in the works that will help WA stand out when international travel recommences.

We know this has been a particularly tough time for those businesses that rely on international travel, and many businesses especially those in the hospitality sector, have faced workforce shortages. We are working across government and industry on programs to develop a home-grown workforce.

In the past year, WA has also made headlines in the events space. Perth was officially selected as a host city for the 2023 FIFA Women's World Cup, which is expected to deliver millions of dollars to the economy. We secured a second World Surf League Championship Tour event at Rottnest which was a massive coup and a perfect example of securing displaced events that provide fantastic exposure for WA through broadcast opportunities around the world. We also announced State of Origin - one of the nation's greatest sporting rivalries and one of the State's biggest event success stories - will return to Perth in 2022.

Aboriginal tourism offers a unique point of difference for our State and is an important part of COVID-19 recovery. In May 2021, Tourism Minister David Templeman launched the *Jina: Western Australian Aboriginal Tourism Action Plan 2021-*

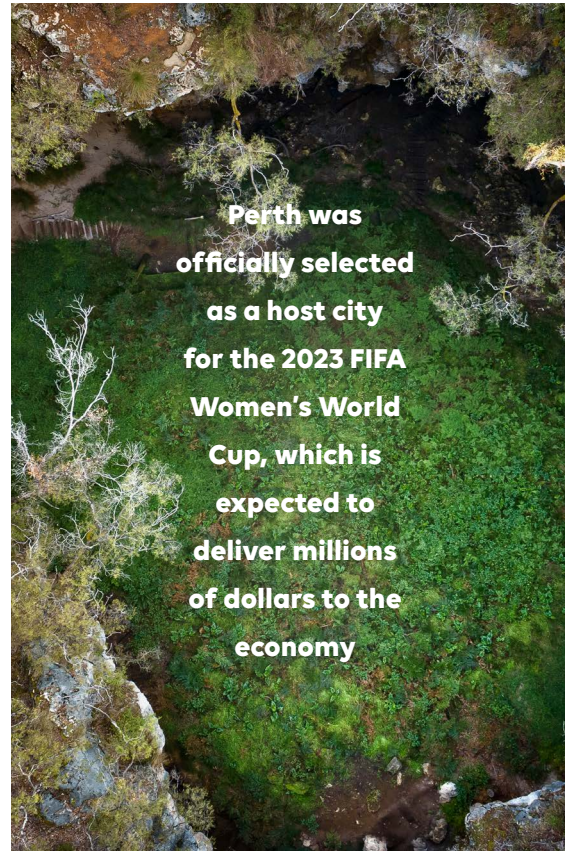
## 1.0 OVERVIEW

2025, led by Tourism WA, to help position the State as Australia's premier Aboriginal tourism destination, and grow Aboriginal tourism experiences and products.

I would also like to acknowledge the tourism operators in Kalbarri and surrounding areas impacted by Cyclone Seroja. To support operators and encourage visitors back to the region, we provided \$270,000 funding to the Australia's Coral Coast Regional Tourism Organisation for marketing and programs to increase visitors and spend. A Tourism WA project manager is also based in Geraldton to further support the ongoing recovery of the Kalbarri tourism economy and surrounding areas.

Tourism WA remains committed to supporting the industry to recover from COVID-19 stronger than ever before, and I would like to thank all of our partners, stakeholders and the entire WA tourism industry for pulling together during this challenging time.

I would like to extend my thanks to the retiring board members Nathan Harding, Valerie Davies, Tracey Horton, Karen Priest, John O'Sullivan and



Linda Wayman for laying the groundwork for record visitation results pre-COVID. In particular, I would like to acknowledge previous Chair Nathan Harding, who made a valuable contribution to Tourism WA during his almost 10-year tenure on the Board.

I would also like to welcome new Board appointments, Anneke Brown and Janelle Marr, who joined myself and other existing members Manny Papadoulis, Kevin Brown and Kia Dowell from July 1, 2021. I look forward to the work we will undertake as a Board over the coming months to create a path forward for WA's tourism industry.

And it is my pleasure to welcome Rebecca Brown back to her role as Chief Executive Officer of Tourism WA, after spending 14 months at the Department of the Premier and Cabinet supporting the State Government's early response to the COVID-19 pandemic.

I would like to acknowledge Tourism Minister David Templeman, as well as former Minister for Tourism, Hon Paul Papalia CSC MLA, and thank Tourism WA staff for their dedication and professionalism during this difficult and challenging time.



Although the past year has presented significant challenges it has also showcased the resilience and strength of tourism businesses and operators around the State.

Our goal is to emerge stronger and better than ever before and I believe we can. We have the product, the people, the places and the support from both industry and State Government, and by working together we can build on the success of the past and help set the tourism industry on a positive path for the future.



**Di Bain**

Chair

Tourism Western Australia

August 27, 2021

\*Tourism Research Australia, National Visitor Survey March 2021

\*\* Tourism Research Australia, National Visitor Survey March 2021  
(Destination Expenditure)



## 1.0 OVERVIEW

### MESSAGE FROM THE CHIEF EXECUTIVE OFFICER

The COVID-19 global pandemic is an unprecedented event that has impacted our communities and the way we live. Through the countless hardships and challenges the pandemic presented, it has been incredible seeing the resilience, ingenuity and leadership of the public sector, industry and community. This spirit continues to play a vital role in our collective response to the COVID-19 pandemic and our efforts to support economic recovery.

This includes the outstanding work undertaken by the Department of Jobs, Tourism, Science and Innovation (JTSI), including Tourism WA. Throughout 2020-21, the impact of the COVID-19 pandemic on our tourism sector has been significant and Tourism WA has worked hard to support the sector and pivot our focus to support industry and stimulate intrastate demand for tourism opportunities.

I'm extremely proud of the role JTSI and Tourism WA have played in contributing to WA's economic recovery, having been allocated nearly 30 projects as part of the State Government's \$5.5 billion WA Recovery Plan announced in August 2020.

A significant \$150 million investment in tourism through this plan reflects the importance of tourism as part of WA's recovery, and will present exciting new offerings to support the industry to bounce back from the pandemic stronger than ever.

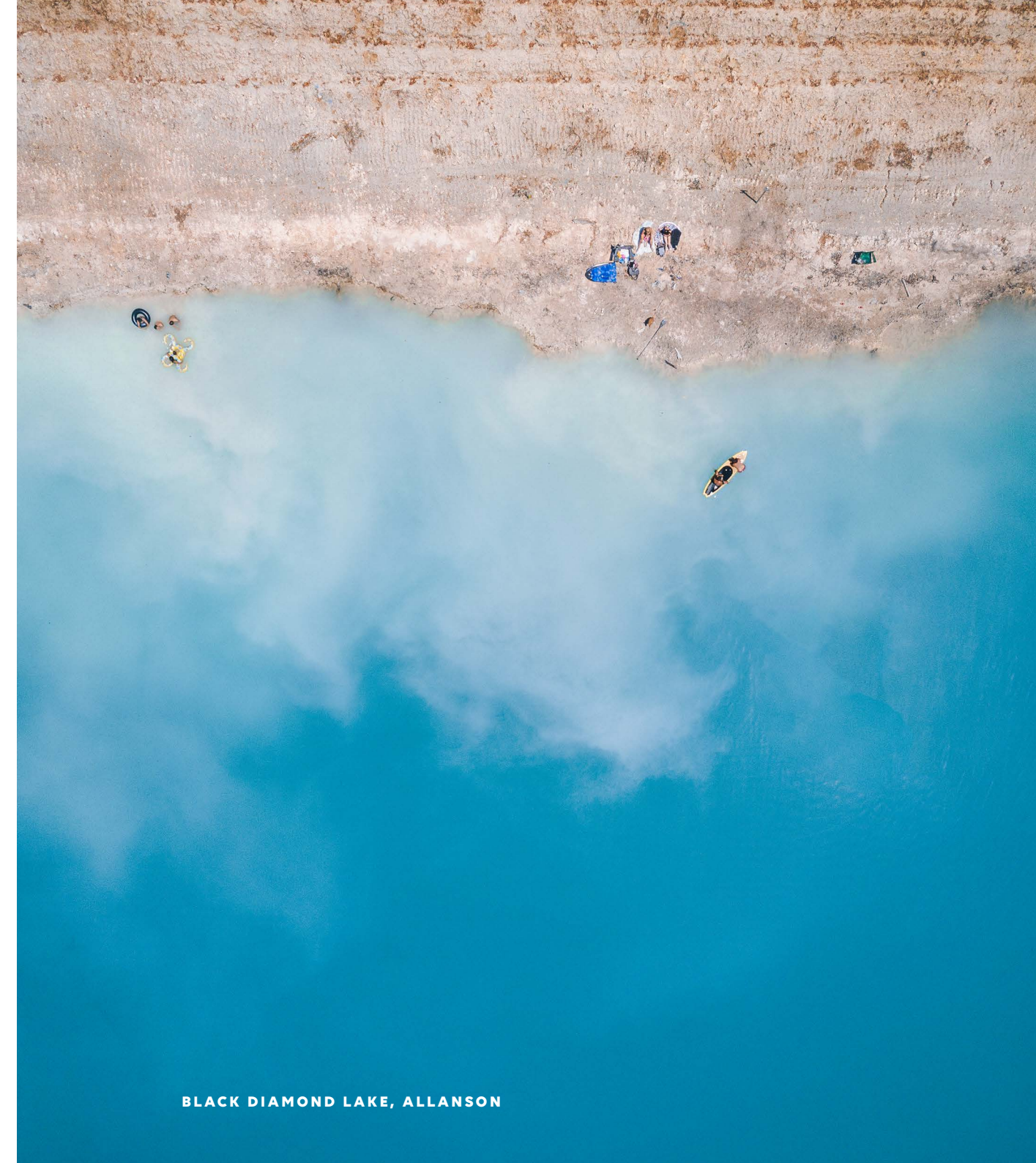
I would like to extend my thanks to Acting Managing Director Derryn Belford, the Executive Management Team and Tourism WA staff for their hard work during the year and ongoing commitment to our recovery efforts. I also acknowledge the hard work of Richard Sellers, who led the department as Director General throughout 2020-21.

I would also like to recognise the incredible legacy left by former Board Chair Nathan Harding and retiring board members - Valerie Davies, Tracey Horton, Karen Priest, John O'Sullivan and Linda Wayman.

It is a pleasure to have Di Bain appointed as the new Chair of Tourism WA, along with new Commissioners Anneke Brown and Janelle Marr.

These new appointments, together with existing board members, Manny Papadoulis, Kevin Brown and Kia Dowell, bring a wealth of experience and skills to Tourism WA, and their expertise will be integral as we work towards rebuilding the State's tourism industry.





The past year has probably been one of the hardest in Tourism WA's history as we navigated the impact of the COVID-19 pandemic, as well as the devastating impacts of Cyclone Seroja in Kalbarri and surrounding areas. However, it has also demonstrated the resilience and strength of our industry.

If there is a silver lining to this, it is that it has reinforced the importance of collaboration. I have seen a real energy across the public sector, industry bodies and our stakeholders, coming together to support the tourism industry and the Western Australian community more generally. I look forward to continuing to work with all of our partners.

A handwritten signature in black ink, reading "RBrown" with a long horizontal stroke extending to the right.

**Rebecca Brown**  
Chief Executive Officer  
Tourism Western Australia

August 27, 2021

## 1.0 OVERVIEW

### Our highlights of 2020-21

- Together with Virgin Australia, we delivered one of our most successful intrastate flight deals, with nearly **8,000 discounted tickets between Perth and Broome**, and **Perth and Kununurra**, selling out in record time. 
- Partnered with Qantas and Virgin Australia on **the biggest regional flight deal in WA's history** – with **50,000 affordable airfares** offered between **Perth and Broome, Kununurra and Exmouth**.
- The rollout of the **\$14.4 million WA Tourism Recovery Program** led to nearly **1,000 tourism operators across the State receiving funding** through the program, which supported the regions and sectors most impacted by COVID-19.
- As part of the Wander out Yonder intrastate campaign, we delivered **10 cooperative marketing partnerships with tourism providers** which resulted in an additional **\$1.7 million promotional value for the State**. 
- Launched **A Million Reasons to Wander out Yonder voucher campaign**, which delivered more than **\$1.4 million in revenue to WA tour operators and experience providers**. 
- Announced new **five-year funding agreements worth more than \$20 million** to support Western Australia's five Regional Tourism Organisations, reflecting the importance of intrastate tourism to the State's economy.
- **The Stay, Play and Save campaign** encouraged West Australians to take a mid-week staycation, generating more than 3,800 extra room nights in Perth hotels.
- Held **21 Our Story Deep Dive workshops across WA**, which were **attended by more than 600 members of the tourism industry** to help define how their destination delivers on WA's 'Spirit of Adventure.'
- In line with travel restrictions and a controlled interstate border, **we delivered 14 interstate marketing partnerships**, which **brought more than 60,000 interstate visitors to WA** and added more than **\$60 million to the economy**. 
- Our international markets team, together with WA operators, collectively **trained and educated more than 13,630 agents around the world**, to ensure Western Australia remains front of mind as a highly desirable holiday destination.
- **88 tourism attractions** of varied scale and stages of development **received advice and support** under the Tourism Attractions Case Management framework.
- Together with other government agencies, **we developed the Jina: Western Australian Aboriginal Tourism Action Plan 2021-2025** to make WA the nation's premier Aboriginal tourism destination. 
- In a massive coup for the State, we **hosted two World Surf League Championship Tour events in Margaret River and Rottnest Island**, attracting 54 of the world's best surfers to WA. Both events showcased the State to more than 4.4 million viewers around the globe. 

- Perth was **officially selected as a host city for the 2023 FIFA Women's World Cup**, following our support of the Australia-New Zealand bid. The tournament is expected to deliver significant economic benefits to the State.
- Announced that **State of Origin**, one of the nation's greatest sporting rivalries and one of our State's biggest event success stories **will return to Perth at Optus Stadium in June 2022**.
- **The 2020-21 Regional Events Scheme supported a record 77 smaller events across the State**, including seven Aboriginal events, helping to boost regional tourism and increase community vibrancy.
- To help alleviate a shortage of workers across WA, we **delivered two International Student Job Connect events with StudyPerth**, which helped around **120 international students living in WA connect with prospective employers** in the tourism and hospitality industries.



- To support tourism businesses in Kalbarri and surrounds affected by Cyclone Seroja and encourage visitors back to the region, we **provided an additional \$270,000 in funding to Australia's Coral Coast Regional Tourism Organisation** for marketing and programs to increase visitors and visitor spend.
- Conducted the **Kimberley Hospitality Job Connect**, a free interactive course which helped **21 Kununurra job seekers become job ready** and connected them with potential employers.
- **Teamed up with Qantas to deliver our biggest airline partnership of the year**, which provided **return flights for two to Perth** at the standard cost of a single traveller. The fares sold out within five days, attracting thousands of visitors to WA and **injecting more than \$9 million into the local economy**.



- To **capitalise on the tourism opportunities presented by the 2023 Total Solar Eclipse** in Exmouth and the broader North West Cape area, we have started work on a detailed risks and opportunities study and an investigation into increasing the visitor capacity of the area.
- Results from Tourism WA's Visitor Experience and Expectations Research (VEER) survey for 2020-21 revealed that **Western Australian holidaymakers were very satisfied with their holidays** during that period, with 60 per cent saying their experiences surpassed expectations. Pleasingly, participation in Aboriginal activities increased by 19 per cent in 2020-21, and those who did participate enjoyed the experience.

## 2.0 AGENCY PERFORMANCE

### 2.1 Report on Operations

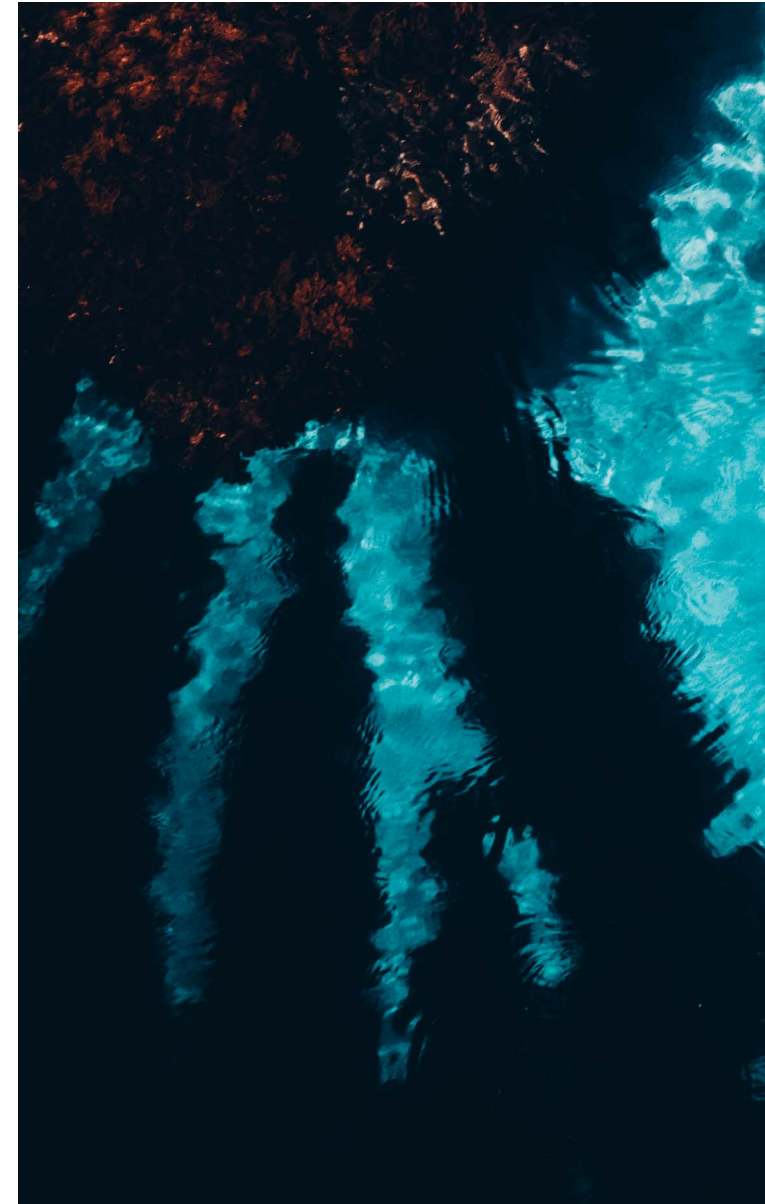
As the State Tourism Organisation for Western Australia, our goal is to grow visitation by marketing WA as an incredible holiday and business events destination; attracting and promoting world-class sporting, cultural, arts and culinary events; and improving access, accommodation and tourism experiences.

We achieve this through our four key business areas.

- The Brand and Marketing Division focuses on destination marketing, leading the WA tourism brand strategy (Our Story: The Spirit of Adventure) and the development and implementation of destination marketing campaigns. The division also oversees the development of the website, digital communications and PR activity.
- The role of the Industry, Aviation and Markets Division is to grow aviation access to WA, develop domestic and international markets and increase visitors to the State. This includes working closely with airlines, wholesalers, retail and online agents, and other key partners to communicate WA's brand messages and develop initiatives to encourage more people to visit WA.
- The Events Division develops, sponsors and promotes a diverse calendar of sporting, cultural, arts and culinary events that showcase WA as a great place to live, work and visit. It actively bids for major international events to attract significant numbers of international and interstate visitors, which results in a positive economic impact for WA and helps to showcase the State.
- The Destination Development Division works across government and industry to improve access, accommodation and tourism experiences in WA. Major focus areas include Aboriginal tourism, workforce development, and supporting private sector investors to navigate government approval processes.

We also provided \$13.8 million in 2020-21 to partner organisations to attract business events, conduct domestic marketing, deliver COVID-19 response programs, promote Aboriginal tourism and help visitors at the WA Visitor Centre.

In addition, we supported tourism product capability, competitiveness and sustainability through grants and services agreements worth \$19.1 million. This included \$15 million in COVID-19 response funding to industry and businesses and \$2.2 million for construction of Camping with Custodians campgrounds.





MARJORIE BAY, ROTTNEST ISLAND



TOURISM WA'S  
FOUR BUSINESS  
AREAS

BRAND AND MARKETING

INDUSTRY AVIATION ACCESS

EVENTS AND

DESTINATION DEVELOPMENT

## 2.0 AGENCY PERFORMANCE

Our work would not be possible without collaboration with our key funded partners. These are the five Regional Tourism Organisations, Business Events Perth, the Western Australian Indigenous Tourism Operators Council, the Western Australian Visitor Centre and Tourism Council Western Australia.

In 2020-21, we remained focused on initiatives to aid the tourism industry's recovery efforts, in line with the State Government's WA Recovery Plan. Our activities were guided by our strategic priorities, including:

1. Ensuring industry sustainability and survival
2. Re-establishing aviation access
3. Restarting markets
4. Attracting and retaining world-class experiences and events (including displaced events)
5. Addressing workforce shortages
6. Developing a new brand campaign for WA
7. Crisis support

Some highlights in 2020-21 included:

## 1. ENSURING INDUSTRY SUSTAINABILITY AND SURVIVAL

In October 2020, we announced nearly 1,000 tourism operators across the State had received funding as part of the \$14.4 million WA Tourism Recovery Program.

The program supported the regions and businesses most impacted by COVID-19, with 70 per cent of all applicants for the program successful in receiving some level of funding. Grant recipients ranged from tour operators and accommodation providers to booking agents, visitor centres, and those in transport and hospitality.

This support package consisted of two funding programs – the Tourism Recovery Fund and the Tourism Business Survival Grant. The Tourism Recovery Fund provided immediate support to 884 successful eligible applicants with a one-off payment of \$6,500.

The Tourism Business Survival Grant provided 266 eligible tourism operators who demonstrated extreme business hardship with grants of between \$15,000 and \$100,000. This was a competitive process and applicants were assessed on a number of criteria which identified the impact COVID-19 had on each business.

## 2. RE-ESTABLISHING AVIATION ACCESS

The aviation industry in WA and around the world continues to be impacted by the COVID-19 pandemic. Throughout 2020-21, interstate travel restrictions began to ease within Australia, resulting in increased domestic aviation activity. Our long-term vision is to re-establish WA as the western gateway to Australia, however the main focus for 2020-21 was providing access and affordable airfares to key regional tourism destinations, encouraging domestic travel, and continuing discussions with international airlines to maintain relationships when travel restrictions are lifted.

### INTRASTATE AVIATION

WA's hard border remained in place for much of the first half of 2020-21, providing an opportunity for West Australians to explore their own backyard. As part of the State Government's WA Recovery Plan, we partnered with airlines to offer affordable airfares and increased services to ensure West Australians could travel throughout the State – particularly to areas most impacted by COVID-19.



In July 2020, we partnered with Virgin Australia on one of the most successful intrastate flight deals ever. Nearly 8,000 discounted tickets between Perth and Broome, and Perth and Kununurra sold out in record time. The partnership saw the Perth-Broome route return to a daily service (up from three per week) and Perth-Kununurra flights operate three times per week (up from two per week). The increased services added around 22,000 extra seats on flights to the Kimberley. Visitors spent an estimated \$2.69 million in the region as a result of the initiative, providing an important boost to the local tourism industry.

In October 2020, the Premier announced the biggest regional flight deal in WA's history, with 50,000 affordable airfares between Perth and Broome, Kununurra and Exmouth to support regional tourism through 2020-21 and into 2021-22. These partnerships between Tourism WA, Virgin Australia and Qantas are expected to deliver a vital economic boost to WA's North West and Coral Coast regions, helping to attract more intrastate visitors and support local tourism operators and businesses.

WA's intrastate aviation sector is one of the most resilient in the world in the current COVID environment, buoyed by increased leisure travel and underpinned by the fly-in-fly-out resource sector. Intrastate aviation capacity was greater in March 2021 than pre-COVID and WA regional hubs have attracted more holidaymakers, supported by affordable airfares.

### **INTERSTATE AVIATION**

In the second half of 2020-21, WA was operating under a controlled interstate border. We continued to keep our relationships with airlines active to ensure aviation access could be scaled up quickly as border restrictions were eased. The COVID environment has also created new opportunities to grow regional and domestic routes. Since January 2021, interstate aviation capacity into WA has continued to improve, reaching approximately 60 per cent of the pre-COVID monthly average in May 2021. All the major domestic airlines – Jetstar, Qantas and Virgin – have announced their intent to increase their flights and seat capacity to 80-95 per cent of pre-COVID capacity before the end of 2021, subject to borders remaining open.

### **INTERNATIONAL AVIATION**

Tourism WA and Perth Airport, known as Team Perth, work closely together to grow international aviation, which is vital to tourism. In the current environment while Australia's international borders remain closed, the team's focus is on recovering air services from priority markets that travelled here pre-COVID in readiness for when borders do reopen and travel can resume. However, national travel arrangements and policies will dictate which markets can re-enter and when. Much of our focus in 2020-21 was continuing discussions with international airlines, so we are ready to strike when the time is right. For example, in May 2021 travel restrictions were lifted between WA and New Zealand. Thanks to early discussions, negotiation and commitment to cooperative marketing activity with Air New Zealand, six flights per week were launched in April between Perth and Auckland, which was a significant win.

## 2.0 AGENCY PERFORMANCE

### 3. RESTARTING MARKETS

With regional travel restrictions lifting in June 2020, we focused on encouraging West Australians to travel in their own backyard through the very successful Wander out Yonder campaign. This included targeted campaigns to help operators such as city accommodation and tour providers, that have been severely impacted by COVID-19. With a move to a controlled interstate border at the end of 2020, we restarted our interstate marketing program, targeting domestic holiday makers. Throughout the year we also maintained a presence in our key international markets to ensure WA is kept top of mind in those markets.

#### INTRASTATE MARKETING

During the first six months of 2020-21, our domestic marketing activities focused solely on the intrastate market and we worked closely with the five Regional Tourism Organisations (RTOs) to develop activities to encourage West Australians to go further and explore more of the State. In January 2021, we announced funding of more than \$20 million over five years to support the RTOs, reflecting the importance of regional and intrastate tourism to the State's economy as it recovers from the COVID-19 pandemic.

Intrastate marketing initiatives implemented in 2020-21 included:

- **Wander out Yonder intrastate campaign:** Wander out Yonder is one of the largest and most successful intrastate marketing campaigns we have ever undertaken. Launched mid-2020, the campaign urged West Australians to take a holiday and explore their own backyard to provide much-needed support to tourism operators impacted by border controls and travel restrictions. To entice even more people to travel around WA, we delivered 10 cooperative marketing partnerships with tourism providers which resulted in an additional \$1.7 million promotional value for the State. Working with the RAC, we showcased WA's exciting holiday experiences to more than 900,000 RAC members in a special WA travel edition of its *Horizons* magazine, and our partnership with motorhome provider Britz exceeded the campaign target for campervan hire days by 175 per cent. Wander out Yonder has now become part of the local vernacular, commonly used by West Australians when referring to taking a holiday. In fact, it topped the list for every metric, including being newsworthy, intriguing, believable, and making

people want to visit, as part of an Urban Insights report that compared a range of state-wide and national tourism marketing campaigns and their effectiveness. As a result of pent-up demand and inspired by the Wander out Yonder campaign, intrastate travel surged from June 2020.

- **Staycation campaign:** In September 2020, we launched a \$500,000 campaign as part of Wander out Yonder to inspire locals to rediscover Perth, support local businesses and take advantage of great-value hotel deals. The promotion encouraged people to extend a visit to the city with a stay at one of Perth's first-rate hotels and a visit to our outstanding restaurants and bars, while taking in a performance, gig or cultural experience. The campaign was launched in the lead-up to festival season, with Western Australia leading the nation in reopening its hospitality sector, small businesses and entertainment options as part of the WA Recovery Plan.

**A Million Reasons to Wander out Yonder:** While West Australians were getting out exploring the State, typically they didn't spend as much on tours and experiences as interstate and international visitors. To support WA's tour operators and experience providers who were doing it tough as a result of COVID-19, in September 2020 we launched A Million Reasons to Wander out Yonder. This \$1 million campaign offered 10,000 West Australians a \$100 matched-spend voucher, to be redeemed on an available tour or experience. The campaign was a great success – with the first round of vouchers snapped up within four minutes. The average spend per voucher was much greater than expected, with people spending an average of \$282 per booking. The initiative delivered more than \$1.4 million in much-needed revenue to WA tour operators and has been successful in encouraging locals to book tours and experiences.

**Stay, Play and Save campaign:** Our second staycation campaign, Stay, Play and Save, was a success, generating more than 3,800 extra room nights in Perth, booked in February 2021. This campaign encouraged West Australians to take a mid-week staycation in Perth with \$200 off a minimum two-night booking. Mid-week was the focus of this campaign, as this is usually a time when Perth hotels would be attracting bookings from business travellers and out-of-state holiday makers. Nearly 50 properties participated in the campaign, with 12 hotels selling out before the campaign ended, and many others reporting strong booking results.

**Kimberley Wanderer Pass:** In March 2021, we launched the Kimberley Wanderer Pass to encourage more West Australians to explore the East Kimberley's stunning landscapes and help support a number of tourism operators in the region. The initiative provided \$300 towards participating tours and experiences in the East Kimberley, when an airline ticket from Perth to Kununurra was purchased through Virgin Australia. More than 20 operators took part in the program, which is expected to boost the region during its main tourism season.

**Stay, Play and Save round two:** To further support Perth's accommodation, tour operators and experience providers, which continue to be impacted by COVID-19, we launched the second round of the successful Stay, Play and Save campaign in May 2021. This campaign encouraged West Australians to enjoy a mid-week staycation, again by offering a \$200 discount on a minimum \$400 spend for a two-night stay at participating city hotels. All eligible mid-week packages also included a meal voucher and a free mystery city-based tour. Fifty hotels and 47 tour operators participated in the campaign, which generated more than 3,200 room nights.

**Caravan and camping:** To encourage caravanning and camping around WA, we participated in the Perth 4WD and Adventure Show, the biggest event of its kind in Australia. Together with the five Regional Tourism Organisations and the WA Indigenous Tourism Operators Council, we hosted a WA Adventure Hub, which showcased road trips as an ideal way to explore the State. The Perth 4WD Show attracted almost 42,000 visitors, an increase of 23 per cent from the previous year. We also participated in caravan and camping shows held in Perth, Queensland and New South Wales. Based on enquiries about WA at all the events, we can expect to see an increase in the number of caravans and campervans on the road in WA in the near future.

## 2.0 AGENCY PERFORMANCE

### INTERSTATE MARKETING

Following the move to a controlled interstate border in November 2020, we restarted our interstate marketing program, targeting high yield travellers from all the States able to travel to WA without having to quarantine on arrival. Given the success of the Wander out Yonder campaign in the intrastate market, we continued this approach and expanded its reach interstate.

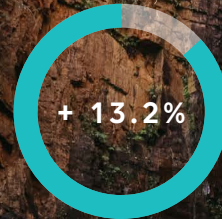
- **Interstate marketing campaigns:** Our cooperative marketing program targets airlines, wholesalers, retailers and online travel agents to undertake joint campaigns with Tourism WA to promote the State's tourism products and destinations. All parties contribute funding to ensure marketing efforts go further, as well as use each other's promotional channels for greater reach. This results in better outcomes for various regions across the State and WA's tourism industry. In 2020-21, we delivered 14 interstate marketing partnerships, which brought more than 60,000 interstate visitors to WA and added more than \$60 million to the economy.
- **Qantas Take a Mate to WA sale:** In May 2021, together with Qantas we delivered our biggest airline partnership of the year. The Qantas Take a Mate sale provided return flights to Perth from Brisbane, Melbourne and Sydney for two people, at the standard cost of a single traveller. The fares sold out within five days, attracting thousands of visitors to WA and injecting more than \$9 million into the local economy. Additional offers were also created to encourage visitors to spend more, stay longer and travel further while in WA. The special airfares were promoted through an extensive media campaign, which included television and online, and through Qantas' social and digital channels.
- **Travel Associates campaign:** A number of interstate marketing partnerships with retail travel networks were launched in 2020-21, including one with Travel Associates, the premium brand of the Flight Centre Travel Group. The campaign targeted the east coast with a range of high-value, exclusive WA products such as five-star accommodation, luxury touring and Kimberley cruising. In May and June 2021, holiday offers were promoted in-store, online and via social media. The campaign delivered more than \$3.5 million in economic impact across WA.
- **Australian Tourism Exchange 2021:** In June, 60 tourism operators from WA and representatives from Tourism WA met with Australian and New Zealand buyers and sellers at Tourism Australia's largest annual travel trade event, the Australian Tourism Exchange 2021 (ATE). More than 1,000 inbound tour operators, deluxe and specialist buyers attended the live event in Sydney, which was followed by ATE Online, featuring virtual events with international buyers. The hybrid event is the 41st edition of Australia's largest tourism tradeshow and brings together tourism operators with travel wholesalers and agents from across the country and around the world. Together with WA's five Regional Tourism Organisations and the WA Indigenous Tourism Operators Council, we held an industry welcome function for WA operators as well as key trade partners, inbound tour operators and airlines to facilitate networking and business development opportunities. We also hosted 15 ATE delegates on three familiarisation trips showcasing the East Kimberley, Coral Coast, Perth and the South West regions.

# INTRASTATE VISITORS AND SPEND IN WA

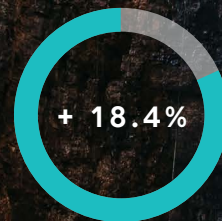
Average Length of Stay



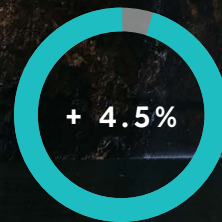
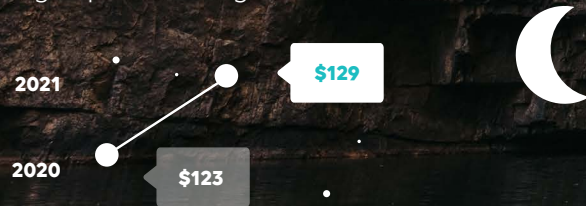
Change



Average Spend Per Trip



Average Spend Per Night



## 2.0 AGENCY PERFORMANCE

### INTERNATIONAL MARKETING

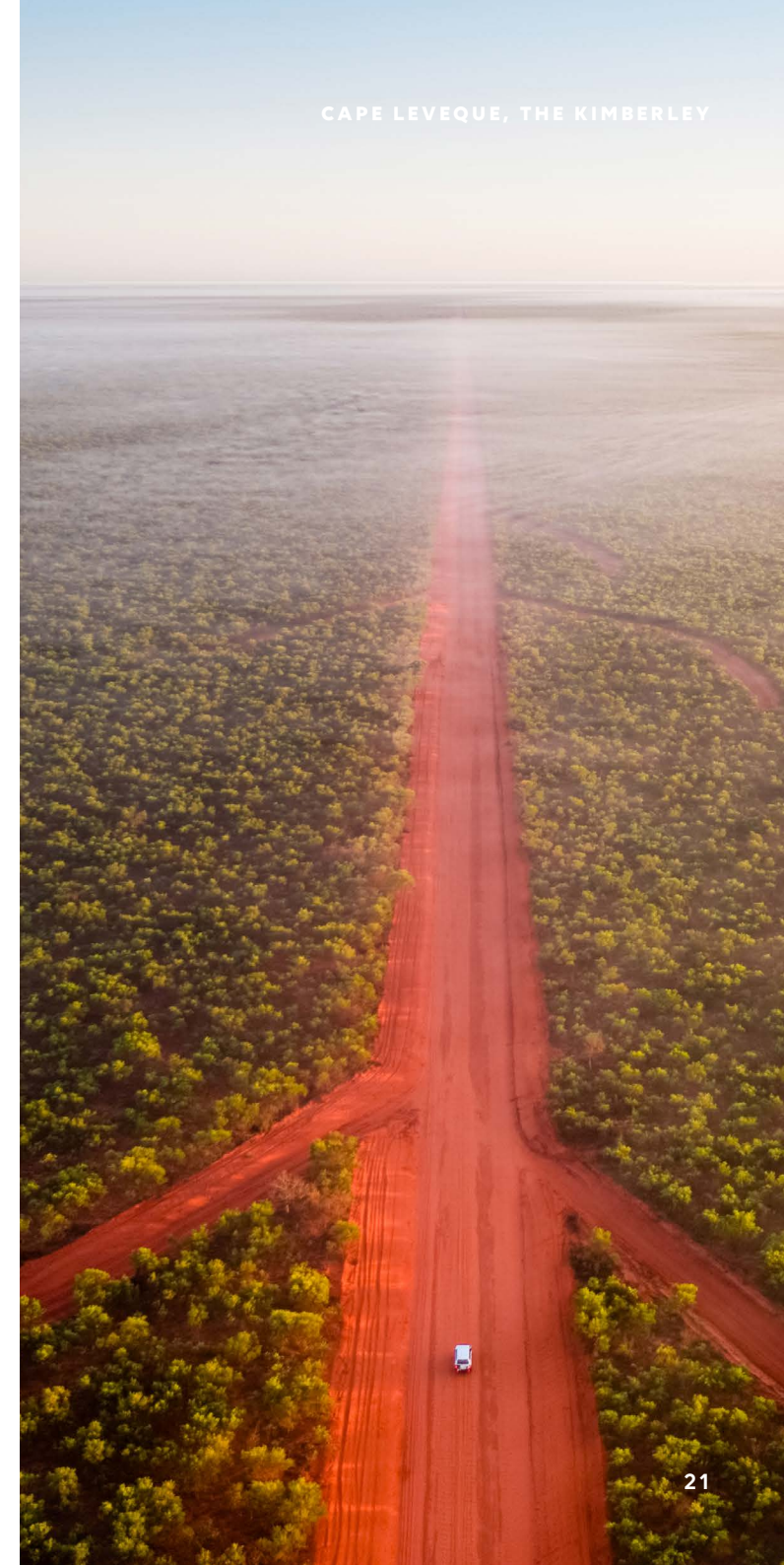
Due to restrictions placed on international borders, our priority for 2020-21 was on domestic marketing. However, we remained active in key international markets through the Adventure Awaits social and digital campaign to ensure WA was at the top of consumers and trade partners' minds, ready for when the time is right to travel again.

Our international markets team, together with WA operators, trained and educated more than 13,630 agents around the world in 2020-21. The trade training sessions helped ensure Western Australia remains a highly desirable holiday destination and provided us with an opportunity to re-engage and develop ongoing partnerships with stakeholders that will drive international visitors to WA when the time is right.

Top highlights in 2020-21 from our key international markets included:

- Following the announcement of the trans-Tasman national travel arrangements in April 2021, we launched the second phase of our Adventure Awaits marketing campaign across New Zealand, targeting those wanting to visit friends and family, as well as high-value travellers. Designed to challenge Kiwi perceptions of Western Australia by showcasing unfamiliar and unique holiday experiences, the campaign featured large format out-of-home placements in key cities across the country and a number of partnerships with airlines, retail chains, online travel agents and sports wholesalers. We ran a campaign with online travel aggregator Wandr/Travlr and New Zealand's two major media companies, Mediaworks and Stuff Travel. This included print and digital placements across New Zealand's number one travel news site, stuff.co.nz. We also provided a wide range of WA holiday stories, videos and digital ads across the Australia platform on nzherald.co.nz, which attracts more than 370,000 readers from New Zealand.
- We worked with Chinese social media giant Mafengwo on a series of WA live streams that showcased a range of key experiences on offer in the State. In addition, 30 short videos of iconic WA experiences were produced. The live streams won Mafengwo's Best Innovation Marketing award. The campaign also picked up a Best Destination Marketing Award by Pinchain, a popular Chinese media outlet. The series broke viewing records attracting more than 260,500 viewers across five episodes and earned more than \$1.8 million in PR value for Western Australia.
- Marketing efforts in Singapore focused on campaigns via traditional and non-traditional channels to further promote Adventure Awaits and ensure WA remains top of mind as a holiday destination when travel recommences. We formed partnerships with key travel brands such as Scoot, Grab, Genting Cruise, Trip.com and Cheaptickets to help promote WA in Singapore.
- WA's food and wine was a key focus for marketing activities in Hong Kong. Highlights included virtual wine-binary sessions with key media and trade partners showcasing WA's world-class wineries, and specially curated WA menus featured in globally recognised hotel brands such as the Grand Hyatt in Hong Kong.
- The UK team partnered with Leeds University to conduct a study which showed stress levels fell by up to 50 per cent during 30 minutes of viewing quokka content. The story generated 105 pieces of coverage in 15 countries, reaching 4.86 million people including BBC's *Breakfast*, *This Morning* and Sky News. Singapore Airlines also showcased the study results, and 'quokka TV' on its website received 20,000 leads, with time spent on the site vastly outperforming the normal average. The campaign continues to spark interest with BBC's *The One Show* and Singapore Airlines' inflight entertainment team developing documentaries scheduled to air later in 2021.

- We worked alongside Tourism Australia to keep WA top of mind as a holiday destination among high value travellers in the UK by including sponsored content in Conde Nast Traveller, Waitrose Food magazine and the Daily Telegraph. Engagement has been high and WA grew its presence over other tourism destinations, resulting in a nine per cent increase in consideration to travel to Perth in the next two years with Daily Telegraph readers.
- UK trade travel magazine *Travel Trade Gazette* (known as TTG) has shortlisted Tourism WA for Tourist Board of the Year in its annual Travel Industry Awards. The awards recognise innovation in destination marketing, outstanding trade and media relations, resilience and commitment to sustainable growth from destination marketing organisations operating in the UK. We are in the running alongside other tourist boards such as Tourism Australia, Tourism Thailand, Italian Tourist Board and Visit Florida. The winner will be announced in September 2021.
- WA was showcased in six episodes of a major Japanese TV program, TABI Salad. Hosted by Tourism Australia and Tourism WA, the crew visited Perth, Fremantle, Rottnest, Pinnacles, Hutt Lagoon, Kalbarri, Shark Bay and Margaret River in March 2020, just before border closures. Airing from April 2021, the series reaches more than eight million Japanese viewers each week, providing fantastic exposure for WA.
- Western Australia continued to fuel the wanderlust of US travellers with *USA Today's* '10 Best' writer Lydia Schrandt taking readers on a virtual tour of WA through a series of two dozen photos. The photos feature Perth and key destinations, nature and wildlife across WA. The story was syndicated on *USA Today*.
- We supported a partnership between Tourism Australia and two leading travel publications to inspire German travellers to plan a trip to Australia when the time is right. Aboriginal tourism and the Kimberley were featured on Geo.de social media and online channels, as well as in Merian Scout magazine's '200 x Australia' feature. An episode dedicated to WA was also included on a Merian Scout podcast. The content is expected to reach more than 500,000 people.
- Partnering with Tourism Australia, we hosted an online event for European media promoting Aboriginal tourism experiences. About 40 journalists from Germany, Switzerland, France and Italy joined an interactive online bush food workshop hosted by Wardandi Bibbulmun woman, Dale Tilbrook, from Dale Tilbrook Experiences in WA.



## 2.0 AGENCY PERFORMANCE

### 4. ATTRACTING AND RETAINING WORLD-CLASS EXPERIENCES AND EVENTS

Our goal is to support the development and attraction of world-class experiences and events to encourage more people to visit and spend money, which will help grow our economy, create local jobs and aid our recovery from COVID-19.

#### VISITOR EXPERIENCES AND ATTRACTIONS

We work with government agencies and the private sector to help proponents develop visitor experiences and tourism infrastructure, especially those that create local jobs. New attractions and experiences draw more people to particular destinations and encourage them to stay longer by giving them a range of things to see and do. Key achievements in 2020-21 included:

- **Tourism Attractions Case Management framework:** The Tourism Attractions Case Management framework continued to help proponents of new tourism attractions navigate the relevant approval processes. In 2020-21, 88 tourism attractions of varied scale and stages of development received advice and support under the framework, of which 59 were new proposals. Examples include the Tawarri Hot Springs in Dalkeith, which lodged its development application with the new State Design Assessment Unit. We also provided support to Ultimate Watersports Perth, which launched at Point Belches in South Perth in January 2021 and The Matagarup Bridge Climb, which also opened in January 2021.
- **Mandurah Cycle Trails:** In partnership with Visit Mandurah and Westcycle, we developed three cycle trails and brochures for visitors looking for a cycling experience around Mandurah. The three trails cater for different markets and incorporate key attractions for visitors. Relaxed by Nature provides visitors with a trail connecting the key tourist sites of Mandurah; Bridge Loop takes in the rich history and natural beauty of Mandurah; and the Mandurah Sea Explorer is a longer trail, which takes visitors from Mandurah along the coast to Falcon Bay.





- **Western Australian Distillery Trail:** We provided support to the WA Distillers Guild to develop a State Distillery Trail. Stretching from Kununurra to Esperance, the trail includes 16 distilleries, giving visitors an opportunity to enjoy locally produced spirits across the State.
- **Dark Sky Tourism consumer research:** We carried out consumer research into the current perceptions, knowledge, attitudes and opportunities to help us develop and market Western Australia as a Dark Sky Tourism destination. Dark Sky tourism refers to travelling to destinations to experience the night sky, free from artificial light pollution. We are currently working on a product development guide for potential proponents, tour operators and local governments looking to grow their presence in this space.
- **Total Solar Eclipse:** The 2023 Total Solar Eclipse is a rare natural phenomenon that represents a unique opportunity for Exmouth and the broader North West Cape area as this is one of the few accessible vantage points worldwide. This event is expected to attract between 10,000 and 50,000 visitors to the area. To make sure we capitalise on this unique tourism opportunity, the WA Government has set up a number of teams dedicated to working through the event logistics. Tourism WA has been identified as the lead agency working alongside Local Government, State Government agencies, Development Commissions and other stakeholders. In 2020-21, we conducted a detailed risks and opportunities study and an investigation into increasing the visitor capacity of the area.



## 2.0 AGENCY PERFORMANCE

### ABORIGINAL TOURISM

Aboriginal tourism is an important part of our industry, creating jobs and economic prosperity. Western Australia's rich, diverse and authentic Aboriginal cultural experiences give us a unique point of difference over other holiday destinations and will help tourism's recovery from COVID-19. Tourism also represents a significant opportunity for Aboriginal people to secure sustainable economic, social and job outcomes. We are focused on growing the sector by working closely with the WA Indigenous Tourism Operators Council (WAITOC). Some initiatives to help grow WA's Aboriginal tourism in 2020-21 included:

***Jina: Western Australian Aboriginal Tourism Action Plan 2021-2025:*** Western Australia is set to become the nation's premier destination for authentic Aboriginal tourism with the launch of the *Jina: Western Australian Aboriginal Tourism Action Plan 2021-2025*. The plan was developed by Tourism WA and eight other government agencies, and is backed by a \$20 million Aboriginal Tourism Fund. It will support a range of initiatives including new Aboriginal tourism experiences; encouraging more Aboriginal people to work in the tourism industry; and the development of administration and booking systems to support businesses. Other highlights of the plan include developing up to three new Camping with Custodians campgrounds, and more tourism experiences on the Dampier Peninsula, after the Cape Leveque Road was sealed last year.

- **Camping with Custodians:** Our Camping with Custodians initiative builds community-operated campgrounds on Aboriginal owned land where tourists and the public have the chance to stay and experience local culture. Our role is to identify Camping with Custodians opportunities and assist communities to develop and operate their campground facilities and related activities. As part of the WA Recovery Plan, \$3.84 million was committed to develop or upgrade three Camping with Custodian sites on the Dampier Peninsula, north of Broome. In 2020-21, construction began on a new campground at Djarindjin and planning is underway for a campground at the Lombadina community. 2020 was a challenging time for our tourism operators with COVID restrictions impacting on the ability for Aboriginal communities to open. Despite these constraints work continued at Violet Valley, and the campgrounds at Doon Doon, Peedamulla and Mimbi opened for business in the later part of the 2020 season.

A B O R I G I N A L

T O U R I S M A C T I O N P L A N

B A C K E D B Y A

**\$20 MILLION**

A B O R I G I N A L

T O U R I S M F U N D

W A S E T T O B E C O M E

**THE NATION'S**

P R E M I E R D E S T I N A T I O N

F O R A U T H E N T I C T O U R I S M

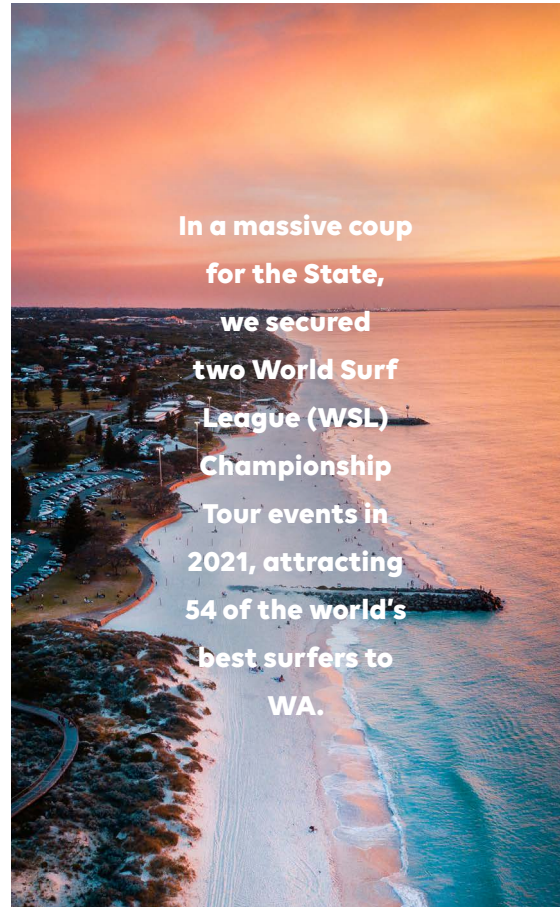
## 2.0 AGENCY PERFORMANCE

### - **Discover Aboriginal Experiences Program:**

We helped increase the number of Aboriginal export-ready products featured within Tourism Australia's Discover Aboriginal Experiences (DAE) program to nine, with the inclusion of Borroron Coast to Creek Tours and Kingfisher Tours. DAE is part of Tourism Australia's Signature Experiences of Australia Program that packages and promotes the nation's outstanding tourism products internationally. The program helps to grow Aboriginal tourism businesses by involving them in a range of marketing activities and attendance at trade shows, such as the Australian Tourism Exchange.

### - **Tourism WA Aboriginal Recovery Program:**

The program supported well-established WA Aboriginal tourism businesses most impacted by the loss of international travellers, by offering West Australians subsidised tour rates or free experiences to enjoy unique local cultural activities. Participants included Dale Tilbrook Experiences; Koomal Dreaming; Go Cultural Aboriginal Tours and Experiences; and Narlijia Experiences Broome. Additional businesses were supported with subsidised marketing activities and opportunities to attend consumer shows targeting WA travellers. By helping these businesses, we are making sure they remain operational and sustainable.



## EVENTS

Events are an important part of our overall strategy to bring visitors to WA to spend more, stay longer and travel around the State exploring what we have to offer. Our events strategy focuses on attracting mass-participation events to increase visitors to WA, encouraging more leisure visitors for AFL games to stay longer and explore WA, and leveraging infrastructure such as Optus Stadium to secure and host major sporting events.

In 2020-21 the events industry was heavily impacted by COVID-19 due to restrictions on mass gatherings and travel. Rather than cancelling events, our aim was to reschedule them to ensure we have a great range of events on offer once restrictions ease. In 2020-21, 22 events were postponed or rescheduled rather than cancelled.

COVID-19 has made the events environment incredibly challenging, adding more risk and competition than ever before. Our focus is on identifying event opportunities for WA that we can deliver in this new environment, retaining events where we can and picking up displaced events. We are also supporting an exciting range of regional events across the State and major events that deliver strong media outcomes.

Our goal is to also build an exciting events calendar for the future, featuring blockbuster events. We had incredible highs in the event space prior to COVID-19 and our reputation has put us in a good position to secure future events for when borders re-open.

Events continue to have an important role in our recovery. Some event highlights and announcements achieved in 2020-21 included:

- **Australian Track and Field Championships 2022 and 2025:** In April, we announced Perth has been chosen to host the largest annual athletics event in Australia - the Australian Track and Field Championships - in 2022 and 2025. The championship is a great example of a mass-participation event that has the potential to attract thousands of visitors to WA, delivering millions of dollars to the economy, as well as support to hotels, hospitality operators and other small businesses. It will also provide significant exposure for the State through television coverage.

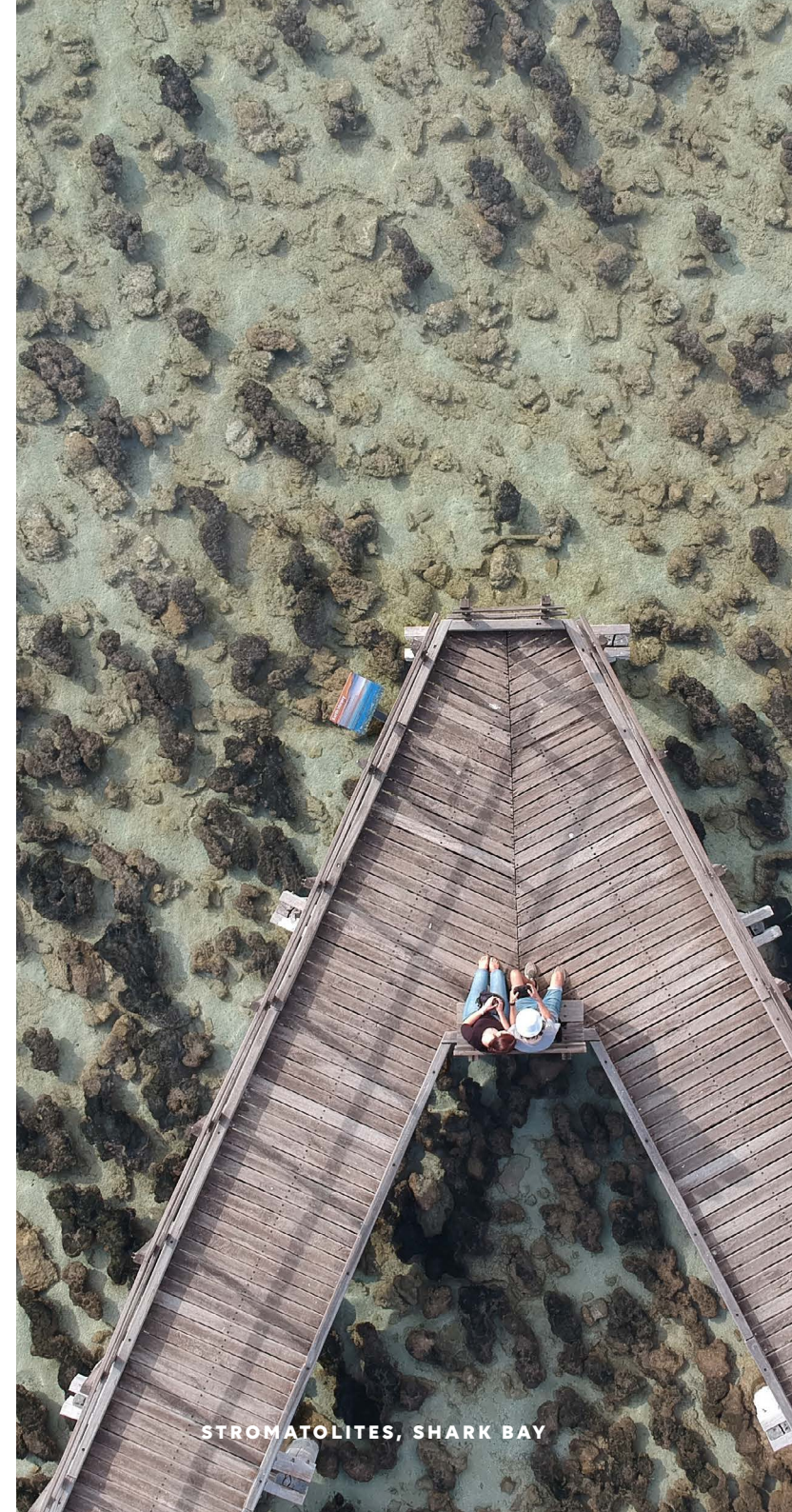
**Boost Mobile Margaret River Pro and Rip Curl Rottnest Search surfing:**

In a massive coup for the State, we secured two World Surf League (WSL) Championship Tour events in 2021, attracting 54 of the world's best surfers to WA. In December, we announced that we successfully negotiated for the Boost Mobile Margaret River Pro to remain on the World Surf League Championship Tour until 2024, cementing our long-standing partnership with the WSL of more than 30 years. In addition, for the first time, and as a one-off event, Rottnest Island was included in the tour with the 10-day broadcast-only Rip Curl Rottnest Search. This is a perfect example of how our positive relationship with the WSL helped us secure displaced events, with strong media outcomes. Staging two World Championship Tour events showcased WA to millions of online and television viewers around the globe.

- **2023 FIFA Women's World Cup:** Perth has been officially selected as a host city for the 2023 FIFA Women's World Cup, following our support of the Australia-New Zealand bid. The tournament is expected to deliver millions of dollars of economic and job-creating benefits to the State. Thirty-two international teams will compete in the 2023 tournament, potentially attracting thousands of visitors. In addition, the State will be showcased to massive television audiences around the globe. According to FIFA, more than a billion viewers tuned into coverage of the 2019 FIFA Women's World Cup.

## 2.0 AGENCY PERFORMANCE

- **State of Origin:** In April, we announced that the NRL State of Origin - one of the nation's greatest sporting rivalries and one of the State's biggest event success stories - will return to Perth in June 2022. Tourism WA secured Game II of the three-game series between the New South Wales Blues and the Queensland Maroons, to be played at Optus Stadium. Perth hosted its first ever State of Origin in front of a sold-out capacity crowd of more than 59,000 people at Optus Stadium in 2019. Close to 11,700 people visited WA for that game, spending more than \$19 million and generating huge benefits for WA tourism businesses, hotels, bars, restaurants and other hospitality operators. WA and the spectacular Optus Stadium were also showcased in a television broadcast watched by about 1.96 million viewers around the country.
- **Bledisloe Cup:** In June, we announced ticket sales for the 2021 Bledisloe Cup match at Optus Stadium, the only Bledisloe Test played on Australian soil in 2021. Secured by Tourism WA, the Bledisloe Cup is one of the world's biggest sporting rivalries, contested annually by Australia and New Zealand's national rugby union teams. Perth's 2019 Bledisloe Cup holds the sporting event attendance record for Optus Stadium, with more than 61,000 people. Nearly 7,400 visitors from outside the State travelled to Perth, spending more than \$12.5 million. More than 1.85 million viewers across the nation and internationally tuned into the television broadcast of the match.



STROMATOLITES, SHARK BAY



## REGIONAL EVENTS

The Regional Events Program and Regional Events Scheme are managed by Tourism WA with funding from Royalties for Regions. These programs support regional events across WA and help position regional towns as exciting destinations and great places to live. With travel restrictions impacting WA we focused on encouraging more West Australians to enjoy regional events across the State in 2020-21.

- **Regional Events Program:** Our Regional Events Program (REP) supports medium to large events across the State. The program provides funding of \$40,000 and above, for events that will deliver significant benefits to regional communities, generate strong community engagement, encourage intrastate visitors and attract national media attention. In 2020-21, eight regional events were sponsored through the REP, however four were cancelled due to COVID-19.

We also announced our support of some exciting regional events:

- The Australian National Ballooning Championships to be held in 2022, and the 2023 Women's World Hot Air Ballooning Championships, which are expected to attract more than 29,000 visitors to the region and inject more than \$3 million into the local economy.
- Three-year funding of the East Kimberley's premier cultural festival, the Ord Valley Muster. The event attracts thousands of people to the region, supporting the local tourism industry, businesses and accommodation providers.
- Funding for the 2021 CinefestOZ film festival, held in the South West region. More than 2,000 people are expected to attend the event, to be held in August 2021, potentially injecting \$2 million into the local economy through visitor spend.

- **Regional Events Scheme:** Our Regional Events Scheme (RES) is an annual funding round that supports smaller and emerging events in regional WA to boost tourism and increase community vibrancy. The total funding pool is \$1 million, inclusive of a quarantined pool of \$150,000 for the Regional Aboriginal Events Scheme (RAES). The RAES supports events that deliver Aboriginal activities and experiences through the leadership and participation of Aboriginal people. The 2020-21 RES supported a record 77 events across the State, including seven Aboriginal events.

## 2.0 AGENCY PERFORMANCE

# 5. ADDRESSING WORKFORCE SHORTAGES

Pre-COVID-19, there were about 101,000 tourism and hospitality workers in WA. We are now facing acute labour shortages, especially in regional WA due to the lack of working holidaymakers and backpackers who usually make up approximately 29 per cent of workers. We have implemented several initiatives with peak tourism bodies, hospitality operators and government agencies to address labour shortages and connect potential tourism employees with employers.

- **International Student Job Connect:** To help address a shortage of workers across WA, we teamed up with StudyPerth to deliver two International Student Job Connect events in

December 2020 and February 2021. StudyPerth estimates that around 24,000 international students currently live in WA. To make the most of this, the events were designed to help these students connect with prospective employers and secure hospitality work while they study. Both events attracted a total of 16 employers representing 68 businesses, and 120 students.

- **Kimberley Hospitality Job Connect:** In May 2021 we ran the Kimberley Hospitality Job Connect, a free interactive course connecting Kununurra job seekers with potential employers. The event helped 21 participants, predominantly Aboriginal, become job-ready by completing

a five-day fast-tracked hospitality training course, which included masterclasses and other activities led by WA Food Ambassador Chef Don Hancey, and representatives from local businesses. Job seekers were also equipped with the skills and training to succeed in a hospitality role, including industry certifications such as Responsible Service of Alcohol. Five participants went on to work at the Ord Valley Muster event held later that month in Kununurra, and 10 to 12 more are now either employed or in further discussions with employers.









## 6. DEVELOPING OUR BRAND

Once it's safe to travel we want people to experience a WA holiday over any other destination in Australia. To have a strong, unique brand is critical and in 2020-21 we have done a huge amount of work to ensure our brand sets WA apart from other tourism destinations.

Our Story: Spirit of Adventure has laid the groundwork for developing the brand. It provides the foundation from which we build marketing campaigns, take inspiration for our events, and inform destination development, partnerships and policy development.

It was developed following extensive industry engagement and research with target visitors to ensure it is unique and motivating. Throughout the process, five pillars were developed – Western Australia is ancient tracks, new journeys (Trademarked WAITOC); Western Australia is barefoot luxury; Western Australia is otherworldly phenomena; Western Australia is majestic

landscapes and big skies; and Western Australia is full of characters. Together these create Our Story: The Spirit of Adventure.

The Spirit of Adventure is a story that unites different regions, experiences and features. It is desirable for High Value Travellers. It has the potential to not only inspire international and interstate visitors but also West Australians to travel more within their own State.

It has laid the foundation for the Wander out Yonder campaign for the domestic market, our Adventure Awaits social and digital campaign for the international markets, and will form the basis of a new global tourism brand and campaign, which will be rolled out when the time is right.

In 2020-21, we also held 21 Our Story Deep Dive workshops across WA, attended by more than 600 members of the tourism industry. These workshops helped tourism operators define how their

destination delivers on WA's Spirit of Adventure and identify tourism products and marketing focus areas. In addition, they provided local operators the chance to shape the State's tourism brand with their own unique story and help align regional tourism brands with the overarching Spirit of Adventure message.

The Spirit of Adventure is also guiding the development of a number of other marketing elements, which we have continued to progress in 2020-21. These include the development of a new consumer website with increased functionality, new brand style guide, a new social media strategy and fresh images in our image library. These will all reflect Our Story: Spirit of Adventure, and will be launched in 2021-22.

## 2.0 AGENCY PERFORMANCE

### 7. CRISIS SUPPORT

Part of our work to ensure a sustainable tourism industry is providing targeted support to tourism businesses affected by COVID-19 or other events.

For example, in April 2021, Kalbarri and surrounding areas were heavily affected by Tropical Cyclone Seroja. To support tourism businesses and help inspire West Australians to travel back to the region, we provided \$270,000 funding for Australia's Coral Coast (ACC) Regional Tourism Organisation for marketing and programs to increase visitors and spend.

The funding was used for newspaper, radio and digital campaigns, along with advertising in RAC's *Horizons* magazine which was delivered to more than 900,000 members across the State.

A Tourism WA project manager will also be based in Geraldton for 12 months, starting in July 2021. The Project Manager will work with the Shire of Northampton, State Government agencies, ACC, and local operators to support the ongoing recovery of the Kalbarri tourism economy and surrounding areas.



**TARGETED SUPPORT**

**FOR BUSINESSES AFFECTED**

**BY COVID 19 OR OTHER EVENTS**

**\$270 MILLION**

**IN FUNDING FOR REGIONAL TOURISM**

## 2.0 AGENCY PERFORMANCE

### 2.2 Actual Results Versus Budget Targets

	2020-21 Original Target	2020-21 Actual	Variation
Financial Targets	\$'000	\$'000	\$'000
Total cost of services (approved expense limit) (see Statement of Comprehensive Income)	113,253	85,831	27,422
Net cost of services (see Statement of Comprehensive Income)	110,813	84,245	26,568
Total equity (see Statement of Financial Position)	12,269	36,485	24,216
Net increase/(decrease) in cash held (see Statement of Cash Flows)	(9,755)	16,443	26,198

#### Explanatory Notes to Variations against Revised Targets

Further explanations are contained in Note 7.10 'Explanatory statement' to the financial statements.

#### Total cost of services

The underspend is due to the impacts of COVID-19 on Tourism WA's activities over the course of the year. Restrictions on travel and mass gatherings resulted in the pausing of major international marketing activity and saw the postponement or cancellation of a number of events sponsored by the agency. A substantial portion of the underspent budget has been carried forward to 2021-22.

#### Net cost of services

The variance is comprised of the \$12.5 million variance in total cost of services offset by a small unfavourable variance in third party income.

#### Total equity

The variance in total equity is mostly the result of a higher than anticipated end of year cash balance. Due to the impacts of COVID-19, Tourism WA was unable to expend all of its allocated funding on planned activities. Unspent funding has been carried forward to 2021-22 to meet the cost of deferred activities.

#### Net increase/(decrease) in cash held

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



HORIZONTAL FALLS, THE KIMBERLEY

## 2.0 AGENCY PERFORMANCE

### 2.3 Key Performance Indicators

#### Key Effectiveness Indicators

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

	2020-21 Target	2020-21 Actual
<b>KPI 1</b> Total dollar amount spent by visitors in Western Australia	\$8.8 billion	\$7.6 billion
<b>KPI 2</b> Total overnight visitors to/within Western Australia	11.4 million	9.0 million
<b>KPI 3</b> Western Australia's market share of international visitor spend in Australia	7.7%	7.2%
<b>KPI 4</b> Number of persons employed directly or indirectly by tourism in Western Australia*	118,200	94,800
<b>KPI 5</b> Percentage of visitors very likely to recommend visiting Western Australia	86%	90%
<b>KPI 6</b> Ratio of funds provided by the tourism industry to Tourism WA's investment in cooperative marketing	0.9 : 1	1.7 : 1
<b>KPI 7</b> Direct economic impact of major events sponsorship	\$47.3 million	Not applicable

\*Reported with a one-year time lag

#### Key Efficiency Indicators

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

	2020-21 Target	2020-21 Actual
<b>KPI 8</b> Ratio of Tourism WA's total cost of services to total visitor spend in Western Australia	1 : 78	1 : 88

Detailed Key Performance Indicators information can be found on page 84.





## 3.0 DISCLOSURES AND LEGAL COMPLIANCE





GRANITE SKYWALK, CASTLE ROCK

## 3.0 DISCLOSURES AND LEGAL COMPLIANCE

### 3.1 Independent Audit Opinion



#### Auditor General

**INDEPENDENT AUDITOR'S OPINION  
2021  
Western Australian Tourism Commission**

To the Parliament of Western Australia

#### Report on the audit of the financial statements

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

- the Statement of Financial Position at 30 June 2021, and the Statement of Comprehensive Income, Statement of Changes in Equity and Statement of Cash Flows for the year then ended
- Notes comprising a summary of significant accounting policies and other explanatory information.

In my opinion, the financial statements are:

- based on proper accounts and present fairly, in all material respects, the operating results and cash flows of the Western Australian Tourism Commission for the year ended 30 June 2021 and the financial position at the end of that period
- in accordance with Australian Accounting Standards, 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.

I am independent of the Commission in accordance with the *Auditor General Act 2006* and the relevant ethical requirements of the Accounting Professional & Ethical Standards Board's APES 110 *Code of Ethics for Professional Accountants (including Independence Standards)* (the Code) that are relevant to my audit of the financial statements. I have also fulfilled my other ethical responsibilities in accordance with the Code.

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

Page 1 of 5

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### 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, 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](https://www.auasb.gov.au/auditors_responsibilities/ar4.pdf).

### Report on the audit of controls

#### Opinion

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

My opinion has been formed on the basis of the matters outlined in this report.

In my opinion, in all material respects, the controls exercised by the Western Australian Tourism Commission are sufficiently adequate to provide reasonable assurance that the receipt, expenditure and investment of money, the acquisition and disposal of property and the incurring of liabilities have been in accordance with legislative provisions during the year ended 30 June 2021.

Page 2 of 5

### The Board's responsibilities

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

### Auditor General's responsibilities

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

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

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

### Limitations of controls

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

### Report on the audit of the key performance indicators

#### Opinion

I have undertaken a reasonable assurance engagement on the key performance indicators of the Western Australian Tourism Commission for the year ended 30 June 2021. The key performance indicators are the Under Treasurer-approved key effectiveness indicators and key efficiency indicators that provide performance information about achieving outcomes and delivering services.

In my opinion, in all material respects, the key performance indicators of the Western Australian Tourism Commission are relevant and appropriate to assist users to assess the Commission's performance and fairly represent indicated performance for the year ended 30 June 2021.

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### 3.0 DISCLOSURES AND LEGAL COMPLIANCE

#### 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 control it 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 Commission is responsible for identifying key performance indicators that are relevant and appropriate, having regard to their purpose in accordance with Treasurer's Instruction 904 *Key Performance Indicators*.

#### Auditor General's responsibilities

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

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

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

#### My independence and quality control relating to the reports on 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 ASQC 1 *Quality Control for Firms that Perform Audits and Reviews of Financial Reports and Other Financial Information, and Other Assurance Engagements*, the Office of the Auditor General maintains a comprehensive system of quality control including documented policies and procedures regarding compliance with ethical requirements, professional standards and applicable legal and regulatory requirements.

#### Other information

The Chair is responsible for the other information. The other information is the information in the entity's annual report for the year ended 30 June 2021, but not the financial statements, key performance indicators and my auditor's report.

My opinions do not cover the other information and, accordingly, I do not express any form of assurance conclusion thereon.

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

This auditor's report relates to the financial statements, controls and key performance indicators of the Western Australian Tourism Commission for the year ended 30 June 2021 included 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 these financial statements, controls or key performance indicators. If users of the financial statements, controls 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 of the financial statements, controls and key performance indicators.



Caroline Spencer  
Auditor General for Western Australia  
Perth, Western Australia  
3 September 2021



### 3.0 DISCLOSURES AND LEGAL COMPLIANCE


## 3.2 Financial Statements

### CERTIFICATION OF FINANCIAL STATEMENTS

#### For the reporting period ended 30 June 2021

The accompanying financial statements of the Western Australian Tourism Commission (operating as Tourism WA) have been prepared in compliance with the provisions of the *Financial Management Act 2006* from proper accounts and records to present fairly the financial transactions for the reporting period ending 30 June 2021 and the financial position as at 30 June 2021.

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

27 August 2021



**Manny Papadoulis**  
Deputy Chair

27 August 2021



**Renato Sansalone**  
Chief Financial Officer

27 August 2021



### 3.0 DISCLOSURES AND LEGAL COMPLIANCE

## STATEMENT OF COMPREHENSIVE INCOME

For the year ended 30 June 2021

	Note	2021 \$'000	2020 \$'000
<b>COST OF SERVICES</b>			
<b>Expenses</b>			
Employee benefits expense	2.5.1	387	377
Supplies and services	2.1	41,236	39,855
Depreciation and amortisation expense	4.1.1, 4.2.1, 4.3.1	244	541
Accommodation expenses	2.5.3	677	2,205
Grants and subsidies	2.2	19,128	5,914
Event operations expenses	2.3	9,506	24,418
Advertising and promotion expenses	2.4	14,460	15,890
Other expenses	2.5.4	193	47
<b>Total cost of services</b>		<b>85,831</b>	<b>89,247</b>
<b>Income</b>			
Commonwealth grants and contributions	3.2	1,100	14
Interest revenue		81	179
Other income	3.3	405	411
<b>Total income</b>		<b>1,586</b>	<b>604</b>
<b>NET COST OF SERVICES</b>		<b>84,245</b>	<b>88,643</b>
<b>Income from State Government</b>			
Income from other public sector entities	3.1	71,891	69,841
Resources received		13,517	12,378
Royalties for Regions Fund		11,644	13,366
<b>Total income from State Government</b>		<b>97,052</b>	<b>95,585</b>
<b>SURPLUS FOR THE PERIOD</b>		<b>12,807</b>	<b>6,942</b>
Other comprehensive income		-	-
<b>TOTAL COMPREHENSIVE INCOME FOR THE PERIOD</b>		<b>12,807</b>	<b>6,942</b>

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

### 3.0 DISCLOSURES AND LEGAL COMPLIANCE

## STATEMENT OF FINANCIAL POSITION

As at 30 June 2021

	Note	2021 \$'000	2020 \$'000
<b>ASSETS</b>			
<b>Current Assets</b>			
Cash and cash equivalents	5.3	24,536	8,804
Restricted cash and cash equivalents	5.3	2,723	2,012
Receivables	4.4	2,201	848
Prepayments	4.5	8,103	6,638
Amounts receivable for services	4.6	475	475
<b>Total Current Assets</b>		<b>38,038</b>	<b>18,777</b>
<b>Non-Current Assets</b>			
Amounts receivable for services	4.6	4,620	5,095
Prepayments	4.5	145	-
Property, plant and equipment	4.1	93	121
Intangible assets	4.2	3,063	346
Right-of-use assets	4.3	132	141
Other non-current assets	4.7	350	300
<b>Total Non-Current Assets</b>		<b>8,403</b>	<b>6,003</b>
<b>TOTAL ASSETS</b>		<b>46,441</b>	<b>24,780</b>
<b>LIABILITIES</b>			
<b>Current Liabilities</b>			
Payables	4.8	9,681	2,909
Lease liabilities	5.1	41	42
Employee related provisions	2.5.2	142	139
<b>Total Current Liabilities</b>		<b>9,864</b>	<b>3,090</b>
<b>Non-Current Liabilities</b>			
Lease liabilities	5.1	92	101
<b>Total Non-Current Liabilities</b>		<b>92</b>	<b>101</b>
<b>TOTAL LIABILITIES</b>		<b>9,956</b>	<b>3,191</b>
<b>NET ASSETS</b>		<b>36,485</b>	<b>21,589</b>
<b>EQUITY</b>			
Contributed equity	7.8	12,761	10,672
Accumulated surplus		23,724	10,917
<b>TOTAL EQUITY</b>		<b>36,485</b>	<b>21,589</b>

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

### 3.0 DISCLOSURES AND LEGAL COMPLIANCE

## STATEMENT OF CHANGES IN EQUITY

For the year ended 30 June 2021

	Note	Contributed equity \$'000	Accumulated surplus \$'000	Total equity \$'000
<b>Balance at 1 July 2019</b>		10,486	3,972	14,458
Initial application of AASB 16		-	3	3
<b>Restated balance at 1 July 2019</b>		<b>10,486</b>	<b>3,975</b>	<b>14,461</b>
Surplus		-	6,942	6,942
Other comprehensive income		-	-	-
<b>Total comprehensive income for the period</b>		<b>-</b>	<b>6,942</b>	<b>6,942</b>
Transactions with owners in their capacity as owners:	7.8			
Capital appropriations		186	-	186
<b>Total</b>		<b>186</b>	<b>-</b>	<b>186</b>
<b>Balance at 30 June 2020</b>		<b>10,672</b>	<b>10,917</b>	<b>21,589</b>
<b>Balance at 1 July 2020</b>		<b>10,672</b>	<b>10,917</b>	<b>21,589</b>
Surplus		-	12,807	12,807
Other comprehensive income		-	-	-
<b>Total comprehensive income for the period</b>		<b>-</b>	<b>12,807</b>	<b>12,807</b>
Transactions with owners in their capacity as owners:	7.8			
Capital appropriations		2,089	-	2,089
<b>Total</b>		<b>2,089</b>	<b>-</b>	<b>2,089</b>
<b>Balance at 30 June 2021</b>		<b>12,761</b>	<b>23,724</b>	<b>36,485</b>

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

### 3.0 DISCLOSURES AND LEGAL COMPLIANCE

## STATEMENT OF CASH FLOWS

For the year ended 30 June 2021

	Note	2021	2020
		\$'000	\$'000
<b>CASH FLOWS FROM STATE GOVERNMENT</b>			
Funds from other public sector entities		71,891	69,841
Capital appropriations		2,089	186
Holding account drawdown		475	475
Royalties for Regions Fund		11,644	13,366
<b>Net cash provided by State Government</b>		<b>86,099</b>	<b>83,868</b>
Utilised as follows:			
<b>CASH FLOWS FROM OPERATING ACTIVITIES</b>			
<b>Payments</b>			
Employee benefits		(426)	(347)
Supplies and services		(27,190)	(28,294)
Accommodation		(501)	(2,098)
Grants and subsidies		(18,415)	(5,964)
GST payments on purchases		(6,162)	(6,027)
Event operations payments		(10,616)	(22,191)
Advertising and promotion payments		(9,741)	(17,394)
Other payments		(281)	(171)
<b>Receipts</b>			
Commonwealth grants and contributions		1,100	14
Interest received		77	192
GST receipts on sales		144	1,027
GST receipts from taxation authority		5,140	5,943
Other receipts		133	228
<b>Net cash used in operating activities</b>		<b>(66,738)</b>	<b>(75,082)</b>
<b>CASH FLOWS FROM INVESTING ACTIVITIES</b>			
<b>Payments</b>			
Purchase of non-current assets		(2,869)	(165)
<b>Net cash used in investing activities</b>		<b>(2,869)</b>	<b>(165)</b>
<b>CASH FLOWS FROM FINANCING ACTIVITIES</b>			
<b>Payments</b>			
Principal elements of lease payments		(49)	(45)
<b>Net cash used in financing activities</b>		<b>(49)</b>	<b>(45)</b>
Net increase in cash and cash equivalents		16,443	8,576
Cash and cash equivalents at the beginning of the period		10,816	2,240
<b>CASH AND CASH EQUIVALENTS AT THE END OF THE PERIOD</b>		<b>27,259</b>	<b>10,816</b>

5.3

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

## NOTES TO THE FINANCIAL STATEMENTS

For the year ended 30 June 2021

### NOTE 1. BASIS OF PREPARATION

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

A description of the nature of Tourism WA's operations and its principal activities are included in 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 27 August 2021.

#### Statement of compliance

These general purpose financial statements are prepared in accordance with:

- The *Financial Management Act 2006* (FMA)
- Treasurer's Instructions (TIs)
- Australian Accounting Standards (AASs) – Reduced Disclosure Requirements
- Where appropriate, those AAS paragraphs applicable to not-for-profit entities have been applied.

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

#### Basis of preparation

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

#### 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.

#### Contributed equity

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

### 3.0 DISCLOSURES AND LEGAL COMPLIANCE

#### NOTE 2. USE OF OUR FUNDING

##### Expenses incurred in the delivery of services

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

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

##### 2.1 Supplies and services

	2021	2020
	\$'000	\$'000
Communications expenses	200	217
Computer expenses	1,936	2,078
Contracts for service	14,572	12,884
General administration expenses	2,257	3,035
Insurance	79	52
Marketing services	1,877	2,708
Operating lease, rental and hire costs	195	325
Printing and stationery	28	22
Professional services	4,981	3,821
Research	1,330	1,694
Resources provided by the Department of Jobs, Tourism, Science and Innovation <sup>(a)</sup>	13,486	12,371
Travel	260	622
Vehicles	35	26
	<b>41,236</b>	<b>39,855</b>

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

<sup>(a)</sup> The Department of Jobs, Tourism, Science and Innovation provides resources to Tourism WA and retains the associated cash funding from Government. Resources provided by the Department include personnel, accommodation and shared systems. See also Notes 2.5.1 'Employee benefits expenses' and 3.1 'Income from State Government'.

### 3.0 DISCLOSURES AND LEGAL COMPLIANCE

#### 2.2 Grants and subsidies

	2021	2020
	\$'000	\$'000
<b>Recurrent</b>		
WA Tourism Recovery Grants (COVID-19 response)	8,895	5,505
Travel Agents Support Package (COVID-19 response)	3,011	-
Regional Aviation Recovery (COVID-19 response)	3,077	-
Aboriginal tourism development	67	109
Regional Tourism Organisations	650	-
Other grants and sponsorships	1,264	300
<b>Capital</b>		
Aboriginal tourism – Camping with Custodians campgrounds	2,164	-
	<b>19,128</b>	<b>5,914</b>

Transactions in which Tourism WA provides funding to another party without receiving approximately equal value in return are categorised as grant expenses. Grants can be either operating or capital in nature.

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.

Grants and other transfers to third parties (other than contributions to owners) are recognised as an expense in the reporting period in which they are paid or payable. They include transactions such as: grants, subsidies and other transfer payments made to public sector agencies.

In response to COVID-19 and the significant impact on the Western Australian tourism industry, the WA Tourism Recovery Grants program, a Travel Agents Support Package and the Regional Aviation Recovery program were developed to support the industry and contribute to affordable airfares for intrastate regional travel.

#### 2.3 Event operations expenses

	2021	2020
	\$'000	\$'000
<b>Event sponsorship by funding source:</b>		
Consolidated Account	6,310	19,800
Royalties for Regions Fund – Regional Events Program	3,196	4,618
	<b>9,506</b>	<b>24,418</b>

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

### 3.0 DISCLOSURES AND LEGAL COMPLIANCE

#### 2.4 Advertising and promotion expenses

	2021	2020
	\$'000	\$'000
Promotions and co-operative campaigns	11,111	13,295
Collateral – production and distribution	1,099	1,193
Familiarisation visits	541	1,368
Multimedia and audiovisual	1,709	34
	<b>14,460</b>	<b>15,890</b>

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

#### 2.5 Other expenses

	2021	2020
	\$'000	\$'000
<b>2.5.1 Employee benefits expense</b>		
Commissioner fees	351	333
Superannuation – defined contribution plans	30	28
Fringe benefits tax	6	16
<b>Total employee benefits expense</b>	<b>387</b>	<b>377</b>

Employee benefits represents costs associated with the Board of Commissioners of Tourism WA.

Superannuation contributions for Commissioners comprises employer contributions paid to the WSS or other superannuation funds.

Tourism WA employees, excluding Commissioners, were transferred to the Department of Jobs, Tourism, Science and Innovation on 1 July 2017. The Department provides personnel to Tourism WA on a free of charge basis and associated costs are recognised under 'Supplies and services' (see also Note 2.1 'Supplies and services' and 3.1 'Income from State Government').



### 3.0 DISCLOSURES AND LEGAL COMPLIANCE

#### 2.5.2 Employee related provisions

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

Employee related provisions associated with local staff were transferred to the Department of Jobs, Tourism, Science and Innovation following the transfer of staff to the Department on 1 July 2017. Reported provisions solely represent annual leave provisions for international staff of Tourism WA. The Board of Commissioners of Tourism WA are paid at a set remuneration rate and do not accrue leave entitlements.

	2021	2020
	\$'000	\$'000
<b>Current</b>		
<u>Employee benefits provision</u>		
Annual leave <sup>(a)</sup>	142	139
<b>Total employee related provisions</b>	<b>142</b>	<b>139</b>

<sup>a)</sup> **Annual leave liabilities:** Classified as current as there is no unconditional right to defer settlement for at least 12 months after the end of the reporting period. The provision for annual leave is calculated at the present value of expected payments to be made in relation to services provided by employees up to the reporting date.

	2021	2020
	\$'000	\$'000
<b>2.5.3 Accommodation expenses</b>		
Cleaning	543	1,635
Rental	8	61
Utilities	12	43
Repairs and maintenance	114	466
<b>Total accommodation expenses</b>	<b>677</b>	<b>2,205</b>

### 3.0 DISCLOSURES AND LEGAL COMPLIANCE

#### Rental expenses include:

- (1) Short-term leases with a lease term of 12 months or less;
- (2) Low-value leases with an underlying value of \$5,000 or less; and
- (3) Variable lease payments, recognised in the period in which the event or condition that triggers those payments occurs.

Rental expenses in this category include the costs of leases and other agreements that do not meet the criteria of AASB 16 Leases and have therefore been expensed.

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

Accommodation expenses in this category exclude those provided by the Department of Jobs, Tourism, Science and Innovation (refer to Note 2.1).

#### 2.5.4 Other expenditures

	2021	2020
	\$'000	\$'000
Refund of prior year revenue	184	-
Impairment loss	6	-
Lease interest expense	3	3
Loss on foreign exchange	-	33
Loss on disposal of non-current assets	-	9
Royalties for Regions – refund of cash balances	-	2
<b>Total other expenditures</b>	<b>193</b>	<b>47</b>

### 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

### 3.0 DISCLOSURES AND LEGAL COMPLIANCE

#### 3.1 Income from State Government

	2021	2020
	\$'000	\$'000
Income received from other public sector entities during the period:		
Department of Jobs, Tourism, Science and Innovation	71,891	65,023
Burswood Park Board	-	4,818
<b>Total income from other public sector entities</b>	<b>71,891</b>	<b>69,841</b>
Resources received from other public sector entities during the period:		
Department of Jobs, Tourism, Science and Innovation	13,468	12,346
Department of Finance	24	26
State Solicitors Office	25	6
<b>Total resources received from other public sector entities</b>	<b>13,517</b>	<b>12,378</b>
Royalties for Regions Fund:		
Regional Community Services Account	11,644	13,366
<b>Total Royalties for Regions Fund</b>	<b>11,644</b>	<b>13,366</b>
<b>Total income from State Government</b>	<b>97,052</b>	<b>95,585</b>

**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 will be recognised when Tourism WA receives the funds.

Tourism WA's funding is provided by Government to the Department of Jobs, Tourism, Science and Innovation. Funding for Tourism WA's share of employee-related costs, and some accommodation and systems costs, 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**.

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

**The Regional Community Services Account** 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.

### 3.0 DISCLOSURES AND LEGAL COMPLIANCE

#### 3.2 Commonwealth grants

	2021	2020
	\$'000	\$'000
<b>Recurrent</b>		
Domestic marketing	1,100	-
Aboriginal tourism (Camping with Custodians)	-	14
<b>Total Commonwealth grants</b>	<b>1,100</b>	<b>14</b>

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

Funding was received in 2021 from Tourism Australia to support domestic marketing initiatives.

#### 3.3 Other income

	2021	2020
	\$'000	\$'000
Refunds/recoup of prior year expenditure	240	247
Other gains	89	96
Recoup of expenditure	45	6
Executive Vehicle Scheme contributions	20	24
Miscellaneous income	11	-
Airline in-kind contributions	-	38
<b>Total other income</b>	<b>405</b>	<b>411</b>

#### NOTE 4. ASSETS AND LIABILITIES

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

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

### 3.0 DISCLOSURES AND LEGAL COMPLIANCE

#### 4.1 Property, plant and equipment

	Furniture, fittings and equipment	Computer equipment	Work in progress	Total
Year ended 30 June 2021	\$'000	\$'000	\$'000	\$'000
<b>1 July 2020</b>				
Gross carrying amount	197	232	51	480
Accumulated depreciation	(197)	(162)	-	(359)
Accumulated impairment loss	-	-	-	-
<b>Carrying amount at start of period</b>	<b>-</b>	<b>70</b>	<b>51</b>	<b>121</b>
Additions	13	6	-	19
Transfers	-	51	(51)	-
Disposals – gross carrying amount	(186)	-	-	(186)
Disposals – accumulated depreciation	186	-	-	186
Impairment losses (a)	-	(6)	-	(6)
Impairment losses reversed (a)	-	-	-	-
Depreciation	(1)	(40)	-	(41)
<b>Carrying amount at 30 June 2021</b>	<b>12</b>	<b>81</b>	<b>-</b>	<b>93</b>
Comprising:				
Gross carrying amount	24	289	-	313
Accumulated depreciation	(12)	(202)	-	(214)
Accumulated impairment loss	-	(6)	-	(6)
<b>Carrying amount at 30 June 2021</b>	<b>12</b>	<b>81</b>	<b>-</b>	<b>93</b>

(a) Recognised in the Statement of Comprehensive Income. Where an asset measured at cost is written down to recoverable amount, an impairment loss is recognised in profit or loss. Where a previously revalued asset is written down to recoverable amount, the loss is recognised as a revaluation decrement in other comprehensive income.

### 3.0 DISCLOSURES AND LEGAL COMPLIANCE

#### Initial recognition

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

The cost of a leasehold improvement is capitalised and depreciated over the shorter of the remaining term of the lease or the estimated useful life of the leasehold improvement. As at the reporting date, Tourism WA did not carry any leasehold improvement assets.

#### 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.

#### 4.1.1 Depreciation and impairment

##### Charge for the period

	2021	2020
	\$'000	\$'000
<u>Depreciation</u>		
Furniture, fittings and equipment	1	123
Computing equipment	40	21
<b>Total depreciation for the period</b>	<b>41</b>	<b>144</b>

During the year, one item of computer equipment was identified as impaired. An impairment loss has been recognised to write the asset down to its estimated recoverable amount.

All surplus assets at 30 June 2021 have either been classified as assets held for sale or have been written off.

#### Finite 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.

### 3.0 DISCLOSURES AND LEGAL COMPLIANCE

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 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.

Where a previously revalued asset is written down to its recoverable amount, the loss is recognised as a revaluation decrement through other comprehensive income.

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.

The risk of impairment is generally limited to circumstances where an asset's depreciation is materially understated, where the replacement cost is falling or where there is a significant change in useful life. Each relevant class of assets is reviewed annually to verify that the accumulated depreciation/amortisation reflects the level of consumption or expiration of the asset's future economic benefits and to evaluate any impairment risk from declining replacement costs.

### 3.0 DISCLOSURES AND LEGAL COMPLIANCE

#### 4.2 Intangible assets

	Software	Development costs	Campaign production costs	Works in Progress	Total
Year ended 30 June 2021	\$'000	\$'000	\$'000	\$'000	\$'000
<b>1 July 2020</b>					
Gross carrying amount	721	706	-	114	1,541
Accumulated amortisation	(489)	(706)	-	-	(1,195)
<b>Carrying amount at start of period</b>	<b>232</b>	<b>-</b>	<b>-</b>	<b>114</b>	<b>346</b>
Additions	-	-	-	2,871	2,871
Disposals – gross carrying amount	(134)	-	-	-	(134)
Disposals – accumulated amortisation	134	-	-	-	134
Impairment losses	-	-	-	-	-
Impairment losses reversed	-	-	-	-	-
Amortisation expense	(154)	-	-	-	(154)
<b>Carrying amount at 30 June 2021</b>	<b>78</b>	<b>-</b>	<b>-</b>	<b>2,985</b>	<b>3,063</b>
Comprising:					
Gross carrying amount	587	706	-	2,985	4,278
Accumulated amortisation	(509)	(706)	-	-	(1,215)
<b>Carrying amount at 30 June 2021</b>	<b>78</b>	<b>-</b>	<b>-</b>	<b>2,985</b>	<b>3,063</b>

#### 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 licences controlled by Tourism WA have a finite useful life and are carried at cost less accumulated amortisation and accumulated impairment losses.

Following a decision by the IFRS Interpretations Committee in March 2021, Software as a Service (SaaS) arrangements will no longer be capitalised if Tourism WA has no control over the software. Refer to Note 72 'Changes in accounting policies' for further information.

As a result of the change in accounting policy, Tourism WA has determined that costs of \$337,418 incurred in 2021 relate to the implementation of SaaS arrangements and have been partly expensed and partly classified as prepayments (Note 4.5) based on the term of the arrangement.



### 3.0 DISCLOSURES AND LEGAL COMPLIANCE

#### Development costs

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

#### Campaign production costs

Internally developed campaign production costs associated with researching campaign concepts, including fees paid to creative agencies, are expensed as incurred up to approval of the final concept. Costs incurred for development of the approved campaign concepts, including casting, travel and accommodation, licencing, music, location costs, filming and other production and post-production costs, are carried forward when the future economic benefits can reasonably be regarded as assured. These are carried at cost less accumulated amortisation and accumulated impairment losses. All costs of advertisement placement are expenses when incurred.

#### Initial recognition

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

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.

Acquisitions of intangible assets and internally generated intangible assets costing \$5,000 or more that comply with the recognition criteria as per AASB 138.57 (as noted below), are capitalised.

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

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

### 3.0 DISCLOSURES AND LEGAL COMPLIANCE

#### 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.

#### 4.2.1 Amortisation and impairment

##### Charge for the period

	2021	2020
	\$'000	\$'000
<u>Amortisation</u>		
Software	154	220
Development costs	-	46
Campaign production costs	-	83
<b>Total amortisation for the period</b>	<b>154</b>	<b>349</b>

As at 30 June 2021 there were no indications of impairment to intangible assets.

Tourism WA held no goodwill or intangible assets with an indefinite useful life during the reporting period. At the end of the reporting period there were no intangible assets not yet available for use.

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 <sup>(a)</sup>	3 to 5 years
Development costs	3 to 5 years
Campaign production costs	3 years

<sup>(a)</sup> 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.

The policy in connection with testing for impairment is outlined in Note 4.1.1.

### 3.0 DISCLOSURES AND LEGAL COMPLIANCE

#### 4.3 Right-of-use assets

	2021	2020
	\$'000	\$'000
Accommodation	71	87
Vehicles	61	54
<b>Net carrying amount</b>	<b>132</b>	<b>141</b>

Additions to right-of-use assets during the 2021 financial year were \$40,471 (2020: \$96,581).

#### Initial recognition

Right-of-use assets are measured at cost including the following:

- 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.

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). In addition, accommodation leases held centrally by the Department of Finance are not recognised as right-of-use assets by Tourism WA. 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 4.11.

### 3.0 DISCLOSURES AND LEGAL COMPLIANCE

The following amounts relating to leases have been recognised in the Statement of Comprehensive Income:

	2021	2020
	\$'000	\$'000
Accommodation	16	10
Vehicles	34	38
<b>Total right-of-use asset depreciation</b>	<b>50</b>	<b>48</b>
Lease interest expense	3	3
Expenses relating to variable lease payments not included in lease liabilities	7	7

The total cash outflow for leases in 2021 was \$48,480 (2020: \$45,584). Tourism WA has leases for vehicles and a storage facility.

Tourism WA has also entered into Memorandum of Understanding agreements (MOUs) with the Department of Finance for the leasing of accommodation for the Western Australian Visitor Centre and a storage facility. These 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.

Tourism WA recognises leases as right-of-use assets and associated lease liabilities in the Statement of Financial Position. The corresponding lease liabilities in relation to these right-of-use assets have been disclosed in note 5.1.

#### 4.4 Receivables

	2021	2020
	\$'000	\$'000
<b>Current</b>		
Receivables	283	38
Accrued revenue	286	422
GST receivable	1,632	388
<b>Total receivables</b>	<b>2,201</b>	<b>848</b>

Receivables are recognised at original invoice amount less any allowances for uncollectible amounts (ie. impairment). The carrying amount of net trade receivables is equivalent to fair value as it is due for settlement within 30 days.

### 3.0 DISCLOSURES AND LEGAL COMPLIANCE

#### 4.5 Prepayments

	2021	2020
	\$'000	\$'000
<b>Current</b>		
Event sponsorship	7,704	5,782
Marketing campaign activity	209	689
Licence, maintenance and support fees	178	59
Other	12	108
<b>Total current</b>	<b>8,103</b>	<b>6,638</b>
<b>Non-current</b>		
Licence, maintenance and support fees	145	-
<b>Total non-current</b>	<b>145</b>	<b>-</b>
<b>Total prepayments</b>	<b>8,248</b>	<b>6,638</b>

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

#### 4.6 Amounts receivable for services (holding account)

	2021	2020
	\$'000	\$'000
Current	475	475
Non-current	4,620	5,095
<b>Balance at end of period</b>	<b>5,095</b>	<b>5,570</b>

**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.

Amounts receivable for services are considered not impaired (ie. there is no expected credit loss of the holding account).

### 3.0 DISCLOSURES AND LEGAL COMPLIANCE

#### 4.7 Other non-current assets

	2021	2020
	\$'000	\$'000
Investments	350	300
<b>Total other non-current assets</b>	<b>350</b>	<b>300</b>

At 30 June 2021, Tourism WA held a 13.57% interest (2020: 13.57%) in the Australian Tourism Data Warehouse Pty Ltd, which is classified as a fair value through profit and loss financial asset in accordance with AASB 9. Its principal activity is the development of a database for Australian tourism products. Since there is no active market, the fair value is its liquidation value being working capital plus property, plant and equipment.

#### 4.8 Payables

	2021	2020
	\$'000	\$'000
<b>Current</b>		
Trade payables	6,049	704
Accrued expenses	3,627	2,201
Accrued salaries	5	4
<b>Total payables</b>	<b>9,681</b>	<b>2,909</b>

**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 on grants. The carrying amount is equivalent to fair value as settlement is generally within 30 days.

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

### 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

### 3.0 DISCLOSURES AND LEGAL COMPLIANCE

#### 5.1 Lease liabilities

	2021	2020
	\$'000	\$'000
Current	41	42
Non-current	92	101
<b>Total lease liabilities</b>	<b>133</b>	<b>143</b>

#### Initial measurement

Tourism WA measures a lease liability, at the commencement date, at the present value of the lease payments that are not paid at that date. 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.

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.

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

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.

This section should be read in conjunction with note 4.3.

#### 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.

### 3.0 DISCLOSURES AND LEGAL COMPLIANCE

#### 5.2 Finance costs

	2021	2020
	\$'000	\$'000
<b>Finance costs</b>		
Lease interest expense	3	3
<b>Finance costs expensed</b>	<b>3</b>	<b>3</b>

Finance costs represent the interest component of lease liability repayments.

#### 5.3 Cash and cash equivalents

	2021	2020
	\$'000	\$'000
Cash and cash equivalents	24,536	8,804
Restricted cash and cash equivalents - Royalties for Regions Fund <sup>(a)</sup>	2,723	2,012
<b>Balance at end of period</b>	<b>27,259</b>	<b>10,816</b>

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

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

#### 5.4 Capital commitments

Tourism WA had no capital expenditure commitments at the end of the reporting period.



### 3.0 DISCLOSURES AND LEGAL COMPLIANCE

#### NOTE 6. FINANCIAL INSTRUMENTS AND CONTINGENCIES

	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:

	2021	2020
	\$'000	\$'000
<b>Financial assets</b>		
Cash and cash equivalents	27,259	10,816
Financial assets at amortised cost <sup>(a)</sup>	5,664	6,030
Fair value through profit and loss financial asset	350	300
<b>Total financial assets</b>	<b>33,273</b>	<b>17,146</b>
<b>Financial liabilities</b>		
Financial liabilities measured at amortised cost	9,814	3,052
<b>Total financial liabilities</b>	<b>9,814</b>	<b>3,052</b>

<sup>(a)</sup> 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.

Tourism WA has no contingent assets or liabilities at reporting date.

### 3.0 DISCLOSURES AND LEGAL COMPLIANCE

#### NOTE 7. OTHER DISCLOSURES

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

	Notes
Events occurring after the end of the reporting period	7.1
Initial application of Australian Accounting Standards / 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
Equity	7.8
Supplementary financial information	7.9
Explanatory statement	7.10

#### 7.1 Events occurring after the end of the reporting period

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

#### 7.2 Initial application of Australian Accounting Standards / Changes in accounting policies

##### **AASB 1059 Service Concession Arrangements: Grantors**

AASB 1059 applies to annual reporting periods beginning on or after 1 January 2020. The Standard applies to arrangements that involve an operator providing public services related to a service concession asset on behalf of a public sector grantor for a specified period of time and managing at least some of those services.

The adoption of AASB 1059 has no impact to Tourism WA. Tourism WA has assessed its contracts with third party suppliers and determined there were no service concession arrangements in place.

### 3.0 DISCLOSURES AND LEGAL COMPLIANCE

#### Software as a Service (SaaS) arrangements

Following the IFRS Interpretations Committee agenda decision on *Configuration or Customisation Costs in a Cloud Computing Arrangement* in March 2021, Tourism WA has amended its intangible assets capitalisation policy and adopted the treatment set out in the IFRS IC agenda decision with effect from 1 July 2020. The change in treatment is to recognise those costs as intangible assets only if the implementation activities create an intangible asset that Tourism WA controls and the intangible asset meets the recognition criteria. Costs that do not result in intangible assets are expensed as incurred, unless they are paid to the suppliers of the SaaS arrangement to significantly customise the cloud-based software for Tourism WA, in which case the costs are recorded as a prepayment for services and amortised over the expected renewable term of the arrangement.

The accounting policy change is to be applied retrospectively however, to allow sufficient time to make determinations and implement the changes, Tourism WA has elected to assess and amend the treatment of existing intangible assets that no longer meet the recognition criteria (ie. those reported in the prior year accounts) in the coming year.

Tourism WA made no other 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 (\$)	2021	2020
60,001 – 70,000	-	1
50,001 – 60,000	1	-
40,001 – 50,000	-	2
30,001 – 40,000	8	5
0 – 10,000	-	1
	<b>\$'000</b>	<b>\$'000</b>
Short-term employee benefits	316	315
Post-employment benefits	30	28
<b>Total compensation of members of the accountable authority</b>	<b>346</b>	<b>343</b>

Commissioner fees for Kevin Brown are excluded from the above tables as these fees are paid directly to Perth Airport Pty Ltd.

### 3.0 DISCLOSURES AND LEGAL COMPLIANCE

#### Compensation of senior officers

Compensation band (\$)	2021	2020
340,001 – 350,000	-	1
230,001 – 240,000	1	-
220,001 – 230,000	1	1
190,001 – 200,000	1	1
170,001 – 180,000	1	1
160,001 – 170,000	1	2
150,001 – 160,000	-	1
140,001 – 150,000	1	-
130,001 – 140,000	-	1
110,001 – 120,000	1	-
60,001 – 70,000	2	1
50,001 – 60,000	-	1
30,001 – 40,000	1	-
	<b>\$'000</b>	<b>\$'000</b>
Short-term employee benefits	1,295	1,529
Post-employment benefits	123	141
<b>Total compensation of senior officers</b>	<b>1,418</b>	<b>1,670</b>

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

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

#### 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;

### 3.0 DISCLOSURES AND LEGAL COMPLIANCE

- other agencies and statutory authorities, including related bodies, that are included in the whole of government consolidated financial statements (ie. wholly-owned public sector entities);
- associates and joint ventures of a wholly-owned public sector entity; and
- the Government Employees Superannuation Board (GESB).

#### Material transactions with related parties

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

#### 7.5 Related bodies

Tourism WA had no related bodies during the financial year.

#### 7.6 Affiliated bodies

##### Business Events Perth

Tourism WA has an agreement with Business Events Perth (BEP) for the provision of business events marketing and promotional services. The current agreement expires 30 June 2022.

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 2020-21.

Payments inclusive of GST made to BEP in 2020-21 totalled \$6,274,400 (2019-20: \$6,439,399).

##### Regional Tourism Organisations

Tourism WA entered into new Marketing and Services Agreements during the year 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 five RTOs received more than 50% of their total funding from Tourism WA in 2020-21.

Base payments, inclusive of GST, made to each RTO in 2020-21 were \$802,537 (2019-20: \$786,030). Total additional payments of \$2,913,215 were made to the RTOs in 2020-21 for other activities (2019-20: \$466,604).

### 3.0 DISCLOSURES AND LEGAL COMPLIANCE

#### Western Australian Indigenous Tourism Operators Council (WAITOC)

Tourism WA has a Marketing and Services Agreement with WAITOC (funded through the Royalties for Regions Fund) to promote the Western Australian Aboriginal tourism sector. The current agreement expires 30 June 2023.

WAITOC is not subject to operational control by Tourism WA but received more than 50% of its total funding from Tourism WA in 2020-21.

Total payments, inclusive of GST, made to WAITOC in 2020-21 were \$993,009.

#### 7.7 Remuneration of auditors

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

	2021 \$'000	2020 \$'000
Auditing the accounts, financial statements, controls and key performance indicators	127	115
Auditing Royalties for Regions Annual Report financials	1	7
	<b>128</b>	<b>122</b>

#### 7.8 Equity

##### Contributed equity

Balance at start of period

*Contributions by owners*

Capital appropriation

**Total contributions by owners**

**Balance at end of period**

	2021 \$'000	2020 \$'000
Balance at start of period	10,672	10,486
Contributions by owners	2,089	186
<b>Total contributions by owners</b>	<b>2,089</b>	<b>186</b>
<b>Balance at end of period</b>	<b>12,761</b>	<b>10,672</b>

### 3.0 DISCLOSURES AND LEGAL COMPLIANCE

#### 7.9 Supplementary financial information

##### (a) Write-offs

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

	2021	2020
	\$'000	\$'000
The accountable authority	-	-
The Minister	-	-
Executive Council	-	-
	<b>-</b>	<b>-</b>

##### (b) Losses through theft, defaults and other causes

	2021	2020
	\$'000	\$'000
Losses of public money and public and other property through theft or default	-	-
Amounts recovered	-	-
	<b>-</b>	<b>-</b>

##### (c) Gifts of public property

	2021	2020
	\$'000	\$'000
Gifts of public property provided by Tourism WA	11	10
	<b>11</b>	<b>10</b>

#### 7.10 Explanatory statement (controlled operations)

All variances between annual estimates (original budget) and actual results for 2021, and between the actual results for 2021 and 2020, are shown below. Narratives are provided for key major variances, which are greater than 10% and 1% of the prior year Total Cost of Services for the Statements of Comprehensive Income and Cash Flows, and greater than 10% and 1% of estimated Total Assets for the Statement of Financial Position.

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 the whole-of-Government Mid Year Budget Review Process and other State Budget review processes.

### 3.0 DISCLOSURES AND LEGAL COMPLIANCE

## STATEMENT OF COMPREHENSIVE INCOME VARIANCES

	Variance Note	Original Estimate 2021	Actual 2021	Actual 2020	Variance between actual and estimate	Variance between actual results for 2021 and 2020
		\$'000	\$'000	\$'000	\$'000	\$'000
<b>COST OF SERVICES</b>						
<b>Expenses</b>						
Employee benefits expenses		410	387	377	(23)	10
Supplies and services		45,266	41,236	39,855	(4,030)	1,381
Depreciation and amortisation expenses		745	244	541	(501)	(297)
Accommodation expenses	1, a	1,957	677	2,205	(1,280)	(1,528)
Grants and subsidies	2, b	25,231	19,128	5,914	(6,103)	13,214
Event operations expenses	3, c	19,421	9,506	24,418	(9,915)	(14,912)
Advertising and promotion expenses	3	20,218	14,460	15,890	(5,758)	(1,430)
Other expenses		5	193	47	188	146
<b>Total cost of services</b>		<b>113,253</b>	<b>85,831</b>	<b>89,247</b>	<b>(27,422)</b>	<b>(3,416)</b>
<b>Income</b>						
Commonwealth grants and contributions	d	1,100	1,100	14	-	1,086
Interest revenue		250	81	179	(169)	(98)
Other income		1,090	405	411	(685)	(5)
<b>Total Income</b>		<b>2,440</b>	<b>1,586</b>	<b>604</b>	<b>(854)</b>	<b>982</b>
<b>NET COST OF SERVICES</b>		<b>110,813</b>	<b>84,245</b>	<b>88,643</b>	<b>(26,568)</b>	<b>(4,398)</b>
<b>Income from State Government</b>						
Income from other public sector entities		75,746	71,891	69,841	(3,855)	2,050
Resources received		13,902	13,517	12,378	(385)	1,139
Royalties for Regions Fund	e	11,644	11,644	13,366	-	(1,722)
<b>Total income from State Government</b>		<b>101,292</b>	<b>97,052</b>	<b>95,585</b>	<b>(4,240)</b>	<b>1,467</b>
<b>SURPLUS/(DEFICIT) FOR THE PERIOD</b>		<b>(9,521)</b>	<b>12,807</b>	<b>6,942</b>	<b>22,328</b>	<b>5,865</b>



## STATEMENT OF FINANCIAL POSITION VARIANCES

	Variance Note	Original Estimate 2021	Actual 2021	Actual 2020	Variance between actual and estimate	Variance between actual results for 2021 and 2020
		\$'000	\$'000	\$'000	\$'000	\$'000
<b>ASSETS</b>						
<b>Current Assets</b>						
Cash and cash equivalents		1,061	24,536	8,804	23,475	15,732
Restricted cash and cash equivalents		-	2,723	2,012	2,723	711
Receivables		848	2,201	848	1,353	1,353
Prepayments	4, f	6,638	8,103	6,638	1,465	1,465
Amounts receivable for services		475	475	475	-	-
<b>Total Current Assets</b>		<b>9,022</b>	<b>38,038</b>	<b>18,777</b>	<b>29,016</b>	<b>19,261</b>
<b>Non-Current Assets</b>						
Amounts receivable for services		4,620	4,620	5,095	-	(475)
Prepayments		-	145	-	145	145
Property, plant and equipment	5	858	93	121	(765)	(28)
Intangible assets		346	3,063	346	2,717	2,717
Right-of-use assets	5, g	123	132	141	9	(9)
Other non-current assets		300	350	300	50	50
<b>Total Non-Current Assets</b>		<b>6,247</b>	<b>8,403</b>	<b>6,003</b>	<b>2,156</b>	<b>2,400</b>
<b>TOTAL ASSETS</b>		<b>15,269</b>	<b>46,441</b>	<b>24,780</b>	<b>31,172</b>	<b>21,661</b>
<b>LIABILITIES</b>						
<b>Current Liabilities</b>						
Payables		2,734	9,681	2,909	6,947	6,772
Lease liabilities		42	41	42	(1)	(1)
Employee related provisions		139	142	139	3	3
<b>Total Current Liabilities</b>		<b>2,915</b>	<b>9,864</b>	<b>3,090</b>	<b>6,949</b>	<b>6,774</b>
<b>Non-Current Liabilities</b>						
Lease liabilities		85	92	101	7	(9)
<b>Total Non-Current Liabilities</b>		<b>85</b>	<b>92</b>	<b>101</b>	<b>7</b>	<b>(9)</b>
<b>TOTAL LIABILITIES</b>		<b>3,000</b>	<b>9,956</b>	<b>3,191</b>	<b>6,956</b>	<b>6,765</b>
<b>NET ASSETS</b>		<b>12,269</b>	<b>36,485</b>	<b>21,589</b>	<b>24,216</b>	<b>14,896</b>
<b>EQUITY</b>						
Contributed equity		10,873	12,761	10,672	1,888	2,089
Accumulated surplus		1,396	23,724	10,917	22,328	12,807
<b>TOTAL EQUITY</b>		<b>12,269</b>	<b>36,485</b>	<b>21,589</b>	<b>24,216</b>	<b>14,896</b>

### 3.0 DISCLOSURES AND LEGAL COMPLIANCE

## STATEMENT OF CASH FLOWS VARIANCES

	Variance Note	Original Estimate 2021	Actual 2021	Actual 2020	Variance between estimate and actual	Variance between actual results for 2021 and 2020
		\$'000	\$'000	\$'000	\$'000	\$'000
<b>CASH FLOWS FROM STATE GOVERNMENT</b>						
Funds from other public sector entities		75,746	71,891	69,841	(3,855)	2,050
Capital appropriations	5, g	201	2,089	186	1,888	1,903
Holding account drawdown		475	475	475	-	-
Royalties for Regions Fund	e	11,644	11,644	13,366	-	(1,722)
<b>Net cash provided by State Government</b>		<b>88,066</b>	<b>86,099</b>	<b>83,868</b>	<b>(1,967)</b>	<b>2,231</b>
<b>CASH FLOWS FROM OPERATING ACTIVITIES</b>						
<b>Payments</b>						
Employee benefits		(410)	(426)	(347)	(16)	(79)
Supplies and services	6	(31,224)	(27,190)	(28,294)	4,034	1,104
Accommodation	1, a	(1,957)	(501)	(2,098)	1,456	1,597
Grants and subsidies	2, b	(25,231)	(18,415)	(5,964)	6,816	(12,451)
GST payments on purchases		(7,000)	(6,162)	(6,027)	838	(135)
Event operations payments	3, c	(19,421)	(10,616)	(22,191)	8,805	11,575
Advertising and promotion payments	3, c	(20,218)	(9,741)	(17,394)	10,477	7,653
Other payments		(5)	(281)	(171)	(276)	(110)
<b>Receipts</b>						
Commonwealth grants	d	1,100	1,100	14	-	1,086
Interest received		250	77	192	(173)	(115)
GST receipts on sales		60	144	1,027	84	(883)
GST receipts from taxation authority	7	6,940	5,140	5,943	(1,800)	(803)
Other receipts		775	133	228	(642)	(95)
<b>Net cash used in operating activities</b>		<b>(96,341)</b>	<b>(66,738)</b>	<b>(75,082)</b>	<b>29,603</b>	<b>8,344</b>
<b>CASH FLOWS FROM INVESTING ACTIVITIES</b>						
<b>Payments</b>						
Purchase of non-current assets	5, g	(1,429)	(2,869)	(165)	(1,440)	(2,704)
<b>Net cash used in investing activities</b>		<b>(1,429)</b>	<b>(2,869)</b>	<b>(165)</b>	<b>(1,440)</b>	<b>(2,704)</b>
<b>CASH FLOWS FROM FINANCING ACTIVITIES</b>						
<b>Payments</b>						
Principal elements of lease payments		(51)	(49)	(45)	2	(4)
<b>Net cash used in financing activities</b>		<b>(51)</b>	<b>(49)</b>	<b>(45)</b>	<b>2</b>	<b>(4)</b>
Net increase/(decrease) in cash and cash equivalents		(9,755)	16,443	8,576	26,198	7,867
Cash and cash equivalents at the beginning of the period		10,816	10,816	2,240	-	8,576
<b>CASH AND CASH EQUIVALENTS AT THE END OF THE PERIOD</b>		<b>1,061</b>	<b>27,259</b>	<b>10,816</b>	<b>26,198</b>	<b>16,443</b>

### 3.0 DISCLOSURES AND LEGAL COMPLIANCE

#### Major estimate and actual (2021) variance narratives

1. Accommodation expenses are less than original estimates and prior year due to the Department of Jobs, Tourism, Science and Innovation providing accommodation resources for the Perth office commencing in July 2020. All resources provided by the Department are classified under *Supplies and services*.
2. Grants and subsidies paid were approximately 25% below estimates due to expenditure on some programs being deferred to 2021-22.
3. Marketing and events, the core activities of the agency, have been severely impacted by the COVID-19 pandemic due to the volatility of border restrictions and restrictions on mass gatherings during the year. As such, advertising and promotion expenses and event operations expenses are well below original estimates for the year. As 2020-21 represented a full year of the impacts of the pandemic, expenditure was less compared to the prior year for these major activities.
4. Prepayments are greater than estimated and the prior year due to substantial milestones paid for scheduled 2021 major winter events.
5. The balance of property, plant and equipment at the end of the year was less than originally estimated due to a focus on the development of intangible assets. This is reflected in the higher than anticipated balance of intangible assets that were largely funded through the conversion of \$1.9 million operational funding to capital funding and carryover of unspent capital funds from 2019-20.
6. Supplies and services cash payments were less than estimated due to a higher than expected payables balance at the end of the year.
7. Lower GST refunds from the Australian Taxation Office is the result of overall operating expenditure being less than originally estimated due to COVID-19 impacts on the activities of Tourism WA.

#### Major actual (2021) and comparative (2020) variance narratives

- a. See Note 1 above.
- b. More grant programs were introduced in 2020-21 compared to the prior year. Refer to Note 2.2 for a listing of the major programs.
- c. See Note 3 above.
- d. Commonwealth grants received were substantially more than the prior year due to a contribution by Tourism Australia towards domestic marketing.
- e. The decrease in Royalties for Regions funding is largely from the deferral of regional events funding to future years due to the postponement of events impacted by COVID-19 restrictions.
- f. See Note 4 above.
- g. See Note 5 above.

### 3.0 DISCLOSURES AND LEGAL COMPLIANCE

#### NOTE 8. ADMINISTERED DISCLOSURES

This section sets out all of the statutory disclosures regarding the financial performance of Tourism WA.

	Notes
Administered income and expenses	8.1
Explanatory statement for administered items	8.2
Administered assets and liabilities	8.3

#### 8.1 Disclosure of administered income and expenses

	2021	2020
	\$'000	\$'000
<b>Income</b>		
Income from other public sector entities	2,800	2,800
<b>Total administered income</b>	<b>2,800</b>	<b>2,800</b>
<b>Expenses</b>		
Grants and subsidies	2,086	2,800
<b>Total administered expenses</b>	<b>2,086</b>	<b>2,800</b>

Administered transactions represent expenditure, and corresponding funding from Government, to fund customs and immigration infrastructure requirements at Perth Airport as a result of direct flights between Perth and London. The Government committed to \$14 million over five years commencing in 2017-18.

### 3.0 DISCLOSURES AND LEGAL COMPLIANCE

#### 8.2 Explanatory Statement for administered items

All variances between annual estimates (original budget) and actual results for 2021, and between the actual results for 2021 and 2020, are shown below. Narratives are provided for key major variances which are greater than 10% and 1% of Total Administered Income.

Administered Items Variances	Variance Note	Original Estimate 2021 \$'000	Actual 2021 \$'000	Actual 2020 \$'000	Variance between estimate and actual \$'000	Variance between actual results for 2021 and 2020 \$'000
<b>Income</b>						
Income from other public sector entities		2,800	2,800	2,800	-	-
<b>Total administered income</b>		<b>2,800</b>	<b>2,800</b>	<b>2,800</b>	<b>-</b>	<b>-</b>
<b>Expenses</b>						
Grants and subsidies	1, a	2,800	2,086	2,800	(714)	(714)
<b>Total administered expenses</b>		<b>2,800</b>	<b>2,086</b>	<b>2,800</b>	<b>(714)</b>	<b>(714)</b>

#### Major estimate and actual (2021) variance narratives

1. Funding provided to Qantas is linked to milestones associated with Perth to London direct flights. The agreement with Qantas has been varied to defer payments to a future year due to the impacts of COVID-19 on international flights.

#### Major actual (2021) and comparative (2020) variance narratives

- a. See Note 1 above.

#### 8.3 Administered assets and liabilities

	2021 \$'000	2020 \$'000
<b>Current assets</b>		
Cash and cash equivalents	505	-
GST receivable	209	-
<b>Total administered current assets</b>	<b>714</b>	<b>-</b>

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

### 3.0 DISCLOSURES AND LEGAL COMPLIANCE

## 3.3 Key Performance Indicators

### KEY EFFECTIVENESS 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 2021.



**Di Bain**  
Chair

27 August 2021



**Manny Papadoulis**  
Deputy Chair

27 August 2021

## KEY PERFORMANCE INDICATORS

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

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

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

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

### Key Effectiveness Indicators

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

### Key Efficiency Indicators

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

### 3.0 DISCLOSURES AND LEGAL COMPLIANCE

## KEY EFFECTIVENESS INDICATORS

### 1. Total dollar amount spent by visitors in Western Australia

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

Total visitor spend in WA saw a significant decline in 2020-21 compared to previous years due to the impact of COVID-19 and associated travel restrictions. The target for 2020-21 was not met; actual visitation and spend in 2020-21 was less than had been predicted when the target was set.

	2020-21 Target	Results			
		2020-21 Actual	2019-20 Actual	2018-19 Actual	2017-18 Actual
<b>KPI 1</b> Total dollar amount spent by visitors in Western Australia	\$8.8 billion	\$7.6 billion	\$11.0 billion	\$9.6 billion	\$9.1 billion

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 Ending (YE) December 2020 in this instance). YE December information is used as it is usually available ahead of each year's State Budget process.
- iii. The NVS figures are based on a large scale survey of Australians, while the IVS figures are based on interviews with international visitors at airport departure lounges across Australia. The response rates for the NVS and IVS in the YE December 2020 were 27% and 64% respectively. There was no IVS interviewing from 1 April 2020 due to COVID-19.
- 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.



### 3.0 DISCLOSURES AND LEGAL COMPLIANCE

- 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=1,834; interstate n=198; intrastate n=3,130; international n=7,242. The international 'sample size' in YE December 2020 reflects a full count of passenger cards used to

measure Overseas Arrivals and Departures (OAD) short-term visitor arrivals aged 15 years and over as reported by the Australian Bureau of Statistics. Visitor estimates in the IVS are benchmarked to this figure. In YE December 2020 the OAD used a full count (rather than sample) of passenger cards to measure short-term visitor arrivals to Australia due to the small number of visitor movements occurring due to COVID-19. This more comprehensive OAD data has been used for IVS imputation purposes.

- ix. Confidence intervals for Western Australia at the 95% confidence level: daytrips  $\pm$  21.66%; interstate  $\pm$  15.9%; intrastate  $\pm$  5.7%; international  $\pm$  10.3%. These confidence intervals are calculated by TRA.

#### 2. Total overnight visitors to/within Western Australia

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

Total overnight visitors to/within WA saw a significant decline in 2020-21 compared to previous years due to the impact of COVID-19 and associated travel restrictions. The target for 2020-21 was not met; actual visitation in 2020-21 was less than had been predicted when the target was set.

	2020-21 Target	Results			
		2020-21 Actual	2019-20 Actual	2018-19 Actual	2017-18 Actual
<b>KPI 2</b> Total overnight visitors to/within Western Australia	11.4 million	9.0 million	12.0 million	10.8 million	10.0 million

### 3.0 DISCLOSURES AND LEGAL COMPLIANCE

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 Ending (YE) December 2020 in this instance). YE December information is used as it is usually available ahead of each year's State Budget process.
- iii. The NVS figures are based on a large scale survey of Australians, while the IVS figures are based on interviews with international visitors at airport departure lounges across Australia. The response rates for the NVS and IVS in the YE December 2020 were 27% and 64% respectively. There was no IVS interviewing from 1 April 2020 due to COVID-19.
- 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=198; intrastate n=3,130; international n=7,242. The international 'sample size' in YE December 2020 reflects a full count of passenger cards used to measure Overseas Arrivals and Departures (OAD) short-term visitor arrivals aged 15 years and over as reported by the Australian Bureau of Statistics. Visitor estimates in the IVS are benchmarked to this figure. In YE December 2020 the OAD used a full count (rather than sample) of passenger cards to measure short-term visitor arrivals to Australia due to the small number of visitor movements occurring due to COVID-19. This more comprehensive OAD data has been used for IVS imputation purposes.
- viii. Confidence intervals for Western Australia at the 95% confidence level: interstate  $\pm$  15.9%; intrastate  $\pm$  5.7%; international  $\pm$  10.3%. These confidence intervals are calculated by TRA.

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

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

COVID-19 had a significant impact on international visitation to both Australia and Western Australia in 2020-21. The 2020-21 target set was to remain the same as 2019-20, however due to travel restrictions and border closures, WA received a reduced share of international visitors compared to the previous year and therefore the target was not met.

### 3.0 DISCLOSURES AND LEGAL COMPLIANCE

	2020-21 Target	Results			
		2020-21 Actual	2019-20 Actual	2018-19 Actual	2017-18 Actual
<b>KPI 3</b> Western Australia's market share of international visitor spend in Australia	7.7%	7.2%	7.7%	7.6%	8.3%

#### 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. WA's market share of international spend in Australia is calculated by dividing total international visitor spend in WA 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 Ending (YE) December 2020 in this instance). YE December information is used as it is usually available ahead of each year's State Budget process.
- iv. The IVS figures are based on interviews with international visitors at airport departure lounges across Australia. The response rate for the IVS in the YE December 2020 was 64%. There was no IVS interviewing from 1 April 2020 due to COVID-19.
- 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 sizes: Western Australia n=7,242. The IVS 'sample size' in YE December 2020 reflects a full count of passenger cards used to measure Overseas Arrivals and Departures (OAD) short-term visitor arrivals aged 15 years and over as reported by the Australian Bureau of Statistics. Visitor estimates in the IVS are benchmarked to this figure. In YE December 2020 the OAD used a full count (rather than sample) of passenger cards to measure short-term visitor arrivals to Australia due to the small number of visitor movements occurring due to COVID-19. This more comprehensive OAD data has been used for IVS imputation purposes.
- viii. Confidence intervals for Western Australia at the 95% confidence level: international  $\pm$  10.3%. This confidence interval is calculated by TRA.

### 3.0 DISCLOSURES AND LEGAL COMPLIANCE

#### 4. Number of persons employed directly or indirectly by tourism in Western Australia

Measuring tourism employment 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. 2020-21 result reflects number of employed persons in 2019-20). This KPI has direct link to the Government Goal relevant to Tourism WA "Grow and diversify the economy, create jobs and support skills development".

The result for 2020-21 is less than the previous year due to the impact of COVID-19 and associated travel restrictions on tourism to/within WA. The target for 2020-21 was not met as actual visitation and spend in WA in the reference period, which has a close relationship with the number of persons employed by tourism, was less than had been predicted when the target was set.

	2020-21 Target	Results			
		2020-21 Actual	2019-20 Actual	2018-19 Actual	2017-18 Actual
<b>KPI 4</b> Number of persons employed directly or indirectly by tourism in Western Australia*	118,200	94,800	100,900	91,200	105,300

\*Reported with a one-year time lag

### 3.0 DISCLOSURES AND LEGAL COMPLIANCE

#### Notes:

- i. Tourism employment data is sourced from Tourism Research Australia's (TRA) State Tourism Satellite Account (STSA). The STSA is the authoritative source of tourism employment statistics in the country used by all State Tourism Organisations.
- ii. The STSA is released annually, typically in March, reporting on the previous financial year. Therefore results for this KPI are reported with a one-year time lag (i.e. 2020-21 result reflects number of employed persons in 2019-20).
- iii. The STSA is derived from the National Tourism Satellite Account produced by the Australian Bureau of Statistics (ABS). Satellite accounts are required for tourism because 'tourism' is not identified as an industry in the ABS national accounts framework. This is because tourism is defined by the characteristics of the consumer, rather than the goods or services produced (i.e. who is doing the purchasing, rather than what is being purchased). Implicitly, tourism is included in the core national accounts. Therefore, the tourism employed persons number cannot simply be added with employed persons counts for other industries reported by the ABS, as this would result in double counting.
- iv. The results reflect an average throughout the year, rather than a single point in time.
- 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 employment.

### 3.0 DISCLOSURES AND LEGAL COMPLIANCE

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

In order to build a strong market base, WA 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 WA. Typically, respondents to the survey are an even split of intrastate, interstate and international visitors. The 2020-21 target was set assuming survey respondents would be split evenly between intrastate and interstate visitors. Ultimately, due to COVID-19 and associated travel restrictions the vast majority of survey respondents in 2020-21 were intrastate visitors. Intrastate visitors are more likely to recommend visiting WA than interstate or international visitors are. Hence, the result for 2020-21 is higher than the previous year and higher than the target that was set.

	2020-21 Target	Results			
		2020-21 Actual	2019-20 Actual	2018-19 Actual	2017-18 Actual
<b>KPI 5</b> Percentage of visitors very likely to recommend visiting Western Australia	86%	90%	83%	81%	77%

Notes:

- i. Likelihood to recommend is measured through Tourism WA's Visitor Expectation and Experience Research (VEER).
- ii. VEER is conducted through a face-to-face survey of intrastate, interstate and international visitors to WA.
- iii. The KPI is based on responses to the question "On a scale of 0 to 10, how likely are you to recommend Western Australia as a holiday destination to a family member, friend, or colleague?" and reflects the proportion of total respondents who give a result of 9 or 10 out of 10.
- iv. Interviewing typically takes place across the full year to address seasonality issues. Data is analysed and reported annually.
- v. Typically the total sample size would be n=400 split relatively evenly between intrastate, interstate, and international. However, due to travel restrictions and border closures, the total sample size for 2020-21 was n=141 visitors, made up of n=136 intrastate and n=5 interstate visitors.
- vi. The result for 2020-21 was higher than previous years largely due to this change in sample composition; the vast majority of respondents were intrastate visitors, and intrastate visitors are typically more likely to recommend WA than interstate or international visitors are.
- vii. The response rate for 2020-21 was 88%.
- viii. The confidence interval for the sample of n=141 interviews is +/-8.3% at the 95% confidence level.

### 3.0 DISCLOSURES AND LEGAL COMPLIANCE

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

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

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

This KPI demonstrates the amount of funding the tourism industry puts into marketing campaigns relative to Tourism WA.

The actual result for 2020-21 is higher than historic results and higher than the target set largely due to the inclusion of a specific domestic market campaign with a particularly high partner contribution.

	2020-21 Target	Results			
		2020-21 Actual	2019-20 Actual	2018-19 Actual	2017-18 Actual
<b>KPI 6</b> Ratio of funds provided by the tourism industry to Tourism WA's investment in cooperative marketing	0.9 : 1	1.7 : 1	1.1 : 1	1.3 : 1	1.3 : 1

Notes:

#### Domestic cooperative marketing

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

### 3.0 DISCLOSURES AND LEGAL COMPLIANCE

#### International cooperative marketing

- iv. International cooperative marketing enables Tourism WA to leverage further economic benefit for the State through increased visitation, spend and brand awareness by working with selected partners in key source markets.
- v. Tourism WA's International Market Managers identify cooperative opportunities with airlines, wholesalers, retailers and non-traditional partners and undertake joint campaigns in the United Kingdom, Germany, Singapore, Malaysia, Indonesia, China, Hong Kong, Japan, New Zealand, the USA and India. In 2020-21, due to travel restrictions, campaign activity was undertaken with partners in China, New Zealand, and Australia (domestic) only.
- vi. Tourism WA's participation in cooperative marketing activities in these international markets is evaluated based on the potential return on investment and alignment to the State's tourism brand. In joint brand promotions, Tourism WA's funding contribution is generally matched dollar for dollar and aims to promote regional dispersal and introduce new products to the market where possible.

#### Combined total

- vii. The result tallies the total investment by cooperative marketing campaign partners (both cash and in-kind investment) and compares this amount against the total investment by Tourism WA, presented as a ratio.
- viii. The partner contribution amount used to calculate the ratio for historic years may vary slightly to the total value reported in Tourism WA's previous KPI 3 as some records may have been updated to reflect finalised campaign activity.



### 3.0 DISCLOSURES AND LEGAL COMPLIANCE

#### 7. Direct economic impact of major events sponsorship

This KPI measures the result of attracting events to, and supporting events in, the State. This KPI measures how much money is generated for the WA economy as a result of hosting major events in WA, financially sponsored by Tourism WA. Results are not available for 2020-21 due to insufficient data; the majority of events in scope were cancelled or postponed due to COVID-19.

The actual result for 2020-21 is unable to be reported. When the target was set, eleven events were in scope. However, only two events went ahead and the remainder were cancelled or postponed due to COVID-19 impacts. One of the two events had a local-only audience due to border restrictions and fell out of scope of this KPI. The other event proceeded, but at reduced capacity, and fell out of scope of this KPI.

	2020-21 Target	Results			
		2020-21 Actual	2019-20 Actual	2018-19 Actual	2017-18 Actual
<b>KPI 7</b> Direct economic impact of major events sponsorship	\$47.3 million	Not Applicable	\$56.7 million	\$52.3 million	\$56.8 million

#### Major events definition

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

#### Direct economic impact

- ii. Direct economic impact is defined as the amount of new money that enters the WA 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 WA 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 WA individuals that flows through the WA economy.

### 3.0 DISCLOSURES AND LEGAL COMPLIANCE

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

## KEY EFFICIENCY INDICATORS

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

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

The target was met due to a significant reduction in expenditure by Tourism WA in 2020-21. Almost 25% of the original budget for the year was unspent due to the impacts of COVID-19 on Tourism WA's marketing and events activities with the majority of this budget being deferred to 2021-22.

	2020-21 Target	Results			
		2020-21 Actual	2019-20 Actual	2018-19 Actual	2017-18 Actual
<b>KPI 8</b> Ratio of Tourism WA's total cost of services to total visitor spend in Western Australia	1 : 78	1 : 88	1 : 123	1 : 95	1 : 98

- i. The visitor spend component of the ratio is sourced from the Regional Expenditure data, provided by Tourism Research Australia (TRA). Consistent with KPI 1, the results for the calendar year are reported (i.e. 2020 reported for 2020-21), as calendar year data is typically available ahead of each year's State Budget process. All notes from KPI 1 apply to the visitor spend component of this KPI.



### 3.0 DISCLOSURES AND LEGAL COMPLIANCE

## 3.4 Ministerial Directives

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

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

Tourism WA did not receive any Ministerial directives related to these requirements during 2020-21.

## 3.5 Other Financial Disclosures

### 3.5.1 OCCUPATIONAL SAFETY, HEALTH AND INJURY MANAGEMENT

Tourism WA is committed to providing and maintaining a safe and healthy working environment for all assigned personnel, vocational students, contractors and visitors.

The Department of Jobs, Tourism, Science and Innovation provides human resource services including workplace safety and health to Tourism WA. A common integrated occupational safety and health management system and framework has been developed to meet both the department and Tourism WA's duties under the Occupational Safety and Health Act 1984 and aligns with the Code of Practice, Occupational Safety and Health in Western Australian Public Sector.

During 2020-21, Tourism WA and the department's Occupational Safety and Health Committees continued to meet as a combined committee. The Committee met quarterly and continue to provide a key occupational safety and health consultative mechanism within Tourism WA and the department, actively working to promote and resolve any safety issues or hazards. All members are accessible to both management and employees in the discussion and resolution of occupational safety and health issues and related matters.

### 3.0 DISCLOSURES AND LEGAL COMPLIANCE

Measure	2018-19	2019-20	Current Reporting Year	Target	Comments towards targets
	Actual	Actual	Actual		
Number of fatalities	0	0	0	0	Achieved
Lost time injury and/or disease incidence rate	1.1%	0	0	0 or a 10% reduction	Achieved
Lost time injury and severity rate	0	0	0	0 or a 10% reduction in severity rate	Achieved
Percentage of injured workers returned to work (i) within 13 weeks	100%	N/A	N/A	Greater than or equal to 80%	N/A
Percentage of injured workers returned to work within 26 weeks	100%	N/A	N/A	Greater than or equal to 80%	N/A
Percentage of managers trained in occupational safety, health and injury management responsibilities, including refresher training within three years.	0	0	3%	Greater than or equal to 80%	Not achieved. Training for managers is planned for 2021-22

### 3.0 DISCLOSURES AND LEGAL COMPLIANCE

#### 3.5.2 BOARD REMUNERATION

Remuneration of the Board of Commissioners of the Western Australian Tourism Commission in 2020-21 was as follows:

Position	Name	Period of membership	Remuneration
Chairman	Nathan Harding	1 July 2020 to 30 June 2021	58,675
Deputy Chairman	Manny Papadoulis	1 July 2020 to 30 June 2021	36,870
Commissioner	Dianne Bain	1 July 2020 to 30 June 2021	36,871
Commissioner	Kevin Brown*	1 July 2020 to 30 June 2021	-
Commissioner	Valerie Davies	1 July 2020 to 30 June 2021	36,871
Commissioner	Kia Dowell	1 July 2020 to 30 June 2021	36,871
Commissioner	Tracey Horton	1 July 2020 to 1 May 2021	30,796
Commissioner	John O'Sullivan	1 July 2020 to 21 June 2021	35,692
Commissioner	Karen Priest	1 July 2020 to 30 June 2021	36,870
Commissioner	Linda Wayman	1 July 2020 to 30 June 2021	36,871
<b>Total</b>			<b>346,387</b>

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

\*Commissioner fees for Kevin Brown of \$33,650 were paid directly to Perth Airport Pty Ltd.

### 3.5.3 WA MULTICULTURAL POLICY FRAMEWORK

The Multicultural Policy Plan 2021-25 for the Department of Jobs, Tourism, Science and Innovation (including Tourism WA) was submitted in March 2021. The plan outlines our commitment to activities which will help to achieve outcomes that support the capacity and contribution of people from culturally and linguistically diverse backgrounds in WA's civic, social and economic environments.

## 3.6 Other Legal Requirments

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

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

	2020-21 \$'000
<b>(a) Advertising agencies</b>	<b>536</b>
<b>(b) Market research organisations</b>	<b>959</b>
<b>(c) Polling organisations</b>	-
<b>(d) Direct mail organisations</b>	-
<b>(e) Media advertising organisations</b>	<b>3,756</b>
	<b>5,251</b>
<b>(a) Advertising agencies</b>	
The Monkeys	536
	<b>536</b>
<b>(b) Market research organisations</b>	
BDA Marketing Planning Pty Ltd	121
Faster Horses Pty Ltd	18
Kantar Public Australia Pty Ltd	519
Metrix Consulting Pty Ltd	174

	2020-21 \$'000
Nielsen Sports Pty Ltd	53
Roy Morgan Research Pty Ltd	37
STR Global Ltd	12
Think! X Innovations Inc	14
Thinkfield	11
	<b>959</b>
<b>(e) Media advertising organisations</b>	
Carat Australia Media Services Pty Ltd	318
Initiative Media Australia Pty Ltd	2,986
Media Equation Pty Ltd	38
The Brand Agency Unit Trust	399
The KP Collective	6
Two From Two	9
	<b>3,756</b>

### 3.0 DISCLOSURES AND LEGAL COMPLIANCE

#### 3.6.2 UNAUTHORISED USE OF CREDIT CARDS

Personnel assigned to Tourism WA hold corporate credit cards where their functions warrant usage of this facility. Despite each cardholder being reminded of their obligations annually under Tourism WA's credit card policy, 12 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.

	2021
Aggregate amount of personal use expenditure for the reporting period	982
Aggregate amount of personal use expenditure settled by the due date (within 5 working days)	475
Aggregate amount of personal use expenditure settled after the period (after 5 working days)	507
Aggregate amount of personal use expenditure outstanding at balance date	7

#### 3.6.3 DISABILITY ACCESS AND INCLUSION PLAN OUTCOMES

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

A five-year (2017-2021) DAIP has been implemented and includes all outcomes required under the legislation. During 2020-21, the following activities were progressed:

- **Outcome 1** - People with disabilities have the same opportunities as other people to access the services of, and any events organised by, Tourism WA. Tourism WA is proud of its world-class events calendar and the appeal these events have to national and international visitors. The event holders of all events sponsored by Tourism WA are required to use their best endeavours to ensure that, in respect to the event, they facilitate the desired access and inclusion outcomes expressly or implicitly set out in the Disability Access and Inclusion Plan of Tourism WA. Specifically, the event holder must do all things reasonable to

ensure that there are sufficient facilities at the venue for persons with disabilities to attend and maximise their enjoyment of the event. An example of an accessible event supported by Tourism WA in 2020-21 was Sculpture by the Sea. The accessible activities for visitors conducted during this event included:

- Daily tactile and aged care tours led by trained guides.
- Community inclusion tours and meetings with exhibiting artists.
- Auslan interpreted events.



### 3.0 DISCLOSURES AND LEGAL COMPLIANCE

- **Outcome 2** - People with disabilities have the same opportunities as other people to access the buildings and other facilities of Tourism WA. Tourism WA maintains its Perth offices to facilitate ease of access for all people and always ensures that advice is sought when planning and designing any facilities or undertaking major refurbishments. This outcome was achieved in 2020-21 by completing two minor office fit out changes at Tourism WA's head office. Suppliers were engaged to design the changes and ensure they complied with all existing standards. Contractors then constructed and implemented the changes as designed and this was verified prior to the work being signed-off.
- **Outcome 3** - People with disabilities receive information from Tourism WA in a format that will enable them to access the information as readily as other people are able to access it. Tourism WA encourages people to contact the agency if they require information in alternative formats. This message is provided on both the corporate and consumer websites. About five requests of this type were received by Tourism WA in 2020-21 and were successfully fulfilled. Tourism WA also continues to improve and upgrade its websites to facilitate stronger alignment with current standards. All new online information and functionality implemented by Tourism WA is developed in line with best practice for people with disabilities wherever possible. Quarterly enhancements to existing content on Tourism WA's consumer website (westernaustralia.com) were developed and implemented across 2020-21.
- **Outcome 4** - People with disabilities receive the same level and quality of service from staff as other people receive. Staff members who interact with the public receive awareness training to enable them to assist visitors with a disability. This outcome was achieved in 2020-21 with all personnel (approximately 10) at the WA Visitor Centre and Tourism WA's head office reception desk undertaking this training.
- **Outcome 5** - People with disabilities have the same opportunities as other people to make complaints to Tourism WA. All existing complaint mechanisms meet the needs of people with disabilities. Tourism WA's website provides a variety of feedback mechanisms for people with disabilities to lodge grievances and comment on tourism-related matters. Tourism WA received, and responded to, about 60 complaints from people of all abilities via these mechanisms in 2020-21.
- **Outcome 6** - People with disabilities have the same opportunities as other people to participate in any public consultation by Tourism WA. When required, Tourism WA seeks public consultation directly and through survey organisations and other research bodies. Tourism WA reminds all staff and survey organisations of this requirement under the DAIP, including the ability to provide the same opportunities for people with disabilities to be involved in any public consultation. No direct public consultation was undertaken by Tourism WA in 2020-21.
- **Outcome 7** - People with disabilities have the same opportunities as other people to be employed by the Department of Jobs, Tourism, Science and Innovation. The Department of Jobs, Tourism, Science and Innovation's recruitment and employment policies and practices reflect the aim of having a diverse workforce. The department also captures accurate demographic and disability data from its employees. The Department's quarterly entity profile reporting indicates that 1.5 per cent of respondent staff identify as having a disability.

### 3.0 DISCLOSURES AND LEGAL COMPLIANCE

#### 3.6.4 COMPLIANCE WITH PUBLIC SECTOR STANDARDS AND ETHICAL CODES

In accordance with Section 31 (1) of the Public Sector Management Act 1994, Tourism WA is required to report on compliance with the public sector standards and ethical codes. Tourism WA is committed to fostering a culture of ethical behaviour and ensuring the highest standards of integrity and transparency in all interactions. All new employees receive a comprehensive corporate induction with a strong focus on the expectation of highly ethical behaviour, declarations of conflicts of interest and responsibility for reporting suspected unethical behaviours or actions. The Code of Conduct plus

the newly developed Fraud and Corruption Risk Management Framework and a Conflict of Interest Framework, along with supporting policies, are available to all employees.

These new frameworks have been approved by the Audit and Risk Committee and the role of Integrity Officer has been established to manage these Frameworks. Change management plans have been developed to support their effective rollout with consistent and clear communications. In accordance with the Public Interest Disclosure Act 2003, the agency has duly appointed Public

Interest Disclosure Officers and has published internal policies and procedures related to its obligations.

The management of employees is undertaken in accordance with the public sector standards in human resource management and approved public sector policies and procedures. In 2020-21, no breach claims against the public sector standards were received. No reports of non-compliance were lodged with respect to the Code of Ethics or the Department of Jobs, Tourism, Science and Innovation's Code of Conduct.

#### 3.6.5 RECORDKEEPING 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.

Tourism WA's current recordkeeping plan, along with the record retention and disposal authority and record-keeping policies, has been approved by the State Records Commission. The plan acknowledges Tourism WA's responsibility

to ensure all employees are aware of their compliance responsibilities and provided with training in these areas.

Under Section 28 of the State Records Act 2000, no more than five years must elapse between the record-keeping plan and its review. The current record-keeping plan was approved in 2018 and applies until 2022. In accordance with State Records Standards, Standard 2, Principle 6 the following compliance information is provided.

##### Evaluation of recordkeeping systems

Tourism WA maintains and evaluates its recordkeeping system as follows:

- The record-keeping system infrastructure is maintained at latest release levels to comply with required standards.
- Performance indicators on the efficiency and effectiveness of record-keeping programs and systems are submitted each month. Reported statistics include record creation by business area; record creation by record type; one-

### 3.0 DISCLOSURES AND LEGAL COMPLIANCE

- year comparisons; user activity; user requests; system maintenance tasks; and archive management.
- On the basis of the monthly KPI statistics, the recordkeeping systems are assessed as being efficient and effective.

#### **Recordkeeping training program**

- 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 advice and Electronic Document and Records Management System training on a one-on-one, ad hoc or project basis.
- Information Management staff receive regular specialist external training such as Freedom of Information Coordinator workshops.
- Fact sheets have been created for staff training purposes and are available on the corporate intranet. Also, regular communication to staff on records management is provided.

#### **Evaluation of the recordkeeping training program**

- The training program is reviewed and updated regularly according to the evolving requirements of Tourism WA. Following induction training, a survey is sent to attendees to assess their understanding of the training.
- On the basis of the reviews and survey responses, the recordkeeping training program is assessed as being efficient and effective.

#### **Recordkeeping induction program**

- Tourism WA's induction program is provided to all new staff within three months of commencement. The program includes an online recordkeeping course which outlines staff responsibilities to keep records as outlined in the Recordkeeping Plan.
- Additionally, new employees received a face-to-face induction from the Information Management team, covering an overview of the Recordkeeping Plan, the Records Procedure Manual, and staff responsibilities, including the capture of emails and procedures for forwarding records for capture into the corporate system.

**Tourism**  
WESTERN AUSTRALIA



Department of  
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