



WEST ^{BY}
NORTHWEST

ANNUAL REPORT

2024-2025

AGENDA

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OUR VISION

*"Stronger communities
across our region through a
prosperous, inclusive and
sustainable visitor economy."*

OUR VALUES

1

We strive to be **bold & ambitious.**

2

We are **passionate & professional.**

3

We work with **integrity & build trust.**



CHAIR REPORT

The past year has been one of both challenge and momentum for the West by North West region, marked by achievement, advocacy, and innovation. As we crafted our next three-year strategic plan this year, it feels timely to reflect on the year through the lens of our four strategic pillars:

Advocacy and Leadership

This year has been one of opportunity and persistence as we navigated both Federal and State elections to ensure our region's priorities were heard at the highest levels. Of note, our advocacy helped secure \$13 million from the Federal Labor Government to advance the expansion of the Don River Railway, which will transform the visitor experience in Devonport, bringing to life a truly iconic attraction for the coast. We continued to champion investment in critical regional projects such as the Cradle Mountain Visitor Experience Masterplan and Project Far North West, both of which hold the potential to create game-changing visitor experiences that strengthen our visitor economy and regional identity.



Industry Support

Our industry continued to demonstrate remarkable resilience and ambition. Devonport's Silver award in the Top Tourism Towns of Australia and King Island's Cape Wickham Links being crowned Australia's number one golf course reflect the quality and innovation of both our urban and natural assets and the unwavering dedication of those who promote and elevate them. Behind these successes are operators, volunteers, and community leaders who work tirelessly to create experiences that leave lasting impressions.

Through our industry support programs, West by North West continued to link industry to tools, training, and connections that strengthened businesses, built confidence, and nurtured leadership across the region.

Product Development

This year saw the launch of Illuminate the Coast, an innovative winter projection series that shone a light on towns from Strahan to Queenstown, Wynyard to Penguin, and across to King Island. Supported by the Spirit of Tasmania Industry Support grant, the initiative leveraged the marketing power of Tourism Tasmania's Off Season winter campaigns and showcased how creativity can unite communities, get people out into the winter evening, and attract visitors during the quieter winter months.

Coupled with hallmark events such as TrailGraze, the Rowing Tasmania Championships at Lake Barrington, and a growing calendar of cultural festivals across the region, we reaffirmed the potency of events in stimulating our local economies. Events not only fill beds but also breathe life into our pubs, cafés, and retail spaces; a reminder that every visitor touchpoint contributes to regional vitality.

Marketing Support

Our efforts to elevate the profile of the West by North West region have continued to evolve in step with our ambitions. We know that visibility drives visitation, and that storytelling grounded in authenticity is our most powerful tool. The coming years will see us strengthen partnerships with major events, nurture emerging experiences and products, and continue to fortify operators with the skills and marketing capability to maximise every opportunity to amplify their visibility.

Collectively, I believe these efforts will ready our region to capitalise on the visitor growth potential of the new Spirit of Tasmania vessels and support year-round visitation.

As Chair, I am proud of the progress we have made together. From advocacy wins and infrastructure investment; industry recognition and shifting the dial positively with increased winter visitation, 2024-5 has reaffirmed what is possible when collaboration leads. Our region's strength lies in its diversity; of landscapes, enviable produce, authentic communities and passionate people who give their all to make it possible.

I extend my heartfelt thanks to our Board, the incredible WXNW team, local councils, operators, partners, and industry members who continue to champion the region with passion and purpose. The road ahead may hold challenges, but I am optimistic, that together, we will continue to make the West by North West region a place where every journey, for visitors and locals alike, is one worth taking.

Cyndia Hilliger
Chair WxNW Regional Tourism





CEO REPORT

It is a privilege to contribute to this year's Annual Report as Acting CEO of West by North West (WxNW), even though I joined the organisation after the close of the 2024–2025 financial year. I'd like to sincerely thank our dedicated team and board for the work they've done to deliver the outcomes outlined here.

The past year has been one of momentum and meaningful progress. WxNW has advanced its mission of building stronger communities through a prosperous and sustainable tourism industry: securing funding, advocating for infrastructure, and supporting the launch of more than a dozen new tourism products throughout the region with more to come on the horizon. These achievements reflect the organisation's commitment to regional growth, innovation, and resilience.

Close collaboration with Tourism Tasmania and other government agencies, TICT, local councils, and industry bodies continues to underpin our work. These relationships are grounded in shared purpose and open communication, helping us deliver outcomes that celebrate the people and places of the North West, West Coast, and King Island. The results speak for themselves: an 8.7% increase in visitor nights, strong industry satisfaction, and progress across our four strategic pillars of advocacy, industry support, product development, and marketing.

Looking ahead, our Regional Tourism Strategy 2025–2028 sets a bold and inclusive direction, positioning our region as a must-visit destination that celebrates its people, places, and diverse tourism experiences. With the arrival of new Spirit of Tasmania vessels next year, expanding agritourism ventures, and a range of new developments progressing at different stages across the region, WxNW is well placed to continue building momentum and lead with purpose and impact.

Special acknowledgement goes to Gabriella Conti, who led WxNW throughout the year with energy and commitment. As she takes maternity leave, we thank her for her outstanding contribution and look forward to welcoming her back.

Finally, I thank Sarah Norton and Meg Hely for their tireless work with our industry and for delivering events that elevate the region's profile, as well as our Board for its strategic guidance and support. The future is incredibly bright for our region, and I look forward to supporting WxNW as it continues to champion an inclusive, sustainable, and community-connected visitor economy.

Sam Denmead
Acting Chief Executive Officer | WxNW



Photo: Dearn Bond



TOURISM TASMANIA CEO STATEMENT

Tourism is vital for our state and importantly our regions, with the sector supporting local infrastructure and services, enhancing our brand, supporting events and activities, and enhancing our communities.

The industry is at the heart of our visitor experience, with west and north west operators continuing to deliver appealing and unique experiences, particularly relating to natural beauty, along with agritourism and produce. This inspires visitors and drives demand to the region.

West by North West (WxNW) plays a key liaison role between government and industry, working closely with Tourism Tasmania and help to drive regional visitation and support the implementation the key directions of the 2030 Visitor Economy Strategy.



Our organisations collaborate to feature west and north west businesses in Tourism Tasmania's marketing program, including the Come Down For Air, Off Season and local marketing campaigns. We have also worked closely on the the Marketing our Regions program to balance promotion of attractions, events, experiences and hospitality venues across Tasmania. Examples included an Adventure.com partnership that saw Tasmanian chef Lilly Trewartha visit producers in the north west as part of statewide road trip series, along with west coast experiences being featured through a partnership with the Seven Network's The Great Outdoors.

During the 2025 Off Season, 130 winter experiences and events were included from the west and north west region, with our Wintershops campaign featured Celia Pacquola babysitting the nocturnal troublemakers at Devils@Cradle and partying in the paddock with goats at Hideaway Farmlet. A *Calf Concierge* at Borradale Stanley and *Splinter Specialist* in Strahan were also offered as a 'Wintershops', with coverage from the campaign reaching millions of Australians.

I thank the WxNW team on the work they've done to advocate for key destination projects, priorities, and challenges this past year, notably their delivery of the successful *Illuminate the North West* events. The organisation also worked collaboratively with government on Spirit of Tasmania preparedness, along with industry communications and engagement, including Tourism Tasmania's *Visitor Economy Regional Gathering* events, the Australian Tourism Export Council's *Accessible and Inclusive Host* online training program, and a *Pre-Season Cruise Industry Briefing* in Burnie.

This hard work is paying off, with the region welcoming 572,600 visitors in 2024-25, up 7.5 per cent on the previous year. These travellers spent more than 2.6 million nights in the region, up 8.7 per cent. It was particularly pleasing to see a growth in shoulder/winter season visitation, with 127,600 visitors to the region (up 12.1%) staying 754,700 nights (up 22.4%) during the June 2025 quarter.

Lastly, let's not forget that Devonport claimed back-to-back podium finishes in the Australian Top Tourism Town Award during 2024 and 2025, winning gold and silver, respectively. This recognition is a real credit to Devonport and should inspire the broader west and north west visitor economy sector to continue delivering wonderful tourism experiences for visitors and locals alike.

Congratulations to CEO Gabriella Conti, Acting CEO Sam Denmead, and the WxNW team and board for their achievements in 2024-25. We cannot wait to see what you achieve over the coming 12 months.

Sarah Kingston Clark
Chief Executive Officer | Tourism Tasmania



Photo: Unknownn



OUR TEAM | 2024-2025



Cyndia Hilliger

Chair

Co-Owner, Waterfront
Accommodation
Wynyard



Simon McDermott

Deputy Chair

Owner, McDermott's
Coaches



Anthony O'Hern

Director

Owner, Cradle Mountain
Canyons



Anne Greentree

Director

Director Visitor
Economy Strategy,
Tourism Tasmania



Ian Robertson

Director

General Manager,
West Coast Wilderness
Railway



Shane Crawford

Director

General Manager,
Burnie Council



John Dabner

Director

General Manager,
Tall Timbers



Georgie Gow

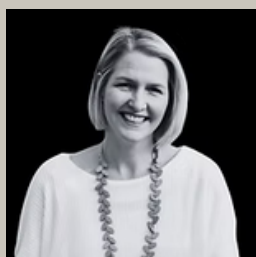
Director

Account Director,
Pax Mondo



Gabriella Conti

Chief Executive Officer
(on maternity leave)



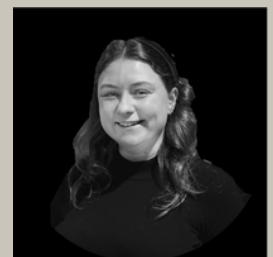
Sam Denmead

Acting Chief Executive
Officer



Sarah Norton

Marketing + Project
Manager



Meg Hely

Industry Support
Coordinator



OUR TEAM | 2024-2025

Date	Location	Attendance	Directors Present
Dec 2024	Eastford Creek Vineyard, Sassafras	Gabriella Conti, Sarah Norton, Meg Hely Presenters: Amy Hills, TICT; Ian Jones, Clean Energy Tasmania	Cyndia Hilliger (Chair), Simon McDermott (Deputy Chair), Georgie Gow, Ian Robertson, John Dabner, Shane Crawford Apologies: Anne Greentree, Anthony O'Hern
Feb 2025	Online	Gabriella Conti, Meg Hely Presenter: Justin McErlain, Finances	Cyndia Hilliger (Chair), Simon McDermott (Deputy-Chair), Georgie Gow, Ian Robertson, John Dabner, Shane Crawford Apologies: Anne Greentree, Anthony O'Hern
Mar 2025	WxNW Offices, Burnie / Online	Gabriella Conti, Sarah Norton Presenter: Keith Ryan and Tory Ross, Tasmanian Parks and Wildlife Service	Cyndia Hilliger (Chair), Simon McDermott (Deputy-Chair), Georgie Gow, Ian Robertson, John Dabner, Shane Crawford, Anne Greentree, Anthony O'Hern
Jun 2025	Online	Gabriella Conti, Meg Hely, Sarah Norton Presenter: Philip Kennedy, Ocean Dunes Golf Course	Cyndia Hilliger (Chair), Simon McDermott (Deputy-Chair), Ian Robertson, Shane Crawford, Anne Greentree, Anthony O'Hern Apologies: John Dabner, Georgie Gow
Aug 2025	Paranaple Convention Centre, Devonport	Gabriella Conti, Meg Hely, Sarah Norton, Sam Denmead Presenter: Andrew Crane, Office of the Coordinator General	Cyndia Hilliger (Chair), Simon McDermott (Deputy-Chair), Georgie Gow, Ian Robertson, John Dabner, Shane Crawford, Anne Greentree, Anthony O'Hern
Oct 2025	WxNW Offices, Burnie / Online	Sam Denmead, Sarah Norton, Meg Hely Presenters: Xavier Devereaux, Pitt & Sherry; Jason Sleeman, Sports Marketing Australia	Cyndia Hilliger (Chair), Simon McDermott (Deputy-Chair), Georgie Gow, Ian Robertson, John Dabner, Shane Crawford, Anthony O'Hern Apology: Anne Greentree

Key Notes:

1. Apology indicates a member who was unable to attend the meeting.
2. In Attendance refers to the leadership team and additional presenters who joined specific meetings.
3. Online Meetings were held in February and June 2025, allowing remote attendance.



OUR STRATEGY

Our Regional Tourism Strategy provides four pillars, against which all our day-to-day operations are viewed. They provide us with clarity of purpose and inform our vision, which feeds back into the statewide 2030 Visitor Economy Strategy. We self-impose one KPI for each of our strategic pillars and report on those publicly. This year's results are shown below.

2030 Visitor Economy Strategy Tasmania

The T21 partnership between the Tasmanian Tourism Industry and the Tasmanian Government sets the direction for the visitor economy through the 2030 Visitor Economy Strategy for Tasmania. The four regional tourism organisations (RTOs) contribute to delivering the 2030 strategy, working with industry and government to ensure success.

Industry

Government



WEST BY
NORTH WEST

RTOs

Visit
Northern
Tasmania
East Coast
Tourism
Destination
Southern
Tasmania

Advocacy

Provide a voice for the region's tourism industry, publicly representing their interests and common goals within government and community.

≥10 positive outcomes for our region's tourism industry through advocacy and/or leadership by YE Oct 25

✓ **Achieved**

See list on page 11

Industry Support

Facilitate a cohesive and engaged tourism industry across the region, through strong communication, support, forums, education and events.

Industry satisfaction score of ≥70% by YE Oct 25 (WxNW Industry Sentiment Survey).

✓ **Achieved**

Satisfaction score of 88.2%

Product Development

Support and enable the development of new products and further innovation of existing products.

≥5 new tourism products launched in the region by YE Oct 25

✓ **Achieved**

See list on page 13

Marketing

Drive demand through marketing + content partnership with Tourism Tasmania; and secondary via our website and social media.

Net increase in visitor nights for our region by YE Jun 25 (TVS + NVS data).

✓ **Achieved**

8.7% increase vs. YE June 25

WxNW VISION

"Stronger communities across our region through a prosperous, inclusive and sustainable visitor economy."

Local Government

Local Tourism Bodies

Marketing Groups Events

*YE June 25 is the most recent visitor data for reporting on this KPI. Data does not include King Island.

YEAR IN REVIEW

Advocacy

WxNW is a strong and consistent voice for the tourism industry that is essential for the success of our region. Over the past year we've been active and vocal at local, state and federal levels, ensuring that the priorities of operators in the North West, West Coast and King Island are heard and acted on.

Our advocacy efforts are focused on creating stronger communities through a prosperous, inclusive and sustainable visitors economy. While the Tourism Industry Council Tasmania (TICT) leads state-level advocacy, WxNW focuses on regional priorities, working closely with TICT and other partners to address the unique challenges and opportunities facing our region. As a government-funded body we remain apolitical but proactive in championing tourism growth.

"Shaping the future."

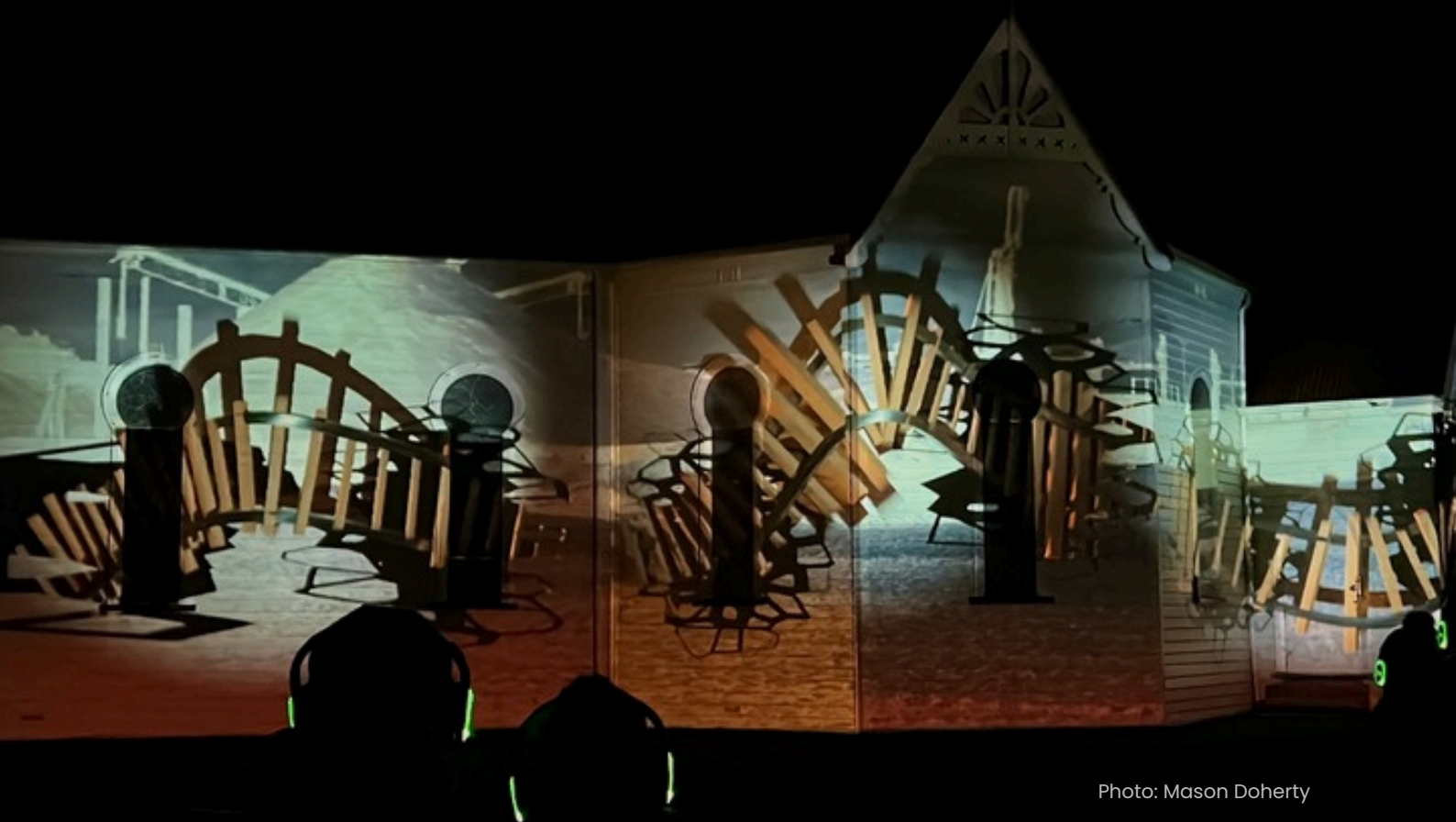


Photo: Mason Doherty



YEAR IN REVIEW

Advocacy / Leadership

KPI #1

≥10 positive outcomes for our region's tourism industry through advocacy and/or leadership by YE Oct 25

1. Cutting red tape: Played a key role in shaping the State Government's new Red Tape Reduction Portal, making it easier for operators to do business.
2. Unlocking investment: Instrumental in securing federal election commitments for Don River Railway and Emu Valley Rhododendron Gardens.
3. Celebrating our story: Advocated successfully for dedicated North West, West Coast and King Island modules within the Tassie Ambassador training program.
4. Winter visitor growth: Secured funding for Illuminate the Coast, a sustainable winter events program delivering five light shows across the region as part of the Off Season campaign for many years to come.
5. Strategic partnerships: Continued as a key voice on the West Coast Strategic Partnership committee, working to ensure that major commercial developments - including workforce accommodation villages for the mining sector consider the needs and long-term impact on the tourism industry and its value.
6. Improving regional access:
 - Highlighted the importance of Sharp and Rex Airlines services for King Island, Devonport and Burnie to the federal government.
 - Supported Qantas' fleet upgrade from Q300 to Q400 aircraft and advocated for continued community fares.
 - Participated in ongoing roundtables on Spirit of Tasmania services.
7. Shaping the future: Contributed to the 2030 Visitor Economy Strategy progress report, including programs focused on accessibility, inclusivity and carbon reduction.
8. Protecting iconic experiences: Partnered with TICT to advocate for the West Coast Wilderness Railway to operate at full capacity.
9. Cradle Mountain: Advocated together with TICT for delivery of the Visitor Experience Master Plan and Cableway, and supported action on road repairs and a new pathway connecting businesses with the interpretation centre.
10. Project Far North West: Commissioned a Wave Breaker feasibility study and participated in the Steering Committee overseeing the EOI for Dismal Swamp and proposals for the Tarkine Visitor Experience Plan.



YEAR IN REVIEW

Industry Support

Strong industry relationships are at the heart of everything we do. Over the past year, WxNW has continued to work side by side with tourism operators, local councils, Local Tourism Associations, community groups, and businesses.

Our regular collaboration with the six Local Tourism Associations remains a cornerstone of this work. Bi-monthly meetings provide an important forum to share insights, tackle challenges, and identify opportunities across the region. This open communication has led to practical outcomes, including an expanded calendar of industry workshops and professional development programs, such as Great Community Experience with Hospitality Tasmania, Emission Reduction program with TICT and also the introduction of the Off Season Calendar of events.

Our annual Regional Tourism Forum also remains a key industry touchpoint, this year welcoming 172 attendees and receiving a satisfaction rating of 96.6%. This annual event continues to strengthen networks, spark new collaborations, and keep our region's tourism community connected and informed.

Collaboration extends well beyond our region. WxNW works closely with state and national partners, including Tourism Tasmania, TICT, Hospitality Tasmania, Brand Tasmania, Business Tasmania, and Tasmanian Hospitality & Tourism Academy (THTA) to ensure local operators can access the tools, funding, and expertise they need to succeed.



Photo: Mason Doherty

Satisfaction Score

88.2%

KPI #2

Achieve $\geq 70\%$ industry satisfaction by Oct 2025 (WxNW Industry Sentiment Survey)

In our industry survey, stakeholders once again expressed strong confidence in WxNW's support and direction, with a satisfaction score of 88.2%, well above our KPI target. This valuable feedback continues to guide our work and shape the programs and priorities we deliver in the year ahead.



YEAR IN REVIEW

Product Development

At WxNW, we drive new tourism product development while fostering innovation in existing offerings. Our focus spans private businesses and public infrastructure, including accommodation, tour operators, signage, events, and trails.

Key initiatives include growing adventure tourism on the West Coast through mountain bike trails, enhancing King Island visitor engagement with digital tools and signage, and expanding the Tasting Trail with a three-year funding extension for TrailGrazed. We are also developing a Heritage Tourism Strategy for the West Coast and supporting regional events. Established attractions like Emu Valley Rhododendron Gardens, Don River Railway, and Wild Mersey Mountain Bike Trails continue to receive our backing.

KPI #3

Support the launch of ≥5 new tourism products by Oct 2025

We're proud to have supported the launch of the following new tourism products this year:

1. Whitmore's Wild – Wildlife Interpretation Learning & Discovery
2. Tunapri – Science, Nature & Culture tour
3. Lanigan's Vineyard
4. King Island Distillery – Bass Strait
5. Borradaile Stanley
6. Wilder Tasmania
7. Mount Gnomon glamping accommodation
8. The Cove Tasmania including Basalt Restaurant and Atrium Cafe
9. Risby Cove development
10. Raff Family Farm – farm stay and tours
11. The Patch @ Table Cape Tulip Farm

12. Adelie Wine Bar
13. King Island Lodge
14. Creative Paper
15. King Island Hub
16. Yambacoona House

EVENTS

1. Colours of Queenstown
2. Anchorage Festival, King Island
3. Moonlight Stories at Table Cape
4. Disrupted Tides, Penguin
5. Port to Post, Strahan

During 2024/2025, 257 new products in our region were added to ATDW and now displaying on northwesttasmania.com.au and discovertasmania.com.au



Photo: Tunapri



YEAR IN REVIEW

Marketing

WxNW's strategic partnership with Tourism Tasmania is central to promoting our region to audiences near and far. Collaborations on major state campaigns including "Come Down for Air" and "The Off Season" have significantly boosted visibility, particularly through the promotion of our North West Winter Calendar of Events. This coordinated campaign showcased anchor experiences such as Permission to Trespass, Colours of Queenstown, Stanley & Tarkine Forage Festival, and King Island Anchorage Festival, driving visitation during the traditionally quieter winter months and reinforcing our region's reputation as a year-round destination.

Our team continues to support operators to optimise ATDW listings, and managing regional social media accounts across multiple platforms including Visit North West Tasmania, Visit King Island, West Coast Tas, West Coast MTB, and Tasting Trail Tasmania. These channels play a vital role in showcasing our regions, amplifying user-generated content, and delivering timely updates to both visitors and the wider community.

We maintained our direct-to-consumer approach, uniting King Island, the West Coast, and the North West under the "Visit North West" brand. In addition, WxNW has expanded its marketing services through a fee-for-service model, ensuring destination channels remain current, relevant, and strategically aligned with regional priorities.

The promotion of Tasting Trail Tasmania, particularly through the TrailGraze showcase event, continued to generate strong media attention and engagement, further positioning the region as a premier agritourism destination.

KPI #4

Net increase in visitor nights by YE June 2025 TVS + NVS data

In the year ending June 2025, WxNW achieved an 8.7% (additional 209k nights) increase in visitor nights compared to YE June 2024.



Visitor Nights Increased

8.7%



Photo: Renee Thurston



CONTACT US

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- kingisland.org.au
- www.tastingtrail.com.au
- westcoasttas.com.au
- westcoastmtb.com