

1 | STRATEGY ON A PAGE

- It all begins with the T21 partnership between industry and government, represented by Tourism Tasmania and Tourism Industry Council Tasmania (TICT). It's the only industry and govt. tourism partnership of its kind in Australia.
- The T21 partnership spans beyond these two representatives, creating a framework for a range of govt. and non-govt. bodies that comprise Tasmania's visitor economy network, including State Growth, Parks + Wildlife, Brand Tas, Office of the Coordinator General, Events Tas, RTOs, etc.
- *West by North West* are one of four regional tourism organisations (RTOs) within Tasmania, each funded by the Tasmanian Government.
- Our 4 x strategic pillars (coloured text) shape our day-to-day operations and ultimately influence our regional objectives, as Key Performance Indicators (KPIs).
- RTOs play a role in the **demand and supply** side of tourism:
  - Demand: **marketing**
  - Supply: **product development** and **industry support**
- RTOs also fulfil an industry leadership role through **advocacy**.
- RTOs are only small organisations, but work as part of broader regional teams including:
  - **Councils**: most run visitor information centres
  - **Local Tourism Associations (LTAs)**: mainly marketing and industry support
  - **Marketing Groups**: like *Cradle to Coast Tasting Trail*
- The T21 framework influences tourism strategy at regional and local level. This, in turn, feeds back into the T21 framework to inform the continued evolution of Tasmania's tourism strategy.

