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29 AUG 2018

Professor S Sullivan AO
Chair
Port Arthur Historic Site Management Authority
PORT ARTHUR TAS 7182

Dear Professor Sullivan

Port Arthur Historic Site Management Authority 2018-19 Statement of Corporate Intent

We write in relation to the Port Arthur Historic Site Management Authority's final 2018-19 Statement of Corporate Intent (SCI).

We note that no changes have been proposed to the signed draft SCI submitted on 3 May 2018. The SCI and the budget estimates underpinning it will form the basis for quarterly reporting throughout the 2018-19 financial year.

Please find enclosed the SCI, which has now been countersigned by us as Shareholding Ministers. We note that in accordance with the *Guidelines for Tasmanian Government Businesses - Corporate Planning* the signed SCI will now be published on the Port Arthur Historic Site Management Authority website.

Yours sincerely

A blue ink signature of Hon Peter Gutwein MP, written in a cursive style.

Hon Peter Gutwein MP
Treasurer

A blue ink signature of Hon Will Hodgman MP, written in a cursive style.

Hon Will Hodgman MP
Minister for Heritage

Encl



PORT
ARTHUR
HISTORIC
SITES

PORT ARTHUR HISTORIC SITE MANAGEMENT AUTHORITY

STATEMENT OF CORPORATE INTENT

2018-19

APRIL 2018

Statement of Corporate Intent 2018-19

DIRECTORS STATEMENT AND AGREEMENT OF SHAREHOLDING MINISTERS

The Board of Port Arthur Historic Site Management Authority agrees to provide the Shareholding Ministers with financial and other information as set out in this Statement of Corporate Intent.

In signing this Statement of Corporate Intent the Board of Port Arthur Historic Site Management Authority commits to the targets proposed for the 2018-19 financial year.

This Statement of Corporate Intent has been agreed between:

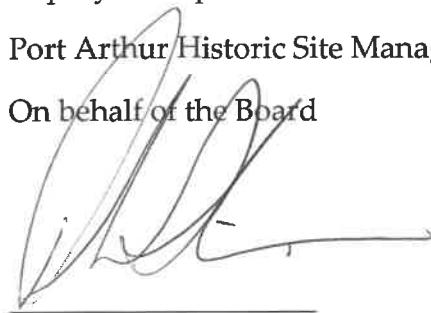


Hon Michael Field AC

Deputy Chairperson

Port Arthur Historic Site Management Authority

On behalf of the Board



Hon Peter Gutwein MP

Treasurer



Hon Will Hodgman MP

Minister for Heritage

29 AUG 2018



Statement of Corporate Intent 2018-19

INTRODUCTION

This Statement of Corporate Intent (SCI) for the 2018-19 financial year has been prepared in accordance with section 41 of the *Government Business Enterprises Act 1995*. It should be read in conjunction with the Ministerial Charter of Port Arthur Historic Site Management Authority (PAHSMA).

This SCI is a high level summary of the Corporate Plan and includes the performance agreement between the Board of Port Arthur Historic Site Management Authority (PAHSMA) and the Shareholding Ministers.

STRATEGIC DIRECTION

The main functions of the Authority, which are defined in Section 7 of the *Port Arthur Historic Site Management Authority Act 1987*, include to:

- ensure the preservation and maintenance of the historic site as an example of a major convict settlement and penal institution of the 19th Century;
- co-ordinate archaeological activities on the site;
- promote an understanding of the historical and archaeological importance of the site;
- promote the site as a tourist destination;
- use its best endeavours to secure financial assistance by way of grants, sponsorship and other means; and
- provide adequate facilities for the use of visitors

The Authority's role includes responsibility for the Coal Mines Historic Site (Saltwater River) and Cascades Female Factory Historic Site (South Hobart).

The tourism business operates on a commercial basis and income is derived from entry fees, food and merchandising and distinct products such as the Isle of the Dead, Point Puer, Paranormal Investigation Experience, Coal Mines and Ghost tours. Tours at the Cascades Female Factory site include the dramatization "Her Story" and Heritage Tours.



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The cost of the conservation and maintenance of the historic sites under the Authority's management is met with the assistance of an annual State Government grant, from profits derived from commercial activities, and through additional Australian Government grants sourced for specific projects.

The strategic direction of PAHSMA for the period of the Corporate Plan has a focus on strengthening the organisation's capacity to anticipate and respond to external pressures and opportunities, and to ultimately take the lead in setting industry directions. Over the corporate plan period PAHSMA will be focussed on:

- Valuing our people.
- Ensuring our financial viability.
- Considering our communities.
- Creating a unique, enjoyable and interactive visitor experience.
- Practising excellence and expertise in conservation and tourism management



Statement of Corporate Intent 2018-19

PERFORMANCE STATEMENT

Introduction

This Performance Statement has been prepared in accordance with PAHSMA's Ministerial Charter and sets out the key performance targets to be met by PAHSMA in 2018-19 and projected targets for the following three years.

Financial Returns to Government

PAHSMA is not required to return a dividend to the State nor is it required to pay income tax equivalents or guarantee fees. Rather, any surplus funds from the commercial operations are used to assist in the conservation, preservation and maintenance of the sites and to reduce the capital investment debt that PAHSMA has with TASCORP.

Financial Targets

The 2018-19 Corporate Plan has been prepared based on the advice that the Government will continue to provide funding to undertake necessary conservation works consistent with the current level of funding as detailed in the 2017-18 State Budget. Based on the assumptions used in the Corporate Plan, the financial performance targets are detailed below.

	Target	Estimate		
	2018-19	2019-20	2020-21	2021-22
Operating profit/(loss) (\$m)	1.38	1.43	1.47	1.51
Commercial Revenue (\$'000)	19,350	19,930	20,528	21,144
Yield per visitor	\$44.03	\$44.91	\$45.80	\$46.72
Commercial Expenses (\$'000)	14,024	14,444	14,878	15,324
Conservation Expenses (all sites)(\$'000)	5,772	5,945	6,123	6,307



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Non-Financial Targets

PAHSMA's performance is measured in terms of visitors to the site and participants of tours. The key non-financial performance targets are:

	Target	Estimate		
	2018-19	2019-20	2020-21	2021-22
Day Entry visitors	343,800	355,833	368,287	381,177
Ghost tour participants	32,400	33,534	34,708	35,922
Female Factory visitors	40,500	41,918	43,385	44,903
Customer satisfaction levels	90%	90%	90%	90%
% of annual conservation projects completed within budget, scope and on time	90%	90%	90%	90%
% of IOD Boardwalk replacement Stage 2 completed at 30 June	100%	n/a	n/a	n/a