

YOUNG
TOURISM
NETWORK

Annual Report

2025

Acknowledgement

We acknowledge the Land and Sea Country that is the backbone of Australia's tourism industry. We acknowledge the diverse First Nations communities who are an inseparable part of these regions, and the keepers of living cultural connections through Elders past, present and emerging. We also acknowledge the many paths of migration of Australia's young tourism professionals and the shared path we now walk together towards a more sustainable and thriving future for All.



Who we are

Young Tourism Network (YTN) represents the emerging voices of Victoria's visitor economy.

Since 2006, YTN has empowered the next generation to contribute to Victoria's thriving tourism, hospitality, and events industries.

By connecting students, young professionals, industry experts, and government, YTN fosters career development, professional excellence and succession culture within the tourism industry.

Our mission

To foster career development and professional excellence of students and professionals of all ages in order to grow and strengthen the Victorian tourism industry.

Our values

Contribution, collaboration, connection, learning and growth



Message from the Chairs

2025 has been a pivotal year for YTN, marking the beginning of a multi-year journey toward YTN establishing a true legacy as an independent tourism body.

This year, we are incredibly proud that YTN was awarded a grant from the Victorian Government to strengthen Victoria's visitor economy over the next three years. This funding will empower YTN to bolster its support for the next generation of tourism, hospitality and event professionals, delivering crucial professional development programs and creating career pathways for young professionals. With this funding, YTN will be able to deliver the 'Young People in Tourism Program', which includes the following:

- 2025 Emerging Tourism Leaders Summit
- Tourism Ambassador Program
- Trusted Advisor Program

In 2024, YTN hired a paid staff member for the first time in its almost 20 year history. Excitingly, this funding has also allowed YTN to again employ a paid staff member, this time on a three year contract.

Since its inception, YTN has always been a volunteer-led organisation. The passion and dedication of our committee of volunteers to deliver this new program and continue to bring value to the YTN community, while balancing their personal and professional lives, cannot be understated.

Leading YTN through this period of significant change has been a source of immense pride for us as Chairs. We would like to extend our thanks to our committee, partners, members, and supporters who made this extraordinary year possible.

YTN's influence continues to grow, strengthening connections within the industry and inspiring the next generation of tourism professionals. Stepping into the future, we are excited to see YTN continue to expand its impact and voice in the visitor economy.

Monica Arklay and Eloise Tapscott
YTN Chair and Deputy Chair 2025

The YTN Committee

Chairs



**Monica
Arklay**



**Eloise
Tapscott**

Business Development and Partnerships



**Victoria
Clark**



**Maddison
Bywaters**



**Arudhati
(Aru)
Narayan**



**June
O'Brien**

Events



**Vanessa
Lauricella**



**Natasha
Bounyaphol**



**Satya
Ramandha**



**Chervil
Tan**

Marketing and Member Communication



**Giorgia
Todesco**



**Kristy
Hutchins**



**Madeline
Tester**



**Tami
Utami**

Staff



**Brigitte
Nottingham
(VTIC)**



**Lucy
Dewhurst**

Our partners

We would like to extend our thanks for the continued support of the following partners:

Event Partner



Education Partners



Industry Partners



Corporate Member



2025 at a glance

Overview

This year, YTN is proud to have fostered partnerships, run social and professional development events, a conference and a mentoring program, and continue building a highly engaged membership base and online community.



Social media followers
2,725

+12%



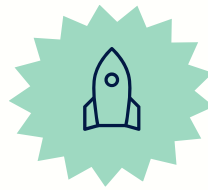
Event attendees
310

-10%



Website visitors
9,068

-10%



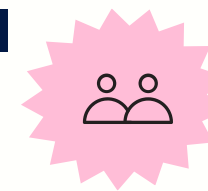
Summit attendees
175

-15%



eDM subscribers
959

+8.1%



TAP participants
32

+28%

Our members

Membership numbers have increased 5% over the last 12 months, with 143 active members as of October 2025. 69 people joined YTN for the first time in 2025. Almost 70% of YTN's member base are 5 years or less into their career in tourism.

The Emerging Tourism Leaders Summit (September 2025) continues to be a strong driver for member signups, with 35 people joining or renewing as Young Tourism Network members to buy tickets to attend the Summit.

Total members

143

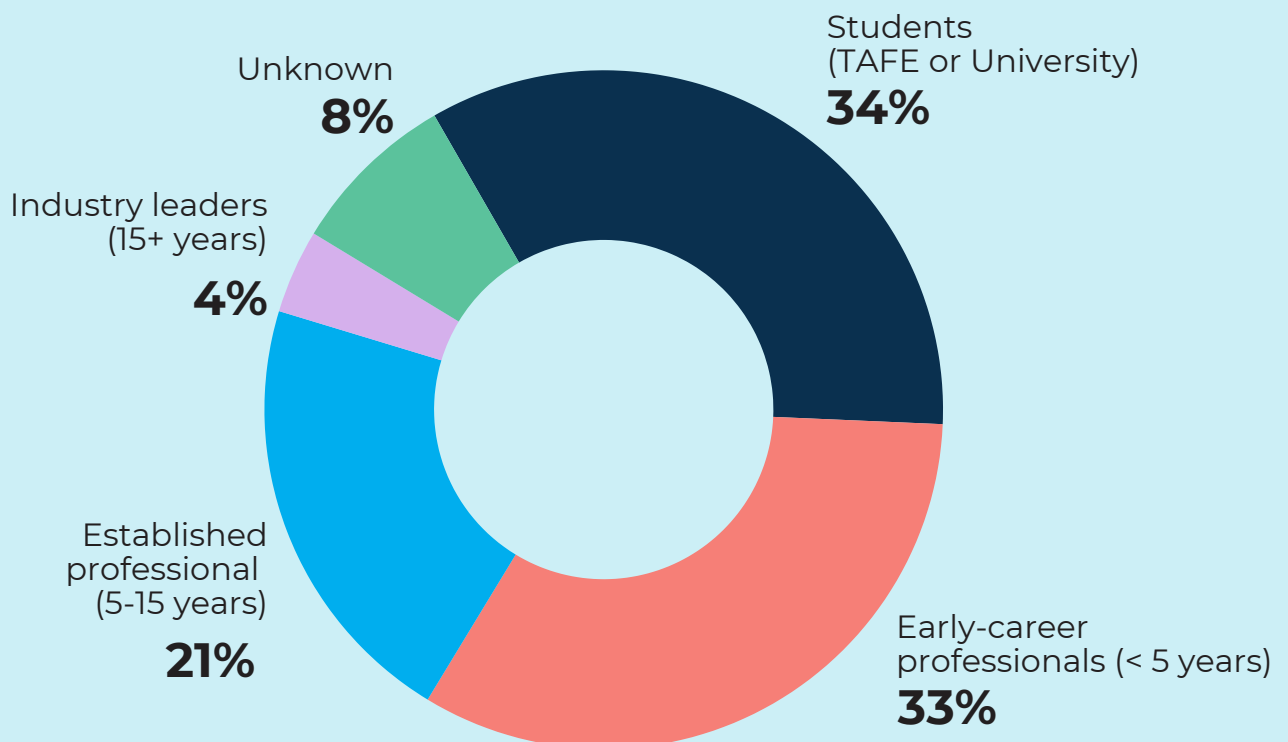
+5%

New vs returning members

Existing New



How would you describe yourself



Our objectives

Improved ways of working

Improved tools, programs and processes

New committee structure

More consistent branding and resources

Young People in Tourism Program

Tourism Ambassador Program Panel Events

Emerging Tourism Leaders Summit

Trusted Advisor Program

Session at VTIC Victorian Tourism Summit

Delivering community value

Run social and professional development events

Deliver digital communication

Engage with and support industry

Healthy financial position

Cover operating expenses

Income generation

Improved ways of working



Streamlined operations

Committee Structure

Branding and resources

Streamline operations

Project management

Introduced monday.com as a project management tool to try and break down silos and improve oversight of programs and task assignment.

Centralised calendar

A master calendar for all committee movements, events and programs and notable industry events

Internal Communication

Moved to a Whatsapp Community, allowing for all conversations to be houses in one place, rather than multiple separate chats

New committee structure

Leadership team

The introduction of the leadership team and bi-monthly leadership meetings provides oversight on key functionality, as well as additional support for the Chairs. It also provides progression opportunities within the committee.

Team-based accountability

This year we moved away from individual committee roles and instead worked in three teams. This approach was designed to ensure a more even spread of workload and account for variability in availability from volunteer committee members.

Branding and resources

Branding

This year we endeavoured to apply a more consistent approach to our branding, building on the style created for the 2024 Tourism Ambassador Program. A Canva Pro license allowed for building of a brand kit.

Partnership Prospectus

The development of a branded partnership prospectus allowed our partnership team to enter discussions with a professional and consistent document.



Young People in Tourism Program



Tourism
Ambassador
Program

Emerging
Tourism
Leaders
Summit

Trusted
Advisor
Program

Victorian
Tourism
Summit

Tourism Ambassador Program

After its successful launch in 2024, the Tourism Ambassador Program made its return this year, with two amazing events.

These events are designed to showcase:

- Career opportunities across various tourism sectors
- Insights from Industry leaders, and
- Pathways for professional growth within the visitor economy.

A total of 87 people attended these two events, with 42 making the journey to Geelong. These events directly resulted in 4 attendees gaining new employment from connections made on the night.



7 August

Into the Wild: Careers in Nature-based tourism

Total attendees	Members	Non-members	Partners
45	27	12	6



28 October

Geelong Tourism Tour

Total attendees	Members	Non-members	Partners
42	12	28	2

Emerging Tourism Leaders Summit

97%
Overall satisfaction rating

93%
Would attend again

97%
Recommendation rating

Attendance

Registered attendees	175
Organisations	84
Speakers	23

Audience demographics

35%
Early career professionals (<5 years)

23%
TAFE and university students

31%
Established professionals (5-15 years)

11%
Industry leaders (15+ years)

Geographic spread

72%
Greater Melbourne

23%
Regional Victoria

5%
Interstate

Key Industries

Education

Tour operators

Industry associations

Government

Accommodation

Attractions

"This event truly showcased the power of collaboration over competition, bringing together a diverse array of individuals dedicated to enhancing experiences in a sustainable manner while also fostering industry growth. It was inspiring to see industry professionals actively supporting and uplifting each other." ~ 2025 Delegate

The future of Victoria's visitor economy is in good hands, with the next generation of leaders gathering at the Emerging Tourism Leaders Summit to exchange industry insights and career advice this week. ~ Visit Victoria

Principal Partner



Gold Partners



Silver Partner



Trusted Advisor Program



The Trusted Advisor Program connects emerging tourism, events and hospitality professionals (Advisees) with established industry professionals (Advisors) in a 10 week coaching program. We match advisees and advisors based on career interests and experiences.

Advisees and advisors catch up (online or in person) for 30-45 minutes every fortnight from early August to October with an opportunity for workplace visits where possible. The sessions are semi-structured with flexibility and scope for each pair to co-develop a plan that suits their schedule and needs.

190 participants in the program since the program launch in 2017.

2025 pairs
16

In partnership with



Victorian Tourism Summit

YTN delivered an afternoon breakout session focused on leadership with Mel Neil, Mind Insurance, designed to inspire and connect emerging tourism leaders. Feedback from the session was overwhelmingly positive, with an 87% satisfaction rating. Comments highlighted the immediate applicability of skills and the fresh perspective on leadership and communication.

"Mel was incredibly engaging as a presenter, not afraid to be her authentic self while presenting to a packed session. Her thoughts on radical listening and self development were very interesting with a strong basis in neuroscience and thought patterns of neurodivergent people made accessible to neuronormative people"- workshop participant

Workshop attendees

70

Exceeded KPI by 50 delegates

Delivering community value



Events

Digital Channels

Industry engagement

Events

This year, YTN delivered a dynamic line-up of social and professional events in addition to our Tourism Ambassador Program events.

We kicked off with New Year, New Connections - Breda University x YTN, held in partnership with international students completing a Masters in Tourism from Breda University in the Netherlands. It was a fantastic opportunity to welcome fellow tourism professionals to Melbourne, exchange ideas, and network with students bringing global perspectives to the industry. She Sells: Insights into Sales followed, offering practical advice and personal stories from industry leaders driving success in sales and business development.

Featuring a panel of speakers from some of Melbourne's leading sporting organisations, Beyond the Game: Tourism Through Sport examined the influential role sport plays in shaping Australia's tourism landscape. Members also had the opportunity to experience Melbourne from a new perspective during the YTN x Intrepid Urban Adventures Networking Tour, delivered in partnership with Intrepid Travel combining city discovery with valuable industry connections.

We wrapped up the year in style with our Christmas Party, held in partnership with Youth Tourism Victoria, celebrating another successful year of connection, collaboration, and growth within Victoria's vibrant tourism community.

13 February



New Year, New Connections YTN X Breda University

Total attendees	Members	Non-members	Partners
75	25	50	0

Event sponsor: Yarra River Business Association

28 March



She Sells: Insights into Sales

Total attendees	Members	Non-members	Partners
27	13	13	1



14 May

Beyond the Game: Tourism Through Sport

Total attendees	Members	Non-members	Partners
32	15	13	4



18 July

YTN x Intrepid Urban Adventures Networking Tour

Total attendees	Members	<i>Member exclusive event</i>
11	11	

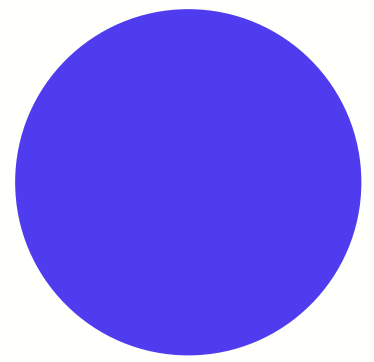


2 December

YTN x YTV Christmas Party

Total attendees	Members	Non-members	Partners
78	31	42	5

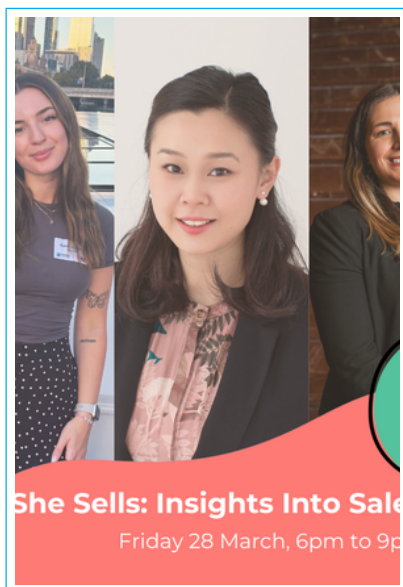
Digital channels



YTN's digital presence has continued to thrive this year, connecting more emerging tourism professionals than ever before. Through consistent storytelling across email and social media, we've strengthened engagement with our community and amplified the voices and achievements of young leaders in the industry. From inspiring event spotlights to celebrating the new YTN Committee, our online content has become a key driver of connection, learning, and celebration within our network.

eDMs sent	Avg. Open Rate	Avg. Click Rate	Social media reach
19 emails 17,555 sends	44.9%	6.6%	27.6 K

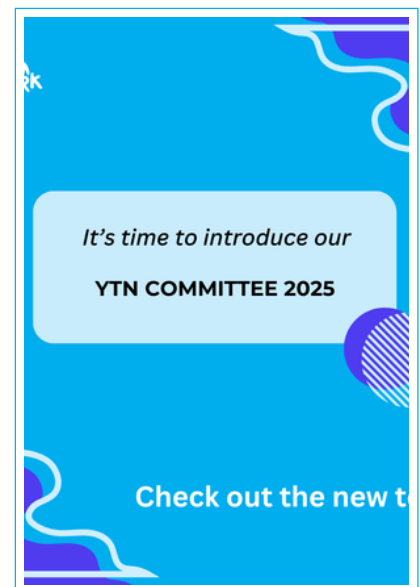
Most popular content



Most viewed
She sells
event
1,562 views



Most interacted
YTN Faces & Summit
53 interactions



Highest engagement rate
Meet YTN
Committee 2025
145.91%

Industry engagement

YTN endeavors to bring value to our whole community, including members, partners and industry as a whole. We do this through ensuring YTN and young people are represented at key industry events, by sharing our story through presentations, and offering our members exclusive access to opportunities, events and job opportunities.



Serving as the voice of emerging tourism leaders

- Chair sits on VTIC Policy Advisory Council
- Chair on judging panel for VTIC Student Entrepreneurial Awards
- YTN Business Development Officer representing YTN at meeting with Minister Dimopoulos
- YTN representation at Visit Victoria strategic direction consultation

Presentations and representation at expos, open days and events

- William Angliss Tourism Careers Day
- VTIC Choose Tourism Careers Expo
- Geelong Tourism Careers Expo
- Presentation to William Angliss Tourism Students
- Presentation to CEOs of Visitor Economy Partnerships and Regional Tourism Boards
- Attendance at Drink Victoria event

Collaborations to offer exclusive member opportunities

- Discounts at Australian Venue Co venues
- Member prices for VTIC Spotlight events
- Exclusive invitation to learn about Greenline Project alongside YTN Tasmania
- Partnering with Breda University, Intrepid Travel and Youth Tourism Victoria on events

Sharing of industry events and job opportunities

- Sharing of job opportunities through YTN eDMs and dedicated LinkedIn posts
- Sharing of industry events via our digital channels

Financial position



Income
generation

Financial
statements

Income generation

Young Tourism Network is a not-for-profit organisation, with all funds raised going back into the business. For 2025, a key goal was ensuring that enough income was generated to cover all operating expenses. This was achieved through a combination of membership fees, event ticket sales and partnerships.

Moving forward, YTN will need to expand its revenue streams in order to achieve its goal of becoming an independent tourism body.



Membership Fees

20%

Event tickets

5%

Leaders Summit tickets

60%

Partnerships

15%

Financial position

FY2024-2025

Young Tourism Network (YTN) reported a total income of \$22,463 and total expenses of \$21,788 resulting in a net profit of \$675 for FY2024-2025. This reflects a stable financial position with effective cost management and a positive bottom line.

Compared to the previous FY2023-2024, where YTN recorded a profit of \$19,663 from an income of \$362,694 and expenses of \$343,523, this year's financial outcome reflects a significant decrease in both revenue and profit. The primary reason for this variance is the conclusion of a grant that previously funded major initiatives for FY 2023-2024, including a paid Executive Officer. These projects contributed substantially to last year's elevated income and expenditure levels.

This past financial year YTN hosted Free and paid networking events with any revenue from events going back into running the event.



Income

\$22,463

Total Expenses

\$21,788

Net Profit

\$675

Income Statement

Young Tourism Network For the year ended 30 June 2025

	NOTES	2025	2024
Income			
Revenue			
Sponsorship Revenue		11,833	353,917
Events Revenue		3,645	6,023
Membership Revenue		6,262	2,754
Total Revenue		21,740	362,694
Total Income		21,740	362,694
Other Income			
Interest Income		723	543
Total Other Income		723	543
Total Income		22,463	363,236
Expenses			
Administration Cost	2	2,858	3,022
Advertising & Marketing	3	1,257	74,134
Travel Costs	4	-	2,894
Operating Costs	5	15,599	263,523
Professional Fees	6	2,074	-
Total Expenses		21,788	343,573
Operating Profit (EBITDA)		675	19,663
Profit Before Tax		675	19,663
Profit After Tax		675	19,663
Net Profit		675	19,663

Balance Sheet

Young Tourism Network As at 30 June 2025

	NOTES	30 JUNE 2025	30 JUNE 2024
Assets			
Current Assets			
Cash and Cash Equivalents	7	168,816	62,123
Trade and Other Receivables	8	82,500	38,500
Other Current Assets	9	227,233	3,699
Total Current Assets		478,549	104,323
Total Assets		478,549	104,323
Liabilities			
Current Liabilities			
Current Tax Liabilities	10	17,541	4,100
Trade and Other Payables	11	824	28,880
Other Current Liabilities	12	393,333	5,167
Total Current Liabilities		411,699	38,148
Total Liabilities		411,699	38,148
Net Assets		66,850	66,175
Equity			
Retained Earnings		66,850	66,175
Total Equity		66,850	66,175



**Thank you for
your
continued
support**

**YOUNG
TOURISM
NETWORK**