



Tourism Tasmania and Rob Burnett



Dale Baldwin

Tasmanian Ambassador Program



Tasmanian Ambassador Program



About the Program

Business Events Tasmania (BET) is committed to targeting business events that recognise the key industries and competitive advantages that exist in Tasmania.

Business events are an important driver of the Tasmanian economy and working with ambassadors allows us to target conferences that are going to strategically enhance our national and international reputation and showcase Tasmania's strengths.

Our Tasmanian Ambassador Program engages local and national industry leaders to champion the State and work with us in identifying and securing national and international conferences and meetings to Tasmania.

Are you a leader in your field? Are you eager to promote your role, your organisation and Tasmania to the rest of the world? Then work with us to bring your next conference to Tasmania.

“Hosting business events not only enhances our State’s visitor economy, it drives jobs, fosters innovation, and attracts trade, investment and global talent. As a passionate Tasmanian, I value the opportunity to contribute to a sustainable economic future for Tasmania, by showcasing my adopted home.”

Jan Davis, Executive Officer, Launceston Chamber of Commerce and BET Ambassador

What’s in it for you?

Hosting a conference enables you to gain personal and professional recognition along with prestige on the global stage. It shows leadership and enables you to showcase your organisation’s capabilities to a large and influential audience.

Ambassadors are publicly recognised by Business Events Tasmania as being a part of a program that delivers tangible economic, social and cultural benefits to Tasmania.

By becoming an ambassador, you will be helping to promote Tasmania’s research, academic and innovation credentials to the rest of the world. You will also be giving your colleagues and students in your field, the opportunity to attend or play a role in a national or international conference.

To add to this, our ambassadors are acknowledged at an annual prestigious event hosted by The Premier of Tasmania, patron of the Tasmanian Ambassador Program.

“I am delighted to have secured several international conferences for Tasmania over the years. Business Events Tasmania’s support and expert assistance was invaluable and enabled me to achieve this.”

Professor Neil Bose, Principal, Australian Maritime College and BET Ambassador



Contact Business Events Tasmania

✉ mail@businesseventstasmania.com

☎ +61 3 6231 1366

🌐 businesseventstasmania.com.au