



BUSINESS EVENTS TASMANIA MAGAZINE

BE SEEN

Advertise in the Business Events Tasmania Magazine to ensure your product or service is top-of-mind with event planners.

Business Events Tasmania Magazine is a **glossy A4 publication** produced in house by the **BET team** to share the very **best Tasmania** has to offer the **business events market**.

Released quarterly, and distributed directly to over

5,000 business events industry professionals, influencers and decision makers.

Business Events Tasmania Magazine is promoted through business events trade media, increasing reach to a further

15,000 industry professionals.

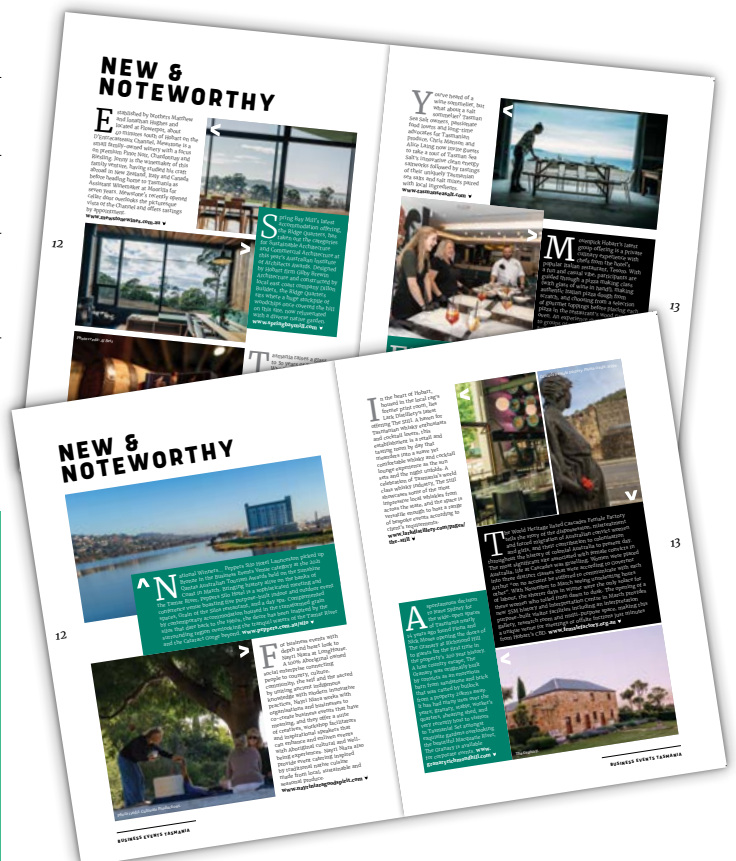
Magazine and content is also shared extensively through Business Events Tasmania's social platforms.

There are many ways your business can be included in the magazine.

PRICING

	Member price	Non-member price
Full page advertisement	\$1,200 + GST	\$1,500 + GST
Full page advertisement Annual inclusion (4 editions)	\$4,000 + GST	\$5,000 + GST
New and Noteworthy inclusion – approximately 80-120 word snapshot and hero image	\$500 + GST	\$700 + GST

NEW & NOTEWORTHY



PROMOTED THROUGH BUSINESS EVENT TRADE MEDIA TO FURTHER INCREASE REACH

LAUNCESTON CITY OF GASTRONOMY

Local action with global collaboration has combined for a proud Tasmanian community, resulting in Launceston and Northern Tasmania receiving designation as a UNESCO Creative City of Gastronomy, making the region just one of 49 cities to join this prestigious global network.

Launched in 2006, the UNESCO Creative Cities Network aims to strengthen cooperation among cities and help guide environmentally sustainable development. To be approved as a City of Gastronomy, cities need to meet a number of UNESCO criteria, including:

- Vibrant gastronomy community
- Indigenous ingredients used in traditional cooking
- Traditional food markets and traditional food industry
- Tradition of hosting gastronomic festivals, awards and contests
- Respect for the environment and promotion of sustainable local products



Photo: Tasmanian Government

domes of vineyards and a long history of flour mills, with primary producers and artisans harnessing the rich and productive terrain of the north of the state.

For Andrew Park, Non-Executive Director of Launceston Gastronomy, this honour is about embracing the whole of Launceston's food system and the program connects with the region's history. The region is an agricultural hub of world class food producers, hundreds of food producers,



Photo: Tasmanian Government

BUSINESS EVENTS TASMANIA

NET CARBON NEGATIVE

For the seventh consecutive year, Tasmania has achieved net carbon negative status according to the latest State and Territory Greenhouse Gas Inventories 2020 released in early June.



We are enviable, the only state in Australia to achieve this 37.7 megatons of carbon dioxide equivalent, which is 12 per cent lower than our levels in 2009. This net carbon sink is due to our waste sector, some of the initiatives that got us here are relatively new, but each has an important part to play in maintaining our credentials as a carbon sink.

island state's long-term investment in renewables, sustainably managed forest estates and ongoing emissions reductions in our waste sector. Some of the initiatives that got us here are relatively new, but each has an important part to play in maintaining our credentials as a carbon sink.

For more than a century Tasmanians have relied on hydro generation to power the state. And Hydro Tasmania is Australia's largest generator of clean, renewable energy. Hydro Tasmania's commitment to Tasmania's renewable energy transition is at the heart of our net carbon negative status. We have invested in around 100 and a half hydro projects with more being undertaken in some of Tasmania's most rugged and scenic areas, challenging and complex.

This network of power stations and hydroelectric infrastructure largely remains in situ and operational today. It not only meets and exceeds our state's energy requirements, but also forms a trail of important industrial heritage around the state. The nearby explosion of the Tasmanian Hydro Electric Commission, transformed the region into the world's largest hydroelectric power station.

Laying directly in the path of the Tasmanian Hydro Electric Commission, it is not surprising that wind generation has also seen a significant increase in Tasmania's renewable energy mix. Wind farms are now being constructed around the state and on the Blue Mountains.

Continued interest in wind farm investment saw a number of projects by private operators on the drawing boards, and the Hydro Tasmania Board has approved the plan to leverage Tasmanian expertise in infrastructure and renewable energy credentials

to be a leading producer and exporter of green hydrogen. As an island state surrounded by water, we see our unique advantages in offshore wind research, business development, and export. Tasmania's Ambassador for Green Hydrogen, Professor Peter Frenkel, is leading the charge. He has held the view that this abundant, reliable and predictable offshore resource has the potential to be a game-changer for Australia's energy transition. Tasmania's renewable energy credentials are being strengthened by the state's commitment to achieving net carbon negative status by 2050 and its production of domestic use in Tasmania.

Professor Frenkel led a multi-disciplinary research team at the Australian Institute of Marine Science in the field of marine renewable energy until early 2020, and now the driving force behind the Blue Economy CIC's vision for sustainable offshore energy production that will transform the future of Australia's traditional Blue Economy industries.

Capitalising on this wave of technology, New Small Energy's King Island project is a world first. Deployed in 2016, it was the first wave energy test off the coast of Tasmania. In 2020, the business further diversified the renewable energy used on the island.

A large contributor to our carbon negative status is Tasmania's reforms in forestry management over the last decade, underpinned by a commitment to replant or regenerate a tree for every tree that is harvested in the state.

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ADVERTISEMENT SPECIFICATIONS

A4 full page Advertisement

210mm x 297mm with crops and 3mm bleed
PRINT resolution PDF or HIGH resolution JPEG.

ADVERTISING CREATIVE MATERIAL

Must not:

Destroy, disrespect or pretend to be content

Must:

Be of sufficient quality – i.e. meeting professional design standards, using suitable image resolutions etc.

Recommended:

Less is more – Keep your message simple and strong, with the target audience in mind. Ask BET for advice on ad content.

EDITIONS

Spring – 1st week September 2022

Booking deadline – Friday 5 August 2022
Content deadline – Friday 26 August 2022

Summer – 1st week December 2022

Booking deadline – Friday 4 November 2022
Content deadline – Friday 25 November 2022

Autumn – 1st week March 2023

Booking deadline – Friday 3 February 2023
Content deadline – Friday 24 February 2023

Winter – 1st week June 2023

Booking deadline – Friday 5 May 2023
Content deadline – Friday 26 May 2023

NEW & NOTEWORTHY INCLUSION

Images to be supplied as high resolution JPEG (minimum resolution 300 dpi)

Key messages for 80-120 word copy to be confirmed in liaison with BET's General Manager Communications.

CONTACT

Business Events Tasmania's Experience and Engagement Manager

Taryn Reid

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DELIVERED DIRECTLY TO OVER 5,000 BUSINESS EVENTS INDUSTRY PROFESSIONALS

BUSINESS EVENTS TASMANIA MAGAZINE

BOOKING FORM AND

ADVERTISING AGREEMENT

Client name:

Contact name:

Address:

Phone:

Email:

Issue:

Annual inclusion (4 editions):

Full page advertisement

New & Noteworthy

Content due:

Cost: \$

(ex GST)

Full page ads to be provided as print resolution PDF or high resolution JPEG. No responsibility will be taken for mistakes made by the advertiser.

Payment – Advertisers will be issued with a 30-day account payable. Interest charges may apply to overdue accounts.

Terms and conditions of business

Business Events Tasmania ABN: 33 009 589 584

This document confirms your agreement to the above advertising terms.

Authority

I declare that I am authorised to sign this agreement to enter into an advertising agreement with Business Events Tasmania. I declare that all advertising fees will be paid in full by the due date. I agree to the listed terms and conditions of business.

Name:

Date:

Signature:
