

**BUSINESS
EVENTS
TASMANIA**



SEE CLEAR HERE



A strange thing happens when you arrive in Tasmania. Your thoughts start flowing at the pace they were meant to, and you start to see things differently. Because down here, taking a different look at the world is the rule of the day. Surface level thinking just won't cut it, which becomes clear when you meet the locals. People who've persisted, pushed through, and found ways to thrive. And wherever you go, you'll find a culture of conviction.

Of backing yourself in and pursuing your goals, no matter what stands in your way. A culture where people can't help but be connected to this place, to each other, and to what really matters. When you're surrounded by all this, you'll find your perspective expanding. That's what this place does – it opens your mind, while keeping you grounded. Down here you'll get to the heart of what matters, and see things as they truly are.

SEE CLEAR HERE

**BUSINESS
EVENTS
TASMANIA**

BUSINESS EVENTS TASMANIA

FIND THE SPACE TO
FIND WHAT MATTERS

EYES IN THE SKY ,

Leading the
Nation's Space
Domain Awareness



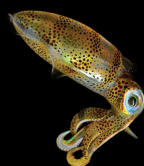
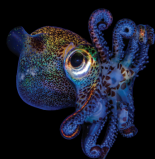
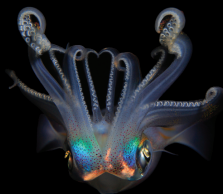
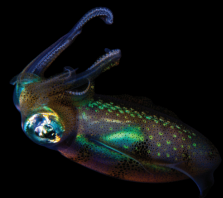
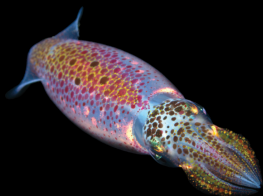
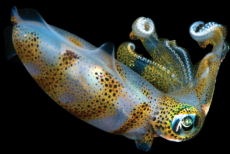
CHAT WITH A LOCAL

Expand your thinking
in Tasmania



EAT WITH US

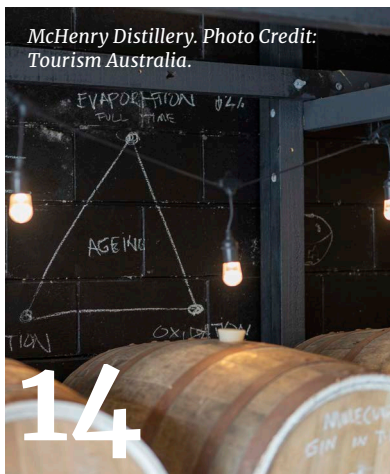
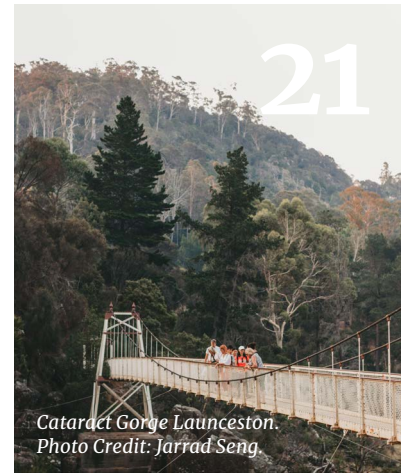
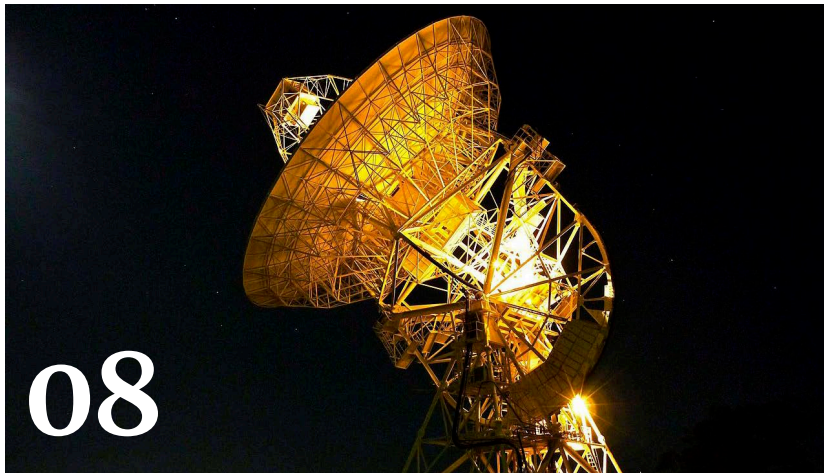
Peppina's
Massimo Mele
comes full circle



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artology





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Inside Cover Photo Credit: Jesse Hunniford.

WELCOME FROM THE CEO



See Clear Here.

The imagery is powerful, the message is simple,
the experience is utterly enriching.



Photo Credit: Oi Studios.

The world has changed dramatically since 2020, and the business events landscape even more so. In reimagining our offering as a business events destination for a new era, the team at Business Events Tasmania ultimately kept landing on the same qualities, clarity, connectivity and a deeper way of thinking.

Yet these traits are not new to our island. In fact, they are so ingrained in our culture, so inherently Tasmanian, that not only have they endured the challenges of the past few years, they are now more relevant than ever.

You see a strange thing happens when you arrive in Tasmania. Your thoughts start flowing at the pace they were meant to, and you start to see things differently, surface level thinking just won't cut it here.

This becomes clear when you meet our people. Tasmanians have always persisted, pushed through, and found ways to thrive right across our beautiful island. Ours is a culture of connection – to this place, to each other and to what really matters.

A business event in Tasmania offers you the physical space and time to gather, to learn, to create

and to network. A business event in Tasmania offers you the mental space and time to take a deep breath in... and actually exhale.

In Tasmania you can't help but open your mind and see things as they truly are.

Business Events Tasmania invites you to See Clear Here.

Marnie Craig
CEO 🐨

WELCOME FROM THE PREMIER



Immersed in a welcoming community and culture of connectivity and surrounded by our wild and vast open spaces, there is no doubt that a business event in Tasmania offers a chance to think deeply and expand your perspective.

Tasmania is a place where leaders, experts and the community come together to challenge the status quo. Our refusal to let life be regular here has earned us a world class reputation for excellence across a number of key sectors.

We are one of only a few destinations globally to achieve net carbon negative status, due to our renewable energy capability and we are committed to the goal of nation leading net zero emissions by 2030.

Tasmania is the gateway to the Antarctic and Southern Ocean, and our fertile soils and cool climate have earned us a reputation for exceptional food and wine production.

Our capabilities across science, information, communication and technology, defence and advanced manufacturing mean we are home to a large community of researchers, scientists, academics and entrepreneurs.

With three major conference regions, we can host business events of up to 1100 delegates offering history, culture, and

the ease of walkability across our picturesque cities. Our conferencing facilities are also located within close proximity of agriculture and industry hubs, creating exciting opportunities for offsite study tours.

It also goes without saying that Tasmania's tourism and hospitality industry, the very backbone of our business events sector, is made up of proud Tasmanians absolutely passionate about creating

amazing experiences for business event delegates visiting our state.

On behalf of all Tasmanians, I invite you to discover for yourself what makes this place so special and come to Tasmania to See Clear Here.

A handwritten signature in black ink, reading "Jeremy Rockliff".

Jeremy Rockliff
Premier of Tasmania

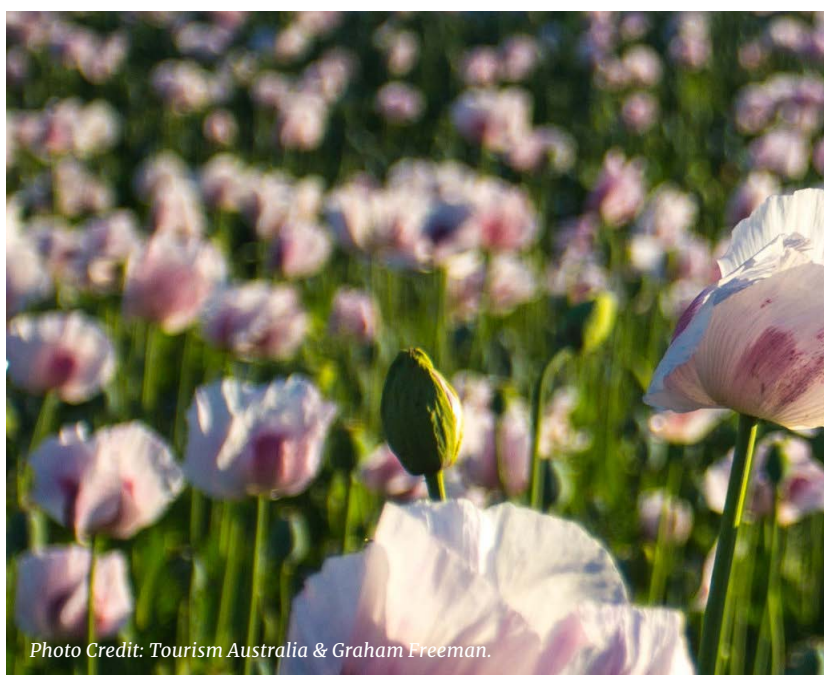


Photo Credit: Tourism Australia & Graham Freeman.

UNDER THE SOUTHERN SKY

Gateway to the Antarctic, productive agricultural food hub, UNESCO World Heritage Wilderness, the cleanest air in the world and net carbon negative status... there are many things Tasmania is known for, if not renowned for, across the globe. Surface level thinking just doesn't cut it down here, which becomes clear when you meet the locals, and this has led to innovation and excellence across a diversity of sectors and endeavours.

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Aurora Australis over Cradle Mountain. Photo Credit: Pierre Destribats.

One of these less commonly known feats, is the work that Tasmania has been quietly undertaking recently to position the state as a leader in our nation's commercial and scientific space sector, with Tasmania set to play a leading role in developing the nation's sovereign space domain awareness capabilities.

Space domain awareness refers to the study and monitoring of artificial objects such as satellites and debris orbiting the Earth. As the number of satellites that are launched continues to increase, the need for innovative and cost-effective means to keep track of what is in orbit is a real issue, that Tasmania is fortunately in prime position both geographically and academically, to solve.

A collaboration established in 2021 between the University of Tasmania, the Tasmanian Government and HENSOLDT Australia, a technology solutions company, marked an exciting era for space research in Tasmania, leveraging the island's clear skies, unique southern location and research and development expertise.

Managing five telescopes



Aurora Australis over ruins of Horton Cottage. Photo Credit: Luke Tscharke.

across Australia, University of Tasmania is the only university in the world with a continent-wide array of telescopes, giving the institution a significant history in space research built on the efforts of remarkably entrepreneurial astronomers. Research undertaken by UTAS has helped discover new planets, support the critical global positioning system and expanded our understanding of what goes on in deep space.

The applications for space tracking and space domain awareness technology are endless, with early adoption and access to satellite data delivering significant competitive advantage to a wide range of industries, improving capability across bushfire and crop monitoring practices to defence and forestry applications.

In recognition of Tasmania's capacity across space research, HENSOLDT Australia has opened an office in Hobart and recently donated an Equatorial Mount for the University of Tasmania's Greenhill Observatory,

further strengthening the State's leadership role in the commercial and scientific space sector and taking UTAS's telescopes to an infrastructure investment of more than \$100 million.

The move has been welcomed by Tasmania's State Government, with Minister for Science and Technology, Madeleine Ogilvie MP calling HENSOLDT a pioneer in Tasmania.

"The Tasmanian Government are pleased that HENSOLDT Australia has chosen to make Tasmania it's home. HENSOLDT is a pioneer in Tasmania and the first space company to establish a presence in our state.

"We anticipate this partnership will provide the catalyst for growth in Tasmania's space sector. We are already seeing interest from Tasmanian businesses for how they can partner and participate in this exciting industry."

With space an industry that sparks the imagination and captures the achievement of

humanity like no other, this TEAM TASMANIA partnership is nation leading, with all eyes on the sky and Tasmania, tracking the remarkable work being undertaken here.

Business Events Tasmania can and regularly does connect Tasmanian leaders with event organisers to facilitate speaking engagements and field trips for the many business events we host each year that share synergies with our key sectors. Talk to us about how we can put you in touch with the right people to enhance your conference programming with uniquely Tasmanian case studies. ♥

BUSINESS EVENTS TASMANIA

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Tim Parsons Curringa Farm. Photo Credit: Tourism Australia.

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ADVENTURE WITH US

To speak of the Tasmanian spirit is to speak of passionate people who've persisted, pushed through, and found ways to thrive. Of innovators, entrepreneurs, and disrupters who have all backed themselves in and pursued their own goals no matter what stood in their way.

Wherever you go on this beautiful island, you'll find a culture of conviction. As one of the state's earliest adopters of agritourism, Tim and Jane Parsons of Curringa Farm completely embody this quintessentially Tasmanian determination.

Located at Hamilton, around

one hour from Hobart, Curringa Farm is a seventh-generation property sitting on 750 acres, offering guests a taste of life on a real working sheep farm through farm tours, sheep shearing and working farm dog demonstrations, fluffy chickens, deluxe accommodation and the best scones, jam and cream you will ever devour!

Curringa's farm stay commenced in 1984 with 'Over the Back', a cottage built on the farm by Tim's parents. Over the Back was very successfully run by Tim's mother at a time when he says, the local farmer's wives would often derive an additional income stream by offering accommodation, with little other options of employment for the women in the farming



Jane Parsons Curringa Farm. Photo Credit: Tourism Australia.

partnership within the region.

Since purchasing the property from Tim's parents in 2002, Tim and Jane have expanded upon this concept considerably, evolving Curringa into a national award-winning farm stay, set in natural bushland overlooking picturesque Lake Meadowbank, with nine farm cottages now on site.

With around 3000 sheep run on the property for meat and wool production, the Parsons also grow opium poppies for a pharmaceutical company and

seed crops of onions. Tim is a passionate host, and a farm tour with him provides guests with an authentic insight into agricultural life on Tasmanian land.

Time spent at Curringa also includes a guided forest walk and overview of the many sustainable regenerative land practices being implemented across the property. 13% of Curringa is under conservation with shelter belts and picturesque forest areas home to native animals, plant species and birdlife, with the Parsons'

working toward increasing that figure to 20%, in commitment to preserving the property for generations to come.

There is a café on site, and capacity to host 200 guests, and seat 100 in one sitting for conferences or incentives. This is a country venue with heart, and Tim and Jane are happy to work with guests to develop bespoke packages and tours.

Tim and Jane are early adopters in the true sense of the term, with Tim saying the evolution of Curringa has been a no-brainer for the pair. "Our approach to diversifying the farm has allowed us to sustainably manage our property whilst maximising our natural resources across a business spread of agriculture, tourism and hospitality, and of course, we love sharing this place with our guests."

For highly accomplished chef and entrepreneur Bernadette Woods of BW Events and Glen Albyn Estate, the journey to Tasmania was a long one from the rugged Northern Headlands of County Donengal, in Ireland, via the sun-soaked beaches of Noosa.

She arrived in Tasmania to take up the role of General Manager at Cradle Mountain Village in the late 1980s, and the island state has been home ever since. The youngest GM ever appointed by P&O Australia, when she arrived Cradle Mountain Village consisted of 10 cabins and by the time she left there were 75.

A diverse career in Tasmania followed, until with husband



Bernadette Woods. Photo Credit: Ultimedia.

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Mark Escott, Bernadette found herself facing one of her most ambitious challenges yet, transforming a 6.5 hectare property set on water-bound bushland at Taroona, just 15 minutes south of Hobart's CBD, into a private event venue with capacity for up to 700 people.

Boasting one of Tasmania's most magnificent outlooks from cliff tops above the River Derwent, under Bernadette's expert direction and discerning eye, Glen Albyn Estate has been developed into a unique private venue, with exceptional facilities spread across the Estate's sprawling grounds offering a number of options for corporate events.

A self-confessed ideas junkie with a passion for food, parties and creative styling, island life seems to agree with Bernadette who is never far from the water, as the mastermind behind waterfront dining venues Seagrass Long Point and Waterline Brooke Street Pier, adding to her business portfolio along with catering and theming company BW Events.

She and Mark also recently acquired Mustique Hobart, a superbly appointed 110ft luxury boat offering highly personalised and exclusive service for private functions. Her talents lie across all elements of event execution, and she is a popular choice with event organisers seeking to host a uniquely Tasmanian experience that will leave a lasting impression.

Almost requiring no introduction, Robert Pennicott started his family business

Pennicott Wilderness Journeys in 1999 with a single journey taking in Bruny Island. He now operates seven tours in southern Tasmania, highlighting the spectacular and unique wilderness and wildlife of the areas.

The Pennicott Wilderness Journeys' yellow boats are iconic to the island state and over a 21 year history, the business has become a highly acclaimed environmental tourism operator, winning 29 Tasmanian and 14 Australian Tourism Awards.

The business invests heavily back into the environment in which it operates, with island restoration projects undertaken on Tasman Island and Big Green Island, wildlife protection



Rob Pennicott.

initiatives, regular marine debris clean-ups and is 100% carbon offset through Greening Australia.

Of his success Robert says he is privileged to operate a business that celebrates all the things he loves about Tasmania and being Tasmanian.

“With a stunning natural environment, I work with a team of locals who are passionate about sharing their home and community without pretence.

“This is what has enabled me to build a successful and sustainable business, together with the whole Tasmanian

community of likeminded friends who work as a team to grow the Tasmanian visitor economy.

We are an interconnected village with a strong sense of place which we are happy to share with others.”

Whilst some may say that Tasmanians have an unfair advantage in our physical elements of great produce, breathtaking landscapes and bracing weather, it is the intangible that really makes our island state.

In Tasmania you don’t need to

go very far to find examples like Tim and Jane, Bernadette and Mark and the Pennicott Family. A connected and collaborative community built on our hardworking attitudes, off-centre way of thinking, and our refusal to let life be regular is what really defines Tasmania’s cultural identity, making it a place with an infectious ability to expand the perspectives of all who travel here. 🐾

NEW & NOTEWORTHY

For corporate gifting with Tasmanian flair, Tasmanian Gourmet Gifts provides quality hampers of carefully curated products from the island state. Not only the perfect option for event organisers seeking gifting for events in Tasmania, Tasmanian Gourmet Gifts are able to ship Australia wide with express shipping.

With a comprehensive (and tempting) range featuring Tasmanian wine, chocolate, baked goods and Tasmanian made skincare, there is something for everyone and every occasion.

www.tasmaniangourmetgifts.com.au 🐾



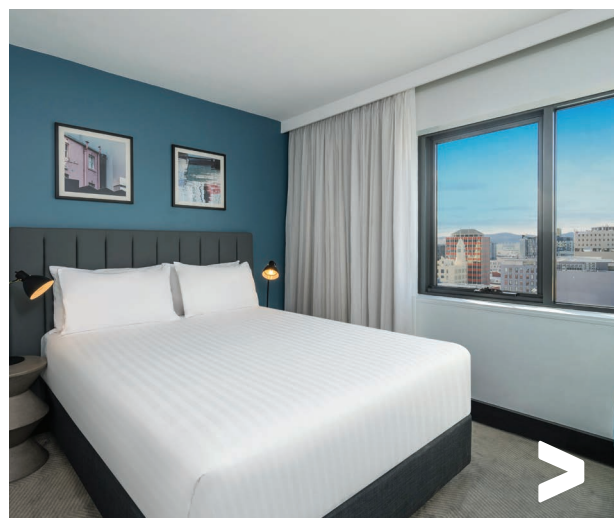
Resting on the side of Mount Arthur on Tasmania's Tasman Peninsula, McHenry Distillery is Australia's southern-most whisky distillery and with its family heritage, makes it the southern-most family run distillery in the world!

The property also has its own abundant pure spring water which becomes the heart of the developing spirit in this cool maritime environment. Guests can enjoy tastings at the rustic cellar door, or work with the family to develop a bespoke event.

www.mchenrydistillery.com.au 🐾



McHenry. Photo Credit: Tourism Australia.

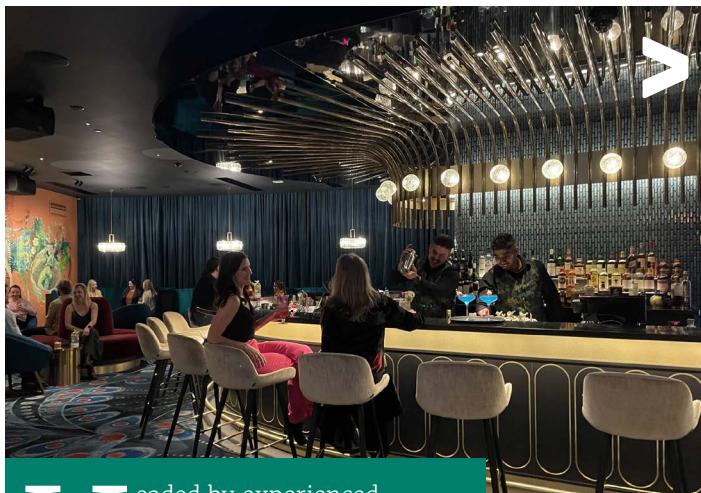


Travelodge Hobart has undergone a multi-million-dollar refurbishment to win the attention of travellers amid a strong wave of domestic tourism to the island. All 131 guest rooms have been refreshed with the addition of new Dreamcatcher beds; public spaces including the reception have been given a new look, and a gym and purpose-built yoga and pilates studio have been introduced. With sustainability in mind and in a bid to reduce landfill as a result of the refurbishment, the property donated over 120 desks and chairs, more than 100 mattresses, 200 bedside tables and lamps and almost 100 floor lamps to St Vincent de Paul for distribution to its stores around the state. The result is a contemporary hotel experience for travellers seeking comfort and convenience in the state's capital.

www.travelodge.com.au 🐾

Room with a view... the refurbishment of hotel rooms at Hotel Grand Chancellor Hobart is now complete, further enhancing the offering of Tasmania's largest purpose-built conference and events facility. Overlooking Hobart's picturesque working harbour, HGCH has facilities for 1100 delegates, 11 flexible function spaces and can accommodate 125 trade exhibition booths. The contemporary rooms are spacious with a tasteful interior, many enjoying picturesque views of Hobart's River Derwent and kunanyi/Mount Wellington and all perfectly positioned to explore everything the beautiful city of Hobart has to offer.

www.grandchancellorhotels.com/hotel-grand-chancellor-hobart/meetings-events/hcec-convention-centre ♥



Fabulous is in the DNA of Wrest Point's Birdcage Bar, and in celebration of Wrest Point's upcoming 50th birthday, this iconic venue has undergone an exciting renovation. Bringing a little glamour to every coffee catch up, fireside dessert or round of cocktails, the Birdcage adds to the delegate experience when conferencing or staying at Tasmania's iconic Wrest Point Hotel & Conference Centre.

www.wrestpoint.com.au/bar/birdcage-bar ♥

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Headed by experienced skippers and divers Shane Wilson and Nick Daft, Tasmanian Wild Seafood Adventures was born from a love of Tasmania's pristine waterways, and the desire to provide an authentic seafood experience. Guests aboard the pair's luxury catamaran 'Cuttlefish' feast on the freshest Tasmanian seafood whilst enjoying the island's picturesque coastal scenery. Private charters and fishing tours can also be arranged, with Shane and Nick only too happy to share their stories and secret fishing spots acquired from working in Tasmania's fishing industry.

www.tasmanianwildseafoodadventures.com.au ♥



Tasmanian Wild Seafood Adventures.

CONFERENCE WITH US - HOTEL GRAND CHANCELLOR HOBART



GRAND CHANCELLOR HOBART - NEW ROOMS

We know your delegates have always loved staying with us. So you'll be excited to hear we've launched a whole new look and feel for our accommodation rooms that they'll be eager to return to! The same stunning views and generous amounts of space, now just looking even better.

If you're wanting to impress your delegates with new accommodation, open and airy event spaces and a destination that is sure to make an impression, then look no further than Hobart and the Hotel Grand Chancellor.

OUR EVENT SPACES

Enjoy uninterrupted views of the Hobart waterfront as you conference in Tasmania's largest purpose-built event space. At HCEC, we're all about helping you make the dream come to life as we bring our unique piece of Tasmania to your event.

The Essentials:

- 11 large, airy event spaces
- 1,100 seat auditorium
- Trade space for up to 125 booths
- Dedicated meeting spaces featuring natural light
- WIFI connectivity in every room
- Centrally located on Hobart's working waterfront – a short walk to everything
- 244 accommodation rooms onsite (4.5*)



Want to learn more on how Hobart will work for your event? Contact our team today!

Hotel Grand Chancellor Hobart 1 Davey Street, Hobart 7000

bdmevents@hgchobart.com.au hcecrananchancellor.com

Phone: +61 (3) 6235 4568



HOBART
CONVENTION &
EXHIBITION CENTRE

EAT WITH US

Peppina, the flagship restaurant of the Tasman, Australia's first Luxury Collection Hotel has quickly become a feature of Hobart's flourishing foodie scene, known for big-hearted Italian hospitality, relaxed dining, seasonality, and the very best Tasmanian produce.

Spearheaded by Culinary Director and Hobart local Massimo Mele, this warm and inviting new restaurant takes its moniker from Mele's Italian Nonna, Guiseppina, affectionately known to her grandchildren as Peppina.

Although born in Tasmania, Massimo's interest in food was piqued during his early years spent back in Naples, playing on cobblestones and learning the language of his forebears. It is here that he spent countless hours watching on as his Nonna and other extended family members prepared classic Italian dishes in kitchens filled with frivolity and delicious food!

Massimo and his family returned to Tasmania when he was eight years old. Here in Hobart's northern suburbs, his parents opened the family restaurant, introducing honest Italian fare to locals.

As a young boy growing up Massimo could often be found working in the restaurant during school holidays or helping his mother bake capsicums or knead gnocci.



Photo Credit: Remi Chauvin.



Photo Credit: Adam Gibson.

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It is therefore not surprising that Massimo embarked on a career in the kitchen in his late teens. First working in notable Hobart restaurants and then, as was so common at the time, leaving Tasmania for bigger adventures on interstate and international shores.

A breakthrough position at Donovan's in Melbourne ignited a food career spanning various high-profile kitchens, television appearances and successes across Melbourne, Sydney, New York, Los Angeles, London, and Italy. However, as is the case for so many Tasmanian ex-pats, the lure of home eventually proved too strong, and in 2018 Massimo, his wife, and children settled back in the state for good.

Keen to instill the same culture of good food, self-sufficiency, hospitality, and care for others in his own family, Massimo can often be found on weekends scouring local farmer's markets

for the best and freshest local produce with his children in tow. Happiest at home in Southern Tasmania, he has established a veritable urban farm on his suburban property, with his Instagram stories regularly featuring the family's home-grown harvest and happy hens!

Passionate about increasing food security and decreasing food waste in a state blessed with an abundance of fresh produce, Massimo is an ambassador for Loaves & Fishes Tasmania, a local charity with the vision of ensuring all Tasmanians have access to enough affordable food.

The organisation packages and distributes tasty and nutritious ready-to-eat and school meals throughout the state using

donated and rescued food that would have otherwise sadly ended up as landfill. Also providing training and education opportunities along the way and partnering with the education system to teach the next generation about growing food and healthy eating –this is a cause close to Massimo's heart and one he is thrilled to lend a hand to.

First and foremost a proud Tasmanian, Massimo has made it his mission to champion local producers right across the state, collaborating with Tasmania's many farmers and micro-producers to source the absolute best fruit, veg, meat and seafood to sustainably plan menus months in advance.



Chef Massimo Mele. Photo Credit: Adam Gibson.

Massimo says Peppina is the warm expression of whole-hearted Italian feasting and the generosity he remembers from dining with his family at his Nonna's has laid the foundation for Peppina's dining experience. With a plentiful menu featuring delicious morsels of antipasti, handmade pasta and gnocchi and Italian inspired secondi, no visit to Peppina would be complete without ending the night with the unforgettable Tiramisu!

Massimo's genuine relationships with farmers and commitment to procuring the freshest produce combined with his strong culinary heritage, has resulted in a happy collision of the best of Tasmanian and Italian food culture.



Photo Credit: Remi Chauvin.

In doing so, Peppina is the very definition of the natural order of things coming full circle, with Massimo once again ensconced in the island state, sharing his family's history, extensive food knowledge and well-honed craft with the staff and many guests coming through the doors of Peppina each night. ♡

PEPPINA

2b Salamanca Place, Hobart

P (03) 6240 6053

W www.peppinarestaurant.com



TASMANIA Mures®

Mures is an iconic, Tasmanian family business synonymous with fresh, local seafood and a hook-to-plate practice. Located in the heart of Hobart, on the working fishing port of Victoria Dock with commanding views of the harbour and city, Mures provides a superb setting for your next event.

Whether it is a casual lunch, exclusive cocktail party or stunning sit-down dinner, our award-winning venue offers a memorable dining experience. With audio visual capabilities and private event space available, we can accommodate both conference and business style events.

Our fresh approach to dining means we use only the finest quality, sustainable seafood accompanied by the very best local produce and predominately local wines. We offer three unique venues:

Mures Upper Deck		Fully Licensed A La Carte Restaurant
Pearl + Co		Waterfront Oyster Bar + Restaurant
Mures Lower Deck		Family Style Bistro



CONTACT.

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 Victoria Dock, Hobart TAS 7000

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CHAT WITH A LOCAL IRENE PENESIS

A placement teaching maritime engineering students mathematics at the Australian Maritime College in Northern Tasmania 20 years ago has led to a rewarding career for Professor Irene Penesis, Research Director for the Blue Economy CRC-Co Ltd.

Until 2020 she led a multi-disciplinary research team at the Australian Maritime College (specialist institute of the University of Tasmania) solving challenging industry problems in the field of marine renewable energy and is now the driving force behind the Blue Economy CRC's vision for sustainable offshore aquaculture and renewable energy production that will transform the future of Australia's traditional blue economy industries.

I'VE CHOSEN TO LIVE AND WORK IN TASMANIA BECAUSE...

It combines everything I am passionate about. I love stunning beaches and being in the ocean (it's the Greek Mediterranean in me). I took a leap of faith and moved to Tasmania 20 years ago to teach mathematics at the Australian Maritime College and that evolved to a rewarding career inspiring and creating the next generation of maritime engineers that are solving challenging problems for the maritime, defence, marine, renewable energy and offshore sectors, all over the world.



I was blown away by the passionate people I worked with, the state, and its natural environment. Tasmania has an international reputation in sustainability with its hydro and wind resources and marine biodiversity, but also has the most unique opportunity to utilise the renewable energy resources, such as the waves, tides and offshore wind, at our doorstep. That's why I have spent the last 15 years focusing on researching solutions that will help our remote island communities and our marine and maritime industries and sectors to decarbonise.

I am so thankful to have started

this journey at the Australian Maritime College and continue it with the Blue Economy Cooperative Research Centre here in Tasmania.

IT'S EASY TO TAKE A DIFFERENT LOOK AT THE WORLD FROM TASMANIA...

Because our state-of-the-art facilities, world-class research and industry collaborations are helping to address fundamental questions and issues relevant to not only Tasmanians, but across the world, in areas of global significance such as food security, energy security, and climate change.



Wineglass Bay from Mt Amos on the Wineglass Bay Track.
Photo Credit: Tourism Australia & Adrian Cook.

THE MOST REWARDING PART OF MY ROLE IS...

Being at the forefront of realising the unique opportunity that Tasmania has to become a world leader in sustainable aquaculture and offshore renewable energy production, and working with leaders in government, industry and researchers to realise the difference our innovative and leading research will make to local businesses, the community and the economy.

This is the chance to be a part of an unprecedented opportunity in Australia to build on our natural advantages for a future blue economy, and also help other countries achieve this vision as well.

AN UNMISSABLE EXPERIENCE I RECOMMEND WHEN VISITING OUR ISLAND STATE IS...

Hands down taking a walk around Freycinet National Park on Tasmania's East Coast with iconic views over Wineglass Bay. In the north, you also can't

go past the Tamar Valley wine region, for postcard views and Australia's best sparkling wines.

ONE THING THAT MIGHT SURPRISE PEOPLE TO LEARN ABOUT TASMANIA IS...

It is a small State that offers so much – apart from its beautiful surroundings, top quality food and wine, the arts, culture and relaxed lifestyle, Tasmania is committed to sustainability and powered by 100% renewables due to its exceptional hydro and wind resources. This makes me proud to share Tasmania's story on a global stage.

YOU HAVEN'T EXPERIENCED TASMANIA UNTIL YOU HAVE...

Taken a bushwalk in the middle of winter around Cradle Mountain.

MY FAVOURITE TASMANIAN:

COFFEE SPOT - Alps and Amici in East Launceston: co-located with a deli with all the best local and seasonal produce.

CHEEKY TIPPLE - Sloe gin sour or a glass of Arras Sparkling Rose at the Mudbar Restaurant in Launceston – great atmosphere and exceptional staff make the experience excellent.

TASTY TREAT - The seafood in Tasmania is outstanding! It beats the seafood you would eat anywhere else in the world!

SECRET LOCATION - Fortescue Bay on the Tasman Peninsula. Google it if you haven't been. It looks just like the pictures. Stunning soft white sand beaches and some of the best walks in Tassie.

PLACE TO ENJOY THE GREAT OUTDOORS - The Cataract Gorge in Launceston, but you could literally drop a pin anywhere in Tasmania and enjoy it!



“Tasmania isn’t a place that needs to change because Tasmania is a place that changes people.” – Simon Currant AM, Tasmanian Tourism Champion *Pumphouse Point*

“We’re living through some incredible physical, ecological and social changes, at local and global levels, and Tasmania is fortunate to have access to a wealth of the brightest and most creative minds, helping us adapt to those changes through world leading research and innovation” – Professor Gretta Pecl, Institute for Marine & Antarctic Studies, *University of Tasmania*

“Tasmania is the perfect destination for conferences and incentives, delivering curated programs and experiences that engage and captivate our client’s audience. It is an inspiring place where delegates find the space and time to expand their perspective and deepen their thinking.” – Vicky Troptsidis, Managing Director, *Eventful Projects*

“This remote temperate island at the bottom of the world nurtures a creative, resilient and resourceful community, that punches way above its weight globally.”
– Kim Seagram AM, Chair & Co-Founder, *FermentTasmania*

Find out more www.betasmania.com.au

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