

BUSINESS EVENTS TASMANIA

NOVOTEL DEVONPORT

EAT WITH US

The Agrarian
Kitchen Eatery

TASSIE'S NORTH WEST

Industry, Innovation
& Entrepreneurship

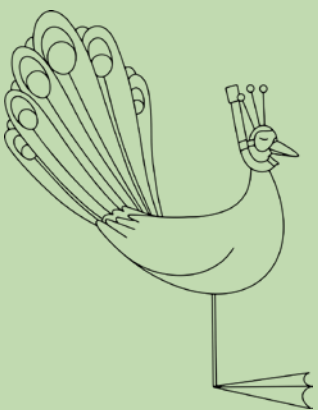
SEE CLEAR HERE

Conference
in Hobart

LAUNCESTON

First Basin, Cataract Gorge.

**WORK AND PLAY NEED
NOT BE FAR APART.**



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WELCOME FROM THE CEO



Welcome to the final edition of Business Events Tasmania Magazine for 2022... and for many of you reading this... welcome to PCOA!

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Alexandra Suspension Bridge Cataract Gorge. Photo Credit: Nick H Visuals.

At last, after years of COVID disruptions and multiple postponements, it gives the entire Business Events Tasmania team great pleasure to welcome delegates to Tasmania and show them around our home.

The island state is a wonderful place to learn, reconnect and find the space and time to get to the heart of what really matters.

We know the inspired program on offer for PCOA delegates will deliver an immersive Tasmanian experience that will help the



Novotel Reception.

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rest of Australia understand exactly what it is we mean when we invite you to host a business event and 'See Clear Here'.

I would like to take this opportunity to thank our PCOA Event Partner Events Tasmania, Destination Sponsor City of Launceston, Transport Sponsor Kinetic and all other event partners for their support in hosting PCOA.

For readers not attending PCOA, the pages of this edition have been curated to share some of the stories, people, product and places that make hosting a business event in Tasmania unlike any other destination.

Our cover image this month of Devonport's newly opened Novotel heralds an important milestone for Tasmania's North West Coast, significantly bolstering the region's accommodation capacity to complement the contemporary facilities of paranapple convention centre.

This edition's Eat With Us section follows the journey of Rodney Dunn and his wife Severine Demanet who have evolved The Agrarian Kitchen Cooking School and Farm from their home in The Old Schoolhouse in Lachlan into The Agrarian Kitchen restaurant, kiosk, cooking school and now walled garden in New Norfolk's Willow Court which was years ago the town's mental asylum.

Our showcase of conferencing facilities will help readers understand how Tassie delivers conferences of size and scale, without compromising on 'small town feel', to enhance the delegate experience and create a sense of connection to place.

Finally on behalf of the Business Events Tasmania team, I would like to take this opportunity to wish our readers all the very best for a safe, happy and merry festive season. We in the business events sector have all worked gallantly to overcome the challenges of COVID throughout 2022, and I hope you can take some time to pause, reflect and reconnect with family and loved ones this summer.

Marnie Craig 🐾



Mount Ghomon Farm. Photo Credit: Tourism Australia.

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NOVOTEL IN THE NORTH WEST

Long known as the engine room of the island, Tasmania's North West Coast sits along a coastline overlooking Bass Strait, the stretch of water separating mainland Australia and the island state. Shallow and subjected to strong currents from both the Pacific and Indian Oceans, this body of water records some of the roughest waves and most treacherous sea faring conditions in the world.

There is no one word to describe this part of Tasmania that is as picturesque in parts as it is rugged in others. Fields of delicate poppies are dotted along coast roads and the annual crop of Table Cape Tulip Farm sees this majestic vast cape awash with colourful bulbs each spring.

In contrast, huge jagged pieces of driftwood can be found wedged in piles on rocky shorelines, and the expanse of myrtle, leatherwood and pine trees found in takayna/Tarkine, Australia's largest temperate rainforest and the second largest rainforest in the world, remind us that this is a part of the world that has braced the elements for thousands of years before us.

The North West Coast itself is a hub of industry, innovation and entrepreneurship, boasting cool clean waterways, fertile volcanic soils, lucrative mineral deposits and an enterprising population. To speak of the Tasmanian spirit of backing yourself in to push through and find a way, is to speak of the heart of our North West Coasters.



Paranapple Convention Centre.

After decades of ingenuity across agriculture, aquaculture, forestry, fishing, mining and advanced manufacturing, the secret of this stunning part of Tasmania is finally out, and the region is adding tourism and events to a long list of industries it excels in.

Central to this is the paranapple precinct in Devonport, with the opening in 2018 of the paranapple centre providing a contemporary conference, convention and events centre in the heart of North West Tasmania.

The name paranapple is a local Aboriginal word for the section of the Mersey River that flows through Devonport and into Bass Strait. The floor to ceiling windows on the top floor of the convention centre frame the spectacular view of the mouth of the Mersey River and Bass Strait, serving as a stunning backdrop for business events.

Offering modern facilities for up to 400 delegates, paranapple is located within a stone's throw of accommodation, restaurants, artisan markets, activities and attractions, with the airport less than 10km away.



Ghost Rock Wines. Photo Credit: Kelly Slater.

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The convention space converts into three separate rooms, suitable for smaller conferences, trade shows or workshops. Plenary rooms are available in the adjacent paranapple arts centre, together with multiple break-out rooms throughout the art gallery, and there is even a freight elevator capable of moving vehicles!

Significantly increasing the North West Coast's capacity to host larger conferences and events is the hotly anticipated opening of the Novotel Devonport last month. Overlooking the Mersey River, the four star hotel offers guests a selection of 187 spacious accommodation rooms including standard, superior and deluxe guest rooms with a choice of city or river views, in addition to a selection of luxurious executive suites.

Restaurant and bar Mr Good Guy offers diners a flavour filled menu of Southeast Asian street food, utilising the best Tasmanian produce. The hotel also has 24 hour room service, 24 hour fitness centre and direct access to the paranapple convention centre.

Known as an agricultural hub and food bowl, it is therefore not surprising that the region is home to a number of nearby agritourism venues for offsite functions. Ghost Rock Wines is nestled amongst the patchwork of fields dotted along the coast line of Wesley Vale at Northdown.

Unashamedly the Ghost Rock team refer to their part of the world as 'God's Country', with their Vineyard overlooking the ever changing vista of Bass Strait.

Here at Ghost Rock the team are all about the wine, offering tastings and a modern lunch menu featuring fresh local produce at their vibrant cellar door, making a visit to Ghost Rock a truly unique Tasmanian wine experience.

Slightly further afield is Mount Gnomon Farm, set amongst the Dial Ranges, a tract of wilderness that spans from the township of Penguin to Cradle Mountain. Owner Guy and his family call this place home, along with their free range pigs, chickens, sheep, cows and a host of international and local guests!

Mount Gnomon Farm has its own restaurant, farm butchery, 1000 tree cider orchard and beautiful French style gardens.



Novotel Devonport.

The recent addition of a barn has added all-weather capability to host up to 250 guests seated, providing delegates with an immersive farm experience offering a connection to land and opportunity to learn about regenerative and sustainable agriculture.

The North West Coast is home to a great many industry experts, innovators and entrepreneurs, all with an interesting story to share. The Business Events Tasmania Team can, and regularly does, connect event organisers with our broad network of Tasmanians to enhance conference programs through presentations and study tours.

A business event in the North West Coast's contemporary amenities is free from the noise and clutter of larger destinations. Representative of the vastness of the ocean it overlooks, the paranalpe precinct offers delegates the space and time to get to the heart of what really matters, amongst a community of locals who already know. ♥

**BUSINESS
EVENTS
TASMANIA**



SEE CLEAR HERE

It's easier to think differently when everyone around you already is... ours is a culture of connection – to this place, to each other and to what really matters. Our passionate tourism and hospitality industry values collaboration over competition to showcase our beautiful island and help delegates find the time and space to get to the heart of what really matters.

Business Events Tasmania thanks our strong, committed team of valued event partners for their assistance in hosting a memorable PCOA 2022.

Destination Sponsor: City of Launceston



Classic Sponsors: Kinetic | paranaple convention centre | The Tasman a Luxury Hotel
Scene Change | Island Entertainment | BW Events | Flint Kitchen | Movenpick Hotel Hobart

Trade Stand Sponsors: Crowne Plaza Hobart | The Vibe Hotel Hobart | Blundstone
Arena | Princes Wharf 1 | Peppers Silos Hotel | Novotel Devonport | Ibis Styles Hobart

NEW & NOTEWORTHY

Created by award-winning palawa and Walpiri woman Nunami Sculthorpe-Green, takara nipaluna is a powerful tour teaching participants about palawa (Tasmanian Aboriginal) history and the city of nipaluna/Hobart. Nunami's tour gives voice to the palawa perspective and continued presence within the modern city, exposing the layers of history beneath the asphalt. The walk follows the route taken in 1832 by members of the Aboriginal resistance, retracing their steps as they progressed to the old Government House to negotiate an end to the Black War.

www.theatreroyal.com.au 🐦



Mona Foma is iconic. Mona's summer festival of art, music and other stuff held across two weekends in February – Launceston 17–19 February and nipaluna/Hobart 24–26 February. It is an eclectic showcase of bands, performance, art, food and booze. This year's festival program includes a film noir opera, book club of sonic librarians, group exhibitions of artists envisioning 'blackened utopias', existential threats and the general idea of apocalypses... and headline act Bon Iver playing in the south. Head to www.monafoma.net.au for full program details. 🐦



Mona Foma Launceston. Photo Credit: Jarrad Seng.



Leading the way in sustainable touring, one year on since launching their first Tesla Model 3 electric cars, Drive Car Hire have added to their fleet welcoming Tesla Model Y vehicles to the range. This provides further options for travellers wishing to reduce their emissions while travelling around Tasmania

www.drivecarhire.com.au 🐦

Princes Wharf No.1 (PW1) is Tasmania's premier unique, multi-purpose function and event venue. Located on the scenic waterfront in the heart of the historic Salamanca Precinct, PW1 is just a five-minute walk from central Hobart, major hotels, restaurants and activities.

This landmark venue can host events for 100 to 1,500 delegates, with spectacular views of the Derwent River and kunanyi / Mt Wellington. The venue is fully heated and equipped with a large commercial kitchen. It can be divided into smaller or distinct sections to meet the scale of all corporate events, including trade shows with 200 booths, conference dinners for 1,300, cocktail events for up to 4,000 and plenary / theatre sessions. With level internal venue access for event bump-in / out, including semi-trailer, forklift, multiple car and truck access, PW1 is operated by a local, knowledgeable, helpful and flexible venue management team.

www.princeswharf1.com.au 🐾



Princes Wharf No.1.

Overlooking the stunning Derwent River in Hobart, Blundstone Arena Function Centre offers a unique range of modern and flexible function facilities and first-class corporate hospitality packages. With panoramic views, state-of-the-art audiovisual equipment and an exceptional culinary experience, Blundstone Arena Function Centre is a popular choice for offsite events.

From the intimate setting of the Chairman's Room to the impressive Century Room, there are a variety of function areas that can cater for groups between 15–400 people. As the home of cricket in Tasmania, the team at Blundstone can also facilitate speakers from within the state's line up for event organisers seeking to enhance their programs with inspirational and motivational presentations from Tassie's cricket elite.

www.blundstonearena.com.au/function-centre 🐾



Blundstone Function Centre.



Locally sourced, seasonally driven and cooked on fire, Flint Kitchen is owned and operated by renowned Tasmanian Chef Scott Heffernan. With or without power, in palaces or paddocks, Scott and his team deliver menus of fresh Tasmanian seasonal produce for guests and delegates to enjoy in some of the state's most interesting off site venues.

www.flintkitchen.com.au 🐾

EAT WITH US

Falling in love with a former mental asylum is quite the juxtaposition... but that's exactly what happened when Rodney Dunn and Severine Demanet found the beautiful Bronte building in New Norfolk's Willow Court, the historic town's old mental asylum.



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Rodney Dunn in the Agrarian Kitchen Garden.

Already well known for The Agrarian Kitchen Cooking School and Farm established within their home in The Old Schoolhouse in Lachlan, the pair were seeking a property for the next chapter of the agrarian journey when they found their current location in Southern Tasmania's picturesque Derwent Valley, just 35 minutes from Hobart.

Despite a harsh and difficult history and being abandoned for many years, Rodney and Severine saw immense potential

in this vast space with large windows and high ceilings lined with original ornate pressed tin. After a lot of hard work, in June 2017 The Agrarian Kitchen Eatery welcomed its first diners, and in doing so, reset the trajectory of this once haunting site, that is now a vibrant place for people to gather in celebration of fine Tasmanian produce.

For Rodney and Severine a truly local food experience is the essence of The Agrarian Kitchen Eatery, growing over 95% of their own produce in the



Agrarian Kitchen Eatery. Photo Credit: Al Bett.

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Eatery's walled garden spanning one acre and established in a former exercise yard behind the Bronte building. The remainder is sourced from their own farm, the community garden across the road or a network of local gardeners, producers, farmers and fisherman. The daily menu is seasonal and is weeks, months and sometimes years in the making, beginning when seeds are planted.

Fundamental to the kitchen is cheese making, whole animal butchery, smoking, fermentation, wood-fired cooking, bread making and charcuterie, culminating in a menu of ingredients of integrity that speak for themselves and produce that is at its very best the day it is served.

An accomplished chef and food editor completing his apprenticeship at Tetsuya's and working for Australian Gourmet Traveller for a number of years, Rodney has developed strong relationships with the region's growers and farmers, allowing his team to cook good authentic food with real ingredients.

In 2020 the kiosk opened as a casual outdoor food offering with a seasonal menu utilising the Agrarian's amazing produce in pastries, cakes, sandwiches and salads, that sees many a Hobart local driving up to the Derwent Valley to sit on the lawns in front of the Eatery and soak up the sunshine every weekend.

Coming full circle, Rodney and Severine have recently reopened the cooking school on site, which along with the garden, provides a space for learning, insight and inspiration where visitors can take garden tours, cooking classes gather ingredients for the day or where keen gardeners garner knowledge during workshops.

The Agrarian Kitchen Eatery is a favourite stop on Business Events Tasmania famils, where groups enjoy the warm and generous hospitality of Rodney and Severine over lunch in the private dining room. With a focus on food provenance, there is a story of collaboration, enterprise and imagination behind each course and time and again guests are captivated as Rodney explains the ingredients in great detail.



Agrarian Kitchen Eatery. Photo Credit: Adam Gibson.

At Business Events Tasmania when working with our clients to develop itineraries and encourage event organisers to hold a business event in the island state, we often speak of the Tasmanian way of backing yourself in to achieve success.

Sometimes it can be hard to summarise this concept succinctly in words, but we are fortunate to have so many examples of this spirit and tenacity within our community.

Rodney and Severine's endeavours of opening an eatery amongst the grounds of a deserted asylum in a small regional town to acclaim, growth and success, perfectly illustrates precisely the leap of faith we mean. 🐾

THE AGRARIAN KITCHEN EATERY

11a The Avenue
New Norfolk Tasmania

P (03) 6262 0011

W www.theagrariankitchen.com



paranapple convention centre



www.paranappleconventioncentre.com.au | functions@devonport.tas.gov.au | 03 6420 2950

The paranapple convention centre is a contemporary events space in the heart of North-West Tasmania. Spacious and flexible, with state-of-the-art resources, the centre takes advantage of its riverside location and spectacular views.

- 350 Banquet / 800 Theatre Capacity
- Multiple Breakout Spaces
- Centrally Located
- In-house Technical and Production Team
- On-site Catering
- 500 Space Carpark
- Close to Accommodation
- 6 Daily Flights from Melbourne





Wrest Point Lawns, Hobart.

CONFERENCE WITH US

It's a simple fact, business events in Tasmania are not the same as other destinations. This is because a strange thing happens when you arrive in Tasmania. Your thoughts start running at the pace they were meant to, and you start to see things differently.

For these very reasons, often our island state battles the misnomer that we are too small to host larger association conferences, but this could not be further from the truth. Not only does Tasmania have the capacity to host events of up to 1100 delegates, we also do it in our unique style, enhancing event programming by providing opportunities to deliver an immersive Tasmanian experience for large delegate numbers.

One of Tasmania's most well-known and biggest conferencing venues is Hotel Grand Chancellor Hobart. Overlooking Hobart's picturesque working harbour, Hotel Grand Chancellor Hobart has facilities for 1100 delegates, 11 flexible function spaces and can accommodate 125 trade exhibition booths.



A recent refurbishment of guest rooms at the hotel is now complete, further enhancing the offering of Tasmania's largest purpose-built conference and events facility. The contemporary rooms are spacious with a tasteful interior, many enjoying picturesque views of Hobart's River Derwent and kunanyi/Mount Wellington.

Adept at hosting larger association conferences, the team at Hotel Grand Chancellor Hobart guided by General Manager Ralph Freckelton, have come up with creative ways to amplify the delegate experience onsite, by providing a quintessentially Tasmanian experience in-house.



Hotel Grand Chancellor Hobart's 'Meet the Maker' events are a carefully curated showcase of Tasmania's finest fresh produce, seafood, wine, whisky, sprits, cheese and chocolate. Tasmanian producers are invited into the hotel to share product, knowledge and tastings with delegates, across a number of food market style booths.

Here, delegates not only get to sample some of the most amazing fresh produce Tasmania has to offer, and is known across the world for, but also personally meet the passionate Tasmanian artisans who have dedicated their lives and careers to their craft of harnessing the elements of their island to create gourmet products... all without leaving their conference venue.



Princes Square Launceston. Photo Credit: Nick H Visuals.

Wrest Point Hotel & Conference Centre is located in the yachting hub of Sandy Bay, just five minutes from Hobart's city centre and 25 minutes from Hobart Airport. Overlooking the River Derwent, the venue has many ways to enhance the delegate experience given this close proximity to the water.

The interior is versatile with multiple spaces for conferences, meetings, trade shows and events. Outside, the sprawling grounds and absolute waterfront location is a picturesque and truly unique backdrop for cocktail functions or marquee dinners on the lawns, set against mesmerising water and mountain views. A private jetty also gives exclusive access for water transfers and ferry touring on the River Derwent, offering direct access to several waterfront locations, including Mona.

In historic Launceston, popular conferencing destinations include Hotel Grand Chancellor Launceston right in the heart of the city and Country Club Tasmania located amongst picturesque bushland surrounds just minutes from the Launceston airport and CBD.

Country Club has a range of indoor and outdoor spaces available, with a professional and experienced events team. Their passionate team of chefs work with clients to deliver bespoke menus from a casual BBQ on the driving range, to a gourmet dinner for hundreds overlooking the resort's 18 hole golf course. Country Club has 182 hotel rooms with 4.5-star facilities in a selection of accommodation types, allowing delegates to stay on site close to all amenities.



Delegates walking along Hobart's Waterfront.

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With easy access to local activities and experiences in one of Tasmania's most walkable cities, Hotel Grand Chancellor Launceston offers flexible facilities, including eight dedicated conference and event rooms, ideal for conferences, incentives, trade shows and gala dinners.

Tasmania's spacious and accommodating conferencing venues allow us to host events of scale right around the state, with our small geographic size working in our favour.

A business event in Tasmania puts delegates right at the heart of the action for conference programs seeking to include study tours or site visits to connect with our key industry sectors across agriculture, renewables, Antarctic and Southern Ocean research and science and technology to name a few.

Our cities are easily walkable and hotels and offsite options are readily accessible from our major conference venues. These key factors make Tasmania an island that connects delegates to our people, our place and our culture.

Tasmania's strength as a business events destination is that we can host business events for large numbers without compromising on this connection. Down here, taking a different look at the world is the rule of the day, and Tasmania is a place where delegates can leave behind the noise of the everyday to get to the heart of what really matters.



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

mures.com.au



CHAT WITH A LOCAL PROFESSOR CATRIONA HURD

In February 2023 Hobart will host the 24th International Seaweed Symposium, 'Seaweeds in a changing world', a fitting location given Tasmania is a global hotspot for seaweed diversity with more than 750 named species and many endemic species.

Professor Catriona Hurd is based at IMAS Hobart and studies seaweed physiological ecology, being the physiological responses of seaweeds to their abiotic and biotic environment. A Tasmanian local since 2013, Catriona shares some of her insights on our island state below.

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

I moved here for work, to study how climate change is affecting seaweed populations. It was the best move I ever made!!

Tasmania is the most beautiful place, and I feel very privileged to live here. I also adore Hobart, it's such a vibrant city with very liveable suburbs – is there a suburb in Hobart that does not have a stunning view of the mountain, river or sea? If so, I have yet to find it!

I love that the city has a real downtown area with shops, cafes, restaurants and I don't have to drive to a mall like most state capitals!

Professor Catriona Hurd.



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

It's such a laid back and chill place compared to other places I've lived.

THE MOST REWARDING PART OF MY ROLE IS...

I am passionate about teaching undergraduate students about algae, supervising research students and most recently working with local companies to help develop a sustainable seaweed industry in Tasmania.

The most rewarding part of organising the International Seaweed Symposium is seeing so many people from Tasmania embrace the event. Many people have contacted me and as a result we have a fabulous seaweed art exhibition showcasing seven Tasmanian artists opening at IMAS in December curated by Caroline Choi. Also, being able to 'show-off' Hobart to more than 500 conference delegates, many of which are from overseas and interstate, is a great thrill.



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

Maria Island (...Mount Field,
Bruny Island)

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

Its actually not that cold...

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

been to the North West Coast -
spectacular.



**MY FAVOURITE
TASMANIAN:**

COFFEE SPOT:

Sadly I no long drink coffee
but love Daci and Daci for a
cuppa tea and macaron

CHEEKY TIPPLE:

Obviously gin and tonic made
with Tasmanian gin!

TASTY TREAT:

Bruny Island cheese

SECRET LOCATION:

Verona Sands

**PLACE TO ENJOY THE
GREAT OUTDOORS**

Lake Pedder

**INTERNATIONAL SEAWEED
SYMPOSIUM**

W <https://iss2023.net/>

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