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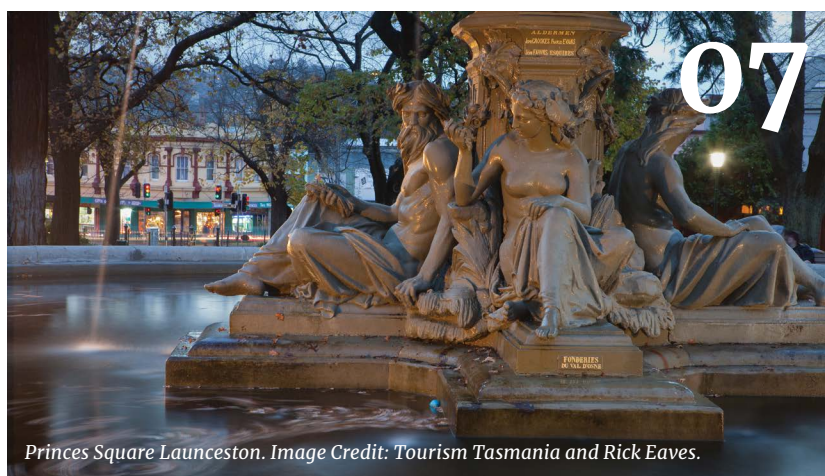
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3

To advertise in Business Events Tasmania please contact Taryn Reid
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In recognition of the ancient history and culture of this island, we acknowledge the Tasmanian Aboriginal community as the traditional owners and continued custodians of the land and waters of *trowunna* | *lutruwita*/Tasmania, upon which we live and work.

CONTENTS

- 04 Welcome from the CEO
- 07 Destination Launceston
- 09 New & Noteworthy
- 14 Institute of Brewing and Distilling 2025 Asia-Pacific Convention
- 17 Conference With Us
- 21 Eat With Us
- 25 Stay With Us
- 28 Hobart Airport
- 30 Chat with a local

Cover Photo: Kings Bridge, Cataract Gorge Reserve. Image Credit Jason Charles Hill.

WELCOME FROM THE CEO



Welcome to the winter edition of Business Events Tasmania. I write this edition's welcome to you from a chilly Hobart, which has seen more than a dusting or two of snow atop our stunning backdrop, kunanyi/Mount Wellington.



Dark Mofo Winter Feast. Image Credit: Jarrad Seng.

This cold snap hasn't stopped us in our tracks, and as is customary for June, Tasmanians and visitors alike were out in force celebrating the cold and dark at Dark Mofo, a two week festival of public art, live music, performance, feasting and nocturnal revelry.

This year marks a decade since the first Dark Mofo, that each year enlivens the city of Hobart. Ritualistic, the festival invites patrons to write down their deepest fears and place them in the belly of an Ogoh-Ogoh, which then, based on a Balinese Hindu purification practice, goes up in flames on the last Sunday of the event.



View of Launceston City. Image Credit: Tourism Tasmania and Rob Burnett.

Dark Mofo always draws to a close with the infamous Winter Solstice Nude Swim, which sees around 2000 swimmers wearing nothing more than a red swimming cap, braving the bracing dawn depths of a popular local swimming beach just outside of Hobart, on the shortest day of the year.

What started out as a festival designed to shock, awe and draw visitors to Tassie in the depth of winter, is now a celebration of both the darkness, and promise of new light in the southern hemisphere that comes at this, the coldest time of the year.

Ten years into this annual event, Tasmanians are devotional in their pride for Dark Mofo. When

we once hibernated, we now don a Tassie Tuxedo (puffer jacket) against the cold and rejoice in the elements. We thrive.

For these reasons and many more, Dark Mofo is representative of why our job at Business Events Tasmania, of promoting our home as a business events destination, is so rewarding.

For the Tasmanian way to see things differently, to persist and to push through, and to get to the heart of what really matters, isn't just on display for two weeks in June and it doesn't just happen in Hobart. These traits are endemic to our island and through a culture of conviction, we live and breathe them year

round, right across our state.

For Tasmanians like acclaimed chef Scott Heffernan, featured in this month's Eat With Us section, this is a way of life. So heavily influenced by his childhood spent outdoors on Tassie's rugged West Coast, he was inspired to leave behind traditional bricks and mortar kitchens to establish 'Flint Kitchen'. An off grid fire trailer centred around a wood fired pizza oven, Flint Kitchen can cater in places with or without power, in palaces or paddocks, working with clients to create truly special events.

Our feature article on Launceston showcases this dynamic city that ticks all the boxes for a truly unique business event, and we chat with local Sam Reid, Tasmanian tourism industry stalwart and Co-founder of the city's recently opened Du Cane Brewery and Dining Hall, inspired and named for Tasmania's Du Cane Mountain Range.

In Tasmania, we know who we are and we know what we offer. When we invite you to host your business event in our island state to 'See Clear Here', we are certain your delegates will feel their thoughts start flowing at the pace they were meant to and that they will start to see things differently, as we locals take a different look at the world as the rule of the day.

When conferencing and eventing in Tasmania, you will find the space to find what matters. As 2000 naked swimmers at first light on winter solstice will attest, Tasmania is a place that opens your mind, while keeping you grounded. Here you will see things as they truly are.

Marnie Craig 🐾



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City Park Launceston. Image Credit: Chris Crerar

DESTINATION LAUNCESTON

Anywhere you go in the North of Tasmania you will find a culture of conviction, a place where the people back themselves and pursue goals, no matter what stands in their way.

As the gateway to Northern Tasmania, Launceston is an eclectic city with heart and soul. For business events delegates, this translates to a conference or event experience unlike any other, in a city with an understory of history, culture and community spirit at every turn.

Set on the banks of the North Esk River and kanamaluka/ River Tamar, Tasmania's second largest city, has a rich history, spanning back 40,000 years to

the tribal groups known as the Leterremairrener, Panninher and Tyerrernotepanner peoples, who lived in the Tamar.

The stunning Cataract Gorge sits as the dramatic backdrop to Launceston, that also takes in views of the striking alpine plateau of Ben Lomond National Park, home to one of Tasmania's two ski fields. One that members of the Northern Tasmanian Alpine Club will attest, is a slope that if mastered, toughens you up to ski almost anywhere in the world!

As one of Australia's oldest settlements, Launceston has an amazingly well preserved cityscape of architectural styles from Georgian to mid-20th century, and a meander through the picturesque city centre features many leafy parks and town squares.

With so many visual reminders of Launceston's past amongst the heritage streetscapes, it is a city that honours its history and culture through visitor experience. The Queen Victoria Museum and Art Gallery is Launceston's home of art, history and science, and there are a number of venue spaces contained within the museum's walls suited to corporate events.

Similarly Design Tasmania located on the edge of Launceston's City Park combines world-class heritage with contemporary architecture, as a purpose-built exhibition space that is home to the world-renowned Design Tasmania Wood Collection, and an exhibition program of

contemporary craft and design.

Beyond history and culture, there are many diverse elements contributing to Launceston's rare combination of country charm with metropolitan convenience.

It is home to a thriving university hub including the Australian Maritime College, a cohort of sports mad AFL supporters, and a vibrant hospitality sector offering up an impressive collection of restaurants, local cafes, breweries and boutique wine bars.

As a business event destination Launceston has venues capable of hosting events for up to 500 guests, and delegates will find themselves in an easy to navigate city with accommodation, conference facilities and offsite venues all within close proximity of the CBD.

It is also the promise of what lies just beyond the city that makes Launceston such an exciting business event destination. The Tamar Valley Wine Trail is a beautiful stretch of rolling hills and green pastures that is the pioneering home of Tasmania's viticulture sector.

Less than 40 minutes' drive from the heart of the city reaches Bell Bay, an industrial advanced manufacturing hub and the site of the Tasmanian Green Hydrogen Hub Project, designed to kick start the state's hydrogen economy.

In almost any direction you travel out of Launceston, you will find prime agricultural land and once a year, the city hosts agriCULTURED, a weekend that celebrates the sector and its contribution to the state's culture, community and economy.



Swimming Pool at First Basin, Cataract Gorge Reserve. Image Credit: Nick H Visuals.



Design Centre Tasmania. Image Credit: Chris Crerar.

In 2022 organisers of the Australian Industrial Hemp Conference were impressively able to include a study tour for delegates that took in every element of the industrial hemp process in Tasmania from sowing to end product manufacturing, all on the doorstep of their conferencing venue and all in one day.

Of course no profile of Launceston would be complete without mention of the passionate community that is the driving force behind this dynamic city.

A community that banded together to lobby their city's case to become one of only two Australian cities to be named a UNESCO City of Gastronomy, and one of only 49 cities worldwide to join this prestigious global

network. Fitting for a place with one of the nation's best weekend Farmers' Markets held every Saturday.

A number of Visionaries in Business Events Tasmania's Visionary Program live and work in Launceston, and are always thrilled to share their expertise and insights from a range of key sectors for the region, enriching conference programming with valuable local knowledge.

Defined by living history, industry and innovation, and a proud community, Launceston embodies our message to travel to Tasmania to 'See Clear Here'. It is a business events destination that offers delegates so much beyond the conference program and is perfectly aligned with a number of key sectors of Australia's economy. 🐾

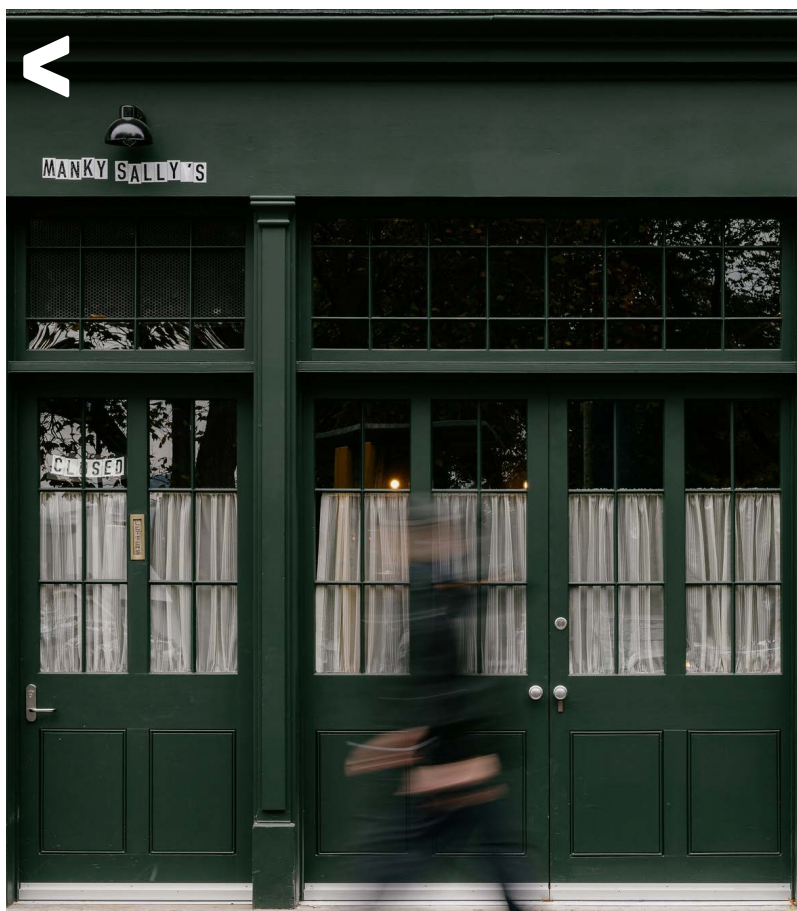
NEW & NOTEWORTHY

The team behind Mona's Moo Brew have opened the doors of their newest venture Manky Sally's, on Hobart's iconic Salamanca (get it?) Strip. Manky Sally's features a nano-brewery, serving up new brews and local bites in an eclectically luxurious setting.

With a focus on the reclaimed and repurposed, the interior décor and fittings have been sourced from some unusual and farflung locations, including vintage Axminster carpet from a cottage on Maria Island, and some treasures from Mona's own warehouses.

With ferry services connecting MONA to Salamanca, a visit to Manky Sally's is a perfect stop for delegates exploring Hobart during their stay.

www.moobrew.com.au/pages/manky-sallys 🍷



Frida's Sip & Paint offers interactive and inclusive step-by-step canvas painting workshops, creating a fun environment for team building and corporate and incentive events. Art materials are provided, while PCOs can arrange catering and beverage packages with local providers for private events. The best part? At the end of the event, everyone goes home with their own personal work of art as a memento of the occasion!

www.fridas.com.au/our-studios/hobart 🍷



Opened in 2020, 7K Distillery houses the beautiful copper still that was created entirely by hand by owner Tyler, built with an ethos of environmental consciousness and waste minimisation.

7K's spirits are craft whiskies, gins and cocktail essentials made with the best fresh ingredients, with as many as possible sourced from farms close to the distillery.

Tours of the distillery are offered, where guests get the chance to walk in the production space of the distillery, meet the skilled people behind 7K Distillery's innovative spirits and enjoy a tasting and a chat with the team.

www.7kdistillery.com.au 🍷

10

Situated in an historic flour mill in Hobart's picturesque waterfront precinct, the team behind restaurant Stock Market is focussed on supporting Tasmanian growers, suppliers and creators.

With divine dishes curated by award-winning chef Josh Retzer, using the finest produce, Stock Market offers brunch, bottomless brunch, drinks, dinner and services to host your next function.

www.stockmarketrestaurant.com.au 🍷



Congratulations Launceston – recognised at the most recent national Mainstreet Awards in May, with the city’s events and marketing initiatives to activate the city centre taking home three first place awards.

The organisation formerly known as Cityprom was acknowledged in the events category for its NORTH Festival and in the marketing category for its in-house branding and promotion of its winter event Fire & Fog, as well as receiving a judges’ choice award for ‘Best regional main street or town centre’ for its efforts and achievements in activating and marketing the city centre.

Launched more than 20 years ago, the Mainstreet Australia Awards recognise and celebrate the achievements of the people, programs and organisations that ensure the ongoing success and survival of Australia’s main streets.

Launceston is the gateway to Tasmania’s north. An easy to navigate, walkable city with the capacity to host up to 500 delegates, the city offers direct access to industry experts and leaders in agriculture, maritime research and uniquely Tasmanian experiences. 🐾



Tasmanian Destination Events exists to deliver unique experiences right across Tasmania.

As a full service event and destination management agency based in Hobart, Tasmanian Destination Events bring decades of expertise in running conferences, incentives and events.

Inspired by Tasmania’s natural beauty, exceptional produce and remarkable people, the team is passionate about providing their clients the best Tasmania has to offer.

Tasmanian Destination Events offer a range of products including meetings, incentives, conferences, activations, exhibitions, awards dinners, tours and activities, and travel arrangements.

www.tasmaniandestinationevents.com.au 🐾



Looking for a venue that has restaurant quality experience and feel with a focus on premium local produce and award-winning Tasmanian wines? Look no further than The Lounge by Frogmore Creek.

Sister property of the award-winning Frogmore Creek Cellar Door and Restaurant in the Coal River Valley, The Lounge Bar and Restaurant is an elegant space with plush furnishings and a relaxed atmosphere.

Guests will take in waterfront views overlooking Constitution Dock, Hobart city and kunanyi from the covered (and heated) deck that wraps the venue. Whilst the sophisticated interiors comprise two separate spaces, allowing for privacy and exclusivity depending on the occasion.

The Lounge by Frogmore Creek is a stylish and flexible option, perfect for offsite dinners, incentive groups, meetings and small conferences, offering dining packages that showcase the freshness and provenance of Tasmanian produce coupled with Frogmore Creek's award-winning wines.

www.frogmorecreek.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. Fully heated and equipped with a large commercial kitchen, the venue can be easily 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 🐦



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Bill Lark. Image Credit: Adam Gibson.

14

INSTITUTE OF BREWING AND DISTILLING 2025 ASIA-PACIFIC CONVENTION

Tasmania's first foray into whisky distillation was enterprising, but short lived. The Sorell Distillery was opened on the banks of the Hobart Rivulet in South Hobart in 1822, close to the site of the iconic Cascade Brewery. This was closely followed by another 16 legal distilleries dotted across the island, along with plenty of illegal ones.

In fact, it is said that Tasmania was intended to be a bread basket for Sydney and the rest of the colonies, growing barley grain to be used as a good food source. However, Tasmania has always been a state known for innovation and maximising the opportunities available to us, and instead much of this

grain was used by locals to fuel a burgeoning distillation industry!

This did not sit well with Lady Jane Franklin who in 1838 declared "I would prefer barley to be fed to pigs than it be used to turn men into swine."

A woman accused of using undue influence with her husband in

his official role, Governor John Franklin outlawed the distilling of spirits in Tasmania that same year.

Fast forward over 100 years, when in 1989 on a trout fishing trip with his father in law in Tasmania's pristine Highlands (which presumably involved a dram or two), Bill Lark pondered why there wasn't anyone making malt whisky in Tasmania.

Bill, along with his equally curious wife Lyn, researched further, and their inquiry into the details of obtaining a distillation license led to the discovery of Australia's antiquated distillation laws and

eventually, to their amendment.

In 1992, the Lark household became the first Australian distillery to produce single malt spirit in 154 years. Since then, Tasmania's distillation sector has done an incredible amount of work to become one of the key whisky producing regions in the world.

It is this work that has led to the decision by the Institute of Brewing and Distilling (IBD) Asia Pacific to bring its 2025 Asia-Pacific Convention to Tasmania.

Cam Brett the president of the Tasmanian Whisky and Spirits Association, said Tasmania would not have been considered to host the convention in the first place if the state was not known for the quality of its whisky and the quality of its whisky makers.

"It is a real tick of approval in our state's industry from the institute," he said.

"Tasmania set itself to be known alongside Scotland and Japan as one of the three major whisky-producing regions in the world.

"We are starting to become known and spoken of in this regard."

A status that is further demonstrated by the fact that Tasmania is home to two members of the Australian Distillers Hall of Fame, with Bill Lark and Patrick Maguire both inducted.

The convention which received funding from the Tasmanian Government's Business Events Attraction Fund is expected to draw 450 international and domestic delegates to Tasmania.

Tasmanian based IBD Asia-Pacific board director Anne



Gigney, said the institute would pull together a dynamic itinerary to showcase the state's brewers and distillers, and Tasmania's incredible food scene and natural environment, which is of course perfectly suited to whisky and beer production.

"Our goal is to provide our national and international guests the opportunity to experience as many distillers and brewers, small and large, while they are here, while also connecting with the best technical content available for the industry," she said.

"There's much excitement about Hobart as the home for the 38th Asia-Pacific Convention."

From Hellyers Road Distillery in the north west of the state, all the way to Australia's southernmost distillery McHenry's, resting on the side of Mount Arthur on the Tasman Peninsula, Tasmania is home



to more than 60 distilleries and 40 craft breweries alongside the iconic Cascade and Boag's Breweries.

Far from our fledgling moonshine days, and all now legal and above board, Tasmania's brewing and distillation industries are now a key sector exporting quality product across the globe, that even our Lady Jane would be proud of! ♡



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Ready, Set, Hobart! First National Convention 2023, Crowne Plaza Hobart

CONFERENCE WITH US

17

As an island state, it is our culture of connection where people can't help but be connected to this place and each other, that time and again brings us together to achieve excellence across a range of key sectors.

For Tasmania's business events sector, this translates to a tourism and hospitality industry that would rather collaborate than compete, to host truly unique Tasmanian business event and conferencing experiences that deliver beyond expectation.

In May, Hobart was host to 650 delegates of the First National

Real Estate 'Ready, Set, Hobart!' Convention. Encompassing a conference schedule, events, awards night and exhibition space, the inspirational leadership team responsible for developing the four day program came to Hobart to have fun!

First National's desire to deliver a convention to bring their delegates together for the perfect blend of learning,

fun, networking and relaxation across a schedule showcasing the organisation's trademark innovative thinking, saw Hobart's team of business event providers collaborate to bring the client's ideas to life.

At the heart of the convention was a collaboration between Crowne Plaza Hobart and function and event space Princes Wharf No.1 (PW1), a unique



Ready, Set, Hobart! First National Convention 2023, PW1.

18

multi-purpose function and event venue located on Hobart's waterfront in the historic Salamanca Precinct.

Through a full hotel buyout of its 235 rooms, Crowne Plaza provided a home away from home for a large proportion of First National's delegates, along with a number of events across the hotel's function and meeting spaces.

With capacity for up to 1500 delegates, the main conference program took place at PW1. Flooded in natural light and overlooking Hobart's waterfront, PW1 has full AV capability and more than enough room to accommodate all facets of conferencing from plenary, breakout sessions, exhibition space, and catering, to suit individual event requirements.

Generously proportioned outdoor decking and a forecourt brings further flexibility at PW1.

In a first and at the suggestion of the client, Crowne Plaza's experienced kitchen and events team supported the main conferencing activity with the large scale off-site catering required, to treat delegates to a seasonal Tasmanian dining experience throughout the course of the convention at PW1.

Across both venues, agility and innovation injected fun into the program, with a black tie gala dinner, 'Australiana' themed BBQ and fairground with classic old school dodgem cars installed on the forecourt of PW1! At Crowne Plaza, delegates enjoyed a cocktail reception with flair, and paying homage to the island state, a beach themed high tea served at Aura, Crowne's rooftop restaurant and event space with panoramic mountain, city and harbour views.

For First National Chief Executive Ray Ellis, the company's vision for the convention was brought to life and he says he and his team were thrilled with their choice of destination for the 2023 convention.

"As Australia's largest network of independent real estate agents, First National Real Estate selected Hobart to host its 2023 National Convention. Tasmania proved a drawcard destination, enabling our business to attract over 650 delegates – the largest Convention in First National Real Estate's history."



Ready, Set, Hobart! First National Convention 2023, PW1 Forecourt.

“PW1 was an exceptional space to work creatively within. It enabled my team to deliver a unique experience for our delegates, many of whom extended their stay to further explore Hobart and Tasmania. Our delegates were comfortably accommodated across the Movenpick, Crowne Plaza, Grand Chancellor and Mantra hotels, and we exclusively used local suppliers, providing them with some of their biggest orders for the year.”

Hobart’s ease of walkability enhanced the delegate experience, with guests staying across a number of quality hotels all within easy walking distance of PW1. This morning commute on foot taking in the sights, including fishing boats on Hobart’s dock, or the city’s many leafy parks or heritage listed sandstone buildings, provided the perfect start to each day.

Collaboration and cooperation over competition played a huge part in the success of delivering an event with this many moving parts, and is a prime example of how we work together in Tasmania to create tailored, bespoke events outside of the box.

The First National Convention is a case in point of our ability to meet and exceed client expectations, so if when considering Tasmania as a business events destination you at first don’t see what you need, we invite you to contact us to discover what we can make happen. 🐾



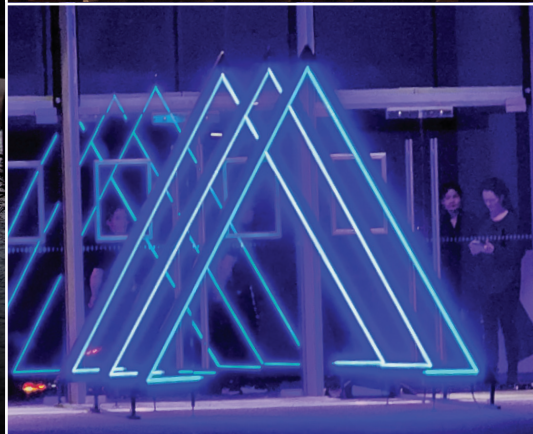
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EAT WITH US

A love of Tasmania's wilderness and wide open spaces was the catalyst for Chef Scott Heffernan to move out of restaurant kitchens and start up his own mobile catering company 'Flint Kitchen'. A boutique Tasmanian business, Flint Kitchen is perfect for a unique venue and can cater to places with or without power, and as Scott says, in palaces or paddocks!



Flint Kitchen.



Chef Scott Heffernan. Image Credit: Cassie Sullivan.

Scott became a Tasmanian at the age of three, when his parents left farming life in regional Victoria for the township of Zeehan on Tassie's Wild West Coast. Once called The Silver City in reference to the lucrative silver-lead deposits discovered near Mount Zeehan in the late 1800s, Zeehan's history is a story of the boom and bust fluctuations endemic of small mining towns the world over.

Scott's father, pretty handy with a footy, was recruited to the town during one of these booms as the Captain/Coach of the mighty Zeehan Bulldogs, and took up a day job in the mining industry. For a young Scott, this was the beginning of an adventure filled, quintessentially Tasmanian childhood, spending time between home at Zeehan and the family shack at picturesque Trial Harbour, a half hour drive away, and once bustling port that supported Zeehan during the peak of mining activity in the town.



Flint Kitchen cooking on fire.

22

It was in these places that Scott's love for nature and being outdoors was ignited. Although early on in his career he spent some time off island in the kitchens of renowned Melbourne establishments Vue de Monde and The Stokehouse, before travelling and working around Europe and South East Asia, ultimately the Tasmanian lifestyle drew him back home.

His last 'bricks and mortar kitchen' before Flint Kitchen was Frank on Hobart's waterfront, where a menu of South American influenced cuisine was prepared on an Asado Grill. A self-confessed firebug since childhood, it is therefore not surprising that Flint Kitchen is in fact an off grid fire trailer

centred around a cast iron pizza oven, that can be transported to almost any location around the state.

"I absolutely love cooking with fire, not only for the depth of flavour it provides, but also the challenge it presents," says Scott.

"When cooking with this live element you need to be really engaged with the process and constantly tending the fire, whether that is building it up to sear meat at a high temperature, or letting it burn down to coals for slow cooking. You have to be really in tune with what is happening to get great results" he explains.

When asked if he misses cooking in a traditional kitchen,

Scott says the flexibility and opportunity to be outside with Flint Kitchen makes this style of cooking hard to beat.

"It's certainly a lot of fun, and since starting Flint Kitchen we've been fortunate to work on a range of event styles in some amazing locations".

In fact, this ability to work with clients to build a truly bespoke event in some of the most inspiring and special pockets of the state, is one of the things Scott enjoys most about Flint Kitchen.

This spirit of community and collaboration is at the heart of Flint Kitchen, with Scott mentoring and guiding the next generation of hospitality professionals through his ranks, even getting his children involved in the family business from time to time!

With a strong focus on sourcing



Flint Kitchen Oysters. Image Credit: Nina Hamilton.

the freshest seasonal product available, these days his prep kitchen is a commercial kitchen at a local bowls club just outside of Hobart, which this acclaimed chef says he loves because it reminds him of the small community clubs in his hometown of Zeehan.

Starting Flint Kitchen has also given Scott and his family the freedom to give back to the community through food and cooking, and plans are afoot for Flint Kitchen to collaborate with a local not-for-profit on their annual Christmas Lunch this

year, providing a festive spread for Tasmanians needing a little extra support on this day.

Locally sourced, seasonally driven and cooked on fire, the Flint Kitchen philosophy of resourcefulness and thriving in the most unexpected of places embodies all that Tasmania offers as an island, where people can't help but be connected to this place and where perspectives are widened.

While Scott's career has taken him into some of the most prestigious kitchens around the world, there is no denying the

indelible mark left from growing up on our rugged West Coast has provided the spark, and much of the creativity behind all that delights and inspires Scott's clients of Flint Kitchen. 🍷

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MACq 01. Image Credit: MACq 01 and Adam Gibson.

STAY WITH US

25

“We are, as a species, addicted to story. Even when the body goes to sleep, the mind stays up all night, telling itself stories.” Jonathon Gottschall.

Positioned on Hobart’s waterfront, Federal Group’s MACq 01 Hotel is a masterwork of storytelling. From concept and design, to the artwork and furnishings placed in the 114 room establishment, tales of Tasmania’s history and character are masterfully weaved throughout.

Conceptualised around stories of those who have shaped the Tasmanian landscape, past and present, from indigenous leaders to convict escapees, to wistful artisans; when researching these stories ahead of opening in 2017, Federal Group documented hundreds of profiles.

No stone was left unturned in this process, with the team knocking on doors in small country towns, to find out about characters who had sway and notoriety, before each story was written, legally approved and captured in illustration.

Poignantly, the very site where the hotel now stands has a long and colourful past, first dating back at least 42,500 years as the home of the Muwinina people, taking care of this country resting between kunanyi/ Mount Wellington and timtumili minanya/River Derwent.

During the 1800s it was known

as Hunter Island and served as the place of many hangings of notorious bushrangers, still buried deep below the contemporary landscape today. Home to Tasmania’s first jetty, Hunter Island became the perfect place to stash ammunition and alcohol far from convicts’ reach.

Hunter Island went on to evolve through many iterations, as a thriving deep water port abuzz with whaling, sealing and shipbuilding activity, before declining into a slum of brothels, poverty, disease and despair with the opening of ‘New Wharf’, now known as Salamanca Place, in the 1830s.



MACq 01. Image Credit: Adam Gibson.

In 1869, businessman George Peacock breathed life back into 'Old Wharf', with his jam making business prospering in the Hunter Street Warehouses. At just 12 years old, Henry Jones began labelling jam tins for Mr Peacock, ten hours a day, six days per week. He eventually took over the empire, naming it H Jones and Co Pty. Ltd. IXL Jams, and became one of Australia's biggest employers.

Under the vision of Federal Group, these warehouses across the road from MACq 01 underwent a metamorphosis, and now house The Henry Jones Art Hotel, and acclaimed restaurants Peacock and Jones and Landscape Restaurant & Grill, to form a hub of island-centric Tasmanian culture with premium dining, art and design, and capacity to hold events of scale.

The magnificent IXL atrium in The Henry Jones Art Hotel is one of the largest glass atriums in the southern hemisphere and captivates the fabric of the



MACq 01 Room. Image Credit: Adam Gibson

original building and glimpses of the old jam factory interior. A popular choice for offsite events for up to 350 guests, it is ideal for events ranging from design, art installations, gala cocktails and dinners.

Once the commercial hub for H. Jones & Co, the Jones & Co. Room remembers its connection to a past era but now facilitates conferences, meetings and special events, with a capacity of 140 guests.

A stay at MACq 01 in the heart of this cultural and events precinct, allows guests to understand what it is to be Tasmanian, with each room dedicated to the story of one of our island's characters depicted by an original artwork by local artist Troy Ruffels.

These personalities live and breathe throughout the property through thoughtful, symbolic design. The lounge pays homage to the Muwinina people and their



The Story Bar MACq 01. Image Credit: Adam Gibson.

culture, whilst the reception area plays on the idea of 'arrival' sharing concepts of early colonisation.

The Story Bar, with impressive vistas over the harbour, features moments that formed Tasmanian society via a series of prominent front pages from Tasmania's dailies, and along with Evolve Spirits Bar, and the restaurants of the precinct, offer an intimate hospitality experience that can be booked exclusively by incentive groups.

MACq 01 of course has all the facilities you would expect from luxury waterfront accommodation, making it popular with corporate incentive groups.

The Hunter Street precinct is home to six premium in house bar and restaurant options, and guests enjoy access to a gym, Tesla Destination Charging, and guest lounge with water and mountain views and open fire.

Built with equal access at front

of mind, all communal spaces within the hotel are wheelchair accessible and there are six equal access rooms and suites available upon request.

It should come as no surprise that a storytelling hotel would have storytellers on staff. These engaging individuals have been handpicked as scholars of Tasmania's past with a gift for captivating delivery, with a number of complimentary tour options available for guests.

The *114 Doors* tour guides guests through the patchwork of stories and artefacts that punctuate the halls of the hotel, while the *Sticky Stones & Secrets* tour wanders behind the scenes of the old Hunter Street buildings, exploring haunts and hangouts of former inhabitants, to discover the traces they left behind. *Hidden Hobart: The View Finder* tour goes from Old Wharf to New Wharf, equipping guests with retro viewfinders to see today's landscape as it was somewhere between 35 – 150 years earlier.

Shouldering the responsibility that comes with the privilege of occupying a waterfront site rich in ancient culture and history, as a storytelling hotel MACq 01 has created a new category of hotel on the island.

This impressive accommodation offering goes well beyond mere historical interpretation, to give guests an enlightening and immersive learning experience amongst comfortable luxurious surrounds. Here at MACq 01 guests are indeed a part of the next chapter in Hunter Island's long and complex story, where they are invited to enjoy this special space and script their own legend. 🐾

HUNTER STREET PRECINCT MACQ 01 HOTEL & HENRY JONES ART HOTEL

18 Hunter St, Hobart TAS 7000

P (03) 6210 7740

W www.macq01.com.au



Take off over Seven Mile Beach.

28

HOBART AIRPORT

For any city or region, the airport is a critical piece of infrastructure, but for an island state like Tasmania, our airports are the absolute lifeblood in connecting us to mainland Australia and the rest of the world.

Hobart Airport plays an integral role not just for Tasmania's tourism and business events industry relying on access to support our visitor numbers, but also the many key sectors in our state dependent on stable and efficient freight lines.

As an agricultural food bowl that is also home to a booming aquaculture and growing viticulture and distilling industries, regular and reliable

freight capacity is necessary to support our economic growth and get our world renowned and highly sought after Tasmanian produce to market across the globe.

The recent announcement that Hobart Airport has received Commonwealth Government approval for its Master Plan, which outlines its vision for the next two decades and paves the way for a runway upgrade, terminal expansion and associated works, is an exciting

and welcome development for our island state's post-pandemic economy.

Hobart Airport CEO Norris Carter says that the approval of the Master Plan means the airport can now focus on preparing the site so works on the upgrade can commence in the coming months.



Hobart Airport CEO Norris Carter.

“It’s an exciting time at Hobart Airport, and we’re now finalising details of the \$90 million runway, taxiway and apron upgrade which has been supported by a \$60 million Commonwealth Government grant.”

“Importantly, it opens up the potential for new passenger flights to hubs like Singapore or Hong Kong, creating one-stop routes from Hobart to Europe and Asia for the first time. These would complement our

existing international flights to Auckland, which connect Hobart not only to New Zealand, but also to the USA and Canada with an easy transit in Auckland.”

As the gateway to Antarctica, the expansion is also welcome news for the Antarctic sector, and Dr Tara Martin, Director of Antarctic Tasmania is buoyed by the opportunities for research and innovation that will come with this major infrastructure investment set to increase capacity and direct flights to the region.

“The Hobart airport expansion is really exciting for the Antarctic sector. The strengthening of the airport’s runway will allow heavier aircraft than currently possible

to land and take off, enabling one-stop international flights to Antarctica”

“This will significantly increase air access to Antarctica through Hobart, create additional opportunities for international research collaboration and further strengthen Hobart’s reputation as a leading Gateway City to Antarctica.”

With passenger growth forecast to 3.5 million per annum by 2030, the terminal design will improve the passenger experience and reduce congestion, with plans to double the size of the current terminal footprint. It is expected that the upgrade will be complete by the end of 2026.

Sitting at a gate lounge waiting to board a flight, it is easy to consider an airport as a place to simply transit through. However this once in a generation investment at Hobart Airport will provide strong economic benefits for our community, while opening new markets and strategically boosting Tasmania’s reputation as gateway to the Antarctic, premium exporter, and business event destination of choice. 🇲🇵

CHAT WITH A LOCAL SAM REID

Despite a penchant for a Tassie Pinot, Sam Reid Co-Founder of Du Cane Brewery & Dining Hall and Willie Smith's Cider is a name synonymous with cider and beer here on the island state.



With Du Cane Brewery & Dining Hall his latest project along with business partner Will Horan, the duo enlisted Tasmanian architectural firm Cumulus (Pumphouse Point, Devil's Corner) to refurb a former outdoor gear store in the heart of Launceston, transforming it into a brewery and dining hall.

The old Allgoods Tent City sign still hangs above the front door, along with an "Inland Fishing Services" sign on the window, with the venue continuing to sell fishing permits! Inside large communal tables crafted from the original floorboards surround a three-sided, glass-walled fireplace, in this welcoming and relaxing space serving Du Cane Beer and hearty fare.

A leader in Tasmania's tourism industry and a Visionary of Business Events Tasmania's Visionary Program, with a love for Tasmania's outdoors and amazing fresh produce, Sam shares some of his favourite Tasmanian places and things below:

I LOVE LIVING IN TASMANIA BECAUSE...

It's easy to access great nature and great produce. Living in



Launceston you are outside of the city limits in 5 minutes and you can head to the beach, the bush or the mountains, whatever takes your fancy and what the weathers up to. We also have so many world class wineries, distilleries and breweries within 40 mins of Launceston that we really are spoilt for choice – Du Cane is a good jumping off point in the heart of Launceston.

THE BEST PART ABOUT MY JOB AS OWNER OF DU CANE IS...

Partnering with the many other amazing small businesses we have in the region. Be it for a Raspberry Sour with Hillwood Berry Farm, a Black Coffee IPA

with Sweetbrew or a Beef and Stout dehydrated camping meal with Campers Pantry, it's fun to work with great partners and making $1 + 1 = 3$.

AN UNMISSABLE EXPERIENCE I ALWAYS RECOMMEND TO PEOPLE VISITING OUR ISLAND STATE...

It depends on what they are into really, but I love to take people on their first mountain biking experiences to the Blue Derby MTB trails, one hour outside of Launceston. They are world class trails, having just hosted the UCI World Championships, and the riding and scenery is



Blue Derby Pods Ride. Image Credit: Toursim Australia.



Triabunna Fish Van. Image Credit: Tourism Tasmania and Rob Burnett.

spectacular. For those who want something more casual you can just ride around the lake on a cruisy green trail and jump in the floating sauna!

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

That Hobart is the second driest capital city in Australia after Adelaide. Because the countryside is so green and it gets cool, people assume that we get a lot of rain down here, but the reality is different.

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

Visited in winter! There are so many festivals and events happening now during winter it's hard to keep up with them all but Dark MOFO is the obvious highlight and Willie Smith's Huon Valley Mid Winter Festival in July is lots of fun, with plenty of hot spiced cider and fires to keep you warm. 🍷

MY FAVOURITE TASMANIAN:

COFFEE SPOT:

Tinka Coffee Brewers just around the corner from Du Cane on Princes Square in Launceston.

CHEEKY TIPPLE:

Of course it's seasonal and location dependent but I think we've got the best Pinot grapes in Australia and so any good Tassie Pinot works for me

TASTY TREAT:

I like to recommend that people visiting try a scallop pie – I think they're pretty good and very unique.

SECRET LOCATION:

The Meander Forrest reserve has some amazing and under promoted bushwalks!

PLACE TO ENJOY THE GREAT OUTDOORS

A clear sunny day in the Walls of Jerusalem with a summit of Solomon's Throne and King David's Peak gives you the most amazing views and perspective of the land we are lucky enough to live on.

DU CANE BREWERY & DINING HALL

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Launceston

P (03) 6323 6000

W www.ducanebrewing.com.au

SEE CLEAR HERE

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