

# BUSINESS EVENTS TASMANIA

## A TRAIL OF TERRIFIC TALES THE STORIES OF HADLEY'S ORIENT HOTEL

### EAT WITH US

Tasmanian Fare at  
Tatler Lane



### UP & AWAY

Launceston Airport  
Gateway to the North



### VISIONARY

World Leading  
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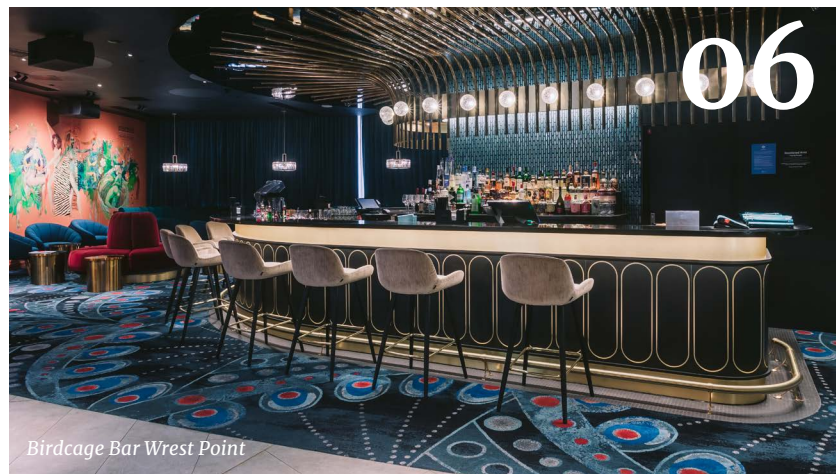
Hadley's Atrium



Launceston Airport check in



This Space Creative at PW1.  
Photo credit. Lu&Lo



Birdcage Bar Wrest Point

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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.*

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# WELCOME FROM THE CEO



Welcome to the Spring Edition of Business Events Tasmania! This season's edition showcases a diversity of the people, places and stories that embody our invitation to business events delegates to come to lutruwita/Tasmania to 'See Clear Here'.



Table Cape Tulip Farm. Photo credit: Luke Tscharke

**O**n page 20 we profile BET Visionary Dr G Reza Emad, Senior Lecturer at world leading Australian Maritime College in Launceston, whose work investigating the learning behaviours of seafarers has led to the establishment of C-HELM Centre for Research on Cognitive Human Element in the Maritime Domain, in his quest to reduce the harmful environmental impacts of maritime disasters caused by human error.

The Eat With Us section showcases Launceston's Tatler Lane, where Archana Brammall and her team have transformed a boarded up laneway into a beautiful meeting space and community hub, serving a menu of Northern Tasmania's finest fresh produce. In Hobart, we chat with local Sue Stagg, who shares her journey of returning back to her home state following a stint in London, and swapping a successful career in IT for Tasmania's tourism and hospitality industry.

Our New & Noteworthy section is worth a look, and our Stay With Us feature on Hadley's Orient Hotel in Hobart shares some tall tales of the town's history, as the place to be seen in the late 1800s/early 1900s, with Dame Nellie Melba, Dr Douglas Mawson and Norwegian explorer Roald Amundsen among the hotel's esteemed guest list!

This edition really is an eclectic showcase of the many ways Tasmanians persist and push through to thrive on our island, and the many reasons why Tasmania is a place where you really can find the space to find what matters.

We hope amongst the pages you will find articles of interest that inspire decision making for your next business event.

**Marnie Craig**  
**CEO**  
**Business Events Tasmania**





Wrest Point

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# CONFERENCE WITH US

Wrest Point's iconic tower is situated on Hobart's River Derwent, boasting 360-degree views of Hobart's waterfront, kunanyi / Mount Wellington, Sandy Bay and surrounds. After celebrating its 50th Anniversary and a major \$65M renovation in 2023, there's never been a better time to visit Hobart's home of conferencing and entertainment.

Opening in 1973 as Australia's first purpose-built conference and entertainment centre, Wrest Point is a place synonymous with exceptional hospitality, entertainment and events for groups large and small. Wrest Point is a leading Tasmanian

venue and can host conferences, gala dinners and business events from board meetings to 1650-seat theatre style events, and everything in between.

Delegates enjoy signature Tasmanian hospitality, with a range of food offerings centered around local produce, wine, beer

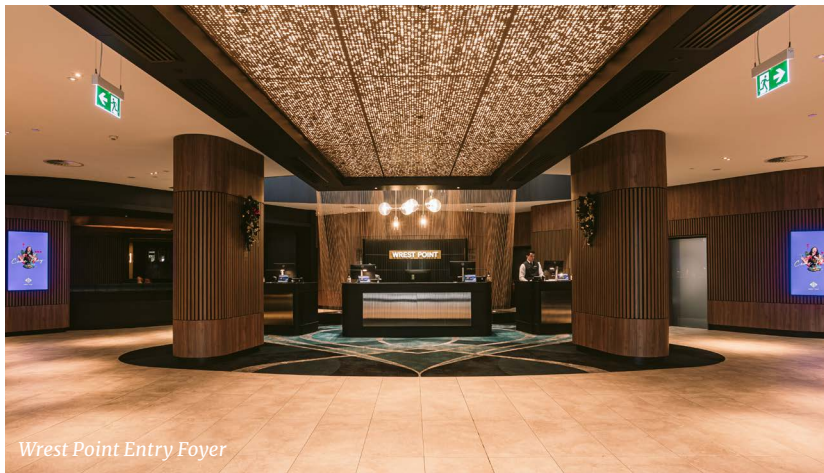
and spirits from its growing industry. There's no shortage of variety and choice, with over nine restaurants and bars on-site, catering to every taste or occasion.

Wrest Point accommodates guests with 271 recently refurbished rooms, across three price points with the convenience of 24-hour reception, free parking, room service and easy access to their suite of restaurants, bars and entertainment on site. The property's major renovation includes upgrades to conference and event rooms, bars, restaurants, accommodation rooms and entrance. The Art





Tower Room with Mountain Views



Wrest Point Entry Foyer



Longhorn Smokehouse Restaurant

Deco style of the original Riviera Building (now Water Edge accommodation), reflects the building's historical and architectural significance with a modern and fun twist.

Guests to Wrest Point are now welcomed into a contemporary foyer, where they can hop across to the reimagined Birdcage Bar, a glamorous spot for a cocktail, or

the new Longhorn Smokehouse where a Southern American BBQ-style menu is served the Tasmanian way. For impressive 360-degree views of Hobart or a special celebration, locals and guests choose The Point Revolving Restaurant on the seventeenth floor of the Wrest Point Tower. The Point's French-inspired menu delivered with theatre and flair, is the perfect

way to remember your Hobart conference stay.

Wrest Point's Showroom has been home to Australian and International entertainment royalty, including The Village People, INXS, John Farnham and Tina Turner to name a few. The most memorable acts over the years have been exhibited in the re-imagined entrance to the updated Showroom, celebrating historic cabaret costumes, actors, musicians and celebrity visitors from the archives. Now, guests can take a walk down memory lane, whilst utilising the state-of-art Showroom for intimate concerts, shows and theatre style events.

With over 50 years' experience hosting large scale events and entertainment, the genuine Tasmanian hospitality delivered by the Wrest Point team leaves a lasting impression on conference attendees and guests.

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## WREST POINT

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# NEW & NOTEWORTHY

**S**pring Bay Mill, located in Trayapana/Triabunna, is a beacon of sustainable transformation. Once the world's largest wood chip mill, this 43-hectare waterfront site has been painstakingly upcycled into a premier business events venue.

With a focus on ethical business practices, the venue offers upcycled facilities, garden-to-plate catering, and award winning accommodation. By choosing Spring Bay Mill, organisations not only meet their Corporate Sustainability Responsibility (CSR) and Environmental, Social and Governance (ESG) goals but also contribute to making a positive impact.

Spring Bay Mill is more than just a venue for hire; it's a chance to make a difference.

[www.springbaymill.com](http://www.springbaymill.com) 🐦



Spring Bay Mill



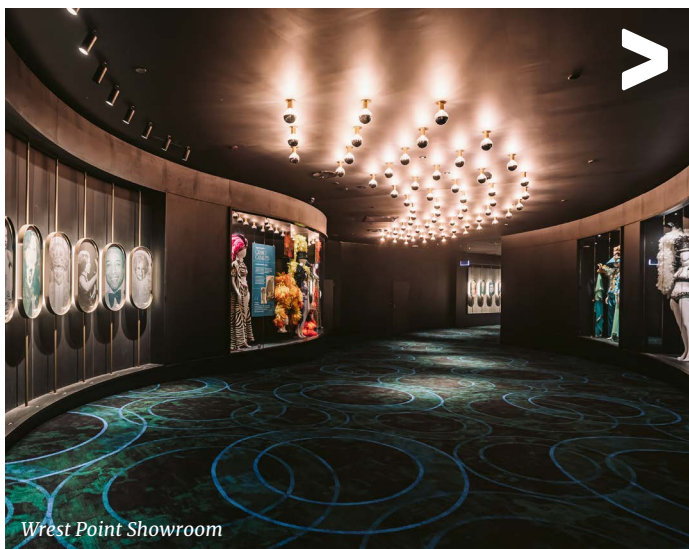
The This Space Team

**L**ooking for a creative partner who will work with you to transform spaces to attract, engage and delight your delegates? Look no further than This Space - a creative agency who has made no secret of their love for lutruwita/Tasmania for a long time now.

An opportunity to come down to the island state last year for a huge project turned into an amazing collaboration with local businesses, leading to the establishment of a home base right here. A unique, close-knit tribe of deep thinkers and creators, the team at This Space will look at your core values as a client, brand, supplier and business, and weave this together to design the concept, look and feel of your next event or conference. This Space Creative - bringing their signature style to the island and you.

[www.thisspace.com.au](http://www.thisspace.com.au) 🐦



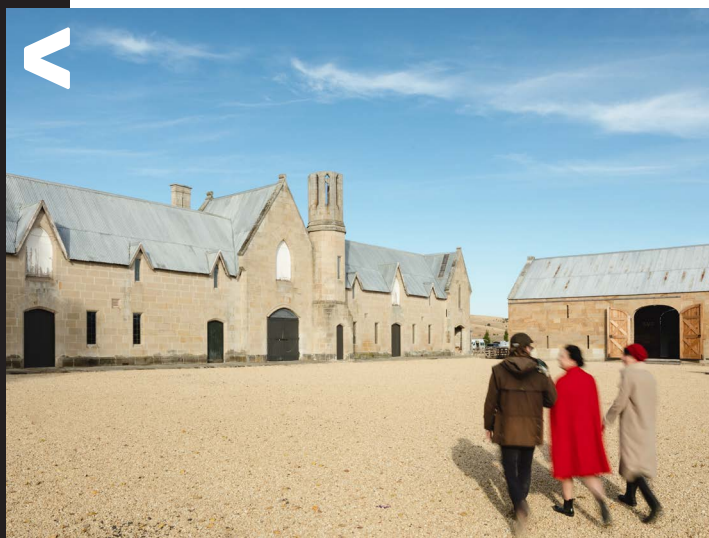


Wrest Point Showroom

Set amongst meticulously restored historical buildings, lies Tasmania's only working whisky village and the iconic new home of Australia's oldest and most innovative single malt whisky distiller.

Thirty minutes north of Hobart, the new iconic home of Australia's oldest single malt whisky resides in beautifully restored historical buildings that date back to the early 1800s. Take a tour of the distillery and discover the magic of distillation, join us in the cellar door for a tasting and sample Lark whisky or Forty Spotted gin, make a memory to last a lifetime, blending your own distinct bottle of single malt whisky or just come and wander the historical property and be inspired by the beauty of the landscape and the architecture.

[www.larkdistillery.com](http://www.larkdistillery.com) 🐦



Congratulations to Anne Gigney, Board Director for the Institute of Brewing and Distilling Asia Pacific, Business Events Tasmania Visionary, and now Churchill Fellowship Recipient!

Anne will travel to Belgium, Denmark, Germany and the UK investigating best practice distilling training to apply to training methods back home in Australia, to address the technical gaps within industry. 🐦

Over the past few years, new life has been breathed into Hobart's iconic Wrest Point Hotel.

Australia's very first purpose-built conference centre, The Wrest Point Conference Centre showroom has brought world-class entertainment to Hobart for 50 years with the likes of Tina Turner, Eartha Kit, The Village People, John Farnham, and INXS performing within its walls.

In the past year, Wrest Point's showroom and showroom foyer have undergone a complete refurbishment, with a dazzling new look honouring a bygone era of entertainment.

Suitable for conference sessions, plenary sessions, presentations, and events of up to 350 people, this versatile and unique space is one to be experienced and complements the wide range of Wrest Point conference centre spaces.

[www.wrestpoint.com.au](http://www.wrestpoint.com.au) 🐦





Hadley's Orient Hotel

# STAY WITH US

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Hadley's Orient Hotel has stood on the land of the Muwinina people in the heart of nipaluna/Hobart since 1834. For almost two hundred years, this convict built and heritage listed hotel has witnessed the metamorphosis of Colonial Van Diemen's Land into contemporary lutruwita/Tasmania, an island now sought after as a premium business events destination, globally renowned for its ancient culture, history and heritage, and the arts.

**W**hen Hadley's was acquired in a dilapidated state in 2013 by majority owners Don Neil and Annette Reynolds, it was evident that like so many of the sandstone buildings in the heart of Hobart's CBD, Hadley's had a 'past'.

As the meticulous restoration of Hadley's commenced, peeling

back the layers of decay to reveal a Victorian era splendour, many of her stories also came to light for the first time in decades.

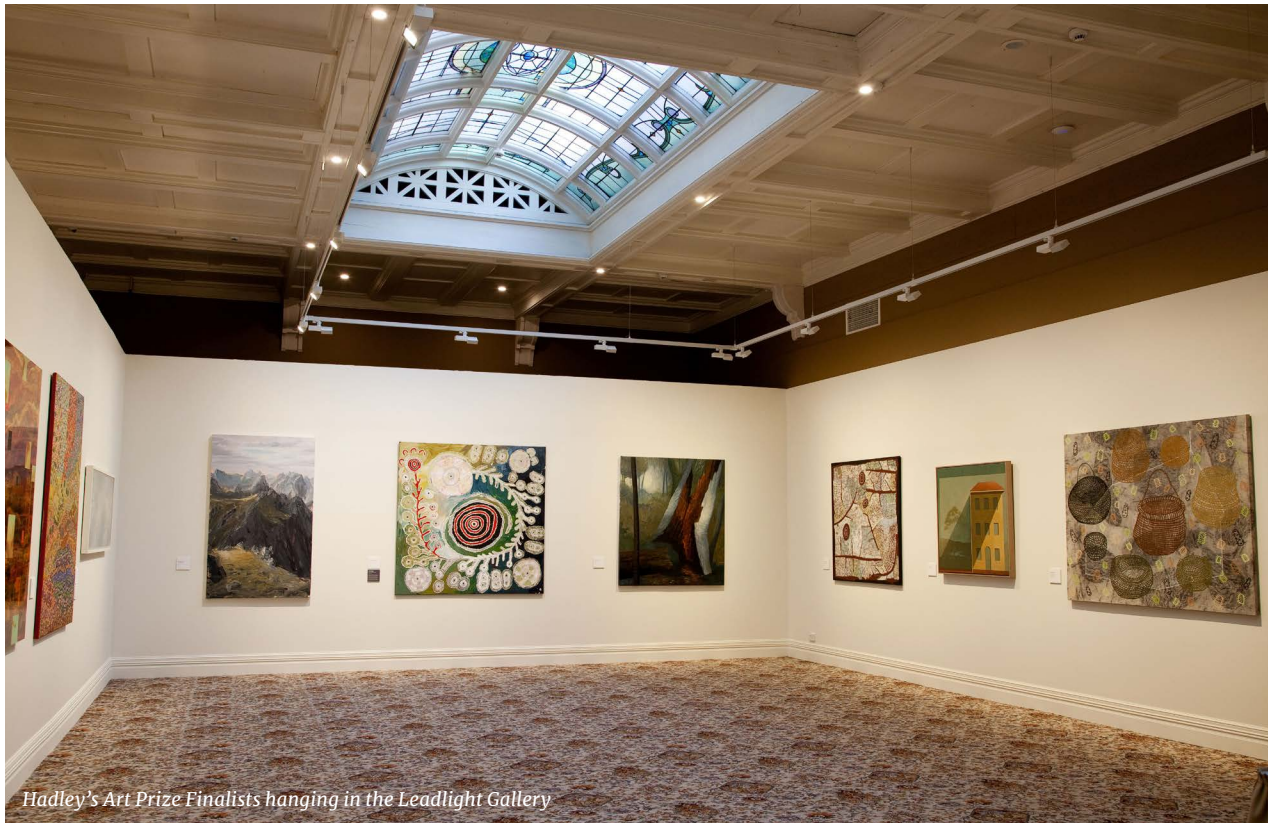
Across the centuries, Hadley's has been known under a number of names and guises, from the modest Golden Anchor Inn (1834), to the expanded Marquis of Waterford Inn, the hotel of innovative Van Diemen's Land Hotelier, John Webb (1862), who

as a convict turned confectioner, imported a special machine to freeze ice and made Tasmania's first ice creams on site.

Over the years, many other extraordinary moments in Hobart's recent history took place at Hadley's. Hadley's was the site of Tasmania's first roller skating rink (1867), and had one of Australia's first electric elevators installed. Dr Douglas Mawson met his fellow Antarctic Adventurers for lunch ahead of their maiden voyage to Antarctica (1911), and opera singer Dame Nellie Melba stayed at Hadley's when performing a concert in Hobart (1909).

In 1912, it was Hadley's where a dishevelled looking Captain Roald Amundsen retreated to upon his return from discovering the South Pole, staying in is room to write secret letters to his brother, his mentor and his King





Hadley's Art Prize Finalists hanging in the Leadlight Gallery

with the news he had reached the South Pole first, before sending a coded telegraph from the Hobart Post Office to London's Daily Chronicle.

These tales and many more are featured in Hadley's 'Trail of Terrific Tales', an immersive audio trail guests can follow around the hotel to stand in the exact same spot as many of these historic icons that form the property's storied history.

In 1890 the property was named Hadley's Orient Hotel upon acquisition by the family of the same name, and it was also during this era of ownership that Hadley's first became a home for the arts in Tasmania, with John Clay Hadley an avid art collector, generously exhibiting his private collection around the hotel. This included a striking painting of Hobart Town by

acclaimed Tasmanian landscape and maritime painter, Haughton Forrest, which now hangs in the Tasmanian Premier's Office.

In 1935, the property was purchased by a consortium of business people, and whilst retaining the Hadley's name, the Hadley family were no longer associated with its running. Since that time, up until 2013, the hotel had known many owners and leasees all with varying degrees of success, and at different stages incorporated a ball room, mirror room, theatre restaurants, discotheques, a Chinese restaurant, numerous bars, and anywhere between 64 and 200 guest rooms.

Following a \$3.5M refurbishment undertaken in close consultation with a team of heritage experts, Hadley's has reclaimed her rightful place as one of Hobart's most authentic and historically significant hotel and tourist attractions, and this sense of heritage and history is artfully honoured right throughout the

property, for the enjoyment of guests to the hotel.

With a 4.5 star rating, the hotel now offers 71 elegantly restored guest rooms. Orient Bar and Restaurant is a sanctuary for those who appreciate the art of libations, serving a large range of Tasmanian wine, whisky, local ales and a curated menu of artisanal cocktails featuring premium Tasmanian products.

John Webb's Victorian-style cucumber ice cream remains a permanent and popular fixture on the Orient Restaurant's menu, comprising a selection of dishes that showcase a contemporary fusion of the spices and ingredients of the Orient-era with locally sourced seasonal Tasmanian produce.



Hadley's light-filled atrium makes for an elegant dining and event space, and afternoon tea inspired by the afternoon ritual of Queen Victoria's Lady in Waiting, Anna Maria Russell, the Seventh Duchess of Bedford, is also served daily.

The unique combination of five heritage event spaces complemented by the latest AV technology and in-house IT support, makes Hadley's a distinctive choice for bespoke business events, and the hotel is regularly home to conferences and events, exhibitions, expos, trade shows and boutique festivals.

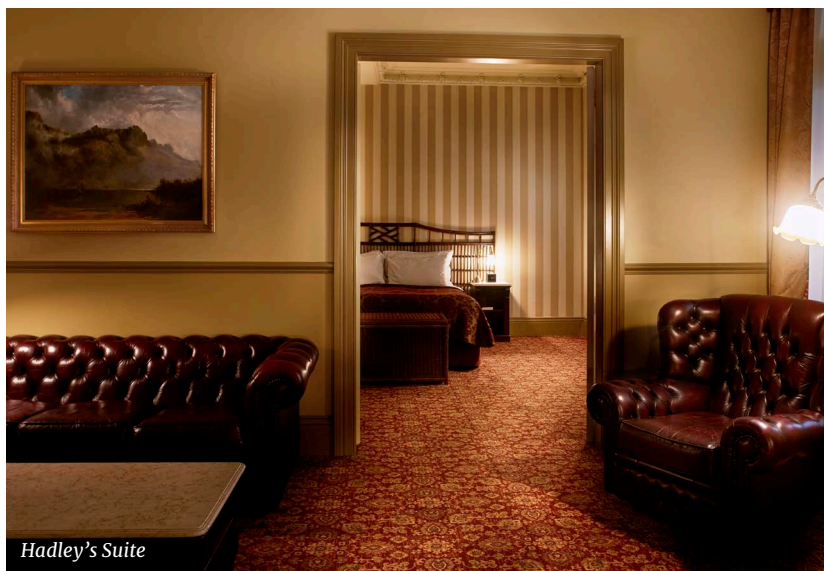
With the rich cultural and heritage tapestry of Hadley's past restored and celebrated right throughout the property and guest experience, the current owners have developed cultural relevance anew for Hadley's, with the launch in 2016 of the Hadley's Art Prize for the best depiction of the Australian landscape.

A nod to the Hadley family's cultural legacy, carrying a \$100,000 cash first prize, the Hadley's Art Prize was quickly acknowledged as the world's most lucrative art prize. An acquisitive prize, the works of past winners are hung alongside other works in the hotel's eclectic art collection on public display throughout the property.

In the same year Hadley's Art Prize was launched, the hotel welcomed Dr Amy Jackett PhD as Founding Curator and now



*Afternoon tea at Hadleys*



*Hadley's Suite*

Director of Art and Cultural Experiences at Hadley's Orient Hotel.

With a vision to deliver unique, culturally rich tourism and hospitality experiences, Dr Jackett oversees a year round program of exhibitions, performances and installations, making Hadley's a vibrant cultural hub. These offerings are central to the guest experience, and private events are regularly held amongst the hotel's exhibition galleries, including during the hanging of the annual Art Prize.

Sharing Australian art and Tasmanian history and heritage all day, every day, and with a vibrant history, beautifully

restored heritage features, extraordinary cultural relevance, food and beverage excellence and elegant accommodation, Hadley's embodies the term 'immersive experience' and as a hotel of choice for Prime Ministers, Premiers, Explorers, Divas, Musicians and Royalty, is a truly special place to rest your head in Hobart. 🍷

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## **HADLEY'S ORIENT HOTEL**

34 Murray Street, Hobart

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**W** [www.hadleyshotel.com.au](http://www.hadleyshotel.com.au)

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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.

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Tatler Lane

# EAT WITH US

Powered by passion, Launceston's Tatler Lane by Sweetbrew evolved out of love for people, space, community and coffee. Opening earlier this year, it is the second hospitality venture in the northern city for co-owners Archana Brammall and her husband Tim Brammall, and their business partner Aaron Jones.

**A**s this edition goes to print, the trio are also putting the finishing touches on their third offering, Sweet Brew Campbell Town, which roughly equidistant to Hobart and Launceston, will come as welcome news to regulars travelling along Tasmania's Midlands Highway, seeking an exceptional coffee to fuel their journey across the state.

Tucked down a city laneway, Tatler Lane first existed in the 1950s as the Tatlerette, Launceston's first theatrette. Because of this, Archana says it holds a lot of memories for Launcestonians, perhaps as the first movie theatre they went to, the place where they watched a favourite movie, or as the scene of a first kiss! However following the closure of the theatre, the site quickly developed the unseemly reputation of an inner city alleyway.

Derelict, boarded up, and untouched for many years, this posed no issue for the powerhouse team behind Sweetbrew, in the business of creating spaces and using their food offerings and coffee to connect with community.

Tatler Lane was transformed into a light, airy and welcoming place of gathering, with architect Benjamin Nitschke taking out the award for Excellence in Design at the recent Tasmanian Timber Awards for his work on the interior, comprising a number of carefully designed rooms offering table seating, couches, a communal table, cosy intimate nooks, and outdoor dining.

Realising the generous footprint would allow them to raise the bar for their coffee offering, Tatler Lane has a 'bean to cup' experience, with an in-house coffee roaster giving patrons the opportunity to taste and





Archana Brammal, Tatler Lane



Tatler Lane

experience different brewing methods. Ethical provenance is important to the Sweetbrew team, and guests can watch on as their ethically sourced green coffee beans are roasted on site.

By night, Tatler Lane morphs into a vibrant cocktail bar, which Archana says has rapidly revealed itself as a wonderful event space for both corporate and community events, with a Bollywood evening planned next month.

Morning coffees and evening aperitifs aside, right throughout the day the Tatler Lane kitchen serves fresh, beautiful locally sourced food across an extensive brunch menu. Executive Chef Bjoern Schorpp has worked around the world, including in Michelin Star Restaurants, and brings international influence to a seasonal menu of Tasmania's best produce.

The Feisty Egg Butty on seeded brioche bun with double fried egg, tomato, panko eggplant, lettuce, crispy jalapeno and smoky aioli has been met with acclaim, and the Skillet Oatmeal & Rapadura Pancake with toffee bananas, date butter, sesame crisps, Leatherwood honey, crème patissiere and Goji berry another delicious offering.

Supportive of Launceston's efforts that saw the city successfully bid to be designated a UNESCO Creative City of Gastronomy in 2021, it is not surprising that the kitchen of Tatler Lane has forged strong relationships with local producers and makers, and celebrates Tasmanian produce wherever available.

At Tatler Lane it is also celebrated that across the Sweetbrew family, there are 11 nationalities and 13 languages spoken. Archana's heritage is Indian and Ethiopian (the establishment's brew is 60% Ethiopian and 40% Indian in homage to this fact), and her career took her to many places around the world, before landing in Coles Bay running adventure tourism experiences.

With Launceston originally home for her husband Tim, family saw the couple settle back in the city 12 years ago, when at the time, Archana explains, there were really only two cafes that came close to being speciality coffee shops.

**"Launceston is a beautiful, safe community to be in and raise children" says Archana, who loves simply**

**walking around the city and taking in its historical architecture.**

Recognising an opportunity to offer something back through their passion for good quality coffee, Sweetbrew was established. This venue with six seats and a business plan to sell 45 coffees a day, quickly morphed into something much bigger and is now joined by Tatler Lane as the community embraced the pair.

It is this warmth that is radiated back through Tatler Lane, where every element has been implemented with love. It is a 'must-visit' on any Launceston itinerary, fabulous event space, and a place that may leave visitors from out of town just a tiny bit envious of the fortunate Launceston residents who get to call Tatler Lane their local! 🍷

## **TATLER LANE BY SWEETBREW**

5/74-82 Street John Street,  
Launceston Tasmania 7250

**P** (03) 6310 8555



# LAUNCESTON AIRPORT

Northern Tasmania is known for many things, from agricultural food bowl to Tamar Valley wine country. Home of Tasmania's green hydrogen pilot program, agri-tourism experiences, and of course at its heart, Launceston's historic architecture and natural beauty set against the backdrop of Cataract Gorge, this part of the island has long been a favourite for business events aligned to Tasmania's key industry sectors.



Professional conference and event organisers are so often amazed by how easy it is to transition from Launceston's business event facilities out to the regions for study tours or site visits that complement conference schedules. As a university town and home to Australian Maritime College, many gifted researchers, scientists and entrepreneurs choose to settle in Launceston and Northern Tasmania.

Launceston Airport is the main hub providing access to this extraordinary part of Tasmania, and with a future vision encompassing a \$100M ten year infrastructure plan, is strategically poised to not only improve the passenger experience in the short term, but also future proof the airport against impressive growth projections for the region.

In August the airport's new check in hall was officially

opened, signalling an important milestone in this long-term infrastructure investment. Throughout the remainder of 2023, upgraded facilities including self-check in kiosks and automated bag drops will be implemented.

Launceston airport is also set to receive enhanced security technology to meet new international standards, that not only mean a much more advanced form of surveillance to





Launceston Airport Arrivals Hall

bolster safety, but a significant reduction in processing time, with an end to wrestling laptops and electronic devices out of luggage prior to screening!

Launceston Airport's leadership team has been very successful in focussing on network growth out of Launceston, and has worked with all airlines to link Launceston with Australia's six biggest cities.

Flight schedules to Launceston Airport now include direct links to Adelaide and Perth at least three times a week, a new service between Gold Coast and Launceston has been secured through Bonza, frequency has built back up with flights to Brisbane now at 22 per week, and the airport continues to focus on frequency increases with both Melbourne and Sydney, to better suit the business market and increase international connectivity into the state.

With August 2023 being the airport's biggest August on record, it is no surprise to learn that Launceston is the third best recovering airport nationwide, as the aviation sector emerges from the impacts of the pandemic.

Around the world, airports can prove to be contentious neighbours, but Launceston Airport enjoys a strong community following. CEO Shane O'Hare puts this down to the importance of airports for an island state.

"Airports on an island like Tasmania are critically important, and in an island state, most people have grown up with the airport as a part of their life.

"Northern Tasmanians are very proud of their airport, and we are conscious to make sure we work closely with the local community, government and tourism industry to be a catalyst for business growth and development."

Mr O'Hare says.

With flight frequency better than ever and a swathe of improvements to the terminal and passenger facilities, Launceston and Northern Tasmania has never provided a warmer, or more convenient welcome for business event delegates seeking to explore the many attractions right on Launceston Airport's doorstep. 🇵🇹





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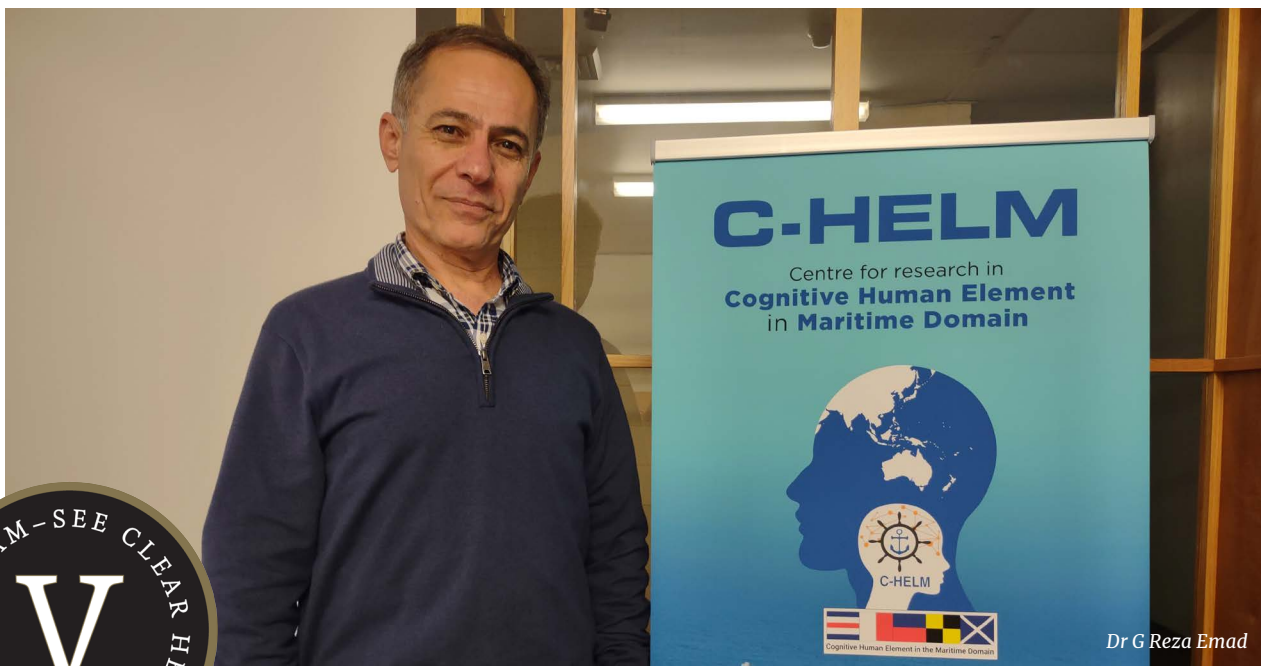


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[info@bwevents.com.au](mailto:info@bwevents.com.au)





# VISIONARY PROGRAM

In 2011, 350 tonnes of oil leaked from the 775ft cargo ship the 'Rena', when she ran aground on the Astrolabe Reef off the port of Tauranga in New Zealand. Bad weather hindered the salvage operation, with the salvage crew evacuated as a precaution and one navy officer injured in the rescue. In short, this event quickly evolved into New Zealand's most significant maritime environmental disaster.

**T**hese cargo ships are worth millions of dollars, their cargo often more, and typically they are crewed by highly educated and credentialed professionals, which makes it all the more perplexing when events such as the Rena occur.

For Dr G Reza Emad, Senior Lecturer at Australian Maritime College in Launceston and Visionary as part of Business Events Tasmania's Visionary Program, it is a dichotomy that has formed the basis of his career in academia.

Born and raised in Iran, Dr Emad commenced his career as a seafarer after graduating from university. He spent a number of years exploring the world whilst working aboard ships. However it was during this time he realised that his Bachelor degree had not equipped him well enough for the practicalities of life aboard large cargo ships.

Exploring this notion further through chatting with colleagues, he discovered that many of them felt the same way and that just like him, they had to quickly acquire practical 'on the job' knowledge in an ad-hoc way to be able to work safely at sea.

These revelations led Dr Emad back to academia, where he started his research in Sweden at the World Maritime University which is one of several universities of the UN. Surrounded by people with the shared goal of solving international problems in the shipping domain, during his time here, Dr Emad began working with simulation technology (which at the time was cutting edge), examining ways it could be used to better train seafarers.



This work led to a move to Canada, where he obtained his PhD at the University of Victoria, focusing on the cognitive aspects of learning, including how people think and learn, to be applied in the practical sense of improving competencies amongst seafarers, with the goal of minimising maritime incidents, and consequently the harmful impacts of them to marine ecosystems and human life.

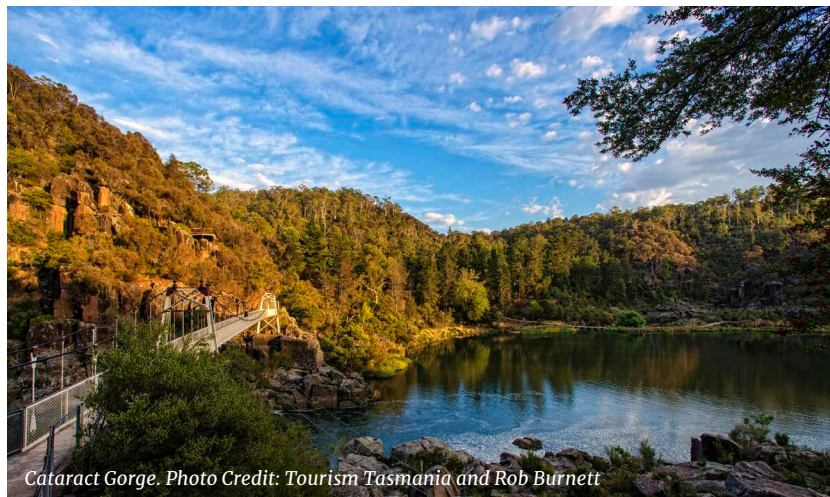
In 2015, the opportunity arose to apply for a position at the Australian Maritime College in northern Tasmania and Dr Emad did not hesitate.

“Australian Maritime College is number one in the world for maritime education and research. Throughout all my study and research it was always in the back of my mind that I wanted to work here, because there is no other place that can compete with AMC.”

Happily Dr Emad got the job, and he has lived in Tasmania ever since, where his research has focussed on the likely impacts of the world’s fourth industrial revolution on the global maritime industry. Termed Industry 4.0, this revolution is the next phase of digitalisation hallmarked by the rise of data and connectivity, analytics, human-machine interaction and improvements in robotics.

For the shipping industry, this will mean a rise in autonomous and remotely controlled ships, with Dr Emad examining the human connection to new AI technologies and how universities can better equip the future workforce to be proficient in the changes to operations stemming from Industry 4.0.

**“We need to look at the role of humans amongst technology, AI and infrastructure and how we can prepare people,**



Cataract Gorge. Photo Credit: Tourism Tasmania and Rob Burnett

**society and the workforce of the future to work harmoniously with these elements” says Dr Emad.**

His work at AMC inspired Dr Emad to develop the research centre known as C-HELM Centre for Research on Cognitive Human Element in Maritime Domain, in 2023. The centre focuses on the cognitive human element and looks at the interaction between humans and machines within the maritime domain.

It has also led to Dr Emad, along with his AMC colleague Nick Benser, to establish the International Conference on Maritime Autonomy & Remote Navigation (ICMAR Nav), with the theme of the inaugural event set for Launceston in November 2023, being “driving forward autonomy in the maritime industry”.

When asked why Tasmania Dr Emad gives the kind of well researched response one would expect from an academic of his standing.

“Working at the AMC was my primary reason for moving to Tasmania, but I now stay here for the liveability.

“Current climate simulation predicts that by 2050, Tasmania will be one of the few places in the world that will be truly

liveable.” Says Dr Emad.

He has of course also come to enjoy the work/life balance that so many find through living on the island, and he has developed a love of bushwalking since moving here.

“40% of Tasmania is protected National Parks and reserves, and I love bushwalking and getting into nature and this place is world class. You can find a beautiful nature trail in under two hours in any direction.”

Every Sunday Dr Emad enjoys a walk locally in Launceston’s Cataract Gorge with friends, and he names Meander Falls as one of his favourite Tasmanian bushwalks. Luckily for us, Dr Emad says he is very happy to be here and plans to stay here forever!

Business Events Tasmania’s Visionary Program exists to showcase the breadth and depth of talent in Tasmania, with many researchers, scientists, academics, medical professionals and business people and entrepreneurs choosing to call our remarkable island home. Contact Business Events Tasmania to learn more about how we can enhance your conference programming by connecting you directly with local expert knowledge and talent, through the many amazing BET Visionaries. 🐾



# CHAT WITH A LOCAL SUE STAGG

Like so many Tasmanians forging their careers in the late 90s, Sue Stagg left the island state to pursue bigger opportunities amongst the bright lights of bigger cities.

22 However with the shift in priorities that often comes with a first born, Sue and her husband Jon left London and returned home to Tassie, where they left IT behind for what was then the state's burgeoning hospitality and tourism industry. Known around Hobart to the many locals who get their daily coffee from The Stagg Midtown or The Stagg City, the pair have also recently acquired 'The Keep', a luxurious retreat of rest, rejuvenation and connection in the seclusion of Goulds Country in Tasmania's north east. Sue shares some of the best parts of Tasmania with us below.

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

I grew up here, meeting my husband at Uni before we moved overseas for work in the late 1990s. We had great IT careers in London but the longer we were away the more we missed home and realised just how much we had taken Tassie for granted. It is only here that you find the vast spaces, the incredible natural beauty, the food, the wine and the genuine warmth of the people.



When we had our first son in London we knew it was time to come home, as we couldn't imagine bringing up our family anywhere else in the world. We returned to Hobart in 2003 and began to build a new life in hospitality. Despite many ups and downs, we have never regretted our decision to settle here.

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

Not that long ago you had to make a choice, as we did, move away to follow your career or stay to enjoy the lifestyle and natural beauty. That's all changed in recent years and now

you can stay in Tasmania, have a career, but also enjoy the many benefits of living here.

## **THE MOST REWARDING PART OF WORKING IN TASMANIA'S TOURISM AND HOSPITALITY SECTOR IS...**

Seeing how visitors react to the Tassie experience is always a thrill. Most visitors are impressed by the beauty of Tasmania but when they realise that not only are you genuinely interested in them and their experience but also that most of the people they meet are too, then they truly are blown away. We also have incredibly supportive people around us - our customers, our neighbours,





Walk on kunanyi. Photo Credit: Tourism Australia

our suppliers – they are all on our side and we are blessed to be part of this amazing community.

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

It may not be everyone's cup of tea, but we love MONA! It sounds like a plot for a Scooby Doo story, a reclusive billionaire moves into town and buys an island. He digs an underground museum, fills it with art and invites everyone to come and see. In Scooby Doo stories, the reclusive billionaire turns out to be the villain, but here in Tassie he's called David Walsh, and he's a much loved local hero. I recommend heading out in the "posh pit" on Mona's ferry so you can also appreciate just how beautiful Hobart is from the water.

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

I'm not sure if this is true but I once heard that if Tassie was populated at the same density

as Manhattan the whole world would fit on the Apple Isle. It may be a slight stretch of the truth, but the point is that as the world gets more crowded Tassie is actually pretty big and not many people live here. That's how we like it.

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

Walked alone on a windswept beach. I always thought I loved the beach... but I was in Italy and went to the beach and saw row upon row of beach chairs, hundreds, maybe thousands. Then I realised I don't actually like the beach, I like Tassie beaches where you can walk alone with the waves crashing, the wind in your hair and think deep undisturbed thoughts. 🐣

## **MY FAVOURITE TASMANIAN:**

### **COFFEE SPOT:**

I am obviously biased but... The Stagg Midtown is the best place in Hobart (and is open every day).

### **CHEEKY TIPPLE:**

We are spoilt for choice, particularly in Midtown – cocktails at Rude Boy, beers at Grinners & a sneaky afternoon wine at Sonny.

### **TASTY TREAT:**

Whatever chef Matt Breen has on the go at Ogee or the Feed Me menu by Massimo Mele at Peppina.

### **SECRET LOCATION:**

Bruny Island. Ok, so maybe Bruny Island isn't a secret anymore but its still pretty special.

### **PLACE TO ENJOY THE GREAT OUTDOORS:**

It has to be kunanyi/Mount Wellington. It's only a 20 minute drive from the centre of Hobart but if you know where to go you can feel like you are in the middle of the wilderness.

On the narrow road up the mountain there can lots of crazy drivers (especially after some snow) and some determined buses. However if you park your car and go for a short walk on Hunters Track, Lost World or the Sawmill Track you won't see another soul, and if by chance you do, they will be friendly and genuinely pleased to see you.



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