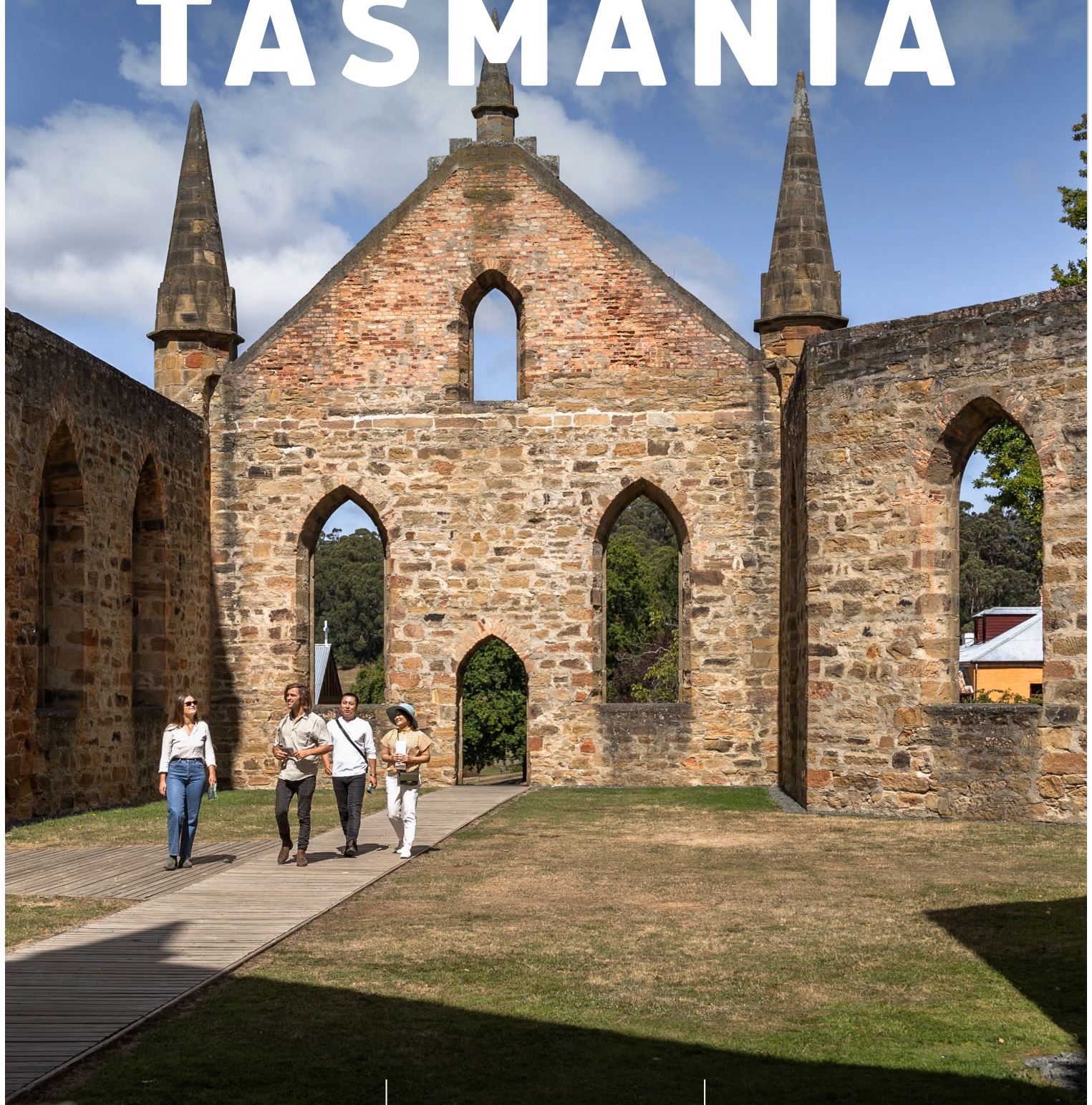


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Image Credit – Tourism Australia – Brickendon Estate



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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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Contributions by: Brayden Medhurst, Connor Hay, Matthias Collins

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# WELCOME FROM THE CEO



Welcome to the September Edition of Business Events Tasmania, where we hope to fill you with the inspiration found so abundantly on our island state. We invite you to discover the endless opportunities in Tasmania that will make your next business event one of a kind. We'll delve into eye-opening historical spaces sure to ignite the imagination, introduce you to our stunning golf courses climbing up the world-rankings, and much more.

We begin this edition with the announcement of a new charity partnership with the Cancer Council Tasmania, one we've been so eager to make official. We're so excited to share the new and unique opportunities this partnership will give organisers looking to create meaningful, responsible impacts with their event in Tasmania.

Over the next few pages, we shine a spotlight on Tasmania's bucket-list worthy golf courses, which give delegates the chance to take in the breathtaking landscapes of our island while teeing off on some of the world's top-rated fairways. And show how a trip to Tasmania can become the adventure of a lifetime with AirAdventure Golf, whose expertise and luxury Swiss-built aircrafts make for a seamless golfing experience.

Here at BET, if you can imagine it, we'll find a way to make it a reality. Our Creative Spaces on page 6 serves to kickstart the process, providing plenty of inspiration in the charm of Tasmania's countless historical

sites. No matter where you are on the island, you'll find event spaces soaked in history for your next boutique event experience.

On page 22 we chat with local tourism expert, Damian Mather, who shares his unique insights into what makes Tasmania special. He also shares some of his favourite hidden gems and speaks on the passion and collaborative spirit inherent in our environment.

And, as the BET Visionary Program continues to expand, over on page 20, we introduce you to one of our latest Visionaries – Jeffery Hawkins. Jeffrey is the Managing Director of Pivot Maritime International, a Tasmanian company that specialises in maritime simulation systems and consultancy services. He gives a fascinating perspective on the advantages of basing a business in Tasmania.



This edition is one that celebrates our past, present, and future. So, we hope that as you flick through the pages you feel as though your eyes are widened by the creative possibilities for extraordinary events in Tasmania.

**Marnie Craig | CEO** 🐾





Image Credit – Tourism Australia – Brickendon Estate

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# CREATIVE SPACE HISTORICAL VISITS

A visit to Tasmania is an opportunity to experience some of the most interactive and eye-opening historical attractions in the world.

**E**vocative spaces are steeped in the country's past, and with a bit of creativity they can help bring your event to life.

Tasmania is the island that tells a story at every turn. No matter where you are, you'll barely need to scratch the surface to find paths worn with history. Many of our historical sites are home not

only to immersive group tours, but event spaces that can deliver boutique experiences.

Hobart contains many of these sites within walking distance of one another. The **Unshackled** visitor experience at the Hobart Penitentiary reveals the dark truths of the convict story. Be guided through the site's history when widescreen vision is projected onto the prison chapel walls in Pandemonium. Take







Image Credit – Dearn Bond – Port Arthur Historic Site



a ghost tour through convict-built tunnels to the courtroom, cells, and gallows. Perhaps you will discover your own convict connections through a revolutionary digital memorial, using AI to bring centuries-old records to life. These convict-built spaces will challenge your perceptions of what a business event can feel like.

If the secrets of the stone penitentiary piqued your interest, the **Dark Tour** at **Hobart Walking Tours** might be your next stop. Head onto the streets of Hobart, and under the dim glow of the streetlights

you will hear grisly tales of the city's past. An expert guide will walk you through the city, and share true stories of colonial settlement that took place on the very ground you tread.

Beneath the streets flows the Hobart Rivulet, once a source of drinking water for the palawa people. Upstream, the UNESCO World Heritage-listed **Cascades Female Factory** remains a relic of Hobart's colonial past. The site retells the moving stories of the thousands of convict women and children who passed through its towering sandstone walls. Guided tours

and storytelling experiences will draw you deeper into their past – a thought-provoking site for your next event.

Venture further up the rivulet to find **Cascade Brewery** perched below kunanyi/Mount Wellington. The stunning Gothic building has been pumping out Tasmanian beer since 1832. Across the road sits the Cascade Brewery Bar, the newly renovated and adaptable venue surrounded by serene heritage gardens. Visit for a crisp pint and tour of the brewery, and soak in the rich history of a 200-year-old Tasmanian institution, or hold your event in the combined function and garden space.

Head out of the city and you'll find the biggest historical tourism site in Australia. **Port Arthur Historic Site** is about 90 minutes from Hobart, and you'll be driving down the wild and rugged Tasman Peninsula. Colonial history is written into the convict brick and stone of this old penal settlement. The site is large enough to host your meeting or conference with modern facilities, and to give your group plenty to explore while you're down there. Brave a ghost tour or gaze over the ruins of the old stone church. For groups looking for an immersive experience, we'd recommend the Isle of the Dead Cemetery Tour. It'll lead you by boat to an island where more than 1000 convicts and officials were laid to rest those centuries ago.

If your clients have a strong social media presence,





James Boag Brewery

**Launceston** is full of photo opportunities. Wandering the streets with camera in hand is recommended to capture St. John's Church or the magnificent Town Hall, both built in the 1800s. Behind Launceston's elaborate architecture can be found the eateries that help shape its vibrant food culture as a UNESCO City of Gastronomy. It won't be hard for your group to find an Instagram-worthy dish or two.

Keep walking through the city and you might even smell the malt being brewed for a fresh batch of the city's finest beer. **James Boag** has held its spot in Launceston for a while. Operating on the banks of the North Esk River, in the same historic brewery for over 140

years, it's something of a local landmark. Behind James Boag's Brewery's impressive façade, you'll find modern and heritage function spaces that make this a top event location for a brew and a yarn.

Thirty minutes' drive from the city, you'll find two of Australia's most complete pioneer heritage sites. The neighbouring **Brickendon and Woolmers estates** are North-Tassie treasures founded by members of the Archer family, and filled with stories of a forgotten era. These farming properties were established in the early 1800s, and they're now regarded as some of the most significant rural estates in the country. As UNESCO World Heritage sites, their original gardens, cottages, and artifacts are beautifully

conserved. Though adjacent, each estate offers their own unique visitor experience – and traditional accommodation options for guests you're hoping to impress.

Today, direct descendants of Brickendon Estate's founding family continue to operate the site, now seven generations along. They'll know how to make your group feel comfortable, hosting your event with country appeal. Their original Sussex Barn holds up to 120 guests who can enjoy a stroll around the Farm Village before indulging in a homely Tassie feast.

**Woolmers Estate** is home to heritage buildings and gardens that inspire romantic visions of a simpler time. You'll have a few different venues to choose from, so if you're looking to see it all, one of the best ways to experience both sites is to take the Brickendon and Woolmers Convict Farm Walk. Take in the luscious landscape that the Archer family has called home for generations, and learn about the unbelievable stories of its previous inhabitants.

Heading east, you'll not only find some of Australia's finest beaches, but also the multi-award-winning **wukalina Walk**, a four-day palawa-owned and operated journey along the coastline of wukalina/Mount William National Park and Irapuna/Bay of Fires. Elders and guides with Ancestral connection take groups on the journey of a lifetime, sharing their rich cultural knowledge every step of the way. Meals are prepared with seasonal produce and native ingredients, and





Image Credit – Jesse Hunniford – Wukalina Walk

accommodation ranges from a lighthouse keeper's cottage to the krakani lumi camp – a place where your group can relax, take a hot shower, and gather by the open fire pit.

Planning your next event, your choice of site will reflect your value for connection through story. It'll show your group how knowledge of the past can inspire the present. Embrace these new perspectives when you create an event in one of Tasmania's unforgettable destinations.

At Business Events Tasmania our philosophy is that if an event planner can imagine it, then we will find a way to execute it, so get in touch with our team to find your next creative space. 🐾



Image Credit – Tourism Australia – Woolmers Estate



# 7 DYNAMIC EVENT SPACES

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Image Credit – Jacob Sjoman

# ADVENTURE WITH US

Tasmania is renowned for its natural beauty, but it's the world-class golf courses woven into our breathtaking landscapes that are gaining global recognition.

**T**ravellers come to Tassie for business and pleasure. But no matter their reason for visiting, they're teeing off at some of the best golf courses in the world.

King Island, the northwest 'island off the island', is fast becoming a must-play golf destination. It's also home to some of the cleanest air in the world. But its newest claim to fame is having the number one

golf course in Australia – Cape Wickham.

To earn the top spot on Australian Golf Digest's Australia's Top 100 Golf Courses list for 2024-25, Cape Wickham had the tough job of overtaking Australia's golf darling, the Royal Melbourne. This rise also saw the course shoot up the rankings to become the 14th best course on the globe as featured in the digest's World's 100 Greatest Golf Courses.

The course itself lies in the northwest corner of King Island and boasts expansive views of the Bass Strait. The holes wind around lush headland and weave through coastal limestone outcrops, all in view of the majestic Cape Wickham Lighthouse that looms in the background. The spacious course design grants players the confidence to swing for the fences – or in this case, the coastline.

Teeing off at Cape Wickham is a once-in-a-lifetime experience. But luckily for visitors (and golf-loving locals), it's not Tasmania's only course hailed as a world best.





Image Credit – Nick Wall – Airswing Media

## 12

The northern town of Bridport is home to two more top-ranking courses. Barnbougles Dunes and Lost Farm are recognised as top-tier courses by several leading golf magazines. Their newest critically acclaimed course Bougle Run overlooks the coastal dunes of Anderson Bay. King Island's Ocean Dunes will also have your group glancing over the golden sands and rocky coastline as you tee off.

Tasmania's golfing tradition goes as far back as Ratho Farm – the oldest course in the country. The first round may have taken place in the 1800s, but Ratho Farm now features the newest 18-hole links course in the state. And our golf culture just keeps growing. Local legend and touring golf pro Mathew Goggin is helping to open two new public courses in the south. These are to be designed by Mike Clayton, Mike DeVries, and Frank Pont – a partnership

of three of the world's most experienced golf course architects who had roles in the creation of Barnbougles Dunes and Cape Wickham.

Window-seaters flying into Hobart are likely to soar over the picturesque beach that marks the location of Goggin's golf vision for Southern Tasmania. Seven Mile Beach, opening this summer, has converted a long unmanaged dune reserve into breathtaking links layout. Work on the adjacent Five Mile Beach will transform a retired pine plantation into a certified golf stunner.

Goggin's project will round out Tassie's collection of golfing treasures by bringing more to the south. When golfing destinations become cornerstones of their community, there's scope for on-site venues to accommodate

your business events.

**Tasmania's growing concentration of world-class golf courses provides a scenic opportunity for visiting delegates to hit off the green – an activity that could bring your group together before or after your business event. The clubs are flexible to accommodate the needs of your visiting group.**

It's not just about the game. It's about taking your time to gaze over jagged rocks and coastal flora. And if you'd like to see it from another point of view, Air Adventure Golf can turn your corporate activity into the island adventure of a lifetime.

For over 45 years, Air Adventure has flown passengers into the heart of outback Australia,



granting easy access to the country's hidden treasures. Tassie is already known for being the best-kept secret in the country, so it's only fitting that Air Adventure would expand its service to give golfers a dream trip to our remote locations.

Air Adventure Golf can organise pickups across the country. Delegates in Melbourne? They can be in the clubhouse in as little as 45 minutes, flying straight to Barnbougle's private, on-course, landing strip. These experienced pilots deliver your group as close to the course as possible in two luxury Swiss-built aircrafts, with capacity for small to medium groups.

Golf manager Jon Perrett and his team will make sure your group is all set for flights and a place to stay. They'll also prepare your tee times and transfers. All you need to do is get ready to soar to Barnbougle, King Island, and the soon-to-come Seven Mile Beach for a tailored trip. No wonder the business won gold in the Tasmanian Tourism Awards and Qantas Australian Tourism Awards as Tour and Transport Operator.

So, whether you're looking for an adventure to add to your business event, in need of a one-of-a-kind incentive, or simply looking to make the most of your trip pre- or post- conference, a visit to Tassie's first-rate courses should be at the top of your list. 🏌️

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## AIR ADVENTURE GOLF

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# NEW & NOTEWORTHY

**A**n iconic local institution, Cascade Brewery is celebrating its 200th year quenching the thirst of Tasmanians and hopheads alike, and participants are invited to take part in the revelry. To fittingly mark the occasion, on the first Friday of each month Cascade are offering a free beer to the first 200 patrons at select venues around Tasmania. This promotion is set to run until the end of the year and involves Cascade's signature Draught, Lager and Pale Ale brews. And if more of a history buff than a beer drinker, or perhaps you're both, then a tour of the historic Cascade Brewery is right up you're alley. Set amongst the rolling foothills of Mount Wellington, kunanyi, explore the surrounding gardens of Australia's oldest brewery and learn the craft behind Australia's oldest continuously brewed beer. [www.cascadebreweryco.com.au](http://www.cascadebreweryco.com.au) 🐦



Image Credit - Tourism Tasmania & Kathryn Leahy - Cascade Brewery



Image Credit - Paul Fleming - Peppers Cradle Mountain Lodge

**N**estled on the precipice of one of Australia's natural wonders, the Cradle Mountain Lodge is a luxury retreat cast amongst the vastness of untouched wilderness. Stocked with all the tools necessary to deliver a one-of-a-kind relaxation experience, it is the perfect place to take time off to unwind and recharge. Visitors are invited to make best use of the lodge's private bespoke cabins and suites which look out across breathtaking panoramas and walking tracks that act as popular thoroughfares for native wildlife. Foodies can indulge in the lodge's Highland Restaurant, where local growers, foragers, fisherman and producers are consulted to ensure the food-bowl of the Apple Isle is showcased in its typical gourmet fashion. Relaxation specialists can rejuvenate at the multi-award-winning Waldheim Alpine Spa, where exposure to the tranquil beauty of the Tasmanian wilderness is treated as its own therapeutic practice. Or for those seeking a little adventure, the Cradle Mountain Lodge stands as the ideal base camp to explore further into the untouched enchantment of the World Heritage-listed Cradle Mountain-Lake St Clair National Park. [www.cradlemountainlodge.com.au](http://www.cradlemountainlodge.com.au) 🐦





**B**uilding on 150 years of industry and artisanship, Waverley Mills, the last mill of its kind in Australia, is proud to continually spin, weave, dye and finish Tasmania's finest woollen products. Situated on the historic banks of the peaceful Distillery Creek in Launceston, each throw, blanket and scarf are carefully handmade with premium, luxury textiles and manufactured with a conscience of sustainability. Constantly interweaving the very fabric of innovation, Waverley Mills has recently developed its Wilderness Collection. Paying homage to Tasmania's rugged landscapes and colourful sights, every product within this limited-edition collection is crafted using all-natural, ethically-sourced recycled wool offcuts and unused fibres that would traditionally end up in landfill. Wonderfully woolly and warm, it's a perfect way to embrace the cold or add an everyday luxury to the home.

[www.waverleymills.com](http://www.waverleymills.com) 🐾

**J**ust a short 30 minute drive from Hobart's CBD, the Iron Bay Creek Estate is yet another impressive addition to Tasmania's brimming accommodation portfolio. Established by the Tao family in 2018, the estate includes a range of private pavilion-style rooms with stunning landscape views, perfect for groups travelling together or for those who value a bit more space to relax. Also on-site is the estate's own Orani Restaurant, where guests are invited to delve into the locations deep history and partake in a rural comfort menu showcasing the best of Tasmania's seasonal produce. Looking for something do? Wander the surrounding orchards and pick the complimentary fruit of several varieties of cherries, apricots, apples, pears and plums.

[www.ironcreekbay.com.au](http://www.ironcreekbay.com.au) 🐾

**N**ot only is it one of Australia's most scenic coastlines, Tasmania's East Coast also operates as one of the state's premier wine-making regions. And what better way to celebrate this perfect collaboration between vista and vino, than with a 10-day festival that spans the regions historic boutique wineries and countless natural wonders. Entering its 10th year, The Great Eastern Wine Week Festival hosts over 30 unique events designed to showcase the local growers, producers and winemakers behind the red and white innovations. Take a cruise on the Bay of Fires, make the most of a wine-themed 5-course degustation at Craigie Knowe Vineyard or join fabulous Drag Queen Pussay Poppins for a Drag and Dine tour of the East Coast Wine Trail. Whether a relaxation specialist or an all-round oenophile, there is an experience on the menu for all.

[www.eastcoastwinetrail.com.au/event/](http://www.eastcoastwinetrail.com.au/event/) 🐾





**H**eaded by Australian tourism legend Robert Pennicott, Pennicott Wilderness Journey's was birthed from a burning desire to showcase the pristine beauty that encases the Apple Isle. A 14-time winner at the Australian Tourism Awards, custom vessels are always at ready to embark on scenic coastal journeys.

Pennicott's Bruny Island Traveller tour from Hobart presents as a must-do Tasmanian day-out. Hinged on the Bruny Island's artisan food production, small groups are invited to savour award winning cheeses, fudge and honey - with wine in hand - and later cleanse their palate with freshly shucked oysters. Partner this gourmet feast with tales of explorers, inspired anecdotes of native flora and fauna, sightings of rare white wallabies, and breathtaking treks across the island where picturesque coastline merges into ancient rainforest, and the perfect full-day adventure is realised.

[www.pennicottjourneys.com.au](http://www.pennicottjourneys.com.au) 🐾



**H**aroured within one of Tasmania's most recognisable landmarks, the Point Revolving Restaurant at Wrest Point stands as an essential dining experience for visitors to Hobart's hallowed shores. Enjoy a flary Table d'Hote menu, where revered French recipes are carefully accentuated with the essence of Tasmania's finest local ingredients, while taking in the glorious panoramic view that extends from the River Derwent to Mount Wellington. Suitable for both an intimate sit-down dinner and or an exclusive large group booking, the Point Revolving Restaurant also features an impressive catalogue of Australia's first-class wines and rare blends from around the world. And the best part of it is - you won't have to travel too far after you wine and dine to find yourself at the heart of one of Tasmania's premier entertainment precincts.

[www.wrestpoint.com.au/restaurants/the-point-revolving-restaurant](http://www.wrestpoint.com.au/restaurants/the-point-revolving-restaurant) 🐾



**A**lthough Tasmania may be recognised for its generously stocked wine isle, a trip down the spirit aisle bares similar fruits. It's here you'll find a boundless collection of stillhouses and cellar doors each with a bitter and sweet creation to share.

Located in a repurposed aircraft hangar at the Launceston Airport, the Launceston Distillery stands out as one of Tasmania's premier distilled craftsmen. Headed by Chris Condon, a former brewing team leader at Boags Brewery, and produced using traditional techniques, every small-batch of signature single malt whisky distilled under the Launceston Distillery banner is made to reflect the purity of Tasmania's river water and the exceptional taste of locally-harvested barley. Visitors to Hangar 17 are invited to take a guided tour of the custom-fitted distillery, see the carefully crafted process behind each drop of whisky and of course, sample the final product.

[www.launcestondistillery.com.au](http://www.launcestondistillery.com.au) 🐾



Image Credit - Oscar Sloane - Launceston Distillery





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# BET & CANCER COUNCIL TASMANIA PARTNERSHIP

When businesses give back to the community, it's often referred to as corporate social responsibility. But at Business Events Tasmania, we like to think bigger, understanding how a thoughtful collaboration can bring benefits far beyond the organisation. A truly successful partnership has the power to change lives – even to save them.

**W**e work towards this goal through our Charity Partnerships, offering programs for business events that can inspire and motivate delegates to support their local community. It's why we're excited to tell you about our new collaboration with Cancer Council Tasmania.

We think their dedication to Tasmanians is outstanding – and we can't wait to work alongside them and offer our full support of their organisation. The best part is that your business can get involved, too.

“By choosing to work with us and Cancer Council Tasmania,

you'll be helping to increase the support for Tasmanians living with cancer, improving cancer awareness, promoting prevention and early detection, and funding vital cancer research,” BET CEO Marnie Craig said.

Cancer Council Tasmania is the only organisation in the state with a focus on all Tasmanians, and all cancers. And when almost 10 of our locals are diagnosed with cancer each day, we're looking at an enormous impact.

The organisation helps our community in lifechanging ways, from supporting those





navigating treatment to offering transport services so Tasmanians can get to their treatment.

Last year, Cancer Council Tasmania connected with thousands of Tasmanians to offer support and therapy sessions, wigs to those suffering hair loss due to treatment, financial aid, and distribution of cancer information resources.

Along with their cancer prevention education programs, they also host fundraising events that have become staples in the calendars of many local businesses – from Relay for Life to the iconic Daffodil Day, and Australia’s Biggest Morning Tea.

Through our partnership, we’ll support Cancer Council Tasmania’s vision for a cancer-free future, and their mission to reduce the impacts of cancer.

Cancer Council Tasmania CEO Alison Lai said: “We are excited to work together with Business Events Tasmania to provide a unique Tasmanian conference experience.”

“Working in partnership, we look forward to providing information and awareness to conference groups on how to reduce their cancer risk and giving them the opportunity to engage in activities that help us raise funds and contribute to our mission of reducing the impact



and incidence of all cancers for all Tasmanians.”

While Tassie folks are generous, raising more than \$4 million every year through fundraising, partnerships, and other programs that help Cancer Council Tasmania to offer their incredible services for free, there is a need for additional funding.

**“The demand for our programs and services continues to grow. These services are 85% funded by the Tasmanian community through fundraising, donations and gifts in wills. This is why collaborating with other organisations like Business Events Tasmania is so important to raise awareness about cancer and help us continue delivering our cancer supportive care and transport services, our prevention and education programs and invest into cancer research,” Alison said.**

As our Charity Partner, we’ll work with event organisers to integrate Cancer Council Tasmania into their business events through engaging activities and unique fundraising opportunities.

Options available to organisers will include:

- Bespoke team building and awareness activities such as interactive walking tours, or the crafting of daffodil hearts that are then distributed to Tasmanians impacted by cancer.
- Tailored event presentations focused on increasing awareness and providing information on how to reduce the risk of cancer, and how best to provide emotional support to someone who has received a cancer diagnoses.
- Fundraising opportunities like providing contributions per event attendee, having on-site information and support for individual donations to Cancer Council Tasmania, or the ability to incorporate fundraising packages into the event, such as aligning a morning or afternoon tea with Australia’s Biggest Morning Tea.

Our CEO Marnie said she’s “thrilled to be creating fantastic opportunities for event organisers to have a positive impact on the community with Cancer Council Tasmania”.

To celebrate the partnership, BET kicked off by donating \$10 from all member renewals in the month of August.

“This is the start of a blossoming partnership that will uplift the community and enrich delegates that partake in the fundraising partnerships available to event organisers,” Marnie said.

For more information on partnership options, reach out to us, or visit our Charity Partner page on the website here. You can also keep an eye on our socials where we’ll post updates on our partnership, and our participation in fundraising events such as Relay for Life. 🌻





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# VISIONARY JEFFREY HAWKINS

The Tasmanian maritime industry is full of people who have worked hard and found ways to thrive. People who have pushed through with their goals, no matter what stands in their way.

**D**r Jeffrey Hawkins is one of these people, and he's become a driving force in our local maritime industry with three decades of experience and counting.

In 1996, Jeffrey co-founded the Tasmanian-based Pivot Maritime International, providing products and services to the international maritime and defence industries.

It's the only Australian manufacturer of maritime bridge simulators – proving big things can be achieved on our little island. And that's exactly how it'll stay, even when success arrives on a global scale.

“Whilst we get other states trying to seduce us to the mainland with healthy incentives to do so, we have never been tempted because the support we get here is very genuine,” Jeffrey says.

Pivot's head office is in northern Tasmania, and it's the local connections that bring some of the strongest rewards.

“Pivot has gained great benefit from being in Tasmania through the support and encouragement we get from both the business community here and our State Government who has relentlessly done their best to help companies like us.”

For an industry that thrives on relationships, Jeffrey finds



value in working closely with his international clients from a Tassie base.

“A senior executive of a globally leading company wanted to come to Tassie because of our maritime expertise. To their amazement, they realised that when they engaged with one Tasmanian company, a whole network of other companies became available to them,” he shares.

“They remarked that Tasmanian companies are very supportive of one another and collaborate so well with one another – something that is unique in today’s cut-throat environment.”

**This friendly local approach yields impressive results: Pivot Maritime International clients include defence, commercial shipping, port authorities, and engineering and environmental consultants – just to name a few.**

Their simulators are used for research in port and ship design and development, navigational safety risk assessments, and more.

In 2023, Jeffrey and his team were responsible for a breakthrough technology – a maritime simulation that provides a one-to-one scale of an actual ship. Contained within 40-foot containers, they are mobile and can be combined with each other to create life-size replicas.



It was the breakthrough that won Jeffrey Innovator of the Year at the 2023 Australian Defence Industry Awards.

But it’s just another rung in the belt for the former ship master and marine super intendent. Since he’s been settling into his life ashore, Jeffrey first started focusing on maritime training and commercial shipping before expanding his horizons into other areas, including this groundbreaking maritime simulation technology.

There’s plenty more to do – and Jeffrey says that while he continues to work from Tasmania, “having Government

and industry working together to achieve sustainable economic success is the kind of challenge that drives us to continuously do better”.

Business Events Tasmania’s Visionary Program exists to showcase the breadth and depth of talent in Tasmania, with many researchers, scientists, architects, academics, medical professionals, athletes, businesspeople and entrepreneurs choosing to call our remarkable island home. Contact Business Events 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 DAMIAN MATHER

Drawn to the tourism industry by his love for travel and connecting with people naturally, Damian Mather is at the heart of Tasmania's tourism industry – working with our island's operators and helping them explore new opportunities.

**A**fter completing studies at TasTAFE Drysdale and UTAS, Damian spent six years in the UK. Upon returning to Hobart, he (like so many others his age at the time) had planned to move to Melbourne. This was until an opportunity presented itself to assist with the opening of The Museum of Old and New Art (Mona) – one of Tasmania's most renowned and remarkable destinations. This helped solidify Damian's decision to build his career in Tasmania.

Now as the Industry Development Coordinator at Destination Southern Tasmania (DST), Damian spends his time throughout the southern region of the state visiting new and established businesses, helping operators leverage Tourism Tasmania's marketing campaigns and upskilling them by connecting them with educational programs.

Through the monthly networking events Damian organises he helps bring industry stakeholders together, fostering knowledge sharing and meaningful connections.



## **I LOVE LIVING IN TASMANIA BECAUSE...**

You are just a stone's throw away from nature's finest escapes. From pristine beaches to iconic walks and world-class food and beverages, Tasmania is a place where the pressures of daily life melt away. It's the perfect balance of serenity and adventure — what more could you want?

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

it offers a unique perspective due to its scale and the strength of our brand. Our people's passion and collaborative spirit create an environment unlike any

other. With the cleanest air and purest water, our produce stands among the best globally, making Tasmania a place where the world feels a little clearer and more vibrant.

## **THE THING THAT EXCITES ME MOST ABOUT MY ROLE IS...**

I'm passionate about visiting tourism operators at various stages of their journey, drawing on my experience and connections to help them grow and seize new opportunities. Witnessing their progress and learning of their success stories is what drives me every day.





Image Credit – Pierre Destribats – St Columba Falls



Image Credit – Sean Scott – Cubed Espresso Bar

## ONE PLACE YOU HAVE TO VISIT IN SOUTHERN TASMANIA IS...

Pirates Bay lookout on the Tasman Peninsula. With a warm drink from Cubed Espresso Bar in hand, you can take in the breathtaking natural scenery that unfolds below. You might even be lucky enough to spot a whale or two, making for an unforgettable experience.

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

Hobart is Australia's second driest capital city. Despite our cool winters, the days are often clear, inviting you to layer up

and explore our diverse and bountiful regions.

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

Engaged in the great debate—curry scallop pie or not? (For the record, it's a resounding yes!)

## NEXT UP FOR DESTINATION SOUTHERN TASMANIA IS...

We're excited to advance our Positive Impact Plan further. Our team is committed to supporting operators in connecting, collaborating, and growing their businesses while inspiring collective action to enhance the sustainability of the tourism industry in southern Tasmania.

## MY FAVOURITE TASMANIAN:

### COFFEE SPOT:

Farzi Hobart.

### CHEEKY TASMANIAN TIPPLE:

Any Tassie Pinot Noir... I'm currently enjoying the 2022 vintage from Bream Creek Vineyard.

### TASTY TASMANIAN TREAT:

I can't get enough of Elly's Salted Caramel POP.

### SECRET TASMANIAN LOCATION:

St Columba Falls near Pyengana—an awe-inspiring sight when it's in full flow.

### PLACE TO ENJOY THE GREAT OUTDOORS:

The Huon Valley and Far South. Just 30 minutes from the city, you're amidst some of the world's best produce and ancient, towering trees.



Image Credit – Farzi Hobart



SEE CLEAR HERE

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