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Image Credit: Dearn Bond

## Words from our CEO

Our events season is well and truly in full swing, showing everyone how well the North does events! Our accommodation providers are seeing good occupancy and the events are being very well attended. It is a very busy time of the year because of that, and interesting to see such a shift in the visitor demographic now that school has gone back. I do encourage all event organisers to make sure their events are listed on ATDW and please reach out to our team if you need assistance with this, as I notice some are missing vital promotion opportunities because of this.

With Easter being early this year, there is some concern that visitation will drop straight after the early school holidays. We all know the weather is still good throughout April so we will encourage and work with Tourism Tasmania on as much promotion as possible. The OFF Season is also starting earlier this year and if you haven't listed

your offer yet, there are details below to help you with that.

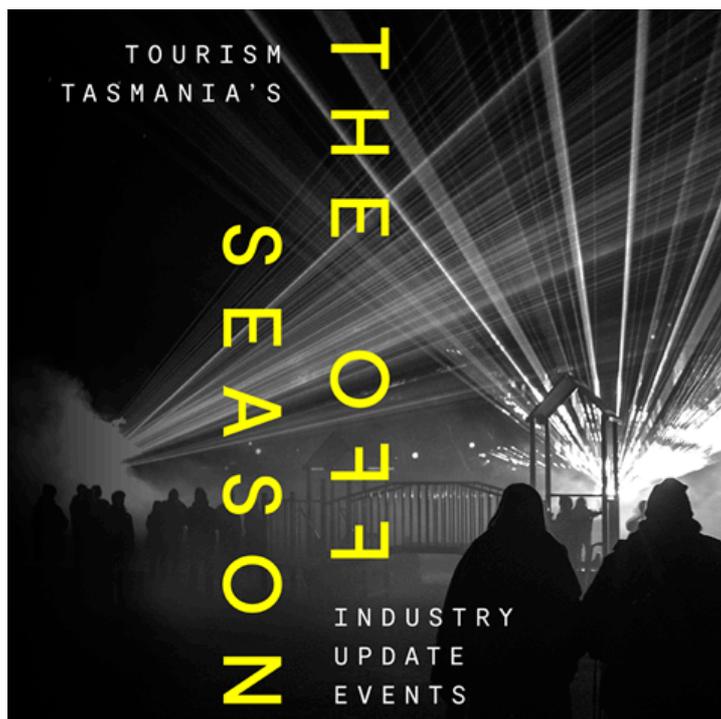
I have really enjoyed partnering with the THA and liaising with many of our hospitality providers in recent weeks who make such a significant impact on our visitors through good food, wine and amazing customer service. Not only does this support our designation as a UNESCO City of Gastronomy, but it enhances our reputation and encourages visitors to come back for more. I have been really impressed with the quality of offerings at the venues I have visited recently – so thanks to those who have hosted us.

I am very proud to be heading to Darwin for the Qantas Australian Tourism Awards mid March, and am confident we will bring home a swag of national awards. Go team Northern Tassie!

Tracey Mallett

CEO | Visit Northern Tasmania |  
[tracey@visitnorthtas.org.au](mailto:tracey@visitnorthtas.org.au)

**Here's a round-up of recent grants,  
industry events and training  
opportunities for the tourism industry.**



## Tourism Tasmania Off Season Industry Update - North

Join us for an industry update as we move into the winter season. Hear the latest tourism market outlook, preview the upcoming Off Season campaign and learn how your business can leverage the Off Season program.

4.30-6.30pm, Tuesday 26 March, at Adams Distillery.

[REGISTER TO ATTEND](#)



### Tickets still available to the TICT's FREE Positive Impact Tourism Workshop

*Launceston workshop: 8.30am – 1.30pm  
Wednesday 20 March 2024 | Peppers Silo [TICKETS](#)*

If you're a tourism business that is a TICT member or accredited, there is still a chance for you to join Nic Cooper, a regenerative tourism specialist, and TICT Carbon Advisor Lauren Cameron at the TICT's upcoming workshop series.

Workshop participants will explore the *why*, *what* and *how* of sustainable, positive impact tourism, with a specific focus on reducing carbon emissions in your businesses. The highly practical program will equip you with practical tools, guides and knowledge to act on your emissions reduction goals and ambitions.

Key learnings will include:

- Case studies of how tourism businesses around Tasmania, and also Australia are tackling emissions reduction.
- Where and how carbon emissions can be reduced, even when juggling the challenge of staffing, time and business cost pressures.

- Where and how emissions reduction can lead to more meaningful and locally connected visitor experiences.
- How to communicate your positive impact and decarbonisation journey authentically and transparently, so you maintain visitor trust in an often un-trusted space.

**For more information contact TICT Carbon Advisor Lauren on [lauren.cameron@tict.com.au](mailto:lauren.cameron@tict.com.au) or 0482 944 299**



### **THA & VNT - Tourism & Hospitality Update**

THA and VNT will jointly host a Tourism and Hospitality Update in the Dorset region, focussing on THA's Great Customer Experience Program.

5.00-7.00pm 21 March, Bo & Barn Jetsonville.

[REGISTER TO ATTEND](#)



### **Round 2 - Agritourism Accelerator**

Round 2 intake - commencing in March

Are you an agritourism business located on the East Coast or North of Tasmania that missed out on round 1? The second round intake will begin in mid-March 2024.

Register your interest for the second round of the project to stay informed about upcoming events, intake opportunities, and relevant information.

Image credit: Ness Vanderburgh - agriCULTURED 2023

EXPRESSION OF INTEREST



**2024 Spirit Super Business Excellence Awards Gala Dinner**

Join the Launceston Chamber of Commerce for this showcase of everything that is great about doing business in the North.

Saturday 16 March, 6.30pm to 11.00pm at the Hotel Grand Chancellor Launceston.

Congratulations to the finalists for the VNT sponsored Excellence in Tourism & Hospitality.



- Beta Park Bouldering
- Du Cane Brewing Co.
- Fork n Farm Homestead
- Gorge Scenic Chairlift
- Launceston Airport
- Love Lucy Boots Wine Room
- Matson Hospitality Group
- Mudbar Restaurant

GET YOUR EVENT TICKETS



## Reminder to get your Off Season offers in before 31 March 2024.

There is just over one month left to create and submit your offer for this year's Off Season (May to August 2024).

Creating an offer will allow you to leverage the significant winter marketing program being delivered by Tourism Tasmania this year, and encourage clickthrough and bookings from the Discover Tasmania website and app.



[SUBMIT YOUR OFFER](#)

### Hot tip for creating an Off Season Offer - align your offer to a content pillar.

The following pillars are at the heart of everything Tourism Tasmania publishes including online articles, social media posts, interviews and more. Think about how you can create a unique winter offering that aligns with one or more of these pillars:

- Wild nature
- Food and drink
- Experiences
- History and heritage
- Culture and creativity

Refer to pillar descriptions on page 14 of the **Off Season 2024 Industry Toolkit** and examples of great offers on page 15 – 17.

If you need guidance or advice with creating your offer, please contact VNT's Industry Development Manager Renée Hardwicke.

**Don't forget to make sure you are listed on ATDW and that your profile is up to date.**

[GO TO ATDW](#)

Visit the VNT Industry Hub for more information about grants, resources and training opportunities.

## What's new in Northern Tasmania

### 2023 Qantas Australian Tourism Awards Gala Dinner

This year's awards celebration will take place in Darwin on Friday 15 March 2024.

Join us in congratulating all the finalists from Tassie but especially those from the North.

Gorge Scenic Chairlift; Seahorse World; Junction Arts Festival; Tasmanian Walking Company; wukalina Walk; Peppers Silo Hotel; Blue Derby Pods Ride; Grain of the Silos; The Dragonfly Inn; The Granary Richmond Hill; The Truffle Farm.

Wishing you all the best of luck in bringing home gold!



[Bar Two - under new](#)



[New direct flights](#)



[Rupertswood Farm & Crop Maze](#)

[managem](#)                      [from](#)  
[ent](#)                              [Sunshine](#)  
   [Coast](#)

We are very excited with the recent announcement of Bonza's direct service from Sunshine Coast to Launceston. An historic first for Tassie, the non-stop flights will operate twice a week commencing on 29 March 2024.

Introduction of Bonza's direct services Gold Coast to Launceston which commenced in November 2023, and Sunshine Coast to Launceston create a fantastic opportunity to connect QLD with TAS - and the word on the street is Queenslanders love to experience a 'real' winter, seems they don't get one in the Sunshine State!

## **What's On - Major Events & New Events for 2024**

### **March 2024**

1-2 March - [Tamar NRM Sustainable Living Festival](#)

2 March - [Mona Foma](#)

2 March - [Pre Season AFL, Hawthorn & Western Bulldogs](#)

2 March-14 April - [Rupertswood Farm Crop Maze](#)

7-10 March - [The Golfer Barnbouggle Masters](#)

9 March - [The Drive Motorama, a tribute to Jack Brabham](#)

9-18 March - [Glover Prize](#)

17 March - [Tomato & Garlic Festival](#)

23-25 March - [2024 SB20 Australian Championship](#)

28 March - [Music in the Mornings, The Winner is.....](#)

## April 2024

1-2 April - [Nutopia Weekend Cultural Festival Celebration](#)

13 April - [Red Hot Summer Tour](#)

13 April - [Woolmers-1 TSO](#)

13-16 April - [Bass Strait Masters Golf](#)

20-21 April - [2024 Australian DrillDance Championships](#)

30 April - [Music in the Mornings, Spirit of the ANZACS](#)

Get ready for what is shaping up as a bumper cool season with over 20 events scheduled between May and August 2024 for Northern Tasmania!

**Check out what else is on in 2024**

## VNT Team Member Spotlight

Visit Northern Tasmania is responsible for driving the development of tourism and the visitor economy in Northern Tasmania in alignment with the Tasmanian 2030 Visitor Economy Strategy.

A key focus for VNT is the Cool Season Collective and sourcing opportunities to bring sporting, special interest and major events to Northern Tasmania. In addition to securing new events, we support existing events throughout the calendar year and work with stakeholders to avoid event clashes. We connect the events industry with funding opportunities, event marketing, support and much more.

And so, our team member spotlight in February shines on our Business Development Manager Lisa

Tedeschi, your first point of contact for any event related matters: [lisa@visitnorthtas.org.au](mailto:lisa@visitnorthtas.org.au)

## Introducing Lisa

### What is your role?

My primary responsibility is to scout opportunities for sporting and special interest events that can be brought to the Northern region. These events play a crucial role in enhancing the region's profile, particularly during the cooler months, while also bringing an economic injection, fostering community engagement, and supporting local businesses.

### What do you love most about your work?

The dynamic nature of my role is what I find most rewarding. It requires out-of-the-box thinking to carefully curate and manage a diverse range of events, stakeholders, and a comprehensive calendar across the northern region.

### Tell us a highlight from your past work experience.

I previously managed multiple small businesses across Launceston and the north. I received several awards and had the honour of being inducted into the Chamber Hall of Fame in my late 20s. This recognition was truly humbling and has equipped me with valuable skills. Additionally, being the Community Engagement Manager for Beerfest provides hands-on experience, allowing me to understand and assist others in overcoming challenges when planning their events.

### What is your hot tip for successful event planning?

- Start your planning process early
- Establish clear, quantifiable goals
- Define your target audience
- Craft a comprehensive marketing plan

- Create a budget and adhere to it.



### **What is your favourite weekend pastime?**

I have a passion for cooking, and my family shares my love for good food. We're fortunate to have access to amazing local produce, and our weekends often revolve around outdoor activities like walking, hiking, and swimming with my husband and children.

### **Tell us a little-known fact about you.**

In the past, I used to be a member of a band, where I was the lead singer!

Image credit: Phillip Kurivita



## Three Cuts Gin on Show at G'Day USA Arts Gala

It was great to see Northern Tasmania's Three Cuts Gin take the international stage at this year's G'Day USA Arts Gala in Los Angeles.

Three Cuts Gin starred as Australia's only gin on show at the 2024 G'Day USA Arts Gala, celebrated on February 1 in Los Angeles.

Three Cuts Gin is the flagship label of Turner Stillhouse, a multi-award winning Tasmanian craft distillery, and featured in a Gin Gimlet cocktail at Tourism Australia's specialty cocktail bar at the event.

Celebrating Australian excellence in the United States, this year's G'day USA Arts Gala attracted over 400 high-profile guests.



[Read more](#)

## Opportunities in the North



Looking for a fantastic role working closely with the Tamar Valley wine industry?

The Tamar Valley Wine Route Association are looking for an Executive Officer.

The Tamar Valley Wine Route Association is an incorporated not-for-profit association dedicated to promoting a wine touring experience in the premium cool climate wines producing Tamar Valley, Tasmania.

Read more and apply [here](#).

Image credit: Adam Gibson



National Trust Tasmania is seeking Expressions of Interest from energetic, entrepreneurial operators interested in providing food and beverage services at the romantic Clarendon Estate, approximately ten minutes south of Evandale in Tasmania's Northern Midlands.

Catering at Clarendon will include high-end weddings, themed dinners, picnics, car rallies and concerts and café service during museum open hours. The operator and the Trust should work together to promote the complementary businesses. For further information please follow this [link](#).



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Forward

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