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## Words from our CEO

We have seen quite the focus on sustainability in recent times, and last week I participated in a workshop with my fellow RTOs, Tourism Tasmania, TICT, Department of State Growth, THA and NRE to go through AusTrade's Sustainability Toolkit (link below) to see how we can help industry have a positive impact. The latest market segmentation shows that there is a cohort of Positive Impact Travellers and Conscious Adventurers coming to Tasmania to whom this is important. And although many Northern Tasmanian operators are doing amazing things in the sustainability space, they aren't sharing those stories. This was evident at a TICT Positive Impact workshop held in Launceston in late March and attendees were inspired to be upfront and share. THA are also looking at ways to work with the hospitality sector to make a positive impact and food waste is a huge part of this. They led a trial with a number of cafes and restaurants in

Salamanca at the end of last year which saved many tonnes of food waste from landfill. Again, there are already some operators doing that well here in the North which aligns perfectly to the UNESCO designation of Launceston as a Creative City of Gastronomy. Perhaps consider some of the Brand Tasmania workshops to help you tell those stories.

We have some big events coming soon which will continue to keep visitor numbers up. AgFest is always a key event for the whole State and also in May sees the first of Hawthorn's Tassie Home AFL games with a bumper match against St Kilda. I'd encourage everyone to keep an eye on when and where some of these bigger events are to assist with planning and rostering, so we put on a good show for those visitors.

Tracey Mallett

CEO | Visit Northern Tasmania |  
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Image credit: Jess Hunniford

Get ready for the OFF Season. Tourism Tasmania have commenced marketing in full force and with just over 160 experiences (combination of offers and events) for Northern Tasmania from 1 May to 31 August there will be plenty for visitors to enjoy here during our cooler months.

If you submitted an offer or event for the OFF Season, make sure you take advantage of the FREE digital coaching available to assist you to amplify your offer. Read more in the round up of support and grants below.

## **2024 Tasmanian Tourism Awards - nominations are now open.**

The Tasmanian Tourism Awards is the industry's premier awards program. Designed to encourage and recognise innovation, excellence, quality, and sustainability in tourism, these awards provide a benchmark for industry best practice.

Coordinated by TICT each year for, and on behalf of, the Tasmanian tourism industry, the Tasmanian Tourism Awards form part of the prestigious Australian Tourism Awards program. With an incredible 19 Tassie operators receiving national accolades last year, we're excited to see who will rise to the challenge in 2024!



Dragonfly Inn Winners of Gold for Hosted Accommodation at 2023 Qantas Australian Tourism Awards



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



**Free Digital Coaching - OFF Season Amplification Sessions**

Amplify your OFF Season offer with an additional two hours free coaching.

Digital Ready and Tourism Tasmania are offering tourism operators a free 2-hour coaching session to assist with amplifying their 2024 OFF Season offers online. The sessions are held online, be quick spaces are filling fast!

[FREE DIGITAL COACHING](#)



### **Sustainability Webinars for Tourism Operators**

Following the release of the national [Sustainable Tourism Toolkit](#) for businesses, the Australian Government is hosting a series of free webinars designed for tourism operators to learn how to get started or progress their sustainability journey. Tailored to SME's, this four-part series will offer practical guidance and inspiration across the different aspects of sustainable tourism. Webinars start on 30 April 2024.

[READ MORE](#)

Image credit: Ness Vanderburgh



**Tasmanian Training Awards**



The Tasmanian Training Awards celebrates excellence in vocational education and training (VET) and recognises learners, trainers, training providers and employers who have excelled in their training. The Awards are part of a national competition and taking part can open doors for those who become finalists and winners.

Nominations opened on 18 March 2024 and close 20 May 2024.

Follow the link below for more information or contact Jacqui at Skills Tasmania on 03 6165 6008 or [jacqui.maclaine@skills.tas.gov.au](mailto:jacqui.maclaine@skills.tas.gov.au).

[READ MORE](#)



### **Google SMB Summit - Sydney and Livestream, 17 May 2024**

Connect, engage and grow your business with Google Business Profile.

Learn directly from Google's leadership and allow them to learn from you! Come and hear about the new features that are being launched that will help you **grow your restaurant, hotel or tourism business!** Reach more customers, access better insights and tell your story through your Google Business Profile. At this event you will be the **first in Australia to see the newest tools!**

Register for this free event and learn how Google will help you take your business to the next level! Space is limited, so don't miss out on this opportunity to learn from Google's leadership. You may also join the live stream.

[READ MORE](#)

Image credit: Tourism Australia

## **Brand Tasmania - upcoming workshops May, June and July**

In the Brand Tasmania workshops, you learn the principles of narrative and how to use them to build your brand.

The brand workshops provide you with an opportunity to learn more about the Tasmanian brand story and how to use it in your own work - no matter what you do.

The workshops are designed to be fun, inspiring, and valuable.

### Launceston Workshops:

Wednesday 8th May - Elevate Your Brand Story on Your Website

Thursday 6th June - Instagram 101 for Business

Wednesday 3rd July - Content Creation for Instagram

[REGISTER TO ATTEND](#)

## **Business Tasmania - support for drought affected livestock farm businesses**

Livestock farmers on mainland Tasmania who are experiencing drought conditions can now apply for support.

The Mainland Tasmania – Livestock Producers – Seasonal Conditions Scheme provides one-off payments of up to \$5,000 to eligible Tasmanian farm businesses.

The scheme is open for applications until 3:00 pm on Friday, 10 May 2024 or when the available funding has been fully allocated, whichever occurs first.

For further information, please contact Business Tasmania on 1800 440 026 or [ask@business.tas.gov.au](mailto:ask@business.tas.gov.au)  
[VIEW GUIDELINES HERE](#)

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

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

In May, the 2024 Australian Masters Rowing Championships will take place at Lake Barrington. Rowing Tasmania and Rowing Australia with support from Events Tasmania will host the event which is projected to see more than 1,900 interstate visitors to the region. The strong volume of visitors is certain to see dispersal across North West and Northern Tasmania for accommodation, pre and post touring, dining and retail. Check the event website for details and dates to assist you with planning and rostering during this time: [read more.](#)

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We are excited to announce that Visit Northern Tasmania has taken the lead with development and introduction of an online platform that has capability to capture more events in the region. The platform sources events from a wide range of event listing sources and seamlessly delivers a curated event feed to the VNT website. The system will benefit industry stakeholders and visitors alike helping them to discover more events in the region. Stay tuned for updates as this project progresses. In the meantime, to improve online visibility of your event, always remember to add it to ATDW.

**Check out what else is on**

### **Major Events May 2024**

[Agfest Field Days 2-4 May](#)

[Hawks vs St Kilda 11 May](#)

[Australian Musical Theatre Festival 15-19 May](#)

[Tasmanian State Jigsaw Puzzle Competition 18 May](#)

[Australian National Budgerigar Show 2024 - 24 - 27 May](#)

[OFF Season 1 May - 31 August](#)

### **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.

Crucial to our success is strong administration and business operations support. Behind the scenes our Business Operations Manager takes care of payment for invoices, accounts, payroll, administration support to the CEO and Board, and assisting the team with ad-hoc activity.

And so, our team member spotlight in April shines on our Business Operations Manager, Drishti Adhikari, your first point of contact for general enquiries: [drishti@visitnorthtas.org.au](mailto:drishti@visitnorthtas.org.au)

## Introducing Drishti

### What is your role?

As Business and Operations Manger my role is mostly taking care of the administrative and financial requirements for VNT. Having communication with stakeholders, handling logistics for our CEO, acting as primary coordinator for the internal systems supporting the team and providing general operational support across the organisation.

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

Getting to know what's happening in and around our tourism industry is what I love about my work. Coming from a completely different work and cultural background I had very limited knowledge about the tourism industry. I see every day at work as an opportunity to continue my journey of learning.

### What is your hot tip for industry?

Stay on top of what's happening in the industry and showcase your business or event whenever possible. The tip closest to my heart is to work together. I know we are in a competitive industry but let's try and make it a healthy one. Also being kind to each other never goes out of fashion.

### What is your favourite weekend pastime?

Spending as much time as possible with my 16 month old daughter and exploring places with her. Catching up on missed moments with my

daughter after workdays feels like unwrapping a treasure trove of love and laughter.



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

When I was studying for my degree in Accounting at university, my presentation was considered best for that term, with feedback that I am a great public speaker.



**2024 TASMANIAN TOURISM  
CONFERENCE - SAVE THE DATE!**

**The Tasmanian tourism industry's major business and networking event, the annual Tourism Conference, is back for 2024 – and it's time to save the date in your calendars!**

**Launceston – Tuesday 20 – Wednesday 21 August.**

The two-day event will again feature practical workshops on contemporary tourism and business skills and insights, the latest industry updates and market intel, inspirational keynote speakers and lots of networking opportunities.

And after two consecutive years of focusing on Positive Impact Tourism - this year the conference will be looking beyond the horizon to again ask ourselves; what's next?

**The 2024 Conference 'Future Focus'** will further the conversations had over the past two years but push us beyond what we know, inspiring us to think about what is possible for our industry, guided by our 2030 Strategy.

You can expect insightful and thought-leading contributions on practical tourism and business skills, cutting-edge destination planning and management, high energy inspirational people, and the very best networking opportunities on the Tassie tourism calendar.

**Expressions of Interest - Speakers and Presenters**

TICT are seeking Expressions of Interest for workshop presenters and keynote speakers to contribute to the two-day conference program.

Tourism operators and industry professionals, innovative creators, thought leaders and change makers, government and NGO leaders across the Tasmanian Visitor Economy, business consultants, mentors, research professionals – all are encouraged to submit a brief pitch via the TICT website by **COB Friday 3 May**.

[SUBMIT A SPEAKER/PRESENTER EOI HERE](#)



Tourism Tasmania [OFF Season](#) & Industry Update was held at the beautiful Adams Distillery on 26 March. There was a great turnout with over 60 operators attending.



[Agritourism Accelerator](#) - Agritourism Talks northern event was held on 9th April at stunning Wesley Dale. The event was well attended with the group enjoying some local wines, hearty savoury canapes in the warm and inviting surrounds of the



'big room' at Wesley Dale while hearing from Helen Baillie of Wesley Dale, Ina Ansmann of the Truffledore, Rose, Allison, Tracey (CEO VNT) and Gabriella (CEO WxNW).



29th March, Good Friday was a very good Friday indeed with the inaugural Bonza flight from the Sunshine Coast touching down in Launnie.

VNT CEO, Tracey Mallett was there to welcome Queenslanders to a beautiful sunny day in Northern Tasmania (or maybe rescue them from the grey skies and torrential rain that QLD was experiencing!).

Forward bookings are looking great so expect to see plenty of our 'banana bender' friends here to discover what makes Tassie the place to be!



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