

No images? [Click here](#)



Image: Courtesy of Tourism Tasmania | Odd Jobs | Soaksmith - Little Things Farm

Words from our CEO

It may be quiet across the region but the world is certainly talking about Tasmania on the back of the hugely successful Odd Jobs campaign from Tourism Tasmania. You can read about our two local “employers” below but given that we have our fair share of caves, saunas, truffles, stars and of course, the ever popular wombats, I’d encourage any of you with connections to these themes to capitalise on the promotion and encourage visitors to your destination for more cave conducting, sauna stoking, truffle snuffling, star seeking and wombat walking.

Launceston has just hosted the 25th Symposium of Australian Gastronomy and the huge number of attendees from interstate and overseas raved about the “island” theme whilst enjoying our island’s produce and being stimulated in mind and spirit by some incredible presenters. Given it is now

NAIDOC week, how appropriate that a local highlight of many menus was abalone sourced from lutriwita's sea country. Our destination and UNESCO designation as a Creative City of Gastronomy was a real drawcard for many so we can all continue to build on that.

We are fast approaching a very busy August with some amazing events on every weekend. Let's put our best foot forward and show these event attendees that with a beanie and a Tassie Tuexedo, northern Tasmania is a truly sparkling place to visit this Off Season.

Tracey Mallett

CEO | Visit Northern Tasmania |
tracey@visitnorthtas.org.au

Opportunities to Support our Youth and our Seniors

YTN Trusted Advisor Program

In partnership with Young Tourism Network Vic and Tourism Industry Council Tasmania (TICT), Young Tourism Network Tasmania are providing the opportunity for emerging tourism professionals in Tasmania to be involved in the [Trusted Advisor Program](#).

The Trusted Advisor Program connects emerging professionals in tourism, events, and hospitality (Advisees) with established industry leaders (Advisors) for a transformative 10-week coaching journey. Participants meet fortnightly from early August to October, either online or in person, with opportunities for workplace visits where feasible.

Please click [here](#) for more information on the Program or contact Bella Alcorso at TICT with any questions: bella.alcorso@tict.com.au

Applications close (Advisors & Advisees) on 26 July 2024.

YOUNG TOURISM NETWORK



Registrations for Seniors Week 2024 are now open

Host an activity or special offer during Seniors Week

Seniors Week celebrates older Tasmanians and recognises the contributions they make to our communities. It's a week of events for older people, all over Tasmania.

Hosting an event allows you to connect and share experiences, learn something new or find out useful information.

This year's theme of Connecting Generations enables you to engage with a whole variety of people in your community.

[Register your event](#)

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



TICT 2024 Tasmanian Tourism Conference, 21-24 August 2024

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

[READ MORE](#)

Bookings Open for Welcome to Tasmania 2024-25 Guide

To place your advertising, please complete the easy to follow booking form and return by 30 September 2024. [View Form](#)



June 2024 Business Sentiment Survey

It's very important that the TICT hear from you this quarter, about how your business is faring. This is essential information for the TICT, and the national body ATIC, to ensure they are monitoring trends and advocating to all levels of Government informed by accurate information.

It will only take 8-10minutes, and all responses are confidential. Please click below to complete the survey.

[COMPLETE THE SURVEY](#)

Blend Wine + Tourism 23 July 2024

Tourism Industry Council Tasmania and Wine Tasmania invite you to their sixth annual BLEND Wine + Tourism event.

Our tourism and wine sectors have much in common and share aspirations to grow our value through increased yield, while fostering a global reputation for sustainability and quality built on the Tasmanian brand. BLEND is about bringing our sectors together to talk wine tourism, grow connections, and progress our shared vision for Tasmania to become Australia's premium wine destination.

The day kicks-off with a 90-minute workshop followed by a sit-down lunch hosted by different wine producers of the local Tamar Valley region. It's your choice whether to come to both the workshop and lunch, or just one.



[Click here to book tickets](#)

Positive Impact Tourism Workshops

Tourism business and professionals can learn about sustainable, regenerative and positive impact tourism through these half-day workshops, with a specific focus on reducing carbon emissions in their businesses.

If you missed the Launceston workshop held in March, here is your chance to register for one of the 5 workshops being held across Tasmania in the coming months.

Locations include Strahan (6 August), Devonport (7 August), the Huon Valley (16 September), Oatlands (17 September) and St Helens (18 September).

[MORE DETAILS](#)



Agritourism Tasmania - 3rd Annual Statewide Gathering

Standing out in agritourism - Friday 2nd August 2024

This year, it is planned to hold the third annual **Conversation** specifically for agritourism operators and stakeholders on Friday, 2nd August, at the University of Tasmania's Inveresk Campus, Launceston.

Coinciding with [agriCULTURED](#), the theme for this year's Agritourism Stream conversation is **'Standing out'**. This year's Keynote Speaker is

Lauren Douglass, CEO, Australian Regional Tourism.

The Agritourism Conversation has been extremely popular each year. Don't miss out, book early.

[READ MORE & BOOK YOUR SPACE](#)



SAVE THE DATE!

CHAMPIONS OF TOURISM

Thursday 24 October 2024 at the stunning Quamby Estate. Call out for nominations will start soon, so start thinking about who you will nominate and take a look at our Hall of Fame and Champions from 2023. [Read more](#)



Upcoming Courses - Launceston

15 July 2024 - Developing New Team Leaders and Supervisors - \$99.00

16 July 2024 - Resolving Conflict with Customers - \$99.00

17 July 2024 - Introduction to Barista Skills -
\$100.00

29 July 2024 - Introduction to Food and Beverage
Service - \$99.00

31 July 2024 - Introduction to Barista Skills -
\$100.00

14 August 2024 - Developing New Team Leaders
and Supervisors - \$99.00

14 August 2024 - Introduction to Barista Skills -
\$100.00

15 August 2024 - Resolving Conflict with Customers
- \$99.00

28 August 2024 - Introduction to Barista Skills -
\$100.00

[FIND OUT MORE](#)



Event Information Session

Australian Rowing Championships March 2025

The Australian Rowing championships, scheduled for 24-30 March 2025 at Lake Barrington, will attract approx. 6,000 attendees which will result in dispersal across Northern, and North West Tasmania.

Join Rowing Australia and Events Tasmania to gain valuable insights into the event's expectations and explore the various opportunities available for you to be a part of.

5.00pm, 15 July 2024 at Sheffield Town Hall.



Upcoming Events - Launceston Chamber of Commerce

Circle Forward is back! The sessions provide a forum to discuss the possibilities for collaboration and the pinch points we share as a business community, opening the door to an increasingly united and progressive Launceston. 17 July 2024 Macquarie House. Read more and register to attend [here](#).

Lunch n Learn Webinar 7 August 2024: Resources for your business from TCCI. [Register to attend](#).

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

Tourism Tasmania - OFF Season Marketing Activity



Tourism Tasmania/Qantas Airlines Partnership - OFF Season Marketing

Delivered as part of Tourism Tasmania's Off Season campaign, this marketing activity was designed to drive awareness and educate Qantas' exclusive

audience about the latest offerings in Tasmania during the OFF Season.

The campaign was supported by various articles, co-branded video reels on Instagram, various social media posts, as well as a solus eDM. Last but not least, Tourism Tasmania created a 10 page feature within the in-flight magazine highlighting how to experience Tasmania in the Off Season.

Featured content is a mixture of experiences curated by Tourism Tasmania's agency partner, combined with recommendations from Tourism Tasmania aligned with the Off Season campaign. The featured restaurants were provided by Qantas for those they felt best suited their audience.

Featured content is a mixture of experiences curated by Tourism Tasmania's agency partner, combined with recommendations from Tourism Tasmania aligned with the Off Season campaign. The featured restaurants were provided by Qantas for those they felt best suited their audience.

Check out some of the articles below which include operators from Northern Tasmania.

[Your New Epic Tasmanian Bucket List](#)

[Tasmania's Coziest Winter Stays](#)

[Why Flinders Island is Tasmania's Most Underrated Hidden Gem](#)

[20 of the Best Things To Do in Launceston](#)

[Why Tasmania Could Be the Ultimate Family Destination](#)

If you are one of the operators included and would like to leverage the opportunity then you are encouraged to share your inclusion within your own networks. [**Click here**](#) for an example of how Pigeon Hole Bakery shared their inclusion.

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

The new events website is tracking along nicely and we hope to see it go live within the next 1-2 months. The website will source events from a variety of platforms including ATDW, event ticketing platforms, Facebook and other sites. In addition, event organisers can upload their event directly to the website via an easy to use form and it's free! We anticipate this site will deliver a more accurate record of all events happening in the region of Northern Tasmania as well as provide a one stop shop for event organisers to access important resources and a great opportunity to see your event promoted to an audience who are actively searching for what's on and what to do in Northern Tasmania.

Don't forget to be prepared for August with many events happening throughout the month, ramp up your staffing levels and review your opening hours - there will be plenty of visitors to our region during August!

Check out what else is on

Major Events July 2024

[Launceston Bravehearts 777 Marathon - 4 July](#)

[25th Australian Symposium of Gastronomy - 8 July](#)

[Trooping the Cup at Pointe Rapide Estate and Vineyard - 23 July](#)

[Fire & Fog | The Feast - 31 July](#)

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

For event related enquiries, reach out to our Business Development Manager - Events:
lisa@visitnorthtas.org.au

Tourism Tasmania's Odd Jobs

The campaign has attracted global attention reaching 1.3billion people across the globe since launching on 17 June. It was picked up by BBC World News, CNN, India Times, Good Morning Cape Town and more.

Ten tourism operators across the state are offering Odd Jobs that explore some of our islands most wild, weird and wonderful work - two of the operators are from Northern Tasmania - check out their Odd Jobs featured below.



SOAKSMITH

Little Things Farm

Unleash your creativity as a Soaksmith and embark on a sensory journey at Little Things Farm, where you'll be tasked with crafting the bath salt that captures the essence of Off Season. Get to know the goats responsible for crafting our award-winning artisanal soaps, and after spending time with these delightful mini milkers settle in to savour the breathtaking view of the Bluff with a piping hot chocolate and a snug blanket. [Read more](#)

WINE WHISPERER

Clover Hill Wines

Explore the art of crafting exceptional sparkling wine from grape to glass with a guided tour of our vineyard in winter, where you'll experience hands-on pruning and witness an integral cycle of wine growth. Then, delve into Clover Hill's sparkling wine portfolio with a tasting masterclass spanning 15 years, accompanied by a cheese platter. [Read more](#)



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Forward

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Tasmania. Click on the links below to change your preferences or to unsubscribe.

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