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Image Credit: Thomas Carpenter

## Words from our CEO

Winter is now officially here so the Off Season is alive and well, with football, puffer jackets, crisp mornings and sunny days. As locals, we embrace this time of year. Let's encourage our visitors to do so as well! In my very unscientific research, I have read a lot of online comments revelling in the peace, the space and the beauty of travel around Tasmania in winter. To be able to get the best hotel rooms or campsites, to be the only walker on a hike or the only fisherman on the jetty is an aspiration (and indeed a reality) for many. So let's instil a bit of FOMO in the visitors who are still undecided about a trip to northern Tasmania in winter and fill our social media channels with glorious winter images.

Winter is also a great time for us to catch up on professional development, networking and any maintenance issues. And perhaps even take some R&R yourselves and have a break. This newsletter

includes many opportunities for training and development so we hope to see you at some of them.

In two weeks' time, the Tasmanian Top Tourism Town winners will be announced. Fingers crossed for our very own Ross who is a finalist in the Top Tiny Town category. Their entry took on a very doggy theme and although voting has closed, [here is their video](#) to watch while we wish them all the best.

**Tracey Mallett**

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

## 2024 Tasmanian Tourism Showcase

It's not too late to register.

The Tasmanian Tourism Showcase is a great way to get your product in front of key organisations and individuals including Tourism Tasmania, Tourism Australia, Brand Tasmania and TICT among others.

The 2024 Tasmanian Tourism Showcase, will be in Hobart 2-3 August at Prince's Wharf, organised by Destination Southern Tasmania.

The Tasmanian Tourism Showcase will be held over two days in Hobart, with **day one directed at industry**, concluding with a networking event in the evening. **Day two will be consumer-facing**, with the opportunity to offer packages, products and sell to the general public.

**Find out more & register interest**

## Catch up with Austrade's sustainability webinars.

Austrade recently ran a series of sustainable tourism training webinars for hundreds of operators on each of the four pillars of sustainability.

[View the webinars here](#)



## **SKILLS & TRAINING INDUSTRY PULSE CHECK**

Under the 2030 Strategies of both the hospitality and tourism industries, better understanding the skills and training needs of both employers and employees is critical.

The tourism and hospitality industries, through the Tasmanian Hospitality Association and the Tourism Industry Council Tasmania, have come together to form an influential advisory committee to Government on our industry's workforce needs.

The Committee is made up of the CEOs of both organisations, along with industry operators and an independent Chair.

In order for the Committee to make informed recommendations, they want to know more from you about what's working and what's not when it comes to skills and training.

To do this, they are asking you to undertake a quick (only 10 mins) online survey. Your answers will be anonymous but will help the Committee in their work.

[Complete the survey](#)

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



## Save the date - TICT 2024 Tasmanian Tourism Conference

21-24 August 2024

The 2024 Conference 'Future Focus' will further the conversations had over the past two years but 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](#)



## A warm WELCOME to a new guide for accessible tourism.

Australia's tourism ministers have launched a new national guide to accessible tourism, which was produced by Austrade, states and territories, and Tourism Australia.

The WELCOME Framework has easy, practical tips to help tourism businesses across the country become more accessible and inclusive.

Accessibility is a focus of THRIVE 2030 Australia's national visitor economy strategy.

[ACCESS THE GUIDE](#)



**VXT UPCOMING COURSES LIST**  
 To enrol visit [www.vxt.org.au/courses](http://www.vxt.org.au/courses)

**HOBART**

- June 12 Introduction to Barista Skills **FULLY BOOKED!**
- June 26 Developing New Team Leaders & Supervisors
- June 26 Introduction to Barista Skills **FULLY BOOKED!**
- June 27 Resolving Conflict with Customers

**DEVONPORT**

- June 6 Introduction to Barista Skills **FULLY BOOKED!**
- June 18 Developing New Team Leaders & Supervisors
- June 19 Resolving Conflict with Customers
- June 27 Introduction to Barista Skills
- June 28 Introduction to Barista Skills

**LAUNCESTON**

- June 12 Introduction to Barista Skills **FULLY BOOKED!**
- June 17 Introduction to Food & Beverage Service
- June 24 Introduction to Café Service
- June 26 Developing New Team Leaders & Supervisors incl Resolving Conflict with Customers
- June 26 Introduction to Barista Skills

**STATEWIDE**

- Online Provide Responsible Service of Alcohol (SITHFAB021) (VXT in partnership with QHA (RTO 30826))
- Online Food Safety Supervisor (SITXFSA005 & SITXFSA006) (VXT in partnership with QHA (RTO 30826))

Find out more

Visitor Experience Training (VXT) is a purpose-built organisation with one purpose – to train a hospitality and tourism workforce to deliver the Tasmanian experience. VXT offers an array of industry-led, outcome-focused training courses around Tasmania.

If your business has additional training requirements get in touch with VXT to discuss a tailored training solution.

### Brand Tasmania - upcoming workshops 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:

Tuesday 25th June - Optimise Your Brand Story for Your Website

Wednesday 3rd July - Content Creation for Instagram

REGISTER TO ATTEND



## 2024 Regional Tourism Forum

**19 June 2024 | 12:30 - 5:30pm | Paranple Arts Centre, Devonport**

West by North West (WxNW) annual tourism forum will delve into major regional projects, industry insights, spark discussions on Positive Impact and workforce development, and include conversation with key note speaker Christine Finnegan, CEO of the Tasmania JackJumpers.

The event concludes with a cocktail party, including the announcement of **Tassie Top Tourism Town** winners.

BOOK NOW





**Amplify your OFF Season offer with free digital coaching.**

Get the most out of the OFF Season by amplifying your offer. Free digital coaching is available.

[FREE DIGITAL COACHING](#)



**Share your views - THRIVE 2030 - Consultation**

THRIVE 2030 is Australia's national strategy for the long-term sustainable growth of the visitor economy.

If you work in Australia's visitor economy, this strategy affects you and your business. You are invited to share your view's on tourism's challenges, opportunities and priorities to 2027. Tasmanian sessions will be held in **Launceston 20 June** and in **Hobart 21 June**.

To register your interest in participating in these sessions, email

[VisitorEconomy@austrade.gov.au](mailto:VisitorEconomy@austrade.gov.au). Advise your location and preference for virtual or in-person.

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

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

Be prepared for a busy August and two additional events that are expected to bring a large number of attendees to Launceston and Northern Tasmania!

On **31 August 2024, the Master Builders Tasmania Awards for Excellence Evening** will be held in Launceston at Silverdome. **Over 600 attendees** are anticipated for the event so expect some strong accommodation bookings at this time and possibly retail traffic during the day prior and post event.

Also on **31 August 2024, The Australian Cross Country Championships** will be held at Symmons Plains with expected **attendance of 2,000+**.

August will also see **agriCULTURED, Tassie Scallop Fiesta, Ned Whisky Supercars, Tasmanian Whisky Week, Hawks vs North Melbourne, and Tasmanian Open Dance Championships**...pew that is a jam packed month! Our region will be busy with visitors looking for a place to stay, tours, a place to eat and everything in between - take a look at your staffing levels and opening hours so you can make the most of the buzz and extra foot traffic!

**Check out what else is on**



## Major Events July 2024

[Harlem Globetrotters - 3 July](#)

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

[25th Symposium of Australian Gastronomy - 5 July](#)

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

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



**WE ARE HIRING! If you are a business development legend with a flair for nurturing relationships and looking for a role where you will contribute to the local tourism and events industry - then read on and apply.**

Visit Northern Tasmania (VNT), the peak agency for the Northern Tasmania visitor economy, is seeking to fill an exciting Business Development Manager role designed to attract more visitation through hosting sporting, one-off and special interest events in our region.

The role will see the successful person report directly to the CEO, and work in a small highly energised team focused on leading and influencing Northern Tasmania's place in the State's visitor economy.

To be successful you will need to demonstrate your experience and skill in developing commercial partnerships and innovative thinking; in either sports marketing and/or event sales and marketing. A preference to work in a small multi-talented team is also desirable.

Candidates are encouraged to provide a letter of introduction, current CV and a concise document

illustrating how they meet the key selection criteria as outlined in the position description.

For more information regarding the position, please contact our CEO Tracey Mallett by email [tracey@visitnorthtas.org.au](mailto:tracey@visitnorthtas.org.au).

To apply or obtain a copy of the position description, please contact Business and Operations Manager, Drishti Adhikari by email [drishti@visitnorthtas.org.au](mailto:drishti@visitnorthtas.org.au)

Please note that only short listed applicants will be contacted.



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