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Image Credit: Thomas Carpenter

Words from our CEO

The Off Season is upon us, as are our crisp mornings and beautiful sunny days. Together with Tourism Tasmania, we are very keen to hear how your Off Season offers are working out for you. Please keep us informed because even though it is still early in the Season, there are some wonderful events coming up which will be drivers for visitors to do some pre and post touring and hopefully experience your products.

It is also a great time for many of us to do some planning and forward thinking. Whether that's training for your staff, business planning (and be sure to access many of the tools available through Business Tasmania, THA and others), infrastructure upgrades or pricing review, having the space to stop and think and plan ahead is invaluable. We will be expecting more international visitors next summer – is your business prepared for that? Have

you thought about accessibility for visitors to your premises? Is now the time to make some sustainability improvements? There's a lot of tools that can help with your thinking so reach out to access them.

Tracey Mallett

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

Tasmanian Tourism Showcase

Expression of interest open.

We invite you to participate in the 2024 Tasmanian Tourism Showcase, 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.

This event will offer an unmatched opportunity to directly engage with influential stakeholders from across the Tasmanian tourism industry and sell direct to the consumer. A chance to share your innovations, product updates, and have one-on-one interactions with decision-makers and the public.

Join us in the presence of key organisations and individuals, including Tourism Tasmania, Tourism Australia, Brand Tasmania, and the Tourism Industry Council of Tasmania, among others. Major Hobart hotel staff, airline representatives, and the Tasmanian media will also be invited, magnifying your reach and influence.

Expressions of interest **close 31 May** and spaces are limited.

Find out more & register interest

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](#)





Tasmanian Women in Agriculture

Celebrating 30 years with a gathering event in Tamar Valley.

TWiA was established in 1994 to support farming women across the state. It has since become a powerful lobbying group giving women access to networks, resources and education.

In 2024, TWiA invite women to gather on the 24-26 May for a long weekend of country hall fun, farm tours, a gala dinner, and celebrating 30 years of TWiA, along with fabulous guest speakers.

[PURCHASE TICKETS](#)

Image credit: Ness Vanderburgh



City of Launceston - Event Sponsorship Program - ROUND 2 OPEN

The purpose of the Event Sponsorship Program is to support events that deliver community, social, cultural, tourism and economic benefits to the Launceston community, building our profile and reputation as a great place to live, visit and invest.

Round 2 for events held between 1 January 2024 and 31 July 2025 is now open. Applications close 15

June 2024.

[FIND OUT MORE & APPLY ONLINE](#)



Upcoming Courses - Launceston

Developing New Team Leaders and Supervisors -
28 May

Resolving Conflict with Customers - 29 May

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.

[FIND OUT MORE](#)

Image credit: Tourism Australia

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:](#)

Thursday 6th June - Instagram 101 for Business

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

Wednesday 3rd July - Content Creation for Instagram

[REGISTER TO ATTEND](#)



The OFF Season has kicked off!

Tourism Tasmania's unique winter marketing campaign features over 150 experiences (offers and events) across Northern Tasmania and Flinders Island from 1 May to 31 August 2024. With so many offers visitors will find plenty to warm their cockles during our cooler months!

If you're part of the OFF Season campaign, boost your impact with **FREE digital coaching**. Elevate your presence and amplify your offer or event.

[FREE DIGITAL COACHING](#)

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

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

This year saw sunny skies and bumper crowds for Agfest! And as the cooler months are fast approaching there are plenty of events, large and small planned for Launceston and Northern Tasmania.

May kicks off this week with the [Australian Musical Theatre Festival](#); first of the Hawks matches saw them win against the Saints at UTAS Stadium on the weekend; and budgies make a flying visit with the [Australian National Budgerigar Show](#) in late May.

Visit Northern Tasmania have commenced stage one of implementation for the new events platform. There is several months of work ahead before the platform is ready for testing with deployment anticipated in the first quarter of new financial year - stay tuned!

Be prepared! 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.

Check out what else is on

Major Events June 2024

[Devils Cardigan - 22 June](#)

[Uni Review 2024 - 29 May to 1 June](#)

[Woolmers 2 | Tasmanian Symphony Orchestra - 22 June](#)

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

Farewell but see you soon - Lisa

This month the team at VNT sadly say good bye to Lisa Tedeschi.

Lisa has done an incredible job taking on the BDM Events role while Fiona covered Bree's maternity leave, and as someone with a bottle full of energy Lisa also took on the Short Walks Project. In the 9 months she has been with VNT, Lisa has kicked some goals prospecting for new events, securing major events such as 2024 Veterans Table Tennis Championships, Openshaw World Croquet Tournament 2025 and handing over a strong pipeline of future events. Lisa has built strong connections with industry stakeholders and assisted to continue the momentum of the Meander Valley Short Walks Project.



Lisa your colleagues will miss your laugh, your vibrancy and energy but we wish you every success with your new chapter at Federal Group and look forward to a continued working relationship when you take on your new role.

Farewell to Bree



It is a month of farewells as we say good bye to Bree Philpot. Our beautiful Bree went on maternity leave in July 2023 and before the end of the year brought another beautiful soul to this world - Willow. It is no surprise that Bree took to motherhood like a duck to water and she has chosen not to return to a full time role with VNT.

During her time with VNT, Bree held the roles of BDM Events and Partnership Marketing Manager. She contributed to our industry by taking on the Accessible Tourism Mentoring Project and Zero Waste Events Project leaving a legacy that can be built upon in future years.

Bree's enthusiasm for the region and for the industry was evident in all that she did during her time with VNT.

The team at VNT will miss Bree's gentle ways and warming smile and we hope to see her again soon if she takes on a project or two in the tourism industry.

Happy Retirement Gillian



And what can we say that does justice to the legacy that Gillian has given to the tourism and events industry? This year Gillian chose to start her new chapter of retirement - retire you say? Not Gillian! Yes she has, but her finger is still on the pulse as she works behind the scenes with Australian Musical Theatre Festival during 2024. Gillian was instrumental in the creation, implementation and success of agriCULTURED, her story of contribution to and success within the tourism and events industry not to mention Northern Tasmania requires more space than this EDM permits. We wish her all the best in this next phase of life and the team at VNT will be forever grateful for her wisdom and experience, and the opportunity to work with a true industry professional.

VNT Team Out and About

During April and May the team have been busy out and about. Some highlights below.

A visit to Flinders Island saw Fiona and Renée meet up with Faraway on Flinders Island, Unavale Vineyard, Tasmanian Expeditions and Furneaux Distillery to find out more about their business and

capture video for Tourism Tasmania Operator Showcases.

Renée met up with Lilydale Progressive at the Lilydale Bowls Club to share how VNT can assist and what business opportunities are available.

Tracey, Renée and Fiona attended the TCCI/FIBI networking event on Flinders Island.

Tracey presented at the Northern Midlands Business Association event in April at Longford.

Lisa has been busy with the Meander Valley Short Walks project meetings and catching up with Events Tasmania, City of Launceston, Veterans Table Tennis and Australian National Budgerigar Association.



WE ARE HIRING! Are you a superstar looking for a part-time role where you will contribute to the local tourism industry - then read on and apply.

As one of four Regional Tourism Organisations in Tasmania, Visit Northern Tasmania plays a pivotal role connecting the Tourism Network to industry, attracting visitation, driving regional dispersal, and developing visitor experiences now and into the future.

We are looking for an Industry Coordinator to join our small team to work with local tourism, events

and hospitality businesses in ways that build their capacity and ability to host our visitors.

To be successful in this role you will need to be able to effectively provide information and support to industry operators, be confident in working with small businesses, have excellent communication skills and be a very well organised member of a small team.

Candidates are encouraged to provide a letter of introduction illustrating how they meet the selection criteria (listed in the position description) along with an up-to-date CV. To obtain a copy of the position description please email admin@visitnorthtas.org.au.

For more information or to apply for the position, please contact the Industry Development Manager, Renée Hardwicke on 0402 621 076 or email renee@visitnorthtas.org.au.

Applications close at 5pm on Friday the 17th of May 2024.

What's New

[Felix Espresso & Wine - Launceston](#)



[Forest Hall - Elizabeth Town](#)



[Reggie Bar - Launceston](#)



Opportunity to join Great Western Tiers Tourism Association

The [Great Western Tiers Tourism Association](#) (GWTTA) is inviting expressions of interest for the positions of Chair and Secretary.

The GWTTA is comprised of local business owners, community members, and representatives from various organisations including Council, Visit Northern Tasmania, the Tasmanian National Parks and Wildlife Service, as well as stakeholders like Arts Deloraine and the Great Western Tiers Visitor Information Centre.

GWTTA works in close partnership with peak tourism bodies and governmental decision-makers at local and state levels. Their objective is to ensure optimal representation of the region and to capitalise on marketing initiatives, funding, and other opportunities for their members and the Great Western Tiers area. Additionally, GWTTA extends its support and collaboration to local

businesses and freelancers across diverse sectors such as hospitality, tourism, agritourism, and beyond.

For more information on the roles, please email: secretary@greatwesterntiers.org.au



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Forward

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