Collaboration the Key to Event Success
ALAN RIDER, EVENT DEVELOPMENT CONSULTANT
Events Tasmania

Collaboration is critical to enabling the leveraging of resources needed to develop the required infrastructure for securing and implementing successful major events. A recent example of this is Tasmania’s success in winning the bid to host the 2011 Federation Cup in International Women’s Team Tennis.

Hobart Lord Mayor, Ald Rob Valentine, and the Minister for Sport and Recreation, David O’Byrne, recently announced Hobart’s Federation Cup success - made possible through collaboration and leveraging of government resources. The upgrade to world class standard was thanks to $3.5 million from the State Government, $1.2 million from the Commonwealth and $225,000 from Hobart City Council. This combination, along with the resources of Tennis Tasmania, has enabled both the Moorilla Women’s International and the Federation Cup to be retained and developed as major showcases for Hobart and Tasmanian Tennis, driving significant interstate visitation. Both the Lord Mayor and Minister agreed that being awarded such a prestigious event clearly shows the value of the collaborative efforts underpinning the significant upgrading of the Domain Tennis Centre.

Other examples of successful collaboration between private interests, Local, State and Commonwealth Governments include:

- The securing of the 2011 Adventure Racing World Championship – involving collaboration between Events Tasmania, Parks and Wildlife, Forestry, Hobart City Council and Hydro.
- The Australian Wooden Boat Festival - involving Local, State and Commonwealth Governments leveraging individually limited resources for a better outcome.
- The Burnie Tennis International - a highly effective collaboration and leveraging of resources between the Burnie City Council, State Government and Tennis Australia, which brings significant tourism benefits to the NW region.
- AFL at Aurora Stadium - involving Launceston City Council and resource leveraging resulting in huge benefits in regional tourism spend; and
- The Longford Revival Festival to be held in April 2011, in conjunction with Targa Tasmania, resulting from collaboration between Northern Midlands Council, the State Government, major private interests and landowners.


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2011 Ten Days Program Ready to Roll

Dunalley Calico Museum
Photography by: Gay Hawkes

DBR & DJ Scientific with Emeline Michel
Photography by: Julia Cervantes

Craig Walsh Digital Odyssey
Photography by: Craig Walsh
Tasmania in summer is a smorgasbord of festivals and outdoor activities, with something in the calendar to suit all tastes. Ten Days on the Island concludes what promises to be an action-packed and fun-filled summer season. With 232 performances at 58 events in 111 venues across 62 Tasmanian locations, the sixth edition of Tasmania’s state-wide international cultural event is the biggest yet.

Ten Days 2011 kicks off on 25 March and runs til 3 April. As well as Tasmanian artists including Tasdance, the Tasmanian Symphony Orchestra and Tasmanian Theatre Company, Ten Days will be bringing performers to our shores from the A to Z of international islands; from Aotearoa/New Zealand to Zanzibar and lots in between, including Haiti, Hawaii, Singapore, Cape Breton, Ireland, the Shetland Islands, Trinidad and Tobago. With a mix of theatre, dance, opera, folk, world and classical music, film, literature, visual arts and food events, Ten Days offers a range of unique experiences for Tasmanians and visitors alike.

Ten Days is delighted to be working with Tasmanian Local Government to present events across the state. This support has been vital to delivering the extensive program and to reaching the maximum number of Tasmanian residents. In 2011, Ten Days will present events in all twenty-nine Local Government areas, a unique achievement in Australian festivals. Ten Days remains the only state-wide event of its type in Australia.

One of the key features of the upcoming festival program is a workshop and residency program which sees artists spending longer periods based in Tasmanian communities. This includes the creation of a chamber opera on Bruny Island, community music workshops on the Tasman Peninsula, a digital artist hosting master classes in Hobart, a Canadian youth theatre exchange in Launceston and a multi-media site-specific project on King Island. Artistic Director, Elizabeth Walsh said, “This part of the program not only brings some extraordinary artists to Tasmania, but builds on Ten Day’s investment in the long-term cultural life of the state and offers wonderful opportunities for both artists and our communities to create new works of art.”

Take the opportunity to explore the website and create your own Ten Days itinerary. Whether it’s the physical theatre production of George Orwell’s Animal Farm, the stunning audio-visual night-time experience of Power Plant in the Royal Tasmanian Botanical Gardens, the Black Arm Band’s celebration of the indigenous songbook (Hidden Republic), a free state-wide tour of the Dinosaur Petting Zoo for the kids, the Dance Hall season, which will set the town halls of Tasmania alight, the site-specific visual arts installations across the north of the state (InTEERS), or one of the many tours of theatre, music and dance, Ten Days 2011 undoubtedly offers rich pickings and a great time for all.

The Ten Days program is available online at www.tendaysontheisland.com.
Tourism Tasmania has unveiled a new 16-page Local Secrets Guide and website for its Spring/Summer Local Secrets campaign – a handy and stylish guide to Tasmania that gives visitors a rare glimpse into the secret places and hidden gems frequented by the island’s locals.

A local Tasmanian from each of the island’s five regions was selected for the campaign, and asked to divulge to visitors their favourite places to recharge, reconnect, indulge and be inspired in Tasmania. Their stories and insider knowledge were compiled into the Local Secrets Guide, which also features their take on the must-visit events during spring and summer. Created to give visitors a chance to connect with and discover new and unknown ‘secrets’ on the island, the Local Secrets Guide also has an online home where visitors can uncover more on Tasmania’s local secrets and win a ‘secret escape’ to Tasmania.

“While visitors are drawn to our world-class attractions, there are also some who really want to engage with the destination,” Felicia Mariani, CEO of Tourism Tasmania said. “They want to know the places that locals consider to be their favourites; the off-the-beaten track discoveries that provide them with unique and memorable experiences,” she said. “The Local Secrets Guide was born from this idea. Within, visitors will find the favourite local getaways that will give them authentic, quintessentially Tasmanian experiences, and a chance to connect with the locals and find out what they really love about Tasmania,” she added.

The quirky, magazine-style Local Secrets Guide includes:

- A secret mussel recipe from French-born Local Government identity, Mayor Bertrand Cadart, who also shares his favourite hideouts, farms and restaurants on the East Coast;
- The best walks, art galleries, cheese and coffee in the Hobart & surrounds region from cookbook author Sally Wise;
- Goaty Hill winemaker Natasha Nieuwhof’s secret providores, picnic spot and heritage estates in Launceston, Tamar and the North;
- Farmer, Melina Parker’s local food haunts, tips on the local specialities to take on a picnic, and where to spot wild Tasmanian Devils on the North West Coast; and
- Former professional yachtsman, David Goodfellow’s favourite walks, tours and inspiring natural getaways in the western wilderness.

Chosen for their extensive insider knowledge of their region, the five locals were interviewed over a week, and filmed at their favourite secret places. Short videos of the locals can be viewed on the website along with striking snapshots of the secret locations, local secrets holiday packages and a local secrets map.

See for yourself at discovertasmania.com/inspired.
On 31 October, the Hobart City Council, in conjunction with the Hobart Dog Walking Association, Dogs’ Home of Tasmania and the Hobart Canine Obedience Club, hosted the highly popular Dogs on the Domain event at the Soldiers Memorial Oval.

The annual event is held as part of Get Walking Tasmania Month to encourage dog owners to ‘take the lead’ and get active while enjoying a stretch around the Queens Domain in the company of like-minded people. Participants had the option of taking a more challenging 2.8km walk, or a shorter 1.3km walk.

Registered dogs received a free doggy pack as well as the chance to win a lucky draw prize. A variety of stall holders were present on the day promoting a range of canine services including the Dogs’ Home of Tasmania, Hobart Dog Walking Association, Hobart Canine Obedience Club, Tasmanian Canine Association and the RSPCA. Discounted micro chipping for dogs was available and there were lots of activities for the kids including a jumping castle, face painting and giveaways. The Hobart Canine Obedience Club featured demonstrations throughout the day including agility, rally obedience, flyball and doggy dancing, and participants were encouraged to join in the pet parade.

Similar events were also held during October at Rosny, with Clarence City Council’s Dogs Day Out, and in Kingston at Kingborough Council’s Doggie Day Out.

Residents Enjoy Dog’s Day Out

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Tasmanian Tourism Investment Guide

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Since 2001, the Tasmanian Visitor Survey shows that Tasmanian tourism has grown substantially with the number of people visiting the state increasing by 79% to 1.01 million and the amount of money they contribute to the economy almost doubling to $1.45 billion.

This kind of environment offers real opportunities for investors who are not only looking for a good financial return on their investment but also the opportunity to enjoy the unique lifestyle advantages and beautiful natural environment found only in Tasmania. With land prices considerably less expensive than in mainland Australia and the cost of recruiting staff and contractors also typically cheaper, investors have further reasons to consider investing in Tasmania.

The guide includes information on product design, concept planning and planning approval and provides potential investors with the most up-to-date information available on Tasmanian tourism infrastructure investment. The guide can be downloaded from the Tourism Tasmania website at www.tourismtasmania.com.au.