History, Fun and Awareness Combine at the Seafarer’s Festival

The Clarence Seafarer’s Festival will be held on the Bellerive Boardwalk on Sunday, 28 October. The festival is a free, day-long event that has promoted seafaring fun, education and entertainment since 2002.

The event features boat races on the Derwent River and Kangaroo Bay lagoon, live entertainment, and an extensive range of information and activity stalls. The festival attracts over 5,000 people from Clarence and surrounding areas.

The Seafarer’s Festival presents a range of maritime information stalls, from Ocean Watch and Surf Life Saving to the Maritime Museum and Wooden Boat Guild. Patrons will be able to watch a cray pot being made, beat the clock in the knot tying challenge and catch a ‘fish’ in the Fish Care Tasmania pool. Organisations that work for safety at sea including the Australian Volunteer Coast Guard Association, Maritime and Safety Tasmania, and Sea Rescue Tasmania will be on hand with information and advice.

In 2007, the Seafarer’s Festival celebrates the 200th anniversary of the arrival of over 500 Norfolk Island settlers in the eastern shore. Their arrival in 1807 doubled the population of the Van Diemen’s Land colony and ensured the success of early settlements in Kangaroo Bay, Bellerive and Clarence Plains (Rokeby). Most of the Norfolk Islanders arrived in Van Diemen’s Land as free settlers.

In keeping with this anniversary, the 2007 festival flagship will be the brig, Lady Nelson. The brig is a replica of the original Lady Nelson that transported settlers from Norfolk Island to Van Diemen’s Land between 1807 and 1813.

To top off the boat races, information and activities, the Red Hot Cols (Colin Dean and Andrew Colrain) will MC a host of musicians and performers on the Stage of the Bay. Free children’s activities include the popular treasure hunt, craft activities and face painting.

There will be plenty of seating provided for patrons to relax and enjoy the stage program and the wide variety of food stalls serving sweet and savoury foods, complemented by locally made wines and juices.

To find out more, please visit the Clarence City Council Website at www.ccc.tas.gov.au.
The Tasmanian tourism sector is in for a major change before the end of 2007, with low-cost Asian carrier, Tiger Airways Australia joining Qantas, Jetstar and Virgin Blue in the battle for Tasmanian and visitor bookings.

Initially, flights will be available between Launceston and Melbourne and fares will start at just $39.99. Tiger Airways will also run services to Mackay, Rockhampton, the Gold Coast, Alice Springs and Darwin.

Tiger Airways began operations from Singapore in September 2004. Singapore Airlines is the major shareholder with 49%. The company operates on three customer-focused core strategies – market stimulation, stringent cost controls and capacity utilisation.

Tiger Airways Australia will use new Airbus A320 aircraft, based at Melbourne’s Tullamarine Airport, and expects to carry more than 2 million passengers within the first year of operations. The new service will commence on 29 November.

For more information, visit www.tigerairways.com/.

For the area, as well as events information, maps and touring routes. There is also a secure tourism operators’ section, providing access to information, industry news, research and marketing material to support their business. As an added feature, the website’s content management system will allow authorised council and visitor centre staff to easily manage and update the content and visuals of the website.

To view the new Launceston Tamar Valley website, go to www.ltvtasmania.com.au.

New Launceston Tamar Valley Website

A new tourism website for Launceston and the Tamar Valley was officially launched in July as a joint initiative between the three Launceston Tamar Valley councils. The website, developed with the support of the Launceston Tamar Valley Tourism Association, replaces the Discover Launceston and Tamar Valley websites.

Mayors Ivan Dean (Launceston), Barry Easther (West Tamar) and Doug Burt (George Town) launched the website in front of more than 60 tourism industry representatives by sending a joint e-postcard to fellow Mayors in Launceston’s sister cities of Napa (California), Ikeda (Japan), Taiyuan (China), and to Launceston (England), with whom the City has had a long, historical association.

The website incorporates new imagery for the region and access to accommodation, attractions and tours for the area, as well as events information, maps and touring routes. There is also a secure tourism operators’ section, providing access to information, industry news, research and marketing material to support their business. As an added feature, the website’s content management system will allow authorised council and visitor centre staff to easily manage and update the content and visuals of the website.

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The convention industry, including national association conferences and company meetings coming to Tasmania, contributed an estimated $52 million to the state economy in 2006/2007. This included about 150 individual national conferences, which attracted 26,000 visiting delegates. On top of their expenditure during the conference, independent research has established that 45% of delegates stay in Tasmania for an additional 4.7 days and tour widely, spreading the benefits to businesses statewide.

The industry body responsible for securing the majority of these business events, the Tasmanian Convention Bureau (TCB), has recently strengthened its interstate sales team by appointing a part-time sales manager, Jenny Barnett, in Canberra.

According to Chief Executive, Vincent Barron, the Tasmanian Convention Bureau is already acknowledged as the most active in the national market, having experienced, full-time sales managers in Sydney and Melbourne. “Having representation in Canberra should enhance our relationship with the 120 national association head offices that are located in the capital and provide the opportunity to tackle the difficult task of influencing government initiated meetings to come to Tasmania,” he said.

“With the extra resources in Canberra, we look forward to making an even bigger contribution for our industry members,” Mr Barron said.

The Tasmanian Convention Bureau is an independent, not-for-profit, membership organisation funded by 190 industry members, the State Government through Tourism Tasmania, and Local Government.

To find out more about the assistance available from the TCB, phone Lynda McKay (Launceston) on 6343 7299, or Claire Harrington (Hobart) on 6224 6852, or visit www.tasmaniaconventions.com.

A new walking track linking the Tamar Island Wetlands Centre to the suburb of Riverside is closer to being a reality, with the construction of a bridge across Cormiston Creek. The project, funded by the Parks and Wildlife Service and coordinated in association with the West Tamar Council, reflects recommendations in both the Tamar Valley Open Space Strategy and the Regional Recreational Trails Strategy.

Once the bridge is complete, the track will join up with the West Tamar Council’s walking track, providing an enjoyable 8km walk from the centre of Launceston to the award winning Tamar Island Wetlands Centre. It is anticipated the project will be completed by the end of September.

A $12 million nature lodge has been proposed for Safety Cove on the Tasman Peninsula. The Remarkable Lodge, an eco-tourism experience, will feature 20 premium six-star suites, a wellness spa, staff accommodation and various nature-based activities at idyllic Safety Cove, about 5km south of the Port Arthur Historic Site. The lodge will combine the natural beauty of the cove with the finest local produce and hospitality. Subject to approvals, the development should be completed in the latter half of 2009.

For further information, visit the Baillie Lodges website at www.baillielodges.com.au/remarkable-lodge.asp.