Cadart Builds on the French Connection

The March 2009 edition of LGAT News reported the visit of a French television crew from Réseau France Outre-Mer (RFO) to Tasmania’s East Coast. They shot 13 hours of material, followed by three weeks of post-production, trailing the French born Mayor of Glamorgan Spring Bay, Bertrand Cadart, while performing his mayoral duties. The resulting 52-minute documentary not only serves as a unique drawcard for French speaking visitors to the East Coast, but reveals a fascinating, behind-the-scenes glimpse of Local Government in Tasmania.

Following an extraordinary wave of publicity, the documentary was aired in New Caledonia, with a population of around 300,000 people, on the 11 June and has been hailed an outstanding success. Tasmanians will undoubtedly enjoy the spoils of this success in the long-term as the film, Le French Mayor, continues to be screened across French speaking countries throughout the world, reaching a largely untapped tourism market.

Following the documentary’s successful launch, Mayor Cadart was invited back to Noumea as an Ambassador of Glamorgan-Spring Bay to be part of a travel exhibition held in July. With an unstoppable “Passion 2 lead the Region”, Mayor Cadart pooled what promotional resources he could and hopped on a plane at his own expense to Noumea, to man the Tasmanian display booth along with a Tasmanian tour operator who specialises in catering for French speaking visitors.

The two-day exhibition attracted around 4,000 local visitors. Tasmania was competing with Queensland (a preferred destination for the people of New Caledonia, as Brisbane is just a two-hour flight away), Réunion and the Mauritius Islands, Asia, North America and New Zealand, also a top favourite.

Mayor Cadart said the vast majority of visitors to the Travel Expo had never heard of Tasmania, let alone of the East Coast’s unique features. “Many were surprised to discover the historical French connection following Nicolas Baudin’s expedition in 1802, responsible for the first mapping of the region and the first recorded burial of a white man in Tasmania on Maria Island,” he said. “A few people came to the stand because they had seen Le French Mayor and were sufficiently impressed to consider Tasmania as their next holiday destination. I can only hope this will translate in extra visitor numbers over the next few years,” he said.

Stanley Nut to Receive Upgrade

One of Tasmania’s iconic landmarks, the Nut at Stanley, is set to receive a major upgrade following the State Government announcement that $285,000 will be spent on improving vital infrastructure and public facilities in the state reserve.

Four lookout sites will be upgraded, providing a safer and more enjoyable landscape and viewing experience for visitors walking the Nut circuit track. The walking track will also be upgraded, providing opportunities for interpretation of the environmental, historical, cultural and natural values of the reserve and its environs which includes the unique historic Stanley township and the Highfield Historic Site.

According to the Tasmanian Visitor Survey, more than 100,000 visitors go to Stanley every year, and many are influenced to visit the region by images of the Nut, and the views and walks offered in the state reserve.

The major upgrade, which is expected to be completed by mid 2010, will ensure the Nut State Reserve continues to maintain its status as a leading tourism experience for the North West region.
Burnie Civic Centre Renamed

It’s official! The Burnie Civic Centre has been renamed as the Burnie Arts and Function Centre.

In making the announcement, Centre Director, Greg Leong, said the name change was an integral part of the centre’s new direction. “Burnie Arts and Function Centre tells it as it is,” Mr Leong said. “It’s a very practical name that is a far more precise interpretation of what the centre has been providing to the local community for almost 40 years.

The Burnie Civic Centre was officially opened in 1976 and was the first purpose-built, fully professional regional arts centre in Tasmania. The centre incorporated a performing arts and functions venue and an art gallery, and is the only venue in the North-West of the state which is able to host large-scale indoor functions.

Over the last 33 years, the centre has provided a cultural focus for Burnie as a venue for professional and community performances, meetings, conferences, expos and private functions. In 1978, the Burnie Regional Art Gallery was completed and today the facility has a full and varied program of exhibitions and community projects. The gallery has a national reputation for its permanent collection focusing on works on paper. Last year, a total of 81,729 people came through the centre’s doors - making the facility one of the most visited buildings in the region.

The Burnie Arts and Function Centre is located in Wilmot Street, Burnie. For enquiries, phone (03) 6430 5850.

Upgraded Facility Delivers for Latrobe Community

The Australian Axeman’s Hall of Fame (AAHF) in Tasmania’s North-West has been redeveloped thanks to a $100,000 funding from the State Government, $60,000 from the AAHF Board, and a loan of $140,000 from the Latrobe Council.

The Hall of Fame is an important commemoration of the history of Tasmania and serves to connect our history with future generations. The heritage facility celebrates the bushman’s legend, records the history of the Australian axeman, the development of the timber industry, and the evolution of the axeman’s sport. The redevelopment stands on the site where the world’s first wood chopping carnival was held in 1891.

Improvements include a dedicated meeting and exhibition facility, the redevelopment of the kitchen area to include cold and frozen storage, new accommodation for the Forest Education Foundation interpretive centre and Latrobe Visitor Centre, as well as a Trout Fish Tasmania Information Centre covering the North-West region.

More importantly, the upgraded facilities can now accommodate larger conferences of up to 500 delegates, strengthening the financial viability of the centre and the local economy.

The Australian Axeman’s Hall of Fame is located at 1 Bells Parade Latrobe. For enquiries, phone (03) 6426 2099.
Burnie Set to Shine

For the month of October, Burnie shines. And this year will be no exception with the exciting, annual Burnie Shines program ready to roll.

Initiated by the Burnie City Council, the annual spectacle provides more than the chance to showcase Burnie’s talented arts community. Just ask the organisers, Tourism and Marketing Manager, Jenny Cox, and Events Coordinator, Rob Simpson. “The success of the spring celebration has been a pleasant surprise for many, as it continues to grow from strength to strength,” Mrs Cox said.

“The month-long festival provides the perfect opportunity for the community to express themselves and indulge in some cultural activities, while kicking in our visitor season a couple of months early.”

Held from 1-31 October at various locations throughout Burnie, Mr Simpson said Burnie Shines would have something for everyone. “Most of us have been living largely indoors for the past few months so Burnie Shines events provide more than a good excuse to get outdoors and embrace the festivities,” Mr Simpson said.

This year’s program will see some regular performers and events return and will include the Big Screen Australia Film Festival at Metro Cinemas, Southern Cross Soloists in Concert, Tasmanian Army Band Concert, Blues, Brews and BBQs Music and Food Festival and the Burnie Shines Cocktail Party, to name a few.

Among the festivities will be the Skilled Burnie Ten, which celebrates its 25th anniversary. “Nine years ago Burnie Shines started as the community experienced its cultural awakening,” Mrs Cox said. “And now, in 2009, part of that earlier vision will be fulfilled with the opening of the Makers’ Workshop at the end of October.”

The Makers’ Workshop, located at West Beach, will incorporate the Visitor Information Centre, Creative Paper, an art gallery and shop, café, interpretation about Burnie and a range of working artists.

For more information on Burnie Shines, check out the events program at www.burnieshines.com.