At the invitation of Mayor Bertrand Cadart of Glamorgan-Spring Bay Council, 11 ten-year-old children who are members of a choir at an underprivileged school at Montravel in Nouméa, New Caledonia, visited Australia in May.

Senior representatives from the South Province of New Caledonia and teacher, Ms Françoise Watt, accompanied the students who gave several concerts during their visit. In Tasmania, the delegation was received at Government House by the Governor of Tasmania, His Excellency The Hon Peter Underwood AC and Mrs Underwood. The children were also greeted at the Hobart Town Hall by Lord Mayor Rob Valentine.

The objective of the visit was to provide the students with the opportunity to take part in a cultural visit to Australia, with a highlight being their attendance to the festival, From France to Freycinet, held in the Glamorgan-Spring Bay municipal area. This initiative of shared support for children from an underprivileged school in Noumea has served to strengthen relations between New Caledonia and Tasmania.

Mayor Cadart said the idea was to pull the children out of their daily environment for a few days and bring them to Tasmania - not only to be an integral part of the festival, but to show them as much care and support that our locals could muster, and give them a chance to live a ‘fairytale’.

“During a 5-star lunch offered by the Federal Group at the Freycinet Lodge in Coles-Bay, at the official visit to Government House and during a welcome at the Hobart Town Hall by Lord Mayor Rob Valentine, to various degrees we all found ourselves fighting back tears and overwhelming emotion,” Mayor Cadart said. “When Mrs Underwood sang with the children in the Grand Ballroom, when the Lord Mayor, wearing his full regalia despite a neck brace, sang Waltzing Matilda with the choir, we all felt a lump in our throat. Yet these children absorbed it all like a sponge absorbs water and eventually, it was us, the adults, who were living the fairytale with them.”

“This precious experience would not have been possible had I not been a member of Local Government and almost erased thoughts of all the hard work, stress and squabbling inherent to life in politics,” Mayor Cadart said. “It is my sincere hope that every elected member has the opportunity to live an intense ‘humane’ moment like this at least once during their Local Government career.”

Tasmania Strengthens Ties with New Caledonia
Tourism Tasmania is making a striking new push to attract visitors to the state, with the launch of a new $3 million marketing campaign celebrating winter in Tasmania. Lumina – A Winter of Festivals is a first for Tasmania and brings together more than 100 events and festivals across the state during autumn and winter.

Lumina – A Winter of Festivals features popular current and new events including the exhilarating Targa Tasmania; epicurean festivals - Savour Tasmania and Tastings at the Top; musical extravaganzas Festival of Broadway and Festival of Voices; AFL football; and two new events - the Australian Shakespeare Festival and the Junction Arts Festival.

The campaign made its debut in late March with national television, print and online advertising across a range of media channels, as well as the release of a stunning promotional calendar. The calendars were distributed to almost a million newspaper readers through The Examiner, The Age and the Sydney Morning Herald. A comprehensive Lumina website also showcases the diverse range of events, festivals and other Lumina happenings.

The Lumina website allows potential visitors to browse the line-up of events by date, region and genre and also provides the tools to enable them to plan and book their accommodation and travel arrangements. Tourism Tasmania has invested $1.6 million towards the campaign, combined with the unprecedented contribution of $1.35 million from tourism industry operators and major partners.

For details of events, festivals and other Lumina happenings, go to www.luminatasmania.com.

For further information on the Lumina marketing campaign and Tourism Tasmania, please visit www.tourism.tas.gov.au.
Travel Information Service
Waiting in the Wings

New visitor information services are now available at both Launceston and Hobart Airports.

Launceston City Council’s new visitor information and booking service at Launceston Airport is managed by Council’s Launceston Travel and Information Centre staff 7 days a week and will reach at least 225,000 leisure visitors a year. The Airport Visitor Gateway Service is part of a suite of Launceston City Council initiatives that will attract more visitors and improve their experience. They include a new online booking system and upgraded web presence, re-location of the current Centre to Macquarie House by 2011, upgrade of visitor signage throughout the city and a free explorer bus servicing the central city. These initiatives will help to further enhance the local tourism industry, which currently contributes $220 million to the Launceston, Tamar Valley economy.

Hobart City Council has opened a new travel centre in Hobart International Airport’s main terminal building, with around two million passengers predicted to travel through the airport this year. The new centre is supported by Tourism Tasmania through the Tasmanian Visitor Information Network (TVIN) Visitor Experience Assistance Program. The grant program supports the important role the Tasmanian Visitor Information Network plays in building exceptional holiday experiences for visitors to Tasmania by providing on-the-ground services and high quality face-to-face interaction. The centre is open 7 days a week and is staffed by fully trained travel advisors. It makes online bookings using Tourism Tasmania’s Tas e-Connect open booking platform and has a self-service facility available for after-hours accommodation bookings.

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Business Events Tasmania – the New Tasmanian Convention Bureau

The Tasmanian Convention Bureau is reinvigorating Tasmania’s business events brand with a new promotional identity – Business Events Tasmania.

The new brand represents the broader and more dynamic nature of the business events industry – one that encompasses not just conventions but incentive travel, exhibitions, tradeshows and corporate meetings.

Business Events Tasmania CEO, Stuart Nettlefold, said the role of the Tasmanian Convention Bureau was not well understood by the community and the new brand, Business Events Tasmania, is the first step in changing this perception. “As Tasmania’s peak marketing body for business events it is vital that we communicate to stakeholders and the community the key role that business events play in our economic and social development – and that the community can also play an important part in the Bureau’s success,” Mr Nettlefold said.

“Tasmanian community members should alert Business Events Tasmania to any events that could be hosted in Tasmania. The sales team can then prepare a comprehensive bid to win that piece of business for the state,” he said. “The new Business Events Tasmania brand will assist in more clearly communicating the role of the organisation, which is to market Tasmania as a destination of choice for business events and subsequently encourage more businesses and associations to host their business events in locations around Tasmania.”

The new logo for Business Events Tasmania has incorporated the Brand Tasmania brand mark, which is currently being utilised by other peak Tasmanian marketing bodies including Tourism Tasmania. The Tasmania brand mark was created to reflect the island’s core values – trustworthy, resourceful, creative, pure, friendly and distinctive quality.

For more information visit the new website at www.businesseventstasmania.com.

Kids in the Park Draws Record Crowd

BURNIE Park was transformed into a world of fun for the annual Kids in the Park on Easter Sunday. Hosted by the Burnie City Council, the free event was aimed at providing an outlet for families to play together. Organisers were excited to break last year’s attendance record, with about 8,500 supporting the event.

Events Coordinator, Mr Rob Simpson said the Mad Hatter’s Tea Parties provided something new for the children, who were able to dine with characters from Alice in Wonderland. “Kids in the Park provided a great chance for families to enjoy a day out that didn’t break the budget and was fun and something different,” he said. “The event is an opportunity for kids to have hands-on, interactive experiences and is the perfect place for them to run off their Easter chocolate fixes.”

Regular activities back on the program included the fairy kingdom, butterfly bubble bond, battle castle, face painting, Girl Guides downhill slide and the Easter egg hunt. Children could participate in fairy dance lessons, they learned how to make fairy wands and also searched through massive hay stacks for Easter eggs. A popular attraction for the boys was the battle castle, where they could dress up in Roman or Barbarian costumes and battle it out with foam swords. Roaming characters and the Easter Bunny handed out thousands of Easter eggs to patrons who also enjoyed non-stop local musical entertainment.

About 8,500 people attended this year’s Kids in the Park event, hosted by the Burnie City Council on Easter Sunday.
Successful Cruise Ship Season for Burnie

Burnie farewelled the Dawn Princess at the completion of the successful 2009/10 cruise ship season, which saw an estimated $8.6 million injected into the regional economy.

Since November 2009, more than 50,000 passengers have visited Burnie’s shores, with more than 2,000 passengers and crew on board the Dawn Princess alone. Burnie Mayor Alvwyn Boyd said while Burnie was the coast’s first port of call for cruise ships, the entire region benefited from the visits. Cruise ship visitors are provided with a shuttle bus service and have the option of exploring Burnie, or enjoying a day tour to Launceston, Cradle Mountain, or beyond.

Mayor Boyd, his wife Gwenda and more than 30 volunteers and Burnie sports and events staff greeted 18 cruise ships this season. “Our volunteers are paramount to the cruise ship program and without them we would be lost, Mayor Boyd said. “We are forever grateful to their dedication and thank them for ensuring Burnie provides a first-class welcome.”

Seventeen cruise ships will visit Burnie in the 2010/2011 season, with the Dawn Princess returning on 27 September this year.

Feelgood Festival Rocks Hobart

A free concert featuring three of Australia’s premier dance and Hip Hop acts capped off a huge day at The Feelgood Festival, held in Hobart. A special event for young people, the concert featured Illy, Chasm and Vida Sunshyne, Thundamentals and DJ Grotesque who had the City Hall cranking for National Youth Week on 16 April.

The free concert for young people aged under 25 followed a jam-packed day for over 900 high school students from 12 southern Tasmanian high schools. Organised by Youth Action Priorities (YAP), a southern Tasmanian network of government and non-government youth service providers, The Feelgood Festival was sponsored by Beyondblue, the Tasmanian Government, Hobart City Council and The Mercury with significant in-kind contributions from Clarence City, Kingborough and Huonville Councils.