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**Totally South Update**

The end of the financial year was a momentous one for Tasmania's South Regional Tourism Association (TSRTA). After 16 years operating the State's biggest and most popular visitor centre - the Tasmanian Travel and Information Centre on the corner of Elizabeth and Davey Streets in Hobart - we relinquished control of the iconic "pink building" at midnight on 30 June.

The new owner and operator of the Travel Centre is the Hobart City Council, but importantly for us, the HCC has formally agreed to continue to seek and utilise advice from the Tas South Board regarding strategic direction for the Centre. While TSRTA no longer operates the Tasmanian Travel and Information Centre – Hobart, we will continue to have a significant influence on the strategic management of the facility.

The transfer of the centre to city hands was not something arranged or negotiated easily or without considerable forethought. The TSRTA originally came to life because of the Hobart visitor centre. It has evolved over the past 16 years to be much more than just the operator of the visitor centre as its activities, focus, contributions and influence expanded, resulting in the relatively recent formation of the subsidiary, Totally South Tourism. Although the Travel Centre was and is dear to our hearts, we had come to the view that our small not-for-profit organisation did not have and was unlikely to achieve the economies of scale necessary to sustainably grow the centre into the future. So a couple of years ago negotiations commenced with the Hobart City Council with a view to them assuming ownership and operation of the centre thus emulating its local government counterparts in Tasmania's other major population centres.

The City of Hobart has the scale to enable the centre to prosper in a challenging environment, so the Tas South Board was able to conclude an agreement. Our Board is delighted with the outcome and is encouraged by the enthusiasm and commitment of the HCC, not only to the sustainability and growth of this popular capital city gateway centre but also the City's demonstrated and intended commitment to tourism promotion and development in the greater Hobart region, not just the city. We look forward with considerable enthusiasm to working with the HCC and indeed, all local government in the entire southern region, to maintain the south's status as the State's leading regional destination.

While TSRTA maintains interest and input into the strategic direction of the Travel Centre, the relieving of operational duties will enable our Totally South arm to put more focus into current industry and product development, event development and regional marketing activities as well as increasing our commitment to training and education. We have exciting strategies and projects planned for this year which we will be announcing shortly.

Totally South also intends to continue working closely with the southern municipality councils, both individually and collectively via the Southern Tasmanian Councils Authority. And we will continue as experienced advisors, secretariat providers and marketing project managers for two of the State's five zone marketing groups.

We sure won't be sitting on our hands!

David Rose CEO

## Visitor Stats—Year ending December 2008

According to the latest results of the Tasmanian Visitor Survey (TVS), Tasmania has bucked the national trend of a softening domestic travel climate, having posted strong visitation growth rates two quarters in a row. Strong September and December quarters 2008 provided a boost to visitation levels for the 2008 calendar year. In the year ending December 2008, visitor numbers were up 9% (897,100), visitor nights were up 5% (7.37 million) and expenditure levels up 12% (\$1.48 billion) - all to record high levels. These results are consistent with reports from across Tasmania's tourism industry and signal a strong performance by Tasmania, particularly in the context of the increasing global financial turmoil.

Interstate visitation continued to dominate tourist activity in Tasmania in terms of expenditure (\$1.27 billion) and the number of nights (6.24 million) spent in the State. Intrastate visitors took the greatest number of trips, with an estimated 5.2 million day and overnight trips taken by Tasmanians in their home state in 2008, down 8% (National Visitor Survey). Interstate visitation grew by 8% to 780,800 visitors (TVS), while international visitation decreased on the previous year to 152,000 visitors (-4%) (International Visitor Survey).

## Australian Regional Tourism Convention

This year's Australian Regional Tourism Convention (ARTC) will be held at Alice Springs in the Northern Territory.

The ARTC is a forum where Regional Tourism Organisations, State Tourism Organisations, Local Government Tourist Office and regional tourism enterprises have the opportunity discuss ideas regarding ways to promote regional tourism success and to grow regional tourism sustainably.

The convention continues to host a number of high profile speakers who will present case studies in workshops. Participants then have the opportunity to partake in targeted discussions to produce tools and applications.

To register for the conference, download the [registration form here](#) and return by post, fax or email. Or you can go online to the official website

[www.regionaltourism.com.au/ARTC09/2009\\_home.html](http://www.regionaltourism.com.au/ARTC09/2009_home.html)

For further information, contact the event organisers as per details below:

Eventuate

ph: 08 8942 2644

fax: 08 8942 2699

email: [angela@eventuate.com.au](mailto:angela@eventuate.com.au)

## Tasmanian Travel and Information Centre advertising prospectus

The Travel Centre has mailed out the 2009/2010 Advertising Prospectus including brochure display. If you did not receive one please contact [bookings@hobarttravelcentre.com.au](mailto:bookings@hobarttravelcentre.com.au) to be emailed a copy.

## Small business and general business tax break – update

### UPDATED INFORMATION FOLLOWING BUDGET 2009 ANNOUNCEMENT

Now is a good time for tourism operators to consider purchasing or updating their software management tools or expanding their online capability. Small businesses only need to invest a minimum of \$1,000 per asset in order to qualify for the Tax Break. The increased tax break provides small business with an even greater incentive to invest in new capital items, such as computer hardware and business vehicles, and to make capital improvements to existing machinery and equipment.

To support jobs and Australian business, the Australian Government will fund an investment tax break (for eligible assets, including computer hardware and software) for all Australian businesses.

Small businesses will now be able to claim an increased bonus tax deduction of 50 per cent – up from 30 per cent previously of the cost of eligible assets costing \$1,000 or more acquired between 13 December 2008 and 31 December 2009, and installed by 31 December 2010.

All other businesses can continue to access the Tax Break at 30 per cent for eligible assets contracted for prior to 30 June 2009 and 10 per cent for eligible assets that they commit to investing in between 1 July 2009 and 31 December 2009. The tax break will also be available for new expenditure on existing assets, as well as for new assets, so upgrades to existing computer equipment will also be eligible, as well as purchase of new equipment.

For more detailed information and some worked examples see the following link provided on the website of the Innovation Minister in conjunction with the Treasurer: <http://minister.innovation.gov.au/Emerson/Pages/SMALLBUSINESSTAXBREAKBOOST.aspx>

## Australian tourism recovery strategy

The Tourism and Transport Forum (TTF) has launched a report on the impacts of the global financial crisis on Australian tourism and an advocacy document outlining joint government/industry response strategy.

[Australian Tourism: How Deep the Recession](#) has been prepared for TTF by respected economist Geoff Carmody, formerly of Access Economics and the Commonwealth Treasury. It details tourism's exposure to the recession and the likely effects on visitor demand and expenditure. Their advocacy document is an eight point recovery strategy comprising policy recommendations to maintain existing funding for tourism, prevent increases in taxes and generate public investment in tourism infrastructure.

## Visitor Centre in focus

The Bruny D'Entrecasteaux Visitor Centre on 81 Ferry Street Kettering has been operating for nearly 12 years. Managers Shane and Suellen Proctor along with their 12 staff are very proud of their location, as the Centre sits right on the D'Entrecasteaux Channel, overlooking Bruny Island.

The Centre is different from many others as it is not primarily a TVIN. A full restaurant and café is attached which attracts many visitors to the Centre. Along with the friendly and knowledgeable staff, beautiful water views and delicious food the Bruny D'Entrecasteaux Visitor Centre is a great place to obtain information, book a holiday or just have an enjoyable meal.

## Tasmanian Regional Event Development Grant

In partnership with Events Tasmania, Totally South Tourism is pleased to announce the application period for the **Tasmanian Regional Event Development Grant** (TRED) is now open – this was formally known as REAP. Applications close Monday 21 September. TRED is designed to support regional events and festivals in Tasmania through one-off grants of up to \$5,000. Events which primarily raise funds for charity are ineligible. For more information on eligibility criteria and how to apply, call Angela Bain at Totally South Tourism on 6230 8108 or Richard Sampson on (03) 6233 5764 or visit: [http://www.eventstasmania.com/grant\\_and\\_incentive\\_program/316346](http://www.eventstasmania.com/grant_and_incentive_program/316346)

## Power sponsorship webinar series schedule

Events Tasmania is presenting a series of four webinars (seminar presented over the web) focusing on sponsorship. The webinars are free if you register through Events Tasmania. They will be presented by world-renowned sponsorship guru Kim Skildum-Reid, and will be valuable training for events seeking more or improved sponsorships.

⇒ Essential Marketing Skills for Sponsorship Seekers: Wed 5 August 2009, 12.30pm - 2pm

⇒ Essentials of Best Practice Sponsorship: Wednesday 19 August 2009, 12.30pm - 2pm

⇒ Best Practice Offer Development: Wednesday 7 October 2009, 12.30pm - 2pm

⇒ Best Practice Sponsorship Sales: Wednesday 21 October 2009, 12.30pm - 2pm

We advise registering for a webinar two weeks beforehand. To register or find out more, visit:

[http://www.eventstasmania.com/industry\\_development\\_program/317895](http://www.eventstasmania.com/industry_development_program/317895)

## Tasmanian visitor numbers hit one million

Tasmania has reached the historic milestone of one million visitors in a single year. This landmark achievement followed the recent announcement that Tasmania had posted a third consecutive quarter of visitation growth. The March 2009 results of the Tasmanian Visitor Survey (TVS) showed Tasmania was continuing to defy the national trend of a deteriorating domestic travel climate. According to the TVS, visitor numbers to Tasmania increased by seven per cent to 896,800 in the 12 months to March 2009. And the results show they're staying longer (up four per cent to 7.45 million nights) and spending more (up seven per cent to \$1.43 billion). Add to this the 2008-09 cruise season figures and the visits from navy ships and the total visitation for the year is just over one million people. From November 2008 to March 2009 Tasmania welcomed 102,400 cruise ship visitors to the State – an increase of 27 per cent on the previous season.

Detailed information on the TVS for the quarter ending and year ending March 2009 can be found on their research [website](#).

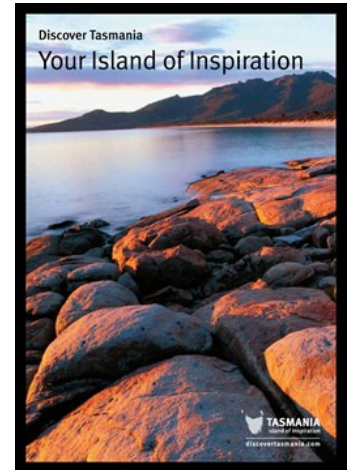
## Tiger Tours new members

Product Name	Category	Location
Beachfront on Bruny	Accommodation	Bruny Island
Dulverton Park	Accommodation	Oatlands

## New brochure to promote Tasmania

Tourism Tasmania recently released a new domestic motivational brochure *Discover Tasmania - Your Island of Inspiration*. It contains captivating stories and travel information on Tasmania and its regions, as well as stories written by well known Australian writers, key experiences, itinerary suggestions, maps, events and more.

A4 and 36 pages, it is aimed at Tasmania's key consumer markets of NSW, VIC and QLD and will be distributed online, through consumer shows and other related business development activity. The 150,000 copies have been printed on a carbon neutral paper certified Greenhouse Friendly. This brochure will soon be available from the brochure section of the Discover Tasmania [website](#).



## Eco accreditation

The Tourism Industry Council Tasmania and Ecotourism Australia have launched the ECO Certification program and the Climate Action Certification Program to benefit the economic, environmental and social sustainability of Tasmanian tourism operators.

Ecotourism Australia will offer a discount through TICT to TICT accredited members.

To apply, complete and lodge ECO certification, or a combination of ECO and Climate Change Certification by 31 December 2009. A 60% discount will be given on annual fees for the first year (with a 40% discount for the 2nd year and 25% discount for the 3rd year).

More detailed arrangements of the partnership between TICT and EA can be viewed [here](#).

## 2009 Tasmanian Tourism Awards

For those who have entered, the TICT will once again be holding entrant's workshops to assist them with the preparation of your submission. Important dates are:

- ⇒ Tuesday 4 August - Hobart—Entrant Workshop
- ⇒ Friday 11 September - Closing Date for Submissions
- ⇒ Friday 20 November - Awards Presentation Gala Dinner

If you have any questions about the Awards, please contact Janine Uhlman on (03) 6224 1930 or [info@tict.com.au](mailto:info@tict.com.au).

## Congratulations— Travel and Leisure “it List”

The Priory Country Lodge, Bothwell, has been named in Travel and Leisure's prestigious “It List” 2009. The “It List” is selected by Travel and Leisure's editors, and is one of the most coveted lists of the world's best new hotels. Through this recognition The Priory will feature in the annual hotels and resorts issue of Travel and Leisure, and online at [www.travelandleisure.com.au/itlist](http://www.travelandleisure.com.au/itlist).

Congratulations to The Priory on this prestigious acknowledgement of commitment to unique and luxurious accommodation.

## Discover Tasmania TV series rates high

The second series of the Discover Tasmania television program proved to be extremely popular with Tasmanians. The half hour episodes, which began on 23 April were hosted by Better Homes and Gardens chef, Ed Halmagyi, and actor Jack Campbell from All Saints Medical Response Unit. Reports from Southern Cross Television indicated that the first episode in the new series out-rated all the other programs in that time slot, and was also in the top four most viewed shows that evening. It reached a combined total of 105,000 viewers in Tasmania, 6000 more than the most viewed episode from the original series last year!

According to Southern Cross, the first two weeks of Discover Tasmania has out rated Getaway by some 50,000 viewers. This indicates that Tasmanians are beginning to turn their attention away from overseas and domestic holidays, and are looking at what they can do locally.

The 7 Network is looking to screen the second series of Discover Tasmania series two nationally.



Ed Halmagyi and Jack Campbell

## Change at Peppermint Bay

Timothy Russell-Jarvie is the new General Manager at Peppermint Bay at Woodbridge. Tim has been involved in the food and wine industry for over twenty years, having worked at Wrest Point's Revolving Restaurant, Rockefeller's Cafe and Bar, Pirie Wines, Pipers Brook Vineyard and owner/operator of the Victoria Tavern.

Coinciding with Tim's arrival is a new menu still strongly featuring local produce including Huon Valley mushrooms, Bruny Island oysters, salmon and ocean trout. But there's also a range of gourmet pizza, pasta and grill dishes as well as children's menu.

New "Family Nights" on Thursdays and Fridays feature burgers and great local beers. And the first Friday of every month will host live music from local bands.

New winter opening times:

Lunch: 7 days.

Sweets and Savouries: 7 days, 10am till close.

Dinner: Wed-Sat from 5pm,

Thursday Evening – Family Night from 5pm *something for everyone*;

Friday Evening – Burger & Beer Night from 5pm.

## Congratulations—People's Choice Award to Bluff Lodge

Congratulations to Bluff Lodge B&B on being awarded the January to March quarter Peoples Choice Award.

Bluff Lodge will receive a certificate and a 3 hour eco-cruise with Tasman Island Cruises for two.

We hope you enjoy your well deserved cruise.

Keep up the good work!

## Events

Wednesday 15 to Saturday 18 July

### **Tanja Liedtke's - Construct**

Tanja Liedtke's construct is a dance work that exposes the dark underside of dream-building

Peacock Theatre, Hobart

Friday 17 to Sunday 19 July

### **Amplified**

Tasmania's biggest annual music industry event and provides real opportunities for young, emerging and established Tasmanian musicians various venues,

<http://www.arts.tas.gov.au/>

Friday 17 July

### **Concert for Festival Choir and Wind Symphony**

Choral music presented by the 60th Aust Intersivity Festival Choir & the Hobart City Wind Symphony

Hobart City Hall, Hobart

Saturday 18 July

### **The Craggs @ Brookfield Vineyard**

Contemporary folk with undertones of Jazz

Margate

Wednesday 22 July

### **Drysdale LINK Master Class**

Featuring Scott Heffernan head chef at Smolt Restaurant and Tony Scherer from Frogmore Creek Winery

The night will include: A 45 minute master class, 4 course meal and a wine matching session .

Sunday 26 July

### **Chamber Music Concert**

William Newbery & Martin Penicka play Duos for viola & Cello from Beethoven, Rolla and works of Bach

Kettering Community Hall, Kettering

Sunday 26 July

### **Girls Day Out @ the Point**

Tasmania's female lifestyle expo - everything a woman could want!

Wrest Point Entertainment Centre, Sandy Bay

Tuesday 28 July to Thursday 30 July

### **Thursdays Child**

Thursdays Child is a poignant and intriguing story, ending in great hope

Theatre Royal, Hobart

August 13 - 22

### **Savage River**

A warm, affectionate and moving story of the glimpsing of freedom and the weight of that which shackles us.

Tas Theatre Company

Backspace Theatre, Hobart

Saturday 15 August

### **Truffle Experience**

Cooking Demonstration followed by lunch

The Agrarian Kitchen, Lachlan

Wednesday 26 August

### **Benaud Trio**

One of Australia's more irreverent young ensembles plays

Mozart, Vasks and Schubert

Hobart Town Hall, Hobart

## Events

Wednesday 26 to Saturday 29 August

### **Circus Oz**

They're thrilling, they're cheeky, they're Australia's favourite circus performers!

Theatre Royal, Hobart

Saturday 29 to Sunday 30 August

### **Tasmanian Trout Expo**

Cressy

Saturday 29 August to 2 Sept

### **[St Kilda Film Festival](#)**

Cygnets: 29-Aug, Wynyard: 31-Aug, Zeehan: 01-Sep, Hobart: 02-Sep

[www.stkildafilmfestival.com.au](http://www.stkildafilmfestival.com.au)

Monday 31 August to 11 Sept

### **Chrysler Restorers Club Spring Tour 2009**

The Chrysler Restorers Club of Australia (NSW) will be touring Tasmania in their Chrysler Vehicles State-wide, Hobart

Friday 31 July

### **David Helfgott**

David Helfgott - Australia's most remarkable pianist performs at the Theatre Royal  
Theatre Royal, Hobart

Sunday 2 August

### **[SAC'S Annual Arts & Entertainment Quiz Night](#)**

A fun night of music, food, great prizes and, of course, the silent auction.

Long Gallery, Salamanca Arts Centre

Sunday 2 August

### **Movie night @ the Palais Theatre, Franklin**

"Swing Time" - 1936. A glorious song burst of gaiety and laughter! A performer and gambler travels to New York City to raise the \$25,000 he needs to marry his fiancée, only to become entangled with a beautiful aspiring dancer. Doors open 6:30pm for a 7:00pm start. Gold coin donation entry. Bring a cushion & rug and a supper plate to share.

[www.franklin.tas.nu](http://www.franklin.tas.nu)

Friday 7 and Saturday 8 August

### **Augie March**

Moorilla



Totally South Tourism is a tourism and events development and marketing business unit operated by Tasmania's South Regional Tourism Association, a not-for-profit company run by a voluntary Board of Directors.

Totally South Tourism supports the development of sustainable tourism in Tasmania's southern region - a geographic region that encompasses 12 local government areas and extends from the State's Far South through to the townships of Bicheno on the East Coast, Derwent Bridge to the West, and Tunbridge to the North.

Our goal is to foster prosperous, sustainable and welcoming destinations throughout Southern Tasmania for people to visit and live.

We seek to achieve this by working closely with local government, tourism businesses, event organisers, local tourism organisations, State government departments and local communities. We seek to create and market inspiring visitor experiences that generate eco-

## Advertise Your Business Here!

Get your message to more than 700 readers by advertising in the Industry Informer for the low price of \$55.

The ad specification is to fit into this box, measuring approx 11cm x 15cm.

Your message will be read primarily by people in the tourism industry, so as an incentive to them, why not invite them to come and experience your business at 'mate's rates'?

Send your words and any particular visual requirements via email to

[alex.poate@totalsouth.com.au](mailto:alex.poate@totalsouth.com.au)

Bridget Verrier from Totally South compiled this edition. If you have any comments or suggestions on the format; stories of interest, new tourism product or coming events in your area, We would love to hear from you!

Fax to 6231 2869, phone 6230 8295 or email [alex.poate@totalsouth.com.au](mailto:alex.poate@totalsouth.com.au)

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