



CONFERENCE AND INCENTIVE TASMANIA

Tassie Rediscovered

Tasmania, all rolling hills, stark cliffs and ancient forests, is widely acknowledged as a nature-lovers dream. However, the island state has undergone somewhat of a rebrand over the last few years, with a range of high-end properties and attractions opening to compliment its well-established reputation as a food and wine centre—ideal for conferencing, events and incentives.

Tourism Australia's Amanda Hall said on a famil sponsored by Business Events Australia, Business Events Tasmania and Qantas that the passion of Tasmanians filters through with stellar service and attention to detail.

"Tasmania offers a very sophisticated business events infrastructure which is delivered in

a local and engaging way." "For most delegates it was their first visit to Tasmania and they were so impressed with the service and breadth of options for conferences and incentives," she said.

Stuart Nettlefold, Business Events Tasmania chief executive says there is potential for Tasmania to hone in on the New Zealand high-end conference and incentives market.

"High-end corporate and incentive groups are a key target market for Business Events Tasmania," he says, citing the state's new developments including Hobart's MONA and Saffire in Freycinet as major drawcards.

Managing director of 360 Degree Events, Karen Hamilton says Tasmania offers business groups 'world-class hospitality and a c c o m m o d a t i o n' within its pristine environment.

"It is hard not to feel relaxed and rewarded eating fresh seafood, locally made breads, cheeses and fudge and sipping on local wines, or whisky; all while enjoying sweeping views," she says.

"Tasmania is full of great function spaces and unique venue options, I will definitely be pitching Tassie to my clients!"



Enjoying luxurious Saffire Freycinet on famil: Jim Watt, NZCC; Karen Hamilton, 360 Degree Events; Claire Harrington, Business Events Tasmania (BET); Amanda Hall, Tourism Australia; Robyn Bradley, 110 Percent; Diane Pomfret, Ironbark; Laurie Matthews, Indigo; Alfred Merse, Federal Group; Koen Boons, Indigo. Kneeling: Sarah Thomas, BET and Craig Muller, Madant Productions.



Hone In On Hobart

The harbour city of Hobart, quintessentially Tasmania with its convict-built sandstone facades and rolling hills, offers meetings and incentive organisers the perfect base to hold events. Comfortably catering for up to 1100 delegates, Australia's second oldest city is a heritage hub with a contemporary metropolitan feel.

Salamanca Place's array of wateringholes, restaurants and boutiques buzzes with activity and is ideal for informal meetings—remember that the best deals can be struck over a hearty meal and a bottle of wine! For groups in town over the weekend, the famous Salamanca Markets offer Tassie gifts, curios and art as well as premium produce.

The city is also brimming with incentive activity options. Outdoorsy Aardvark Adventures' white-water rafting, caving and historical experiences can break the ice, while Top Gun Tasmania can take top-performers to new heights with their Warbird flight packages—and groups can also get 'authentic fighter pilot strategy and leadership training'.

Meadowbank Estate (pictured) is a focal point of Hobart's wine



offering, specialising in tipples from Pinot Noir to Mardi. The estate can cater for private events for up to 500 cocktail style, or 450 for a seated indoor-outdoor dinner—they can even do suckling pig on the spit! The team can cater for an organiser's every need and their sole purpose is to show guests a good time, with events tailored to suit. See meadowbankwines.com.au

Rotor-Lift Aviation

Rotor-Lift Aviation looks after Tasmania's Air Rescue requirements, but groups can also take advantage of the company's pilots, and its eight helicopters for luxurious and scenic transfers around the island state. Rotor-Lift also offers scenic flights and trips combined with jet-boating or dining. See rotorlift.com.au



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Pic: MONA/Leigh Carmichael

A Gallery With A Twist

MONA, the Museum of Old and New Art, caused a stir when it opened last year, with its striking and often controversial collection.

The eight hectare property is also remarkable—and is described as a MICE organiser’s dream, with 12 distinct facilities for a range of events. The Nolan Gallery (pictured), and its cinema and library are among those areas open to cocktail events—or the Moorilla event space is an ideal setting to contemplate the wonders of MONA, with degustation dining options available from The Source restaurant’s chef Philippe Leban. For on-site accommo-

modation, the eight Pavillions, each one unique, offer a contemporary place to put one’s feet up, or hold intimate dinners and meetings. A fast catamaran is available for charter from Hobart’s Brook Street Pier, with canapés and wines available onboard. See mona.net.au

Have A Lark

They say whisky is the king of all drams and Hobart’s Lark Distillery is the Mecca of whisky in Tassie. Guided tours of the award-winning distillery are available, with accompanying tastings. Perhaps the ultimate whisky lovers incentive treat however, is the four-day trip to the peat bogs in Tasmania’s central highlands, where clients can make their own barrel of whisky! See larkdistillery.com.au

Hobart’s Hotel Players

Three major Hobart hotels are the Hotel Grand Chancellor (1), Wrest Point (2) and The Henry Jones Art Hotel (3). The Hotel Grand Chancellor’s Federation Concert Hall and Convention Centre caters for up to 1100 delegates in the tiered auditorium, and 1000 in the ballroom—also a state-of-the-art exhibition space. The hotel’s breakout rooms offer panoramic views of Hobart harbour.

A 20-min. watertaxi ride from central Hobart is Wrest Point Hotel & Conference Centre. The hotel, with its prominent circular tower, has 269 rooms, a casino and five restaurants, including the revolving tower-top The Point. With capacity for up to 1000 delegates in the Tasman Room, and 14 additional meeting and event spaces, Wrest Point is a stunning water-front conference option. Once home to a jam factory, The Henry Jones Art Hotel is now a boutique ‘five-star’ hotel with 56 suites and a dedicated meeting space. Combine this with a restaurant, bar and the IXL atrium—ideal for breakout cocktail or themed events—the Henry Jones is excellent for medium-sized meetings or incentive retreats. Click on each image to go to the website.

Bruny Island Adventures

Bruny Island, south of Hobart, is a nature-lover and foodie haven. Hobart Cruises can take groups into the wilderness onboard its rigid inflatable high-performance vessel Adventure to visit the native fur seal colonies and speed by the awe-inspiring 256-million year old Triassic rock cliffs—it’s ideal for a break from meetings and the trip into the Great Southern Ocean will give delegates something to e-mail home about. After returning to Adventure Bay, and picking up some freshly picked oysters from local operator Get Shucked, groups can make their way to Hiba



Getting their land-legs back at Adventure Bay after their Bruny Island ocean escapade are Koen Boons from Indigo; Craig Muller from Madant Productions and Jim Watt from NZCC.

to tuck into a lunch of fresh bread, cheese and antipasto platters paired with wines—and top it off with a game of pètanque and a cube (or a few!) of Hiba fudge. See hobartcruises.com




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Launceston: Heritage Charm In Spades

The city of Launceston, Australia's second oldest, sits where the North Esk, South Esk and Tamar rivers meet, and is home to a raft of historical buildings and newer developments perfect for meetings and incentive groups.

Business Events Tasmania business development manager Sarah Thomas says Launceston has conference capacity for up to 900 delegates including the 165-room Hotel Grand Chancellor and a range of overflow options. "There are also a range of high-end incentive properties available around the city," she adds.

Launceston City Council events officer Jessica Stancombe says Launceston is home to a raft of events, particularly in Feb and Nov including the V8 supercar racing and the Launceston Cup. "There's scope for different

events all around the city, Launceston is very adaptable," she says, adding that the Cataract Gorge offers 'rugged' walking tracks for active groups. The gorge is also home to the longest single-span chairlift in the world, and the views from the lift are sure to provide a welcome break from business.

The Gorge Restaurant

Nestled on one side of the magnificent Cataract Gorge and accessible by the winding Cataract Walk, Launceston's The Gorge Restaurant can cater for both indoor and outdoor events in the 1800s tea rooms restaurant, or the licensed outdoor dining area in the Cliff Grounds. The restaurant is open Tue-Sun from noon for lunch and Tue-Sat from 1830 for dinner. See launcestoncataractgorge.com.au



Country Club Tasmania

A combination of country club golfing grandeur, wide-ranging dining options, a casino and extensive meeting and conference facilities, the Country Club Tasmania is just minutes from central Launceston, and the city's airport.

Country Club Tasmania conference and bars manager Troy Armstrong says the property can offer groups 'just as much as anyone on the mainland'; with all 11 conference rooms offering full AV capability and Wi-Fi, seating for up to 300 for dinner in the Banquet Hall, or more intimate degustation dining at The Terrace restaurant for up to 150—with access to more than 600 wines in the adjacent Wine Room. "It's won every award in Tasmania,"

says Armstrong of the restaurant, "they use Tasmanian produce to highlight dishes. You wouldn't think duck and liquorice went together, but they're actually very nice!"

A focal point of the property is its lake, adds Armstrong, which is stocked with trout, and provides groups the opportunity to catch and tag, or catch and cook their very own fish. An 18-hole golf course completes the setting and the property also has 30 Arabian horses available for trail rides in the surrounding areas.

At 29-years-old, the Country Club Tasmania is continually updated and refurbished as parent company the Federal Group reinvests capital into its properties. See countryclubtasmania.com

Josef Chromy Estate's Cellar Door Draw

One of the top 10 cellar doors in the state and 10 minutes from central Launceston, the Josef Chromy winery has gone from boutique to big-game in two short years. The cellar door can facilitate cocktail function events, with the café offering light lunches, gourmet platters or chef's specials. "It was intended to be soup and sandwiches and it's just grown from there." Chief winemaker Jeremy Dineen is on-hand for tours and the property's ornamental lake brims with ducks and trout (fishing is offered!). The complex is about to undergo an AUD2.5 million extension to create a dedicated wine appreciation and function centre that will offer educational tours, 'perfect for conferencing and corporate groups'. The upgrade is set for completion by Christmas. See josefchromy.com.au



Woolmers Estate Cottages

Woolmers Estate, 25 minutes from Launceston, offers cottage-style accommodation for small groups (up to 27). The Estate was bequeathed to the Archer Historical Foundation in 1994 and opened as a centrepiece of Tasmanian colonial history the following year. On site is the National

Rose Gardens of Tasmania, 'a delight in Nov'. The gardens boast 5000 rose plants, as well as the Kitchen Garden, which supplies some vegetables to the on-site Servants Kitchen Restaurant. The grounds and facilities are open year-round to group activities and functions. See woolmers.com.au



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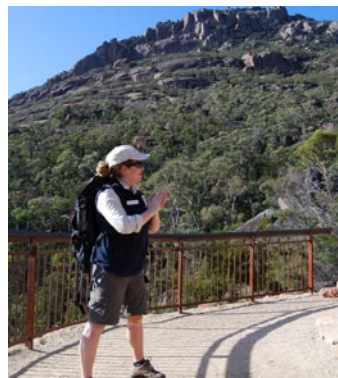
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Refreshing Freycinet



Freycinet National Park and its surrounds will offer meetings, events and incentive groups a breath of fresh air. The spectacular environment and the centrepiece Hazards mountains, coupled with sumptuous seafood is a setting that will inspire productivity. The area's accommodation, from the Freycinet Lodge to 'six-star' Saffire provide facilities for small to medium-sized groups for conferences, special meetings and is a prime incentive spot—with a range of outdoor activities to keep the blood pumping. Hiking to the nearby Wineglass Bay, previously voted one of the

top ten beaches in the world is a particular highlight, with knowledgeable, and passionate guides (pictured below introducing visitors to the unique ecology of the area.



Meeting In Nature

Freycinet Lodge lies just inside Freycinet National Park, at the foot of The Hazards, nestled in a bush setting, with easy access to the surrounding Coles Bay, Richardson's Beach and Hon-eymoon Bay. The lodge can cater for up to 110 delegates for meetings and conferences, with three dedicated event rooms, and many options for breakout meetings in the lodge's expansive public areas. Its 60 cabins include one- and two-bedroom options and offer delegates privacy during quieter conference moments, and can also act as meeting or work rooms. The outdoors, too, can become a work space, with the lodge's full time guides available to take groups into the park for walks and 4WD trips. For



smaller incentive groups, a treat is the Wineglass to Wine Glass day tour, incorporating a trip to Wineglass Bay with a meal and wine tasting in a secret location in the park. Freycinet Lodge's unrivalled access to the produce of the region offers sumptuous catering options—don't miss the towering seafood platter for two, with optional lobster ontop!



Saffire: The Ultimate Incentive

From the waters of Coles Bay visitors to Freycinet will catch a glimpse of Saffire, a one-year-old luxury resort ideal for the highest of high-end meetings and incentive clients. General manager Matthew Casey says Saffire 'replicates the feeling of the area', and resembles a stingray from the air. "The area has a great history, and from an organic point of view, a real sense of place," he says. "Our goal is to create a life-long memory." The property offers 20 villas (deluxe to premium) with spa credits and meals included in the rates. Casey says the 35 staff are 'not bound by task' and enjoy working with groups to ensure a company's vision and ethics are reflected in their Saffire experience. New Zealand Conference Connexions' Jim Watt says the property carries a certain brag factor, and has appeal as an incentive reward. Saffire's restaurant menu changes daily, with two sommeliers to match wine from its extensive cellar. An on-site spa offers bespoke luxury sapphire, gold and diamond skin treatments and spa experiences can be tailored to suit clients' every need. See saffire-freycinet.com.au



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