

# BUSINESS EVENTS TASMANIA



**A VISIONARY INSPIRES AND  
LIGHTS THE WAY FOR OTHERS**

**VISIONARY  
FOOD**

Bruny Island  
Cheese Co

**VISIONARY  
PROGRAM**

Industry, Innovation  
& Entrepreneurship

**VISIONARY  
STEM**

Connected to  
the World Stage

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Bruny Island Cheese Co. Photo Credit: Tourism Australia.



Matt Dunbar in Bangor Vineyard  
Photo Credit: Tourism Australia.

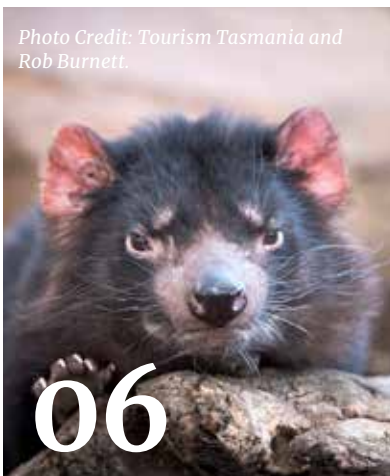


Photo Credit: Tourism Tasmania and Rob Burnett.



Junction Festival. Photo Credit: Jacob Collings.

3

To advertise in Business Events Tasmania please contact Taryn Reid  
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## CONTENTS

- 04** Welcome from the CEO
- 06** Visionary Program
- 09** New & Noteworthy
- 10** Visionary Arts
- 13** Visionary Food
- 17** Visionary STEM
- 20** Chat with a Local

Cover Image Credit: Moon Cheese Studio.

In recognition of the ancient history and culture of this island, we acknowledge the Tasmanian Aboriginal community as the traditional owners and continued custodians of the land and waters of *trowunna* | *lutruwita/Tasmania*, upon which we live and work.

# WELCOME FROM THE CEO



Visionary...

4



The launch of Business Events Tasmania's Visionary Program late last year was the culmination of a project we had been working on for quite some time, to formalise our partnerships with some truly extraordinary Tasmanians.

Tasmania's good fortune in both geographical location and stunning natural environment often dominates discussions about place. Yet undoubtedly our greatest asset is our people, or as we at Business Events Tasmania like to call them, our visionaries.



Three Capes Track - The Candlestick, Cape Hauy. Photo Credit: Tasmania Parks and Wildlife Service.

**A visionary is a pioneer, they are a person who sees things that others don't. A visionary inspires and lights the way for others.**

They are leaders in their industry who've had to do things differently, because following expected pathways just doesn't cut it in Tasmania. These people are not industry leaders because they've sought out a prominent position; they've done remarkable things and ended up as leaders along the way.

As an island state with a collaborative, connected community, we are privileged to know and work alongside our visionaries.

An icebreaker and research vessels rest in our harbour, our university campuses are central to our major cities, wind turbines soar on rugged coastlines, and almost anywhere you travel across the island you bear witness to our rich agriculture and viticulture sectors.

**The visionaries responsible for our island's entrepreneurship, business, industry, science and research, and innovation, are never far away.**

For clients of Business Events Tasmania, this translates to a business event and conference experience unlike any other. Through our Visionary Program we can connect you with our industry leaders for a business event that will enable you to get to the heart of what really matters.

In celebration of the launch of our Visionary Program we have dedicated the pages of this edition of Business Events Tasmania to some of our visionaries. We are sure that as you read along you will find stories and information to inspire decision making for future events, that we hope will bring you to Tasmania to meet a visionary or two and see clear here.

**Marnie Craig**  
CEO 🐾



Andi Lucas, Founder X-Hemp. Photo Credit: Moon Cheese Studio

6

# VISIONARY PROGRAM

Many readers who have worked across Australia's business events sector for a while now would likely be familiar with Business Events Tasmania's Ambassador Program. This was our key way of engaging with the many talented professionals living and working in Tasmania, to promote our island as a business events destination that can deliver fascinating local knowledge across conference programming.

**Y**et for some time we had been thinking that the word 'ambassador' didn't quite sum up all that these people are. They're more than someone who simply represents their industry, they're pioneers who've had to do things differently, because following expected pathways just doesn't cut it in Tasmania.

Time and again we found ourselves meeting, working and collaborating with humble Tasmanians who were not industry leaders because they had sought out a prominent position; but because they had done remarkable things and ended up as leaders along the way.

**These Tasmanians are not just ambassadors or advocates. They've cut their own paths. They've gained perspective. They're Visionary.**

The launch of our Visionary Program late last year formalises our relationships with some of the extraordinary Tasmanians we have been fortunate to work with over the years. Our



Tasmanian Devil Unzoo. Photo Credit: Tourism Australia.

Visionaries come from a range of sectors and with a wealth of knowledge and experience, and each has a unique story to share.

For Visionary Andrew Flies, ARC Discovery Early Career Research Fellow at the Menzies Institute for Medical Research, that story is centred on the urgent and admirable quest for the prevention of devil facial tumour disease. This aggressive transmissible cancer is impacting Tasmanian Devils by contributing to significant population decline in the iconic species.

Leading the Wild Immunology research group, Andrew's primary work focuses on developing a vaccine to protect Tasmanian Devils from this terrible disease. A recent breakthrough has discovered that a modified virus, much like the one used in the AstraZeneca COVID-19 vaccine, could help fight the cancer.

These findings allow Andrew's team to move forward with a vaccine that helps the devil immune system find and fight the cancer, and they even have a clever way to deliver the vaccine too, using edible baits. As anyone who has witnessed a Tasmanian Devil at feeding time will know, this method of vaccination is sure to be a success!

Like many in our Visionary Program, Andrew worked with Business Events Tasmania to host a business event in Tassie, bringing the Wild and Comparative Immunology Workshop to Hobart in December 2019. This innovative event for professionals working in immunology and wildlife research brought international

and interstate researchers together across a two day program.

In testament of the legacies that business events so often deliver long after a workshop or conference has been held, as a direct result of Andrew's workshop, a paper was published in world leading journal Science, a special interest group was recognised and funded by the Federal Government, and Andrew was named the 2020 Young Tasmanian Tall Poppy of the Year, in the Australian Institute of Policy and Science Tall Poppy Awards recognising excellence in research and communicating science beyond the walls of the laboratory.

For Andi Lucas, Founder and Managing Director of X-Hemp and Business Events Tasmania Visionary, the experience of living through both a bushfire and a flood, deepened her curiosity around climate change and natural building materials, inspiring a quest to find more

sustainable and fire resistant options for contemporary builds.

All roads in her research led back to hemp, leading her to establish X-Hemp. Her company now works with Tasmania's licensed hemp farmers, value adding by converting the grain stubble left from the hemp seed harvest, which is otherwise burned off as waste, into saleable products.

X-Hemp sells hemp hurd for building materials, mulch for landscaping, bast for speciality paper production and outputs for other uses such as animal bedding.

Tasmania has perfect conditions for growing hemp and Andi says our regional status is a huge advantage for hosting business events for industry, with our conferencing venues located within easy reach of farms and production facilities for study tours.

With a career spanning more than 15 years of living and working in the UK and US, this Tasmanian says the international experience of living off the island in different cities with bigger populations only served to highlight how truly unique and special Tasmania is for her.

In 2022, Andi's work brought the Third Biennial Australian Industrial Hemp Conference to Launceston. An impressive program of national and international speakers included a post event field day, giving delegates a truly unique opportunity to witness nearly all aspects of hemp production and processing in one day – made possible because unlike big cities, our conferencing facilities in Tasmania are close to farming



Andrew Flies Menzies Research Centre.

and industrial sites.

These are just two examples of Visionaries in our Visionary Program, who have not only worked with Business Events Tasmania to bring strategic business events to life, but who are also known for the generosity of spirit in which they share their knowledge and time with business event delegates visiting our island.

Through our Visionary Program we can connect you with our industry leaders to bring uniquely Tasmanian insight and perspectives to your business event programming.

When we call these people our Visionaries, or we invite you to come to Tasmania to see clear here, we aren't just paying lip service to a platitude or a tagline. Here we actually live and breathe these principles. For our clients this results in a business event experience unlike any other where delegates can get to the heart of what truly matters.

Visionary indeed. 🐘

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## VISIONARY PROGRAM

**W** [www.betasmania.com.au/visionary-program](http://www.betasmania.com.au/visionary-program)



# NEW & NOTEWORTHY

**L**ARK Distillery's Fuse is a whisky experience like no other, now hosted at their iconic venue, The Still – conveniently located in the Hobart CBD. Under the guidance of a LARK Whisky specialist, this is your opportunity to blend like LARK do and craft your very own bottle of LARK whisky. You'll draw from a selection of their finest casks and create a fusion of whisky as unique as you.

The Still is also the only place you'll be able to taste rare drams from the LARK vaults. LARK, A Deep Dive Whisky Experience shares the tales that built one of the iconic whisky brands, while tasting whisky that's too rare to even make it to their back-bar.

[www.larkdistillery.com/blogs/experiences](http://www.larkdistillery.com/blogs/experiences) 🐦



Lark Distillery.

**T**he Tasmanian Symphony Orchestra turns 75 this year, celebrating their Diamond Jubilee with a Gala Concert. Inspiring, invigorating and entertaining audiences since 1948, the 47 piece TSO performs an extensive and varied concert season across Hobart and Launceston, as well as concerts elsewhere in Tasmania. The orchestra has toured Asia, Europe, North and South America and the Middle East, and has collaborated with Victorian Opera, Mona Foma and Dark Mofo.

A much loved Tasmanian icon, the TSO is a firm favourite for inclusion on Business Events Tasmania's family itineraries, and the orchestra offers a range of small group performances for business events.

[www.tso.com.au](http://www.tso.com.au) 🐦



Tasmanian Symphony Orchestra.



wukalina Walk. Photo Credit: Tayla Gentle.

**T**asmania is celebrating a swag of medals at the 2022 Qantas Australian Tourism Awards. Amongst the medallists are Business Events Tasmania members Bangor Vineyard Shed taking gold (Tourism Wineries, Distilleries & Breweries), and bronze went to Peppers Silo Hotel (Business Events Venues) and Mures Tasmania (Tourism Restaurants & Catering Services).

The entire state is immensely proud of wukalina Walk, taking out gold in the category for Aboriginal & Torres Strait Island Tourism Experience – the first time Tasmania has won this award. 🐦

# VISIONARY ARTS

Right across the island, Tasmania enjoys a vibrant and diverse arts scene, and while each region of the island state proudly lays claim to its own unique features; from historic cities, wine country, agricultural food bowls and industry hubs, it is in fact the arts that we all have in common. From north to south and east to west, the arts unite us and play a vital role in shaping our communities.

10



*Marta Dusseldorp & Ben Winspear.*

Tasmania's rugged west coast, a place of wild weather and wild contradictions with its hauntingly beautiful mountain ranges, mines adjacent to world heritage areas, sulphur stained rivers and ornate historic theatres of the boom days before the bust, hosts The Unconformity Festival.

A mining town with a complex history might at first seem an unlikely place for a contemporary arts festival, but this biennial event sees the streets of Queenstown come alive with performance, installations and exhibitions across a three day program that concludes with The Unconformity Cup.



ECHO Festival. Photo Credit: Dearna Bond.

Here the Rest take on The West in an attempt to crack the greatest homeground advantage in the state. Built in 1895, Queenstown's iconic gravel oval is not for the faint of heart, with blood, sweat and tears shed by locals and blow-ins alike across the four quarters of this gruelling AFL match, that is a nod to the west coast's culture of 'west coast tough' where the people either find a way or make a way!

On the other side of the island, the east coast is home to ECHO Festival, hosted in picturesque wine country on the fringes of Swansea. The East Coast Harvest Odyssey takes place annually, bringing together artists, musicians, storytellers, thought leaders, chefs and winemakers, for a journey of exploration that encompasses all the senses. Punk rock band Luca Brasi hail from the small East Coast town of St Helen's, and the rocky granite coastline with its distinctive shade of lichen

and azure sea, has been painted countless times.

**In Northern Tasmania, Junction Arts Festival is held annually, providing attendees with a series of extraordinary arts experiences held in unusual places, and Launceston's QVMAG hosts a permanent exhibition entitled 'The First Tasmanians: our story' exploring the history and culture of the Tasmanian Aboriginal people.**

Just south of the charming town of Evandale in the north, sits 'Patterdale', the former home of John Glover, one of Australia's most celebrated colonial landscape painters. Carefully restored, the home is open occasionally to visitors, and

artists are invited to undertake a residence to draw inspiration from the surrounding plains and hills referred to as 'Glover Country'.

Outside of world renowned Mona in the south, Hobart and surrounds plays host to myriad festivals, performances and exhibitions year round. It is not uncommon to see nationally and internationally acclaimed artists, actors and authors imbibing in one of the many cafes, galleries and restaurants along the Salamanca arts precinct.

Tasmania is also a sought after destination for film crews, with recent notable examples including Rosehaven, The Kettering Incident, and soon to be released Bay of Fires.

In short, Tasmania is an inspiring, enriching and visionary place for artists to call home.

Tasmania has now been home to Marta Dusseldorp and Ben Winspear, Artistic Directors of Archipelago Productions since 2018, when they left big city life in Sydney behind to settle with their young family in Southern Tasmania.

Internationally acclaimed and known to many as Crown Prosecutor *Janet King* in the ABC series of the same name, or from the drama series *Jack Irish* and *A Place to Call Home*, Marta Dusseldorp is one of Australia's most well-known and talented actors. Ben Winspear, acclaimed director and former Resident Director of the Sydney Theatre Company was raised in Hobart, making it an obvious choice when the pair were seeking a location offering quiet and connection to start their production company.

Archipelago Productions is known for bold artistic and cultural projects that have raised Tasmania's profile as an exciting place to create new work. Among the company's latest projects is *Bay of Fires*, a new eight-part crime/thriller drama series for the ABC, which was filmed on Tasmania's captivating west coast in 2022.

Co-created by Marta Dusseldorp, Andrew Knight (*Seachange*, *Jack Irish*, *Rake*, *Hackshaw Ridge*) and Max Dann (*Siam Sunset*, *Dance Academy*, *Spotswood*), the program will air in 2023.

Producing a project of this scale in the rugged and remote wilds of Tasmania's west is a visionary feat demonstrating just how committed Marta and Ben are to their new home, with Marta saying they would never have started their production company anywhere but Tasmania.

With so many Tasmanians invested in our island's rich cultural landscape, it is little



*The Unconformity Queenstown. Photo Credit: We Are Explorers.*



*Junction Arts Festival. Photo Credit: Jacob Collins.*

wonder that Tasmania's State Government is very supportive of the sector. Attorney General and Minister for the Arts Elise Archer says there is so much to be proud of, as well as look forward to, as our arts and cultural sector reignites with renewed vigour and optimism after the challenges of the last few years.

Deeply committed to continuing to support our local cultural and creative industries which are vital in a number of ways – for the Tasmanian economy, for employment, for our lifestyle, our reputation and as a major drawcard for visitors to our state, the last two financial years have seen record levels of screen production in Tasmania.

Minister Archer says unprecedented and continued

investment by Government has provided employment and training opportunities for our filmmakers, actors and crew; showcased our landscapes and importantly, shared Tasmania's stories around the world.

In a culture where people can't help but be connected to this place, to each other, and to what really matters, perspectives are expanded. This island provides artists, and indeed us all, a safe and immersive space to explore and create. Inspiration is found in abundance in Tasmania, wherever you seek to find it. ♡



Bruny Island Cheese Co. Photo Credit: Adam Gibson.

# VISIONARY FOOD

An obsession with great cheese started around 25 years ago for Nick Haddow when he was given a bucket of fresh goat's milk whilst working as a chef in South Australia's Eden Valley.

**F**rom that moment, Nick chased cheese around the world, spending ten years working with specialist cheese makers in a number of different countries, before eventually landing along with his partner Leonie on the stunningly beautiful Bruny Island in Southern Tasmania.

One of the strongest champions for artisan cheese in Australia and a vocal advocate for raw milk cheese, it is here on Bruny Island that Nick founded Bruny Island Cheese Co in 2003. What started out as a factory and cellar door experience has morphed into a veritable juggernaut, with Nick realising his vision of supplying Bruny Island Cheese Co with milk from his own dairy farm, in addition to more than a few other projects along the way.

Nick Haddow. Photo Credit: Tourism Australia.



14

In 2017 Nick started Glen Huon Dairy Co, acquiring a now organically certified farm that is home to some (very happy) rare breed cattle, and sole supplier of milk to Bruny Island Cheese Co. As if that were not enough, Bruny Island Beer Co was also established around the same time, making beer that much like their cheese, is an artisanal product that strives to be the best expression of the seasonally variable ingredients available in the region. Or in layman's terms... for cheese makers they make bloody great beer!



Bruny Island Cheese Co. Photo Credit: Tourism Australia.



Glen Huon Dairy Co. Photo Credit: Tourism Australia.

Nick's products have a strong presence in Tasmania and across the country. He has a cellar door in the Salamanca Arts Centre, a stall at the iconic Salamanca Market, and large cheese club membership, who receive regular deliveries of cheese dispatched all over Australia from Bruny Island. At the heart of his operation is a cellar door on Bruny Island, where guests are invited to visit for an authentic cellar door experience.

Visitors can stay for a bit and enjoy a free sampling of cheese and beers, watch the cheese being made and have a chat with the cheese makers and brewer. For those wanting to stay awhile, there is a selected dine-in menu that showcases what Bruny Island Cheese Co do best.

With seating under the eucalypts guests can indulge in a cheese platter or a long, lazy lunch across a menu designed to showcase their products, meaning you can expect lots of cheese options and beer, including cheese platters, baked cheeses and delicious toasties!

A true visionary, when Nick isn't busy on farm or at Bruny Island Cheese Co, he maintains an active schedule of media engagements and community work. In the quintessentially Tasmanian generosity of spirit, Nick spends much of his time promoting the island state and supporting, showcasing and mentoring many other artisan producers and agri-food businesses.

Nick's passion for small island living resulted in him being awarded a Churchill Fellowship in 2014 to study small island economies around the world. Nick was also a co-presenter of all six series of Gourmet Farmer, which is screened in Australia and around the world, and he has co-authored several books, with his most recent Milk.Made published internationally and awarded a prestigious James Beard Award in 2017.

For many on the outside looking in, Nick's unrelenting quest for new knowledge and ideas, and drive to see his latest vision come to fruition seems (impressively) exhausting, but for him it is all in a day's work. He is the embodiment of the notion that Tasmania is an island of endless possibilities and Tasmanians are people who cut their own path... and through hard work and vision, achieve extraordinary things. ♡

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#### **BRUNY ISLAND CHEESE CO**

**P** 03 6260 6353

**W** [www.brunyislandcheese.com.au](http://www.brunyislandcheese.com.au)

A visionary is a pioneer.

# VISIONARY

A visionary sees things that others don't.

A visionary inspires.

A visionary lights the way for others.

Our visionaries are all people who've made a difference in their industries  
by seeing opportunities others haven't.

Business Events Tasmania is accepting expressions of interest from individuals interested in joining our Visionary Program. The Visionary Program promotes Tasmanian excellence, extends the global reach of our participants, and creates new business opportunities for all Tasmanians.



SEE CLEAR HERE

**BUSINESS  
EVENTS  
TASMANIA**





Seatrials on the River Derwent for Incat Volcan de Taidia now operating in the Canary Islands. Photo Credit: Incat Tasmania.

# VISIONARY STEM

Tasmanians have always persisted, pushed through and found ways to thrive right across our beautiful island. To say that we punch above our weight in the fields of science, technology and engineering is an understatement. Post-pandemic, all eyes are on Tasmania and never before have we been more connected to the world stage.

**F**or northern Tasmanian based firm Definium Technologies, geographical location is no barrier to solving real-world problems through technological solutions. From supporting mining accommodation management in outback Australia, through to creating fuel injection systems for taxis

in Las Vegas, the Definium brains trust provide a range of off the shelf and custom solutions to solve problems all over the world.

During the COVID-19 pandemic the company designed and manufactured the control system for Gekko Medical's 'GoVentor' respiratory

ventilator for critically ill COVID-19 patients. They were also commissioned during the pandemic to develop a custom monitoring solution for Coates, who required a system for a large number of their rental assets.



Mike Cruse Definium Technologies pictured with Prime Minister Anthony Albanese.

18

What started as a small project to design and manufacture 50 prototype devices, turned into a major contract to deliver 12,500 units. To date Definium has delivered 8,000 of these for Coates, who were determined to have them designed and manufactured in Australia due to the challenges COVID created for international supply chains. Definium's location and ability to do everything in house suddenly became the business's greatest competitive edge.

From humble beginnings working on ideas in his garage, Founder and CEO of Definium Mike Cruse now oversees a 700sqm facility with 15 staff and a state of the art lab at his fingertips. However the entrepreneur, software developer and electrical engineer says when he first founded Definium after returning to Tasmania from the US over ten years ago, not many people were doing what he wanted to do – designing software and then creating and building the hardware to run it, and there was certainly no advanced electronics manufacturing in Tasmania.

Deciding that the island needed some capacity, Mike cut his own path and created an operation where everything from design, engineering and development, to cultivating new markets was done in house, effectively building a technology ecosystem. Now Definium works with national and international clients to design and build a huge range of devices to solve unique problems.

Working closely in partnership with the University of Tasmania has paved the way for an advanced manufacturing facility like Definium to be located in Launceston, with this alignment between industry and education supporting growth in the local community and investment in new ideas.



Co-Founder and CEO Fiona Turner BitWise Agronomy.

**F**or innovator and thought leader Fiona Turner, a desire to combine farming with leading technologies like AI and machine learning to create smart farms of the future, led her and co-founder Aran Elkington to start up Bitwise Agronomy.

As farmers themselves, Turner and Elkington had a thorough understanding of the challenges that growers face every season with crop variability, inconsistent yields and adverse weather events, which was the motivator for teaming up with fellow farmers, viticulturists and IT professionals to create their GreenView system.

Capturing imagery through a roaming camera attached to an existing farm vehicle, the images are embedded on a map so farmers can easily navigate through their 'virtual farm'. This information empowers berry growers and viticulturists to make insightful decisions, and consequently reduce operating costs and grow better quality crops.

**After years of working in the global tech world Fiona always knew she wanted to get back to her farming roots, and in 2016 she bought Jinglers Creek Vineyard in Tasmania, swapping tech board rooms for the cellar door.**

Hiring consultants to assist with the vineyard, Fiona realised she couldn't give them the information they needed to actually help her. There had to be a better way to understand her crop and bring some data-driven structure to her farming.

Working nights and weekends for a year, Fiona and Aran trialled everything from farming sensors to vine rover robots, to swarms of drones to scare away birds, this dedication to development paid off and in late 2019, Bitwise Agronomy was born.

In March 2020 they brought on their first paid customer, and by June 2022 the Bitwise Agronomy GreenView system was being used in 72 sites around the world. Bitwise is now an international team of 15, with one mission – to transform farming with cutting-edge technology.



*Incat Founder and Chair Robert Clifford AO.*

**W**hen thinking about Tasmanians who have led with vision, it is hard to go past Robert Clifford AO, Founder and Chairman of Southern Tasmanian shipbuilder, Incat. Tasmania's waterways have been in his veins since well before the launch of Incat's first high-speed catamaran in 1977, and his name is synonymous with innovation, growth and ingenuity on the island.

Incat built ships are sought after worldwide, and now operate in North and South America, Australasia, the Mediterranean, Asia and throughout greater Europe. Robert and his team are always looking

to the future for ways to run faster, lighter, and cleaner.

The ship Incat is currently building will be the world's largest Ro-Pax Electric ferry, and Robert says Tasmania is the perfect location for the construction of electric ferries, being one of very few jurisdictions in the world that is 100 per cent self-sufficient in renewable electricity generation.

The electric ferry will have the lowest carbon footprint of any large, internationally operating ferry in the world, zero emissions, and it will be luxurious. Although Tasmania's climate is conducive to aluminium manufacturing, Robert says as a Tasmanian it has always been important to him to build ships in Tasmania, and the company is known for providing locals with employment and training opportunities.

These stories are as numerous as they are endemic across Tasmanian's STEM sector. Every day Tasmanians turned visionary leaders, who have tackled a problem before them and found a way through. The answer wasn't always right in front of their eyes, there may have been a lot of trial and error along the way, and it certainly wasn't easy.

There are many more Tasmanians just like Mike, Fiona and Aran, and Robert, who through persistence and innovation, will always find a way to overcome not just the challenges of island life, but develop solutions that Tasmania then takes to the world. ♡



# M<sup>TASMANIA</sup> Mures<sup>®</sup>

Mures is an iconic, Tasmanian family business synonymous with fresh, local seafood and a hook-to-plate practice. Located in the heart of Hobart, on the working fishing port of Victoria Dock with commanding views of the harbour and city, Mures provides a superb setting for your next event.

Whether it is a casual lunch, exclusive cocktail party or stunning sit-down dinner, our award-winning venue offers a memorable dining experience. With audio visual capabilities and private event space available, we can accommodate both conference and business style events.

Our fresh approach to dining means we use only the finest quality, sustainable seafood accompanied by the very best local produce and predominately local wines. We offer three unique venues:

- Mures Upper Deck** | Fully Licensed A La Carte Restaurant
- Pearl + Co** | Waterfront Oyster Bar + Restaurant
- Mures Lower Deck** | Family Style Bistro



## CONTACT.

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# CHAT WITH A LOCAL RHYS HANNAN

In January 2020, Rhys Hannan sold his restaurant in Hobart, and with his new found freedom, intended to undertake the great Australian rite of passage with a lap of the country, starting with a farewell tour in his hometown of Launceston.

**H**owever the universe had other plans for him (and the rest of us), and instead he found himself at 33 years old, living in lockdown back in Launceston with his mum. Initially describing it as 'grim', Rhys says he couldn't have been more wrong, and instead of a community defeated by the challenges of a global pandemic, he found one invigorated and welcoming him with open arms and opportunities.

Rhys says this it is this connectedness and community that makes Launceston so special and he now finds himself firmly ensconced in the city as the Market Manager at Harvest Launceston Community Farmers Market, and as a convenor for the 25th Symposium of Australian Gastronomy, to be hosted by Launceston in 2024.

## **I'VE CHOSEN TO LIVE AND WORK IN TASMANIA BECAUSE...**

After a fair bit of travel in my early 20s I simply can't imagine living anywhere else. I love to travel and work for fun, and I've



*Blue Derby Pods Ride. Photo Credit Tourism Australia.*

seen enough to know that for furthering my career, indulging my passions, and belonging to a community, Tasmania is the only place for me.

## **IT'S EASY TO TAKE A DIFFERENT LOOK AT THE WORLD FROM TASMANIA BECAUSE...**

Anyone who is familiar with the concepts knows that 'island-life' and 'island-time' are very real, and Tasmania has them in spades in its own unique way. It's a strange little island at the bottom of the world. It breeds – or at the very least invites – divergent thinking.

## **THE MOST REWARDING PART OF MY WORK IS...**

The community and the diversity. Knowing you're providing an outlet for all these amazing people, who work so hard with such drive to produce some of the finest food in the world is eminently rewarding. Learning the skills, facing the challenges, and seizing the opportunities that come along only heightens the satisfaction.



Bay of Fires Bush Retreats. Photo Credit: Jamie Roberts.

**AN UNMISSABLE EXPERIENCE I RECOMMEND WHEN VISITING OUR ISLAND STATE IS...**

For relaxation, the Bay of Fires Bush Retreat. Grab some local seafood, use some produce from their garden, cook up a storm in their amazing kitchen and relax by the fire with a glass or two. For action, Derby. The high-energy vibe, world-class trails, incredible ice-age forest and of course the famous sauna!

**ONE THING THAT MIGHT SURPRISE PEOPLE TO LEARN ABOUT TASMANIA IS...**

Seems obvious once you think about it, but that Tasmania is

a 344-island archipelago that includes Macquarie Island. There is so much on the Tasmanian mainland that you kind of forget that sometimes, or maybe take it for granted. But once you start thinking about it, it starts to blow your mind.

**MY FAVOURITE:**

**COFFEE SPOT:**

Wide Awake in Hobart.  
Tinka in Launceston.

**CHEEKY TASMANIAN TIPPLE:**

Apsley Gorge Pinot Noir.

**TASTY TASMANIAN TREAT:**

Cherries

**SECRET TASMANIAN LOCATION:**

The Mermaid Pool, or, there is a little cove just north of The Gardens... that's all I'm saying!

**PLACE TO ENJOY THE GREAT OUTDOORS IN TASMANIA:**

The East Coast, Derby, or the Midlands Plains.

**YOU HAVEN'T EXPERIENCED TASMANIA UNTIL YOU HAVE...**

Worn a puffer jacket (a Tassie Tux) to Winter Feast, and experienced Dark MOFO festival. 🐧



Dark Mofo Winter Feast. Photo Credit: Adam Gibson.

SEE CLEAR HERE

**BUSINESS EVENTS TASMANIA**

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