

INNOVATE

Highlighting the strong natural values of Australia's only island state, Tasmania, and the creativity of its people.

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GERMANS SNAP UP TASMANIAN WOOL FOR QUALITY KNITWEAR RANGE

The knowledge that Tasmanian wool is superior wool is well established in fashion houses in Europe and Japan. Now the German company, Peter Hahn is about to tell 14 million families in Germany and across Europe how wonderful it really is.

Next month 14 million families in 13 European countries will receive a Peter Hahn catalogue full of fashionable clothing lines and quality knitwear. The wool being used for this major project is Tasmanian and is part of a \$7 million agreement expected to generate sales of over 2.4 million garments over the next three years.

"The prestigious Peter Hahn brand is known for its preference for 100% natural fibres, which perfectly complements Tasmania's reputation for environmentally friendly production of high quality superfine wool", said Robert Wallace of TWQ Trading.

"The agreement will see Tasmanian quality wool made exclusively into women's knits, tops and cardigans.

"What a unique opportunity for our wool industry



and Tasmanian in general.

The wool will be sent to Italy to be turned into high quality knitwear and will then be distributed through Peter Hahn in Germany and throughout Europe".

This is another example of high quality products and the Tasmanian brand gaining a foothold in the European market. It is quite an achievement", said Robert.

More information:

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TASMANIA'S SUSTAINABLE PRACTICES GAIN INTERNATIONAL RECOGNITION

Tasmania has been recognised internationally for maintaining its environmental and cultural integrity in the face of global tourism pressures of the 21st century.

Tasmania has been ranked third place in the world by an independent panel of more than 200 specialists in sustainable tourism and destination quality, surveyed by *National Geographic Traveler* magazine in conjunction with Leeds University in the UK.

The panel noted that Tasmania had strengths in tourism management and environment

and they evaluated 115 of the world's best known places based on six criteria that pertain to cultural, environmental and aesthetic integrity.

Tasmania ranked third with 77 points on a ranking



scale of 1-100.

The Norwegian Fjords ranked number one with 82 points; and Cape Breton Island in Canada, New Zealand's South Island and Chile's Torres del Paine were all ranked second on 78 points.

National Geographic Traveler magazine promotes itself as "the world's most widely read travel magazine" with 5.7 million readers.

TASMANIAN DEVIL RECEIVES HOLLYWOOD SUPPORT

Warner Bros is planning to join the effort to help save the Tasmanian devil from a fast spreading facial cancer.



Warner Bros, the US based entertainment giant, which has earned millions of dollars from its Taz Devil cartoon character is currently in talks with the Tasmanian state government regarding a rescue package for the beleaguered Tasmanian devil.

The disease has already wiped out up to 80 per cent of Tasmanian devils in some areas, prompting the state government to commit to almost \$2 million in research funding.

Warner Bros spokesperson, Barbara Brogliatti said, "We are in discussions with the folks in Tasmania to see what we might do to be able to help", she said. Previously Ms Brogliatti has said the company would consider a call for support for two reasons.

"Firstly, as human beings about any endangered species and, secondly, it is our beloved Taz", she said.

Warner Bros created its Taz Devil Looney Tunes character in the 1940's. He has gone on to become one of the world's most recognizable cartoons, renowned for his ravenous appetite and moving about like a tornado.



A fund has been established to raise the money for the fight – The Tasmanian Devil Disease Community Appeal.

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NEW FISH LINE TO SAVE BIRDS

A Tasmanian scientist has invented a long-line fishing line, which has drastically reduced the number of seabird deaths with no effect on fish catches.

Every year hundreds of thousands of seabirds are drowned after being caught by long line fishing, but a Tasmanian scientist, Dr Graham Robertson, has developed a safer and kinder way to fish long line. With a US scholarship from Miami's Institute for Ocean Science, Dr Robertson, a seabird ecologist with the Australian Antarctic Division in Hobart has spent years researching and testing the new lines.

Containing tiny lead weights, the line sinks quickly, drastically cutting the opportunity of birds such as albatrosses and petrels to dive to the baited hooks.

Dr Robertson has been testing the lines in New Zealand with exceptional results. The trials achieved a 94 per cent reduction on petrel deaths and a 63 per cent reduction in shearwater deaths and with no effect on fish catches. He aims to promote the new line's use in Argentina.

The evidence has already convinced some fishers to use the lines, including in the Bering Sea, and the hope is that authorities recommend it worldwide.



Partners in the project also include a Norwegian manufacturer, which made the lines, and fishing companies Sealord and Tasmania's Petuna Sea-food.

Dr Robertson's research on integrated weight lines began in 1997/98 when he conducted seabird deterrent trials with a Falkland Islands company licensed to catch Patagonian toothfish.

"Experiments included attaching external longline weights which produced a much faster sink rate and greatly reduced the death rate of black-browed albatrosses.

He then joined forces with a Norwegian longline manufacturer to develop longlines with weight integrated into the fabric of the lines. Trials involving these lines have been conducted since June 2002 in New Zealand, with drastic improvements in seabird survival rates."

Federal Parliamentary Secretary responsible for the Australian Antarctic Division Dr Sharman Stone has congratulated Dr Robertson, saying his name was synonymous with this pioneering research and that his Pew Fellowship was well deserved.

Dr Stone said that Dr Robertson's method had proved so successful it would be considered for adoption by CCAMLR.

"Dr Robertson's work to improve longline fishing practices is integral to saving the lives of the huge numbers of seabirds that are now dying unnecessarily."

Dr Stone said that Dr Robertson was highly respected throughout the scientific world not just for his work to improve the lot of seabirds in longline fishing regions but also for his research into the ecology of emperor penguins.

Further information:

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CASCADE BEER PULLS GOLD AT WORLD BEER CUP 2004

Cascade Beer has romped home with a gold medal in this year's World Beer Cup with its seasonally inspired and specially styled Autumn Amber.

Cascade Autumn Amber has been awarded the gold medal of beers for in the American style amber lager section at this year's World Beer Cup.

Competing against 1566 beers entered from 393 breweries representing 40 countries, the gold

medal won by Cascades was also in addition to their bronze medal.

The bronze medal was won in the American-style wheat beer category for Cascade's Summer Blonde beer, another seasonally inspired success story.

Head brewer Max Burslem said Australia is seeing the inclusion of more craft beers on the beverage lists of top restaurants and gourmet food stores.

"The success of Cascade Four Seasons, Australia's only seasonally rotated beer brand, highlights the fact that discerning beer drinkers are welcoming the opportunity to taste brews which are unique to the season and brewed in limited-release batches, adding excitement to their normal repertoire," Burslem said.

EXPANSION FOR LARGEST WALNUT ORCHARD IN THE SOUTHERN HEMISPHERE

Pioneering Tasmanian walnut grower, Webster Ltd, is expanding into NSW to spread its climatic risk.



The company has bought a property near Griffith, in the Riverina, and will invest \$20 million to develop 850 hectares of walnut orchards.

Webster Ltd, with 600 hectares of orchards planted at Swansea and Cranbrook on Tasmania's east coast, is easily Australia's biggest walnut investor.

Harvesting began in 2000 and is planned to grow to at least 80 tonnes this year.

This is expected to expand to 3,000 tonnes over the next 12 years, enabling Webster to replace about half the walnuts imported into Australia each year, mainly by health food outlets, confectioners and cake manufacturers.

Chairman Rod Roberts said trees for the new operation in NSW would be produced at the company's Forth nursery.

'Having orchards in NSW and Tasmania will lengthen our growing season and spread our climatic risk,' he said.

'It's an exercise in risk management.'

Site works are underway at Griffith and 250 hectares will be planted with walnut trees this year.

Further information:

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

BARILLA BAY OYSTER FARM EXPANDS WITH TOURISM GROWTH

Barilla Bay Oysters, known far and wide for the succulence of its shellfish, is enjoying the fruits of a spectacular diversification.



'We opened a restaurant and retail outlet on 13 January and they are already generating as much business as oyster farming that has been in operation for 24 years,' Barilla Bay's Managing Director, David Forrest, said.

'I have always believed in the potential of Tasmanian food and beverages and I'm confident their time has now come.

'My accountant might disagree, but I can see fine Tasmanian food and wine sales turning over five times the revenue of our farming operations.'

The company's striking new hexagonal restaurant-retail centre is collocated with its original aquaculture operation on the shores of Barilla Bay, east of Hobart.

On the Tasman Highway, only a kilometre from the turnoff to Hobart airport, it is highly visible and well positioned to draw in air and road travellers.

The restaurant offers Barilla Bay's renowned Pacific oysters, along with an extensive menu based on fine Tasmanian fare.

The retail outlet has a dazzling array of cheeses, seafood products, pates, pickles, condiments and honey. At the moment, it is the only place outside Japan where you can buy delicious toyonoka strawberries, grown only 1.5km away and known locally by the brand name Ichigo.

The wine stock on offer is clear evidence of the dynamic growth of the Tasmanian industry.

'Sugar or flour come from interstate because there's no locally produced substitute,' David Forrest says. 'But there are very few other ingredients or products at Barilla Bay that are not Tasmanian.'

'It's a statement of our faith in this place and the wonderful products it generates.'

Tourism is an integral part of the expanding business.

'We have tours at fixed times, three times a day and seven days a week.

'The inter-dependence of aquaculture and the environment fascinates people.

'They become our best promoters and the more of them that come through, the better our future will be.'

David Forrest has been planning Barilla Bay's diversification for 13 years, while overseeing the steady growth of its aquaculture business.

He has 10-year-old drawings of the landmark building that now stands beside the Tasman Highway.

'This is a family business and I would like to see it grow into something iconic that will endure and contribute for a very long time to the Forrest family and to Tasmania's reputation for excellence,' he says.

Further information:

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