

New start for pulp mill

The Legislative Council gave the \$2 billion Gunns Ltd pulp mill project a second life when it voted in late March in support of a new assess-



ment process. Earlier in the month, Gunns had withdrawn the project from assessment by the Resource Planning and Development Commission because it was dissatisfied with the rate of progress being made and the absence of any guaranteed future timeframes.

The Upper House approved the *Pulp Mill Assessment Bill* by a 9-5 majority, transferring responsibility for the assessment from the commission to the Parliament. The five Members who voted against the Bill expressed concerns either about the process or the mill's location. None opposed the project in principle. The proposed project will now be approved or rejected by the Parliament, based on recommendations by an internationally experienced consultant who will report back to the Premier, Paul Lennon, by 31 May. As well as a recommendation on whether the project should proceed, the consultant will deliver an opinion on whether it satisfies all of Tasmania's established environmental guidelines.

The proposed mill, if approved, will be the single biggest investment in the history of Australian forestry and the biggest private sector investment ever made in Tasmania. It will generate 3,400 direct and indirect jobs throughout the State during the building phase, including 2,500 on site during the peak of construction. Once operational, the mill will generate 1,600 jobs across Tasmania. The project's value-adding of pulp wood within the State would increase Tasmania's economic output by \$6.7 billion over the next 25 years, transforming the State economy.

Mr Lennon said: "It would have sent terrible signals to would-be investors in our State if the Parliament had not found a way for [the project] to be taken through a proper assessment process ... I am pleased that a majority of Members of the Legislative Council have agreed that this huge project deserves a chance to be assessed. Those Members have seen through the hysteria and distortions peddled by extreme conservationists and I congratulate them for holding their nerve. This project is too important to Tasmania's future to be denied a chance to be assessed."

The Greens continued to oppose the project and the process, with intriguing public support from a former Resource Planning and Development Commission officer. Greens leader Peg Putt said she was "frightened" the new process would miss some important aspect of the environmental assessment.

The House of Assembly was expected to formally approve amendments proposed by the Legislative Council when Parliament resumed on April 17.

Cricket bliss at Bellerive



'Dreams can come true,' *The Mercury* editorialised and the State Government showed fast footwork in announcing a public reception for the Tasmanian cricket team.

One veteran team member speculated on the possibility of their chief sponsor handing over the brewery keys to the triumphant Cascade Tasmanian Tigers.

There had been cheers – as well as tears - at Bellerive Oval in Hobart in March as Tasmania emphatically defeated cricketing powerhouse New South Wales to win its first Pura Cup competition after 25 years of frustrating and, at times, heart-breaking endeavour. The nation (perhaps NSW aside) celebrated with Tasmanians for their long-awaited David-and-Goliath sporting triumph. *The Mercury* wrote: “The victory is a fairytale come true but not a matter of luck. It has been hard-earned and years in the making. Tasmania has dragged itself up from the bottom of Australian cricket and done it with strong leadership, good administration and a coaching program that has unearthed wonderful talent.”

The Premier, Paul Lennon, described the win as “one of the greatest achievements in Tasmania’s sporting history.” His close friend and predecessor, the late Jim Bacon, had made the Tassie Tigers an official Tasmanian Icon because he was aware of their potential in the promotion of the Tasmanian Brand. Bacon ranked the cricket team, alongside the Tasmanian Symphony Orchestra, as a community asset that could lift the State’s external profile and build pride among Tasmanians. Jim Bacon would have been very happy indeed with the team’s comprehensive victory in a cricket competition regarded as the world’s toughest below Test level. Tasmania pioneered cricket in colonial times, but was only admitted to the august interstate competition in 1982. The Tigers played in three finals in the following 25 years but finished second on each occasion. No wonder grizzled former players were in tears at Bellerive Oval on 23 March.

Following the triumph, Tasmania is on a cricketing high. It has the best team in the land. It boasts the Australian Test and one-day captain, Ricky Ponting, the national bowling coach, Troy Cooley, and two national selectors, David Boon and Jamie Cox. Former Tasmanian captain Rod Tucker is now an umpire and regarded highly enough nationally to have been chosen to stand in the Pura Cup final.

One of the main drivers behind Tasmania’s upsurge, former Australian Cricket Board Chairman, Denis Rogers, said: “This [victory] ranks right up there as one of the best days of your life. It is an unbelievably emotional day. Philosophically this is a high point in our history. It should bring Tasmania together.”

Mr Rogers pushed long and hard for Bellerive Oval to be upgraded so it could attract major cricket games. As the sun shone and interstate commentators waxed lyrical about the ground and its surroundings, he deserved to be a satisfied man.

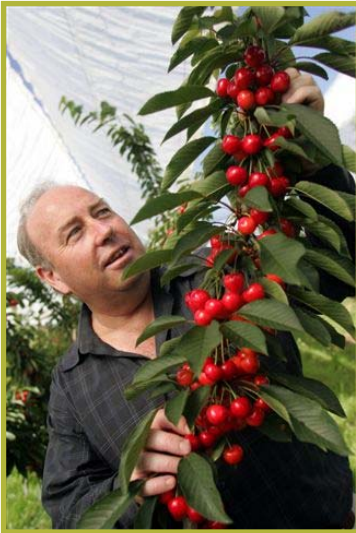
Cricket began in Tasmania as an informal colonial pastime. Matches between organised club sides were first recorded in 1825 and the first game between cricket teams from different Australian colonies was played between Van Diemen’s Land and Victoria’s Port Phillip District in 1851. The Launceston Cricket Club is the oldest still operating in Australia, having been established in 1842.

A dozen Tasmanians have played Test cricket for Australia, including one national captain. The representatives, with their debut years in brackets, are: Sam Morris (1884); Ken Burn (1890); C.J. Eady (1896); Ted McDonald (1921); C.L. ‘Jack’ Badcock (1936); Doug Ring (1947); Max Walker (1972); Roger Woolley (1982); David Boon (1983); Greg Campbell (1989), Ricky Ponting (1995) and Shaun Young (1997).

After their heroics at Bellerive, several members of the young Tasmanian team appear destined for national call-up. Swing bowler Ben Hilfenhaus finished the season with 60 wickets, a haul only beaten by two bowlers in the competition’s history. Young all-rounder Luke Butterworth produced two match-changing innings of 66 and 106 under pressure in the final and also bowled superbly. Damien Wright, a near veteran, bowled well to take three wickets in the first NSW innings, top scored in Tasmania’s first innings with 67 and followed up with 47 runs in the second innings. Wright then ended NSW hopes with a devastating bowling spell in which he took five wickets for only 13 runs. Overall, his was a personal performance to dream about. Youthful batsmen Travis Birt, George Bailey and Tim Paine are among other talented young players aspiring to take the lifestyle-changing step to national selection. They won’t all make it, but nobody in Australian cricket will now be surprised when the next budding celebrity emerges from Tassie Tiger ranks.



Cherry man is Export Hero



The pioneer of Japanese cherry production in Tasmania, Tim Reid, has been honoured as an Australian 'Export Hero.' His award was presented by the Governor of Western Australia, Dr Ken Michael, at a March reception in Perth's Government House. The Australian Export Heroes program is

an initiative of the Australian Institute of Export aimed at recognizing the nation's outstanding exporters. Since its establishment in 1997 the institute has acknowledged more than 60 Export Heroes.

Mr Reid is Managing Director of Reid Fruits (formerly known as S D Reid Holdings Pty Ltd) one of Tasmania's longest established fruit export businesses. The company was formed in the Huon Valley in 1856 and began shipping apples to Britain as soon as commercially viable refrigerated sea freight became available. By the 1920s, Britain had replaced mainland Australia as Reid's biggest market.

Tim Reid joined the company in 1965 and played a key role in expanding the apple business and rationalizing Huon Valley packing operations. He was a key figure in a decade-long campaign to gain access for Tasmanian apples to the huge Japanese market. Mr Reid then led a strategic diversification by Reid Fruits from apples to cherries. The company now has one of Australia's biggest cherry orchards at Plenty in the Derwent Valley. Within a decade it will be the nation's biggest producer.

The Premier, Paul Lennon, said: "Tim has been a prime mover in the push to expand export opportunities for Australian horticulture and has been the coordinator and leader of many international trade delegations on behalf of the industry. His company, Reid Fruits, is the only southern hemisphere producer of a Japanese variety of cherries for export to Japan, and is set to become Australia's biggest cherry producer within the next decade."

Cherries have always grown well in Tasmanian conditions, but the industry has waxed and waned over the years. There were 300ha of orchards in the early 1900s before a gradual decline. A revival started in the 1980s with a shift of emphasis from processing fruit to varieties suited to the fresh fruit market. In 1985 there were 12,000 trees and this number had risen to 400,000 by 2005.

Growers often achieve yields of 20 tonnes a hectare and receive premium prices when they sell cherries interstate in January, sometimes extending into February. Interstate orchards seldom have cherries after December. The production of Japanese varieties for counter-seasonal export, as pioneered by Tim Reid and others, holds great promise.

No drama for Shakespeare



The inaugural Tasmania Book Prize for the best book with Tasmanian content in any genre has been won by prize-winning author Nicholas Shakespeare for *In Tasmania*. Shakespeare, who divides his time between England and Tasmania's east coast, mixed history, genealogy, travelogue and journalism in a work judged worthy of the new \$25,000 prize.

A respected novelist and biographer, Shakespeare was born in Worcester, England, in 1957. His father was a diplomat and Shakespeare spent his childhood in the Far East and South America. After graduating from Cambridge University he worked as a journalist and was literary editor of both the *Daily Telegraph* and *Sunday Telegraph* newspapers. He wrote and narrated a television program about the writer and actor Dirk Bogarde. His novels include *The Vision of Elena Silves* (1989), *The High Flyer* (1993), *The Dancer Upstairs* (1995) and *Snowleg* (2004). Shakespeare's biography of travel writer Bruce Chatwin has won widespread acclaim.

Shakespeare first came to Tasmania in 1999."I came over to the east coast and we saw this house for sale on this nine-mile stretch of coastal dunes and it was like falling in love," he said. "I just looked out of the window on to the Freycinet Peninsula and felt I was looking at the most beautiful place I'd seen on earth - and that's a conviction that all subsequent experiences have served to deepen. When I got back to England and told my father I was thinking of sinking all my earnings into a beach house at the end of the world, he said: 'I think we have relatives in Tasmania.' ... He produced this sack of old letters from my grandmother's basement in West Malvern. The bag was like the colour of old toenails and in it were these letters going back 200 years. These letters held by his grandmother revealed distant ancestors whose stories illuminated the history of Tasmania's early white settlement."

In other literary awards announced in conjunction with the Ten Days on the Island festival, the Margaret Scott Prize, sponsored by the University of Tasmania for the best book by a Tasmanian writer, was won by *Twilight of Love: Travels with Turgenev*, by Robert Dessaix. Like Shakespeare, Dessaix is an established writer who has recently set up a base in Tasmania. The University of Tasmania Prize for the best book by a Tasmanian publisher, was won by *The Art of Apple Branding: Australian Apple Case Labels and the Industry Since 1788* by Christopher Cowles and David Walker. Each of these awards carried a prize of \$5,000.

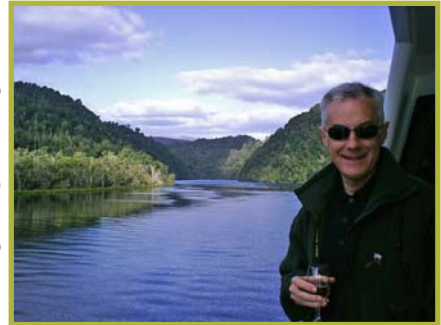
The Minister for Tourism, Arts and the Environment, Paula Wriedt, presented the prizes at the Long Literary Lunch on the opening day of the festival. She said: "They [the prizes] draw attention to the richness of material in Tasmania on which our authors can draw. We were delighted to receive entries from Australia, the US and Britain - across 14 distinct genres, including history, photography, natural history, fiction, biography, autobiography, poetry, teenage and children's literature, art, and more."

The Vice-Chancellor of the University of Tasmania, Professor Daryl Le Grew, said the Margaret Scott Award was a celebration of an iconic literary figure. "It is fitting that the Margaret Scott Award has been given to another icon of Tasmanian literature with a deep love for the State," he said. "Robert Dessaix's work is a tribute to the international lifestyle many Tasmanian diaspora lead. As a state we are like Dessaix, always reaching out to the world and always coming home."

Professor Le Grew said *The Art of Apple Branding* was the first book to chart the global nature of Tasmania's agriculture industry. "As a work that incorporates agriculture, economics, art and literature, this book was the perfect recipient for the University of Tasmania Prize. The introduction of this award also celebrates the recent growth of an innovative and distinctive publishing industry in Tasmania."

Island of superlatives

Queenslander Greg Livingstone, who won a Brand Tasmania-initiated trip to Tasmania, has written to Executive Director, Robert



Heazlewood, enthusing about his \$10,000 visit. He said in an email that the only problem he had was running out of superlatives.

Greg, from Sunshine Beach, won the draw in the competition which was initiated in August 2006 to leverage extra promotional value from the distribution of 80,000 DVDs with *Australian Gourmet Traveller* magazine. The DVDs included an offer to readers of a place in a draw for a sponsored trip to Tasmania, including two nights each at Freycinet Lodge, Strahan Village and Cradle Mountain Chateau. Extras included attending a sea trout harvest on Macquarie Harbour, as well as one-on-one meetings with several Tasmanian winemakers. The Federal Group's Pure Tasmania sponsored the accommodation.

This is Greg Livingstone's account of his trip:

We have returned to Sunshine Beach after a wonderful holiday in Tasmania and I just wanted to send you a note of thanks. The only question I would ask is why haven't I been before?

We arrived in Hobart after the usual fine Qantas service and were made most welcome at Wrest Point ... what a stunning view. Your suggestion of Flathead for dinner was spot on! What a great place - excellent food [I did indeed have the clay pot] and great people.

It was perfect after the flight down. We made ourselves a pledge to drink only Tasmanian wines on the trip and were able to deliver on that very successfully and most enjoyably.

To Strahan on Sunday and the Pure-Tasmania hospitality [these people certainly know how to pick locations for their properties!]. The harvest was quite a highlight and I will write to the Petuna people separately expressing our thanks for their efforts.

The Gordon cruise was great [I suspect I will run out of superlatives by the end of this note]. Cruising slowly up the river was at times almost mystical – easy to see why the region has created such passion.

Stanley was a surprise package. You described it as your “best kept secret”. I think that is a very apt description. It is a beautiful town and the people were among the friendliest we have come across. @VDL was an excellent accommodation choice and we stocked up at the Stanley Artworks. Stanley is a place we will return to. I must admit, we even had a look in real estate agents windows!

On to Cradle Mountain and the walk around beautiful Dove Lake ... more stocking up at the gallery there too. We dropped into Ashgrove Cheese, but Jane Bennett was busy out back, so we simply bought ourselves a great casual lunch [I am a convert to the wasabi and lavender cheeses] and added some fresh raspberries from down the road ... yum! Unfortunately we didn't get to Stephens Tasmanian Honey but had some tasting along the way. Yum again.

Freycinet and Wineglass Bay lived up to expectations and everything we had heard before ... the food at the lodge was some of the best we have come across. Freycinet Marine Farms was also very welcoming and the oysters were a treat. We bought a cray there and with the oysters and a bottle of Freycinet chardonnay ... we concocted a casual farewell dinner in Launceston.

Unfortunately our navigational skills weren't up to finding the Apsley Gorge Vineyard ... however, we were very happy to find a bottle of Brian Franklin's pinot noir in Launceston and it returned with us to Queensland.

Stillwater for lunch on Monday before catching the flight home was a fitting finale.

I must thank you and Brand Tasmania for the opportunity to visit Tasmania ... we loved it and will be back. We already have thoughts of a long weekend in and around Hobart with a group of friends for later in the year.

Greg and all the other entries to the Brand Tasmania competition draw became subscribers to our monthly electronic newsletter, adding critical mass to the mailing list. Buyers of the stylish food and travel magazine fit snugly with the demographic profile of Tasmania's target consumer market. A further 10,000 copies of the DVD were distributed by Tasmania's Brand Ambassador Tetsuya Wakuda to his global network of contacts.



Fair wind for Roaring 40s



Tasmanian wind farm developer Roaring 40s has signed another joint venture agreement in China and will

build three 50 MW capacity installations in Shandong Province. The \$240 million project will be undertaken in partnership with Guohua Renewable Energy Investment Co Ltd, one of China's leading renewable energy businesses. Construction of the three new wind farms will commence in the second half of this year, with commissioning scheduled by June 2008.

The Chairman of Guohua, Xie Jianning, led a delegation to Tasmania in March for discussions about opportunities for further cooperation.

“Roaring 40s is confident that it can continue to grow its wind energy portfolio in China to reach the development target of 1,000 MW of wind generation by 2010,” the Minister for Primary Industries and Water, David Llewellyn, said. “While I am immensely proud of Roaring 40s’ success in Asia, I am equally disappointed that they have not been able to develop the Musselroe project in north-east Tasmania because of the Federal Government’s stubborn refusal to extend the original mandated renewable energy targets.”

Consortium pays \$7.4b for Alinta

A consortium headed by Babcock and Brown and Singapore Power International is poised to become the owner of the Bass Strait gas pipeline and to be a significant producer of electricity in Tasmania if a friendly \$7.4 million takeover of energy giant Alinta proceeds. Among many assets in the deal is a heads of agreement with Hydro Tasmania for the purchase of its gas-powered Bell Bay Power Station, as well as plans drawn up by Alinta for a modern gas-generation plant near George Town. The Bell Bay deal, which has to be approved by both Houses of Parliament, will return \$120 million to Hydro Tasmania, including an up-front cash payment of \$30 million. It will also relieve the Hydro of an \$8.6 million a year gas-supply contract, representing a saving of \$90 million over the life of the contract.

Just before the takeover was announced, Hydro Tasmania’s Chief Executive Officer, Vince Hawksworth, said of the Bell bay deal: “This transaction is a logical resolution of the joint venture arrangements between Alinta and Hydro Tasmania ... Bell Bay Power Station has served the State well, particularly in recent years of below average rainfall. Converting Bell Bay to operate on gas was a sound commercial decision, saving us in the order of \$250 million had we generated an equivalent amount of energy from oil. But with the advent of Basslink, and with the proposed Alinta development, its time has passed.”

Ten Days does it again

The 2007 Ten Days on the Island festival in March confirmed the event as a significant and unique contribution to Australian culture, according to the Minister for Tourism, Arts and the Environment, Paula Wriedt. “Anecdotal evidence already indicates a boost in tourism through increased visitors and higher hotel occupancy rates during the period, as well as widespread national media coverage,” she said. Thousands of Tasmanians and interstate visitors attended free and ticketed, outdoor and indoor performances in 50 towns and cities. Outdoor highlights included *Isle of Plenty* celebrations at Cygnet, Bridport and Lillico and the Dream Masons, whose free performance in Salamanca Place attracted more than 10,000 people. Hopkinson Smith’s *A Dream*, Paul Capsis and Christine Anu at the Crystal Palace and *The Little Match Girl* by Danish Company, Gruppe 38, were sell outs. Linda Mancini’s *Bikini*, *Wheeler’s Luck* and *Dublin by Lamplight* at the Theatre Royal were also popular and highly acclaimed.

Apple investigation

Tasmania is moving ahead with its own Import Risk Assessment for apples imported from fireblight-affected New Zealand, following an import green light by the Federal Government. The Minister for Primary Industries and Water, David Llewellyn, said Tasmania had no other choice: “It should not have come to this - the Federal Government should have got serious about regional differentiation. They need to listen to what the community, our fruit industry and our Government have been saying - that one disease outbreak such as fireblight could destroy the industry over time and I am not going to be the Minister who lets that happen. This is not just an issue of protection for the fruit industry in Tasmania by stopping disease incursions, but also to protect our trade into markets like Japan and other countries in Asia, that we have taken years to build up and develop in relation to overcoming their quarantine [concerns].”

Kayena Estate wins trophy

Kayena Estate vineyard has won the 2007 Royal Agricultural Society of Tasmania's Richard Langdon Trophy for the Tasmanian Vineyard of the Year. The award is judged on over 50 different aspects of vineyard management by an expert team of industry peers. A special theme this year was vineyard nutrition. Kayena Estate is owned by Tamar Ridge Estate and is managed by Dorothy and Michael Humphrey. A field day on Thursday, 24 May, will enable vineyard operators from around Tasmania to benchmark their approaches with those of Kayena Estate.

Abalone caution

Tasmania's northern Bass Strait islands remain closed to abalone fishing as a precautionary measure to minimise any likelihood of the disease abalone viral ganglioneuritis spreading from south-west Victoria. Fisheries around the Kent, Curtis, Hogan and Moncoeur island groups, north of Flinders Island, will remain closed until the end of the year in a move supported by the Tasmanian Abalone Council.

Tennis Centre upgrade

Hobart's Domain Tennis Centre, venue for the annual Moorilla Hobart International, has been upgraded through \$750,000 in State Government funding. Major alterations have been made to change rooms, the pro-shop, office and kitchen areas, while new public toilets have been added. The changes feature improved access for wheelchairs.

Hydro water woes

Hydro Tasmania's water storages are down to 20.9 per cent of capacity and the important Great Lake storage is down to 13.3 per cent of capacity following unexpectedly low inflows in March. The organisation is gearing up for its seasonal cloud-seeding program.

More Tasmanians

Tasmania's population has reached a new record at 489,637, according to the Australian Bureau of Statistics. The new peak follows six years of continuous growth after a period of population loss in the 1990s.

Sheepdog superstar

Hamilton-based sheepdog Murph has outperformed the best heel-nippers in the land to win the National Working Sheep Dog Championship in Canberra. Owner-trainer Bernard McGlashan said Murph, 5, used superior tactics in his triumphant national debut.

For further information contact :

Robert Heazlewood
Executive Director, Brand Tasmania Council Inc.
Telephone 03 6229 5719 **Mobile** 0419 564 745
Email Robert.Heazlewood@brandtasmania.com

Mike Jenkinson
Communications Consultant, Brand Tasmania Editor
Email mjenk40@bigpond.net.au

Snail Mail to PO Box 957 Sandy Bay, Tasmania, 7006