

Cultural vision for waterfront shed



The owner of Moorilla Estate, David Walsh, wants to buy or lease No 1 Shed on Hobart's Macquarie Wharf so he can do for Hobart what the Guggenheim Museum did for Bilbao. The port city in northern Spain was in decline and sidelined from mainstream European progress before the opening of the museum of modern art in 1997 turned it into an international destination for cultural tourism. Walsh's vision for the giant Hobart shed includes large-scale exhibition space, bars, restaurants and a ferry terminus to cater for visitors to his \$70 million Museum of Old and New Art (MONA) which is under construction at Moorilla Estate, a short cruise up the Derwent. The wharf redevelopment would house visiting Australian and international exhibitions and would work co-operatively with the nearby Tasmanian Museum and Art Gallery (TMAG).

TMAG is undergoing a \$30 million rejuvenation, which will include the addition of large-scale gallery space for major touring exhibitions. TMAG's Director, Bill Bleathman, said the success of Hobart's waterfront revival depended on visionary plans such as Mr Walsh's, taking precedent over more routine commercial projects. He said it was impossible to over-estimate the importance of MONA and Mr Walsh's other plans to the cultural future of Hobart. Mr Bleathman said there was clear potential for TMAG and MONA to jointly host block-buster international exhibitions. Mr Walsh, who runs an international gambling business, has acquired a \$100 million collection of Australian and international art for MONA, which is due to open in 2010.

No 1 Shed at Macquarie Wharf is owned by Tasports and houses the port's quarantine centre, offices and a fish-processing business. An advertisement inviting expression of interest by developers in a long-term lease was published in May. The Sullivans Cove Planning scheme allows for the shed to be knocked down or converted for new uses. Possibilities include a hotel, a maritime museum, an Antarctic research centre, apartments or a fish market.

Bartlett, 40, starts his watch



David Bartlett, 40, was sworn in on May 26 as Tasmania's 53rd Premier. A Member of Parliament in the seat of Denison since a recount caused by Jim Bacon's illness in April 2004, Mr Bartlett has been Minister for Education since March 2006. He grew up in a large family in Hobart after being adopted at birth. He has reconnected with his natural mother and is proud of his "two Mums". Bartlett has dual qualifications from the University of Tasmania: a Bachelor of Science in Computer Science; and a Graduate Diploma of Business in Professional Management.

Mr Bartlett, who is not aligned to any of the ALP factions, was elected unopposed as the new leader of the Government a few hours after the resignation of Paul Lennon, who had led the Government since the resignation of Mr Bacon in 2004. Mr Bartlett, who has been mentored for the leadership role by Mr Bacon and another former Premier, Michael Field, was sworn in at Government House by the Governor, Peter Underwood.

Mr Bartlett wore one of Mr Bacon's ties, given to him by Honey Bacon, to the ceremony.

The Minister for Health, Lara Giddings, was promoted to the ill-starred Deputy Premier position. In the political events preceding Mr Lennon's departure, successive deputy premiers, Bryan Green and Steven Kons, were both forced into resignation.

Mr Bartlett is continuing in his major portfolio of Education, while backbencher Graeme Sturges has been appointed Minister for Infrastructure, a portfolio that had been managed by Mr Lennon since the resignation of Mr Kons.

At his first media conference as Premier, Mr Bartlett said: "I accept that recent events in the Tasmanian political scene have led to a degradation in trust in our democracy and anything we can do to reconnect with the Tasmanian people and continue to build their trust will be absolutely vital. I want to make sure we are building opportunities for the least advantaged in our community, that we are looking after the children and the elderly and that every Tasmanian shares in the social capital we are building on."

Mr Bartlett promised to take a "deeply considered approach based on data, information and knowledge" on forest policy and old-growth logging. He said the proposed Gunns Ltd pulp mill would have to survive on its own merits, with the proponent and financiers deciding its future.

He said he aspired to run a "clever and kind" government. "I believe politics is at its best when it is a battle of ideas, and the people with the best ideas, who can articulate those ideas and implement those ideas, win. We don't have to hate each other simply because we disagree [about] ideas."

Mr Bartlett reaffirmed the Government's recent commitment to investigate the establishment of an ethics commission.

Before entering Parliament, Mr Bartlett worked in the information technology industry, including a role as National Manager - Standard Operating Environment for Telstra. He became the senior ITC specialist in the Department of Economic Development, holding the position of General Manager Innovation, Science & Technology.

At the same time, Mr Bartlett was Manager of the Tasmanian Innovation Centre and was the Tasmanian Member of the Commonwealth-State Science, Technology and Innovation Advisory Council.

Mr Bartlett has an extensive record of community involvement. He is a member of the Tasmanian Council of Social Services, Moonah Promotions, Glenorchy and Moonah Business Association, the Working Women's Centre, New Town Eagles Soccer Club and he is a Director of the Moonah Rotary Club. He is patron of Quit Tasmania, patron of the St. Johns Park Bowls Club, patron at the North Hobart Cricket Club and patron of the Moonah Navy Club.

Born in Hobart in 1968, Mr Bartlett grew up in Moonah and Mt Nelson. He was educated at Mt Nelson Primary, Tarooma High School and Hobart College immediately after it moved to the Mt Nelson campus.

Mr Bartlett is married to Larissa and they have two children - a son, Hudson and a daughter, Matilda.

At the start of a tumultuous Monday, Mr Lennon walked into a packed media room in the Executive Building and said: "There must be something happening ...".

He told the assembled journalists he had decided to quit politics of his own volition and for the good of the Labor Party and to bring on generational change by handing the reins to Mr Bartlett, who is 12 years his junior. Mr Lennon's retirement from public office was on the eve of his 30th wedding anniversary. "The timing for me is that after 30 years of representing the interests of other people, I am making a decision for myself and my family. Tomorrow, my wife and I would have been married for 30 years. It will be the first time in those 30 years that I haven't been involved in public office."

The Prime Minister, Kevin Rudd, said Mr Lennon had been a proud and fierce advocate for the State during his four years in the top job. "Premier Lennon was dedicated to the cause of developing modern economic infrastructure in Tasmania and was determined to bridge the gap between indigenous and non-indigenous Tasmanians."

The Chief Executive of the Tasmanian Chamber of Commerce and Industry, Damon Thomas, said Mr Lennon had been a tenacious negotiator for such projects as natural gas, Basslink and the proposed pulp mill and should also be given credit for his strong social agenda. "He really is almost a Don Quixote character. Loved, hated or revered, he couldn't be typified because he was so many different things to different people ... he was as passionate about Tasmania as anybody could be."

Mr Lennon certainly didn't please everybody, but he closed his term with a Tasmanian record population and record low unemployment.

mealopedia.com's just the ticket



One hundred thousand visitors to Tasmanian-devised website mealopedia.com have discovered that a simple click can answer the timeless

household question: "What's for tea, Mum?" Student-entrepreneur Toby Simmons, then 21, and his brother Josh, 25, launched mealopedia.com in November 2007 to provide weekly menus and shopping lists that remove the hassle from household catering. Simmons said: "mealopedia.com helps people to achieve affordable and painless grocery shopping. It creates a menu for the week and supplies an accompanying shopping list, so clients can buy only the ingredients they'll need for the week. This saves them time and money - no more repeat supermarket trips to pick up forgotten items and no more compromised meals with key ingredients missing. And it's Australian so you don't go out on wild goose chases looking for items that are only stocked in Harrods in London or in some American supermarket chain."

mealopedia.com also looks after people who have ingredients in their fridges or cupboards that they don't know what to do with. The site's new Recipe Finder offers a range of dishes to match most ingredients, as well as exotic recipes to meet that occasional craving most people have for something out-of-the-ordinary.

Old-fashioned research built a basic inventory of recipes and now there is a constant flow of additional recipes from customers enthused by the concept.

"mealopedia.com seems to generate enthusiasm among people who visit the site," Simmons said. "Lots of people send us recipes and some of them really take ownership and become serial submitters. It would be interesting to run focal groups to understand the motivation for this more clearly."

The web site is well-designed, easy to navigate and not loaded down with multimedia bells and whistles. Toby Simmons, who is Marketing Director of mealopedia.com, said: "The original concept was to help everyday Australians find simple, healthy and appetising meal ideas, to select serving sizes, create a shopping list and source ingredients in their own locality. We're constantly adding new features. Every menu now has accompanying nutritional data so people can see at a glance the calories, protein, fat and other elements of the planned meal. In light of the obesity epidemic, we believe this is fundamental. We also supply wine matches for meals, an interactive glossary and a function that allows users to provide comment and ratings for meals. Anybody who needs to watch a wallet or a waistline can get a benefit from mealopedia.com. It's free and we're confident it's the most intelligent online food service available to Australian consumers."

mealopedia.com's present revenue derives from advertising. "Unless you've got a good business model it's very hard to make a dollar on the internet," Simmons said. "There's so much competition, but we're profitable after seven months and that's unusual. Advertisers like the fact that we're able to segment our audience geographically - by area codes. This means an advertiser does not have to pay to reach segments of the population that are irrelevant to his business. For instance, if an advertiser only wants to communicate with people in Launceston, we can arrange to send his message only to our clients in the 7250 post-code area."

Toby Simmons moved from Melbourne to Hobart two years ago and has filled management roles in the hospitality and fitness industry while completing his Bachelor of Marketing degree at the University of Tasmania. He now hopes to undertake a Masters degree on a part-time basis, while further developing mealopedia.com. He sees potential in integrating the mealopedia.com system with retailers, so customers can be provided with pricing information. "Food price increases are an important issue for many of our customers," he said. "

“Our original objective was to integrate our system with one or more retail systems so people would be able to search by price. This is complex, of course, and is still under consideration.”

Simmons would also like to explore the potential of partnerships with groups like the Tasmanian Vegetable Marketing Task Force and Wine Industry Tasmania. He has established a dialogue with Brand Tasmania.

One hundred thousand hits in the first seven months of operation suggest that the Simmons brothers are on to something. One satisfied customer sent in this blog: “Heard about this site on the radio and thought I would try it. What a change it has made. I am able to buy the correct ingredients each week for our planned meals and then put the recipes [for each day] in clear sleeves on the kitchen bench. Whoever arrives home first can see exactly what we are having and start the cooking. The whole family is in to it! Great going!”

Toby Simmons wants to turn those 100,000 hits into 1 million and you wouldn't bet on him missing his target.

More information: mealopedia.com

Hydro sets carbon-neutral date

Hydro Tasmania has set a target of becoming Australia's first carbon-neutral generator by 2012 as part of its strategic response to climate change. The organisation is also targeting the development of an additional 1,000 Gigawatt hours (GWh) of capability from its existing system, with projects totalling more than \$400 million in value identified over the next 12 years. Currently, the system generates around 9,000 GWh.



The 1,000 GWh project is a response to on-going pressures caused by drought and the need to maximise the system's renewable energy capability.

The commitment was announced by the former Premier, Paul Lennon, at the opening of Hydro Tasmania Consulting's new headquarters at Cambridge Park – the first building in the State to be awarded a five-star Green Star rating by the Green Building Council of Australia.

Hydro CEO, Vince Hawksworth, said: “Climate change is a reality and ... a key strategic issue for Hydro Tasmania as it presents a significant risk to our business as a generator of hydro power with the on-going drought seeing our storages now standing at less than 19 per cent full. While Hydro Tasmania has recognised the potential impact of climate change for many years, as the evidence has mounted it has become important for the business to have a clear strategic response. Our plan places Hydro Tasmania at the forefront of world's best practice in responding to climate change and puts us on a pathway to becoming Australia's first carbon-neutral energy generator.”

Recent figures show that Hydro Tasmania emitted 642,000 tonnes of carbon dioxide last financial year, largely through gas generation at the Bell Bay Power Station. The task to reduce emissions to zero in only four years will be achieved by a combination of:

- Decommissioning Bell Bay as soon as its critical role in supporting Tasmanian electricity supply is complete – hopefully as early as next year with the commissioning of the new, privately owned Tamar Valley Power Station.
- Energy reduction and fuel substitution initiatives including fleet replacement, energy efficiency and Bass Strait Island renewable energy projects, many of which are already underway.
- Off-setting emissions from staff flights, the Hydro Tasmania Consulting business and the vehicle fleet.

Mr Hawksworth said achieving the 2012 target would provide Hydro Tasmania with:

- A competitive advantage in markets for “green” energy;
- An influential voice in external policy debates; and

- Capacity to promote the business and Tasmania as leaders in climate-change action.

The 1,000 Gwh project, involving potential investment of \$400 million, includes: catchment diversions and diversion upgrades; raising existing storages; mini-hydro schemes; and new power station development or redevelopment of existing power stations.

Other initiatives being pursued by Hydro Tasmania include:

- Substituting carbon-intensive fuels, such as diesel on King Island;
- Purchase of fuel-efficient hybrid vehicles;
- Internal programs to increase car sharing and pooling among staff;
- Pricing carbon into investment decisions and purchasing practices;
- Conducting energy audits and efficiency improvements in existing office buildings;
- Installing renewable energy on the Bass Strait islands; and
- Continuing to provide policy leadership in national climate change issues, including the design and implementation of the Mandatory Renewable Energy Target and Australian Emissions Trading Scheme.

In late May, the Tasmanian Government announced that it would provide a \$220 million equity injection to Hydro Tasmania, subject to the approval of Parliament. Hydro Chairman Dr David Crean said the decision would help redress a financial imbalance created at the disaggregation of the Hydro Electric Commission in 1998, when Hydro Tasmania inherited more than \$1 billion of the former organisation's debt. Dr Crean said the equity injection, if approved, would be used to retire debt and improve Hydro Tasmania's ability to compete in the National Electricity Market.

Trumpeters ready for the heat



With temperatures trending upwards in Tasmanian coastal waters, the sea-farming of striped trumpeter may turn out to be a card-up-the-sleeve for the State's booming aquaculture industry. Huon Aquaculture Company is attempting to commercialise 20 years of painstaking R&D by trialling farmed striped trumpeter in sea cages at Hideaway Bay in south-east Tasmania. "The cultured fish have adapted extremely well to sea cages and have shown excellent survival rates," the company's owner, Peter Bender, said. "The Atlantic salmon industry is now much closer to diversification into new species, particularly striped trumpeter. This reduces risk and provides us with longer-term sustainability, especially in the face of climate change."

Atlantic salmon are sensitive to water temperature and can suffer from gill amoeba and other diseases during periods of warming. Striped trumpeter, found wild all around the Tasmanian coast, are less sensitive and their firm, white flesh is in strong demand, especially for use as sashimi.

The Atlantic salmon industry, established with a Nova Scotian strain of fish from NSW in the 1980s, has grown strongly in recent years. The biggest producer, the Tassal Group, doubled its net profit to \$20.14 million in 2006-07 and predicted further growth this year, based mainly on sales of smoked salmon. The Tassal Group has absorbed pioneer salmon businesses Nortas and Aquatas in its drive to achieve critical mass. Huon Aquaculture operates a successful business on a smaller scale. Both companies have contributed funding to the striped trumpeter project.

Scientists at the Tasmanian Aquaculture and Fisheries Institute (TAFI) at the University of Tasmania announced successful hatchery production and the propagation of healthy juveniles earlier this year after 20 years of work and millions of dollars in investment. TAFI Director, Professor Colin Buxton, said: "The work at various stages ... has been incredibly difficult and all credit should go to Associate Professor Stephen Battaglene and his team. The research results and techniques have direct application to many other marine fish species and have made a significant contribution to finfish aquaculture worldwide."

The striped trumpeter was chosen for the project because of its excellent flesh, docile nature and schooling habits that make it easily adaptable to the high-density conditions of sea-cage farming.

The project has been supported by the State Government, CSIRO, the industry, the Fisheries Research and Development Corporation, the Aquaculture Co-operative Research Centre and the Sustainable Aquaculture of Finfish Research Centre.

Long march for art trio

By Penny Thow



Flags flying outside the Guangdong Museum in China in late May and early June proclaimed a Tasmanian invasion. Artists Geoff Dyer, Ping Chen and Anton Holzner displayed 34 large oil paintings in the huge museum, which has 12

indoor exhibition halls and a 5,000 sq m outdoor sculpture garden. Thousands of Chinese art enthusiasts filed past the Tasmanian exhibition, which was largely the idea of Ping Chen who migrated from China to Tasmania. On a visit to the port city of Guangzhou last year, Ping Chen took examples of the three artists' work and received a positive response from the museum director, who thought the paintings had unique Tasmanian qualities.

The Tasmanian link in the three artists' works is complemented by their highly individual approaches. "Anton's work is purely abstract and shares the same aspect of Chinese brush-ink painting, while Geoff's work is very much Tasmanian landscape," Ping Chen said. "My paintings are based on figures and are quite strong and emotional. Therefore, we selected our work for the exhibition with these aspects in mind."

Dyer said he took into account the scale of the exhibition space when selecting paintings. "If you are going to exhibit with that much architectural space, you have to somehow form an equilibrium with it," he said. "I sent eight large paintings, five of which can be hung in a series as an installation for maximum impact, and a couple of slightly smaller ones. They reflect my own concepts and motives. Our works have a connection in that they all hover between the semi-abstract and the abstract. We all have our own natural gestural aspects and our work is based on aesthetic principles, rather than narrative or illustration. Like Chinese calligraphy there is a little bit of natural handwriting throughout our work."

Holzner said his paintings had been influenced by the Australian landscape. "My art is purely abstract," he said. "Yet Australia has given me a lot of input, particularly the vast spaces, the primeval landscape and the structures exposed by the sea. I always work from nature, but not directly. There is a continuing influence from abstract painters over the past 50 years, but I have carved out my own character. While we are all influenced by nature and the history of art, we are aiming to continue the evolution of painting."

Ping Chen's paintings focus on issues of humanity. "I try to develop a painting language which evolves the content," he said. "For example in the *Girl who's Seventeen*, the force of the liquid run-down from the empty background is destroying the struggling face, which visualises threats to human existence."

The Chinese show was a non-selling exhibition and the artists largely funded the cost themselves. However Ping Chen said all three were grateful for assistance from a number of organisations. "Austrade has been a big supporter and has given us lots of advice and helped us connect to local and overseas businesses," he said.

“The Australian-China Council and other businesses provided financial assistance. Tasmanian Museum and Art Gallery director Bill Bleathman wrote a foreword for our 100-page book, while Domaine A Stoney vineyard provided high-quality local wines for the opening.”

Holzner said he hoped the exhibition would provide connections beyond Tasmania for both the artists and the State. “China is a good staging post for that, as it is one of the most important re-emerging nations in the world,” he said. “The exhibition and the book have the potential to encourage cultural and business exchanges with Tasmania.”

Big wins for honey, smoked trout

By Graeme Phillips

Tasmanian producers starred in this year's *Vogue Entertaining & Travel* Produce Awards, winning two top places and a Highly



Commended award. Roger Scales' Woodbridge Smokehouse won the From the Sea category with smoked ocean trout, going one better than last year and just pipping another Tasmanian producer, Spring Bay Mussels, into second place. Allens Rivulet specialist honey producer, Yves Ginat's Miellerie, took out top spot in the From the Paddock section.

Roger Scales is a sea-changer who moved south from Portsea, on Victoria's Mornington Peninsula, in 2004, he bought an old orchard at Woodbridge and proceeded to convert an apple cold store into a series of cold rooms, processing rooms and three smokehouses fired with cuttings from the orchard. Scales had valuable help in the early days from Herman Myer, a long-established hobby fish smoker at nearby Kettering. He now has two full-time and four part-time employees and supplies smoked salmon and ocean trout to top-end outlets in each of the Australian States, as well as exporting to Singapore, Bangkok and the United Arab Emirates.

Yves Ginat started Miellerie almost at the same time as Scales set up his smokehouse, but had to travel a little further - from Bourges in France's Loire Valley. Ginat's first *miellerie* (the European beekeeper's equivalent of a winemaker's winery) was in the attic of his family home in the middle of a city. As a teenager he tended four old hives in his back garden and later completed a Diploma in Organic Farming. He worked with sheep in Scotland and holidayed in Tasmania, where a brush with the birds and bees ensured his return three years later. Ginat arrived after further technical study in France into beekeeping and honey production.

In 2005, his first year in business, he had 40 hives each producing around 60kg of honey. In the 2008 season he had 120 hives and gathered 110kg from each.

Ginat's year starts in September/October when he places the hives in orchards around the Huon and Channel areas to pollinate the fruit blossoms. The season finishes around Easter after the hives have been moved to catch the flowering of prickly box on the East Coast, wildflowers, button grass, tea tree and leatherwood in the far south-west and stringy bark along The Channel.

In between each move, Ginat cold extracts the different honeys using heat only to soften the solid crystals into a paste for easier gravity-fed bottling. He keeps the temperature at which he does this a little below the constant 39C required in the queen bee's chamber in the hive, so the honey remains as close as possible to the way nature intended.

Since winning his award, he's had orders from all over the country.

Phil Lamb, Managing Director of Spring Bay Seafoods in Triabunna - already famed for their farmed and wild scallops - says the company has spent more than \$1.5 million on mussel research in the past few years and the development of a hatchery, processing plant and packaging equipment.

From a zero start, they are now the largest mussel farmer and processor in Australia, producing about 900 tonnes annually. The shellfish are raised from their own hatchery to jumbo size on culture ropes in deep-ocean leases off Maria Island.

They can now be supplied year-round to restaurants already cleaned, de-bearded and ready to drop into the pot.

In the next few years, Lamb says Spring Bay Seafoods will be aiming to more than double its present production.

Cedric lifts devils' odds



A Tasmanian devil called Cedric, which appears resistant to the deadly devil facial tumour disease (DFTD), has heartened scientists fighting to save the species. From a genetically discrete west coast population, Cedric seems immune to the cancer that has wiped out 50 per cent of the wild

population in the eastern half of the main island, where there is little or no genetic diversity.

There is no evidence DFTD has spread further west than West Pencil Pine, 20km north-west of Cradle Mountain. Monitoring teams have trapped 201 devils along this boundary zone and all of them have been found to be disease-free. Scientists are now hopeful that all devils with Cedric's genetic pattern will be resistant to the cancer, or able to respond to a vaccine.

The status of the devil was upgraded on 21 May to Endangered under Tasmania's Threatened Species Protection Act. The upgrading was recommended by the Government's scientific advisory committee on DFTD because of the drastic reduction in devil numbers in the east. Announcing the upgrade, the Minister for Primary Industries and Water, David Llewellyn, said: "The disease we are fighting is one of the few cancers in the world known to be directly transmissible. In many ways it is defying what is commonly known about disease, in that it is not petering out in areas where it has been active for a long time. This upgrading really reminds us of what we are up against in our efforts to ensure the on-going survival of the species in the wild."

After Cedric was captured last year, scientists injected the animal and his half-brother, Clinky, with dead DFTD cells. Cedric produced the first antibodies detected in any devil in response to DFTD. Cedric was injected with live tumour cells in a second-stage test in late 2007, but has remained free of symptoms. Cedric has now been introduced to a two-year-old female, Betty, in the hope that they will mate and reproduce, enabling researchers to confirm that disease-resistance can be passed from one generation to another.

The Save the Tasmanian Devil Project team is working to identify other devils with the same genetic make-up as Cedric and to test their natural resistance. The Hobart-based team, working in collaboration with scientists at Sydney University, is hopeful that up to 20 per cent of the western population will prove to be resistant. If this is the case, Cedric and other western devils will be the foundation of a breeding program to distribute disease-resisting genes among the captive population. Some scientists believe without such interventions the devils could be extinct within a decade.

In another development, US wildlife celebrity Jack Hanna will feature the world's largest surviving marsupial carnivore and its life-and-death struggle in his hugely popular American television series. Hanna will raise international awareness of the devils' plight through episodes of his *Into the Wild* series filmed in Tasmania during April. Tourism Tasmania lured North America's much-loved animal adventurer to the State and the Minister for Economic Development and Tourism, Paula Wriedt, expects the resultant episodes to go to air in the United States in October or November. "The show he is best-known for, *Jack Hanna's Animal Adventures*, reaches 95 per cent of US television households every weekend and has been viewed in more than 60 countries worldwide," Ms Wriedt said. "The new show *Into the Wild* began airing in October last year and is expected to be just as popular."

Hanna, 61, and his 5-person crew filmed devils at Trowunna Wildlife Park near Mole Creek. "It is very important that there is awareness of the DFTD and with what Americans already know of the animal through the [Warner Brothers] cartoon, there is, maybe, something that can be done to help."

Hanna and his crew also filmed at Cradle Mountain, Latrobe and Bruny Island during their Tasmanian visit.

Efforts to develop an insurance population of devils received a boost in May with the commissioning of Devil Island at Bruce Englefield's East Coast Natureworld at Bicheno. Mr Llewellyn said his department had entered into an agreement under the Save the Tasmanian Devil Program for Natureworld to manage up to 10 disease-free animals in the large-scale enclosure. "The Devil Island Project is the first attempt in the world to manage Tasmanian devils within such an extensive area," Mr Llewellyn said. "We are keen to determine if it is possible to house and successfully breed Tasmanian devils in this way. We view this as a step towards managing larger populations in extensive areas. It will provide valuable experience in informing conservation managers as to what is possible ... there is no single, magical solution to the impacts of the disease on the wild population. That is why it is valuable to have a variety of organisations, individuals, government, and wildlife and disease experts involved."

For the further information visit www.tassiedevil.com.au

Pinots win the sceptics

By Graeme Phillips

Many wine writers have a jaundiced opinion of wine shows and the trophies and gold medals they distribute. "Change the judges and you'd change the results," the scribes say. So, when a Tasmanian pinot noir beat all comers from around Australia and New Zealand



to win the Qantas Pinot Noir Trophy at the 2007 Royal Hobart Wine Show last November, the news didn't receive much press coverage.

Nor did a win by another Tasmanian pinot in the Tri Nations Challenge, held earlier in the year in New Zealand to match up the best selected pinots from Australia, New Zealand and South Africa.

In May, the Wine Communicators of Australia – formerly the Wine Press Clubs of NSW and Victoria – decided to pit their palates against those of the show judges in separate tastings in Melbourne and Sydney. The tastings were themed: "Is Tasmania Australia's home of Pinot Noir? Is Tasmania destined to be Australia's version of Burgundy?" The scribes selected six of Tasmania's best to put up against pinot noirs from New Zealand's Central Otago and Martinborough regions, the Adelaide Hills and Mornington Peninsula in Australia and a Premier Cru Burgundy from France. The wines were tasted blind by 45 members in Melbourne and 80 in Sydney.

And, in both Melbourne and Sydney, the winners were – (drum roll) – the 2005 Home Hill and the 2005 Clemens Hill Reserve, both from Tasmania. These were the wines that had won the Tri-Nations Challenge and the Qantas Trophy respectively.

This result should prove to be a nice prelude to special tasting events organised by Wine Industry Tasmania in Sydney and Brisbane in September. In the largest interstate showing of Tasmanian wines, more than 100 sparkling, white and red wines from 25 top producers will be showcased to the wine press, trade and the public at the Museum of Contemporary Art in Sydney on September 1 and the Brisbane City Hall on September 3. Each event will be open from 4pm to 9pm and Tasmanian wine experts will provide a one-hour master class at each venue.

Entry is \$45 and bookings are necessary as numbers are limited.

Bookings and trade registration can be made via email to wine@winetasmania.net.au or by calling 03 62233770.

Tourism in the zone(s)

Tourism Tasmania's marketing programs are to focus on five zones chosen to showcase attractions, services and experiences that make up their different characters. The new Tasmanian marketing zones are:

- Launceston, Tamar and North East
- The North West Coast
- The Western Wilderness
- Hobart and Surrounds
- East Coast

Five marketing zone groups, made up of industry representatives, have been set up to manage the marketing of each zone. King and Flinders Islands will be treated as separate areas, with their own promotions and packages.

Dragon Trail blazed

The *Trail of the Tin Dragon*, a themed touring route through north-east Tasmania that celebrates the contribution of Chinese miners to Tasmania's tin rush in the late 1800s, was opened in May. A Tin Centre in the picturesque mining town of Derby is a centrepiece of the project that links Launceston with the east coast. Derby was a tin-mining boom town in the 1880s when 25 per cent of Tasmania's export earnings came from tin, thanks largely to the pioneering spirit of around 1,000 miners from southern China. The trail project had its genesis in 2001 when Dorset Search sought new economic development ideas for the region. It received funding from three levels of government, including \$1.8 million from the State.

Honour for marketer

Alfred Merse, Conference Business Development Manager for the Federal Group, won the 2008 Sales and Marketing Person of the Year Award at a national ceremony in Alice Springs in May.

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

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

Turbine sets example

Nichols Poultry Farm at Sassafras has installed a large wind turbine to supply its processing plant with electricity. The 225 kilowatt wind turbine was supported by the State Government through its CleanBiz grant scheme, which encourages Tasmanian enterprises to adopt clean, green and resource-efficient practices that are good for business and for the environment. The poultry farm and processing plant expects to reduce its energy bill by about 60 per cent and will supply excess power into the grid. Capital investment is expected to be returned in three to five years.

Upbeat job figures

The number of long-term unemployed Tasmanians has fallen to another record low, with an average of 2,700 people unemployed for at least 52 weeks in the year to April 2008. This represented a 26.3 per cent decrease from the previous year. Australian Bureau of Statistics also reported a record low unemployment rate 4.5 per cent in April.

Wildwater win

Tasmania will host the 2009 Canoe Wildwater World Cup using Cataract Gorge and other venues around the State. The event will be staged from 20 October to 8 November 2009 and is expected to bring over 200 international competitors and support crew from 26 nations to the State.

Boags goes full bottle

Lion Nathan will invest \$25 million in a new brew house at Boag's Brewery in Launceston, doubling production capacity to 100 million litres. Lion Nathan, which bought the operation from San Miguel early this year, plans to expand output of Boags Draft, James Boags Premium and Classic Blonde