

Partners' Toolkit

Brand Tasmania promotes the advantages of living, working, learning, visiting and doing business in the State.

"A brand is a living entity. It is enriched or undermined cumulatively over time; the product of a thousand small gestures." – Michael Eisner, Former CEO, Disney

Our vision is that Tasmania will be recognised as a global leader with a reputation for quality products and services. Brand Tasmania is committed to promoting positive perceptions of Tasmania in national and international markets by connecting its natural values to the resourcefulness, innovation and creativity of its people.



Our Partners

The Brand Tasmania Council recognises that a vital ingredient to the successful development of its marketing efforts is through its Partner relationships.

Brand Tasmania and its Partners work together to champion the Tasmanian Brand. Partners are encouraged to leverage the generic brand values of Tasmania in a way that will increase market awareness and marketing opportunities for themselves and bring benefits to all Tasmanian businesses.

The toolkit

Brand Tasmania's Partner's Toolkit has been developed for Tasmanian enterprises that have a shared interest in Tasmania's Master Brand. The toolkit provides the means for Partners to be brand activists, increasing awareness of their's and Tasmania's products and services.

BrandTasmania.com

Partners are encouraged to link their own websites to brandtasmania.com using the wealth of information about Tasmania's key economic sectors, profiles, stories and videos in their own promotions. Customers and journalists who wish to source information about Tasmania should also be directed to the website.

FoodandBeverageTasmania.com

Partners from the food and beverage sector should also link to foodandbeveragetasmania.com which provides relevant information about the State's advantages in five key languages. The communications suite includes websites and brochures in English, Japanese, Mandarin, Korean and Indonesian.

[Partner profiles](#)

Each Partner profile on the above websites acts as a referral service to buyers, journalists and business people looking to contact Tasmanian enterprises. It is the responsibility of Partners to ensure their brief profile is concise, accurate and up-to-date.

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'Buy from Tasmania' directory

An online directory that links Tasmania's food and beverage producers with chefs, wholesalers, retailers, and consumers in key national and international markets. It is critical that Partner's profiles are up-to-date so that potential buyers are presented with immediately usable information.

Tasmanian Brandmark

Partners are encouraged to include the trademarked stylised graphic image of the map of Tasmania on their product packaging, labelling or in communications to identify Tasmania as the place of origin.

Promotional material

To complement material used by Partners and to help them to tell the Tasmanian story, Brand Partners have access (at cost) to promotional material including

- polo shirts
- caps
- golf balls
- cuff links and
- lapel pins

and publications including

- *Tasmanian Fact Book*
- *Tasmania – Australia* promotional brochure.

Tasmania's Stories Newsletter

Partners have the opportunity to lift their national and international profile via the monthly e-publication *Tasmania's Stories*. Partners are encouraged to submit newsworthy articles for consideration by the editor. *Tasmania's Stories* is distributed to more than 30,000 followers via Brand Tasmania's social media channels and eFriends database.

Social Media

Partners are encouraged to submit media releases for potential posting on Brand Tasmania's social media channels Facebook, LinkedIn and Twitter.

YouTube channel

Partners can use any of the videos on the Brand Tasmania YouTube Channel in their own promotions. The channel has more than 120 videos promoting Tasmania, including the State's fabulous foods, beverages, creative artists, manufactured products, services, tourist experiences, events and cooking demonstrations by Tasmania's Brand Ambassador Tetsuya Wakuda.



Networking

Brand Partners benefit from cross promotions, information sharing, mentoring and network opportunities at events the Brand Tasmania Council organises around the State.

Partner News newsletter

This publication keeps Partners informed about the activities of the Brand Tasmania Council and alerts Partners to networking opportunities, workshops and promotional opportunities.

Visiting Influencers Program

Brand Tasmania facilitates connections between visiting journalists, feature writers and broadcasters, representing prominent national and international publications, to innovative Tasmanian businesses and Partners.

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