Chairman’s Statement

Tasmania’s reputation as a producer of quality food and beverages reached new heights in 2013-14 when Tasmania was chosen to host a keynote event – Invite the World to Dinner – in an international campaign by Tourism Australia.

Managing Director of Tourism Australia, John O’Sullivan, said the States’ selection ahead of challengers across the country demonstrated that Tasmania was an “emerging food-and-wine superpower.” When Mr O’Sullivan added that Tasmania had “come of age” it was a satisfying moment for the Brand Tasmania Council which has worked since 1989 to build up the State’s food-and-beverage brand. Brand Ambassador, Tetsuya Wakuda, who has been involved since his first visit to the State 14 years ago, said: “This is very good for the Brand Tasmania team and for all the people in the industry who have spent so many years working to build a culture of highest quality.”

During an eventful year, a new Brand Tasmania website was launched and our database of eFriends grew beyond 9,000. We also enjoyed satisfying growth in our social media engagement with the world.

Our gratitude goes to three Brand Tasmania Councillors who resigned during the year due to career commitments. Jane Bennett, who served for more than 10 years, Eric Hutchinson and Charles Griplas all made sound contributions while on the council.

Brand Tasmania met all its major objectives in 2013-14 and its story is related concisely in this report.

Michael Grainger
Chairman
Brand Tasmania Council
Brand drivers

Tasmanian businesses in the Arts, Tourism and Food and Beverage sectors helped drive the growth of the Tasmanian brand during 2013-14.

- The Museum of Old and New Art (MONA) was chosen to host the key event in a new global campaign by Tourism Australia called Restaurant Australia.
- Hobart’s festival season enjoyed soaring attendances and critical praise. The winter event, Dark Mofo, doubled in size in its second year.
- Sullivans Cove French Oak Cask Whisky was judged the world’s best single malt at the World Whisky Awards in London.
- Tasmania’s Josef Chromy 2011 Chardonnay was judged the best chardonnay from around the world at the prestigious Decanter World Wine Awards in London.
- Bruny Island Cheese Co became the Telstra Australian Business of the Year for 2013; the first Tasmanian business to take the top honour.
- A Hobart-based Sense-T team attached tiny sensors to 5,000 honey bees in a world-first environmental monitoring project.
- Tassal Ltd achieved Aquaculture Stewardship Council accreditation for its Macquarie Harbour salmon farm.
- Procreate – an art-studio app developed in Hobart for iPad users – won a coveted Apple Design Award for its technical, aesthetic and creative excellence.
- Cherry and apple exporter Tim Reid was named the nation’s 2013 Farmer of the Year.

GMO ban extended

The Tasmanian Government decided in January 2014 to extend its ban on genetically modified organisms (GMOs), a decision that aligned with a submission provided by Brand Tasmania after extensive consultation with partner businesses. Brand Tasmania’s Executive Director, Robert Heazlewood, said: “Branding is about perceptions. We are not equipped to argue about scientific realities, but our Brand partners had left us in no doubt about their positive support for the moratorium. We recommended that it should stay and we are relieved that is the outcome.”

The Brand Tasmania Council’s formal submission to the 2013 review by the Department of Primary Industries, Parks, Water and Environment concluded:

“That the potential of any use of GMO products in Tasmania would have an adverse effect on the Tasmanian Brand and as such the Brand Tasmania Council would recommend that the precautionary principle should apply.

“The GMO moratorium should continue.”
Operational highlights 2013–14

- Brand Tasmania’s website was modernised and made more responsive to mobile communication devices.

- The Brand Tasmania Council’s new partnership model flourished during the year, with 91 new Partners accepted, bringing the total to 261.

- Brand Tasmania’s eFriends database grew by 15 per cent and now includes more than 9,000 people in more than 40 countries.

- Brand Tasmania published the 150th edition of its electronic newsletter, Tasmania’s Stories, during the year. Eleven issues were distributed, containing 83 feature stories and hundreds of briefs.

- All forms of social media, including Facebook, Twitter and YouTube, were used effectively to relate positive news about Australia’s state of islands.

- Eighteen new videos were produced and uploaded to the Brand Tasmania YouTube Channel. “Views” of videos increased by 50 per cent to 239,405.

Partners

Brand Tasmania’s Partners grew in number from 170 to 261 (65 per cent annual growth) during the year. The Brand Tasmania Council had decided in 2012 to embrace partnerships with individuals, industry groups, businesses and other entities. Partners replaced Members and membership fees were abolished. Instead of paying an annual fee, Partners are expected to commit in-kind support to Brand Tasmania projects and activities. Rapid growth was expected in the first full year of the revised structure. The number of accepted Partners is expected to stabilise in ensuing years.
Operational highlights 2013–14

Social media

Brand Tasmania continued to expand its communication reach through social media channels. Facebook and Twitter alone enabled Brand Tasmania to target more than 25,000 followers and subscribers each week. The following chart summarises the growth of all social media from 1 July 2013 to 30 June 2014.

<table>
<thead>
<tr>
<th>Medium</th>
<th>eFriends</th>
<th>Facebook likes</th>
<th>Twitter followers</th>
<th>YouTube views</th>
<th>LinkedIn followers</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 July</td>
<td>7,999</td>
<td>7,042</td>
<td>2,437</td>
<td>159,326</td>
<td>45</td>
</tr>
<tr>
<td>30 June</td>
<td>9,210</td>
<td>10,400</td>
<td>4,318</td>
<td>239,405</td>
<td>124</td>
</tr>
<tr>
<td>Growth</td>
<td>15.1%</td>
<td>47.7%</td>
<td>77.2%</td>
<td>50.4%</td>
<td>176%</td>
</tr>
</tbody>
</table>

Competitions conducted at the Taste of Melbourne and Taste of Sydney events generated thousands of additional eFriend subscriptions, resulting in an end-of-year subscriber list of 9,210. The new website attracted more than 100 new subscribers after going live in April 2014.

The effectiveness of our social media effort was highlighted in November when Brand Tasmania’s promotion of the Tasmanian Pavilion at the Taste of Melbourne reached more people than the overall event campaign that had been managed by the organisers.

Website Upgrade

Brand Tasmania’s website was modernised and enhanced during the year. A Hobart web design studio, Webmistress with Kieran Bradley Design, gave the website a modern contemporary look and improved its responsiveness to mobile communication devices. The website uses Google Translate to enable visitors to translate material into 64 languages.

The upgrade has also improved the robustness of the database and content-management system. The website is more accessible, search-engine friendly and more easily integrated with social media.

The enhanced website went live in mid-April 2014 and has been well received, especially by the nearly 30 per cent of viewers who access it via a tablet or smart phone. Positive feedback demonstrated the value of the website’s improved responsiveness.

There will be some minor, on-going modifications to the website, but focus shifted in the final quarter of the year to driving traffic to the site and growing our eFriend subscription list.
Events

The third in the series of Meet the Producers trade/tasting events was held at Wrest Point in Hobart on 12 August. Forty-four producers presented food and beverages to more than 100 restaurateurs, hoteliers, café owners and hospitality students and teachers.

Brand Tasmania conducted a networking event for Partners in conjunction with Meet the Producers, with Brand Ambassador Tetsuya Wakuda as a guest of honour. Brand Tasmania's 2012-13 annual report was launched to a large gathering of producers, Brand Partners and political representatives.

The Australian Liquor Stores Association held its 20th annual national conference in Hobart in August. Brand Tasmania arranged samplings of Tasmanian oysters (Barilla Bay), cheese (Red Cow Dairies), water (Cavanough Water) and drink concentrates (Ashbolt Farms). This event also provided opportunities for the 230 delegates to sample Tasmanian wines, whiskies and ciders.

A Partner's workshop titled Building and protecting your brand – streamline production, deliver efficiently and protect the IP! was delivered in Hobart on 27 February. Brand Tasmania collaborated with law firm, Davies, Collison & Cave, that has specialist skills in the area of intellectual property or IP.

Partners Robbie Gough (CEO of Tasmanian Bakeries) and Steve Millar (Managing Director of Total Freight Solutions) shared their practical knowledge with fellow Partners and industry colleagues. Davies, Collison & Cave, explained how Brand Tasmania Partners can protect their intellectual property.
After being invited to propose an itinerary to help the agency’s cashed-up clientele explore Australia and New Zealand, Tetsuya recommended a visit to the oyster beds of Coles Bay and a few luxurious nights at Saffire Freycinet resort. And he didn’t forget the Wooden Boat Centre on Tasmania’s Huon River, where his own boat, Belle, was built.

Tetsuya judged the Best Tasmanian dish at the Taste of Tasmania Festival and during his visit assisted Pennicott Wilderness Tours to promote its new Seafood Seduction tours to a group of Tokyo-based tourism and media executives.

Tetsuya also floated the idea of a 365-day fresh food market on the Hobart waterfront.

A few months later, he was back in Hobart to help in the organisation and execution of a fundraising dinner for the Southern Gospel Choir. The evening raised $90,000, highlighted by an auction for a private dinner for 12 to be cooked by Tetsuya, Andre Kropp of Henry Jones Art Hotel and Blundstone Arena chef, Oli Mellors.

Tetsuya’s Singapore restaurant Waku Ghin, which uses and promotes Tasmanian produce, was ranked seventh on the S Pellegrino list of Asia’s 50 Best Restaurants for 2014. The Marina Bay Sands establishment was also included in Restaurant magazine’s annual list of the World’s 50 Best Restaurants.

Brand Tasmania facilitated postings on Tetsuya Wakuda’s social media channels for the launch of Tourism Australia’s international marketing promotion, Restaurant Australia.

Tetsuya took the opportunity to promote Tasmania’s fine fare to an influential audience when he was featured at a 650-seat fundraising dinner in Las Vegas.
Master Brand uptake

Partner businesses increasingly made use of the master brand mark, a stylised, free-form image of the State that Brand Tasmania launched in December 2010. New uses for the mark, during the year included:

- An RACV special promotion.
- Tasmanian Maritime Network on members’ business cards at a Pacific Maritime Trade show.
- Junction Arts Festival – web page and promotional material.
- On the Tasmanian pavilions organised by the State Government at the Taste of Sydney and the Taste of Melbourne.
- Franks Cider at a promotional event in Sydney.
- Ken and Barbie BBQ Sauce packaging.
- Pure Foods Tasmania – free-range egg cartons – 3 million annually.
- Chocolate maker, the House of Anvers – with a QR code that links consumers to a video about the business on the Brand Tasmania website. Anvers has also used the mark on a package line that targets Chinese visitors.
- Forager Kitchen on its product packaging.

Salmon producer Petuna is planning to use the mark as a sticker on packaging for Petuna ocean trout portions sold through a retail store in Melbourne.

Negotiations were held during the year with Tourism Tasmania and the two supermarket chains, Coles and Woolworths, on the use of the mark. Brand Tasmania provided input to negotiations between the State Government and the Hobart City Council on the use of related trademarks.

A sub-brand logo is being developed for a business group in the Derwent Valley that is planning to promote the region. To ensure there is consistency in regard to Tasmania’s master brand, the new logo will incorporate the master brand mark with “Derwent Valley” identification. This sub-brand could become a template for similar regional promotions.

An adapted brand mark continued to be used throughout the year to promote the Taste Tasmania retail campaign in IGA stores and was also used for the first time in Big Bargain Bottleshops and Woolworths stores.
A signature “selling” video about the State evolved during the year from file footage shot for a government promotional project in 2012-13.

When this footage was passed to Brand Tasmania it prompted a decision to supplement it to create a more expansive visual story that could be set to original music. The soundtrack lyrics were written by expatriate songwriter Matthew Charles, now resident in Hamburg, and the song is performed by former Badloves front man, Michael Spiby, accompanied by fellow UTAS Conservatorium of Music lecturers, Professor Andrew Legg and Stewart Long. The purely Tasmanian video I Can See Your Heart, Tasmania was launched at a Brand Tasmania Partners’ networking event at Wrest Point in August 2013.

Among the 18 videos uploaded to Brand Tasmania’s YouTube channel during 2013-14 were:

- Junction Arts Festival, held in Launceston in September.
- Anvers Chocolate, an amazing story about Igor Van Gerwen.
- The Festival of Golden Words at Beaconsfield.
- Craig Will, Head Chef at Stillwater Restaurant and Black Cow Bistro in Launceston.
- Sullivan’s Cove, producer of the world’s best single-malt whisky.
- Philippe Leban, Head Chef at MONA’s The Source.
- Savage Interactive, Hobart winner of an Apple Design Award.
- Tasmanian Royal Lamb, an exciting Queensland marketing development.
- Oli Mellors, the highly qualified Head Chef at Blundstone Arena.
- Incat’s Francisco, the world’s fastest large-scale car ferry.
- Tasmanian dancer Glen Murray, the second promotional video in the Creative Tasmania series which connects Brand Tasmania’s activities with the Arts sector.
- Hobart’s second Baroque Festival.

Three videos featuring Sydney-based TV chef Kylie Kwong were uploaded. The first is an interview that promotes Tasmania’s produce and the others are cooking demonstrations featuring local wallaby and mussels respectively.

When Tasmania’s Business Development Manager in Shanghai, Vivian Zhao, re-visited Hobart in April with five wine writers from various Chinese publications, Brand Tasmania took the opportunity to interview members of the party during the Savour Tasmania festival. This resulted in a Mandarin language video communicating their impressions of the State and its wine.

An interview with footballing great Peter Hudson was completed and uploaded. This video expands Brand Tasmania’s portfolio of Exemplars and strengthens the State’s important economic link to the Hawthorn Football Club. As well as telling the story of an extraordinary sporting career, the video communicates Mr Hudson’s love of Tasmania.

The House of Anvers at Railton became the first Tasmanian enterprise to incorporate a QR code on product packaging to link consumers to a video on Brand Tasmania’s YouTube channel.

Brand Tasmania’s YouTube channel continued to be one of the most-watched in the State. Minutes spent watching its videos totalled 624,898, an increase of 77 per cent over 12 months.
Visiting Journalists Program

Brand Tasmania operates a Visiting Journalists Program (VJP) in order to deliver positive Tasmania stories to the outside world. This work is often developed cooperatively with Government agencies or industry groups that run their own VJPs – especially Tourism Tasmania and Wine Tasmania.

Following sponsored visits by ABC Landline reporter, Pip Courtney, and freelance reporter Max Allen, quality stories about Tasmania’s whisky industry were published nationally. Landline also broadcast stories on the expansion of salmon farming in Macquarie Harbour and on the lamb marketed interstate as Tasmanian Royal Lamb. Brand Tasmania subsequently fielded a number of enquiries from Queenslanders interested in sourcing the lamb.

Landline also published a story on the difficulties experienced by Simplot competing against Chinese imports and the effect that was having on Tasmanian vegetable growers.

A Sydney-based freelancer, Susie Hagen, was supported to help her develop a photographic exhibition that will feature Tasmanian food and beverage producers who supply Tetsuya’s restaurant in Sydney.

When Wine Australia hosted 100 wine trade and media people from around the globe, Brand Tasmania took the opportunity to interview selected members of the party about their impressions of Tasmania. The resultant vision will be useful in future promotions of the State’s food and beverages.

A visit by two Hong Kong-based CNN executives, Andrew Henstock and Frank Tracey, was supported in order to assist them with two projects. They compiled a series of short video stories on Tasmania for CNN and explored the potential of a whisky trail tourism experience for high-wealth individuals from China. The pair runs similar tours into Scotland.

Assistance was provided for a joint visit by The Australian’s food writer John Lethlean and Pure South Restaurant in Melbourne, represented by proprietor, Philip Kennedy, and chef, Ashley Davis. The restaurant features many Tasmanian products and the visit enabled Mr Lethlean to compile a detailed story on the products and the interactions between the restaurateurs and the producers.

Brand Tasmania hosted a dinner at Woodbridge on the Derwent for several visiting journalists resulting in interstate and on-line publicity.

Brand Tasmania supported the launch in Launceston and Hobart of a photographic book on Tasmania by Ray Martin. Mr Martin has frequently assisted Brand Tasmania by volunteering his services as an MC at fund-raising events.

A still photograph of the Incat-built ferry, Francisco, supplied by Brand Tasmania was featured on the front page of The Daily Mail on-line, which has 20 million viewers.
In its first major partnership with the Department of State Growth, Brand Tasmania is developing a modern communications suite to take Tasmania’s Food and Beverage offering to the world – in five key languages. The project includes a website, videos and brochures in English, Japanese, Mandarin, Korean and Indonesian.

An innovation in the website will be a facility to link visitors straight to the Tasmanian producers who offer the food or beverage items they are seeking. The package will be launched in 2014-15.
The Brand Tasmania Council Inc was established by Tasmanian exporters to formulate and promote place-of-origin branding for the State. The council’s members include leaders of the private sector and representatives of relevant Government agencies.

Through the Executive Director and Senior Manager, the council engages proactively with relevant Government business units and is responsive to a range of other key organisations involved in marketing Tasmania, including:

- Industry peak bodies;
- Local government councils;
- State government departments;
- Organisers of major events; and
- Significant businesses.

**Brand Tasmania Council Members**

- **Michael Grainger**  
  *Chairman, Managing Director, Liferaft Systems Australia.*

- **Alannah Dopson**  
  *Deputy Chairperson, Director, The Handmark Gallery.*

- **Darren Alexander**  
  *Chief Executive Officer, Autech.*

- **Glenn Britton**  
  *Managing Director, Britton Timbers.*

- **Alan Campbell**  
  *General Manager Investment and Trade, Department of State Growth.*

- **Kim Evans**  
  *Secretary, Department of State Growth.*

- **Nick Haddow**  
  *Proprietor, Bruny Island Cheese.*

- **Melanie Irons**  
  *Social media entrepreneur and actor.*

- **Alicia O’Grady**  
  *Executive Director, Marketing and Communications in the Division of the Provost at the University of Tasmania.*

- **Robert Pennicott**  
  *Managing Director, Pennicott Wilderness Journeys.*

- **Tony Stacey, AO**  
  *Company Director.*

**Resignations**

- **Eric Hutchinson** resigned from the council following his election as Liberal Member for Lyons in the House of Representatives in Canberra.

- **Jane Bennett** and **Charles Griplas** also resigned due to changing career commitments.

**Contacts**

**Brand Tasmania**  
GPO Box 957  
Sandy Bay, 7006  
Tasmania  
Australia

**Robert Heazlewood**  
*Executive Director*  
Mob: 0419 564 745  
Tel: 03 6229 5719  
robert.heazlewood@brandtasmania.com

**Martin Turmine**  
*Senior Manager*  
Mob: 0409 559 670  
Tel: 03 6165 5053  
martin.turmine@brandtasmania.com