


An aerial night photograph of Hobart, Tasmania, showing a harbor filled with sailboats and a large crowd gathered along the waterfront. Bright fireworks are exploding in the dark sky above the water. The city lights of Hobart are visible in the distance across the water.

Tasmanian Government

Events Strategy

2023–2027

A person is silhouetted against a warm, orange-hued sunset sky. They are holding a large, leafy plant or branch in front of them. The scene is captured in a low-key, artistic style.

We acknowledge the Tasmanian Aboriginal people

as the traditional owners and continuing custodians of Lutruwita/Tasmania.

In paying our respects to their Elders, past and present

we extend this to acknowledge those that did not live to make elder status.

We acknowledge their connection to the land, sea, sky and waterways

and their unbroken commitment to care for Country for over 40,000 years.

By committing to listen deeply to Story and be respectful of Country in our

collaborations with Tasmanian Aboriginal People we demonstrate the value of the history, culture

and strength of the lived experiences within the Tasmanian Aboriginal community.

We will continue to honour their stories, songs, art, and culture,

and their aspirations for the future of their people and these lands.





Our thanks

We extend our thanks to tourism and hospitality representatives, leaders, and staff of Tasmania's regional tourism bodies, to local councils and to a wide range of event organisers and other key stakeholders who contributed to the development of the Tasmanian Government Events Strategy 2023–2027 and look forward to continuing our journey with you.

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Devonport Triathlon. Photo: DCPix



A new events

landscape for Tasmania

In 2015, this government invested in a five-year strategy to enhance our events calendar, generating greater economic and cultural benefits for the people and businesses of Tasmania.

Tourism was on an upward trajectory, and by March 2020, the state was welcoming in excess of 1.3 million visitors every year. One in eight visitors reported that Tasmania's reputation as a lively and authentic events scene had sparked their travel experience. Whether immersing themselves in our distinctive arts and culture, attending a business conference or expo, enjoying our best sparkling, pedalling around our iconic mountain bike trails, barracking for their team, or singing their hearts out, each of them contributed to our visitor economy.

But tourism is just one part of the events story. Events create excitement and entertainment, as well as employment, business, economic and social opportunities. They drive our sense of place, garner pride and allow for our involvement in so many ways; from arts and sport, to business and food and beverage.

In 2020 and 2021, the heavy impact of COVID-19 brought all of this into sharp focus. Not only did it severely impact visitor numbers, but we also struggled with the consequences of being separated from one another at a local level. No longer were we able to share our interests, ideas and passions in person.

But with the pandemic came a wave of change driven by the need for business continuity and to stay connected. Technological advancements – QR codes,

online ticketing, registration, and cashless events – as well as environmentally sustainable practices have now become normalised in the events sector.

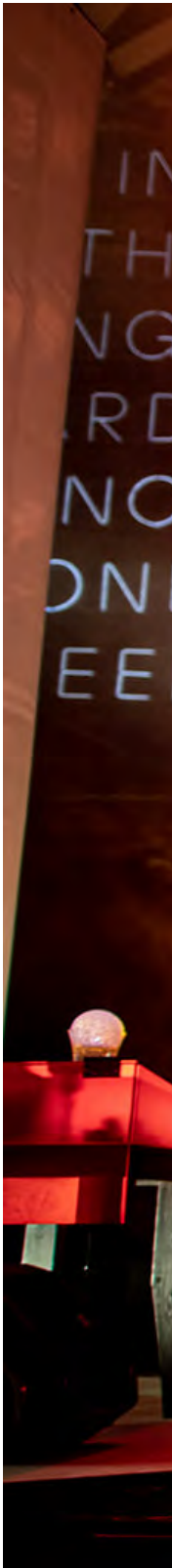
Now with the focus on the long-term prosperity of the state, this new Tasmanian Events Strategy sets out an approach to give us the flexibility to support a broad range of events while meeting our strategic objectives.

In step with the 2030 Visitor Economy Strategy, developed jointly by the Tasmanian Government and industry, and the Cultural and Creative Industries Recovery Strategy: 2020 and Beyond, we will instil a new set of priorities for shaping our future events landscape. Action on economic and business event development, promoting the brand value of Tasmania as well as social impacts such as climate change, sustainable events, greater acknowledgement and collaboration with the Tasmanian Aboriginal People, and a greater focus on accessibility and inclusivity will be incorporated.

I am excited that Tasmania is stepping up into a new events era. An era in which we will not only support the best of our existing home-grown events, but have the infrastructure and funding in place to compete in the same league as other Australian states when it comes to attracting and hosting major national and international arts, sporting and business events.

The Hon Nic Street MP

Minister for Hospitality and Events



Night Mass, Dark Mofo. Photo: Rosie Hastie

One in eight visitors reported that Tasmania's reputation as a lively and authentic events scene had sparked their travel experience.

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Why do we do it?

The visitor economy



Events provide stimulus for the tourism and hospitality sectors and, since 2015, **events supported and enabled by Events Tasmania** have attracted more than **500,000** visitors to Tasmania.

11.5%

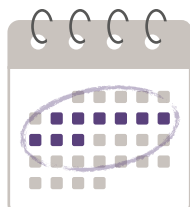
Analysis undertaken by Nielsen Global Sports and Entertainment in 2021 verified that visitation to Tasmania with the main purpose of visiting a major event or festival supported and enabled by Events Tasmania had increased at a compounding **growth rate of 11.5 per cent** (2016–2020). This growth rate surpassed the growth rate of total visitors to Tasmania of 2.6 per cent over the same period.



During the 2022-23 financial year alone, more than **97,900 visitors travelled to Tasmania to attend an event supported by Events Tasmania**. The economic impact generated by visitors travelling to Tasmania for events supported by Events Tasmania equates to **\$303 million over the past 12 months**.¹



Visitors to events and festivals have a significantly higher yield than regular visitors (\$360 per visitor per day, approximately \$48 higher than a regular visitor). Whilst length of stay for the average visitor grew by 1.4 nights compared to 2019, events visitors have shown a stronger growth staying on average 2.5 nights longer than they did in 2019.²



The average length of stay for these visitors is 8.6 days – with events like the Australian Wooden Boat Festival and the Tasmanian Craft Fair generating significantly longer stays in the state with 16 and 10 days respectively.³

¹ Calculations based on the average spend of event visitors from Tourism Tasmania data and length of stay from Nielsen Sport data

² Data from Tourism Tasmania, January to December 2022

³ Data from Nielsen Sport from events run in 2018, 2019 and 2021

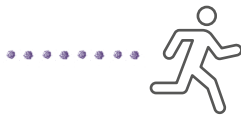
Social impact



Events create excitement, entertainment and employment for Tasmanians.



Events contribute to our sense of place, generate pride and promote participation.



Events have the power to mobilise people in meaningful ways.

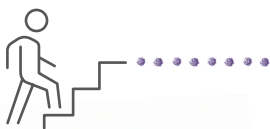


Events generate lasting positive impacts on the quality of life of our community.

Broader economic impact



Events provide a legacy of infrastructure and skills.



Events create jobs across a wide variety of sectors.



Events have an intense impact in the regions.

TASMANIAN

Properly aligned events support and bolster the Tasmanian brand.

What do we do?

The Tasmanian Government, through Events Tasmania, has steadily **increased its funding support** from \$10 million in 2014 to an investment of almost \$25.5 million to support **more than 80 events** in 2022–23.

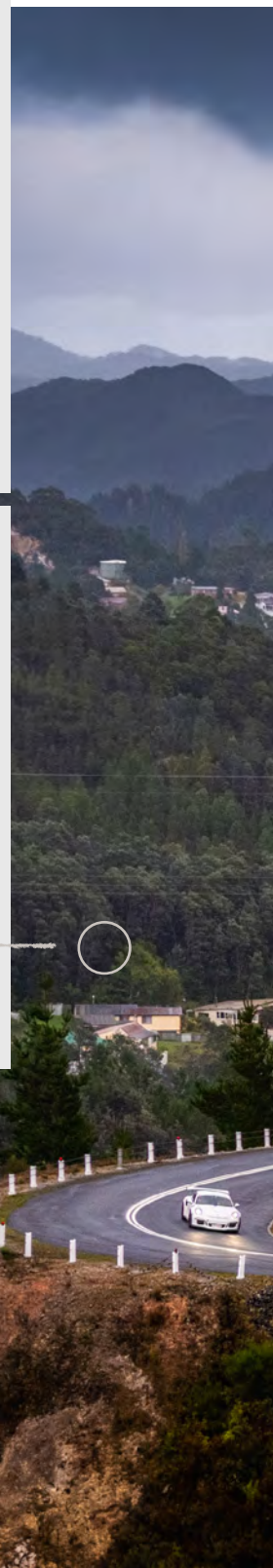
10M ————— 25.5M

Events Tasmania contributes the majority of government expenditure towards **events that offer visitation and hospitality outcomes.**



The Tasmanian Government provides core funding to **Business Events Tasmania** for the purpose of marketing Tasmania as a business events destination.

Other government agencies such as **Department of Premier and Cabinet, Tourism Tasmania** and business units such as **Arts Tasmania** also support events.



Targa Tasmania in Queenstown. Photo: Benjamin Sale

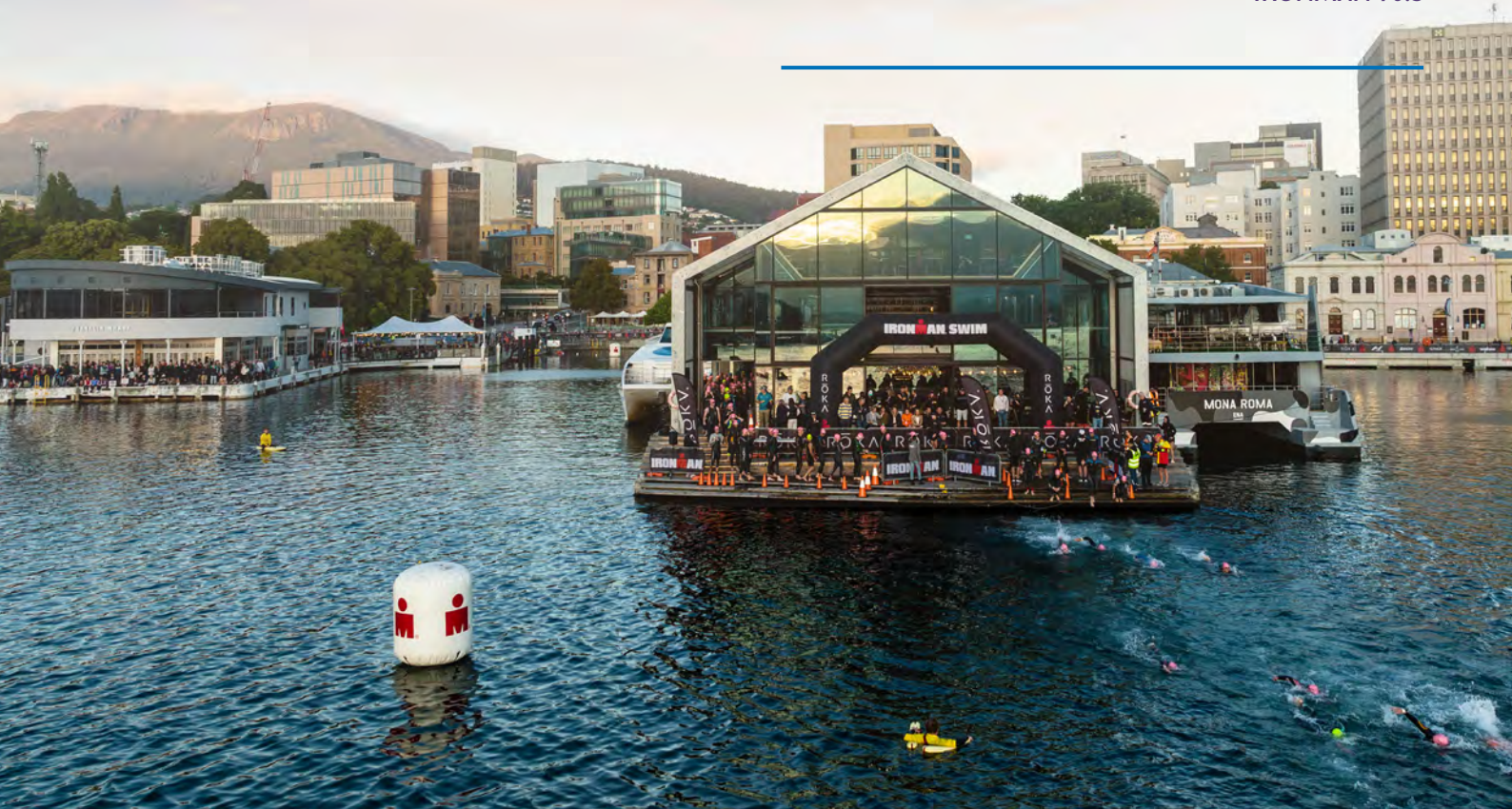


Three pillars of event investment

To help maintain a sustainable and successful tourism and hospitality sector and deliver greater benefits to the economy and our communities, we will support events that value the following approaches.

The 2023 IRONMAN 70.3 Tasmania event brought around 3,200 visitors including athletes' families and supporters, spectators, event staff, sponsors, media, exhibitors, and volunteers to the area for a week, generating over \$4 million in economic impact. Over 70% of athletes travelled to the race from outside Tasmania, proving its status as a destination event on the IRONMAN race calendar. As the event grows and evolves, IRONMAN will continue to encourage athletes to stay on and explore the vast natural beauty of Tasmania. As an annual event, IRONMAN 70.3 Tasmania will provide a period of certainty for local businesses and tourism operators such as accommodation providers, car hire and local attractions.

— IRONMAN 70.3



IRONMAN 70.3 Tasmania. Photo: IRONMAN Oceania

1 ECONOMIC

Events are a key generator of economic growth opportunities.

The government will support a flourishing events sector that contributes to increasing Tasmania's annual visitor numbers to 2 million by 2030.

This will be done by providing support and funding to a broad array of events to grow and refresh our event offerings and strengthen the connection with event consumers. These events will provide opportunities in the cities and regional areas via a year-round calendar, and will encourage innovation and long-term self-sustainability.

- We will aim to strategically attract mass-participation events that grow length-of-stay and visitor spend across the state, attracting high-yielding travellers (particularly out of peak season) that bring broader benefits to the state through regional dispersal and repeat visitation via both business and leisure travel.
- We will promote investment, grow regional skills and capacity, and maximise the value and return on investments for events, including capitalising on Tasmania's competitive business and industry strengths to benefit key partners, stakeholders and the Tasmanian community.
- We will deliver funding and support programs targeted to a range of mass-participation events in the sporting, arts and culture, entertainment and business sectors.
- We will work with the events and the tourism and hospitality industries and associated organisations, local government, business and regional partners to better understand the needs and challenges of Tasmania and Tasmanians via open conversation and continued investment in high-quality research and measurement.
- We will continue to support events that provide stimulus for the economy and jobs that grow our tourism and hospitality industries, as well as the event supply sector and associated businesses, councils and other industries.
- We will align with Tasmania's 2030 Visitor Economy Strategy, the long-standing government and industry T21 partnership that provides the governance and sets the strategy for the growth and management of the visitor economy in the state.
- We will work together with Stadiums Tasmania to provide access to local organisations, while helping to generate employment and grow the local and wider visitor economy. This will involve a coordinated approach to the management and future development of Tasmania's major public stadiums and related assets. It will help facilitate and enhance Tasmania's ability to engage with major national and international sporting competitions, entertainment and events.





Throughout its history, Junction Arts Festival has cultivated an inclusive approach to connecting the community with the arts that harnesses and celebrates local identity and champions regional aesthetics through reciprocal exchange. The Festival Hub provides a space where people engage, meet, celebrate and experience together. This enhances and supports increased opportunity for social interaction and stimulates the physical / mental / emotional wellbeing of community members.

The festival offers new ways to consider, reflect, experience and celebrate Launceston and its unique regional perspective, highlighting our communal spaces while promoting a greater understanding of our collective cultural identity and community.

— Junction Arts Festival



2 SOCIAL

Events contribute to our environment, wellbeing and connectedness, and incorporate into their offerings a genuine recognition of our island and its people.

The government will support events that inspire and unlock creativity – whether that be through the opportunity to watch world-class drivers in the V8 Supercars or international music stars at Mona Foma, or access within our home state to high-quality artistic and cultural content that inspires the next generation of Tasmanians to achieve.

- We will support events that contribute to our sense of people, place and planet, and generate pride and promote participation.
- We will support events that engage Tasmanian communities in their local areas through careful research and planning, particularly in relation to growing benefits and managing impacts.
- We will work to support events that drive community feeling and civic pride, and bring people together.
- We will work to ensure that we provide a balance of events around the state and across the year to maximise opportunities for all Tasmanians to participate, and reinforce Tasmania's brand position by adding variety to the current events portfolio.
- We will encourage engagement with Tasmanian Aboriginal People and the steps taken to acknowledge and/or incorporate genuine and meaningful inclusion of Tasmanian Aboriginal culture in events.
- We will support events to make genuine steps to deliver environmentally sustainable initiatives that contribute to protecting our environment, way of life and the things that make Tasmania a special place.
- We will support a vibrant events sector and programs that place greater focus on accessibility and inclusivity for the health, wellbeing and prosperity of Tasmanians.
- We will bring together input from government departments and associated organisations to ensure that our actions and decision-making supports our practices.
- We will support events to drive visitation in the regions and encourage dispersal, engendering significant social and cultural benefits, reflecting the creative, sporting and business industries' vital contributions to our Tasmanian brand and the wellbeing of our communities.



With courage and determination, The Unconformity has emerged to stand on an international stage to celebrate West Coast life. The festival invites audiences to experience place-based cultural programming in an uncompromising landscape; become disoriented, be provoked, feel your perceptions being challenged. And, find something of yourself, amidst a cultural journey on the wild western fringe of lutruwita/Tasmania.

— The Unconformity

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3 BRAND

Events create substantial value for Tasmania and Tasmanians. Tasmania has become a popular destination for visitors seeking to explore the many and varied unique experiences on offer, such as its stunning natural environments, unique food and beverage offerings and unmatched hospitality.

The government will support events that take advantage of these Tasmanian attributes, building on the positive brand work undertaken in recent years.

- We will support strategic investment in events that align with Tasmania's destination brand, that are place-based and are increasingly a key demand driver for Tasmania and our regions. Examples are the ECHO Festival on the East Coast of Tasmania, regional spectator events such as mountain bike championships and large-scale artistic and cultural activations like The Unconformity or Festivale – all of which are vital to Tasmania and its people.
- We will instil a set of priorities to shape the future of our events landscape and enrich Tasmania's keen sense of people, place and planet.
- We will support events that are delivered by and supported by Tasmania's communities, intrinsic to identity and sense of place, and are valued by visitors to the state. These events drive positive experiences for visitors, telling the stories of Tasmania in thoughtful, meaningful and unique ways.
- We will provide programs that have a positive impact on our environment, prosperity and way of life, and incorporate into their offerings an honest recognition of our island and its people, while also presenting a genuinely different experience for visitors.
- We will deliver programs to encourage visitation to regional areas in traditionally off-peak periods that reinforce Tasmania's brand position by adding variety to the current events portfolio.
- We will support the work of Brand Tasmania, Active Tasmania, Tourism Tasmania and Business Events Tasmania, and the alignment of Tasmania's key demand drivers targeting visitor opportunities to deliver authentic Tasmanian experiences and positive impacts across the state.
- We will support events of all sizes that engender community pride and a sense of place, with emphasis on enabling existing events to go to the next level, and establishing new events that encourage the telling of Tasmania's stories in unique and innovative ways.
- We will support events that align with Tasmania's 2030 Visitor Economy Strategy, seeking to differentiate and build awareness of the Tasmanian brand and explore what makes Tasmania unique and attractive.



Australian Wooden Boat Festival. Photo: AWBF/Island Image

Opposite: ECHO Festival. Photo: Natasha Mulhall
Above: Australian Training Awards. Photo: Princes Wharf I
Brickman. Photo: Princes Wharf I





Tasmanian
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