

**From:** [Tourism Secretariat](#)  
**To:** [REDACTED]  
**Cc:** [Fitzgerald, John](#)  
**Subject:** Welcome Back campaign assets for the hospitality industry  
**Date:** Thursday, 16 July 2020 9:23:30 AM  
**Attachments:** [image001.jpg](#)  
[image002.png](#)  
[image003.png](#)  
[image004.png](#)  
[WELCOME BACK CAMPAIGN TOOLKIT.pdf](#)

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Good morning,

For yours and Minister Courtney's visibility, here are the [campaign assets](#) that are available to Tasmania's hospitality operators as part of the new Welcome Back campaign. The assets include:

- Posters, coasters, badges, campaign logo and social media assets (coming soon)

Attached is the Welcome Back Campaign Toolkit and [here](#) is the Welcome Back television commercial that will be played at the launch and will air on TV tonight.

Please let me know if you require any further information.

Kind regards,

[REDACTED]

Level 3, 15 Murray Street Hobart TAS 7000 | GPO Box 399 Hobart TAS 7001

Phone

[Email: \[Signature\]\(#\)](#) [MYA](#) [fb](#) [Mt](#) [Murchison](#) [600x200px](#) [www.tasstrade.com.au](#) | [www.tasstrade.com.au](#)



[fb.com/tasmania](#)  [@tasmania](#)  [@tasmania](#)

# Welcome BACK!

YOUR CAMPAIGN  
TOOLKIT



**Nancy**  
Artifakt Gallery & Cafe  
Swansea  
© Osborne Images

#WelcomeBackTassie  
[www.welcomebacktassie.com.au](http://www.welcomebacktassie.com.au)



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AMBOISIENNE

Brioche  
Raspberry

TORSADE

Puff Pastry  
Chocolate

ALMOND CROISSANT

Puff Pastry  
Almond Meal



Sweet Brew  
Launceston  
© Chris Crerar



**CHOCOLATE CROISSANT**  
Puff Pastry  
Chocolate

**PEAR DANISH**  
Puff Pastry  
Pear

**BEAR CLAW**  
Puff Pastry  
Almond Meal



Janine  
Hotel Ibis, Hobart  
© Osborne Images

# Welcome Back — introduction

## TOGETHER WE WILL REBUILD AND RETURN STRONGER

— Tasmania's tourism and hospitality industry has been significantly impacted by the COVID-19 pandemic.

This sector has been a strong job creator in our state and is critical to supporting the overall economic recovery of Tasmania in both the short and longer term.

The *Welcome Back campaign* will encourage Tasmanians to enjoy their local pub, their favourite restaurants, cafes or venue.

It's important that during every step in our recovery the health of Tasmanians, as well as your staff and patrons, is our highest priority.

Please ensure your business complies with the COVID-Safety guidelines and help us continue to keep Tasmanians safe. Advice and assistance is available from Business Tasmania on 1800 440 026.

# Campaign overview and timeline

— *Welcome Back* is a marketing campaign to support Tasmania's hospitality industry.

It will show Tasmanians that their local café, restaurant, pub, club or venue is the perfect place to relax and catch up with friends and family in safe, familiar surroundings.

It will remind people that there are plenty of fantastic places that want to welcome back Tasmanians for a morning coffee, lunchtime burger, pub dinner, knockoff drink on Friday night or to celebrate any occasion.

Tasmanians will see campaign advertising on television, digital platforms and across radio networks around the state.

The campaign will run for three months, with Tasmania's hospitality industry encouraged to get behind the campaign and use it to inspire Tasmanians to support their local pub, club, café, restaurant or venue. This toolkit explains how you can get involved.



Marcus  
The Lobster Shack, Bicheno  
© Osborne Images



# COVID-19 safety

— The health and safety of your staff and guests is the first and highest priority. All businesses are required to have a COVID-19 Safety Plan in place and will need to demonstrate how they are complying with the minimum standards of the Government's COVID-19 Safe Workplaces Framework.

## MAKE SURE YOU KNOW THE RULES:

- Read [coronavirus.tas.gov.au](https://www.coronavirus.tas.gov.au) so you are aware what is and is not permitted and what that means for your business.
- You must have [prepared your business to be COVID Safe](#) and have read the guidelines for the [tourism industry](#) and [hospitality industry](#). If you need additional information or support to develop safety plans contact [Business Tasmania](#) on 1800 440 026.
- Communicate with your guests and customers about what you are doing to keep you and them safe. For example, ensuring appropriate social distancing and hygiene measures.
- Prepare and support your staff with communications and training. Information for the hospitality industry is available from the [Tasmanian Hospitality Association](#).
- Have a plan in place for how you will manage staff members who attend work ill and may need to be tested. Information on who should be tested is on the [Government's coronavirus website](#).

COVID-19 Safe templates, checklists, tools and other resources are on the [WorkSafe Tasmania](#) website. Contact [WorkSafe Tasmania](#) with any questions on these requirements.

The Tasmanian Hospitality Association can help answer your COVID-19 questions on 6220 7300.

## Get involved

— Industry has a key role to play in *Welcome Back*. Businesses are encouraged to incorporate the campaign in their marketing activity and to champion the campaign to Tasmanians, inspiring people to get out and support their local hospitality venues.

- Use the Welcome Back assets and messages on your own communications channels. Activate your own marketing activity, get creative and leverage the campaign for your business.
- Determine if there are special experiences or extra value you can offer Tasmanians.
- Look at ways you can convert existing, encourage past or engage new customers.
- Share videos on your social media platforms showing how you will Welcome Back your guests (see our tips on how to create great social content on page 11).
- Register or update your existing business details on [buysomethingtasmanian.com.au](http://buysomethingtasmanian.com.au)
- Stand out in the market by updating your Google for Business listing and optimising your own website so your business is easily found online. *Digital Ready* has free resources to help small businesses develop and improve their online presence.
- Add or update your business information and operating hours on the [Australian Tourism Data Warehouse](http://AustralianTourismDataWarehouse.com.au) to update your listing on [discovertasmania.com.au](http://discovertasmania.com.au) and other tourism websites.

# Social media

— Social media presents a great opportunity for businesses to bring the campaign to life and engage Tasmanians with any special experiences or value-adds that can be offered.

The *Welcome Back* campaign will not have a dedicated social media account, but there are a number of things you can do to increase your exposure.

When posting about the campaign, include '*Welcome Back*' in the caption. Use the campaign assets to spread the word to your followers, let people know you are open for business and create captivating social media videos and stories to showcase what makes your product or experience special and use it as an invitation for people to make themselves at home in your business.

Using *#WelcomeBackTassie* is a great way to increase exposure of your product to a large audience of potential customers. Encourage your staff, guests, friends and family to share their experiences of your product on social media and to use the hashtag – more shares means more exposure.

The THA will be monitoring *#WelcomeBackTassie* throughout the course of the campaign.

## CREATING SOCIAL CONTENT

— Whether it's a video or a photo with an accompanying caption, there are some simple things you can do to give your social posts the 'likes' it deserves.

— **Keep your audience top of mind**

For social media content to be effective you must always keep your audience top of mind. By thinking about your audience, you will have a better chance of sharing content that is engaging and relevant. Most people look at their social newsfeed to get updates from family and friends, so the content that we post needs to be able to compete with that, and not appear too commercial.

— **Use 'thumb-stopping' quality imagery and video**

You only have a few seconds to connect with someone or they keep scrolling. With this in mind use eye-catching and captivating imagery or visuals to hook your audience.

— **Maximise your content for the mobile screen**

Vertical imagery and video works best as it maximises the real estate of the social post and will stand out further in people's feed.

— **Use compelling video with or without sound**

A great video should grab the attention of the audience with or without sound. Around 85 per cent of videos on Facebook are watched without sound, so assume people are not listening. Use video as an opportunity to visually show off your experience or product, rather than talking about it. If there is talking, add subtitles.

## — **Elements of great social media images**

The following elements are guidelines to what images work well on social channels and tend to result in high levels of engagement:

- ✓ Imagery that people want to share and add to the story  
(ie: this will be me on Friday night. I want to go to XYZ to see/do/eat...)
- ✓ Images that incorporate 'leading lines' - lines that draw the eye to a focal point within the image
- ✓ Images that are original and from a different perspective are often well received.

Don't forget – social media is only social when you are social. Wrap up your customer service and really engage and monitor messages and comments on your social channels.

## TASMANIAN GIPHY STICKERS

— Use Tourism Tasmania’s GIPHY stickers on your Instagram and Facebook Stories. These are animated GIFs that overlay an image or video on social media, adding character and expression to make content more engaging. We’ve created a Tasmanian range that you can ‘stick’ on your Stories.

- Click ‘add to story’ on Instagram or Facebook.
- Select your image or video content.
- Click on the **GIF** ‘GIF sticker’ feature and type ‘discovertasmania’ in the search bar.
- Tap on the sticker you like.
- Move the sticker around your image or video until you’re happy with it.
- On Instagram Stories tag @tasmania and add #welcomebacktassie and #discoverTasmania so we can see your use of our stickers and share.
- Post it to your Story.



## SOCIAL MEDIA RESOURCES

— There are a number of excellent resources online to help you get the most out of your social media channels. The following resources will provide you with great tips and assist you with creating captivating social media videos that welcome Tasmanians back to your business.

- [Talking Tourism podcast](#) episode 45 Covid-19 Special: Social Media Strategy with Liza-Jane Sowden, Tourism Tasmania's Social Media Manager
- [Tourism Australia's four-part video series](#) on how the Australian tourism industry can get the most out of social media
- [Facebook](#) and [Instagram](#) Business Hubs provide a wealth of tips and tricks, including guides for:
  - [Creating photos and videos to captivate your audience on Instagram](#)
  - [Step-by-step guide for creating Instagram stories](#)
  - [Tips and tools for creating social media content](#)
  - [Best practices for optimising videos for mobile](#)

## Toolkit assets

— Align your marketing activity with the *Welcome Back* campaign and use the toolkit assets in ways that are relevant for your business.

The toolkit assets are available on the [Tourism Tasmania](#) website.



## CAMPAIGN LOGO

The *Welcome Back* logo can be used on any of your business's campaign related marketing, including posters, brochures, email marketing communications, local press ads and your website and social media pages.

The logo should be used in the exact format it is supplied. It can be resized to suit the application, but please do not distort, modify, recolour, remove or add additional words of components to the logo.



## COASTER

The campaign coasters are a great way to share the campaign and can be displayed at your business premises.



**Welcome  
BACK!**



***We missed you!***

There are a few new rules in place to keep everyone safe. Please socialise safely, wash your hands regularly and stay 1.5m from others.

Share your photos with **#WelcomeBackTassie** on Facebook and Instagram and most importantly, enjoy yourself!

**welcomebacktassie.com.au**

## BADGE

The badge is a great way to share the campaign with patrons and can be printed and worn by staff.

*Welcome*  
**BACK!**



## SOCIAL MEDIA IMAGES AND VIDEOS

There are a number of campaign social media tiles and 15 second and 30 second videos that you can download and use on your social media channels.

Subscribe to the [Tourism Talk e-newsletter](#) to be notified when they are available.



## POSTERS

The campaign posters are a great way to share the campaign and can be printed and displayed at your business premises.



**Welcome  
BACK!**

Phil  
Berrinong Golf Club  
Berrinong

Hey Tassie... it's time to catch up again! You can officially return to your favourite pubs, hotels, accommodation, restaurants, cafés, and community, sporting and RSL clubs.  
#WelcomeBackTassie welcomebacktassie.com.au



**Welcome  
BACK!**

Karen  
Karriem Hotel  
Ulverstone

Hey Tassie... it's time to catch up again! You can officially return to your favourite pubs, hotels, accommodation, restaurants, cafés, and community, sporting and RSL clubs.  
#WelcomeBackTassie welcomebacktassie.com.au



**Welcome  
BACK!**

Joie  
Joie's Bakery  
Estancia

Hey Tassie... it's time to catch up again! You can officially return to your favourite pubs, hotels, accommodation, restaurants, cafés, and community, sporting and RSL clubs.  
#WelcomeBackTassie welcomebacktassie.com.au




**Welcome  
BACK!**

Darren  
Darwin Hotel  
Darwin

Hey Tassie... it's time to catch up again! You can officially return to your favourite pubs, hotels, accommodation, restaurants, cafés, and community, sporting and RSL clubs.

#WelcomeBackTassie [welcomebacktassie.com.au](http://welcomebacktassie.com.au)



**Welcome  
BACK!**

Janine  
Hotel de  
Hobart

Hey Tassie... it's time to catch up again! You can officially return to your favourite pubs, hotels, accommodation, restaurants, cafés, and community, sporting and RSL clubs.

#WelcomeBackTassie [welcomebacktassie.com.au](http://welcomebacktassie.com.au)



**Welcome  
BACK!**

Sam  
Darwin Hotel & Apartments  
Darwin

Hey Tassie... it's time to catch up again! You can officially return to your favourite pubs, hotels, accommodation, restaurants, cafés, and community, sporting and RSL clubs.

#WelcomeBackTassie [welcomebacktassie.com.au](http://welcomebacktassie.com.au)



**Welcome  
BACK!**

Mark  
Hagmore Creek Winery  
Cambridge

Hey Tassie... it's time to catch up again! You can officially return to your favourite pubs, hotels, accommodation, restaurants, cafés, and community, sporting and RSL clubs.

#WelcomeBackTassie [welcomebacktassie.com.au](http://welcomebacktassie.com.au)

**Welcome BACK!**

Marcos  
Lobster Promotions

Hey Tassie... it's time to catch up again! You can officially return to your favourite pubs, hotels, accommodation, restaurants, cafés, and community, sporting and RSL clubs.  
#WelcomeBackTassie welcomebacktassie.com.au

**Welcome BACK!**

Bianca  
Bianca Restaurant & Bar

Hey Tassie... it's time to catch up again! You can officially return to your favourite pubs, hotels, accommodation, restaurants, cafés, and community, sporting and RSL clubs.  
#WelcomeBackTassie welcomebacktassie.com.au

**Welcome BACK!**

George  
Bowls Club

Hey Tassie... it's time to catch up again! You can officially return to your favourite pubs, hotels, accommodation, restaurants, cafés, and community, sporting and RSL clubs.  
#WelcomeBackTassie welcomebacktassie.com.au

**Welcome BACK!**

Martin  
The Tassie Distillery

Hey Tassie... it's time to catch up again! You can officially return to your favourite pubs, hotels, accommodation, restaurants, cafés, and community, sporting and RSL clubs.  
#WelcomeBackTassie welcomebacktassie.com.au



**Welcome  
BACK!**

Hey Tassie... it's time to catch up again! You can officially return to your favourite pubs, hotels, accommodation, restaurants, cafés, and community, sporting and RSL clubs.

#WelcomeBackTassie [welcomebacktassie.com.au](http://welcomebacktassie.com.au)



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Hey Tassie... it's time to catch up again! You can officially return to your favourite pubs, hotels, accommodation, restaurants, cafés, and community, sporting and RSL clubs.


#WelcomeBackTassie [welcomebacktassie.com.au](http://welcomebacktassie.com.au)



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#WelcomeBackTassie [welcomebacktassie.com.au](http://welcomebacktassie.com.au)




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#WelcomeBackTassie [welcomebacktassie.com.au](http://welcomebacktassie.com.au)







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Hey Tassie... it's time to catch up again! You can officially return to your favourite pubs, hotels, accommodation, restaurants, cafés, and community, sporting and RSL clubs.  
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#WelcomeBackTassie welcomebacktassie.com.au



**Welcome  
BACK!**



Hey Tassie... it's time to catch up again! You can officially return to your favourite pubs, hotels, accommodation, restaurants, cafés, and community, sporting and RSL clubs.  
#WelcomeBackTassie welcomebacktassie.com.au



**Darren**  
Bridport Hotel, Bridport  
© Osborne Images

## *#WelcomeBackTassie*

*The Welcome Back campaign is a collaboration between  
Tourism Tasmania and the Tasmanian Hospitality Association.  
The assets are available for use by all hospitality operators in Tasmania.*

*For more information please visit:*

*[Tourism Tasmania](#) [Tasmanian Hospitality Association](#)*



**From:** [Tourism - ttasalert](#)  
**To:** [Tourism Tasmania](#)  
**Subject:** Welcome Back campaign launching today  
**Date:** Thursday, 16 July 2020 9:28:03 AM

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Hi team,

Some of the team have been working on a campaign in collaboration with the Tasmanian Hospitality Association (THA) to encourage Tasmanians to reconnect with hospitality experiences and patronise their local restaurant, café, bar, bakery and a variety of other venues.

The campaign is called *Welcome Back* and will run for three months. It will include a television commercial airing tonight, ads on digital platforms and across radio networks around the state.

The campaign will be officially launched by the Minister for Small Business Sarah Courtney and John at the Ingleside Bakery this afternoon.

While this campaign is in collaboration with the THA, the campaign supports all Tasmanian hospitality operators, through encouraging Tasmanians to reconnect with family and friends to have a weekend brunch, coffee or Friday night drink. There are also campaign aligned posters, badges, coasters and logo available for use by venues. Social media assets will be available next week.

Please encourage hospitality operators to visit our website [www.tourismtasmania.com.au](http://www.tourismtasmania.com.au) to find out more and to download the industry toolkit and campaign assets that can be used in their business and marketing activities to *Welcome Back* customers and share the message.

If you have any questions please reach out to [REDACTED] who has done a wonderful job project managing this campaign.

**From:** [REDACTED]  
**To:** [REDACTED]  
**Subject:** HPRM: EARLY HEADS-Up - Tourism Talk - news for Tasmania's tourism industry  
**Date:** Friday, 24 July 2020 5:40:00 PM

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Hi everyone,

Heads's up tonight's Tourism Talk below - planning to send around 6.00 pm tonight.

Have a lovely weekend

[REDACTED]

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**From:** Tourism Tasmania [mailto:no-reply@tourism.tas.gov.au]  
**Sent:** Friday, 24 July 2020 5:32 PM  
**To:** [REDACTED]  
**Subject:** [Test] Tourism Talk - news for Tasmania's tourism industry

[View this email in your browser](#)



## **Opening Tasmania's borders to travellers from three Australian states from 7 August**

This afternoon, Tasmania's Premier has outlined the first step in reopening Tasmania's borders. From 7 August, travellers from Western Australia, South Australia and the Northern Territory will be permitted to travel to our island. These states have been identified because they currently have no community transmission of COVID-19 and have low or no case numbers.

Travellers from these states (by air and sea) will be subject to a health check on entry. If travellers are unwell or have symptoms, they will be required to have a COVID-19 test. Everyone coming to Tasmania must register to travel using G2G PASS. You can read more about these requirements soon on [www.coronavirus.tas.gov.au](http://www.coronavirus.tas.gov.au), including about a new quarantine fee that will come into effect from 31 July for mandatory government quarantine.

We will provide an update on 7 August on possible timeframes and dates to relax restrictions with Queensland, NSW and the ACT, based on public health advice and the situation in those states and territories. However borders will not open to them before the 14th of August. Borders are expected to remain closed to Victorians for some time yet and our thoughts continue to be with Victorians as they work to contain the spread of the virus.

Read the Premier's update on border restrictions [here](#).

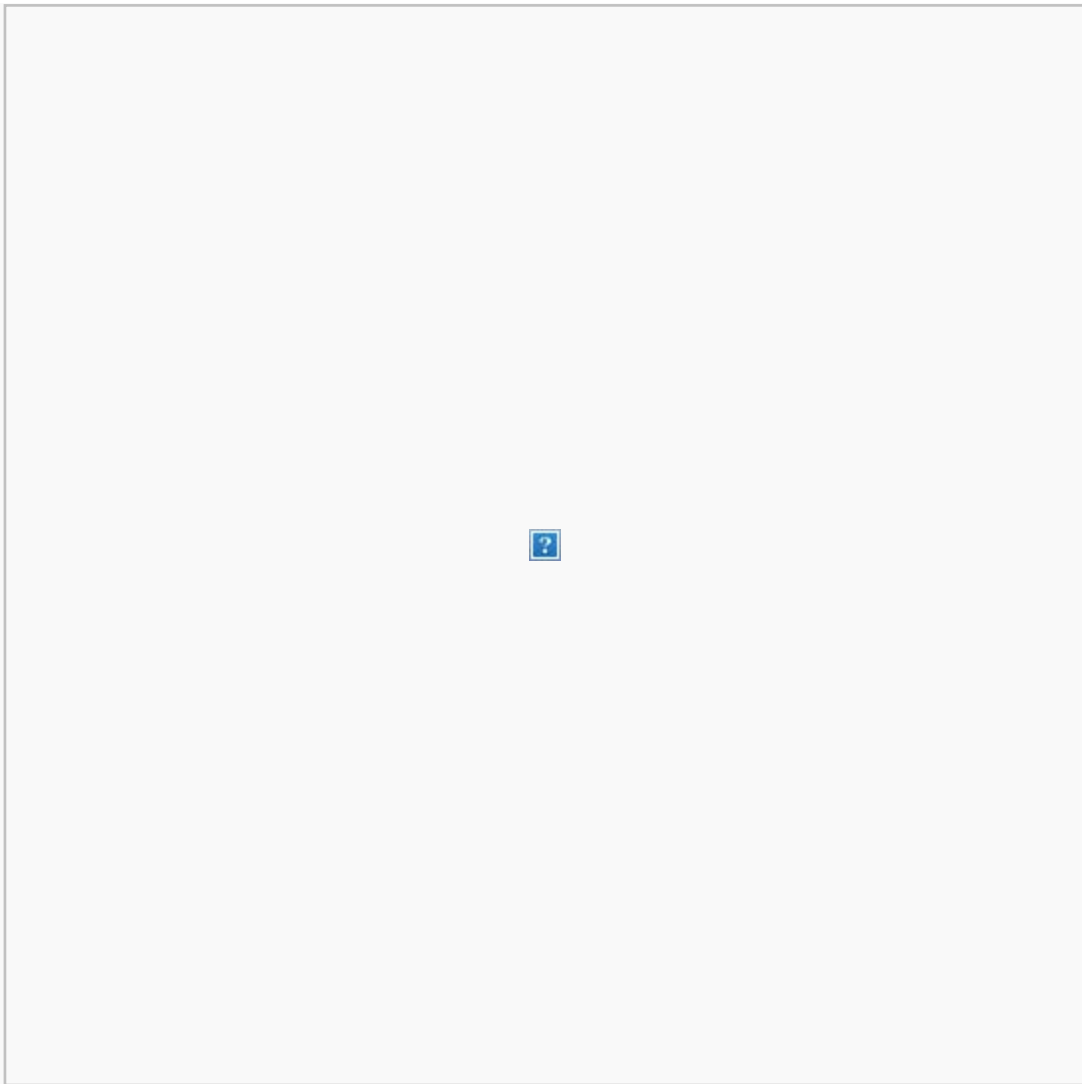
### **What does this mean for our industry and the TTas program?**

Tourism Tasmania will review its demand generation program in light of the announcement and will provide an update on when and where it expects to be in market next week.

There are currently 3 to 4 direct flights between Hobart and Adelaide on the current airline schedule and following today's announcement we'll continue to advocate for additional flights.

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## **New Make Yourself At Home advertisements**

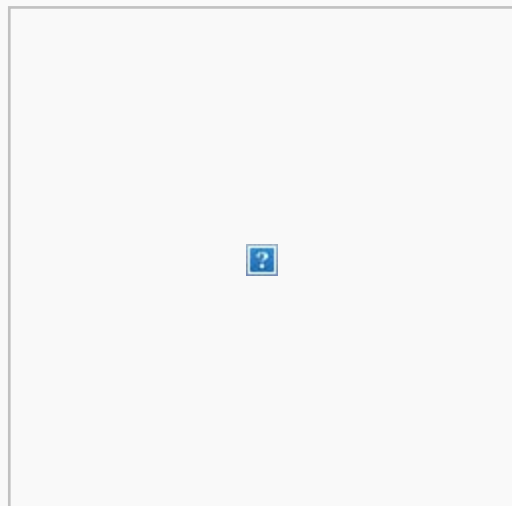


Tasmanians are now seeing Make Yourself At Home advertisements on their television screens.

There are four ads to encourage Tasmanians to travel further afield in Tasmania for day trips, weekend and longer breaks.

You can share on your social media accounts via these YouTube links [Corrina](#), [Lebrina](#), [Rocky Hills](#) and [Hartz Mountains](#).

Or you can download the files from the [Make Yourself at Home](#)



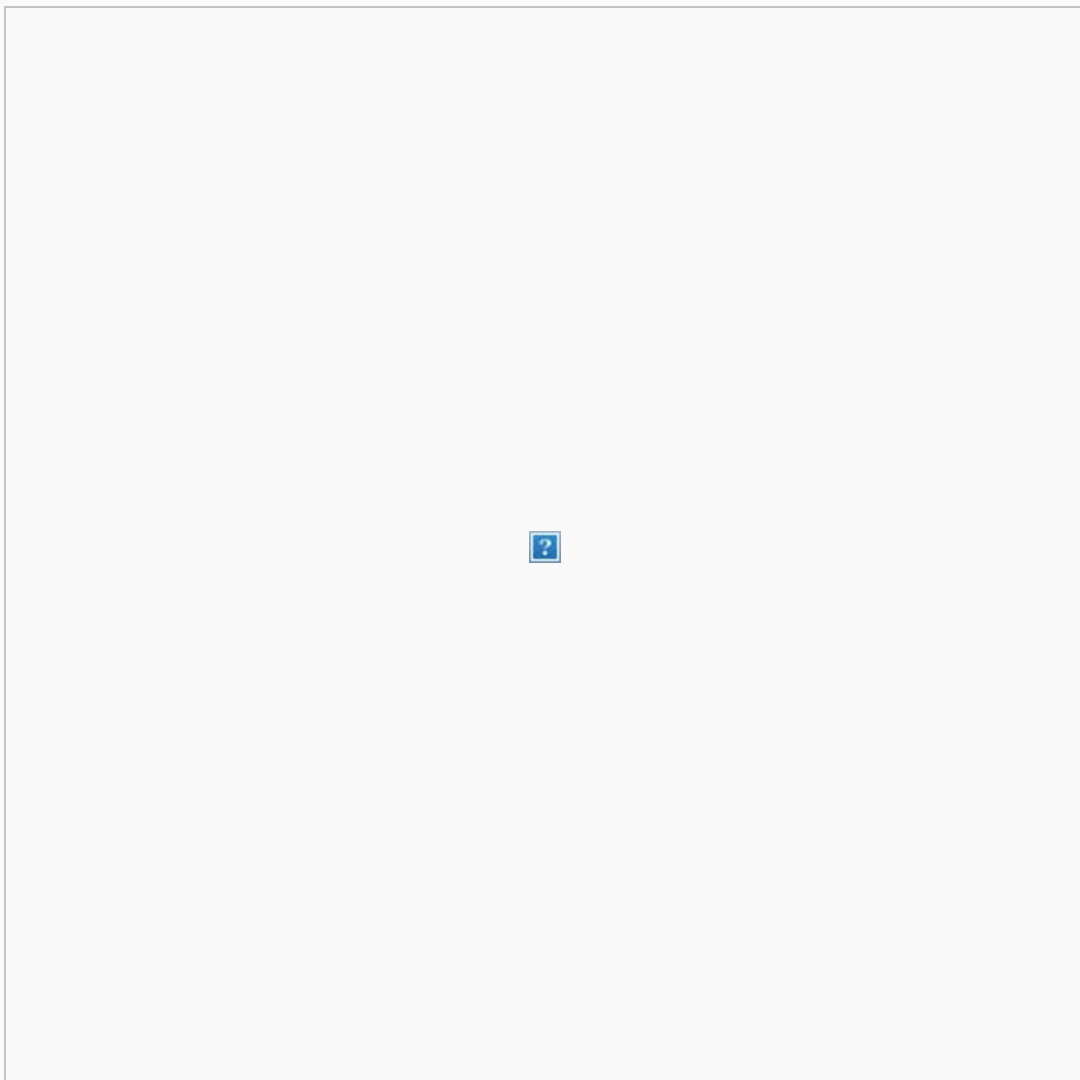
[campaign asset folder](#) on the website.

Other recent campaign activity include a print advertisement featuring King Island which appeared in newspapers last week and can be viewed [here](#).

Find more information on the [Make Yourself At Home campaign](#) and download the [industry toolkit](#).

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## Travel trade training initiative - TasTalk the Movie



TasTalk is a biennial travel trade event that was scheduled to be held in



Launceston this year but was not able to be held due to COVID-19.

Instead, Tourism Tasmania has produced TasTalk the Movie, to keep Tasmania top of mind with the travel trade and to keep sellers connected with the state so they can share their knowledge with clients when it's safe to visit again.

TasTalk the Movie was produced with support of 49 trade-ready Tasmanian tourism operators and Australian Tourism Export Council (ATEC).

Yesterday, it was launched via a live streaming to over 280 travel trade in Tourism Tasmania's Tassie Specialists program, ATEC Member Buyers and the travel trade.

The movie will be used on an ongoing basis to promote Tasmania to travel trade in Tourism Tasmania's domestic and global target markets is now available to view on Tourism Tasmania's [Tassie Trade](#) website.

---

## **Opportunity for hospitality operators to share the Welcome Back message with customers**

If you are a hospitality operator, there are a range of short video clips available for you to download and share on your social media channels to help share the Welcome Back message.

The Welcome Back campaign aims to show Tasmanians that their local café, restaurant, pub, bar or venue is the perfect place to relax and catch up with friends and family in safe, familiar surroundings.

The campaign will run for three months and includes advertising on television, on digital platforms and across radio networks around the state.

To find out how you can leverage the campaign in your business's marketing activity, [download your copy of the Welcome Back industry toolkit](#).

For more information visit the [Tourism Tasmania website](#).

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## **G2G Pass for travel to Tasmania**

All travellers to Tasmania must register to travel using G2G PASS.

The G2G PASS replaces the current process and applies to everyone, including returning Tasmanian residents and Essential Travellers visiting for work or for compassionate or medical reasons.

Upon registration and approval, travellers will receive a QR code that is required to enter the state. Approved travellers will also be advised of specific conditions that apply to them. Other quarantine and travel restrictions remain in place. Those who currently have Essential Traveller status will need to reapply through G2G PASS.

For more information visit [www.coronavirus.tas.gov.au/G2G](http://www.coronavirus.tas.gov.au/G2G)

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## Beware of email alerts

Tourism Tasmania has received a number of enquiries relating to email requests to renew, update or verify advertising listings from an email address purporting to be Tourism Tasmania.

We want to advise that this email is not affiliated with Tourism Tasmania and it is not a licensed distributor of the Australian Tourism Data Warehouse (ATDW) which offers listings free of charge.



Tourism Tasmania encourages operators to carefully scan all advertising material received and consider whether the opportunity and associated costs will provide value for your business.

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## New Tasmanian tourism products

The following products have been recently added to the [ATDW-Online](#) tourism database.

**Accommodation**

**Attractions:**

- [Boat Harbour Beach Luxury Villa](#)
- [Magic Beach Boat Harbour](#)
- [Spring Bay Mill](#)
- [The Keep](#)
- [Panorama St Helens](#)
- [Low Head Pilot Station](#)
- [Cooeee Bay of Fires](#)
- [Bays Rest](#)
- [King Island Kelp Craft](#)
- [King Island Cultural Centre](#)
- [Wild Mersey Mountain Bike Trails](#)

#### **Food and drink:**

- [Hanging Garden Green Grocer](#)
- [Altar](#)
- [Apogee Tasmania](#)

#### **Tour:**

- [Crooked Compass](#)

Tourism Tasmania can help you register or update your business details on the ATDW database. For more information email [atdw@tourism.tas.gov.au](mailto:atdw@tourism.tas.gov.au) or phone 03 6165 5286.

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#### **Why have I received this email?**

We are providing this important COVID-19 information in order to update the Tasmanian tourism and hospitality industry. You have received this email as you are either subscribed to [Tourism Talk](#), registered on [ATDW](#) or part of the industry. If you no longer wish to receive these emails you can unsubscribe using the link below.

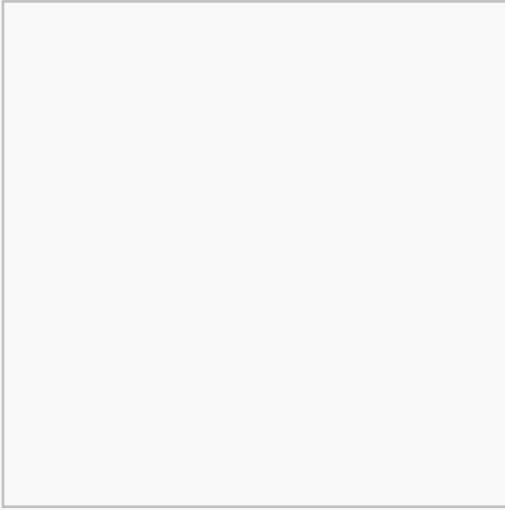
To subscribe to Tourism Talk with a different email address click [here](#).

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***All information current as at 12:00 pm, 24 July 2020***

Want to get in touch? Email the editor at [talk@tourism.tas.gov.au](mailto:talk@tourism.tas.gov.au)  
Follow our Corporate accounts on [Twitter](#) and [LinkedIn](#)

Head office address:  
Level 3, 15 Murray Street Hobart Tas 7000  
Website: [www.tourismtasmania.com.au](http://www.tourismtasmania.com.au)



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You can [update your preferences](#) or [unsubscribe from this list](#).

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**From:** [Tourism Tasmania](#)  
**To:** [REDACTED]  
**Subject:** Tourism Talk - news for Tasmania's tourism industry  
**Date:** Thursday, 16 July 2020 4:41:10 PM

[View this email in your browser](#)



Issue 562 - 16 July 2020

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## **Tasmanians encouraged to support local hospitality venues**



Tasmania's Minister for Small Business, Hospitality and Events, Sarah Courtney, today officially launched the new Welcome Back hospitality campaign.

The campaign will show Tasmanians that their local café, restaurant, pub, bar or venue is the perfect place to relax and catch up with friends and family in safe, familiar surroundings. You can read what Minister Courtney had to say about the campaign [here](#).

The campaign will run for three months and Tasmanians will see campaign advertising on television from tonight, on digital platforms and across radio networks around the state.

It is a collaboration between Tourism Tasmania and the Tasmanian Hospitality Association. It is complementary to the [Make Yourself at Home campaign](#) which will continue to run over a period of 12 months and is focussed on encouraging Tasmanians to travel further afield in Tasmania for weekend and longer breaks.

If you are a hospitality operator, an industry toolkit is available for you to download and includes a campaign overview and timeline, COVID-19 safety information, and how you can use Welcome Back creative assets to leverage the campaign in your business's marketing activity.

[Download your copy of the Welcome Back industry toolkit here](#)

For more information visit the [Tourism Tasmania website](#).

---

## Spirit of Tasmania is accepting bookings from 1 September 2020

The [Spirit of Tasmania](#) has announced that it will be accepting bookings for travel to Tasmania from 1 September 2020 onwards.

For travel prior to this date, bookings will only be accepted from Tasmanian residents returning home, pre-approved essential travellers and passengers travelling from Tasmania to Victoria.

If travellers have an existing booking for travel prior to 1 September, the Spirit of Tasmania will contact them to amend or cancel the booking.

Spirit of Tasmania is offering passengers the flexibility to amend or cancel bookings without incurring cancellation fees.

Information on the latest travel restrictions is available at [www.coronavirus.tas.gov.au](http://www.coronavirus.tas.gov.au)

---

## Beware of email alerts

Tourism Tasmania has received a number of enquiries relating to email requests to renew, update or verify advertising listings from an email address purporting to be Tourism Tasmania.

We want to advise that this email is not affiliated with Tourism Tasmania and it is not a licensed distributor of the Australian Tourism Data Warehouse (ATDW) which offers listings free of charge.

Tourism Tasmania encourages operators to carefully scan all advertising material received and consider whether the opportunity and associated costs will provide value for your business.

---



# New Tasmanian tourism products

The following products have been recently added to the [ATDW-Online](#) tourism database.

## Accommodation:

- [Arthouse Freycinet](#)
- [Aperture](#)
- [Beachcroft](#)
- [Blue Gum Retreat](#)
- [Blue Waves](#)
- [Coastal Garden Shack](#)

## Accommodation:

- [Cove Beach Apartment 1](#)
- [Cove Beach Apartment 2](#)
- [Cove Cottage](#)
- [Dock of the Bay](#)
- [Driftwood](#)
- [Footprints 2](#)

## Accommodation:

- [Black Bluff View Retreat](#)
- [Sassafras Springs](#)
- [Villa Talia](#)
- [On the Huon River](#)
- [Bennell Georgian Townhouse](#)
- [The Florance](#)

## Attractions:

- [Rosedale Homestead](#)
- [U Beaut Designs](#)
- [Llama Walks Tasmania](#)

## Food and drink:

- [Brady's Lookout Cider](#)
- [Kate Hill Wines](#)
- [The Truffledore](#)
- [Birdsong Restaurant](#)

## Hire:

- [Drive Ride Explore](#)
- [White Knuckle MTB Campers](#)



## Tours:

- [Secret River Tours](#)
- [Nature Bound Australia](#)
- [GuideGuys Digital Self-drive Tours](#)

Tourism Tasmania can help you update your business details on the ATDW database. For more information email [atdw@tourism.tas.gov.au](mailto:atdw@tourism.tas.gov.au) or phone 03 6165 5286.

---

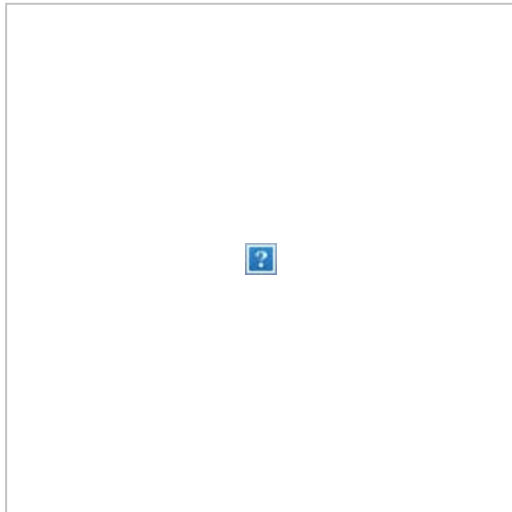
## Why have I received this email?

We are providing this important COVID-19 information in order to update the Tasmanian tourism and hospitality industry. You have received this email as you are either subscribed to [Tourism Talk](#), registered on [ATDW](#) or part of the industry. If you no longer wish to receive these emails you can unsubscribe using the link below.

To subscribe to Tourism Talk with a different email address click [here](#).

---

## ***All information current as at 3:00 pm, 16 July 2020***



Want to get in touch? Email the editor at [talk@tourism.tas.gov.au](mailto:talk@tourism.tas.gov.au)  
Follow our Corporate accounts on [Twitter](#) and [LinkedIn](#)

Head office address:  
Level 3, 15 Murray Street Hobart Tas 7000  
Website: [www.tourismtasmania.com.au](http://www.tourismtasmania.com.au)

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000001

**From:** [REDACTED]  
**Subject:** RE: Updated THA Media Plan & MBA for signing  
**Date:** Monday, 6 July 2020 9:51:00 AM  
**Attachments:** [image009.png](#)  
[image010.png](#)  
[OMD MBA Form THA Intrastate Jul-Oct 2020 \(whole plan\). ET.DOC](#)  
[image011.png](#)  
[image012.png](#)  
[image013.png](#)  
[image014.png](#)

---

[REDACTED]

I hope you enjoyed your long weekend!

Please find signed and attached MBA for full Media Plan for 'Welcome Back'.

I did want to flag that we are looking to create two versions of the TVC where the strategy is to have to have a south and north version which includes a few iconic/familiar venues, rounded out with venues which showcase a variety of venues/experiences which can be found across the state. Please let me know if this affects anything when booking.

Many thanks,  
[REDACTED]

[REDACTED]

---

**From:** [REDACTED]  
**Sent:** Thursday, 2 July 2020 6:28 PM  
**To:** [REDACTED]  
**Cc:** [REDACTED]  
**Subject:** RE: Updated THA Media Plan & MBA for signing

Beautiful! Love your work [REDACTED]

Enjoy your weekend too and chat to you Monday!

Thanks,  
[REDACTED]

[REDACTED] [REDACTED]

[REDACTED]

---

**From:** [REDACTED]  
**Sent:** Thursday, 2 July 2020 6:02 PM  
**To:** [REDACTED]  
**Cc:** [REDACTED]  
**Subject:** RE: Updated THA Media Plan & MBA for signing

Yep, makes sense!

Attached are three MBAs – up to you which versions you want to sign:  
OPTION A: MBA for whole plan  
OPTION B: MBA for plan without the radio proposal as well as an MBA for just the radio proposal

000002

Talk on Monday! Have a lovely weekend

Cheers,

[Redacted]

---

**From:** [Redacted]  
**Sent:** Thursday, 2 July 2020 5:49 PM  
**To:** [Redacted]  
**Cc:** [Redacted]  
**Subject:** RE: Updated THA Media Plan & MBA for signing

**CAUTION:** This email originated from the Internet. The Original Sender is [Redacted]

Only the FB competition would need to be invoiced directly to THA.

Thanks for checking – I hope that makes sense?

[Redacted]

---

**From:** [Redacted]  
**Sent:** Thursday, 2 July 2020 5:46 PM  
**To:** [Redacted]  
**Cc:** [Redacted]  
**Subject:** Re: Updated THA Media Plan & MBA for signing

Would it still be invoiced through OMD or directly to THA?



[Redacted]

210 Collins Street, Hobart  
TAS 7000, Australia

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B&T - Media Agency of the Year 2019  
B&T Women in Media - Employer of the Year 2019  
Great Place to Work - Ranked #4 in 2019 and Top 50 for 11 consecutive years (2009-2019)  
Adweek's Global Media Agency of the Year 2019 & 2020



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---

**From:** [Redacted]  
**Sent:** Thursday, 2 July 2020 5:44 PM  
**To:** [Redacted]  
**Cc:** [Redacted]  
**Subject:** RE: Updated THA Media Plan & MBA for signing

**CAUTION:** This email originated from the Internet. The Original Sender is [REDACTED]

Hi [REDACTED],

Thanks for checking, but no need to include the FB competition in this media plan as the competition would be an add on and THA will be responsible for the budget on it.

Thanks,

[REDACTED]

[REDACTED] [REDACTED]

[REDACTED]

---

**From:** [REDACTED]

**Sent:** Thursday, 2 July 2020 5:39 PM

**To:** [REDACTED]

**Cc:** [REDACTED]

**Subject:** RE: Updated THA Media Plan & MBA for signing

Do you want me to adjust the media plan to allow for the FB competition to be included within the budget?

I'll still leave it as one media plan – you'll just be signing off on the radio proposal and FB competition on a separate MBA to the rest. Means we can start buying everything else while you are making a decision on the radio prop.

Cheers,

[REDACTED]

[REDACTED] [REDACTED]

---

**From:** [REDACTED]

**Sent:** Thursday, 2 July 2020 5:23 PM

**To:** [REDACTED]

**Cc:** [REDACTED]

**Subject:** RE: Updated THA Media Plan & MBA for signing

**CAUTION:** This email originated from the Internet. The Original Sender is [REDACTED]

Thanks for heads up with being OOO tomorrow. Monday COB would be great as the final deadline, it's always nice to have a little more wriggle room for internal sign offs ☺ And noted re buying TV for Tuesday.

If it's not too much trouble for you to extract the radio prop and we can have two separate plans, as a 'just in case scenario,' would be amazing!

Please don't stay too late though!

Many thanks,

[REDACTED]

[REDACTED] [REDACTED]

[REDACTED]

---

000004

**From:** [REDACTED]

**Sent:** Thursday, 2 July 2020 5:01 PM

**To:** [REDACTED]

**Cc:** [REDACTED]

**Subject:** Re: Updated THA Media Plan & MBA for signing

I've got tomorrow off so don't rush getting back to me by 11am. Let's aim for approval by COB Monday and then our team here can buy the television on Tuesday (I wouldn't want to leave it much longer than that).

If it makes it easier/quicker for you, I can create a version of the MBA with the radio proposal taken out? We can then do a separate MBA for that when/if it gets approved.

Let me know and I'll shoot it through before I leave tonight.

Cheers,

[REDACTED]



[REDACTED]

[REDACTED]

[REDACTED]

210 Collins Street, Hobart  
TAS 7000, Australia

Mumbrella - Media Agency of the Decade 2019 and Culture Award 2019  
B&T - Media Agency of the Year 2019  
B&T Women in Media - Employer of the Year 2019  
Great Place to Work - Ranked #4 in 2019 and Top 50 for 11 consecutive years (2009-2019)  
Adweek's Global Media Agency of the Year 2019 & 2020



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---

**From:** [REDACTED]

**Sent:** Thursday, 2 July 2020 4:45 PM

[REDACTED]

**Subject:** RE: Updated THA Media Plan & MBA for signing

**CAUTION:** This email originated from the Internet. The Original Sender is [REDACTED]

[REDACTED]

I hope you've had a wonderful day! Thanks for your patience with my reply 😊

Really appreciate you accommodating our requests around TVC and increase in budget. And that's more than okay for an update on R&F on Monday.

I will share the updated media plan for signing and hopefully have it returned to you tomorrow, however I'm

000005

conscious we are yet to formally finalise the finer details of 'Happy Hour' in regards to the interview component (the competition component will fall to THA in regards to budget). I hope to have final confirmation of how we will best approach acquiring talent for interviews by tomorrow by 11am, which will lead to official approval of the media plan. Will this impact on securing bookings per the media plan?

Also, thanks for your note re Marcus as well as preparing the attached media plan for him. I'll look to share this with him now as I highly doubt there will be any changes to the plan at this stage due to time pressures. I'll also CC you in the email so you can see his response directly re television and radio key numbers.

Many thanks,

[REDACTED]

[REDACTED] [REDACTED]

[REDACTED]

---

**From:** [REDACTED]

**Sent:** Thursday, 2 July 2020 10:58 AM

**To:** [REDACTED]

**Cc:** [REDACTED]

**Subject:** Updated THA Media Plan & MBA for signing

[REDACTED]

Please find attached the updated media plan (now that we have a little more budget) and new MBA for signing.

I put the extra budget into increasing television TARPs and radio spots. I'll get our media assistant to run the new R&F estimates but this won't be until Monday (hope that is OK?).

I've also attached a media plan without any costings on it, for you to send on to Marcus if this is the approved version. Can you please ask him for the television and radio key numbers – thanks! He'll have all the information he needs on the plan as far as deadlines and who to despatch the television dubs to (I'm happy to pass on the radio material if that is easiest).

Cheers,

[REDACTED]



[REDACTED]

[REDACTED]

[REDACTED]

210 Collins Street, Hobart  
TAS 7000, Australia

Mumbrella - Media Agency of the Decade 2019 and Culture Award 2019  
B&T - Media Agency of the Year 2019  
B&T Women in Media - Employer of the Year 2019  
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# MEDIA BOOKING AUTHORITY

<b>Client:</b>	Tourism Tasmania	<b>Date:</b>	2/7/20
<b>Product:</b>	THA	<b>Media Plan Date:</b>	2/7/20
<b>Campaign:</b>	Welcome Back	<b>Client Contact:</b>	Emma Terry
<b>Client PO no:</b>		<b>Agency Contact:</b>	██████████

Please select:

Book

Cancel

Move

Mediums:

Television ██████████

Radio ██████████

Digital ██████████

Period approved:

**6pm 16 July to 24 Oct 2020**

Approved expenditure:

**= \$174,870.90 + GST**

Comments:

*OMD will seek approval from Tourism Tasmania prior to buying any media. Traditional media can be cancelled at any stage as long as the period of notice is in accordance with each supplier's cancellation policies. Extremely late notice may result in 'delete and charge' invoices. Digital IOs are regarded as contracts so we will endeavour to organise campaigns by burst rather than one large IO).*

Client Approval: \_\_\_\_\_

*ETerry*

Date: 5/07/2020



# Contract for Services

Dated *25 June* 2020

**The Crown in Right of Tasmania ("Crown")**

and

**Australian Hotels Association Tasmanian Hospitality  
Association ("Contractor")**



# 00010 Contract for Services

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# Contract for Services

## Details

Parties	Crown, Contractor	
Crown	Name	The Crown in Right of Tasmania, represented by the Authority of Tourism Tasmania, (" <b>Crown</b> ")
	Address	Level 3, 15 Murray Street, Hobart, Tasmania, 7000
	Telephone	[REDACTED]
	Email	Emma.terry@tourism.tas.gov.au
	Attention:	Emma Terry
Contractor	Name	Australian Hotels Association/Tasmanian Hospitality Association, (" <b>Contractor</b> ")
	Incorporated in	Tasmania
	ACN/ABN	16 231 925 997
	Address	25/93 Salamanca Place, Hobart, Tasmania, 7000
	Telephone	03 6220 7300
	Email	steve@tha.asn.au
	Attention	Steve Old
Recitals	<b>A</b>	The Crown wishes to appoint the Contractor to provide certain consultancy services for the Authority of Tourism Tasmania (" <b>the Authority</b> ").
	<b>B</b>	The Contractor wishes to accept the appointment to provide the Contracted Services for the Authority on the terms in this Agreement.
Date of agreement	See Signing page	

# General Terms

---

## 1 Definitions and interpretation

### 1.1 Definitions

In this Agreement, unless the contrary intention is expressed:

“**Agreement**” means this Agreement including all schedules;

“**Business Day**” means a day on which authorised deposit-taking institutions (as defined in the *Banking Act 1959* (Cwlth)) in Hobart are open for general banking business, excluding Saturdays, Sundays and public holidays;

“**Contractor**”, where the context admits, includes the Contractor’s employees, authorised sub-contractors and agents;

“**Contract Material**” means all material brought, or required to be brought, into existence as part of, or for the purposes of, performing the Contracted Services, including documents, information and data stored by any means;

“**Contracted Services**” means the services described in Schedule 1;

“**Crown**” includes the Crown’s employees, authorised sub-contractors and agents;

“**Crown Material**” means any material provided by, or on behalf of, the Crown to the Contractor for the purpose of this Agreement, including documents, equipment, information and data stored by any means;

“**Delegate**” means the person for the time being holding, occupying or performing the duties of the office of Chief Marketing Officer of the Authority;

“**Intellectual Property**” means all copyright, patents, registered and unregistered trademarks, registered designs, trade secrets and know-how and all other intellectual property rights resulting from intellectual activity;

“**Legislative Requirements**” means Acts, Ordinances, regulations, by-laws, orders, awards and proclamations of the Commonwealth or the State applicable to the Contracted Services;

“**Moral Rights**” means:

- (a) a right of attribution of authorship;
- (b) a right not to have authorship falsely attributed; or

- (c) a right of integrity of authorship;

granted to creators under the *Copyright Act 1968* (Cwlth);

“**Scheme**” means a scheme in force under the *Professional Standards Act 2005* (Tas) for limiting the occupational liability of members of an occupational association.

“**Specified Personnel**” means the personnel described as key personnel in Schedule 2;

“**Standards**” means all international and Australian standards applicable to the Contracted Services;

“**Term**” means the term of this Agreement as fixed or extended under clause 4 (*Term of Agreement*);

“**Variation Notice**” means a notice referred to in clause 18.1 (*Crown may give Variation Notice*).

## 1.2 Interpretation

In this Agreement, unless the contrary intention is expressed:

- (a) a reference to this Agreement includes its schedules, appendices, annexures and attachments, and any variation or replacement of any of it;
- (b) a reference to a statute, ordinance, code or other legislative instrument includes regulations and other instruments under it and consolidations, amendments, re-enactments or replacements of any of them;
- (c) the singular includes the plural and conversely;
- (d) a reference to a gender includes reference to each other gender;
- (e) a reference to a person includes:
- (i) an individual, a firm, a body corporate, an unincorporated association or a statutory or responsible authority or other authority, as constituted from time to time; and
  - (ii) the person’s executors, administrators, successors and permitted assigns;
- (f) an agreement, representation or warranty by, or for, two or more persons binds, or is for their benefit, together and separately;
- (g) a covenant forbidding a person from doing something, also forbids that person from authorising or allowing another person to do it;

- (h) a reference to anything (including an amount) is a reference to all or any part of it, and a reference to a group of persons is a reference to any one or more of them;
- (i) a reference to a clause, paragraph, schedule, annexure or appendix, is a reference to a clause, paragraph, schedule, annexure or appendix in or to it;
- (j) a reference to “writing” includes a reference to printing, typing, lithography, photography and other methods of representing or reproducing words, figures, diagrams and symbols in a tangible and visible form;
- (k) a reference to a day is to be interpreted as the period of time starting at midnight and ending twenty-four (24) hours later;
- (l) a reference to a month or a year means a calendar month or a calendar year respectively;
- (m) words or phrases derived from a defined word have a corresponding meaning to the defined word;
- (n) a term of inclusion is not to be interpreted to be a term of limitation;
- (o) all references to monetary sums in it, or to be made under it, are to Australian currency;
- (p) a reference to the payment of money within a specified time, means the full crediting and clearance of any cheque or electronic transfer into the payee’s account within that time;
- (q) it operates under Tasmanian time;
- (r) if the day on or by which an act, matter or thing is to be done under it is not a Business Day, then that act, matter or thing must be done no later than the next Business Day;
- (s) an uncertainty or ambiguity in the meaning of a provision is not to be interpreted against a party only because that party prepared the provision; and
- (t) headings are included for convenience only, do not form part of it, and are not to be used in its interpretation.

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## **2 Contractor to provide Contracted Services**

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The Contractor must:

- (a) provide the Contracted Services with the due care and skill, and to a standard reasonably to be expected of a person both competent and experienced in providing services similar to the Contracted Services; and

- (b) comply with all Legislative Requirements and Standards in carrying out the Contracted Services.

---

### **3 Contract fee**

#### **3.1 Fee**

The Crown must pay to the Contractor the contract fee specified in Schedule 2.

#### **3.2 Periodical payments**

If Schedule 2 provides that the Contractor is to be paid by any sort of periodical payments, then the Crown is entitled to defer any of those payments until the Contractor has completed the Contracted Services to which the payment relates, to the Delegate's satisfaction.

#### **3.3 Time for payment**

Payments by the Crown must be made within twenty Business Days of submission to the Delegate of a detailed report on the Contracted Services:

- (a) in a form approved of by the Delegate; and
- (b) containing the information required by the Delegate.

---

### **4 Term of Agreement**

#### **4.1 Term**

Performance of the Contracted Services is to commence (or has commenced) on the 1<sup>st</sup> day of June 2020 and must be completed on or before the 31<sup>st</sup> day of December 2020.

#### **4.2 Early commencement**

If the Contracted Services started before the date of this Agreement, then the Term will be taken to have started from that earlier date and all dealings between the parties as from that earlier date relating to the provision of the Contracted Services will be taken to have been carried out on the terms of this Agreement.

#### **4.3 Services not complete**

If the Contracted Services have not been completed by the expiration date of this Agreement, then the Crown may extend the Term by written notice to enable the Contractor to complete the Contracted Services.

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### **5 Personal performance**

The Contracted Services are to be personally undertaken by either the Specified Personnel, or by another person or other persons approved in writing by the Delegate.

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## **6 Liaison and reporting**

The Contractor must liaise with, and report to, the Delegate as the Delegate reasonably requires during the Term.

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## **7 Waiver of rights of recovery from the Crown**

The Contractor waives all present and future rights to claim against the Crown for:

- (a) personal injury to, or death of, the Contractor;
- (b) either or both loss of, or damage to, any of the Contractor's property; and
- (c) financial loss to the Contractor;

arising from, or attributable to, the Contractor carrying out the Contracted Services. This waiver does not operate to release the Crown from liability arising from, or attributable to, a wrongful (including negligent) act or omission of the Crown.

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## **8 Indemnities**

### **8.1 Contractor indemnifies Crown**

The Contractor indemnifies the Crown against all present and future legal liability, claims, or proceedings for:

- (a) personal injury to, or death of a third party;
- (b) either or both loss of, or damage to, property of a third party; and
- (c) financial loss of a third party;

arising from, or attributable to, the Contractor carrying out the Contracted Services, to the extent that the injury, death, damage or loss is not caused by a wrongful (including negligent) act or omission of the Crown.

### **8.2 Nature of indemnities**

The indemnities in clause 8.1:

- (a) are continuing obligations of the Contractor, separate and independent from any other obligations; and
- (b) survive the termination of this Agreement.



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## **9 Insurance**

### **9.1 Contractor to insure**

The Contractor must hold and keep current throughout the Term, contracts of insurance with a reputable insurer lawfully carrying on insurance business in Australia, indemnifying:

- (a) the Contractor's liability for:
  - (i) personal injury to, or death of, a third party; and
  - (ii) either or both loss of, or damage to, the property of a third party;

for at least \$20,000,000 for each individual claim or series of claims arising out of a single occurrence, or for such other sum as the Delegate reasonably determines;

- (b) the Contractor's liability for workers' compensation; and
- (c) the Contractor's liability for professional negligence, for at least the sum stipulated in Schedule 3, for any one claim or series of claims arising out of a single occurrence, and for the term stipulated in clause 9.5 (*Professional indemnity insurance*).

The liability to be insured against under paragraph (a) is liability arising from, or attributable to, the Contractor carrying out the Contracted Services, to the extent that the injury, death, damage or loss is caused by a wrongful (including negligent) act or omission of the Contractor or the Contractor's employees or agents.

### **9.2 Crown to be named as principal**

An insurance contract required by 9.1(a) must name the Crown in the Right of Tasmania as a principal for the purpose of indemnifying the Crown for any vicarious or other legal liability (if any) it may have in respect of any injury, death, damage or loss caused by a negligent act or omission of the Contractor.

### **9.3 Contractor to notify Delegate**

The Contractor must notify the Delegate in writing as soon as practicable:

- (a) if an insurance contract referred to in clause 9.1 lapses, is cancelled or is materially altered; or
- (b) if the Contractor claims, or becomes entitled to claim, under such an insurance contract for something related to delivering the Contracted Services.

### **9.4 Evidence of insurance**

The Contractor must give the Delegate evidence of:

- (a) the terms of; and
  - (b) payment of the premium for;
- each insurance contract referred to in clause 9.1,
- (c) before the Contractor starts to carry out the Contracted Services; and
  - (d) before each due date for renewal of each such insurance contract.

#### **9.5 Professional indemnity insurance**

The Contractor must maintain the professional indemnity insurance required under clause 9.1 for 6 years after this Agreement terminates, to provide indemnity against claims:

- (a) based on anything done, omitted, or that happened, while the Contracted Services were being provided; and
- (b) made during those 6 years.

This clause 9.5 survives any termination of this Agreement.

#### **9.6 Crown may insure**

If the Contractor fails to hold or renew each insurance contract required under clause 9.1, then without being obliged to do so, the Crown may:

- (a) take out or renew an insurance contract that the Contractor does not hold or has not renewed; and
- (b) pay any unpaid premium.

The Contractor must pay to the Crown, on demand, all costs that the Crown incurs to do that, and interest on those costs, at the rate of ten percent per year, from the date of outlay to the date of payment.

#### **9.7 Contractor not to prejudice insurance**

The Contractor must not do anything that may result in insurance under clause 9.1, or any part of it, becoming invalid or unenforceable.

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## **10 Contract Material**

### **10.1 Title to, and property in, Contract Material**

The title to, and property (including all Intellectual Property) in, all Contract Material vests in the Crown upon its creation, but that material must remain readily available to the Contractor to the extent necessary to enable the Contractor to perform its duties under this Agreement.

## **10.2 Contractor must return Contract Material**

On the expiration or earlier termination of this Agreement the Contractor must immediately deliver all Contract Material in its possession or control to the Delegate and if necessary, transfer any Intellectual Property forming part of that material to the Crown.

## **10.3 Use of Contract Material restricted**

The Contractor must ensure that the Contract Material is used, copied, supplied or reproduced only for the purposes of this Agreement.

## **10.4 Pre-existing Intellectual Property rights**

The Crown agrees that any pre-existing Intellectual Property right owned by the Contractor in material used to produce Contract Material is not affected by this Agreement.

## **10.5 No third party rights in Contract Material**

The Contractor warrants that the Crown's use of the Contract Material will not infringe the Intellectual Property rights of any third party.

## **10.6 Crown indemnifies Contractor**

The Crown indemnifies the Contractor from and against any claim for damages made against the Contractor arising directly or indirectly from the use of the Contract Material by the Crown or a third party, where that use was not authorised by the Contractor.

## **10.7 Moral Rights consent from Contractor**

The Contractor unconditionally consents to any infringement of its Moral Rights resulting from any use, by or on behalf of the Crown, of the Contract Material described in Schedule 1 for the purposes of:

- (a) the project described in Schedule 1; or
- (b) any other project undertaken by the Crown.

## **10.8 Moral Rights consent from third party authors**

To the extent that any third party has Moral Rights, the Contractor warrants that:

- (a) for pre-existing materials that form part of the Contract Material described in Schedule 1, it has obtained; and
- (b) for new materials coming into existence for the purpose of this Agreement and that form part of the Contract Material described in Schedule 1, it will obtain before or immediately on creation,

the third party's unconditional consent to any use of those Contract Materials by or on behalf of the Crown for:

- (c) the project described in Schedule 1; or
- (d) any other project undertaken by the Crown.

## **10.9 Supply of documentary evidence**

If the Delegate so requests, the Contractor must promptly provide to the Crown all Moral Rights consents required by clause 10.8.

---

## **11 Crown Material**

### **11.1 Crown Material remains property of the Crown**

Crown Material remains the property of the Crown and on the expiration or earlier termination of this Agreement the Contractor must immediately return all the Crown Material to the Delegate. The Contractor must pay the cost of delivery.

### **11.2 Third party rights in Crown Material**

The Delegate must inform the Contractor of any Crown Material in which third parties hold the Intellectual Property and any conditions or limitations attaching to the use of that Crown Material as a result of the Intellectual Property. The Contractor must use Crown Material only under the conditions and limitations to which it is subject.

### **11.3 Contractor must keep Crown Material safe**

The Contractor is responsible for the safe keeping and maintenance of Crown Material.

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## **12 Confidentiality**

### **12.1 Parties may disclose contract provisions**

Despite any confidentiality or Intellectual Property right subsisting in this Agreement or a tender giving rise to it, either party may publish, without reference to the other, all or any part of this Agreement, except those parts identified in Schedule 4 ("Confidential Provisions").

### **12.2 Limited confidentiality for Confidential Provisions**

- (a) The accountable authority (for the purposes of the *Financial Management Act 2016* (Tas)) has determined that the Confidential Provisions must remain confidential.
- (b) The parties must maintain confidentiality of the Confidential Provisions for the period determined and approved by the Head of Agency, so far as the law allows, except to the extent that:
  - (i) the Confidential Provisions are available to the public generally, other than by breach of this Agreement;

- (ii) a law requires a party to file, record or register something that includes the Confidential Provisions;
- (iii) disclosure is necessary or advisable to get a consent, authorisation, approval or licence from a governmental or public body or authority;
- (iv) it is necessary or advisable to disclose the Confidential Provisions to a taxation or fiscal authority;
- (v) it is necessary to disclose the Confidential Provisions in answer to a question asked of a Minister in the Parliament or otherwise to comply with a Minister's obligations to Parliament;
- (vi) the Confidential Provisions are disclosed confidentially to a party's professional advisers:
  - (A) to get professional advice about this Agreement; or
  - (B) to enforce this Agreement; or
- (vii) the parties agree otherwise in writing.

### **12.3 Contractor must not disclose other material**

Subject to clause 12.1, the Contractor must not publicly disclose, or use for a purpose other than this Agreement, any information or material acquired or produced in connection with, or by performing, this Agreement, including Crown Material or Contract Material ("Confidential Material"), without the Delegate's prior written consent, except to the extent that:

- (a) the Confidential Material is available to the public generally, other than by breach of this Agreement;
- (b) a law requires the Contractor to disclose, file, record or register something that includes Confidential Material;
- (c) disclosure is necessary or advisable to get a consent, authorisation, approval or licence from a governmental or public body or authority;
- (d) it is necessary or advisable to disclose the Confidential Material to a taxation or fiscal authority;
- (e) the Confidential Material is disclosed confidentially to professional advisers:
  - (i) to get professional advice about this Agreement; or
  - (ii) to enforce this Agreement; or
- (f) the parties agree otherwise in writing.

## **12.4 Employees to comply**

The parties must ensure that their respective employees who have access to the Confidential Provisions, Confidential Material, or both, are aware of, and comply with, all confidentiality obligations affecting it.

## **12.5 Privacy obligations preserved**

Nothing in this clause derogates from a party's obligations under the *Personal Information Protection Act 2004* (Tas) or the *Privacy Act 1988* (Cwlth).

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# **13 Security and access**

## **13.1 Contractor must comply with security regulations**

When using any of the Crown's premises or facilities, the Contractor must comply with all security and office regulations in effect at those premises or in regard to those facilities as notified by the Crown or the Delegate.

## **13.2 Delegate may inspect**

At all reasonable times, the Contractor must:

- (a) give to the Delegate, or to any person authorised in writing by the Crown, access to any premises where the Contracted Services are being undertaken; and
- (b) must allow those persons to inspect the performance of the Contracted Services and any Crown Material, Contract Material or other material relevant to the Contracted Services.

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# **14 Negation of employment and agency**

## **14.1 No representation by Contractor, sub-contractors etc**

The Contractor:

- (a) must not represent itself; and
- (b) must ensure that its sub-contractors, employees and agents do not represent themselves;

as being sub-contractors, employees or agents of the Crown or the Authority.

## **14.2 Contractor remains independent contractor**

- (a) Despite the degree of direction, control or supervision that the Crown directly or indirectly exercises over or in respect of the Contractor, or the Contractor's employees, agents or sub-contractors in the discharge of duties, obligations, and covenants under this Agreement, the Contractor is taken to be and remain an independent contractor.

- (b) The Contractor's sub-contractors, employees and agents are taken to be, and always to have been, and to remain, sub-contractors, employees or agents of the Contractor.

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## **15 Termination by the Crown**

### **15.1 Crown may terminate without showing cause after notice**

The Crown may terminate this Agreement without showing cause, by giving 10 Business Days' written notice to the Contractor.

### **15.2 Crown may terminate for default**

- (a) The Crown may terminate this Agreement by giving the Contractor a written notice ("Termination Notice") if, five Business Days after receipt of a written notice ("Default Notice") requiring the Contractor to do so, the Contractor:

- (i) has not remedied each default in the performance of its obligations; or
- (ii) continues to be in breach of any of the provisions of this Agreement;

identified in the Default Notice.

- (b) The Termination Notice will be effective immediately the Contractor receives it and the Crown may then recover from the Contractor any loss or damage suffered by the Crown because of the Contractor's default.
- (c) Recovery of loss or damage may be effected by set-off against any money owed by, or that becomes due from, the Crown to the Contractor under this Agreement.

### **15.3 Crown may terminate for insolvency**

The Crown may terminate this Agreement immediately, by written notice, if any one of the following occurs:

- (a) if the Contractor is a corporation:
- (i) an order is made, or a resolution is passed, winding up the Contractor;
  - (ii) a receiver, or a receiver and manager, is appointed over all or part of the Contractor's assets;
  - (iii) a provisional liquidator or an administrator is appointed for the Contractor;
  - (iv) a scheme of arrangement is submitted for approval;

- (v) the Contractor convenes a meeting, or enters, or proposes to enter, into any arrangement or composition with its creditors;
  - (vi) the Contractor becomes insolvent;
  - (vii) the Contractor ceases, or threatens to cease, to carry on its operations, or threatens to dispose of all, or a substantial part, of its undertakings;
  - (viii) a mortgagee of the Contractor's property takes possession of any of that property; or
- (b) if the Contractor is an individual or a partnership:
- (i) the Contractor commits an act of bankruptcy;
  - (ii) the Contractor enters into an arrangement or composition with creditors;
  - (iii) a receiver is appointed for the assets of the partnership.

#### **15.4 Termination without cause**

If the Crown terminates this Agreement under clause 15.1, then the Crown must pay the Contractor within a reasonable time:

- (a) for Contracted Services rendered before the effective date of termination; and
- (b) if the Contractor is not then in breach of this Agreement, a fair and just proportion of other liabilities or expenses that the Contractor:
  - (i) has reasonably and properly incurred to provide the Contracted Services; and
  - (ii) cannot otherwise recover or avoid.

The Crown is not liable to make any other payment for terminating under clause 15.1.

#### **15.5 Termination for default or insolvency**

If this Agreement is terminated under clause 15.2 (*Crown may terminate for default*) or clause 15.3 (*Crown may terminate for insolvency*), then subject to its right of set-off, the Crown is liable to make payments under clause 3 (*Contract fee*) only for services rendered before the effective date of termination, and is not liable to make any other payments.

#### **15.6 Partial termination**

If there is a partial termination of this Agreement, then the Crown's liability to pay any amounts under it will abate proportionally to the reduction in the Contracted Services, unless there is an agreement to the contrary.



### **15.7 Contractor to reserve a right of termination in sub-contracts**

The Contractor must in each sub-contract or order placed with any subcontractor for the purposes of this Agreement, reserve a right of termination to take account of the Crown's right of termination under clause 15.1.

---

## **16 Reduction**

Upon receipt of notice to terminate this Agreement the Contractor must:

- (a) stop work as specified by that notice; and
- (b) take all reasonable steps to minimise loss resulting from the termination and to protect Crown Material and Contract Material.

---

## **17 Delay and extension of time**

- (a) If it becomes evident to a party that anything, including an act or omission of the Crown, may delay carrying out the Contracted Services, then that party must promptly notify the other party in writing, with details of the possible delay and the cause.
- (b) If the cause of the delay is an act or omission of the Crown, then the Crown must pay the Contractor the extra costs necessarily incurred by the Contractor because of the delay.
- (c) Nothing in this clause:
  - (i) obliges the Crown to pay extra costs for delay or disruption which have already been included in the value of a payment under this Agreement; or
  - (ii) limits the Crown's liability for damages for breach of contract.

---

## **18 Variation to Contracted Services**

### **18.1 Crown may give Variation Notice**

The Crown may direct a variation to the Contracted Services by giving a written notice to the Contractor ("Variation Notice").

### **18.2 Contractor may refuse**

The Contractor is not obliged to comply with a Variation Notice if the Contractor gives a written notice to the Delegate under clause 18.3, within five Business Days of receipt of the Variation Notice.

### **18.3 Change to scope of Contracted Services**

- (a) If the Crown issues a Variation Notice that the Contractor considers would change the general scope of the Contracted Services, then the

Contractor may so advise the Delegate in writing within five Business Days, stating:

- (i) whether or not the Contractor agrees to comply with the Variation Notice; and
  - (ii) if the Contractor agrees to comply with the Variation Notice, a fee proposal (“Fee Proposal”) for carrying out the direction.
- (b) Each time the Crown accepts a Fee Proposal, the Contractor must effect the variation relating to that proposal.

#### **18.4 If no agreement, parties are in dispute**

If the Crown either:

- (a) does not agree, within five Business Days of receipt of the Contractor’s notice given under clause 18.3, that the Variation Notice changes the general scope of the Contracted Services; or
- (b) does not accept the Fee Proposal;

then the parties will be taken to be in dispute, and clause 22 (*Resolution of disputes*) applies if the Crown directs the Contractor to proceed with the variation.

#### **18.5 Fee for variation**

- (a) The Contractor is to be paid an additional fee to cover the value of a variation to the Contracted Services.
- (b) Unless otherwise agreed, the value of a variation to the Contracted Services must be determined using the basis on which the fees and expenses described in clause 3 (*Contract fee*) are determined, or if that is not possible, then reasonable rates and prices will apply.

#### **18.6 Variation caused by Legislative Requirement**

If a new Legislative Requirement, or a change in a Legislative Requirement, after the date of the Agreement, necessitates:

- (a) a change to the Contracted Services;
- (b) has effect after the date of the Agreement; and
- (c) could not reasonably have been anticipated at that date,

then the extent to which the Contracted Services are changed by that Legislative Requirement is taken to be a variation to the Contracted Services under this clause.

---

## **19 Frustration**

### **19.1 Crown obligations following frustration**

If this Agreement is frustrated, then the Crown must pay the Contractor:

- (a) for work executed up to the date of frustration - the amount not then paid, but which would have then been payable had the Agreement not been frustrated; and
- (b) costs reasonably incurred by the Contractor to that date in the expectation of carrying out the Contracted Services and not included in any prior payment by the Crown.

### **19.2 Contractor obligations following frustration**

Upon payment of those amounts to the Contractor, the Contractor must, subject to any rights of the Contractor under this Agreement, deliver to the Delegate, all Contract Material produced by the Contractor up to the date of frustration, regardless of its stage of completion but without any liability in respect of the Contract Material that is incomplete only because of the frustration of the Agreement.

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## **20 Waiver and variation**

- (a) No failure by a party to exercise, nor any delay in exercising, a right, power or remedy operates as a waiver.
- (b) A single or partial exercise of a right, power or remedy does not preclude any other, or further, exercise of that, or any other right, power or remedy.
- (c) A waiver is neither valid nor binding on the party granting it, unless made in writing signed by the party to be bound by the waiver.

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## **21 Governing law and jurisdiction**

### **21.1 Law of Tasmania**

The law of Tasmania governs this Agreement, and the parties submit to the jurisdiction of the Courts of Tasmania.

### **21.2 Proceedings issued under or about this Agreement**

Any proceedings issued against the Crown under, or about, this Agreement, must be instituted either:

- (a) in a Tasmanian court; or
- (b) in the Federal Court, from the Tasmanian Registry of that court.

---

## **22 Resolution of disputes**

### **22.1 Parties to negotiate about dispute**

If a dispute arises between the parties under this Agreement (except in the case of action required to be taken under statute) the parties undertake in good faith to use all reasonable endeavours to resolve the dispute between them by negotiation.

### **22.2 Notice of dispute**

If one party has given a written notice of a dispute to the other party and the parties are unable to resolve the dispute by meetings between them within 20 Business Days after receipt of the notice, then the dispute must be submitted for resolution under the following sub-clauses.

### **22.3 Reference for determination**

The matter in dispute must be referred for resolution by a person of appropriate qualifications and experience agreed between them. Failing agreement the matter in dispute must be determined in accordance with the provisions of the *Commercial Arbitration Act 2011*.

### **22.4 Final and binding decision**

The independent expert's or arbitrator's decision, including any decision as to an expense arising from the dispute, is final and binding on the parties.

### **22.5 Party not to commence legal action**

Except to enforce this clause, or to seek an urgent interim determination, a party must not commence or maintain an action by way of legal proceedings relating to the dispute until it has been dealt with as provided in this clause.

---

## **23 Sub-contracting and assignment**

### **23.1 Contractor not to sub-contract or assign**

Without the Delegate's prior written consent, the Contractor must not sub-contract, assign part with or be relieved from, any rights, powers and obligations arising under this Agreement.

### **23.2 Contractor remains responsible**

Unless the Delegate agrees otherwise in writing, the Contractor remains responsible for the performance of the Contracted Services despite that the Contractor has sub-contracted or assigned the performance of any part of the Contracted Services.

### **23.3 Sub-contractors must have insurance**

If the Delegate gives written consent under clause 23.1, then the Contractor must ensure that all sub-contractors have in place, before carrying on any part of the Contracted Services, and keep current, the same insurances as the

Contractor is required to have in place under clause 9.1 (*Contractor to insure*).

---

## **24 Conflict of interest**

The Contractor warrants that at the date of this Agreement, no conflict of interest exists, or is likely to arise, in the performance of the Contracted Services and that if, during the Term, a conflict of interest arises, then the Contractor will notify the Delegate immediately in writing of that conflict or risk.

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## **25 Notices**

### **25.1 How to give a notice**

A notice or other communication to be given or made under this Agreement must be in writing and addressed to the recipient party at their address in Schedule 2.

### **25.2 How to serve a notice**

A notice or other communication is taken to have been duly served:

- (a) in the case of hand delivery - when delivered;
- (b) if sent by prepaid post - on the third Business Day after the date of posting;
- (c) if sent by facsimile transmission (if the sending facsimile machine produces a print out of the time, date and uninterrupted transmission record of the sending of the notice) - upon completion of sending if completion is within ordinary business hours in the place where the recipient's facsimile machine is located, but if not, then at 9.00 am. on the next Business Day in that place.

### **25.3 Sufficiency of notice etc**

A notice or other communication to be given or made under this Agreement, is sufficient if:

- (a) in the case of the Crown, it is under the hand of the Crown (by the Minister responsible for the Authority or a duly authorised officer of the Authority), the Delegate, or the Crown's solicitors;
- (b) in the case of the Contractor, it is under the hand of the Contractor or its agent or solicitors.

### **25.4 Signatures**

A printed or copied signature is sufficient when sending a demand, written consent or other communication by facsimile transmission.

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## 26 Severance

### 26.1 Reading down, severance

- (a) If a provision of this Agreement or its application to a person or circumstance is or becomes void, invalid, illegal or unenforceable, then so far as possible, the provision will be read down to the extent necessary to ensure that it is not illegal, invalid or unenforceable.
- (b) If a provision, or part of it, cannot be so read down, then the provision, or part of it, will be taken to be void and severable and the remaining provisions of this Agreement will not be affected or impaired in any way.

### 26.2 Altering the basic nature of this Agreement

Clause 26.1 has no effect if the severance alters the basic nature of this Agreement, or is contrary to public policy.

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## 27 Crown's rights

An express statement of a right of the Crown under this Agreement is without prejudice to any other right of the Crown expressly stated in this Agreement or arising at law.

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## 28 Inconsistency

If something in a schedule or an attachment to this Agreement is inconsistent with a clause of this Agreement, then the latter prevails.

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## 29 Goods and Services Tax

### 29.1 Liability for GST

Subject to any other provision of this Agreement expressing a contrary intention, if GST is imposed on a supply made under it, then the party paying for the supply must pay the amount of the GST to the party making the supply, at the same time as, and in addition to, the amount payable for the supply.

### 29.2 Tax invoice

A party making a taxable supply under this Agreement must give the recipient a tax invoice for the taxable supply when that supply is made.

### 29.3 Terms defined in GST Act

In this clause "GST" refers to goods and services tax under *A New Tax System (Goods and Services) Act 1999* (Cwlth) ("GST Act") and the terms used have the same meanings as in the GST Act.

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## 30 Entire agreement

### 30.1 Entire agreement

The covenants, warranties, agreements and provisions contained in this Agreement comprise the entire agreement between the parties about its subject matter.

### 30.2 Nothing to be implied

No other covenant, warranty, disclaimer, agreement or provision is to be implied into this Agreement or to arise between the parties as a collateral or other agreement because of a promise, representation, warranty or undertaking given or made by or on behalf of one party to another before or after it was signed. All parties expressly deny and disclaim the existence of any such implication, or collateral or other agreement.

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## 31 Continuing obligations

The termination or expiration of this Agreement does not act to extinguish a debt, obligation or liability of either of the parties which has accrued under the Agreement and in particular the provisions, rights and obligations described in the following clauses will survive and continue to apply:

- 7 (*Waiver of rights of recovery from the Crown*),
- 8 (*Indemnities*),
- 9 (*Insurance*) (to the extent that it relates to professional indemnity cover),
- 10.3 (*Use of Contract Material restricted*),
- 10.5 (*No third party rights in Contract Material*),
- 10.7 (*Moral Rights consent from Contractor*),
- 10.8 (*Moral Rights consent from third party authors*),
- 10.9 (*Supply of documentary evidence*),
- 12 (*Confidentiality*),
- 15 (*Termination by the Crown*),
- 22 (*Resolution of disputes*),
- 24 (*Conflict of interest*), and
- 29 (*Goods and Services Tax*).

---

## 32 Counterparts

- (a) This Agreement may be executed in any number of counterparts.
- (b) All counterparts will be taken to constitute one agreement.

- (c) The parties agree that if necessary, they may exchange faxed copies of counterparts, and those faxed copies will be taken to constitute one agreement. The parties must exchange executed originals as soon as possible afterwards.

---

### **33 Personal Information protection**

#### **33.1 Application of clause**

This clause 33 applies only if the Contractor deals with Personal Information in the course of delivering the Contracted Services.

#### **33.2 Personal Information Custodian**

If the Contractor is a Personal Information Custodian then the Contractor must:

- (a) notify the Delegate immediately if the Contractor becomes aware of a breach, or possible breach, of the PIP Act; and
- (b) ensure that the Contractor's employees, agents or subcontractors who are required to deal with Personal Information in the course of delivering the Contracted Services are aware of, and comply with, the Contractor's obligations under this clause.

#### **33.3 Breach of PIP Act**

A breach of the PIP Act by the Contractor is a breach of this Agreement that entitles the Crown to terminate it under clause 15.2 (*Crown may terminate for default*).

#### **33.4 Terms defined in PIP Act**

In this clause, "Personal Information" and "Personal Information Custodian" have the same meanings as in the *Personal Information Protection Act 2004* (Tas) ("PIP Act").

---

### **34 Professional Standards Act 2005 (Tas)**

- (a) If no Scheme applies, as at the date of this Agreement, to the Contractor, the Contractor waives all present and future rights, as against the Crown, to claim any limitation of liability provided by any future Scheme, in connection with claims concerning or arising out of this Agreement.
- (b) If a Scheme applies, as at the date of this Agreement, to the Contractor the level of the Contractor's liability under this Agreement will be limited in accordance with and subject to the Scheme.



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### 35 Zero tolerance towards violence against women

- (a) Violence against women is defined by the United Nations as “any act of gender based violence that results in or is likely to result in physical, sexual or psychological harm or suffering to women”.
- (b) The Crown upholds a zero tolerance policy towards violence against any person in the workplace. The Contractor acknowledges and undertakes to uphold a zero tolerance policy towards violence against any person in the workplace in its interaction with employees, agents and subcontractors of the Crown and in delivery of the Contracted Services.
- (c) The Contractor must and will ensure that its employees, agents and subcontractors will at all times in delivery of the Contracted Services act in a manner that is non-threatening, courteous and respectful.
- (d) If the Crown reasonably believes that any of the Contractor’s employees, agents or subcontractors are failing to comply with the behavioural standards specified in this clause then the Crown may in its absolute discretion:
  - (i) prohibit access by the relevant employees, agents or subcontractors to the Crown’s premises; and
  - (ii) direct the Contractor to withdraw the relevant employees, agents or subcontractors from providing the Contracted Services.

**Executed as an Agreement.**

# Signing page

Dated: 25 June 2020

2020

Signed by Emma Terry being and as a Chief Marketing Officer  
under an Instrument of Delegation dated  
25/06/20 in the presence of:

[Redacted] )  
[Redacted] )  
[Redacted] )

Signature of witness

[Redacted]

Name of witness (block letters)

[Redacted]

Address of witness

[Redacted]

Occupation

Emma Terry  
Signature

Signed by Steve Old )  
in the presence of: )

[Redacted] )

Signature of witness

[Redacted]

Name of witness (block letters)

[Redacted]

Address of witness

[Redacted]

Occupation

[Signature]  
Signature

# Schedule 1

## Contracted Services

The services to be provided, are as follows:

1. The Contractor will develop a creative campaign with the Specified Personnel of Marcus Saunders and Lisa Free to encourage visitation to Tasmanian hospitality businesses;
2. A creative campaign deck will be provided to the Delegate for review and approval prior to the commencement of pre-production on 15<sup>th</sup> June 2020;
3. **Pre-production**  
The Contractor is to deliver the following by 19<sup>th</sup> June 2020 for approval by the Delegate:
  - (a) Final script to be approved by the Delegate;
  - (b) Pre-production meeting;
  - (c) Pre-production of reviewing and contacting potential venues to be featured;
  - (d) Call sheet and shot lists distributed; and
  - (e) Completion of a risk assessment for COVID-19 health practices;
  - (f) Development of soundtrack for the campaign.
4. The Contractor is to commence shooting of the campaign and commence post-production by 26<sup>th</sup> June 2020 in accordance with Attachment 'A'.
5. **Post-Production**  
The Contractor is to deliver the following by 3<sup>rd</sup> July 2020 for review and approval by the Delegate:
  - (a) a first cut of the campaign; and
  - (b) a second cut of the campaign.
6. **Final Approval and Distribution**  
The Contractor is to deliver the following by 10<sup>th</sup> July 2020 for review and approval by the Delegate:
  - (a) Colour grade and final audio mix; and
  - (b) Distribution to television and radio businesses.
7. The campaign is to air on television and radio from the 13<sup>th</sup> July 2020 until a date advised in writing by the Delegate.

## Project Description

For the purposes of clauses 10.7(a) and 10.8, the "project" is to develop a creative campaign to stimulate interest of Tasmanians in returning to hospitality venues as the restrictions from COVID-19 are lifted.

## Attachment 'A'

- The Contractor is to undertake the following shoot schedule for the campaign.

## THE SHOOT SCHEDULE

TUESDAY, 23 JUNE	TIME	LOCATION	ADDRESS	TYPE	CONTACT
	8:30 AM	Old Kempton Distillery	Kempton	Distillery	
	11:00 AM	Deloraine Hotel	Deloraine	Pub	
	01:30 PM	Stanely Hotel	Stanely	Pub	
	06:00 PM	Beach Hotel Burnie	Burnie	Pub	
WEDNESDAY, 24 JUNE	TIME	LOCATION	ADDRESS	TYPE	
	9:00 AM	Formby Hotel	Devonport	Restaurant	
	12:00 PM	Ingleside Bakery	Evandale	Café	
	02:00 PM	Josef Chromy	Launceston	Vineyard	
	04:00 PM	Mud Bar	Launceston	Restaurant	
THURSDAY, 25 JUNE	TIME	LOCATION	ADDRESS	TYPE	
	8:00 AM	Bambougle Golf Club	Bridport	Club	
	10:00 AM	Bndport Pub	Bridport	Pub	
	02:00 PM	Lobster Shack	Bicheno	Restaurant	
	04:00 PM	Artifakt Gallery Café	Swansea	Café	
	06:00 PM	Eastcoaster Tasmania	Orford	Accom.	
FRIDAY, 26 JUNE	TIME	LOCATION	ADDRESS	TYPE	
	10:00 AM	Frogmore Creek	Cambridge	Vineyard	
	12:00 PM	Buckingham Bowls Club	Hobart	Club	
	01:30 PM	Maylands Lodge	Hobart	Accom.	
	01:30 PM	Shippies	Battery Point	Pub	
	4:30 PM	Ibis Styles	Hobart	Accom.	

## Schedule 2

### Contract fee

The fee for the services is payable with:

- (a) \$35 000.00 (exc GST) on signing of the Agreement; and
- (b) \$35 000.00 (exc GST) on completion of the Contracted Services

within 14 Business Days subject to the submission to the Delegate of a correctly rendered invoice in a form satisfactory to the Delegate.

No other money is payable.

### Specified Personnel

#### Tasmanian Hospitality Association (THA)

Steve Old

Marcus Saunders

Lisa Free

#### Tourism Tasmania



### Addresses for delivery of notices

1. **The Crown**  
As in the Details
  
2. **The Contractor**  
As in the Details

## Schedule 3

### Insurance

The Contractor holds professional indemnity insurance cover under clause 9.1 (*Contractor to insure*) for the following amount of cover:

\$10,000,000

## Schedule 4

### **Confidential Provisions**

There are no Confidential Provisions.





000073

**From:** [REDACTED]  
**To:** [Marcus Saunders](mailto:hello@marcussaunders.com.au)  
**Subject:** RE: THA\_Hospitality Rebuild\_Campaign\_Presentation  
**Date:** Thursday, 11 June 2020 4:50:00 PM  
**Attachments:** [image001.png](#)

---

Hi Marcus,

Thank you, and great to meet you too!

[REDACTED] will be back tomorrow, so I've shared your deck and estimate, and will chat with her first thing so we can get back to you with feedback/approval ASAP.

Cheers

---

**From:** Marcus Saunders [mailto:hello@marcussaunders.com.au]  
**Sent:** Thursday, 11 June 2020 1:15 PM  
**To:** [REDACTED]  
**Subject:** THA\_Hospitality Rebuild\_Campaign\_Presentation

[REDACTED],  
Great to meet you this morning!

Please find attached the campaign presentation along with itemised quote.

Shout out if you need anything else.

Cheers Marcus



**Marcus Saunders**  
Creative Director

[REDACTED]  
[hello@marcussaunders.com.au](mailto:hello@marcussaunders.com.au)  
[marcussaunders.com.au](http://marcussaunders.com.au)



# Marketing Project Plan

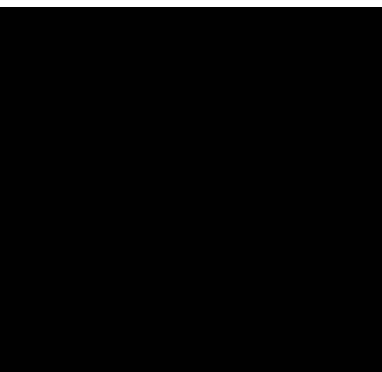
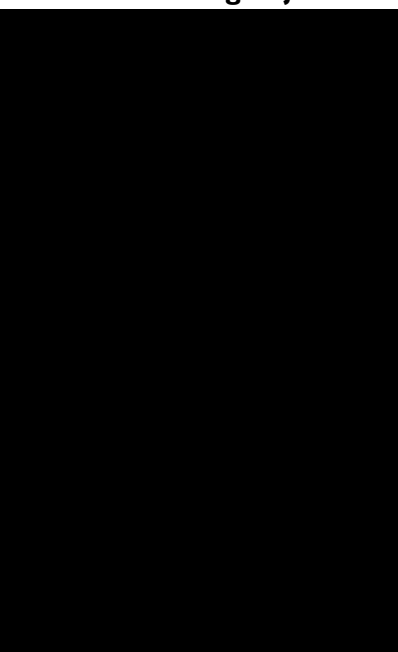
THA Campaign July 2020- September 2020

Electronic location of this document

T20/7270

**ACTION: CONSOLIDATE FEEDBACK FROM MARKETING PROJECT PROPOSAL. IF AN EXTERNAL AGENCY RECOMMENDATION IS REQUIRED, THE AGENCY BRIEFING FORM MUST BE COMPLETED AND SUBMITTED (Document 6. Agency briefing – currently being reviewed).**

Project details

STRATEGIC SUMMARY	Details
<p><b>Business objectives</b></p> 	<p>The campaign is aligned with the Tourism Tasmania Business Objectives of Visitation and Yield.</p>
<p><b>Marketing objectives</b></p> 	<p><b>PRIMARY GOALS:</b></p> <ol style="list-style-type: none"> <li>1. Encouraging Tasmanians to patronise their local cafes, pubs and clubs, accommodation, wineries and other drink providers and restaurants once they reopen.</li> <li>2. Encourage Tasmanians that it is safe to venture out and reconnect with their local hospitality venues.</li> </ol>

<b>Program principles</b>	<p>+ <b>Connected:</b> We will work with THA to input into the program.</p> <p>+ <b>Valuable and meaningful to the consumer:</b> Our advertising will inspire locals to patronise their local cafes, pubs and clubs, accommodation, wineries and other drink providers and restaurants once they reopen.</p>
<b>Project title</b>	THA Intrastate Campaign July 2020 – October 2020
<b>Strategic objective/ the problem you are trying to solve</b>	<p>The effective lock down of the Tasmanian hospitality industry due to Covid-19 restrictions has had a devastating impact on hospitality businesses across Tasmania and an equally devastating impact on the staff and employees who have lost their jobs and livelihoods as a consequence.</p> <p>As the current restrictions have been mapped to reopen, it will be essential to encourage Tasmanians once again to patronise their local pub, their favourite restaurants and cafes as they look to re-open and re-establish their businesses.</p> <p>Also, as a result of the current period of lockdown rules, Tasmanians should be keen to reconnect with their families and friends and enjoy the lifestyle, experiences and produce for which Tasmania is known, and this needs to be an important focus of the campaign.</p> <p>We want to encourage Tasmanians to reconnect through hospitality experiences in their everyday lives. To do this, they need to know:</p> <ul style="list-style-type: none"> <li>-Which venues are open and what they can offer given capacity and operating restrictions that change over time.</li> <li>-Venues have incorporated social distancing measures and stringent hygiene practices into their operations; therefore, it is safe/low-risk.</li> <li>-Social distancing and hygiene measures also require patrons to behave responsibly.</li> </ul>
<b>Strategic program/s</b>	THA Intrastate Campaign July 2020 - October 2020
<b>Market/s</b>	Intrastate
<b>Timing</b>	The total duration of the campaign is expected to be 3 months, from July 2020 – October 2020.
<b>TTas cultural pillars</b>	<p>+ <b>Authentic:</b> The campaign messaging considers what hospitality venues THA would like to promote and this will be dependent on what is open once restrictions are lifted.</p> <p>+ <b>Connected:</b> Work in partnership with THA.</p> <p>+ <b>Accountable:</b> We plan, deliver and measure.</p>
<b>STRATEGIC ALIGNMENT SUMMARY</b>	<b>Details</b>
<b>High-level concept</b>	<p>The Covid-19 crisis and lock down of the Tasmanian hospitality industry has had a devastating impact on Tasmanian hospitality businesses and their employees. As we move into staged lifting of restrictions, we want to encourage Tasmanians to enjoy their local pubs, restaurants and cafes as they reopen and their capacity for hosting patrons increases.</p> <p>Tasmanians should be keen to reconnect with their families and friends and enjoy the lifestyle, produce and experiences on offer locally, once again.</p> <p>We want to encourage Tasmanians to reconnect through hospitality experiences in their daily lives – such as going to the local pub for a birthday</p>

dinner, having a team lunch at a local restaurant, popping out for a coffee with a friend.

The news of staged reopening within the Tasmanian Government’s plan to Rebuild a Stronger Tasmania has had a mixed reaction across the hospitality sector. Some venues will reopen in accordance with the staged lifting of restrictions while others will not due to factors such as viability, complexity and cost.

Tasmanians are confused about which venues are open and when. This confusion could be abated by a single source of truth regarding hospitality venue operations. However, that source of truth may not be available.

There is concern that going too early with a promotional push could result in demand exceeding venue capacity limits, which would be detrimental to consumer experience and potentially harm the industry.

There is still considerable concern about a second-wave infection. Therefore, venues must operate in accordance with Covid-safe requirements and consumers must be confident that safety and hygiene measures have been undertaken to reduce risk. There are also expectations for patron behaviour regarding social distancing, safety and hygiene measures.

While the Tasmanian Government is responsible for communicating requirements to both venues and patrons, any campaign material must support Covid-safe behaviour and operations. For example, visuals featuring safely distanced patrons dining-in but NOT a crowded dance floor.

This campaign targets Tasmanians who have been missing out on things like spending time together outside of home, celebrating special occasions, bonding and enjoying meals prepared and served by someone else. A hospitality experience is accessible to most Tasmanians in terms of proximity and affordability. It is relevant to both city and country folk and in every part of the state where venues are open. The campaign should promote all types of hospitality venues – restaurants, cafes, bars and pubs.

AUDIENCE	Details
<b>The audience</b>	<p>Tasmanians 18+</p> <p>They have missed out on seeing their friends and families and leaving their homes for non-essential travel over the past couple of months. Some may be yearning to go back to their favourite venues, hoping to enjoy a similar experience to before Covid-19. Some may be a bit wary of heading to public spaces. Some may be concerned that things have changed because of social distancing or staff being stood down.</p> <p>Targeting people who ate and drank out before Covid-19 rather than trying to convince those who don’t usually go out is likely to yield better conversion</p>

**The way you want them to behave as a result of this activity**

Think	Feel	Do
My local venue is open for business.	I’ve missed heading out with my family and friends. Now that it’s safe and I’m allowed, I want to go out to my local again.	Check venue opening and operating status, arrange a catch up with family/friends/colleagues, book and head out. ENJOY!!
<b>OUR COMPETITORS</b>	Due to COVID-19, the traditional competitors of other states/international locations are no longer the primary competitors. What we are now competing with is getting people to leave their homes once the travel restrictions have lifted. This is from a safety perspective, as people may be hesitant to leave their home, to changing habits, given they have spent so long at home and formed new habits and passions which they can do at home.	

INSIGHTS	Details
<b>Data and trend insights</b>	<p><b>The Intrastate Market</b></p> <p>In 2019, Tasmanians made about 1.6 million overnight trips within the state, the travelling market taking an average of 3.2 trips per year. There has been substantial growth in this market – 11.5% average annual growth in the past five years, but particularly in 2018 there was 18% growth and in 2019 there was no growth. With Tasmania’s population not forecast to grow beyond 0.4% in the next ten years, there is only a limited opportunity to grow this market beyond the 2018/19 levels.</p> <p>In 2019, Tasmanians took 830,000 overnight holiday trips, and spent an average of \$374 on these trips. People visiting friends and relatives spent an average of \$204 per overnight trip, taking around 395,000 trips in total. Tasmanians took about 3.4 million intrastate holiday day trips and spent about \$114 per person, compared with about \$66 for the 1.6 million VFR day trips. The number of nights spent by Tasmanians holidaying in Tasmania is around 2.3 million nights.</p>
<b>Channels recommendations</b>	<p>OMD to provide recommendations and relevant internal SMEs and PM to review.</p> <p>This program is part of the Tourism Recovery Intrastate Campaign.</p>
<b>Brand alignment &amp; related programs</b>	<p>Related programs:</p> <ul style="list-style-type: none"> <li>• Intrastate campaign</li> <li>• State Growth – supporting business platform development</li> <li>• T21 rebuild</li> <li>• Industry led – There is no place like Tas</li> </ul>
<b>Key milestones &amp; timelines</b>	Refer to milestone document: T20/4528
<b>Outputs / deliverables</b>	An intrastate marketing campaign delivered in partnership with THA.
<b>Budget</b>	<p><b>TOTAL BUDGET: \$255,000</b></p> <p>Creative: \$75,000 Media: \$175,000 Consultancy: \$5,000</p>
<b>KPIs / ROI</b>	Media KPIs to be inserted once media plan finalised
<b>Data sources</b>	THA
<b>Results/target measures</b>	Increase in THA member bookings Intention to visit hospitality venues
<b>Key stakeholders integration</b>	<p>THA– Input into all phases with focus areas for content development.</p> <p>Hospitality industry – Complementary activity and input into program.</p>
<b>Regions covered</b>	Statewide

## Project governance

	Details
<b>Project manager</b>	██████████
<b>Project group</b>	<p>Project Sponsor: John Fitzgerald</p> <p>Project director: Emma Terry</p> <p>Project Support: ██████████</p>

	THA Relevant SMEs as needed
<b>Program</b>	THA Intrastate Campaign July 2020 – October 2020
<b>Who is the decision-maker for this project to proceed?</b>	Emma Terry
<b>Who at TTAs needs to be consulted?</b>	CEO
<b>Who at TTAs needs to be informed?</b>	All of Agency

**ACTION: COMPLETE THE PROJECT PLANNING DOCUMENTATION:**

- STAKEHOLDER MAPPING AND COMMUNICATIONS PLAN
- COMPLIANCE AND WHS DOCUMENTATION
- RISK AND MITIGATION PLAN
- PROJECT BUDGET ESTIMATE
- PROJECT ACTIVITIES AND MILESTONES

External communications and stakeholder engagement

	Details	
<b>Project objective</b>	<ol style="list-style-type: none"> <li>1. Encouraging Tasmanians to patronise their local cafes, pubs and clubs, accommodation, wineries and other drink providers and restaurants once they reopen.</li> <li>2. Encourage Tasmanians that it is safe to venture out and reconnect with their local hospitality venues.</li> </ol>	
<b>Why is it important</b>	Due to COVID-19 the Tasmanian hospitality industry has suffered and with restrictions lifting, support is needed via a campaign to stimulate local Tasmanians to visit their local venues and reconnect with friends and family.	
<b>Who is it targeting</b>	Tasmanians 18+	
<b>What are the 4-5 key messages</b>	Tourism Tasmania is working with the Tasmanian Hospitality Association to develop a separate but complimentary campaign to create a call to action for Tasmanians to get back to the local venues they gathered at prior to COVID-19 with their friends and family –when it’s safe to do so.	
<b>How/where is it being delivered</b>	This is currently in development and needs to be guided by the specific guidelines that apply to the hospitality sector.	
<b>When is it happening</b>	A media plan will be implemented.	
<b>Do you need a:</b>	<b>Minister Briefing Note</b> <input checked="" type="checkbox"/>	<b>Board paper</b> <input checked="" type="checkbox"/>
	<b>Marketing media release</b> <input type="checkbox"/>	<b>Corp media release</b> <input type="checkbox"/>
<b>Need engagement:</b>	<b>RTOs</b> <input checked="" type="checkbox"/>	<b>TICT</b> <input checked="" type="checkbox"/>
	<b>Other Gov agencies</b> <input checked="" type="checkbox"/>	<b>Tourism industry</b> <input checked="" type="checkbox"/>
<b>Communicate with:</b>	<b>Local community/media</b> <input checked="" type="checkbox"/>	<b>Tourism industry</b> <input type="checkbox"/>

For projects with multiple stakeholders, strong local community or Ministerial interest, a communications plan should be developed that includes strategic project messaging,

stakeholder and engagement schedule. Please refer to the separate Stakeholder Management document.

Compliance											
<b>Procurement</b>	Will this activity require us to procure goods or services?										
	<table border="1"> <thead> <tr> <th>Item/service/organisation</th> <th>Value</th> </tr> </thead> <tbody> <tr> <td>Direct source has been approved</td> <td>\$255,000</td> </tr> <tr> <td></td> <td></td> </tr> </tbody> </table>	Item/service/organisation	Value	Direct source has been approved	\$255,000						
	Item/service/organisation	Value									
	Direct source has been approved	\$255,000									
Will these procurement require contracts? Yes											
<b>Contracts</b>	<table border="1"> <thead> <tr> <th>Item/service/organisation</th> <th>Contract type</th> </tr> </thead> <tbody> <tr> <td></td> <td><i>The contract for goods/services, consultancy, PMA, GITC</i></td> </tr> <tr> <td>Lisa Free (Consultant for THA)</td> <td>Consultancy</td> </tr> <tr> <td>Marcus Saunders (Creative Director)</td> <td>Consultancy</td> </tr> <tr> <td>OMD (Media)</td> <td>Consultancy</td> </tr> </tbody> </table>	Item/service/organisation	Contract type		<i>The contract for goods/services, consultancy, PMA, GITC</i>	Lisa Free (Consultant for THA)	Consultancy	Marcus Saunders (Creative Director)	Consultancy	OMD (Media)	Consultancy
Item/service/organisation	Contract type										
	<i>The contract for goods/services, consultancy, PMA, GITC</i>										
Lisa Free (Consultant for THA)	Consultancy										
Marcus Saunders (Creative Director)	Consultancy										
OMD (Media)	Consultancy										
<b>Treasurer's Instructions</b>	Will any/all of these activities require an exemption from the TIs? No										
	<table border="1"> <thead> <tr> <th>Item/service/organisation</th> <th>Exemption type</th> </tr> </thead> <tbody> <tr> <td></td> <td><i>Direct source, disaggregation, confidentiality, prepayment</i></td> </tr> <tr> <td></td> <td></td> </tr> <tr> <td></td> <td></td> </tr> </tbody> </table>	Item/service/organisation	Exemption type		<i>Direct source, disaggregation, confidentiality, prepayment</i>						
	Item/service/organisation	Exemption type									
		<i>Direct source, disaggregation, confidentiality, prepayment</i>									
<b>Risks and mitigations</b>	Refer to Risk Register (RM: T20/3821)										
<b>Workplace health and safety</b>	<p>Are there potential workplace health and safety considerations for:            TTas employees (see RM:12533/1)            Yes <input type="checkbox"/> No <input checked="" type="checkbox"/></p> <p>Contractors (see RM12533/4)?            Yes <input type="checkbox"/> No <input checked="" type="checkbox"/></p> <p>If yes, what are they:</p>										

**Approval of plan**

Name and title:  
Date:





# Stakeholder mapping and communication plan

THA INTRASTATE CAMPAIGN 2020

Stakeholder mapping and communications action plan at 28 May 2020

Key stakeholders to always consider:

<b>RTO's</b>	<b>TICT</b>	<b>THA board</b>
<b>Tourism industry</b>	<b>Other government agencies</b>	<b>Premier's office</b>

Stakeholder	Communication task	Desired outcome	Communications method/channels/assets needed	Who is responsible?	Frequency of comms (weekly, at milestone, end of project, etc)	Deadline(s)
RTOs	TTAs to consult these stakeholders regarding specific messaging, stories and product inclusions for the THA Intrastate Campaign	Appropriate feedback is incorporated into design of program. Consultation + information	Workshops and emails	██████████	TBC, however regular emails, potentially weekly/fortnightly to keep RTOs update with progress of campaign development	
Premier's Office	Update on program	Information + approval	Briefing Note QTB	██████████	When requested, as part of a whole Recovery Response update	
TTAs board	Update on program	Informed on program	Board paper or activity report	██████████ ██████████ ████	When requested, as part of a whole Recovery Response update	

# Stakeholder mapping and communication plan

THA	Update on program	To ensure its program is aligned with the Intrastate Campaign	Regular meetings with Lisa Free as conduit to THA		Monthly	
TICT	Update on program	Informed on program	Email/phone call		When requested, as part of a whole Recovery Response update	
Tourism Industry – general	Update on program	Informed on program Contribute to program through RTOs	Tourism Talk	██████████	As part of a whole Recovery Response communications strategy	
Local government stakeholders	Update on program	Informed on program	phone call/email	RTOs ██████████	As part of a whole Recovery Response communications strategy	
Local media	Explore opportunities to promote intrastate campaign	Content produced in local media	TBC	OMD or ██████████ ██████████	As per Media plan	
Staff/internal	Update on program	Informed	Team sharing	Emma Terry		

**Commented [ME1]:** To be determined – campaign content briefing process? Through The20 content strategy? Coverage of the campaign itself or op-cds – we can arrange

# Stakeholder mapping and communication plan

Tourism Australia	Update on program	Informed	Domestic marketing meetings	██████ Emma		

# Stakeholder mapping and communication plan

Inform	Consult	Involve	Collaborate	Empower
<p>to inform or educate stakeholders in one-way communication, there is no invitation to respond</p>	<p>to gain information and feedback from stakeholders to inform decisions made internally. Limited two-way communication - ask questions, stakeholder provides answers</p>	<p>to work directly with stakeholders throughout the process to ensure that issues and concerns are understood and considered. Two-way or multi-way communication where learning takes place on both sides</p>	<p>to partner with stakeholder and/or stakeholder groups for the development of mutually agreed solutions and joint plan of action. Two-way/multi-way communication where learning, negotiation and decision making on both sides. Stakeholders work together to</p>	<p>to delegate decision-making in the hands of the stakeholders on a particular issue. Stakeholders are enabled/equipped to actively contribute to the achievement of outcomes</p>

**ACTION:**  
To complete this register, please review Risk Reference Guide (Document 1)  
Current items are there just an example, please review them and change them as relevant to the project

Risk Description	Primary Risk Category	Impact (Consequences)	Inherent Risk Rating	Controls (prevention or detection/ Mitigating Processes (prevention or mitigation))	Residual Risk Rating	Risk Treatment Plans	Risk Treatment Plan Responsibility	Risk Treatment Plan Timing	Risk Status
<b>Overall Risk Profile - Risk Reduction/Creation</b>									
Risk of public relations crisis with the identification of the government or industry reply which results in negative PR, criticism, or diversion of TTA resources	Brand & Reputational	Reputation of TTA and the identification of the government or industry reply which results in negative PR, criticism, or diversion of TTA resources	Medium	1. All public relations and PR activities provided with a comprehensive briefing and awareness of the project and its core message. 2. Ongoing updates and stakeholder management with key stakeholders.	Medium	1. Forum meetings and approved key messaging to be provided to all relevant stakeholders			Green
TTA Intranet Campaign doesn't go ahead	Brand & Reputational	Added stress to small team, reducing impact, but opportunities identified to robust stakeholder relationships in light of Recovery Response Program contribution to industry	Medium	1. Provide regular updates on the campaign to relevant stakeholders	Medium	1. New communications planned if doesn't go ahead			Green
TTA Intranet Campaign is delayed	Brand & Reputational	Added stress to small team, reducing impact, but opportunities identified to robust stakeholder relationships in light of Recovery Response Program contribution to industry	Amber	1. Ensure adequate resources provided to this campaign 2. Scope out achievable timeline for campaign	Amber	1. New communications planned if delayed			Amber
CEO doesn't produce effective media and creative response	Project Management	Delay in campaign development or may result in no campaign	Medium	1. Clear and succinct brief including objectives, needs, budget and target audience, including the content created by Tourism Tasmania (Internal/External/Community and Local Press/Content)	Medium	1. New alternative Agency if required			Green
Internal deadlines including applications/submit fees or other related deadlines regularly slipping on leading project/Tourism	Project Factors (Time / Scope / Resource)	Complete derivation of campaign / event / sub-campaign / events / events to be delivered	High	1. Update specific internal responsibilities in place	High	Confirm / assess key third parties/ business continuity and contingency plans			Amber
Campaign not released and by Tasmania - might not be a disaster though - opportunity for the time in the context of the COVID-19 event restrictions and impact to local businesses and Tasmania communities.	Project Factors (Time / Scope / Resource)	Campaign may not engage with campaign / event / sub-campaign / events / events to be delivered as a whole / lack of press / campaign strategies to gain attention from the audience / coordinating potential conflicts in timing or mismanagement with other campaign / events	Medium	1. Research and data supports the project / campaign 2. Experienced personnel with industry knowledge included in all phases of project campaign planning and execution 3. Close relationship with industry, ongoing communications and stakeholder management with ongoing media / press / publications	Periodic Monitoring				Amber
Relationship breakdown between Consultant Liaison and the TTA senior Project Manager	Project Management	Project timeline, scope and budget could be impacted / delay / Project Manager / TTA and management of the program, stakeholder buy in confidence in the campaign	High	1. Regular meetings between Liaison and TTA to discuss progress and ensure alignment of appropriate sign off is achieved for different milestones 2. Regular meetings with Liaison and the Project Manager to ensure any concerns are addressed	Periodic Monitoring				
Relationship breakdown/development of creative execution between Consultant Liaison and the Creative Director / Media Services	Project Management	Relationships less cordial with TTA and TTA, creative execution not produced or delayed / the project timeline / Timeline, extended if new Creative Director needs to be engaged	High	1. Regular meetings between Liaison and TTA to discuss progress and ensure alignment of appropriate sign off is achieved for different milestones 2. Regular meetings with Liaison and the Project Manager to ensure any concerns are addressed	Periodic Monitoring				
<b>Generic Project Risks</b>									
Inadequate project planning (unambiguously defined scope, deliverables, SMART KPIs, budget)	Project Factors (Time / Scope / Resource)	Failure to plan adequately to successfully deliver project objectives / project objectives are not met	Medium	1. Project Proposal / Plan documents high-level project planning including KPIs, scope, objectives, milestones, and budget	No Major Concern	1. Working with Liaison / Internal Consultant to identify, define scope, objectives, milestones and budget with Project Manager			Green
Inadequate project review and approval processes (planning, execution, change, sign-off)	Project Factors (Time / Scope / Resource)	Failure to have appropriate project review and approval processes to support achievement of project objectives	Medium	1. Project Proposal / Plan includes development and sign-off by Project Sponsor and Responsible Officer and M&T	No Major Concern	1. Project Proposal / Plan to be defined and approved, defined and signed off by Project Sponsor and Responsible Officer 2. Project post-implementation review or 'hand over' to be included to ensure project delivery and capture lessons learned			Green
Failure to deliver the project deliverables at the required level of quality	Project Factors (Time / Scope / Resource)	Failure to deliver the project outputs at the required level of quality at the required time, potential project delivery failure	Medium	1. Project Proposal / Plan documents objectives, deliverables, critical success factors, measurements and KPIs 2. Project management, reporting, communication and stakeholder management processes	No Major Concern	1. No additional treatment plans proposed (?)			Green
Failure to deliver the project on-time	Project Factors (Time / Scope / Resource)	Failure to deliver the project within appropriate timelines	Medium	1. Project Proposal / Plan documents objectives and related milestones 2. Detailed metrics proposed including actions, responsibilities, project phases and critical path	No Major Concern	1. No additional treatment plans proposed (?)			Green
Failure to deliver the project on-budget / financial project costs are a result of poorly defined or managed budget	Project Factors (Time / Scope / Resource)	Ability to execute the project within established budget	Medium	1. Project Proposal / Plan documents project scope and high-level project budget	No Major Concern	1. Project budget expenditure reporting to be implemented (?)			Green
Inconsistent resources availability / allocated budget / personnel, skills, distribution/innovation / external / key person resources	Project Factors (Time / Scope / Resource)	Ability to execute the project within established budget	Medium	1. Project Proposal / Plan identifies Project resources including TTA and external personnel	No Major Concern	1. Contingency / backup plans to be considered for any personnel / resource issues or loss of focus, re-assignment etc. (?)			Green
Scope creep / i.e. the scope is increased during the project resulting in increased time and budget	Project Factors (Time / Scope / Resource)	Failure to deliver managed project objectives / project plan cost budget	Medium	1. Project Proposal / Plan documents project scope	No Major Concern	1. Regular meetings with Liaison and TTA to discuss project status and ensure alignment of appropriate sign off is achieved for different milestones 2. Regular RFP discussions between Project Manager and program team			Amber
Project reporting is not clear or not true	Project Factors (Time / Scope / Resource)	Project team milestones and internal accountability are not regularly updated on project progress, resource achievement, risks, scope changes, risks, issues and activities	Medium	1. Project Proposal / Plan documents project reporting requirements, including frequency, for time, and responsibilities 2. Formal reporting from Project Manager to TTA Board at each meeting 3. Regular reporting from Project Manager to the Board at each meeting 4. Regular RFP discussions between Project Manager and program team	No Major Concern	1. Project budget expenditure reporting to be implemented (?)			Green
No communication/development strategies in place (external to the project)	Project Factors (Time / Scope / Resource)	Project milestones, changes and achievements are not adequately communicated to stakeholders external to the project, including government, local industry	Medium	1. Project Proposal / Plan requires a Communications Plan to be developed	Medium				Green
Inadequate project risk assessment and management (including knowledge, M&T, environmental, etc.)	Project Factors (Time / Scope / Resource)	Risks are not identified and managed / reporting on the achievement of project objectives	Medium	1. TTA risk management framework in place and project team members have received training in project risk assessment and management 2. Project risk assessment framework 3. Project risk register in use and maintained	Medium	1. Project risk assessment framework to be implemented and reporting to be implemented (?)			Green
Failure in project governance (decision-making which impacts on delivery and cost of project)	Project Factors (Time / Scope / Resource)	Decision-making and decision-making processes result in decisions not being made in a timely manner and/or decisions made that are not fully aligned to project objectives	Medium	1. Project Proposal / Plan documents project reporting requirements, including frequency, for time, and responsibilities 2. Formal reporting from Project Manager to TTA Board at each meeting 3. Regular reporting from Project Manager to the Board at each meeting 4. Regular RFP discussions between Project Manager and program team	Periodic Monitoring				Amber
Failure to engage with audience well or competition from other agencies for media attention, audience etc. MEDIA	Product / Offering	Consumers may not engage with campaign / event / sub-campaign / events / events to be delivered as a whole / lack of press / campaign strategies to gain attention from the audience / coordinating potential conflicts in timing or mismanagement with other campaign / events	Medium	1. Research and data supports the project / campaign 2. Experienced personnel with industry knowledge included in all phases of project campaign planning and execution 3. Close relationship with industry, ongoing communications and stakeholder management with ongoing media / press / publications	Periodic Monitoring				Amber
Risk of external disruption to project / campaign / i.e. weather events, health risks to an event, staff or media coverage (crowd out campaign/ delivery)	Project Factors (Time / Scope / Resource)	Complete derivation of campaign / event / sub-campaign / events / events to be delivered as a whole / lack of press / campaign strategies to gain attention from the audience / coordinating potential conflicts in timing or mismanagement with other campaign / events	Medium	1. Update specific internal responsibilities in place (?)	High	Confirm / assess key third parties/ quality of planning and contingency plans (?)			Amber
Failure to measure outcome of project campaign and capture lessons learned	Project Factors (Time / Scope / Resource)	Project / campaign activities not tracked on / data analysis / Failure to recognise and take advantage of opportunities for improvement	Medium	1. Project Proposal / Plan documents objectives, deliverables, critical success factors, measurements and KPIs 2. Project management, reporting, communication and stakeholder management processes	Periodic Monitoring	1. Project post-implementation review or 'hand over' to be included to ensure project delivery and capture lessons learned			Amber

## Client Agency Brief

<b>Date:</b>	03 June 2020
<b>Job Type:</b>	Campaign
<b>Owner:</b>	Tourism Tasmania
<b>In market date:</b>	Early to mid – July for 3 months
<b>Budget:</b>	\$75,000 all inclusive

### Why are we communicating including objectives?

The Covid-19 crisis and lock down of the Tasmanian hospitality industry has had a devastating impact on Tasmanian hospitality businesses and their employees. As we move into staged lifting of restrictions, we want to encourage Tasmanians to enjoy their local pubs, restaurants and cafes as they reopen and their capacity for hosting patrons increases.

Tasmanians should be keen to reconnect with their families and friends and enjoy the lifestyle, produce and experiences on offer locally, once again.

We want to encourage Tasmanians to reconnect through hospitality experiences in their daily lives – such as going to the local pub for a birthday dinner, having a team lunch at a local restaurant, popping out for a coffee with a friend.

To do this they need to know:

- Which venues are open and what they can offer given capacity and operating restrictions that are changing over time.
- Venues are Covid-safe. Social distancing and hygiene measures are in place to minimise risk.
- Social distancing and hygiene measures also require patrons to behave responsibly.

The key objective for this campaign is to see Tasmanians patronise hospitality venues. We are endeavoring to have a positive impact on venue patronage, ideally resulting in venues patronised at their Covid-compliant operating capacity.

### Audience. Who are we talking to and why?

We're talking to Tasmanians, 18+.

They have missed out on seeing their friends and families and leaving their homes for non-essential travel over the past couple of months. Some may be yearning to go back to their favourite venues, hoping to enjoy a similar experience to before Covid-19. Some may be a bit

wary of heading to public spaces. Some may be concerned that things have changed because of social distancing or staff being stood down.

Targeting people who ate and drank out before Covid-19 rather than trying to convince those who don't usually go out is likely to yield better conversion.

### **What is the one thing you would like this communication to convey?**

Hospitality venues are open and welcome you to safely come out and enjoy reconnecting with your family and friends.

### **Why should the audience believe us?**

From 3pm Friday June 5, pubs, restaurants, clubs and cafes will be able to provide table service for up to 40 patrons if sufficient space and settings allow.

From July 13, subject to Public Health advice, gatherings of 50 indoor and 100 outdoor will be permitted. Night clubs and casinos/gaming should be open.

Many venues will find operating under these conditions viable and open their doors.

Before Covid-19, Tasmania was teeming with vibrant, diverse, high quality hospitality experiences. With the borders remaining closed, many hospitality venues have pivoted their business model, providing greater access and attractiveness to locals.

### **What mandatory, legal or otherwise, should be considered?**

- Call to action to be discussed but potentially visit Buy Something Tasmanian website and for people to contact their local.
- THA logo should appear on all material.
- Tourism Tasmania logo should appear on all material.
- A signed contract between supplier and Tourism Tasmania is required.

### **Are there any existing media considerations?**

- TV to enable broad community reach.
- Paid digital display and social static/video.
- Sharable assets to enable industry participation.

## Creative Considerations

What it should be:

- Needs to create a feeling that patrons have been missed.
- Warm, genuinely welcoming and encouraging.
- Real venues and industry people.
- High quality footage and imagery.

What it shouldn't be:

- Pleading, begging, trying too hard.
- Bossy, push, demanding.
- Love your local [REDACTED]

Creative shouldn't be too close to the Tourism Tasmania Intrastate campaign so as to create confusion.

## What is the success criteria?

- Intention to visit hospitality venue – THA may have access to this data, seeking further information
- Direct bookings across all venues
- Media KPIs - TBC

## Timings

Finalise creative brief Monday 01 June 2020  
Brief in Marcus Saunders Thursday 04 June 2020  
Marcus to present creative strategy Thursday 11 June 2020  
Finalise creative strategy Tuesday 16 June 2020  
Commence production Wednesday 17 June 2020  
Brief in media Thursday 18 June 2020  
OMD present media plan 25 June 2020  
Finalise media plan Tuesday 30 June 2020  
Finalise production Monday 06 July 2020  
In market by Monday 13 July

\* It is possible that the stage 3 restrictions set to be lifted on 13 July may be brought forward. If information about the lifting of restrictions is available early enough to allow for contraction of production and planning timelines, an earlier in market date could be considered.



**Budget**

\$75,000 inclusive of creative production and head hours

**Who needs to sign this off?**

Emma Terry to approve creative brief

**Draft framework for roles and responsibilities – Tasmanian Hospitality Association (THA) Intrastate Marketing Campaign**

**May 2020**

The THA Intrastate Marketing Campaign is a partnership between THA and Tourism Tasmania. A framework for the roles and responsibilities is critical to ensure everyone understands their role in this campaign and the resourcing required throughout the entire campaign. Such collaboration is also critical to the success of the campaign to ensure accurate messages, particularly safety messaging and to focus on experiences and operators that are open, once restrictions are lifted.

The below table provides an overview of the role and engagement each stakeholder will have:

	<b>The20/OMD</b>	<b>Marcus Saunders</b>	<b>Lisa Free (contractor on behalf of THA)</b>	<b>TTAS</b>	<b>THA</b>	<b>THA members</b>
Campaign management			Provide input to campaign on behalf of THA	Project management working in partnership with THA	Receives ongoing advice as campaign development and delivery proceeds.	
Approval & Sign-off Protocols			Liaises with THA regarding approval process.	Final approval on creative and media buy for campaign.	THA internal approval and sign-off protocols to be noted – key approvals include messaging, campaign collateral and placement strategy.	

THA Intrastate campaign strategy and brief & agreement on potential to use collateral post campaign.			Writes brief and provides input on creative strategy.	Finalises brief and provides to Marcus.  Strategy development and engagement between Lisa Free and Director Marcus Saunders.	Consulted on brief and formalises agreement on the future use of collateral.	
Production budget & production responsibilities agreed.				TTAS to determine budget.	Advised and consulted on budget prior to commencement of production.	
Creative strategy and development		Undertakes development of creative assets.	Provides input to the creative strategy and development	Engagement with Marcus and approval of creative strategy	Consulted on strategy	
Media buy & placement strategy	Undertake media buy and management	Provides creative assets	Provide feedback on media plan.	Sets budget for media plan and briefs in The20/OMD.  Approve media plan.	Consulted on proposed media placement.	

Campaign implementation	Develops and implements media plan.		Liaises with TTAS project manager to check in on progress	Creates and coordinates Agency Village so Marcus and The20 can work together to implement the campaign  Ensures this campaign complement the TTAS Intrastate Marketing Campaign.	Informed about campaign implementation progress	
Campaign Review			TTAS and Lisa to hold fortnightly/ monthly review meetings, including progress and performance reports from The20 and Marcus	TTAS and Lisa to hold fortnightly/ monthly review meetings, including progress and performance reports from The20 and Marcus	Informed on an ongoing basis on campaign performance.	

Industry communications				Broader program messaging and industry launch communications	Share broader Tourism Tasmania program messaging and industry launch communications	
Industry involvement – bringing it to life					THA provides hospitality industry with campaign collateral	Industry ideas sharing these on social and through other channels
Campaign reporting	Develop media KPIs			Approve media KPIs	Provide feedback on media KPIs	
Measures of success for campaign			Input into measures of success	Develop measures of success	Agrees on measures of success.	



# Media Planning Brief

Client:	THA + Tourism Tasmania
Brand/Product:	THA members
Campaign:	THA Intrastate campaign
Client Contact:	[REDACTED]
Account Director:	
Trader:	
Creative Agency & Contact:	Marcus Saunders – freelance Creative Director
Media Recommendations required by:	25 June 2020 or earlier

## Background/Business Objective:

### BUSINESS OBJECTIVES

- Increase in THA member bookings
- Intention to visit hospitality venues

### BACKGROUND

The effective lock down of the Tasmanian hospitality industry due to Covid-19 restrictions has had a devastating impact on hospitality businesses across Tasmania and an equally devastating impact on the staff and employees who have lost their jobs and livelihoods as a consequence.

As the current restrictions have been mapped to reopen, it will be essential to encourage Tasmanians once again to patronise their local pub, their favourite restaurants and cafes as they look to re-open and re-establish their businesses.

Also, as a result of the current period of lockdown rules, Tasmanians should be keen to reconnect with their families and friends and enjoy the lifestyle, experiences and produce for which Tasmania is known, and this needs to be an important focus of the campaign.

We want to encourage Tasmanians to reconnect through hospitality experiences in their everyday lives. To do this, they need to know:

- Which venues are open and what they can offer given capacity and operating restrictions that change over time.
- Venues have incorporated social distancing measures and stringent hygiene practices into their operations; therefore, it is safe/low-risk.
- Social distancing and hygiene measures also require patrons to behave responsibly.

## Marketing/Comms Objective:

1. Encouraging Tasmanians to patronise their local cafes, pubs and clubs, accommodation, wineries and other drink providers and restaurants once they reopen.
2. Encourage Tasmanians that it is safe to venture out and reconnect with their local hospitality venues.

## Media Objective:

Awareness from ATL advertising and digital metrics from paid social and digital media advertising.

## Target Audience:

Tasmanians 18+

## Budget:

\$175,000 excluding GST

## Assets Available:

TBC, however the freelance Creative Director is working on as part of the creative development:

- TVC
- Paid digital display
- Social static and video
- Radio is not currently included in the creative development but can be added in if channel recommendation is to include radio

## Media Phasing/Buying Considerations:

More information to be provided – however leading up to weekends, as weekends are a peak time for hospitality trade.



## Media Planning Brief

### Competitors:

No, however we do not want to clutter the market too much with the other Tourism Tasmania Intrastate campaign, therefore, please cross check that media plan when developing this one.

### Campaign Period:

13 July for 3 months

This campaign needs to launch when Stage 3 restrictions lift, which is currently planned for 13 July.

\* It is possible that the Stage 3 restrictions set to be lifted on 13 July may be brought forward. If information about the lifting of restrictions is available early enough to allow for contraction of production and planning timelines, an earlier in market date could be considered.

### Other Comments:

#### CAMPAIGN TIMINGS:

Finalise creative brief Monday 01 June 2020 - COMPLETE  
Brief in Marcus Saunders Thursday 04 June 2020 - COMPLETE  
Marcus to present creative strategy Thursday 11 June 2020  
Finalise creative strategy Tuesday 16 June 2020 - COMPLETE  
Commence production Wednesday 17 June 2020 - COMPLETE  
Brief in media Thursday 18 June 2020 - COMPLETE  
OMD present media plan 25 June 2020 - COMPLETE  
Finalise media plan Tuesday 30 June 2020 - COMPLETE  
Finalise production Monday 06 July 2020 - COMPLETE  
In market by Monday 13 July - COMPLETE

Critical Date \_\_\_\_\_

<b>APPROVED/NOT APPROVED</b>	
<b>SIGNED:</b>	
<b>DATE:</b>	23/06/2020

## Minute to CEO

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**SUBJECT: THE REQUEST FOR AN EXEMPTION UNDER TREASURER'S INSTRUCTION PF-7 TO APPROVE THE DIRECT SOURCING OF THE TASMANIAN HOSPITALITY ASSOCIATION (THA) FOR A HOSPITALITY INDUSTRY CAMPAIGN.**

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*CEO's notation:*

### Recommendation:

**That you approve, pursuant to Treasurer's Instruction PF-7 COVID 19 – Emergency Procurement Measures, clauses 1.1.2 and 1.1.3 direct source exemption to contract the Tasmanian Hospitality Association (THA) to produce creative assets for the THA campaign in partnership with Tourism Tasmania.**

### Procurement Overview

Budget Value \$'s	Date PA / PPLIA Approved	PA / PPLIA RM Doc No.
\$75,000	25 May 2020	13934

### Background:

Tourism Tasmania is leading the development and execution of an intrastate marketing campaign to support the tourism and hospitality industry recovery. A total of \$1,000,000 has been allocated to the total intrastate campaign activity.

As part of the overall intrastate campaign it was identified that a more specific campaign was required for hospitality based businesses so that efficiencies could be made with the media buy and could extend the reach of the campaign to grass root businesses. The THA is the industry and peak representative body of this sector for a targeted campaign.

A budget allocation of \$250,000 has been allocated for the tourism hospitality campaign to be delivered in partnership with the THA. It is proposed up to \$75 000 of this is allocated to the THA for the creative production and \$175 000 for the media plan and buy which will be contracted separately with OMD, a media and communications agency.



This exemption only relates to the amount of \$75 000 for the creative and a separate exemption will be sought for the media plan and buy, if approved by you.

### **The Activity:**

The proposed activity for the THA is a short 3 month campaign with the strategic objectives of:

1. Encouraging Tasmanians to patronise their local cafes, pubs and clubs, accommodation, wineries and other drink providers and restaurants once they reopen.
2. Assure Tasmanians that it is safe to venture out and reconnect with their local hospitality venues.

It will include TVC, paid digital display, social static and video and possibly radio.

### **The Exemption:**

The exemption sought is PF-7 COVID 19 – *Emergency Procurement Measures*, clause 1.1.2 and 1.1.3

- 1.1.2 to procure goods, services or works, or to extend or amend existing contracts, due to reasons of extreme urgency brought about in connection with COVID-19; and*
- 1.1.3 to procure goods, services or works, in connection with programs delivered to stimulate the economy or to support businesses and persons impacted by COVID-19.*

Due to the urgency of assisting Tasmanian businesses in hospitality, tourism and in general through 'Buy Something at Home' web platform, Tourism Tasmania is seeking to contract the THA who will sub-contract the creative producer Marcus Saunders and Lisa Free as a consultant to inform a complimentary campaign aligned specifically with the hospitality industry.

This campaign will have a targeted reach to the membership of the THA to support the revival of the industry as restrictions ease.

The planned launch date is for 13 July but there is growing pressure to launch earlier due to the COVID-19 restrictions being lifted earlier and this campaign is a short 3 month campaign focussing on the grass roots cafes, restaurants, pubs and clubs and encouraging people to get out and support their local businesses.

A pre-procurement local assessment is not required as the supplier approached to deliver the services is a Tasmanian business as per clause 2.9 of PF-2 *Policies Impacting on all procurement*.

*Emma*

Emma Terry

**Chief Marketing Officer**

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Prepared by:		Cleared by:	
Position:		Position:	
Email:		Email:	
Phone:		Phone:	

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*PRC Minutes*

PRC noted the appropriate contractor for this campaign is with the THA and not Marcus Saunders to ensure the creative is consistent with the overall marketing strategy of 'Make yourself at home' and to reach the THA membership.

PRC endorsed the Minute.

PRC endorsement

Date	Chair	Signature
22 June 2020		



# UPDATE

Tourism Tasmania

TASMANIA  
COME DOWN FOR AIR





# Welcome Back - new hospitality campaign

- A new campaign developed in collaboration between Tourism Tasmania and the Tasmanian Hospitality Association.
- The campaign encourages Tasmanians to patronise local hospitality businesses.
- It will support economic recovery of tourism and hospitality industry and build confidence in the safety of tourism and hospitality businesses.

# Welcome Back – new hospitality campaign



- The campaign complements the Make Yourself at Home campaign that encourages Tasmanians to travel around the state.
- It will run for three months including television, radio and digital ads.
- The health, wellbeing and safety your staff and patrons remains the highest priority.
- All businesses must be COVID-Safe and demonstrate how they are complying with the minimum standards of the COVID-19 Safe Workplaces Framework.

# Industry Toolkit



- A Welcome Back industry toolkit and campaign assets are available to download at [www.tourismtasmania.com.au](http://www.tourismtasmania.com.au)
- The toolkit and campaign assets are available for use by all Tasmanian tourism operators.
- It includes information on COVID-19 safety, how to get involved in the campaign, tips on leveraging the campaign on your social media channels and assets you can use in your own marketing activity.

# Television advertisement

Insert TVC here

TASMANIA

# MAKE YOURSELF AT HOME



Tassar Inland Wetlands

It's time to take the family out to explore your own backyard. Whether it's a weekend, a week, or longer, we've done the legwork so you can make yourself at home anywhere in the state these school holidays.



Callington Mill, Ostland



Catazact Gorge, Launceston



Cape Maury, Tasman National Park



Fossil Bluff Conservation Area



Freycinet National Park

TASMANIA  
MAKE YOURSELF AT HOME

[makeyourselfathome.com.au](http://makeyourselfathome.com.au)



- The campaign shows Tasmanians that their home state is the perfect place to relax in safe, familiar surroundings.
- Tasmanians are being encouraged to visit [www.makeyourselfathome.com.au](http://www.makeyourselfathome.com.au) to find experiences and book directly with operators.
- Press ads continue in The Mercury, The Advocate and The Examiner, along with a selection of community newspapers and RACT Journeys magazine.
- There will be four more lift out booklets in newspapers across the campaign and radio ads across the state have commenced.
- Toolkit and campaign assets for industry available now.

TASMANIA  
COME DOWN FOR AIR





# Staffer wins Centrelink compo claim

**AMBER WILSON**  
*Staff Reporter*

A CENTRELINK employee who staged her own legal defence has proved she was physically injured at work after clashing with her bosses during the ribcage scandal.

The long-suffering customer service officer lodged a bullying and harassment claim in August 2017 against four managers, alleging she was subject to "criticism and interpersonal disputes" about her performance, and was said not to record a customer's ribcage complaint.

She filed a worker's compensation claim two months later, saying she'd developed an adjustment disorder with anxiety after her bullying com-

plaint was dismissed after a "deficient and unfair" investigation. Her claim was rejected in March 2018, with the agency finding it wasn't liable to pay the compensation because even though her job "significantly contributed" to her illness, it arose from "reasonable administrative action taken in a reasonable manner".

The woman challenged the decision and represented herself as an Administrative Appeals Tribunal of Australia hearing in Hobart last November. A doctor said the woman's adjustment disorder was partly caused by Centrelink giving her a "disciplinary" letter of expectation, which was later withdrawn, and the agency's processes "in relation to her efforts to assist clients".

But the doctor also noted an issue in the woman's personal life, as well as her "obsessional personality", had contributed to her condition. Lawyers for worker's compensation authority Concise argued the woman's illness was pre-existing, relying on another doctor who said the woman had been involved in 90 workplace incidents and suffered possible underlying depression.

In a decision published last week, tribunal member Sandra Tagheri SC said the woman's condition worsened after her bullying claim was not investigated properly, and her employer's decision not to take action was "tainted with the same unreasonableness". She set aside Concise's decision not to pay compensation.



**SPICYLY CUSTOMER:** Deminda Desanyaske, of RTS Paaloo, with urchins. *Photo: ZAK CHAMBERS*

## Urchins are finally caught out

**ANNIE MCCANN**

THE first scientific assessment of Tasmania's growing Long-spined Sea Urchin fishery has revealed promising progress for decreasing the pest's population.

An estimated 20 million urchins have plagued the East Coast since a single urchin was first discovered off St Helens in 1974.

But new research into the spiky sea animals has found

urchin fisheries have helped reduce the invasive species' population and regenerate marine habitats.

Lead author of the Tasmanian Long-spined Sea Urchin Fishery Assessment 2018/19, Dr Katie Crowwell, said fisheries had removed 2.5 million urchins since 2017, equating to 1000 tonnes.

She said the average species growth rate of 150 tonnes a year was trumped by a catch rate of 560 tonnes recorded in 2019.

"The positive signs are that the catch is at a good level and the northern zone no longer needs subsidies for the fishing," Dr Crowwell said. She said the Institute for Marine and Antarctic Studies and CSIRO would continue research later this year to determine whether reduced urchin numbers had positively impacted the struggling kelp population.

## Remanded in custody over attack

A MOWBRAY man has pleaded guilty to assaulting a woman by grabbing her around the neck and squeezing and striking her to the side of the head with a knife in March this year.

Defence lawyer Isabelle Patch entered a guilty plea to the knife-wielding attack on Soacha Maya Bivvo on March 9, on behalf of Pustipa Raj Chherti, 30, at Launceston Magistrates Court on Wednesday.

Chherti also pleaded guilty to common assault against Ms Bivvo, when he pulled her clothing, pulled her and pushed her to the chest on March 12.

Chherti previously pleaded guilty to damaging a railing and "breaching a restraining order" preventing another woman on two occasions — once by yelling, "I will kill you and drink your blood".

He pleaded not guilty to assaulting that woman during the same incident by trying to hit her with an axe.

Chherti was remanded in custody for hearing, facts and sentence, and plea across all matters, on June 26.

## Champ twins back home, and Rhi already planning a makeover



**DOUBLE DELIGHT:** Launceston House Rules winners Kimmy and Rhi Harris at their Launceston home. *Photo: WITACEK GETTY IMAGES*

# Reno queens housebound

**LINDA SMITH**

LAUNCESTON twins Kimmy and Rhi Harris are still recovering from the buzz of being crowned House Rules High Seas champions, but have firm plans about how they'll spend their \$100,000 prize.

She has bought a house — a 1960s brick three-bedroom home in Prospect, not far from Kimmy's new fully renovated Summerhill home — which Rhi, her partner and their two dogs will move into next month.

"It's just got a lot of character and really, really good bones, which is what I wanted," Rhi said. "I don't have Channel 7's budget to renovate, but it will get a really good paint and a tidy up."

"It will get a new bathroom, some fun stuff in the kitchen, new floors."

And here, of all it is the location: "It's probably a three-minute drive to Kimmy's house," Rhi said.

Rhi had been saving for a house before appearing on the show, and now the prize money has helped bump up her deposit.

As well as the \$100,000 grand prize, which the identical twins expect will hit their bank accounts later this week, they also won \$30,000 during the series.

The 35-year-olds said it was a relief to finally see people they had won, having known since filming ended in March.

They have returned to their jobs — Kimmy is a probation officer and Rhi works in a cafe/flowers/homewares shop — but they also plan to start an interior design and styling consultancy business to nurture their creative side.

They're also not opposed to more TV work.

"It's honestly not something that we've thought about," Kimmy said.

"If we got asked we'd give it a whirl, but so one has asked yet."

Rhi is enjoying spending time with her new puppy, a five-week-old American bulldog from the RSPCA called Aggie, as well as her 12-year-old sally cross Towie.

The sisters are also adjusting to being recognised.

"When we go out a lot of people make comments and recognise us," Rhi said.

"We usually don't go out a lot together at the moment because it's a bit much."

"It's a different experience because 'Launceston' is so small.

"Every second person knows why you are now."

**IT'S NOT JUST A BACKGROUND FOR ZOOM MEETINGS**

Up wall before sunrise, uphill for hours. Stumbles and swearing on the climb. But it all pays off, as dawn's shadows melt away to reveal a view worthy only as a virtual background. Said no one ever.

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**Winnell Bay**  
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**TASMANIA**  
**MAKE YOURSELF AT HOME**

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# Radio ad



# Television ads (sneak peek)

# Industry toolkit

A Make Yourself at Home campaign toolkit is available for industry and includes:

- Advice on how to align your brand and imagery with the campaign
- Tips on social media channels and use
- The campaign logo for use on your own marketing activity
- Posters that can be displayed in your own business
- A video that can be shared on your own channels

Download it at [www.tourismtasmania.com.au](http://www.tourismtasmania.com.au)



# Media plan

## Make Yourself at Home - media plan

Please note this media plan is for the first three months only and is subject to change.

Media Details	2020																	
	JUNE					JULY				AUGUST					SEPTEMBER			
	31	7	14	21	28	5	12	19	26	2	9	16	23	30	6	13	20	27
<b>Television</b>																		
<b>Make Yourself at Home Television ads</b> 7TAS, TDT, WIN, & SBS																		
<b>Radio</b>																		
<b>30 second radio ad during M - F</b> <b>Tas Broadcasters:</b> HOFM, LAFM, Chilli FM, 7BA, 7AD SeaFM Devonport, SeaFM Burnie, 7SD, Chilli Scottsdale, 7XS <b>SCA:</b> HitFM & Triple M																		
<b>Press</b>																		
<b>at least 1 print ad per week</b> <b>Mercury</b> - either Friday (F) or Saturday (A) <b>Examiner</b> - either Monday (M) or Friday (F) or Saturday (A) <b>Advocate</b> - either Monday (M) or Friday (F) or Saturday (A)																		

Thank you