



DESTINATION  
SOUTHERN  
TASMANIA



# Membership prospectus

2023–2024

## Acknowledgement of Country

The Tasmanian tourism industry acknowledges the Tasmanian Aboriginal people and their enduring custodianship of lutruwita /Tasmania. We honour 40,000 years of uninterrupted care, protection and belonging to these islands, before the invasion and colonisation of European settlement. As a tourism industry that welcomes visitors to these lands, we acknowledge our responsibility to represent to our visitors Tasmania's deep and complex history, fully, respectfully and truthfully. We acknowledge the Aboriginal people who continue to care for this country today. We pay our respects to their elders, past and present. We honour their stories, songs, art, and culture, and their aspirations for the future of their people and these lands. We respectfully ask that tourism be a part of that future.



BRAND TASMANIA | MOON CHEESE STUDIO

# Welcome to Destination Southern Tasmania



**Destination Southern Tasmania (DST) celebrates its 11th year as the Regional Tourism Organisation (RTO) for Tasmania's southern region.**

**With over 220 members stretching across 11 municipalities, DST is focussed on supporting businesses, growing visitation, increasing yield and driving regional dispersal within southern Tasmania.**

## Who are we?

Destination Southern Tasmania (DST) is a not-for-profit organisation funded by a combination of membership fees and support from our state government and local councils. We are an industry led organisation with a strong voice for tourism in the southern region, working with local businesses, councils and other stakeholders to promote the diversity of the destination to domestic and international visitors, the tourism trade and media.

The Destination Southern Tasmania team reports to a Board of Directors, which consists of representatives from our membership, industry and councils, carrying out the objectives of the Southern Tasmania Destination Management Plan 2022-2025.

## Our vision, mission and purpose

### Vision

To have an engaged, connected and sustainable visitor economy offering a truly compelling visitor experience.

### Mission

We connect and support the visitor economy businesses to develop and promote southern Tasmania's advantages.

### Purpose

To develop and support a collaborative southern Tasmanian tourism industry that creates, delivers and promotes exceptional visitor experiences.

# What do we do?

## Industry development

We help our members to build their businesses, connections and skills through networking functions, training workshops and mentoring sessions. As a DST member:

- You'll be able to tap into our **industry development program which includes training at discounted rates, networking events and mentorship** which will enable you to access advice, support, resources and knowledge whilst also connecting with other industry operators with whom you can share and collaborate.
- As a DST member, you will receive a **subsidiary membership of the TCCI** (equivalent to their Basics Membership valued at \$399).
- We'll help **connect** you to the right people in government and industry, and keep you informed of news and opportunities.

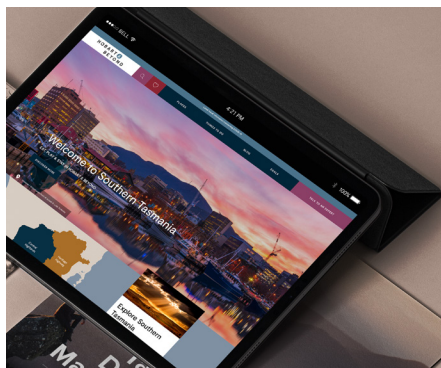




## Marketing

We work with our members and partners to improve awareness of the breadth of experiences across our region; to inspire visitation; and to encourage visitors to explore further, stay longer and spend more throughout southern Tasmania. We do this through our owned digital channels, strategic partnerships and advocacy.

- You'll have a presence on the **Hobart and Beyond website**, which has had over 610,000 page views to 283,000 unique visitors over the past twelve months. You'll be able to leverage off our high performing social media channels, with 33,800 followers on Facebook and 64,250 on Instagram, equating to a reach of over 1.6 million viewers in 2022 across our social media platforms.
- You will have a listing on the Explore Southern Tasmania map.
- You'll have the opportunity to feature your product on our "deals" webpage on Hobart and Beyond and consumer facing newsletters.
- You'll have the chance to spread the word about your business through our extensive digital network (including blogs, electronic direct mails) and **PR activities**.
- You'll have access to **negotiated member rates** with our corporate media partners to receive discounts on advertising campaigns.
- Ultimate members will have the opportunity to feature product on Hobart and Beyond's homepage banner on a complimentary rotating monthly basis.



The Explore Southern Tasmania map is a key tool for visitors to explore Hobart & Beyond, covering our mountain city on the water, areas of natural wilderness, cultural heritage and stunning regions filled with food, art, festivals and culture.

The map is distributed statewide to all the major airports, Spirits of Tasmania, Information Centres, Cruise terminal and major hotels in the Tourism Brochure Exchange network.

## Advocacy

We act as an interface between industry and all levels of government (Office of the Premier, Department of State Growth, Tourism Tasmania, Tourism Industry Council of Tasmania and local councils) to ensure industry needs are heard and to highlight the importance of tourism as a regional economic driver.

- DST has a **strong public relations and media program** designed to raise community awareness of existing and emerging events and attractions.
- We highlight and advocate for the value of tourism in southern Tasmania on television, newspapers and other media outlets.
- We support our members who are committed to **sustainable tourism development**.
- You can access media support for launches and events.



- We are your voice, advocating to all levels of government to influence positive change and support for our members.

We remain closely connected with the issues that matter most to industry through our support of Local Tourism Associations (LTAs). LTAs are volunteer tourism groups that work to further enhance collaboration and cohesion in regional communities.

# Which level of membership is right for me?

## Essential Membership

For tourism operators for whom visitors comprise a significant or majority proportion of their market, with one outlet, brand, site or product only. This includes new & micro businesses.

**\$515** including GST

## Premium Membership

Suitable for small to medium sized tourism operators with more than one outlet, brand or site, or businesses with multiple products that can be marketed separately.

**\$1133** including GST

## Ultimate (Tailored)

Ultimate membership is negotiated on a case by case basis, tailored to larger tourism operators or business owners who want to support the industry through partnerships.

**\$2448** including GST

Membership pricing is subject to an annual board review

For additional information about membership and to sign up, please visit our website at [southerntasmania.com.au/membership](https://southerntasmania.com.au/membership).

# Why join?

**Membership is a vital part of our structure. You may join DST at any time throughout the year.**

Membership is a mechanism for cohesion and collaboration, both of which are vital to support a robust and connected tourism industry. It also ensures that we are not solely reliant on external funding which not only reduces financial risk, but also brings a level of autonomy, making it a truly industry-led organisation. Financial membership incites stronger engagement and understanding between DST and industry, and in turn provides fertile ground for identifying needs and opportunities, sharing ideas, and mobilising our industry to respond to political, economic, social and environmental influences.

One of our core roles is to feed industry news into state and federal marketing

campaigns, programs and itineraries. Engagement with your RTO optimises your chance of inclusion in these activities as we know our members who engage with us best.

## Who are our members?

The strength of our organisation lies in the diversity of our membership. We represent businesses of all shapes and sizes including accommodation providers, attractions, tour operators, restaurants, retail businesses, events and service providers. Our members share one thing in common – they are committed to the development of sustainable tourism within southern Tasmania.

## Testimonials

Don't take our word for it. Here's what our current members have to say . . .

“ Sanctum Boutique Apartments took up membership of Destination Southern Tasmania in early 2020 and it ranks among the best business decisions we have made. The assistance, advice and support we received from DST pre and during the early months of COVID assisted our business to navigate what was to become one of the most difficult periods in our business life. We especially enjoy the Know Your Neighbour and Tips & Tipples events where we have engaged with the DST staff and other tourism operators, enabling us to sharpen our skills and share information and experiences.

**Paul and Lynne Wagner**  
**Owners, Sanctum Boutique Apartments**



“ DST provides an invaluable resource for all tourism operators. They champion an industry based on collaboration through their work across advocacy and industry development and are a direct line to both our industry's peak bodies and its deep member networks. Mona has collaborated with DST on several industry partnership initiatives and their role in Paint the Town Red has become an important part of Dark Mofo each year.

**Dan Aitken**  
**Senior Marketing Manager, Mona**  
**(Museum of Old and New Art)**

Of all the groups we are members of or work with, Destination Southern Tasmania is by far the best value for money, the most supportive and the most active in promoting our industry. For many years now, DST has advocated on our behalf, driven investment in our region, helped grow regional dispersal, developed destination action plans and helped us survive as a business through the COVID-19 pandemic. I would recommend that any tourism-related business become a member of Destination Southern Tasmania.

**Gary and Lorraine Ashdown**  
**Owners and Hosts, Ashdowns of Dover Bed and Breakfast**

“ During challenging times, DST has been a cheerful tower of helpful and flexible support; they are always prompt to get back with responses; and they genuinely champion regional dispersal. The Know Your Neighbour famils were a productive innovation instigating powerful collaborations for Rathmore. Tips and Tipples, either on Zoom or in gorgeous venues, are always excellent, fun and productive.

We look forward to working with DST for the post COVID-19 travel renaissance, rebuilding visitation and shaping Tasmania as a premiere destination.

**Cally Lyons**  
**Owner, Rathmore**  
**DST Board Member**

“ As a relatively new small tour operator, the value I have gained from my DST membership has been fantastic. Even before I launched, I gained great advice on the industry quirks, how I might further differentiate my offerings and who might be important to collaborate with. Since launching, they have been great at keeping me informed about industry changes and connected with other businesses through regular events. One of the biggest value-adds has been their help wrangling the media during various product launches.

**Andy Crawford**  
**Owner, Walk on kunanyi**

“ Over the past few years, I have had the pleasure of dealing with the DST team in a number of ways: as a consultant working on projects and strategies; as a mentor to many; and as a director of various organisations and projects, both small and larger entities in different stages of development and design.

I have found Alex and the DST team the most valuable resource for my southern projects. Always accessible, professional, well-informed, dedicated and extremely passionate about their members and the tourism industry. They say that tough times show the true colours of organisations, and these guys truly went beyond through our difficult Covid times. A DST membership would be the first, and most essential thing I would recommend for anyone starting out, or operating in the tourism industry.

**Jude Franks**  
**Principal, Jude Franks Consulting**  
**Tourism, Marketing and Management**  
**Consultants**

# 2023 Membership Benefits

## INDUSTRY DEVELOPMENT

### Industry Communications

Receive monthly e-news and updates including Highlands to Harbours newsletter

Digital Membership certificate, membership window decal, membership lanyard and digital logos

New member introduction & business feature in our monthly newsletter

Opportunity to share business news in our Highlands to Harbours newsletter

Planning support for launches, celebrations and other special events

Member rates for advertising in TCCI newsletters and/or the Tasmanian Business Reporter

### Networking and Partnerships

Complimentary networking events including monthly Tips and Tipples, tickets subject to availability

Eligibility to apply for Hawkers Program for Cruise Ship season

Join the Southern Tasmania Tourism Operators Group, a private Facebook group of 520+ members

Opportunity to host an industry networking function

Free basic Membership with the TCCI valued at \$399

### Support and advice

One hour consultation session to learn about each other

Access to the members only Resource Kit online

Access to the members only [Membership Directory](#)

Ongoing mentorship

Receive support to create professional presentations for delivery to industry stakeholders

Support for grants, awards and other formal applications

TCCI Workplace Relations support (two free calls to the TCCI Helpline, plus Workplace Relations consultancy at base member rates)

TCCI Workplace Health and Safety specialist services at member prices

### Development and Training

Access to DST Summit educational workshops at member prices

Complimentary tickets to Tips & Tipples educational events

Opportunity to participate in Industry Product Showcases

Opportunity to attend annual industry specific briefings such as cruise season, Mona Foma etc.

Access to TCCI events and training at member prices

### Directory

Access to and listing on the DST Member directory

## 2023 Membership Benefits

### MARKETING

Potential to be included in DST marketing collateral (suggested itineraries, blogs, etc.)

Access to member pricing for MAC1 Cruise terminal advertising poster program

10% discount on DL/A4/A5 brochure displays and other advertising within the Tasmanian Travel and Information Centre

30% reduction for brochure display advertising at Brooke Street Pier with Tourism Brochure Exchange

#### Regional Touring Map (Distributed statewide)

Inclusion in 'Explore Tasmania's South' Map (2023 edition)

#### Reaching Consumers (Digital Marketing)

How to get listed on Hobart & Beyond (intro to the Australian Tourism Data Warehouse)

Opportunity to participate in DST regional marketing initiatives or cooperative marketing activities

Opportunity to sponsor competitions with supported marketing campaigns to raise awareness for your product

Opportunity to promote your product in our consumer newsletters

Inclusion on Hobart & Beyond Deals page\* *\*Must have offer loaded to ATDW*

Preferential on-site advertising space on Hobart & Beyond\* homepage *Must supply creative for banner promo \*Ultimate members only*

Inclusion of your product news in monthly e-newsletters

Advertising banner space on Hobart & Beyond website homepage *\*Ultimate members incl*

*\*All other membership levels & Events \$220 per week incl GST \*subject to availability*

Inclusion of your product in regional, themed blogs on Hobart & Beyond

Dedicated blog about your business on, and promoted through, Hobart & Beyond. Written for you, by us (value \$700, one blog included in Ultimate level membership)

### REGIONAL ADVOCACY

Media support for product launches, innovation and business news (valued at \$300 per hour)

Eligibility to vote at the Destination Southern Tasmania Annual General Meeting

Eligibility for nomination to the Destination Southern Tasmania Board of Directors

	ESSENTIAL	PREMIUM	ULTIMATE
<b>TOTAL COST OF FINANCIAL MEMBERSHIP including GST (1 April 2023 – 31 March 2024)</b>			
<b>We use an online subscription service with a 'Stripe gateway' for credit card payments, with auto renew opt in/out options. You may also select manual direct debit option.</b>	<b>\$515</b>	<b>\$1133</b>	<b>\$2448</b>

## What now?

### New members

Visit our corporate website ([southerntasmania.com.au/membership/join-now](https://southerntasmania.com.au/membership/join-now)), choose your desired membership level and complete your payment (choose credit card or payment via direct debit/efit). You will receive a welcome email and digital membership pack.

### Renewing members

Your membership subscription will be renewed automatically, unless you have chosen to opt out prior to your annual renewal date. Your credit card (stored in secure Stripe gateway) will be billed at the current renewal price for your existing level of membership.

Please log-in to your Member Dashboard (<https://southerntasmania.com.au/my-account/>) if you wish to make any changes. If you have questions prior to joining or renewing online, please feel free to contact us: (03) 6223 5650  
[dstadmin@southerntasmania.com.au](mailto:dstadmin@southerntasmania.com.au)

## The Bigger Picture

As a member it's important for you to know that you are part of something bigger. The Tasmanian State Government, Local Government Agencies (LGAs), the four Regional Tourism Organisations

(RTOs), and tourism industry operators developed four regional Destination Management Plans (DMPs) for the state from 2022–2025. The southern DMP aligns with the Tourism 21 Visitor Economy Action Plan 2020-2022 (T21), which is the overarching statewide document developed in collaboration with the Tourism Industry Council of Tasmania (TICT).



## A snapshot of the DMP

### TASMANIAN BRAND

Tasmania is a place where the uncommon is common. Where you can throw off the shackles and feel everything deeply. It is the antidote to the straitjacket of modern life. Tasmania is no ordinary place and Tasmanians are no ordinary people. It is a place that finds joy in non-conformity and our visitors can discover soul-enriching experiences that are raw, beautiful and honest. *Come Down for Air* is an invitation to get air in both a literal and metaphorical sense. It is about harnessing the power of place and our people and creating a moment of calm for travellers.



### DESTINATION SOUTHERN TASMANIA VISION

To have an engaged, connected and sustainable visitor economy which offers a truly compelling visitor experience.



### GOALS

- 1 nipaluna / Hobart is recognised as a vibrant capital city with access to the world at the centre of a diverse region.
- 2 Over 85% of visitors to nipaluna / Hobart also visit somewhere else in the southern Tasmanian region.
- 3 Our attractions are high quality and our experiences exceed expectations.
- 4 We work to attract new developments and experiences that have sustainability at their core.
- 5 We grow yield from the visitors that arrive here.
- 6 We work collaboratively with partners in industry, government and the community.





## PILLARS



### A MOUNTAIN CITY ON THE WATER

The gateway to lutruwita / Tasmania, framed by mountains, harbour and seas, nipaluna / Hobart embraces visitors with high quality creative experiences; food, wine and events; and easy access to nature and heritage.

#### Catalyst projects

- kunanyi / Mount Wellington master plan
- International flights into Hobart Airport
- nipaluna / Hobart waterfront (Castray Point vision, Macquarie Point)
- AFL team and additional major sporting events
- Mona Hotel



### A REGION OF FOOD, ART, FESTIVALS AND CULTURE

A region recognised for its arts, vibrant festivals and connections to makers and creators.

#### Catalyst projects

- Mona development
- Distillery growth
- Transformer project
- Major festivals and events
- Agritourism
- Wooden boat building at Franklin
- Corridor of Modern Art project



### ACCESSIBLE NATURAL WILDERNESS AND CULTURAL HERITAGE

You can be a world away in accessible wilderness choosing your own adventure or travelling in time to explore cultural heritage.

#### Catalyst projects

- Southern-most Point of Australia
- Dark Sky Sanctuary
- Distillery growth
- Cultural experiences delivered by the Tasmanian Aboriginal community
- Major festivals and events
- Hastings Caves and Thermal Springs redevelopment
- Mount Field redevelopment
- Mountain biking developments
- Tall Trees
- Cape Bruny Lighthouse development
- Trail running events



## STRATEGIC PRIORITIES

Aligned with T21 action plan priorities

1

### Rebuilding visitation

Marketing Tasmania's natural environment  
Home-grown festivals and events  
Drive holidays and Tassie road trips  
Playing to our creative strengths

2

### Access

Cruise  
Hobart International Airport  
Bruny Island  
Derwent River  
Roads and public transport

3

### Supporting our people

Business support  
Workforce development  
Connection and collaboration between operators and regions

4

### Shaping our future

Tasmanian Aboriginal people  
Climate change  
Inclusive tourism

5

### Catalyst investment priorities

kunanyi / Mount Wellington master plan  
Great Lake Adventure Trail  
Castray Point development  
South East Mountain Bike Plan  
Willow Court development  
Arm End and Seven Mile Beach iconic golf developments



## IMPLEMENTATION PLAN

Implementation of this destination management plan will occur in partnership with a broad range of government agencies and organisations. The Destination Management Plan sets out a high-level implementation plan and partners for delivery of each action identified, alongside high-level indicative timeframes.

## MEASURING OUR SUCCESS

- ✓ Increase of tourism contribution to GDP
- ✓ Increased per visitor spend
- ✓ Increased per visitor length of stay
- ✓ Increase in repeat visitation
- ✓ Increase in seasonal visitation
- ✓ Improved community sentiments on tourism
- ✓ Increased participation by local Aboriginal people in tourism
- ✓ Demonstrated improved brand recognition and marketing KPIs (likes, searches, click throughs) as a desired destination
- ✓ Progress towards carbon neutrality and Sustainable Destination status
- ✓ Retain businesses in the visitor economy that are resilient, profitable and sustainable



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