



DESTINATION  
**SOUTHERN  
TASMANIA**



2024

Membership  
prospectus

## 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

COVER PHOTO: DARREN WRIGHT

# Welcome to Destination Southern Tasmania



**Destination Southern Tasmania (DST) celebrates its 12th year as the Regional Tourism Organisation (RTO) for Tasmania's southern region.**

**With over 230 members stretching across 11 municipalities, DST is focussed on supporting businesses, new product development, 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 DST 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:

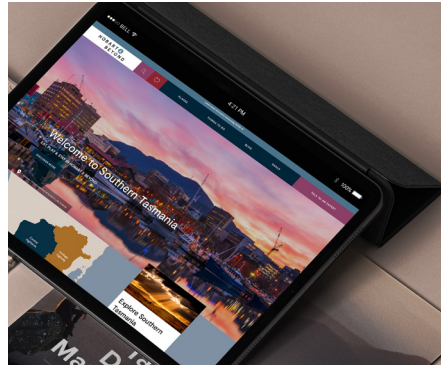
- You'll be able to tap into our **industry development program which includes free or discounted training, networking events and mentorship** which will enable you to access advice, support, resources and knowledge whilst also connecting with other industry operators with whom you can share and collaborate.
- As a DST member, you will receive a **subsidiary membership of the Tasmanian Chamber of Commerce and Industry** (equivalent to their Basics Membership valued at \$440).
- 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](#), with over **753,400** page views and 294,352 unique visitors over the past twelve months. You'll be able to leverage our high-performing social media channels, with **40,900** followers on Facebook and **68,850** on Instagram, equating to a reach of over **2.15 million** viewers during 2023 across our social media platforms.
- You will have a listing on the [Explore Southern Tasmania map](#).
- You can feature your product on our "deals" webpage on Hobart and Beyond and our 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.



### Explore Southern Tasmania Map

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

The map is distributed statewide to all the major airports, Spirit of Tasmania vessels, information centres, cruise terminals, and major hotels in the Tourism Brochure Exchange network.

## Advocacy and media

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.

- As a financial member you can access media support for launches and events. Read more [here](#).
- 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 are your voice, advocating to all levels of government to influence positive change and support for our members.



# 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 and micro businesses.

**\$540** 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.

**\$1188** 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.

**\$2570** 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**



“ Bonorong Wildlife Sanctuary receives great benefit and comfort from its long term membership with Destination Southern Tasmania. It feels like more than a membership. We see this relationship as a partnership, like having a friend in your corner that is able to help with market information and advice on our tourism market. We are delighted to recognise and acknowledge the service, and can-do attitude this small, influential and impactful team offers.

**Suzy Nethercott-Watson**  
**Chief Operating Officer,**  
**Bonorong Wildlife Sanctuary**

“ 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**

“ 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**

# 2024 Membership Benefits

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## INDUSTRY DEVELOPMENT

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### Industry communications

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

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

New member introduction and 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 Tasmanian Chamber of Commerce and Industry newsletters and/or the Tasmanian Business Reporter

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### 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 and discounted rates to advertise in cruise terminal

Join the Southern Tasmania Tourism Operators Group, a private Facebook group of 630+ members

Opportunity to host an industry networking function

Free basic Membership with the Tasmanian Chamber of Commerce and Industry valued at \$440

Join the Tasmanian Festivals and Events Community, a private Facebook group of 1200+ members

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### Support and advice

One hour consultation session to learn about each other

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

Ongoing mentorship

Support for grants, awards and other formal applications

Tasmanian Chamber of Commerce and Industry Workplace Relations support (two free calls to the Tasmanian Chamber of Commerce and Industry Helpline, plus Workplace Relations consultancy at base member rates)

Tasmanian Chamber of Commerce and Industry Workplace Health and Safety specialist services at member prices

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### Development and training

Access to DST educational workshops at member prices

Support with industry activations e.g The Off Season campaign

Opportunity to participate in Industry Showcase at special member pricing

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

Access to Tasmanian Chamber of Commerce and Industry events and training at member prices

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### Directory

Access to and listing on the [DST Member directory](#)

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# 2024 Membership Benefits

## MARKETING

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 FY23/24

Special industry rate for brochure display advertising at Brooke Street Pier with Tourism Brochure Exchange

50% member discount to list on the Tasguide Directory – Eat Play Stay tasguide.com.au

### Regional Touring Map (distributed statewide)

Inclusion in 'Explore Tasmania's South' Map (2024 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*

Inclusion of your product news in monthly e-newsletters

Advertising Banner Space on our Hobart & Beyond website above the footer, across the entire website

*\*\$220 per week incl GST \*min. 2 weeks and 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</b>			
We use an online annual subscription service with a 'Stripe gateway' for credit card payments, with auto renew opt in/out options. You may also select manual invoiced option.	\$540	\$1188	\$2570

## What now?

### New members

Visit our corporate website ([southerntasmania.com.au/membership/join-now](http://southerntasmania.com.au/membership/join-now)), choose your desired membership level and complete your payment (choose annual credit card subscription) or payment via invoice. You will receive a welcome link and 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 Stripe if you wish to make any changes, update your credit card details, change levels etc. Please contact us at [dstadmin@southerntasmania.com.au](mailto:dstadmin@southerntasmania.com.au) if you have any questions prior to joining or renewing online (03) 6223 5650.

## The bigger picture

### Southern Tasmanian Positive Impact Tourism

DST's Positive Impact Tourism program aligns with our mission: to contribute more than we extract from our place and its people. During the past two years, DST has developed a Positive Impact Tourism framework that aligns with Tasmania's Positive Impact agenda. Visit DST's [framework](#) to learn more about the three main impacts DST is working toward.

DST has convened a Positive Impact committee, that is overseen by the DST Board. This committee consists of fifteen (15) tourism industry leaders with experience in sustainable tourism in Southern Tasmania. DST's goal is to develop an action plan that will include a series of initiatives that uplift the performance of the tourism industry in terms of its positive impacts.



# Destination Management Plan

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 Tasmania's 2030 Visitor Economy Strategy. This longer-term vision seeks to manage the positive impact of tourism on Tasmania's environment, economy and way of life.





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