

TASMANIAN

TASMANIA: SMALL PLACE, BIG BRAND

MAY 2025

WELCOME AND THANK YOU







Presentation overview

1.

Unearthing the
Tasmanian Brand

2.

From story to
strategy and action

3.

Our impact

4.

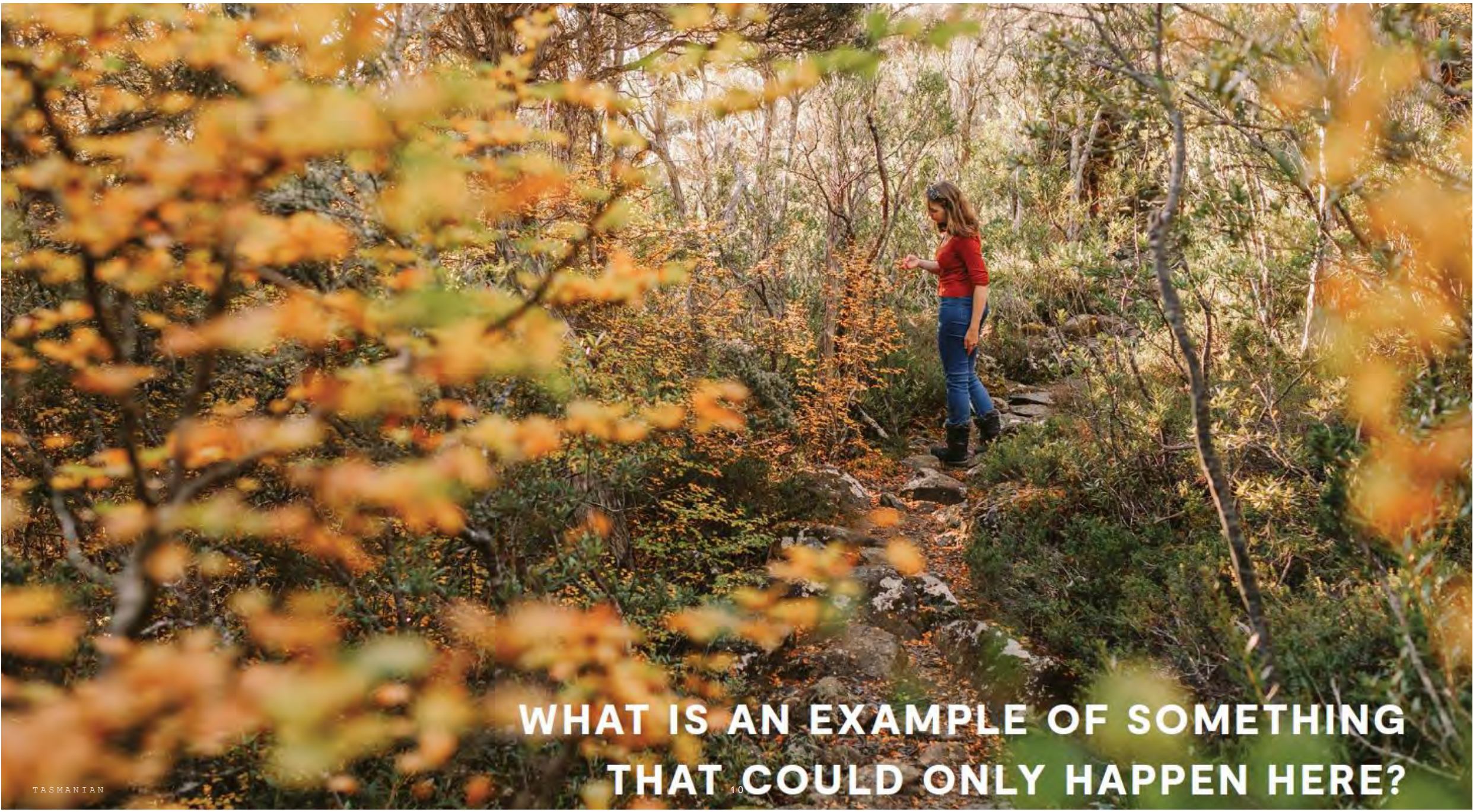
Lessons for other
places

UNEARTHING THE TASMANIAN BRAND

“... place branding is not about
logos and slogans.”

— ROBERT GOVERS, 2013

UNIFYING CULTURAL EXPRESSION



**WHAT IS AN EXAMPLE OF SOMETHING
THAT COULD ONLY HAPPEN HERE?**



**WHO IN YOUR COMMUNITY
DO YOU THINK REPRESENTS THE
BEST ASPECTS OF THIS PLACE?**

What we heard:
Obstacles and hardship in the past







Image credit: The Advocate

BURNIE PAPER MILL

“For years we’ve been considered backward,
the ass-end of Australia. ... it has an effect.”

- INTERVIEW PARTICIPANT, 2018

What we heard:
The turn – the quiet pursuit of the
extraordinary



The Mercury Newspaper

2 May at 15:00 · 🌐



Incat has officially launched the world's largest battery-electric ship in Hobart, describing the event as "the birth of the first unicorn" 🦄🦄 HOW IT UNFOLDED >>> <https://bit.ly/4k32HNO>



**'Unicorn': World's
largest EV launched
on River Derwent**

Wärtsilä, Incat Tasmania join hands on electric lightweight ferry design

BUSINESS DEVELOPMENTS & PROJECTS

November 10, 2023, by Fatima Bahtić

Finnish technology company Wärtsilä has signed a Memorandum of Understanding (MoU) with Australian catamaran builder Incat Tasmania to work on the design of the next-generation lightweight aluminium catamaran.



Wärtsilä









Brand values

DETERMINATION, HARD WORK AND INVENTION

Tasmanians have learned they have to work harder than their interstate competitors to succeed, with determination and a spirit of invention. Tasmanians don't choose the 'easy' solution.

QUALITY OVER QUANTITY

Everything is more expensive in Tasmania, so we have to earn our price premium through artisanal passion and exceptional quality no matter what we are creating.

CONNECTEDNESS

We are connected to each other and to this place. This leads to a uniquely Tasmanian spirit of cooperation.

QUIET CONFIDENCE

Quiet success will always be supported in Tasmania.

PROTECT, PRESERVE, AND PROMOTE THE UNUSUAL

Protecting and preserving that which we hold dear is central to our way of life.

It isn't easy in Tasmania. It never has been.
People said it was impossible, and for too long we believed it.
This is why, for Tasmanians, good enough is never good enough.
We work harder, we follow our obsessions, we support one
another, and we protect what makes this place different.

Being Tasmanian is the quiet pursuit of the extraordinary.

Being Tasmanian is the quiet pursuit of the extraordinary.

The call to action – “Be Tasmanian”

- The call to action ‘be Tasmanian’ is aspirational and inviting.
- For Tasmanians, it means: ‘someone just like you did it, and you can do it too’.
- For others, it means: “buy you wine and software, join us for a holiday, invest in a renewable state, study here, or move your life and career to Tasmania. This place and its people will change you.

FROM STORY TO STRATEGY AND ACTION

DOWNSTREAM

Traditional Scottish OATCAKES

Fennel

INGREDIENTS:
Oats, Water, Olive Oil, Fennel, Sea Salt.

Contains gluten.

May contain traces of nuts and tree nuts.

Proudly baked in Tasmania using 100% Australian ingredients.

This carton is recyclable. Please dispose of inner wrap thoughtfully.

PRODUCT OF AUSTRALIA.



Shelduck Farm

Email: shelduckfarm@gmail.com

Phone: +61 409 710 890

200 Berrydale Rd
Montana
Tasmania 7304
Australia

TASMANIAN

NUTRITIONAL INFORMATION

	Average Quantity per Serving	Average Quantity per 100g
Servings per pack: 6		
Serving size: 15g		
Energy	272 kJ	1810 kJ
Protein	2.5 g	16.5 g
Fat, Total	2.2 g	14.6 g
- saturated	0.4 g	2.5 g
Carbohydrate	7.6 g	50.5 g
- sugars	0.2 g	1.6 g
Sodium	71 mg	472 mg

SUITABLE FOR VEGANS & VEGETARIANS

To maintain freshness store in a cool, dry place in an airtight container.

90g NET



Original





TASMANIAN

30

THE OFF MAY-AUG
SEASON 2024

Image credit: Tourism Tasmania

WEATHER
PERMITTING
OR NOT

Waubs Harbour
Distillery

TASMANIA

COME DOWN FOR AIR




Tasmanian
2 Jun 2024 · 🌐
...

"I feel like we're part of a collective. People understand that collected story. What ot... See more






👍❤️ Todd William + 258
4 comments 11 shares


Tasmanian
21 May 2024 · 🌐
...

"If they want to do something they'll do it, and nothing is going to stop them. It's probab... See more






👍❤️ 1.2K
37 comments 43 shares


Tasmanian
26 Apr 2024 · 🌐
...

"When I was nine, I had this social worker. It blew my mind. This woman, who had no reason to... See more






👍❤️👉 901
18 comments 18 shares


Tasmanian
4 Jan 2024 · 🌐
...

"When the frames were about half up, a social worker turned up. He said, 'I've got some young... See more






👍❤️ 1.1K
52 comments 91 shares



STORIES

"In Tassie we play to our strengths. Innovation looks like using communities to improve mental health, like nature-based therapies, or strong partnerships between institutions. It's about that feeling of togetherness."

TONY MENDOZA DIAZ
Clinical Psychologist, Researcher

[LEARN MORE](#)



STORIES

"I feel lucky to have chosen Tasmania. But I think Tasmania chose me too, the people and the space, the real forest, the opportunity to learn and to try anything, to be supported to do it. You can focus on yourself, on who you can really be."

AKI CHOI
Head Chef, Great Lake Hotel

[LEARN MORE](#)



STORIES

"We were starting to understand a bit more about mental illness and how many people it affected. Movember gave us something real to put that passion towards. That's what we needed."

TOM WINDSOR
Mental Health Advocate

[LEARN MORE](#)



STORIES

"Ally and I both claim that we missed the meeting where we decided to make a business out of it, but at some point, one of us said 'maybe there's something in this...'"

CAM & ALLY SKEELS
Huon Me Crumpet Co.

[LEARN MORE](#)



“HOW DO PEOPLE FEEL WHEN THEY TOUCH
THE BRAND?”

MIDSTREAM

The Islander Way Story

The first thing you will notice, on Flinders and the Furneaux group of islands, is the breathtaking scenery. In every direction, what you see is like nothing else in the world.

No-one is here because it is the easiest place to live. Everyone is here because it is different. When something works on these islands it tends to be small and special.

As the rest of the world chases growth, we chase meaning.

The core of our culture is to be true to who we are, to try to live on what can we find or grow on our rich land and in our waters, to support each other. When a crisis strikes one of us, it strikes all of us.

We have a complex relationship with change because we understand what it can bring. It's different here and we make different invitations to visitors: for an unforgettable time on Flinders Island, learn to be one of us for a few days, a week, or the rest of your life. Slow down, get lost, contribute, connect.

Don't try to change this place. Let this place change you.

The Tasmanian story is the quiet pursuit of the extraordinary, and on Flinders it is aged and distilled: quieter, harder, yet more rewarding, more mysterious, more connected, more complicated, more extraordinary.



TASMANIAN
Ideas Lab

— FOR ALL —
TASMANIAN
THINKERS

BECOME
A BOSS!

START YOUR OWN BUSINESS





About us

Tasmania is an island of creative and curious minds.
No matter where you join us from, you'll become part
of a welcoming and collaborative community.

[Home](#) > [About us](#)

A quiet pursuit of the extraordinary.

Our story began over 130 years ago, in a sandstone building overlooking Hobart. Since those early days, with three lecturers teaching eleven students, our purpose has remained the same. Through academic excellence, we make our home, and the world, a better place.

Here, success takes a certain determination and imagination. With our isolated location and small population, we have always had to work differently. It's what makes Tasmanians such creative thinkers and problem solvers. And it has seen us generate powerful ideas both for and from our island.

Here, we nurture our environment as it nurtures us.

There is much that is special about this place; the islands, the people and what we do.

There is also hardship and struggle, in our past and our present. For Tasmanian women, it is a particular specialness and a particular hardship.

Our deep connection to our community, and to our environment, drives us to live in honest and compelling ways. We don't shy away from challenges; we embrace them and nurture the opportunities they present, and our achievements are more meaningful because of it.

Along with our friends in the [Department of Premier and Cabinet](#), we wanted to celebrate women across Tasmania. We wanted to show women who lead, women in their communities, and women supporting other women.

By making these examples visible, we aim to champion the meaningful achievements of Tasmanian women, and showcase the influence of our unusual place and our unexpected lifestyles.

“There are so many incredibly strong — not just physically strong but mentally strong — women in Tasmania, tackling really hard things.”

Rachel Chong *Head of People, [Procreate](#)*



Jane Wardlaw

Disability Advocate

[Read Jane's story](#)



Curly Haslam-Coates

Wine Educator

[Read Curly's story](#)



Meriem Daoui

Humanitarian Marathon Runner,
Registered Nurse

[Read Meriem's story](#)



Tamika Bannister

Director, The Spotted Quoll

[Read Tamika's story](#)



Jane Edwards

Private Singing Teacher, Conductor +
Musical Director, JESSA

[Read Jane's story](#)



Melanie Gent

Fire & Biodiversity Program Officer,
City of Hobart

[Read Melanie's story](#)



RebeccA Kissling

Textile Artist, Owner & Curator, An
Artistic Affair

[Read RebeccA's story](#)



Carleeta Thomas

Guide, wukalina Walk

[Read Carleeta's story](#)



Sarah Parry

Captain, Windeward Bound

[Read Sarah's story](#)

TASMANIAN TOOLS & RESOURCES

Your Tasmanian partner toolkit

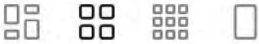
Keyword Search [AND / OR]



[Asset type](#) [Orientation](#) [Region](#) [Seasons](#) [Sector](#) [Advanced search](#)

1-50 of 5957 assets found. Sort results by

Latest



“HOW DO SERVICES AND COMMUNITIES
DELIVER THE BRAND?”

UPSTREAM



Learn more about finding
meaning in **TASMANIA**

#BETASMANIAN
TASMANIAN.COM.AU/HEALTH



BE TASMANIAN


Being a healthcare worker is among the most
meaningful careers in the world.

We invite you to do it in a meaningful place.

Department of Health

TASMANIAN
TASMANIAN.COM.AU/HEALTH

Tasmanian Government




Learn more about finding
meaning in **TASMANIA**

#BETASMANIAN
TASMANIAN.COM.AU/HEALTH





Planning for our future

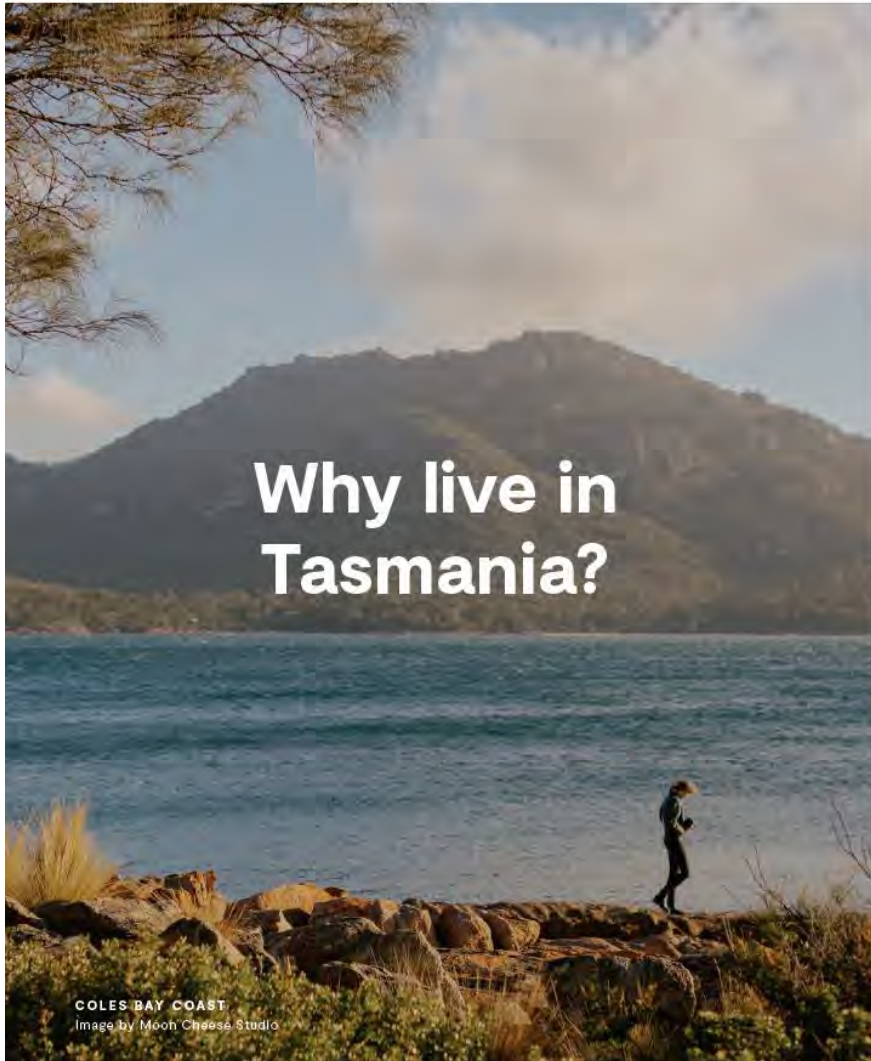
Demographic change can impact a state's economy, infrastructure, services, liveability, and people's wellbeing – which is why it's important to plan for and respond to expected population changes.

The population data dashboard is an initiative under **Tasmania's Population Policy – *Planning for our future* (PDF 4.8 MB)**. It is a free, interactive tool that features population projection data for Tasmania, and is useful for anyone who needs to plan for and respond to anticipated demographic changes.

The dashboard is a live resource that is regularly updated as new data and information is released over time.

Ready to get started? Visit the [dashboard here](#).

We must protect and enhance 'must have' and elevate 'nice to have'



Absolutely must have

- Access to quality healthcare
- Good and affordable housing
- Clean, fresh air and pristine environment
- Access to fresh produce
- A strong local economy
- A good place to raise a family
- Diverse and good job prospects
- Has a variety of public and private transport modes to travel to and from places
- Can live close to work / minimal commute
- Ability to live a slower pace of life
- A strong sense of community
- Diverse with lots to do and see
- Access to quality education
- Nature on your doorstep

Nice to have, but not necessary

- Has great bushwalking, mountain biking, and other outdoor pursuits
- Focused on sustainable living and being environmentally friendly
- A vibrant arts and culture scene
- Is sophisticated and stylish
- A vibrant food and wine scene
- Provides a thriving environment for small-scale entrepreneurship
- A vibrant and thriving sports culture

Not important

- A vibrant nightlife

n=990 Australians aged 18+ years old nationally representative.
Q. We would now like you to think about what makes a place, a great place to live.
We are going to show you some statements and we would like you to move them into one of three 'buckets' that best describes how you feel about each one making up your ideal place to live...

“HOW DO GOVERNMENTS AND SYSTEMS
PLAN WITH THE BRAND IN MIND?”

In summer we need water.
Carleeta knows the way.
It's been like this forever.
This is why we stay.

LITTLE TASMANIAN









OUR IMPACT

Our impact

- Power through alignment

Our impact

- Power through alignment
- Moving from feelings to systems = shifting beliefs, behaviours, and policy

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- Embedding change for the long term

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LESSONS FOR OTHER PLACES

What can you learn from our experience?

- Begin with research and community engagement

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- Ensure the brand serves as a policy lens

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- Speak to multiple audiences

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- Place brands are public assets

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CONCLUSION

TASMANIAN

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