

TASMANIAN

Chairperson's Quarterly Activity Report

Brand Tasmania Board
1 April - 20 June 2020

Chairperson's Quarterly Activity Report 1 April to 30 June 2020

Brand Tasmania, like all organisations and communities globally, has been impacted by the significant changes to our way of life during the second quarter of 2020. Tasmanian businesses and our whole community will feel the ramifications of the COVID-19 pandemic for some time to come. With this at the forefront of our minds, projects and activities being delivered by Brand Tasmania between April and June 2020 have focussed on the immediate response and future recovery efforts.

Our April board meeting was planned to be held in Queenstown. We were very disappointed that this was not possible due to COVID-19 travel and social distancing restrictions. But we recognise how important those restrictions were to stop the spread of the virus to keep Tasmanians safe. We are looking forward to rescheduling a future board meeting in Queenstown when restrictions are lifted and we are all free to travel to all areas of Tasmania.

In the middle of June we ticked over four weeks with no new cases of COVID-19. Over 40,000 tests have been conducted across the State, and we are incredibly grateful to all of the hardworking health and emergency services professionals who have been working around the clock for well over two months now to keep our community safe.

The Board met as scheduled on 2 April and 25 June via video-conference. The first meeting fell just after COVID-19 restrictions were put in place when we were all coming to terms with the shock of what was happening to Tasmanians and our global friends.

This meeting was a poignant reminder that Tasmanians are there for each other – and that we need to continue to do support each other.

Our June meeting fell just day a before Stage 3 restrictions were lifted, and it's fair to say there has been a collective sense of relief across the state to have caps on public gatherings lifted and to see our state slowly return to a more natural rhythm. During our last meeting of the 2019-20 financial year we looked back on what we had achieved as a new agency over the past 12 months and the ways we had built on the legacy of the Brand Tasmania Council Inc.

Mostly we looked forward, we built on the discussions we had during the shut-down period of the pandemic, and identified and reconfirmed the opportunities for Brand Tasmania over the next six months and into 2020-21, to help build the Tasmania each of us want and need. Each of us brought to the meeting information and observations from our professional sectors, as well as our communities.

Outside of its scheduled board meetings, the Brand Tasmania Board has met informally every fortnight during this period. The focus of these discussions has been on the continued impacts of COVID-19 and Brand Tasmania's activities in response to the pandemic and the journey to recovery considering the needs of the Tasmanian community.

We have continued to be involved in various whole-of-government committees and working groups formed in response to the COVID-19 crisis. Two of our Board members – Brett Torossi and Kym Goodes – were appointed to the Premier's Economic and Social Recovery Advisory Council (PESRAC). Todd and the team are providing advice and support to Brett and Kym in their role as PESRAC members, particularly around the opportunities for the Tasmanian brand to help influence the recommendations put forward by the Council.



Out of the midst of uncertainty for Tasmania and Tasmanians, we are honoured to help our state recover through our projects and initiatives. These have been designed to assist our partners craft and tell their brand story, to help them re-enter and grow their market share. We will deliver this assistance for as long as needed in the immediate future and beyond.

Outcome 1: Be Tasmanian

Substantial progress has been made on Brand Tasmania's priority actions to support the delivery of Outcome 1 in the reporting period.

We progressed work on the Tasmanian Showcase – specifically the website element. Brand Tasmania have worked with government partner to highlight the benefits of investing in the showcase for the benefit of Tasmanians. The concept of having one 'door to Tasmania' will provide users from 'off the island' with a single virtual entry point into Tasmania.

Once through the door people will be able to find, and will be directed towards, information they are seeking – should they wish to invest, trade, visit, study, work or move to our island.

The Showcase and our associated websites will look and sound the same delivering a consistent brand message to users.

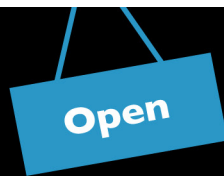
Local creative agency, The20, were appointed through an open procurement process, and Brand Tasmania is looking forward to working with them to see our

Tasmanian brand come to life in the digital landscape. The project has been scoped and our government and aligned business partners have been consulted. Into the new financial year the development phase of the project will commence. We'll keep you updated on the development of the Showcase, as well as opportunities for Tasmanian businesses to be involved. We anticipate the site will be live during the second quarter of 2020-21 financial year.

Associated projects to support the website component of the Tasmanian Showcase include a visual asset audit. Assets generated for this website will support our other Brand Tasmania-led projects as well as those of our partners.

Brand Tasmania also provided brand, policy and communications advice and support to our partner Eat Well Tasmania specifically for the roll out of their app 'We Eat Local'. The app was developed to help Tasmanians access fresh produce and to provide producers who lost clients due to business closures, leaving them with a surplus of produce during the pandemic.

In partnership with the Tasmanian Chamber of Commerce and Industry, and the Department of State Growth and the private sector, Brand Tasmania supported the design, development and delivery of the 'Buy Something Tasmanian' website.



BUY SOMETHING TASMANIAN

Buy Tasmanian today ▼ Prosper together tomorrow ▼ www.buysomethingtasmanian.com.au

Outcome 1: Be Tasmanian continued

We know that small businesses are the engine of the Tasmanian economy and supporting local businesses through the pandemic has been, and will remain a priority of Brand Tasmania and our partners. 'Buy Something Tasmanian' serves as a 'directory' of Tasmanian business who are open during this time of a contact-less economy connecting them with new and existing customers. The website was also set up to meet the needs of Tasmanians who expressed strongly that they wished to buy from Tasmanian businesses whenever possible.

1272 businesses were signed up to Buy Something Tasmanian by 9 June 2020.

Outcome 2: Our partners are more Tasmanian

The number of Tasmanian partners continued to increase: up from 822 on 27 March to 1,081 on 11 June 2020. New partners continue to download the Brand Book and Work Book, as well as other digital assets from the toolkit.

To support and engage our partners during the restrictions created by COVID-19 the team moved to delivering content online and digitised existing resources. We now have a digital workshop and an online interactive workbook available for our partners.

TASMANIAN

WRITE YOUR TASMANIAN STORY

'Being Tasmanian is the quiet pursuit of the extraordinary'

A powerful place brand is about more than land, air and water. It's also about people. The Tasmanian place brand is about you. Our online workshop provides you with an opportunity to learn more about the Tasmanian brand story, and how to use it in your own work – no matter what you do.

To help you do this we have created a digital brand workshop. We understand that not all of you can access our physical workshop and indeed, during COVID-19, we are unable to offer them.

Watch our video above and download and read the Tasmanian Workbook PDF below.

DOWNLOAD THE TASMANIAN WORKBOOK

Now it's your turn to write your story.

A 'Drink Something Tasmanian' webinar series was launched on 8 May, with approximately 50 partners tuning in to hear from Todd, myself and fellow Board Member and Wine Tasmania CEO, Sheralee Davies talking about changing and adapting in the face of COVID-10.

Our second webinar on 22 May featured our very own God Father of Tasmanian whisky Bill Lark and much loved and awarded Tasmanian author Heather Rose. Bill and Heather spoke about how brand storytelling can help businesses engage with their customers – all while enjoying a Tasmanian tippie of course.

The third webinar was on 5 June and took an East Coast focus with guests Kym Goodes (Brand Tasmania Board Member, and Chair of East Coast Tourism) and local East Coast residents Julia Fisher who runs Freycinet Marine Farm with her husband Giles, and musician and festival creator Ange Boxall. Hearing from Julia and Ange from Ange's warm country kitchen was personal and so Tasmanian. Their conversation was raw and honest and made a clear point that their creativity helped them get through the impacts of COVID-19, invent new products and have a viable business future to build towards.

All of the webinars averaged approximately 50 participants, with the themes of adaption, creativity and innovation featuring strongly in the conversations and questions from participants. From July we will be moving to deliver webinars on a monthly basis.

Outcome 3: A Tasmanian model of place branding

A key activity to support the delivery of Outcome 3 has been the development of the Be Tasmanian podcast series. Caleb Miller of MAC40 Media worked with Brand Tasmania to develop and deliver the project and an initial series of six podcasts is being produced. The first two episodes have been recorded and explore the journey we have been on to uncover the Tasmanian brand story. At times funny, sad, educational and thought-provoking, the podcast series is exciting way we can connect our work to Tasmanians, and those who want to be Tasmanian.

We hope that the podcast will be available to download in early July. We will analyse the demand for this type of information sharing and engagement with our partners, Tasmanian community and beyond before making a decision around a second series.

We also worked closely with our friends in Tourism Tasmania on an intrastate campaign, injecting very ‘Tasmanian’ messages into this work to inspire and encourage people through a difficult time by celebrating moments in the past when they came together to overcome adversity and create something extraordinary. We see our role, through this period, as an evocation of our mission: to inspire and encourage.

The team have been posting to social media, sharing the supportive and clever work Tasmanians are already doing. We’ve been helping other aspects of government as well, at least with ideas and advice.



Outcome 4: Live the Tasmanian Brand

Working with local auditors, Wise Lord Ferguson, Brand Tasmania undertook a compliance audit to review its compliance with the laws, guidelines, policies and instructions that apply to public sector agencies.

The audit project was a great process for Brand Tasmania staff to engage in, and the audit found that significant progress has been made in establishing a compliance framework within the agency.

Reassuringly for the Board, there were very few compliance gaps identified, and Todd and the team are already well on the way to addressing the recommendations made.

Looking forward

Along with my Brand Tasmania board colleagues, and the Brand Tasmania Team, we are looking forward to heading into the 2020 – 21 financial year with a collaborative and positive mindset to help us all recover from what we have experienced over the last couple of months.

