

TASMANIAN



# TASMANIAN PARTNER PROGRAM

INFORMATION PACK

[TASMANIAN.COM.AU](https://www.tasmanian.com.au)

#BETASMANIAN





## Become a Tasmanian Partner

**You are the Tasmanian brand: your pride, your passion, your ingenuity, your hard work.**

Let's work together on telling our story more powerfully through tools and resources that bring more "Tasmanian" value to everything you do.

Becoming a Tasmanian partner is easy — whether you're an individual or a business, everyone is welcome to join.

The first step is to register with us, which is completely free. You'll then become a Tasmanian partner, with access to evolving resources that will help you build and promote your own Tasmanian story.

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**"Working with Brand Tasmania serves as a constant reminder of what it means to be part of this island state — the breadth of ingenuity and adaptability, the admirable humility of Tasmanians and their quiet pursuit of so many extraordinary endeavours. As a dedicated partner, I relish every opportunity to share my passion for storytelling and work with Tasmanians to craft their narrative."**

**— JEN MURNAGHAN, DIGITAL DANDY**





## About the Tasmanian Mark

The Tasmanian Mark operates as a 'place of origin' marker and is part of a targeted effort to differentiate Tasmanian products and services in local, national and international markets. It may only be used under license from Brand Tasmania, and only in accordance with the Code of Practice.

Any individual, business, or organisation that is registered as a Tasmanian Partner can apply to use the Mark. It can be used on product packaging, advertising, or promotion of a product or service, to inform the public that the user of the Tasmanian Mark meets the standards set out by Brand Tasmania.

For further information about the Tasmanian Mark, or to apply to use the Mark, visit [mark.tasmanian.com.au](http://mark.tasmanian.com.au).

APPLY TO USE THE MARK 

**IMAGE CREDIT**  
Spotted Quoll Studio / Image by Jess Oakenfull



“Using the Tasmanian Mark, I feel like we’re part of a collective. People understand that collected story. What other people are doing, using that mark, reflects on us as well. We’re really happy to be part of that.”

– SCOTT SEYMOUR, PENGUIN BEER CO.

PENGUIN BEER CO.  
Image by Jess Oakenfull



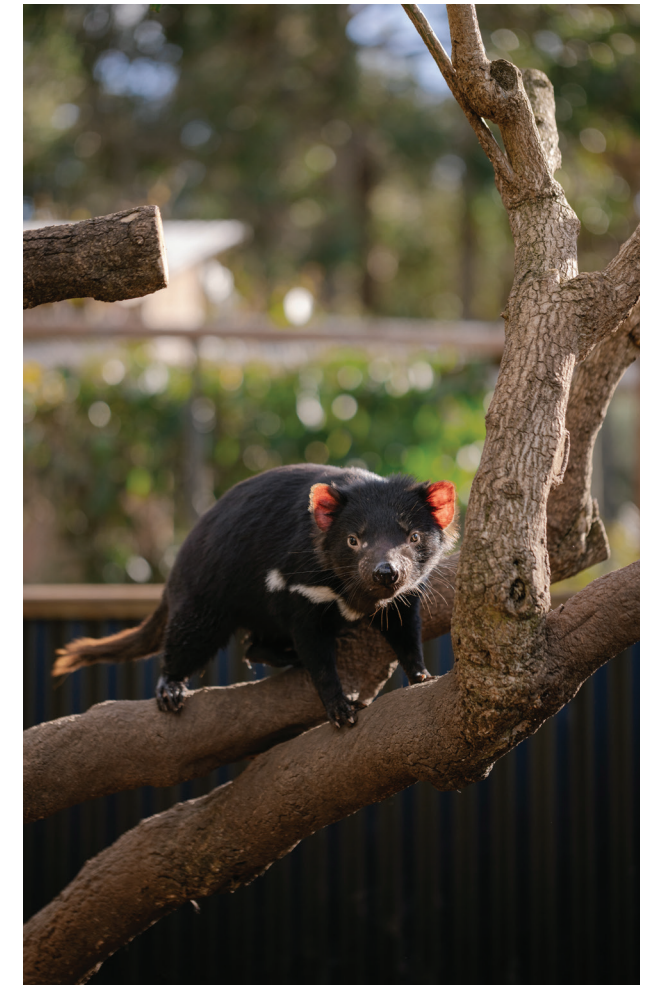
“We have used your toolkit and style for branding in promotions for work in the statewide mental health service. They are all excellent and I feel proud when we use materials in Brand style.”

– ANONYMOUS, FY23 PARTNER SURVEY



KUNANYI / MOUNT WELLINGTON

Image by Fred and Hannah



## About the Tasmanian Partner Toolkit

The Tasmanian Partner Toolkit is a library of assets that are free for any Brand Tasmania Partner to use.

Through the toolkit, you can access resources and assets to help promote your business in the context of the Tasmanian story. Assets include still images and video, workbooks, and research on perceptions of Tasmania locally, interstate, and internationally.

We encourage you to go through the toolkit with something Tasmanian to drink, and to reach out to us for help or support as you build your own Tasmanian story.

[EXPLORE THE TOOLKIT](#)

### IMAGE CREDITS

Top Left: Hobart Waterfront During Dark Mofo / Image by Jess Oakenfull  
Bottom Left: Diwali Festival of Lights / Image by Fred + Hannah  
Right: Tasmanian Devil / Image by Moon Cheese Studio





## Workshops & Events

Our workshops help you build and tell your own story using the Tasmanian brand. Together we cover narrative principles, navigating social media platforms, refining your digital strategies, and more. We partner with Tasmanian industry professionals to foster a valuable learning experience, and endeavour to make our workshops fun, inspiring, and small so that you get the most out of them.

Our partner events offer an opportunity for you engage in meaningful conversation with fellow Tasmanians. These events are relaxed gatherings, and often feature guest speakers who share their experiences about what it means to live and work in Tasmania. It's a great way to discover the diverse stories and personalities that make up our incredible community.

[VIEW ALL UPCOMING WORKSHOPS](#) 

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**“Very informative and easy to understand. I will now be able to progress from single picture to mini film clips.”**

– LEIGH YATES

**IMAGE CREDIT**

*Storytelling in the Digital Space partner workshop / Image by Moon Cheese Studio*



RACT SOUTHERN PARTNER EVENT

Image by Jess Oakenfull

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**“Fantastic, clear, loved it! Practical and useful and super current — as always.”**

– ALICE HANSEN, TAILORED TASMANIA



**We love hearing from our Tasmanian partners! We encourage you to get in touch with us if you have any ideas.**

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**CONTACT**

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