



TASMANIAN

Strategic Plan

2025 – 2030

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Aboriginal acknowledgement

Brand Tasmania acknowledges with deep respect Palawa (Tasmanian Aboriginal) people as the traditional and continuing custodians of Lutruwita (Tasmania).

For generations, Palawa people's culture and heritage have been, and continue to be, based on a deep and continuous connection to family, community, and the land, sea, and waterways.

The Palawa are the original and continuing storytellers of this place. In oral traditions, telling stories is how the history, teachings, and cultural practices of ancestors are passed down the generations. In this way, Brand Tasmania has adopted a process perfected by Palawa people's lived experience over thousands of years.

Brand Tasmania stands for a future that respects and celebrates Palawa people, heritage, and history. Brand Tasmania commits to leaning into the ancientness and original culture of this place, to learning from Palawa people, and to building a relationship of trust, sharing, and understanding.

**AUNTY VERA NICHOLS &
TRACY PURDON WALSH**
Image by Studio Hubert





Welcome to Tasmania

It's different here.

Tasmanians have built an enviable lifestyle and culture around the small and the special. Located about 250km to the south of mainland Australia, it is this separation and unique location that has helped forge our own fiercely distinctive character. We have a temperate climate, deeply influenced by the Southern Ocean. It never gets too hot or too cold here, and both plants and wildlife find it a fruitful place to live. For a relatively small place, there are differences between West Coast and East Coast Tasmania, between the North West, the North, and Southern Tasmania, and you can travel between our regions in a single weekend. About 40 percent of Tasmania is protected in national parks and reserves, and vast tracts of wilderness have UNESCO World Heritage status. Remarkably, much of it is within easy reach of the island's cities.

We didn't always celebrate this. Today, as the rest of the world feels increasingly loud, our different-ness—our Tasmanian-ness—is among our most valuable assets.

Message from the Premier

Over the past six years, Brand Tasmania has reinforced what we know to be true: Tasmania is a place of meaning and connection. People choose to live here not only for its natural beauty but for the sense of purpose and belonging it offers.

During this time Brand Tasmania has delivered tangible benefits. It has built a thriving partnership program, engaging thousands of individuals and businesses who actively use the Tasmanian brand to enhance their products and share a sense of pride across the state. This alignment spans key sectors—tourism, exports, talent attraction, events, and education—creating a unified strategy that strengthens Tasmania's position in national and international markets. More than a marketing tool, the Tasmanian brand is a shared public asset—a community-driven, sustainable model of place branding that is being celebrated and emulated across Australia and beyond.

Brand Tasmania's mission is simple yet powerful: to inspire and encourage Tasmanians—and those who aspire to be Tasmanian—to quietly pursue the extraordinary. This ethos underpins everything Brand Tasmania does, from championing our entrepreneurial spirit to leveraging our renewable energy and climate leadership for sustainable growth and well-being.

Image Supplied



The Tasmanian brand is not just a logo or slogan—it is a collective expression of our identity, shaped by the stories and contributions of Tasmanians. This strategy is not an endpoint but an invitation to be part of something greater—to collaborate, innovate, and amplify the impact of our shared brand.

Brand Tasmania’s achievements over the past six years are a testament to the energy and vision of the inaugural CEO, Todd Babiak, and the founding board, led by Chairperson Nick Haddow. I extend my gratitude to Todd, Nick, and the board for laying the strong foundation on which we now will continue to build.

As we look forward, I am confident Brand Tasmania will bring this next strategy to life—through bold projects and meaningful collaborations—ensuring Tasmania remains a place where people thrive, creativity flourishes, and our unique Tasmanian spirit unites us in the quiet pursuit of the extraordinary.

I commend this Strategic Plan to the people of Tasmania.

Hon Jeremy Rockliff MP
Premier

THE NUT, STANLEY
Image by Moon Cheese Studio





Message from the Chairperson

It is my great privilege to welcome you to Brand Tasmania's Strategic Plan for 2025–2030—a roadmap for our collective ambition, determination, and vision for the future of this remarkable place.

Over the past five years, we have witnessed an extraordinary shift in the way Tasmania sees itself and how the world sees Tasmania. More than ever, the Tasmanian brand—informed by our community and their quiet pursuit of the extraordinary—has become a powerful force for economic, social, and cultural progress.

At Brand Tasmania, we do not simply manage a logo or a marketing campaign. We cultivate and amplify a shared story—one that resonates deeply with Tasmanians and those who want to be Tasmanian.

This story is not just about what we produce, but how and why we do it. It is about the people and the values that make Tasmania unique.



WEST COAST MAP
Image by Moon Cheese Studio

In Brand Tasmania’s first Strategic Plan I reflected that, as the first statutory place branding organisation in Australia, there was no blueprint to guide what we are doing. Over the past six years the Brand Tasmania team has built a new and distinctly Tasmanian model of place branding that has been studied, replicated, and celebrated across the country and around the world. In 2021, the team’s efforts were recognised with a prestigious “International Place Brand of the Year” award at the City Nation Place Awards in London and at the same event in 2023 and again in 2024, Brand Tasmania quietly accepted two more global awards for our work.

We want to continue to innovate and strive to maintain our world’s best practice, and our 2025–2030 Strategic Plan challenges us to deepen our impact across industries, communities, and global markets. It calls on every Tasmanian—leaders, entrepreneurs, artists, students, and social innovators—to ask a simple but profound question before taking action: ‘Is this Tasmanian or not?’

Our work is not just about showcasing what makes Tasmania special, it is about ensuring every Tasmanian understands the opportunities that come with embracing our brand. Through our projects we want to help Tasmanians leverage the brand—what it means to be Tasmanian—in their own work and in their

own lives. We know that when we come together, we can best inspire confidence, nurture talent, foster an environment where creativity, and ambition thrive, and bring more value to everything Tasmanian.

My tenure as Chair will come to an end this year. It has been an honour and privilege to be involved in Brand Tasmania from its inauguration and I leave full of pride in what has been achieved. Heartfelt thanks to The Premier, Jeremy Rockliff, for his steadfast support of Brand Tasmania, to Todd Babiak, Jess Radford and the team at Brand Tasmania for their extraordinary effort in building something so beautiful and powerful, and to my fellow Board members, past and present, for their work.

As we embark on the next phase of our journey, we remain committed to our mission: to inspire and encourage Tasmanians, and those who want to be Tasmanian, to quietly pursue the extraordinary. This plan is a call to action. It is an invitation for every Tasmanian to take pride in who we are and what we can achieve together.

Thank you for being part of this story.

Nick Haddow
Brand Tasmania Chairperson

TASMANIAN INTERVIEWS
Image by Jess Oakenfull



About Brand Tasmania

Brand Tasmania is responsible for taking a best practice approach to ensure the Tasmanian brand is strengthened locally, nationally and internationally, and is promoted as a key asset of the Tasmanian community.

Brand Tasmania's broad objectives are to:

- develop, maintain, protect and promote a Tasmanian brand that is differentiated and enhances our appeal and competitiveness nationally and internationally;
- strengthen Tasmania's image and reputation locally, nationally and internationally; and
- nurture, enhance and promote the Tasmanian brand as a shared public asset.

In 2019, shortly after Brand Tasmania launched, we decided the only way for a small team with finite resources to 'bring more value to everything Tasmanian' and scale its efforts was to operate with a client-service business model.

Rather than act as the 'brand police', we launch projects and help partners in the public, private, and community sectors embed the Tasmanian brand in their strategies.

KIDS PAINTING
Image by Studio Hubert





SAMUEL, INTERNATIONAL STUDENT
Image by Nick Hanson

How we know what we know

In 2018, the Tasmanian Government conducted a comprehensive engagement and research project to uncover a Tasmanian brand narrative. We randomly selected Tasmanians across geographic and socio-economic backgrounds, age, and gender for one-on-one interviews.

We used the results of these 200 interviews, 335 pages of notes, and 147,959 words to guide everything we said and did. We tested it constantly, in a series of workshops and engagements across the state. We helped our partners use the Tasmanian story.

In 2021 we tested our qualitative data against a national and international quantitative research study that helped us further refine our audiences, customers, and opportunities.

We worked with other research teams in Tourism Tasmania, the University of Tasmania, the Department of State Growth, and Renewables, Climate, and Future Industries Tasmania to compare results and develop our shared strategies.

In 2022, we expanded our qualitative research to include 98 interviews with young Tasmanians between the ages of 18 and 24. In late 2023, we did 100 more interviews with a random sample of Tasmanians and launched another quantitative study covering mainland Australia and key international markets.

We used what we heard to develop and evolve the Tasmanian place brand.

What is a place brand?

The Tasmanian brand is not a logo. It is not a phrase we share with New Zealand, British Columbia, Ireland and businesses and councils around the world: 'clean and green'.

The foundation of the Tasmanian brand is a consistent and powerful story. It's a story we—Tasmanians—tell ourselves and each other, and how our customers and audiences in Australia and around the world understand it.

Our place brand is a unifying cultural expression and strategy.

TAS PRIDE MARCH
Image by Studio Hubert



THE PAST

THE TURN

THE CALL TO ACTION

Obstacles and hardship

- The way colonists treated Tasmanian Aboriginal people informed the United Nations definition of genocide.
- The convict history and the legacy of economic difficulty remain, alive and powerful.
- Social challenges, like low literacy and high school completion rates, remain.
- There are fewer large employers in Tasmania, and therefore fewer traditional career paths.
- Tasmanians felt they were invisible, irrelevant, mocked, ignored, misunderstood, and generally 'not as good' as other Australians, in their youth and young adulthood.
- New Tasmanians had often reached points of crisis—crisis of meaning—in big, busy, beige cities before choosing to build their lives here.
- Impossible-ism: off the island, sometimes in our communities, people said we couldn't do it.

The quiet pursuit of the extraordinary

- When we feel 'not good enough' it can inspire hard work, grit, determination, and original ideas: it's never good enough.
- It is more expensive in Tasmania, so we have to earn our price premium, no matter what we do or make.
- Isolation leads to invention, as we cannot import easy solutions.
- It's about meaning, not money; it's about what it feels like to make, build, or create something special.
- We surprise each other, and outsiders, with the exceptional quality of our products, services and experiences.
- In Tasmania, someone always helps. We don't succeed alone.
- We are the only high-income jurisdiction in the world with our natural and climate opportunities, and we can take full advantage of it.
- We love to make the impossible possible.

"Be Tasmanian"

- The call to '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 our 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'.

The Tasmanian brand story and values



The Tasmanian story

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.

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.

Protect, preserve and promote the unusual

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

Quiet confidence

Quiet success will always be supported in Tasmania.

Connected

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



ALYSSE, WHEELCHAIR RUGBY PLAYER
Image by Jess Oakenfull

What Tasmanian means

A narrative is not a static description with lots of positive adjectives. It needs the hope for transformation.

The word 'Tasmanian' carries the quiet pursuit of the extraordinary, no matter what we do, make, or build. But we can't exclude people who have not yet experienced it. This is an invitation, not an endpoint.

Our research shows two thirds of Australians are willing to pay more for anything Tasmanian. Why? High quality products and experiences, created by special people in a special place. How can we ensure every Tasmanian understands this opportunity? How can our partners embed it in their strategies and build on it? How can we 'own' something globally unique and significant, from here in Tasmania?

The quiet pursuit

A generation ago, every element of 'the quiet pursuit of the extraordinary' was negative. We weren't loud enough. Working harder for everything, in an isolated place, was not a strength. And we were not proud to be different.

Today, the world is so shouty and boastful that our audiences are looking for quietness, stillness, and the cool humility of Tasmanians. The grit, determination, cooperation, and inventiveness it takes to succeed here are Tasmanian strengths. And all of this leads to special products, services, and experiences in a mess of globalised sameness.

Another extraordinary aspect of the Tasmanian difference: we are self-sufficient in renewable electricity, net-zero, and thanks to land we have protected from development Tasmania has already met UN 2040 biodiversity goals.

CRAIGIE KNOWE VINEYARD
Image by Jess Oakenfull





The pattern of success

The story and brand values represent a distinct pattern of Tasmanian success, which we heard again and again in our interviews. But far too many Tasmanians are not yet part of it. Some of us haven't been invited into the second part of the story, the turn.

Projects like Little Tasmanian bring confidence, pride, and encouragement into all homes and communities. The pattern of Tasmanian success is who we are at our best. Every Tasmanian should have the chance to hear stories of other Tasmanians just like them, who have been where they are—to experience the 'someone like you did it, and you can do it too' aspect of this place.

Brand Tasmania's mission

Brand Tasmania's mission, informed by our research and this story, is to inspire and encourage Tasmanians, and those who want to be Tasmanian, to quietly pursue the extraordinary.

Our first five years

We are grateful for the enthusiasm and support we have received from our partners in and out of government in our first five years of operation.

Since our first day we have been working with our partners to share ways to make this place better for current and future Tasmanians. We built a website—tasmanian.com.au—that serves as our digital concierge, a single door into Tasmania, with information and stories about this special place, the people who live here, and what they do and create.

Thousands of businesses and individuals have joined us as brand partners, utilising our tools and content. Partners in and out of government are using the brand to promote and protect Tasmania, to make decisions, and drive cultural, social, and economic growth. No one has had to force it on them, and at times we've worried that we won't be able to keep up with the demand to help. But we are continually inspired by the people who come to us and want to use the brand to make decisions and build something together. This is why we do what we do.

With these partners, we have launched projects like Little Tasmanian, the Tasmanian certification mark, Powered by Tasmania, Women in Tasmania, the Tasmanian Youth Story and in talent attraction. We've told the stories of hundreds of Tasmanians. We've delivered workshops to help bring the brand to life in communities and businesses. We've seen the Tasmanian brand promoted nationally and internationally at trade shows. We've interviewed hundreds of Tasmanians through our research and heard stories of pride, frustration, and optimism for our state and its future.

We have been quietly delighted by the recognition our work has received nationally and internationally. In 2021, City Nation Place (the leading global place-branding and economic development forum) awarded us 'Place Brand of the Year'. This award came two months after winning the branding laureate at the Place Marketing Forum in Marseille, France. We have continued to share our approach through national and international forums.



THE AGRARIAN KITCHEN
Image by Jess Oakenfull

Since the beginning, we have described this work as 'an impossible mission'. In our first five years, our understanding of what this work can be, and what our team—together with our partners—can achieve has grown. We've never been a 'traditional' branding or marketing organisation. Instead, we have become a creative and strategic lab for government and communities, a way to align and unify our strategies, in a small place, to build a big brand for the benefit of all Tasmanians.

Thank you to everyone who has been a part of this.

CORE PROJECTS



PARTNER WORKSHOPS



LITTLE TASMANIAN



TASMANIAN STORE



TASMANIAN STORIES



TASMANIAN MARK



TASMANIAN TOOLKIT



TASMANIAN LAB



SENTIMENT AND
BRAND MEASUREMENT



KATIE, REGISTERED NURSE
Image by Jess Oakenfull

Tasmania's opportunity

Is this Tasmanian or not?

By 2030, we want every leader, every policymaker, every entrepreneur, every artist, every social inventor in this place, before they do anything, to ask themselves: 'Is this Tasmanian or not?'

And to know the answer.

This is the core of our strategic plan: to ensure our partners understand the Tasmanian brand and, with us, translate it into meaningful action.

Culture drives economies and makes social progress possible. Tasmanians have taught us to invite as many people as possible into the pattern of success we see around us. We inspire and encourage our partners to overcome hardship and obstacles. The line on the back of the Little Tasmanian books is an enduring theme of our work: 'Someone just like you did it and you can do it too'.



What our research tells us

Our qualitative and quantitative research has included thousands of participants based locally, nationally, and internationally. The results have highlighted not only opportunities for Brand Tasmania, but for our partners in government, business, and the community. We can leverage Tasmania's distinct brand advantages to address Tasmania's unique challenges and global trends affecting Tasmania.

The Tasmanian opportunity has local, national, and global implications. We will continue to unify these efforts across tourism, export, investment, and talent and student attraction. It will be, as always, underpinned by community action—what it is to be Tasmanian.

USHA, DIRECTOR OF FACILITIES

Image by Jess Oakenfull

It will take Tasmanian imagination, ingenuity, courage, and cooperation. By 2030:

- Tasmania is the best place in Australia to launch a high-value enterprise with local, national, and global customers.
- Young Tasmanians are increasingly confident and understand their place in our economy and society. 'Someone just like you did it and you can do it too' is an invitation and a theme in our schools and communities.
- Tasmania is an environmental workshop for the world, using its renewable electricity and leading climate position to build "one thousand small solutions" that can scale nationally and globally.
- Newcomers to Tasmania feel welcomed and inspired to be a part of this place at its best.



THREE FRIENDS ABALONE
Image by Moon Cheese Studio

Tasmanian enterprise

The vast majority of our businesses are small. Exporters and tourism operators are oriented toward premium markets because of the extra costs of shipping and transportation. Our social inventions and artists take advantage of our connectedness.

Without compromising safety or community values, Tasmania can celebrate new ideas and enterprises by working together as governments, regulators, and neighbours. We are the easiest, most encouraging state in Australia for enterprises that belong here.

Tasmanian workshop

Our most important economic and cultural opportunity is to invite people who have been historically excluded from Tasmanian success. Many more of our young people can find pathways to meaningful lives and careers, supported by their families, communities, and schools.

Our children and young people must see and believe that success is within their reach, regardless of background. We must support our young people to discover their strengths, build confidence, and feel a genuine sense of belonging in their communities.

Young people need to see Tasmanian success as something they can shape and share in. When they are inspired, encouraged, and given real opportunities, they help build a stronger, more inclusive future for all.

TASMANIAN YOUTH STORY
Image by Studio Hubert





Environmental workshop

Tasmania is a global leader in renewable electricity. The state is net zero. Thanks to land protected from development, Tasmania has already reached United Nations 2040 biodiversity goals.

There are large-scale projects to build if Tasmania is to maintain its leadership and reach its 200% renewable targets: wind farms, interconnectors, pumped hydro.

An even broader opportunity is to consider how we can solve shared problems, here in Tasmania, while the rest of the world cleans its electricity grids. Our gross per-capita emissions are too high. In transportation, agriculture, and manufacturing, in the ways we live and work, we can encourage investments in leading technologies and solutions that can scale nationally and internationally.

Tasmanian welcome

Tasmanians are widely recognised for their warmth and friendliness, particularly towards visitors enjoying the state on holidays. However, for those seeking to settle in Tasmania and make it their permanent home, experiences can vary. Becoming accepted as a Tasmanian might take time, which can leave newcomers feeling like outsiders.

A true Tasmanian welcome goes beyond friendliness. It's about creating a deep sense of belonging for young people finding their path, for newcomers starting afresh, and for anyone who needs encouragement and inspiration.

Every person here can be that one person—a mentor, a neighbour, a champion—who makes a difference in someone's life. Together, we can grow a culture of encouragement and support, where success is shared, and no one is left behind.

OLIVER, GRADUATE DENTAL OFFICER

Image by Nick Hanson





SOFIA, GIRL GANG CYCLIST
Image by Jess Oakenfull

Brand Tasmania's priorities for 2025–2030

Tasmanians are different

We didn't always celebrate this. Even now, we sometimes struggle to answer the question, 'Why Tasmania?'. Today, as the rest of the world feels increasingly bland and beige, our different-ness—our Tasmanian-ness—is among our most valuable assets.

When we use the word 'brand' we don't mean logo. Our brand is an expression of who we are as Tasmanians at our best, what we offer to each other and to the world. It's our unifying story: where we've come from, who we are today, and where we are going together. And at Brand Tasmania, our strategy is designed to bring it to life.

Brand Tasmania's 2025–30 Strategic Plan identifies three important priorities.

PRIORITY 1: BE TASMANIAN

PRIORITY 2: OUR PARTNERS ARE MORE TASMANIAN

PRIORITY 3: TASMANIAN LAB

PRIORITY 1: BE TASMANIAN

The Tasmanian brand moves our customers and audiences at home, on mainland Australia, and around the world to action.

Tasmanians understand their story and use it to inspire and encourage one another to quietly pursue the extraordinary. They are proud and assured, and they are using this confidence to build economic, social, and cultural wealth.

The positive impact story and strategy in Tasmanian tourism reinforces our talent attraction story and strategy. These efforts uplift our student attraction, our investment attraction, and help bring more value to our exports... that is, our collective work is aligned and drives demand.

Tasmania is not for everyone, but for some people it is exactly what they are looking for.

By 2030, they have found it.

No one feels left out in our work, or in Tasmania. In the words of our Tasmanian Aboriginal partners, we have “leaned into the ancientness of this place,” and we have become a key platform for Tasmanian Aboriginal storytelling and action.



RACHAEL, MENTAL HEALTH NURSE
Image by Jess Oakenfull





THE ART OF STORYTELLING WORKSHOP
Image by Nick Hanson

PRIORITY 2: OUR PARTNERS ARE MORE TASMANIAN

Tasmanians understand, feel, own, and use the Tasmanian brand.

A brand is not what we say. It is what we do.

Our partners bring the Tasmanian story to life in everything they do, from their social media posts to the way they design their products and raise their children.

In business and in all levels of government, our partners use the Tasmanian brand as a lens for policy and decision-making, asking themselves: 'is this Tasmanian or not?'

Tasmanians in every community have benefitted from the Tasmanian story, through projects, through policies and programs, through a feeling of aspiration and possibility—especially for young people.

PRIORITY 3: TASMANIAN LAB

Tasmanians have created a new place-branding model and are emerging global leaders in place-brand research, measurement and translating communication into action.

Brand Tasmania is a strategic and creative laboratory for government, the private sector, and community partners. Our data, our culture, our experience, and our approach allow us to try, test, and scale creative solutions with smaller budgets.

We work with our partners in a nimble and cost-effective way to apply Tasmanian ingenuity to seize economic opportunities, address complex social problems, and improve outcomes. The Tasmanian Lab is about thinking, communicating, designing and building in a Tasmanian way, ensuring we all align our efforts with Tasmanian culture, uniqueness, and strengths.

The Tasmanian Lab pilots, trials, and evaluates new ideas and projects. It has given our government partners the courage to develop policies informed by ongoing research into Tasmanian ways to solve problems and our uniquely Tasmanian opportunity.

Brand Tasmania is honest, curious, and open. We are a research organisation. We manage risks and measure success, to our organisation and to the Tasmanian brand.

Tasmanian-ness is embedded in local businesses and sports teams, in government support and through new investment. New Tasmanians from the rest of Australia and around the world feel a powerful sense of belonging here.



KARA, EARLY CHILDHOOD EDUCATOR
Image by Moon Cheese Studio

Evaluation and measurement

Brand Tasmania is committed to embedding research and evaluation as core components of its strategy, ensuring that all initiatives are evidence-based and aligned with the values of the Tasmanian community.

Regular brand perception studies, stakeholder feedback, and performance monitoring will allow us to understand the evolving needs of Tasmanians and those engaging with the brand locally, nationally, and internationally.

By fostering partnerships with government, industry, and community stakeholders, Brand Tasmania will ensure that its research informs policy decisions, strengthens cultural identity, and drives sustainable economic and social outcomes for the state.

Managing risk

Brand Tasmania must respond to two types of risk: risks to the Tasmanian brand ('Brand Risk') and risks to Brand Tasmania as an organisation ('Business Risk').

In June 2019, the Board resolved that it will maintain oversight of brand risk. It is a requirement under the Brand Tasmania Act that the Authority 'identify risks to the reputation of the Tasmanian brand and to develop mitigation or contingency plans in relation to that risk'.

Brand Tasmania manages business risk in accordance with Treasurer's Instruction FC-2. It has an Audit, Finance and Risk Committee which provides independent assurance to the Chief Executive Officer on the Authority's financial and performance reporting responsibilities, risk oversight and management, and system of internal control.

EAST COAST KAYAKER
Image by Jess Oakenfull



Our strategy

OUR STRATEGIC PRIORITIES

Our mission

To inspire and encourage Tasmanians, and those who want to be Tasmanian, to quietly pursue the extraordinary.

PRIORITY 1

Be Tasmanian

- Tell the story in multiple formats, on our own channels and through our partners.
- Help create a unified message and strategy across tourism, trade, and talent and student attraction.
- Ensure we are an open and curious platform for Tasmanian Aboriginal people, newcomers, older Tasmanians, younger Tasmanians, and others whose lives and work we can celebrate and support through storytelling and action.

PRIORITY 2

Our partners are more Tasmanian

- Help our partners in government, the community, and the private sector tell the Tasmanian story—and their own stories—in words and action.
- Influence ideas and policy across government by using the Tasmanian brand as a lens for decision making.
- Invite the Tasmanian community to be an active part of bringing the brand life through communication and action.
- Use formal and informal ways to involve the Tasmanian community, from our board to workshops and events.

PRIORITY 3

Tasmanian Lab

- Act as a strategic and creative laboratory for our partners in government, in business, and in the community.
- Continually renew our research and never stop listening.
- Work with partners to launch unifying ‘Trojan horse’ projects and to pilot novel solutions to complex problems using our research and experience.
- Engage with the global place-branding and economic development communities to apply the best and most relevant ideas here, making them Tasmanian.

Our objectives

Our statutory objectives are to:

- ensure that a Tasmanian Brand, which differentiates and enhances Tasmania's appeal and national and international competitiveness, is developed, maintained, protected and promoted; and
- ensure that Tasmania's image and reputation locally, nationally and internationally are strengthened; and
- ensure that the Tasmanian Brand is nurtured, enhanced and promoted as a key asset of the Tasmanian community.

Our commitment

Our work is underpinned by our commitment to:

- Always remember why we do what we do, and who our work is for.
- Uphold public sector governance through transparency, accountability, and ethical standards in every decision and action.
- Encourage a high-performance culture in an organisation that is a fun, supportive, and challenging place to work.

Our organisation values

Our work is shaped by our organisational values:

- No one succeeds alone.
- We share and communicate.
- We're obsessed with quality.
- We find ways to have fun.
- We solve problems early.



SHELL HUNTING IN BICHENO
Image by Jess Oakenfull

TASMANIAN

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