



southern trove *Experience the treasure.*

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MEDIA RELEASE/ADVISORY

SOUTHERN TROVE LAUNCHED

17 November 2016

Huon Valley and Kingborough Councils today announced a new tourism promotional program – Southern Trove – for the major destinations of their combined region: Bruny Island, D’Entrecasteaux Channel, the Huon Valley and the Far South.

“The Huon Valley and Kingborough Councils have a long-standing, collaborative approach to supporting tourism and economic development across their respective regions,” Huon Valley Council Commissioner Adriana Taylor said.

“Southern Trove is a result of both Councils and key stakeholders wanting to build upon the former Huon Trail to better reflect the whole Southern region and its significant destinations.”

Kingborough Council Mayor, Steve Wass said the Southern Trove is a platform for destination promotion and industry partnerships to benefit the whole of Huon Valley, Kingborough and beyond.

“It will include marketing activities such as a visitor guide and map, social media and digital activity, signage and cooperative promotional opportunities for industry,” Alderman Wass said.

“This is both an exciting time and result for all involved. The Councils continue to provide leadership as to the role local government can play to support tourism in partnership with industry.”

Destination Southern Tasmania CEO Melinda Anderson, who helped coordinate the joint Council and industry reference group for the program, said Southern Trove is an exciting, contemporary approach to destination marketing.

Reference group member, Robert Pennicott, from Pennicott Wilderness Journeys said: “***I am delighted to work with industry, council and DST to build a contemporary platform that is inclusive of the four destinations in the south and reflects the diversity each offers. It will enable industry across the region to work more closely together to drive regional dispersal.***”

Fellow reference group member, Ryan Hartshorn, from Hartshorn Distillery & Grandveve Cheeses, said: “***It was a privilege to be able to represent the Channel region as part of the new Southern Trove. Each sub-region of the south has been able to voice their opinions on their regions strengths and concerns. As a result we have been able to collate this information and formed a strong new brand and theme to further boost southern Tasmania’s tourism.***”

Ms Anderson said Southern Trove recognises the change in visitor needs and how they travel.



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“Our visitors are now driven by the experiences and destinations on offer, not the traditional touring option,” Ms Anderson said.

“The four clear destinations of Southern Trove - Bruny Island, D’Entrecasteaux Channel, Huon Valley and Far South – have their own strengths and points of difference.

“It was important to position the area south of Hobart as a broad region with discrete destinations and highlight its diversity of experiences. We sought to accommodate the individual destinations and provide an umbrella that is inclusive of their strengths.”

Ms Anderson said the two Councils engaged Destination Southern Tasmania to manage identified marketing and industry development activities.

“Following workshops with industry, the region has undergone a destination/region rebrand that will better promote the region as destination/experience driven rather than the historical ‘touring route’ principles.

“The development of the new brand design took in to consideration the existing Huon Trail assets, focussing on colours and styles to ensure consistency for the visitor.

“The whole region will now be known as the Southern Trove. The definition of a trove is: a store of valuable or delightful things discovered or found ... which seeks to represent the hidden treasures and urge the visitor to explore and unearth the rich gems of the region - Bruny Island, D’Entrecasteaux Channel, Huon Valley and the Far South.”

Southern Trove was today launched to an audience of Council, industry and community members. Ms Anderson said 80,000 copies of the Southern Trove Visitor Guide and Map will be distributed for the coming summer season.

“The Southern Trove Visitor Guide and Map is co-funded by local government, tourism services and businesses in the respective regions. It features lots of destination information and provides details on walks, boating, markets and events.”

For more information: www.southerntrove.com.au; Facebook/Instagram: southerntrovetasmania

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Kingborough

