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TASMANIAN CONVENTION BUREAU

MEDIA RELEASE

The Tasmanian Convention Bureau joins the push for redevelopment of Princes Wharf

The Tasmanian Convention Bureau welcomes Premier Paul Lennon's call to focus on the redevelopment of the Princes Wharf.

The TCB has the view that to develop and grow the business tourism sector in Hobart, an integrated approach is required in any planning for public facilities on the Hobart waterfront.

The Chair of the Bureau, Tony Hart, said *'that with intense competition from new conference facilities in interstate capital and regional cities, Hobart needs to maximise its developments to ensure that they added to current facilities'*. *'We need to also ensure that our developments meet market expectations'*, Mr Hart added. *'It would be an absolute shame to develop a 'white elephant'*.

The TCB undertook a recent study which compared Hobart's convention infrastructure with its competitors. In responding to the study the TCB Board believes that in the redevelopment of Princes Wharf we should have an area that has flexible space for community use including exhibitions, large dinners and meeting areas.

Mr Hart also said that *'a rebuilt Princes Wharf that provided this flexibility, along with a friendlier streetscape around the Hobart waterfront, would enable easy movement between existing facilities and the Princes Wharf area. Combined with greater use of water transport, large conventions at either the Hotel Grand Chancellor or Wrest Point, could use the new facility for off site dinners seating up to 1,000 delegates'*.

The TCB looks forward to further discussion and planning for what could become a unique product difference added to Hobart's already impressive list of reasons why interstate groups should come to Hobart for their conferences and conventions.

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For further information:

Tony Hart
Chair
Tasmanian Convention Bureau
Contact 0418 130 221

Vin Barron
Chief Executive
Tasmanian Convention Bureau
Contact 03 6224 6852
0418 145 859