

# Women in Tourism & Hospitality Tasmania

Newsletter: October 2016



## IN THIS ISSUE:

New WITH Tas South Committee

WITH Tas 2017 Scholarship  
**Closing soon!**

WITH Tas South Xmas Function - p2

WITH Tas North Xmas Function - p2

WITH Tas South Raffle - p2

2016 Scholarship Winner update - p3

Events - DST & UTAS - p4

Letter FROM the Editor! - p4

Women in leadership - p4

## Key dates:

- 31 Oct: Scholarship closes
- 24 Nov: Southern Xmas function - P2
- 5 Dec Northern Xmas function - P2

## YOUR NEW WITH TAS SOUTH COMMITTEE AGM, new Committee, 7th birthday and CAKE!

The AGM was held at the Town Hall in late September and was one of our most enjoyable events. Thanks go to Lord Mayor Sue Hickey for providing the venue.

We bade a fond farewell to our wonderful outgoing President – Jane Richardson – and two valued Committee members – Kerry Wells and Diane Byrne.

Jane has been an enthusiastic, hard-working and inspirational leader of our Committee during her three year tenure as President. Diane and Kerry have both also been hardworking Committee members and we will miss them all very much!

It is with much pleasure that we announce our new Committee for the 2016-2017 period:

President: Jane Johnston, Travel with a Cause

Vice President: Rita Warrener, Tourism Tas

Secretary: Helen Hopwood, DHHS

Treasurer: Pam Nichols, Tourism Brochure Exchange

Membership/Database Coordinator: Jill Bannon, formerly Old Woolstore, now on long service leave

Committee Member & Newsletter Editor:

Kerry Scambler, The KS Principle/VisitVineyards.com

Committee Member: Sally Deane, Tahune Airwalk

Committee Members & Social Media:

Amie Nichols, Hobart Car Hire and Sophie Kelly, Hadleys Orient Hotel

The Committee looks forward to working for you all in the coming year and invites your input and feedback - just contact any Committee member.



L-R Helen Hopwood, Pam Jane Johnstone, Jill Bannon, Kerry Scambler, Sally Deane and Rita Warrener

## 2017 SCHOLARSHIP CLOSES 31ST OCT

**WITH TAS Tourism & Hospitality Scholarship offers financial and peer support**

This scholarship will be awarded to a young woman undertaking tourism and/or hospitality studies at post-secondary level in 2017.

It provides financial support of \$1,000 to cover study enrolment fees and WITH peer support throughout the year.

WITH Tas South is now calling applications for our 2017 scholarship.

*Guidelines and application available on the WITH Tas website >>*

For queries or emailed guidelines and applications, contact us via Facebook or email [womenintourismtas@hotmail.com](mailto:womenintourismtas@hotmail.com)

**Applications close 5.00pm Monday, 31 October 2016.**

**What does it mean to a scholarship winner?** At right our current scholarship holder Katherine Haliday, relates what this scholarship has meant to her. On page 3, Katherine also provides an update on her studies and comments on the TAFE to UTAS pathway.

*"I strongly recommend that if you are wishing to develop your education and skills within the Hospitality and Tourism area within Tasmania that you apply for this unique scholarship.*

*Not only will it assist me financially, but more importantly it has given me the opportunity to network, discuss opportunities and challenges within Hospitality and Tourism.*

*The ladies at Women in Tourism & Hospitality Tasmania have been so encouraging and have always been open to help and provide advice to assist me along the way.*

*I am extremely grateful for this opportunity and hope that I can continue to be a part of Women in Tourism Tasmania."*

*Katherine Halliday  
2016 WITH Tas Scholarship winner*



## WITH TAS South Christmas Function

**Thursday 24 November | Sons of Baja, 285 Elizabeth St, North Hobart**  
**Save the date - there will be wine, women and song!**

Plus the announcement of the 2017 WITH Tas Scholarship, raffle draw, fun and frivolity.  
*Full details coming to your inbox soon.*

## WITH TAS North Christmas Function

**5.30 - 7.00pm Monday, 5th December**

**The Mill Providore and Gallery, Launceston, hosted by Kim Seagram**

*Abel Gin Company invites the gals of WITH TAS to an exclusive tasting of its Gins, Essence and Quintessence. with head distiller and co-owner Natalie Fryar.*



Cost: Members: \$20.00 | Non-members: \$30.00  
Please RSVP by the Monday 28th November 2016  
Kim Jeffery 0400 247 182 / Karen Phillips 0400 367 665  
Or email: [witnortherntas@gmail.com](mailto:witnortherntas@gmail.com)



We look forward to seeing you and remember to bring a \$5.00 gift for Secret Santa and your business cards.

**Why not do some Christmas shopping on the night in The Mill!**  
Due to costs incurred, any non-attendees on the night will be invoiced for the amount.

# WIN with WITH!



**Great Tasmanian prizes to be won!**  
**Drawn on the 24th November.**



**YOU COULD WIN:**

1. World Heritage Cruise (Strahan) for two on including lunch - value \$260
2. One night's stay for two at Wagners Cottages, Swansea - value \$225
3. Speaking in Public coaching - value \$190
4. Photography Gift Certificate from Shutterbug Walkabouts - value \$100
5. Wrest Point Voucher - value \$100
6. Puddleduck Cheese & Wine Tasting for two - value \$50
7. Tasmanian Chocolate Bouquet - value \$34

**Buy tickets now and you'll be helping raise funds for our student scholarship.**  
contact us through Facebook or email [womenintourismtas@hotmail.com](mailto:womenintourismtas@hotmail.com) for ticket purchase details

## Q&A with Katherine Halliday

### 2016 WITH Tas Scholarship Winner

We recently asked Katherine for an update on her studies and career progress:

What units you are studying currently, why did you select them and how you expect they will assist in your work?

*I am currently studying Consumer Behaviour and Marketing Management as they are core subjects for my degree (Batchelor of Business Administration - Tourism Management).*

*The focus of Consumer Behaviour is to provide a comprehensive introduction to theories and models that help explain consumer behaviour in different consumption contexts. It helps to develop knowledge about the steps in the consumer decision-making process and the internal and external factors that influence consumers evaluation of marketing messages and subsequent purchase decisions.*

*Marketing Management provides me with the knowledge of theories underpinning marketing strategy and their role in the development of an effective marketing plan. I am currently in the last stages of completing a new marketing plan for a boutique hotel in Hobart.*

*Both of these units will assist me in learning the knowledge required to further my career within the tourism sector of Tasmania.*

Comment on the pathway from TAFE to UTAS, the end qualification you will gain and why you'd recommend this pathway to other young women:

*The pathway from Tafe to UTAS was certainly the best and most appropriate option for me whilst working full time.*

*I completed a Cert IV Hospitality and Tourism, Diploma Hospitality and Tourism and Advanced diploma in Tourism from TasTAFE.*

*By using the pathway from TAFE to UTAS this gave me credit for 14 units at UTAS. You are then required to complete 10 core units at UTAS to obtain your degree.*

*If anyone is looking to further their education and obtain a degree in Business (Hospitality and Tourism) I highly recommend this pathway, especially if you are still working fulltime as it is achievable!*

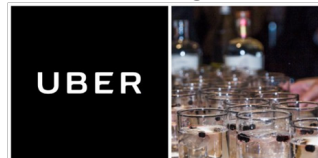
If relevant, a description of your role at UTAS and how it connects with the tourism industry or alternatively the type of work you'd like to do within the tourism industry.

*I am currently working at UTAS in the role of an Executive Officer for the Tasmanian School of Business and Economics. Longer term I would love to be working within the business development side of Tourism and Hospitality within the state.*

*Katherine Halliday  
2016 WITH Tas Scholarship Winner*

## Events

### DST Networking event - 5.00 - 6.00pm, 27 October



The regional tourism organisation, Destination Southern Tasmania, is holding its next industry networking event 5pm Thursday 27 October, with guest speaker being from Uber.

This is a DST members-only event, for details see [here>>](#)  
**Registration closes Monday 24 October.**

### Chinese visitors to Tas research presentation 12noon - 1.30pm, Thursday 27 October

Melody will present her research on Chinese visitors to Tasmania and Oskaras presents his latest research on gay tourism. Both cutting edge research talks! It's a free event and open to anyone. RSVP is essential, please email [elleke.leurs@utas.ed.au](mailto:elleke.leurs@utas.ed.au)

## TREND SEMINAR

TREND LUNCHTIME SEMINAR  
MELODY MA AND OSKARAS  
VOROBOVAS-PINTA,  
UNIVERSITY OF TASMANIA  
THURSDAY 27 OCTOBER,  
12.00PM TO 1.30PM  
ROOM 105 RORI SEMINAR  
ROOM, IMAS BUILDING,  
CASTRAY ESPLANADE  
ALL WELCOME | RSVP  
ESSENTIAL TO  
[ELLEKE.LEURS@UTAS.EDU.AU](mailto:ELLEKE.LEURS@UTAS.EDU.AU)



## Letter FROM the Editor!

**Hello and welcome to the mid-spring edition of your Women in Tourism & Hospitality Tasmania newsletter.**

This is my first edition and I'm already looking forward to our next issue! Please email me with any feedback, news, events, images or tourism updates from your part of our state.

Hope to see you at the Southern Christmas function in November!

Cheers!

**WITH Tas South Newsletter Editor**  
*Kerry Scambler*  
[kerry@theksprinciple.com.au](mailto:kerry@theksprinciple.com.au)  
0407 875 460



## Women in leadership roles

### WITH TAS member aims for re-election to RACT Board

Women In Tourism & Hospitality Tasmania was founded to provide support, mentoring and networking opportunities to all women in the tourism and hospitality industry in Tasmania.

While we are non-political we do aim to support women in achieving leadership positions in the tourism and hospitality industry. For this reason we direct your attention to a message from one of our members, Jude Franks who is standing for re-election.

Jude says: "In addition to my current role on the RACT Board, I'm a member of the RACT Destinations and RACT Travel Boards and the RACT's Southern Regional Advisory Committee. I'm passionate about Tasmania, the Tasmanian community and the RACT."

Voting is open until the 2nd November.

[Read more about Jude and her campaign here >>](#)

### More women represented on Tasmanian Government boards.

Media release from Jacqui Petrusma, Minister for Women.

The Hodgman Liberal Government is committed to including more women on boards.

Our commitment to increasing female representation was demonstrated with the release last year of our Women on Boards Strategy 2015-2020, where we set a target of 50 per cent representation by 2020.

Our plan to increase the number of women on Tasmanian Government boards is working, and can be seen in our Highlights Report.

Since the strategy's release in July last year, women's representation on government boards has gone from 33.8 per cent to 39.4 per cent - an increase of 5.6 percentage points or nearly a 17 per cent increase, due to 59.2% of all new appointments being women.

At the end of August this year, women also held 50 per cent of director positions on Government Business Enterprises and 33 per cent of director positions on state owned companies.

This is a result of greater consideration given to identifying and recruiting women with the relevant knowledge, skills and experience to fill board vacancies.

There have also been noticeable increases in the percentage of board and committee positions held by women across a number of government departments and agencies including the Department of State Growth (increase of 10.9 per cent), Health and Human Services (4.8 per cent), Education (3.1 per cent) and Primary Industries, Parks, Water and Environment (2.1 per cent).

Tourism Tasmania also had an increase of 14.3 per cent and TAFE Tasmania 11.1 per cent.

Across all Australian jurisdictions, Tasmania has also had the largest increase of all jurisdictions, resulting in Tasmania improving its ranking in comparison with other states and territories.

As part of the strategy, the Government has committed \$150,000 over three years to support the Tasmanian Government Board Diversity Governance Scholarship Program through our partnership with the Australian Institute of Company Directors (AICD).

In 2016, 126 applications have been received for the program. The applications are being assessed and an announcement of the successful applicants will be made before the end of the year.

View the [Women on Boards Strategy 2015-2020 Highlights Report here >>](#)

### Women in Leadership Tasmania Summit 2016 - 5-8 December, Hobart Function & Convention Centre

This event will provide a platform for specialised leadership skill development. This one-of-a kind event showcases Tasmania's pre-eminent leaders from public and private sectors, from core government departments to the country's top brands, to share their expertise and insights into leadership.

Brimming with inspirational success stories and practical takeaways to refine your current skill set, the Summit is an unmissable opportunity to enhance your credentials and flourish as a leader.

[See details here >>](#)