

Sept/Oct 2011

**Welcome** to the fourteenth edition of the Kentish e-news! All operators are encouraged to submit articles on a bi-monthly basis regarding new promotions or changes to tourism-related business to update other business operators on new developments within the Kentish region.

We encourage feedback, comments or suggestions from tourism operators about Kentish e-news to enable the newsletter to be as user-friendly as possible. This edition's featured image is Mt Roland taken from Wilmot, photographed by Dan Fellow © All Rights



## Kentish Visitor Information Centre

5 Pioneer Crescent, SHEFFIELD TAS. Ph 03 6491 1036 or email [kvic@kentish.tas.gov.au](mailto:kvic@kentish.tas.gov.au)



Kentish Visitor Information Centre would like to congratulate all winners of The Advocate 2011 Cradle Coast Regional Tourism Awards! Kentish operator, Anthony O'Hern from Cradle Mountain Canyons, received the 'Young Achiever' award; Cradle Mountain Canyons won best 'Tour Operators'; Discovery Holiday Parks at Cradle Mountain won best 'Caravan Park' and Wilderness Gallery International Mural Fest won the best 'Event and Festival' in the North West region of Tasmania for 2011.

### Holiday @ Home Competition

Devonport and Cradle Country Marketing Group are running a 'Holiday @ Home' competition with your chance to win \$1000 of Tasmanian holiday accommodation!

Book your Tasmanian holiday from a selection of holiday packages offered at Kentish Visitor Information Centre at Sheffield, Devonport, Latrobe or Ulverstone Visitor Centres for your chance to win! Hurry, book now as the competition closes by the end of September, 2011! Good luck!

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### Kentish Events

**3-4 Sept** - Redwater Creek Steam & Heritage Railway

**3 Sept** - Wilmot Market

**17 Sept** - Sheffield Town Hall Market

**24-25 Sept** - 2011 Sheffield Daffodil & Spring Flower Show

**1-2 Oct** - Redwater Creek Steam & Heritage Railway

**1 Oct** - Wilmot Market

**15 Oct** - Sheffield Town Hall Market

For further information on events, accommodation and attractions visit [www.sheffieldcradleinfo.com.au](http://www.sheffieldcradleinfo.com.au) or check out our Facebook Page <http://www.facebook.com/#!/KVIC730>

To update or remove your details on the Kentish e-news mailing list, please contact:

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# Events

## 2011 Wilderness Gallery International Mural Fest



Congratulations to the International Mural Fest Events Team for winning the best **Events and Festivals Award** in **The Advocate 2011 Cradle Coast Regional Tourism Awards!**

Judges' comments were: "**International Mural Festival** – is a unique and iconic mural art competition that over its nine years has gained recognition and credibility that has exceeded all of our expectations – well maybe ours but not that of Brian Inder. From an event whose future was questionable and its link to the traditional arts community questioned, Mural Festival has created its niche on the Tasmanian Calendar of Events". The judges acknowledged how the community has embraced and now benefits from the event.

W: [www.muralfest.com.au](http://www.muralfest.com.au)



## Cradle Mountain Canyons 2011 Cradle Coast Regional Tourism Award Winner

Congratulations to **Cradle Mountain Canyons** on winning The Advocate 2011 Cradle Coast Regional Tourism Award for best Tour Operators and **Anthony O'Hern** for winning The Advocate 2011 Cradle Coast Regional Tourism Award for Young Achiever!

Judges were most impressed with this adventure tourism operation and just as suitably impressed with co-owner, Anthony O'Hern. Judges' comments were: "Cradle Mountain Canyons is an adventure based tourism business offering half and full day tours in the Cradle Mountain Areas – it is Tasmania's first and only canyoning business. The business has only begun operating this year but has already connected with its Target Market – over 400 customers in the first 6 months of operation. Judges were impressed with the tour, the planning, the communication with customers and the overwhelmingly positive response of customers to this experience".

Anthony O'Hern has worked within the tourism industry in Tasmania for a decade. He studied politics at the University of Tasmania and worked as a guide in summer breaks. Initially, Anthony worked as a bushwalking guide for Tasmanian Expeditions, becoming a lead guide towards the end of his first season. In addition, Anthony worked on a variety of experiences, excelling in longer expedition style tours, such as the Overland Track, South Coast Track, Western Arthurs and Frenchman's Cap.

Cradle Mountain Canyons Ph: 1300 032 384 W: [www.cradlemountaincanyons.com.au](http://www.cradlemountaincanyons.com.au)

## Discovery Holiday Parks, Cradle Mountain

3832 Cradle Mountain Road, Cradle Mountain, 7310 Ph: 1800 068 574

Congratulations to Discovery Holiday Parks, Cradle Mountain on winning the best **Caravan Park Award** at The Advocate 2011 Cradle Coast Regional Tourism Awards!

The judges' findings were: "Excellent facilities – very helpful staff - cabins clean and warm. Judges were very impressed of what they referred to as the Discovery Park Experience – the total experience – the welcome – the encouragement to do and see all that Cradle has to offer, the quality of everything that this business offers".



# Hurlfield Farm Cottage

## Farmstay near Sheffield, Tasmania

Hurlfield Farm Cottage owners, Sharon and Chris Hearle, have operated their farmstay cottage for just under two years.

Although Hurlfield Farm Cottage is a small operation, they have managed to achieve a place in the Tourism Industry Council Tasmania People's Choice Top 10 for accommodation venues within the Cradle Coast Region on three occasions. "Though we be but little, we are fierce", says Chris Hearle.

The cottage, nestled beneath beautiful Mount Roland, is part of a 40 acre farm, with a variety of farm animals that help entertain their guests.

The cottage is well appointed, warm and comfortable and seems to have guests relaxing very soon after their arrival.

Perhaps it's the home made scones, jam and fresh cream on the kitchen table and a nice cup of tea, especially after a long drive or a busy day, that helps settle them in.

These little surprise treats don't

take much to put in place, and it's nice to hear the guests say "Oh the scones were beautiful, thank you so much, do you have the recipe?"

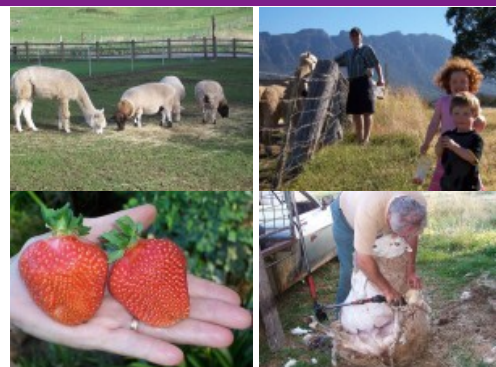
Sharon likes to greet the guests and explain everything to them, paying special attention to remembering their names.

**"It ain't what you do, it's the way that you do it!"**

Children often make comments like, "Sharon knows my name!"

Overseas guests, especially from Hong Kong, are a real education. They are amazed at the living space. If a gate is closed, they are reluctant to go through without permission.

Sharon and Chris say, "We try and spend some quality time with our guests. After all, they are the ones paying. It's like that old swing number: **It ain't what you do, it's the way that you do it!**"



537 Claude Road, Sheffield  
Ph: 0417 775 749

E: [info@farmstaytasmania.com](mailto:info@farmstaytasmania.com)

W: <http://www.farmstaytasmania.com>

## SHEFFIELD DAFFODIL & SPRING FLOWER SHOW 2011

Town Hall, High Street, Sheffield

Entries and judging Friday 23<sup>rd</sup> September

Public display Saturday 24<sup>th</sup> September 9.30am-4pm & Sunday 25<sup>th</sup> September 10am-4pm



The Sheffield Daffodil Show began in 1928 to coincide with the cattle sales in the area. While the men were at the sale yards, the women and children held a spring daffodil show with a dinner and dance as a major social event for the district.

The event has never missed a year since 1928, even during the war years, making it one of the oldest running daffodil shows in Australia. When people think of daffodils, they imagine traditional yellow trumpets. Many first time visitors are absolutely astounded by the huge variety of colours and shapes on display. The event was originally run by the Anglican Church. Now the Kentish Garden Club runs the flower show which has been expanded to include spring flowers.

Discover it  
Experience it  
Live it  
**RIDE IT!**

Rated 2nd by Lonely Planet as their Top 10 list of the world's best cycling routes, the West Coast of Tasmania is described as "unspoiled, untamed and fierce" and "having the region's most grueling hill climbs".

Come down and see for yourself - take on the Challenge!

[www.puretasmaniacyclechallenge.com.au](http://www.puretasmaniacyclechallenge.com.au) 26TH FEBRUARY, 2012

**Pure Tasmania**  
CYCLE CHALLENGE

Two Distances:  
Cradle Mountain to Strahan, 139km  
Devonport to Strahan, 215km

Experience some of Tasmania's best hospitality venues whilst you ride some of the most challenging and scenic coastlines and mountain ranges in the world.

**PURE  
TASMANIA  
CYCLE  
CHALLENGE**  
26<sup>th</sup> FEBRUARY, 2012  
COMING SOON!

[www.puretasmaniacyclechallenge.com.au](http://www.puretasmaniacyclechallenge.com.au)

# CRADLE MOUNTAIN CHATEAU

## JOB OPPORTUNITIES!

**Feel like a change of scenery?  
Subsidised staff accommodation on offer!  
Earn and save great money!**

Surrounded by majestic alpine peaks, and beautiful lakes, it's no wonder Cradle Mountain is one of Tasmania's most popular tourist and holiday destinations. With our season now underway, we are recruiting for a variety of positions!

Working at Cradle Mountain Chateau allows you to get away from it all and spend your time exploring this beautiful region. If you love bushwalking, wildlife encounters, fishing and kayaking, this could be for you!

The Chateau has 60 accommodation rooms, two cafes, two restaurants and a day spa offering a number of employment opportunities from spa therapists, food and beverage, front office/reception, housekeeping and chefs!

If you want a true mountain experience, Cradle Mountain Chateau is the employment opportunity for you! To find out about what roles are available now, call Fiona Palfreyman on (03) 6221 1836 or go to our website at [www.federalgroupcareers.com.au](http://www.federalgroupcareers.com.au)

## Sponsorship Opportunity for Kentish businesses

Redwater Creek Steam & Heritage Society is offering local businesses an opportunity to highlight their organisation while providing support to preserve our agricultural history.

Sponsoring our community Heritage Society will ensure your support is recognised at SteamFest and acknowledged year round through promotional materials and the website [www.redwater.org](http://www.redwater.org).

The chance exists to have your business name and logo presented on the carriage of a polished diesel train.

A Naming Rights option is available for your choice of entertainment events at SteamFest 2012. These are unique marketing opportunities.

If you recognise the importance of supporting your local community event, please contact the president Chris Martin on 0429 418 739.

## Friday Nite Folk

### Skwiz Cafe

63 Main Street, Sheffield 7306

### DAVID KNIGHT - FRIDAY SEPTEMBER 30



David is a freelance musician from the outer eastern suburbs of Melbourne. Playing solo acoustic and electric guitar, he covers a range of styles and genres. Likewise, David specialises in roots and indie music. David began playing at the age of 12 years and has consistently developed his ability throughout his secondary schooling career. He offers a complete performance on his instrument, delivering more than simply playing the guitar.

Drawing influences from a wide range of music and musicians, he treats the guitar as an entire musical package, as opposed to merely a solo instrument. He performs and demonstrates a wide range of techniques. For example, David plays percussive guitar, utilising the sound qualities associated with the neck and body of the instrument in conjunction with standard guitar playing practices. Performing a range of covers and original material, David is sure to impress as a soloist. David always has a busy work schedule in Melbourne where you will most likely see him performing on a regular basis around the traps.

David has decided to take a short break and do a tour of Tasmania. This will be one hell of a performance. Friday Nite Folk are excited to have him at Skwiz once again. Ticket price for this show is only \$10.00. Check out David's website [www.davidknightmusic.com.au](http://www.davidknightmusic.com.au).

#### DISCLAIMER

Although due care has been undertaken in compiling and producing information within this newsletter, Kentish Council does not guarantee the accuracy, completeness or currency of any information submitted by operators.

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