



31 July 2014

Guy Barnett, Parliamentary Secretary to the Premier

Initiative planned for Tasmanian Visitor Information Network centres

The Liberal Government is committed to attracting 1.5 million visitors to Tasmania per year by 2020.

The Liberal Government, through the Tasmanian Visitor Information Network (TVIN), is embarking on an important initiative this year, in partnership with the Tasmanian Fire Service and State Emergency Service.

A submission has been made by the TVIN for federal funding to finance a project to develop resource material and training that will prepare visitor information centres to undertake a critical communication role in times of emergency.

A workshop has already been held in Tasmania with TVIN members and a representative from Tourism Victoria, to look at the emergency response role that visitor information centres played during the Victorian bushfire and are now playing in that state.

A visitor information centre is usually a reliable first 'port of call'. This was evident during the January 2013 bushfires. Popular tourist destinations on the East Coast, Derwent Valley and the Tasman Peninsula were significantly affected by the bushfires raging in the state.

At the height of the bushfires, people who were travelling in the state needed guidance and advice about the places they were intending to visit. Many of these visitors also needed to make alternate arrangements when it came to places to stay and attractions to go to.

The TVIN Centres played an invaluable role during this period by reassuring travellers and helping them make alternative arrangements.

This initiative will ensure that the TVIN can continue to help visitors have a safe and pleasurable Tasmanian holiday, and just as importantly – one they will go home and tell everyone else about.

The Network consists of 20 accredited visitor information centres located throughout Tasmania.
The centres are owned and operated by local councils.

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