

AUSTRALASIAN  
CREATIVE CITIES  
NETWORK  
**PROGRAM**

26 & 27  
March 2026

*Hosted by  
Gastronomy Northern Tasmania for:*

**LAUNCESTON**  
UNESCO Creative City of **Gastronomy**

*and*

**HOBART**  
UNESCO Creative City of **Literature**



# Thursday 26 March

## Session 1 - Conference Plenary

9.00am – 1pm

**Albert Hall**, Corner of Tamar and Cimitiere St, access via City Park.  
*Coffee on arrival and a morning tea break at 11am*

- Welcome to Country – **Aunty Netty Shaw**
- Introductory remarks – **Paul Seaman** – *Chair of Gastronomy Northern Tasmania*
- Recorded message from the **Premier of Tasmania Hon Jeremy Rockliff**
- Welcome to Launceston – **Mayor Matthew Garwood**, *Mayor of the City of Launceston*
- Welcome from the City of Hobart – **Lord Mayor Anna Reynolds**
- A series of short presentations from Australian and New Zealand Creative Cities highlighting their triumphs, main activities and areas of achievement.

### **Travel to Legana**

**FermentHQ**, 6 Synergy Court, Legana – *private cars – approx. 20 min drive*

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## Session 2 - FermentHQ

1pm – 4pm

**FermentHQ**, Legana

*Lunch on arrival – Hubert and Dan*

- **Tour** of FermentHQ with **Kim Seagram**
- Sourdough starter workshop

### **Travel back to town and hotel breaks**

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## Session 3 – Conference Dinner

From 6pm

**Stillwater Restaurant**, 2 Bridge Rd, Launceston

*Pre-dinner drinks and dinner*

- Welcome from owner of Stillwater **Bianca Welsh**  
and Spoken Word with **Thomas Forest** – *The Front Bar*
- 7pm – Dinner

**Friday** 27 March

## Session 4 – Design Tasmania

9am – 11.30am

**Design Tasmania**, Corner of Brisbane and Tamar St, Launceston

*Coffee on arrival and morning tea – Bread and Butter*

- Hosted by **Travis Tiddy** – CEO, and **Michelle Boyde** – Artistic Director, Design Tasmania
- Tour of Design Tasmania
- Facilitated discussion – challenges in creative transformation of place
- Case study – The Unconformity, Queenstown
- Sharing and discussion of challenges

**Travel to Mowbray** – 20 mins

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## Session 5 – The FaRM Project

12pm – 2pm

**Mowbray Community Garden**, 42 Dover St, Mowbray

*Lunch – The County Women's Association using FaRM-grown produce*

- The FaRM Project addresses food security and literacy in Launceston's Northern Suburbs and is transitioning to a sustainable social enterprise model. This visit will include an outdoor tour of the community gardens.

**Travel into the city** – 20 mins

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## Session 6 – Wrap Up

2.30pm – 4pm

**Martini's Cocktail Bar** 33 Kingsway, Launceston

*Drinks*

- Discussion with **Melissa Liberatore**, Secretary General of the Australian National Commission for UNESCO - enhancing the relationship between UNESCO Natcom and the Australian Creative Cities
- Outcomes including collaborative projects
- Conference host for 2027

# Venues



## FermentHQ

Located at Legana in northern Tasmania, 12 km north of Launceston, FermentHQ is a proving ground for fermentation innovation through developing fermentation-based products and businesses and related skills by providing specific fermentation equipment, spaces and support services for product development and enabling research and education.

Fermenthq is a niche research, training and development facility that will provide opportunities for product developers and brand owners to tap into the enormous potential for fermentation to yield a nearly infinite array of sustainably produced, highly nutritional foods and beverages.



## Design Tasmania

Design Tasmania is a not-for-profit design centre dedicated since 1976 to furthering design in Tasmania through our exhibitions, collection and store.

Our programs, activities and advocacy are designed to embrace diversity, encourage inclusivity and champion professionalism, bringing design to as many as possible.

Design Tasmania welcomes more than 100,000 visitors a year in person and hosts globally accessible presentations online, continuing the mission to have Tasmanian design recognised worldwide.



## Stillwater

Located in the iconic 1840s Ritchies Mill, Stillwater is Launceston's mainstay multi-award winning fine dining restaurant. Since 2000, it has been a stalwart of the Tasmanian hospitality scene: unparalleled in its unapologetically professional service, and commitment to all things local in a relaxed-yet-refined atmosphere.



## The FaRM Project

The FaRM (Food and Resilience Movement) aims to transform food security and food literacy in Launceston's northern suburbs through a network of community gardens and associated educational programs. The project emerged from a community led initiative during the COVID 19 pandemic, reflecting local aspirations for more resilient and accessible food systems. In 2023, the Northern Suburbs Community Centre, in partnership with Starting Point Neighbourhood House Ravenswood, successfully secured a \$500,000 grant from the Tasmanian Community Fund to support the project over three years. This funding is enabling the establishment of multiple community gardens and the development of a dedicated team to grow the initiative into a sustainable social enterprise.

# Hosts



## **Kim Seagram** AM

A serial entrepreneur who has founded and helped run numerous businesses in the wine, tourism, hospitality and service industries with her husband Rod, she continues to drive growth in the entrepreneurial culture. Serving on numerous boards, advisory councils and reference groups Kim has contributed extensively to the strategic vision for Tasmania.

Serving on the Industry Reference group for the Centre for Food Innovation inspired her to drive the FermenTas project for Northern Tasmania. A not-for-profit company building the fermentHQ incubator at Legana, a global first in the production, training, commercially focused research and agritourism around fine fermented food, beverages and bioenergy.

The Hub will serve as a 'cluster' economic development driver, helping unlock the value of the agribusiness sector and create the businesses and jobs for the future. Through this work Launceston has also achieved a UNESCO Creative City of Gastronomy denomination, Northern Tasmania's food culture now being recognised globally.



## **Bianca Welsh** – Co-owner of Stillwater

Bianca Welsh is a co-owner of Stillwater Restaurant and Seven Rooms, one of Tasmania's most awarded and recognised restaurants. She runs her own mental health business – From Experience, providing education and advice to workplaces on how to be a mentally healthy workplace including education around trauma informed practices, neurodiversity, mental illness, attachment theory and more.

On top of an extensive board CV, Bianca has been recognised for her work in the industry and community with accolades such as Young Restaurateur of the Year (2015), Young Tasmanian Australian of the Year Finalist (2016), Young Professional of the Year (2017), Tourism Minister's Young Achiever (2019), 40 Under 40 Most Influential Asian Australian List (2022) and most recently News Corp Australia's 250 Young Entrepreneurs list among a handful of Tasmanians. She also was a TV host for a local travel show – Left Off the Map and Award Winning Tasmania.

In October 2025, Bianca released a podcast – From Experience: The Grief Collection, sharing her own story of grief and loss but also interviewing other people on their own experiences through the loss of loved ones such as parents, pets, siblings, children, a relationship and significant others, but also the loss of oneself through the experience of trauma.



## **Travis Tiddy**

– CEO, Design Tasmania

Travis joined Design Tasmania as CEO in 2025, bringing over 15 years of experience in cultural leadership, regional advocacy and arts management. He is the founding Artistic Director/CEO of The Unconformity, an internationally recognised arts festival and cultural platform based in Queenstown, Lutruwita/Tasmania, known for its distinctive place-based programming and national impact.

Travis holds a Bachelor of Fine Art in Visual Communication (First Class Honours), a Churchill Fellowship, the Premier's Young Achiever in Tourism Award, and the Claudio Alcorso International Residency. He has held governance roles with Ten Days on the Island, Tasmanian Regional Arts and Brand Tasmania, and is currently Co-Creative Director of Hobart Current 2025.

Outside of work, Travis is getting into beekeeping, enjoys woodworking in his garage workshop, and is an unapologetic Nintendo enthusiast.



## **Michelle Boyde**

– Artistic Director, Design Tasmania

Michelle has been Artistic Director of Design Tasmania since 2022, following a longstanding relationship with the organisation that includes exhibiting in the Women in Design program and curating Design Tasmania's presentation at the inaugural Melbourne Design Fair in 2022.

She holds an Honours degree in Fashion Design from RMIT's School of Architecture and Design, and has worked with major cultural institutions across Australia through a diverse portfolio spanning production design, art direction, curatorial practice, and design consultancy.

Her independent studio, BOYDE, serves as a platform for interdisciplinary work at the intersection of fashion, spatial design, and visual culture.

At Design Tasmania, Michelle is committed to supporting Tasmanian designers and makers, advocating for sustainable material use and resilient business models, and fostering meaningful connections across Tasmania's small island industries. She leads and curates the organisation's annual Artistic Program, which includes a suite of major exhibitions and public events.



## **Melissa Liberatore**

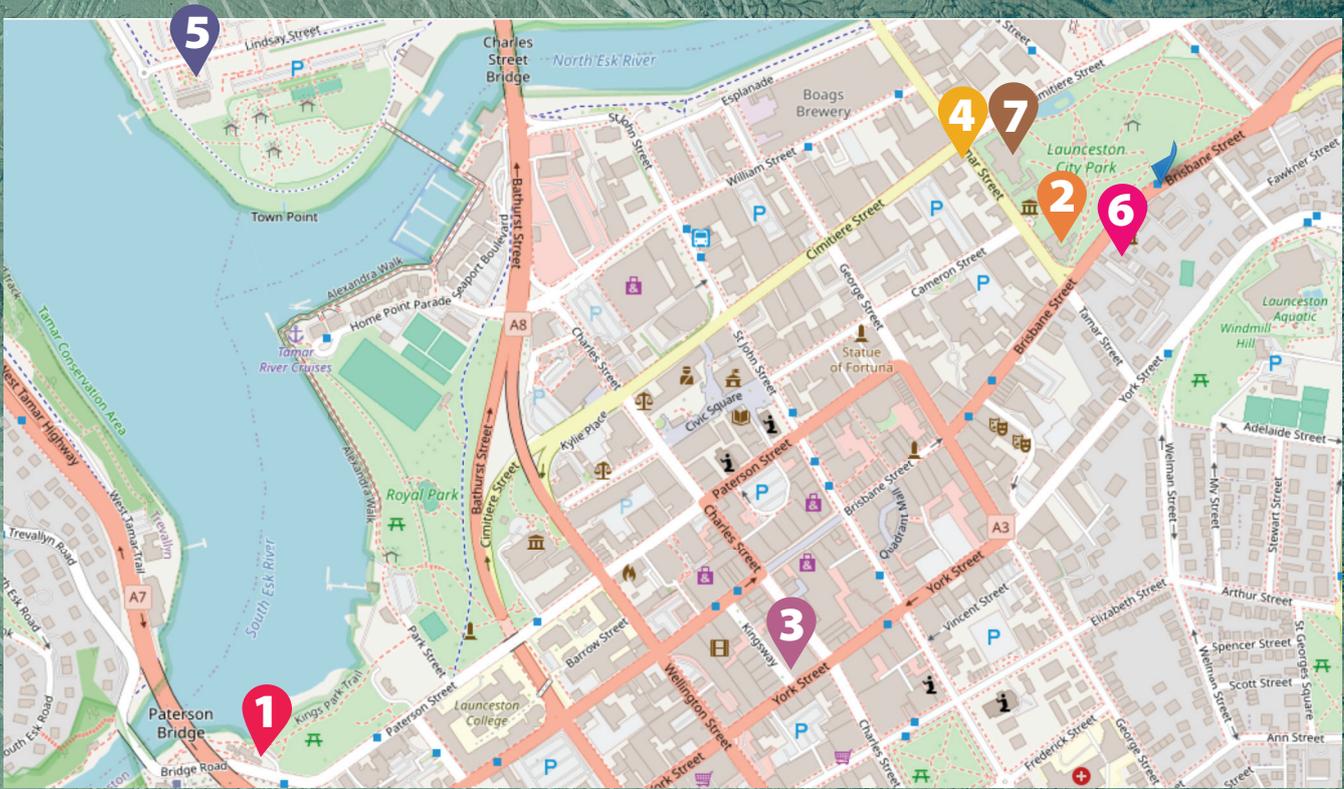
– UNESCO Natcom, Department of Foreign Affairs and Trade

Melissa Liberatore is the Secretary General of the Australian National Commission for UNESCO. Melissa has been in the role since 2025, and helps connect Australians to UNESCO's work. Melissa plays a leadership role in Australia's engagement in UNESCO, including Australia's current membership on the UNESCO Executive Board.

She was a member of the Australian Delegation at the 43rd UNESCO General Conference in 2025. Melissa has worked in the Australian Government for seven years, and in the Department of Foreign Affairs and Trade since 2023, where she provides policy advice on Australia's engagement in the multilateral system.



# GUIDE TO LAUNCESTON CITY VENUES



1. STILLWATER RESTAURANT
2. DESIGN TASMANIA
3. MARTINI'S COCKTAIL BAR
4. HOTEL VERGE
5. SILOS
6. THE FLORANCE
7. ALBERT HALL

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