



Jones, Carol

From: Kelvin Derksen <s.36@newnorfolkdistillery.com>
Sent: Monday, 17 October 2022 5:35 PM
To: Mayell, Tony
Cc: Tarrant Derksen
Subject: New Norfolk Distillery Application
Attachments: Application-TIG2022285.pdf

Hi Tony,

Please find attached our application.

Kind Regards,

Kelvin Derksen-Luelf

Chief Financial Officer

BSc BA M.Fin

New Norfolk Distillery

M: s.36

E: s.36@newnorfolkdistillery.com

W: <https://www.newnorfolkdistillery.com/>

Project Details

* indicates a required field

Project Details

Project Name *

New Norfolk Distillery Willow Court Revitalisation Project

Project Address

11 The Avenue
New Norfolk TAS 7140 Australia



Project Summary

Tell us about your project.

Please provide a short summary of the main elements of your project.

This should include (as a minimum) a brief background, the unmet need or opportunity, key objectives and project deliverables, your team's experience or partners role(s) and when you expect the project to be completed and operational.

Project Summary *

Through thoughtful restoration of the buildings in Willow Court, this shovel ready project will be creating a innovative visitor experience for tourists in the Allonah and Occupational Therapy Buildings. The focus of the grant will be the Tasting Bar/Cellar Door situated in the Allonah Building. As a disruptor brand, we have already placed innovation at the forefront of our product line. With our approach to create a rum industry in Tasmania, it is only fitting to take it one step further and transform these derelict buildings into an innovative visitor experience and landmark in Tasmania.

Situated in the historic Lachlan Park Hospital, New Norfolk Distillery's upgrade to these historic heritage buildings will allow more people to experience these buildings and envelop themselves in the history of Willow Court. Tourists will realise this through the following experiences: Travel, Taste, Technology, Tours and Touch.

Travelling from Hobart to Regional Tasmania in the Derwent Valley, we want to increase visitation to New Norfolk, Tasmania's Top Tourism Town.

Arriving at our Cellar Door, visitors will be enveloped in the beautifully designed high-end bar for a taste of our 8 different flavoured rums and an array of cocktails.

Tourism Innovation Grants 2022

Tourism Innovation Grants Program Project Proposal

Application TIG2022285 From New Norfolk Distillery Trust

Form Submitted 8 Apr 2022, 3:27pm AEST

While inside, technology will play a key role in the visitor experience. QR codes will link the visitors, highlighting the heritage of the buildings with an Augmented Reality adventure, available from their mobile phones. Multiple virtual worlds will take them back to see not just the previous fabric, but other aspects that have never been seen before.

This fully immersive experience will deliver distillery tours to see how premium Tasmanian rum is made, history tours to understand what life was like for those who lived there and after dark paranormal experiences which guarantee that you'll see a spirit (in ghost or beverage form)!

Finally, you'll be able to walk around the facility and touch the old heritage buildings as well as being able to hear and see the stories of the people who lived there.

This grant will be the first stage in a fantastic puzzle, as a part of New Norfolk Distillery's 4 stage Willow Court Revitalisation Project.

Must be no more than 500 words.

What is the total cost of your Project? *

\$8,185,000.00

Must be a dollar amount.

Please factor in contingencies and supply chain cost increases

Please attach evidence of the cost of your project. *

Filename: Distillery QS - Willow Court Stage 1 2022.pdf

File size: 4.2 MB

examples could be quotes, contracts, surveyors reports etc. Please contact the Grant Administrator listed in the guidelines for any queries.

Grant amount requested? *

\$39

Please clearly detail how you will fund the remainder of the project costs (for example bank finance or equity) and the dollar breakdown. (If you are funding some of the project costs with bank finance, please indicate if you have finance approved. If your grant application is for the whole cost of the project, please indicate this here by stating 'Not applicable'). *

Department of State Growth Business Growth Loan Scheme: \$2,000,000

Modern Manufacturing Initiative Integration Stream Food & Beverage Round 2: \$39

Shareholders Equity - Cash: \$39

Tourism Innovation Grant: \$39

Derwent Valley Council In Kind Contribution (Buildings): \$39

Must be at least 2 characters.

If you are funding some of the project costs with bank finance, please indicate if you have finance approved. If your grant application is for the whole cost of the project, please indicate this here by stating "Not applicable".

Please provide any relevant supporting documentation for this response.

Filename: casern contribution doc01535320220408131256.pdf

File size: 348.3 kB

Filename: mmi application confirmation portal.business.gov.au.pdf

File size: 72.3 kB

Filename: TDLS LoO New Norfolk Distillery Pty Ltd 220222 Signed.pdf

File size: 3.8 MB

Project start and finish dates

Project Commencement Date *

01/07/2022

Must be a date.

Proposed Project Completion Date *

31/01/2024

Must be a date.

Project approval requirements

Please identify if your project is a capital works or construction project that requires Council or other approvals to commence or complete? *

☒ Yes

☐ No

Please list the required project approvals below and the status of each approval required.

Approval Required

Planning Approval

Status at time of application

Completed

Please attach any regulatory approvals already obtained, and any relevant supporting documentation for this response.

Filename: Planning Permit 11a the Avenue New Norfolk Stage 1.pdf

File size: 2.0 MB

Approval Required

Building Approval

Status at time of application

Completed

Please attach any regulatory approvals already obtained, and any relevant supporting documentation for this response.

Filename: Stamped Bp+CLC.pdf

File size: 14.4 MB

Experience

Under this program, applicants must demonstrate operational capacity to manage the project through to completion. Please detail your past experience in managing projects of a similar size and nature, or how you will otherwise manage this risk. *

New Norfolk Distillery (NND) will be engaging their local construction company, Crusader Homes (CH), as the builder for the project. This is owned by the same family.

Room11 is the architectural mind behind the revitalisation of this historic project, with a high level of attention to detail and extensive experience handling complex projects and thoughtful restoration of heritage buildings.

CH has an experienced team of builders and carpenters that can deliver a project such as this. Justin Derksen, the Principle Contractor for Crusader Homes has 12 years experience as a builder and Mark Toppling, the Construction Manager for Crusader Homes, is a qualified builder/carpenter with 15 years experience. Kelvin Derksen-Luelf, the Director of Crusader Homes, has a background in Project Management and Finance and has managed projects up to \$10 million. He also has degrees in Archaeology, Geology, Ancient History, as well as a Masters in Finance. As this project will be bespoke, we have a many experience joiner carpenters who have done commercial fitout's at a high level such as Macq01. As a National Award winner for Training, we pride ourselves on educating and training our local youth apprentices on how to achieve quality in their work. This will shine through on our Willow Court Revitalisation Project.

CH has successfully delivered many unit developments and is currently working on two projects valued at \$4.5m each and was also the Tasmanian Winner of the Telstra Medium and Making Waves Business award in 2019.

As director of New Norfolk Distillery, Tarrant Derksen has extensive experience in the craft spirits sector, having founded New Norfolk Distillery & developed a range of award winning craft liqueurs and rums including winning the Drink Easy Award for Australia's Best Rum for 2021.

Must be at least 50 words.

Please provide any relevant supporting documentation for this response.

Filename: Mas Letter of support for New Norfolk Distillery APR 2022.pdf
File size: 168.1 kB

Financial Information

* indicates a required field

Project Budget

The budget consists of three details. The financial capacity of the business, Your total project budget and your forecasted project expenditure.

Your budget should include all funding sources, including the grant amount you are applying for, plus loans or co-contributions (not in-kind support) as identified in your eligibility submission.

Expenditure information is required at a line item level. This means we need to know how much you intend to allocate to the key elements of your project. For example, license fees, accounting costs, project staff wages, IT equipment, equipment costs, Council approvals, m

marketing/advertising, audit costs and a suitable contingency budget. You may be asked to provide invoices as proof against these costs.

This enables us to assess how viable your project is, check that costs are appropriate with market rates and if any areas of your project budget require further attention.

Please note the grant funding column must add up to the same total as the amount you are requesting in grant funding.

Your income total should match your expenditure, including contingencies, however you will be able to review this budget during your project, with agreement from us.

Financial capacity of business

Please attach supporting evidence indicating the financial capacity of your business to support the project.

Financial statements for 2019, 2020 and 2021 financial years (if available) *

Filename: DRAFT NND BAL FY2021.pdf
File size: 32.3 kB

Filename: DRAFT NND PL FY2021.pdf
File size: 31.6 kB

A minimum of 1 file must be attached.

If a new business, please upload documentation supporting this

Year to date (from 1 July 2021) Financial statements *

Filename: NND BAL 2022YTD.pdf
File size: 27.0 kB

Filename: NND PL 2022YTD.pdf
File size: 26.0 kB

A minimum of 1 file must be attached.

Business tax returns for 2019, 2020 and 2021 (if available) *

Filename: NND Directors Letter.pdf
File size: 218.1 kB

Filename: NND TR 2019.pdf
File size: 200.9 kB

Filename: NND TR 2020.pdf
File size: 96.4 kB

A minimum of 1 file must be attached.

If a new business, please upload a statement signed by the business owner, on leatherhead (if available) outlining the details.

Project Budget

A high level budget for the project (not the business).

Project Income includes any funding towards the delivery of the project.

Project expenditure is a breakdown of expenditure of the project delivery. You may have more lines of project expenditure than income.

You may attach a more detailed budget document to this application should you wish to.

Tourism Innovation Grants 2022

Tourism Innovation Grants Program Project Proposal

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Form Submitted 8 Apr 2022, 3:27pm AEST

2

*Note: Any work or labor undertaken by the business is to be considered in-kind contributions.

Project Income - including grant, co- funding	\$	Forecasted Project Expenditure	\$
MMI Int. F&B Round II	s.39	Stage 1	s.39
State Growth Bus. Loan	\$2,000,000.00	Stage 2	s.39
Equity	s.39	Stage 3	s.39
TIG Grant	s.39	Stage 4	s.39
	\$	Project Management	s.39
To add more lines, please use the +/- buttons on the right hand side.			

Budget Totals

This section is auto calculated and the panel would be looking for a variance of zero or as close to as possible.

Project Income	Project Expenditure	Variance
Total Income Amount	Total Expenditure Amount	Income - Expenditure
\$8,000,000.00	\$8,000,000.00	\$0.00
This number/amount is calculated.	This number/amount is calculated.	This number/amount is calculated.

Year 1 Projected Project Revenue

Please detail the projected income for the first year of operations for the project. Please detail the additional income the project will contribute to the business. We are not after the profit or the total business revenue (unless this is a new venture).

Income	\$
Allonah Building - Tasting Bar and Cellar Door	s.39
To add more lines, please use the +/- buttons on the right hand side.	

Projected Project Year one Revenue Totals

Total year one Projected Revenue Amount
s.39

This number/amount is calculated.

Meeting the aims of the Tourism Innovation Grants Program and T21 Visitor Economy Action Plan

*** Indicates a required field**

Tourism Innovation Grants Program

Your Project Proposal needs to align closely to the aim(s) of the Innovation Fund Program. Please select the aims that most closely align to your project and tell us how your project will achieve these aims?

Your project must align to any two of the following:

Aims of the Tourism Innovation Grant Fund

- ☒ Improves regional dispersal
- ☒ Creates new or increased repeat visitation via products, services or experiences
- ☒ Increases employment opportunities

You can choose more than one option

In what way will your project achieve the aims of the program?

Please keep in mind you will be asked to provide evidence of achievement of these aims throughout the project life-cycle in our progress and acquittal reporting.

Explain how your project will achieve the aims selected above? *

New Norfolk Distillery's Willow Court Revitalisation Project will become a beacon for great architectural design and economic enhancement. Expansion into these historic buildings will create employment in a regional town that has historic generational unemployment. Jobs in hospitality, experiential tourism, manufacturing and the arts will enable more people to come out to New Norfolk and enjoy a unique visitor experience. This will be the world's only Rum Distillery in an asylum, this will increase the destination appeal of New Norfolk as a whole.

Being adjacent to the Agrarian Kitchen, this will become a hub for people wanting premium Tasmanian beverages and beautiful food in a historic setting and with the Derwent Valley Arts Gallery inhabiting the Willow Court Barracks also there will be so much to do in the area.

The unique heritage architecture, award-winning craft spirits and scenic value of New Norfolk will combine to draw interest and increase visitation regionally to the Derwent Valley from Tasmania, Mainland Australia & Overseas.

Our vision sees the newly developed site as the home for rum in Tasmania. Not only will visitors be able to enjoy a sophisticated and award-winning Tasmanian Rum, they will have the opportunity to partake in a history tour and learn about the rich history of the Derwent Valley Region. Our use of technology with augmented and virtual reality will allow everyone to use their phones to see the old buildings as they were. We have also engaged an artist to do a respectful heritage interpretation of life at the site and create a memorial for those who had lived there.

This extension will create 40 FTE positions during construction including 7 apprentices & 20

FTE positions upon completion. As our construction company has won National Awards in training we wish to follow in their footsteps.
Must be no more than 300 words.

T21 Visitor Economy Action Plan 2020-2022

Please identify which of the four T21 priorities below are most relevant to your project.
The T21 Visitor Economy Action Plan 2020-2022 can be found [here](#)
IMPORTANT: Please note that the capacity of your project to drive and attract visitation to your business and the region is a key criteria for funding.
The four priorities are:

- ☒ Rebuilding Visitation
 - ☒ Restoring Access
 - ☒ Supporting our People
 - ☒ Shaping our Future
- You can choose more than one option

In what way will your project meet your chosen T21 Visitor Economy Action Plan priority?

In your response you can refer to industry research, design documentation, marketing plans, consumer trends and your own experience to validate the need for this project and how it will draw visitors to your business and the region. The stronger and more compelling the project is in presenting new or existing experiences, services or products that meet existing unmet demand, or creates new demand in your region, the higher your response will likely score against the criteria.

Explain how your project will meet T21 priorities for recovery? *

Our Willow Court Revitalisation Project will assist in improving visitation to regional areas. As the worlds only rum distillery in an old asylum, this will be a unique building offering unique experiences. This will resonate with people globally as it will have such an offering that cannot be found elsewhere.

As this building is currently unused, except for paranormal tours, this construction project will allow more people to access the buildings at Willow Court, thus restoring the access to the public which has been previously stopped due to the closure of the site.

New Norfolk has a generational unemployment issue as well as some of the highest youth unemployment numbers nationally. It is our aim to change that. With our construction business we have won training awards for our investment in apprentices and their future, which we see as our community's future also. We plan to engage the local high school, New Norfolk High School, in their hospitality department channel people from school to a traineeship or apprenticeship in hospitality. We have also been speaking to MAS national about creating a distillery certificate and hope that comes to fruition in the future. We would love for New Norfolk to become a hub for aspiring distillers and help educate them in the ways of the still.

Our new facility will allow distilleries in Tasmania to access base neutral spirit that is currently available from South Australia or Victoria. This will improve the providence of the other gins in Tasmania and allow them to create a fully Tasmania product, elevating the distilling industry in Tasmania. Furthermore, the facility will have an in-house laboratory will provide alcohol analysis to beverage producers, this will be the only Tasmanian-based alcohol laboratory servicing producers on the island, eliminating freight costs and increasing

efficiency for beverage testing.
Must be no more than 300 words.

Additional supporting information

Supporting Project Documentation

Here you may upload any additional supporting information you believe is relevant to your application. This can include design documents, marketing plans; documents that demonstrate unmet market need, supporting research and project resources not already provided elsewhere.

Supporting documents

Filename: agrarian kitchen support doc01535420220408131310.pdf
File size: 409.3 kB

Filename: DVC Mayor Letter of Support 080422.pdf
File size: 437.1 kB

Filename: Projected Budget (Incl Vol).xlsx
File size: 36.7 kB

Filename: seedlab support doc01536020220408140620.pdf
File size: 662.6 kB

Declaration

*** indicates a required field**

Declaration and Privacy statement

Declaration and Privacy statement

The term 'Application' means this on-line form and all attached documents.

For and on behalf of the applicant detailed in this application, I, the undersigned, acknowledge and warrant (as the case may be) that:

1. I have authority to provide the information contained in this application and to execute (by completion of details below) this application on behalf of the applicant.
2. the department can rely upon the information and representations contained in this application (including these acknowledgements).
3. I have read, understood and I am able to comply with all criteria, terms and conditions contained in the guidelines and application form.
4. I have read and understood the eligibility requirements and assessment criteria for this program and declare to the best of my information, knowledge and belief, the applicant is eligible under those criteria and the information provided is true and correct.
5. the department may undertake all necessary credit checks, organisational searches and any other checks and enquiries on the applicant as the department determines and is hereby authorised to do so.

Tourism Innovation Grants 2022

Tourism Innovation Grants Program Project Proposal

Application TIG2022285 From New Norfolk Distillery Trust

Form Submitted 8 Apr 2022 3:27pm AEST

2

6. the application is made at the applicant's own cost and risk, the selection of the applicant for program funds is at the absolute discretion of the department and this application remains the property of the department.

7. the applicant will be responsible for notifying the department in writing of any changes relating to information provided in this application. Until receipt of such notification, the department shall process the application in accordance with the information provided.

8. grant payments will be made via Electronic Funds Transfer (EFT), to a nominated bank account and the department is hereby authorised to make such payments.

9. the department is under no obligation to verify the authority of the undersigned on the bank account details.

10. the department will not be held responsible for delays of payment, or errors due to factors outside their reasonable control. The department reserves the right to terminate or suspend an EFT and to pay by cheque or any other manner which the department may determine.

11. the applicant agrees to indemnify the Crown in the Right of Tasmania, against all present and future legal liability, claims or proceedings for financial loss arising from, or attributable to the provision and use of the information contained in this application and/or receipt and use of grants from the Startup Accelerator Program.

12. if a grant is awarded, the applicant must enter into a legal agreement with the department in order to receive the grant. This agreement will be on such terms and conditions as the department determines.

13. the applicant agrees to the Tasmanian Government seeking additional information from appropriate agencies or persons as necessary or helpful to support an accurate assessment of the application.

I am authorised to complete this application and have read and understood the declaration and privacy statement *

☒ Yes

If no = not eligible to submit the application. Please contact the Program Manager on 03 6165 6644

Authorised Person's Name *

Mr Tarrant Derksen

Position Held *

Company Director

Must be at least 2 characters.

Date of Declaration *

07/04/2022

Must be a date.

Jones, Carol

From: Shadbolt, Stephanie
Sent: Wednesday, 30 November 2022 8:23 AM
To: The Premier
Subject: FW: Letter From New Norfolk Distillery
Attachments: 20221129 Letter From New Norfolk Distillery.pdf

Categories: TM

From: Tarrant Derksen <s.36@newnorfolkdistillery.com>
Sent: Tuesday, 29 November 2022 5:37 PM
To: jeremy.rockliff@parliament.tas.gov.au
Subject: Letter From New Norfolk Distillery

Dear Premier,

Please find attached a letter from us regarding the recent announcement of the Tourism Innovation Grant.

Kind regards,

Tarrant Derksen

+61 s.36

Director and Founder, New Norfolk Distillery





Derwent Valley
Tasmania, 7140
0361 629 361 [newnorfolkdistillery.com](mailto:info@newnorfolkdistillery.com)
www.newnorfolkdistillery.com

The Honourable Jeremy Rockliff MP Premier of Tasmania
Minister for Health
Minister for Mental Health and Wellbeing
Minister for Tourism
Minister for Trade

Level 10, 15 Murray Street
HOBART, TAS 7000

RE: TOURISM INNOVATION GRANT

Dear Premier,

I am writing to you today to express my disappointment in the recent round of funding for the Tourism Innovation Grant.

As a Tasmanian and the owner and founder of New Norfolk Distillery I have been trying to secure grant funding for our project in Willow Court for four years with this being the fifth grant we have applied for. All the advice we have received from various points within the state government has been that the work we have done on the project and the project itself is of great value to the community. However, this is obviously not the case considering we can't secure any funding or assistance for this project. This is also the second time we have lost out to a publicly listed distillery, which is incredulous that they were even considered when they have access to external revenue outside the reach of smaller earning businesses. Our plans are much more progressed, and we have a building permit ready to go, which in contrast to these other projects makes our plans more achievable in a shorter timeframe. We have also spent almost \$500,000 on this project to get it to where it needs to be to be successful which indicates there is skin in the game from us.

Further to the above, the buildings at Willow Court were gifted by the State Government to the Derwent Valley Council over 20 years ago and they have been a burden to them ever since. Our project will create 40 jobs during construction and 40 jobs after it has been completed. It will transform these derelict buildings into a destination for the Derwent Valley due to the appeal of the site's numerous historic, cultural, and social aspects. In terms of innovation, we are the only rum focused distillery in Tasmania, and we have just won another national award at the Australian Rum Awards picking up a double gold medal for our Drone Riot Silver Spirit and a gold medal for our Voor Vader Dutch Cookie Liqueur.



This project would change the town of New Norfolk, it would make an impact in a place that has generational unemployment and some of the highest youth unemployment in the country. Our local community believe in this project as do many of your parliamentary colleagues. We are just amiss as to what we need to do to secure grant funding as this project is constantly overlooked.

Should we let the site succumb to history and leave it as the derelict place it is? Or should we walk away as many have done in the past? We feel as though this project will never become of significance to the Tasmanian Government if it remains overlooked and undervalued.

Any insight would be appreciated as this endeavour has taken up much of our time and resources and we don't know if it should just be laid to rest and we invest our time, money and effort elsewhere.

Tarrant Derksen
Director and Founder

29 November 2022

5

Hutton, Bridget

From: The Premier
Sent: Tuesday, 6 December 2022 10:19 AM
To: s.36 @newnorfolkdistillery.com
Subject: FW: Letter From New Norfolk Distillery

Dear Mr Derksen

On behalf of the Premier, Jeremy Rockliff MP, thank you for your email dated 29 November 2022.

Your correspondence is currently being considered.

Kind regards

Departmental Liaison Officer
Office of the Premier, Jeremy Rockliff MP

Premier of Tasmania
Minister for Health
Minister for Mental Health and Wellbeing
Minister for Tourism
Minister for Trade
Liberal Member for Braddon

Level 11, 15 Murray Street HOBART TAS 7000

Phone: (03) s.36

Email: premier@dpac.tas.gov.au

www.premier.tas.gov.au

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From: Tarrant Derksen <s.36 @newnorfolkdistillery.com>
Sent: Tuesday, 29 November 2022 5:37 PM
To: jeremy.rockliff@parliament.tas.gov.au
Subject: Letter From New Norfolk Distillery

Dear Premier,

Please find attached a letter from us regarding the recent announcement of the Tourism Innovation Grant.

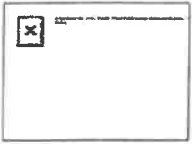
Kind regards,

Tarrant Derksen

+61 s.36

Director and Founder, New Norfolk Distillery

5



Jones, Carol

From: Mayell, Tony
Sent: Monday, 6 February 2023 4:17 PM
To: Hills, Amy
Cc: McGregor, Barbara
Subject: Fwd: New Norfolk Distillery Application
Attachments: Application-TIG2022285.pdf

Hi Amy,

S.35

Happy to talk about if required.

Regards....Tony

Get [Outlook for iOS](#)

From: Mayell, Tony
Sent: Thursday, January 26, 2023 11:30:01 AM
To: McGregor, Barbara <S.36@dpac.tas.gov.au>; Rockliff, Jeremy <Jeremy.Rockliff@dpac.tas.gov.au>
Subject: FW: New Norfolk Distillery Application

Submission from New Norfolk Distillery fyi

Tony Mayell MAICD

Principal Advisor

**Premier
Minister for Tourism**

Level 11, 15 Murray Street, Hobart TAS 7000
Email: S.36@dpac.tas.gov.au

From: Kelvin Derksen <S.36@newnorfolkdistillery.com>
Sent: Monday, 17 October 2022 5:35 PM
To: Mayell, Tony <S.36@dpac.tas.gov.au>
Cc: Tarrant Derksen <S.36@newnorfolkdistillery.com>
Subject: New Norfolk Distillery Application

Hi Tony,

Please find attached our application.

Kind Regards,

Kelvin Derksen-Luelf

Chief Financial Officer

BSc BA M.Fin

New Norfolk Distillery

M: s.36

E: s.36@newnorfolkdistillery.com

W: <https://www.newnorfolkdistillery.com/>

Jones, Carol

From: secretariat <secretariat@stategrowth.tas.gov.au>
Sent: Tuesday, 14 February 2023 1:22 PM
To: Office of the Premier
Subject: PREMIER - Minute - Grant Funding to New Norfolk Distillery Pty Ltd - February 2023 - MIG23/131
Attachments: PREMIER - Minute - Grant Funding to New Norfolk Distillery Pty Ltd - February 2023.PDF; Attachment B - Site plan.DOCX; Attachment A Letter from the Premier - New Norfolk Distillery - Intention to provide a grant.DOCX
Categories: Eva

Hi Eva

Minute for the Premier, and attachments.

Regards
Jayne

Jayne Richardson | Liaison Officer
Business Services | Department of State Growth
Level 6, 4 Salamanca Place, Hobart TAS 7000 | GPO Box 536, Hobart TAS 7001
Phone: (03) 636 3636
www.stategrowth.tas.gov.au

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-----< Content Manager Record Information >-----

Record Number: MIG23/131/3
Title: PREMIER - Minute - Grant Funding to New Norfolk Distillery Pty Ltd - February 2023

-----< Content Manager Record Information >-----

Record Number: MIG23/131/2
Title: Attachment B - Site plan

-----< Content Manager Record Information >-----

Record Number: MIG23/131/1
Title: Attachment A: Letter from the Premier - New Norfolk Distillery - Intention to provide a grant

9

Jones, Carol

From: Hills, Amy
Sent: Monday, 20 February 2023 1:11 PM
To: Office of the Premier
Cc: McGregor, Barbara
Subject: PREMIER OUTGOING - Tarrant Derksen - New Norfolk Distillery - Intention to provide a grant(2).docx
Attachments: PREMIER OUTGOING - Tarrant Derksen - New Norfolk Distillery - Intention to provide a grant(2).docx
Categories: Leesa

Good afternoon Correspondence team,

Please find attached an approved piece of correspondence to go back to the Mr Derksen today if possible.

s.35

s.35

I did a quick search of TRIM to see which record this might relate to but I couldn't track it down – so I'm hoping this team and Barb can ensure it's recorded and saved against the corresponding TRIM reference?

Happy to discuss.

Amy

Jones, Carol

From: Office of the Premier
Sent: Monday, 20 February 2023 3:40 PM
To: secretariat
Subject: APPROVED - PREMIER - Minute - Grant Funding to New Norfolk Distillery Pty Ltd - February 2023 - MIG23/131
Attachments: PREMIER OUTGOING - Tarrant Derksen - New Norfolk Distillery.pdf; PREMIER MINUTE - Grant Funding to New Norfolk Distillery Pty Ltd - February 2023.PDF

Good afternoon,

Please find attached a copy of the approved letter for the above, sent today.

Many thanks,

Kind regards,

Leesa Grundy

Departmental Liaison Officer
 Office of the Premier, the Hon Jeremy Rockliff MP

Premier of Tasmania
 Minister for Health
 Minister for Mental Health and Wellbeing
 Minister for Tourism
 Minister for Trade
 Liberal Member for Braddon

Level 11, 15 Murray Street HOBART TAS 7000
 Phone: (03) **S.36**
 Email: premier@dpac.tas.gov.au
www.premier.tas.gov.au

From: secretariat <secretariat@stategrowth.tas.gov.au>
Sent: Tuesday, 14 February 2023 1:22 PM
To: Office of the Premier <Premier.Correspondence@dpac.tas.gov.au>
Subject: PREMIER - Minute - Grant Funding to New Norfolk Distillery Pty Ltd - February 2023 - MIG23/131

Hi Eva

Minute for the Premier, and attachments.

Regards
 Jayne

Jayne Richardson | Liaison Officer
 Business Services | Department of State Growth
 Level 6, 4 Salamanca Place, Hobart TAS 7000 | GPO Box 536, Hobart TAS 7001
 Phone: (03) **S.36**
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-----< Content Manager Record Information >-----

Record Number: MIG23/131/3

Title: PREMIER - Minute - Grant Funding to New Norfolk Distillery Pty Ltd - February 2023

-----< Content Manager Record Information >-----

Record Number: MIG23/131/2

Title: Attachment B - Site plan

-----< Content Manager Record Information >-----

Record Number: MIG23/131/1

Title: Attachment A: Letter from the Premier - New Norfolk Distillery - Intention to provide a grant

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Hutton, Bridget

From: The Premier
Sent: Monday, 20 February 2023 3:36 PM
To: s.36 @newnorfolkdistillery.com
Subject: Letter from the Premier, the Hon Jeremy Rockliff MP
Attachments: PREMIER OUTGOING - Tarrant Derksen - New Norfolk Distillery.pdf

Good afternoon,

Please find attached a letter from the Premier, the Hon Jeremy Rockliff MP.

Kind regards

Departmental Liaison Officer
Office of the Premier, the Hon Jeremy Rockliff MP

Premier of Tasmania
Minister for Health
Minister for Mental Health and Wellbeing
Minister for Tourism
Minister for Trade
Liberal Member for Braddon

Level 11, 15 Murray Street HOBART TAS 7000
Phone: (03) s.36
Email: premier@dpac.tas.gov.au
www.premier.tas.gov.au



Derwent Valley
Tasmania, 7140
536 newnorfolkdistillery.com
www.newnorfolkdistillery.com

The Honourable Jeremy Rockliff MP Premier of Tasmania
Minister for Health
Minister for Mental Health and Wellbeing
Minister for Tourism
Minister for Trade

Level 10, 15 Murray Street
Hobart TAS 7140

**WITHDRAWAL OF TOURISM GRANT FOR NEW NORFOLK DISTILLERY
EXPANSION PROJECT**

Dear Premier,

I am writing to inform you that us at New Norfolk Distillery have decided to withdraw from the grant application process. While we are very thankful for the opportunity to apply for the grant, we have come to the conclusion that it is not in our best interest to continue.

I want to take this opportunity to express our sincere appreciation for your support of our project. We are grateful for the opportunity to have applied for the grant, and we understand that you and your office acted in good faith and with good intentions throughout the process.

Unfortunately, the grant application process has become increasingly political, and we are deeply saddened by this. We believe that the focus should be on the needs of the community and the positive impact the grant could have had.

Again, I want to thank you for your support, and we hope that we can continue to work together in the future. We remain committed to serving our community and making a positive impact in any way we can.

A handwritten signature in black ink, appearing to read "Tarrant", written over a horizontal line.

Tarrant Derksen
Director and Founder

07 June 2023

Hutton, Bridget

From: The Premier
Sent: Thursday, 8 June 2023 10:10 AM
To: s.36 @newnorfolkdistillery.com
Subject: RE: Letter from New Norfolk Distillery

Dear Mr Derksen

On behalf of the Premier, Jeremy Rockliff MP, thank you for your email dated 7 June 2023.

Your correspondence is currently being considered.

Kind regards

Departmental Liaison Officer
 Office of the Premier, Jeremy Rockliff MP

Premier of Tasmania
 Minister for Health
 Minister for Mental Health and Wellbeing
 Minister for Tourism
 Minister for Trade
 Liberal Member for Braddon

Level 11, 15 Murray Street HOBART TAS 7000
 Email: premier@dpac.tas.gov.au
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From: Tarrant Derksen <s.36 @newnorfolkdistillery.com>
Sent: Wednesday, 7 June 2023 5:17 PM
To: jeremy.rockliff@parliament.tas.gov.au; Rockliff, Jeremy <Jeremy.Rockliff@dpac.tas.gov.au>
Cc: Kelvin Derksen <s.36 @newnorfolkdistillery.com>
Subject: Letter from New Norfolk Distillery

You don't often get email from s.36 @newnorfolkdistillery.com. [Learn why this is important](#)

Dear Premier,

Please find attached a letter from us regarding our withdrawal from the grant process.

Kind regards,

Tarrant Derksen

+61 s.36

Director and Founder, New Norfolk Distillery

