



## CULTIVATE

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16<sup>th</sup> March 2020

### **Award Winning Tasmania – TV show made-in Devonport to go to air on Channel 9**

Produced by Devonport-based production company Cultivate Productions in partnership with the Cradle Coast Authority (CCA), a new travel TV show called Award Winning Tasmania will go to air nationwide starting Saturday 28<sup>th</sup> of March at 12.30pm on Channel 9. Starring locals Ben Milbourne and Henry Terry the show explores the best food and tourism attractions in the state with a focus on the Cradle Coast region.

The show will run weekly on Saturday afternoons for 13 episodes with a second season of 13 episodes to run later this year. Based on the idea that the best way to explore Tasmania is by road, each episode features either Ben or Henry and a guest as they drive to the most spectacular Tasmanian locations. The program showcases the tourism operators that have made Tasmania such a famous travel destination.

Ben Milbourne came up with the idea for the show after a conversation with a mainland friend about how Tasmania always seems to be dominating the national tourism awards. Ben took the show to Channel 9 who loved the concept and then approached CCA and its Member Councils, who agreed to support the show. All the crew working on the show are based locally, with production happening all over the state and all the post-production from Cultivate Productions Devonport studios.

This is the second TV show produced by Cultivate Productions after over 140 episodes and 3 successful seasons of Food Lab that screened on Channel 10 and SBS Food. Food Lab is now broadcasting throughout Asia after it was picked up by the National Geographic channel. Cultivate Productions is about to go into production of a brand-new show called “Left off the Map” which will be broadcast on Channel 10 later this year.

CCA CEO, Daryl Connelly, said that this was just one of the ways that CCA and Member Councils are supporting regional tourism, alongside extending the Coastal Pathway and providing professional development opportunities for agritourism businesses.

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Ben Milbourne, Henry Terry and Cradle Coast Authority CEO Daryl Connelly are available for interview on request.