

# MACQ 01

A storytelling hotel.

# MEDIA KIT





The past 200 years – just five generations – has seen Tasmania forge an incredibly distinct character and unity among its people. This robust culture has emerged from a melding of founding cultures: our indigenous ancestors, early European settlement, and convict evolution.

Such an intense period of character-shaping is a testament to the bold human spirit of those that share this island, a spirit that has borne many incredible character stories.

Such stories are shared on the 114 doors of the MACq 01 Hotel, Macquarie Wharf 1, Hobart Tasmania.

## Fast Facts

- MACq 01 is a 5-star hotel. Construction was completed in 2016, and the hotel opened in 2017.
- MACq 01 Hotel encompasses 114 Doors (rooms and suites) which are themed to tell the stories of 114 great Tasmanians, past and present.
- The characters throughout the hotel fall into five key character traits; the Fighting Believers; Hearty and Resilient; Colourful and Quirky; Grounded, Yet Exceptional; and the Curious and Creative. Each distinctive room is designed with quirky and luxury furnishings to align with the Character Trait held by its characters unique story.
- MACq 01 Hotel includes;
  - The Lounge for all-day dining, storytelling and lounging;
  - The Story Bar, and its stunning deck overlooking the waters of the River Derwent and its estuaries;
  - Evolve Spirits Bar, for fine spirits, the spectacle of fossils and an impressive range of food; and
  - Old Wharf Restaurant, for Tasmanian classic meals with upmarket flair.
- The name MACq 01 comes from the original shipping shed on this site, known as Macquarie 1. The precinct is still sometimes referred to as Macquarie Wharf, Franklin Wharf, or Hunter Street Wharf.
- The neighbouring cruise ship terminal is referred to as Mac 02.
- The MACq 01 complex was built by Tasmanian building firm Vos Construction for a cost of approximately \$36m.
- The interior design of the hotel was by leading Australian design firm Pike Withers, in response to a brief to ‘create curiosity and intrigue for what the story might be in each space.’
- The end of Hunter Street was originally Hunter Island, the landing place of the first colonialists, convicts and settlers to Tasmania. The causeway that formed the now-Hunter Street was constructed in 1820.





# Image library

This library will continue to evolve and this link will remain live, so please check back from time to time for updated imagery.

All photos should be credited to MACq o1 Hotel.

[Download images and logos here](#)





# Why a storytelling hotel?

Our cultural tourists are drawn to Tasmania and Hobart by adventure, learning, authentic experience, and genuine connection. With this in mind, we have created a new category of hotel, a storytelling hotel, that goes beyond mere historical interpretation, to become an immersive storytelling experience.

Our guests are engaged in Tasmania's historical narrative at every turn. In relaxed luxury and with our 114 characters front-of-mind, curious guests are treated to storytelling-themed architecture, interior design, multimedia, and food and beverage.

For our guests and for locals, immersion in the character stories and produce of Tasmania creates a deeper understanding of our destination, and a more meaningful connection to place.





# Storytelling Tours

Our popular tours are available to both guests of MACq 01 Hotel and the general public. Book through MACq 01's reception on 03 6210 7600.



## Hidden Hobart

10am daily; 1hr 30m.

Free to MACq 01 Hotel guests or \$20 for the general public.

Rediscover Hobart Town on our Hidden Hobart tour. Wandering from Hunter Street to Salamanca using retro viewfinders, you'll see today's views through the eyes of someone who stood in the same places up to 150 years earlier.



## Sticky Stones & Secrets

12.30pm daily; 1hr 15m.

Free to MACq 01 Hotel guests or \$20 for the general public.

Explore the rich history of Hunter Street on the Sticky Stones & Secrets tour. Join our storytellers in creeping behind the scenes of The Henry Jones Art Hotel. These old buildings date back to the 1820s and were once the home of the famous IXL Jam Factory. Here there are so many stories to be told...



## 114 Doors

4pm daily; 1 hour

Free to MACq 01 Hotel guests or \$20 for the general public.

Enjoy a complimentary glass of sparkling wine and unwind before dinner as you explore the 114 doors of our hotel. On this tour, our storytellers will share stories of the colourful and quirky MACq 01 characters who helped craft our island spirit.



## Gin Tales

5pm Monday to Saturday; 1 hour  
\$35 per person.

Step into the world of Tasmania's legendary characters one sip at a time with our immersive gin experience - Gin Tales, an exclusive experience bringing MACq 01 together with the renowned McHenry Distillery. Lose yourself in a one-hour experience as a MACq 01 storyteller transports your palate to the quirky, the weird and the wonderful, through a flight of five exclusive gins.





The Beaumaris Zoo was established on the Hobart Domain in 1923, but financial issues brought about its closure, soon after the death of the last known Tasmanian Tiger in 1936.

The curator's daughter, Alison, was known as 'the Leopard Girl' because she hand-reared a leopard she named Mike.

*Alison Reid*  
Curious & Creative

## Every door tells a different story

MACq 01 tells 114 stories of great Tasmanian characters, ranging from inventors, explorers, convicts and heroes.

Each room and suite tells the story of a separate character, with a unique illustration on every door, and artefacts relating to them inside.





## A hotel of relaxed luxury

At MACq 01 Hotel, we offer a variety of rooms and suites, each characterised by a generous floorplan and high-quality fit out.

Designed with an emphasis on quality, each of the 114 rooms is linked to the underlying emotion behind its character trait making each room unique.

All rooms include special treats like MACq 01 Robes, games and a mini bar full of curated Tasmanian providore.







## A backdrop of breathtaking beauty

MACq 01 Hotel occupies the most historic land in Hobart.

Our guest rooms and suites have a range of stunning Hobart views including;

- The vast River Derwent and its estuaries (characterised by being a mix of fresh river water and salt water from the ocean)
- Magnificent sunsets over kunanyi/ Mt Wellington, snow-capped in winter;
- Lively vistas of the boats, workers and patrons of working waterfront precincts and docks, including;
  - Hunter Street
  - Victoria Dock Bridge (a ‘swing’ bridge, which opens as needed)
  - The antique landmark Steam Crane
  - Constitution Dock and its ‘basculer’ bridge (drawbridge or lifting bridge). Constitution Dock is party central for the summer Sydney to Hobart Yacht Race participants.

- Elizabeth Street Pier and the Hobart Function Centre and restaurants on that pier
- Salamanca, the next peninsula to the south.

The site at 18 Hunter Street was once Hunter Island, connected to the shore of Sullivan’s Cove by a narrow causeway built in 1820.

Today, the Hunter Street precinct boasts some of Tasmania’s favourite restaurants, cafes and galleries.

The MACq 01 Complex is surrounded by convict-built sandstone warehouse exteriors, converted tastefully into high-functioning modern spaces.

The arts precinct is anchored by The Tasmanian Creative School of Arts (part of the University of Tasmania) and The Henry Jones Art Hotel, and complemented by the multiple galleries and antique dealers in the surrounding blocks.

Many visitors comment that the combination of natural beauty and depth of history provide a surreal experience.



# Connection with a drink and full belly

The ground floor of MACq 01 Hotel is home to our buzzing waterfront venues, in the heart of the premium Hunter Street precinct.

**The Story Bar** is inspired by the egalitarian nature of Tasmanian society, in which class divisions are less obvious. All people can peruse the featured newspaper front pages that decorate the bar. Rich and poor alike can talk, imbibing anything from soft drink or draught beer to mid-range or refined wine and spirits.

**Evolve Spirits Bar** is a high-end spirits bar, celebrating human curiosity and discovery through distillation and archaeology, set amongst a private collection of fossils. To complement the evolved tastes of patrons, Evolve's enlightened menu has everything from Spicy Japanese Miso Nuts to cheeses, pasta, croquettes and burgers.

**Old Wharf Restaurant** Chef Alvin Sim and his team acknowledge the cultural history of the site by creating a menu that celebrates and explores Tasmania's traditional dishes. Constantly reimagined and refined, Old Wharf's seasonal menus give a nod to the past, while championing Tasmania's celebrated produce.

**The Lounge** pays homage to the Mouheneenner people with elements of their culture throughout. A local stonemason crafted the open fireplace with shared stories in mind. A pre-dinner crisp white with Pacific oysters often encourages fables to flow. The menu is all-day. The Lounge is spotted with artifacts representative of the traditional Tasmanian Aboriginal toolkit, proudly made by modern indigenous descendants of the first Tasmanians. The light feature situated over the fireplace draws its inspiration from organic shapes formed by nature's four primary elements of water, earth, air and fire. The tradition of a family gathering and storytelling around the open fire, just as our ancestors have been doing for millennia, is carried forward in spirit.



The Story Bar



Evolve Spirits Bar



Old Wharf Restaurant



The Lounge





Luxury Waterfront Suite

## Luxury Suites

### **Luxury Waterfront Suite**

Our largest suites with panoramic views of waterfront and Hobart city.

### **Premium Waterfront Suite**

These rooftop suites offer private terraces and unmatched views.

### **Executive Waterfront Suite**

Corner suites with views over the Derwent Estuary.

### **Executive Corner Suite**

Corner suites overlooking the waterfront and historic Hunter Street.

### **Superior Corner Suite**

Architectural 15° pitched ceilings and elevated views define these spacious suites.

[CLICK HERE.](#)



Luxury Waterfront Suite



Premium Waterfront Suite





Superior Waterfront Room

## Premium Rooms

### **Superior Waterfront Room**

A range of rooms spread across the first and second floors, each facing the water.

### **Superior Hunter Street Room**

These rooms offer views of historic Hunter Street, and 51 sqm of floorspace.

### **Hunter Street Room**

With views of the Hunter Street Precinct, these 43-47 sqm rooms are incredible value for the location.

[CLICK HERE.](#)



Superior Hunter Street Room



Hunter Street Room





We're proudly accessible

MACq 01 strives to break down barriers so all people can enjoy the stories of Hobart's waterfront.

Built in 2017 with equal access as a primary focus, MACq 01 accommodates modern hearing aids, visual impairment and mobility limitations in our guests.

All communal spaces within the hotel are wheelchair accessible, and six equal-access rooms and suites are available on request.

Sophisticated, spacious and practical bathrooms in all rooms and suites promote guest safety.

Our team is educated on disability requirements and PEEP (personal emergency evacuation plans). An evacuation chair is always ready in an emergency for guests that may require assistance.

MACq 01 Hotel was awarded Best Accessible Accommodation at the 2019 Tasmanian Hospitality Association (THA) Awards for Excellence.







Federal Group

For any further enquiries please contact  
[media@federalgroup.com.au](mailto:media@federalgroup.com.au)