



Heritage Tourism
Tasmania Pty Ltd
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Brighton, Tas 7030

February 26th 2015

Ms Natasha Exel
Committee secretary Legislative Council
Parliament House
Hobart Tasmania 7000

Dear Ms Exel

Heritage Tourism Tasmania Pty Ltd welcomes the Legislative Council enquiry into built heritage and tourism and we provide the following information for consideration.

Heritage Tourism Tasmania Pty Ltd is a company formed in 2011 to oversee the development and management of a pioneering privately funded tourism venture at Shene Estate in Pontville.

We make the following submissions against the terms of inquiry:-

1. The current and future potential contribution that built heritage makes to tourism in Tasmania.

It is clearly identified through Tasmanian Visitor Survey data the value of built and cultural heritage to the Tasmanian Tourism Industry.

With our state perfectly poised and being acknowledged on a worldwide scale that Tasmania is the place to visit in 2015 what better opportunity to market our heritage tourism.

Tourists in 2015 are savvy wanting an experience that remains with them for years to come. They are life long learners that seek out unique experiences. The age demographic that visits Tasmania is clearly within the 45 to 75 age bracket.

It is essential that in marketing Tasmania the Government should market each sector of the State's experiences equally. Don't just focus on natural beauty - adopt a holistic approach across all sectors.

May I suggest that greater emphasis be placed on the fact that Tasmania has seasons. Over the years the temperature variance between Tasmania and the mainland has become more apparent.

Leverage off this.

Market this fact that it is cool to “Cool off in Tasmania”. Promote that there is never an unfavorable time to visit.

MONA, along with the Festival of Voices, is to be complimented on their marketing strategies to promote the Winter as a perfect time to visit.

2. The role of Government

All levels of Government should be playing an important role in managing and supporting heritage tourism development. The Government needs to embrace and understand the highly marketable asset we have in our built and cultural heritage. It cannot be compromised. This is the point of difference that visitors want to see. This is what sets us apart from other states.

We have the finest heritage resources in the country in this regard. It is a challenge to balance this. In working with heritage sites any policy should reflect the principals and guidelines of the:-

The Australian Heritage Commission and CRC Tourism Guidelines 2001 Successful Tourism at Heritage Places.

The ICOMOS International Cultural Tourism Charter 2002

The Burra Charter

A careful balance of adaptive reuse that does not comprise or destroy the integrity of built or cultural heritage. Adaptive reuse carefully managed supports the maintenance of heritage properties through income generation. Owners of heritage properties have to be innovative and creative in developing product that will preserve the integrity of the heritage sites whilst deriving income to support conservation and maintenance.

Planning Systems need to ensure that cultural landscapes and streetscapes are not compromised by inappropriate development. We have one chance to get it right. Once it is compromised it just becomes an “also ran” and loses its highly marketable advantage.

3. Role of tourism organisations

In 2011 a Strategy was commissioned by Tourism Tasmania into Historic Heritage Tourism Strategy 2012 – 2015. No doubt a costly sum was paid for this strategy. As a long term member of the Heritage Highway Regional Tourism Association Board and as an owner of a heritage tourism product I met with the people undertaking this strategy. What became of this strategy is unknown. Tourism Tasmania then went on to experience many internal changes in structure and leadership and direction.

I have in the past enquired from Tourism Tasmania if any aspects of this Strategy have been acted upon. May I suggest that this strategy be dusted off, and examined to see if it still remains relevant and workable. It could at least form the basis on a new plan. I believe it does still hold relevance.

4. The role of heritage organisations

If heritage organisations i.e. professional heritage organisations and local heritage interest groups are to be involved in marketing the heritage experience within the state it is essential that there has to be a professional delivery and clearly defined structures put in place for this to occur. A uniform united approach in how the stories are told.

Whilst local heritage interest groups offer a wealth of knowledge about their particular location, customer service and delivery standards have to be adhered to. It is a fine balance between a quirky conservations with locals and down right unprofessional negative reactions to the visiting public.

Locals in regional communities need to embrace the benefits of tourism dollars to small rural communities. Local heritage/progress associations need to be engage with local residents to instill the benefits of tourism dollars. Strive to be tourist friendly locations by

telling the story to visitors and creating positive experiences.

Do not underestimate the power of word of mouth referrals.

I do suggest that major stakeholders in marketing the state for built and cultural heritage be able to meet to discuss what works. Don't reinvent the wheel. Speak to those on the ground that are making a difference and lifting the bar on the visitor experience. Tourism Tasmania should engage with proven heritage tourism providers in a quarterly meeting forum (casual catch up) where ideas are exchanged. Learn from the experts.

5. Any relevant Considerations in other jurisdictions.

6. Any other matters incidental thereto.

In summary:-

United and professional marketing plan to promote the benefit of our heritage tourism assets both built and cultural.

Clear concise and well structured planning regulations that value and protect our heritage assets whilst having the flexibility to creative adaptive reuse.

Revisit the previously prepared (already paid for) 2012 -2015 Historic Heritage Tourism Strategy.



Engage with the experts that are at the coalface working with heritage tourism product. Listen and learn from their knowledge and experience.

Education of local communities as to the worth of tourism on local employment and sustainability. However keep the charm of these communities. They cannot lose their identity that sets them apart.

Thank you for the opportunity to comment on these very important issues. I am more than happy to be involved in any working groups to promote our very unique built and cultural heritage.

I am passionate about heritage tourism in Tasmania and constantly strive to make a difference by delivering positive lasting experiences to visitors

Yours faithfully

Anne Kernke

Director Heritage Tourism Tasmania Pty Ltd