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THE LEGISLATIVE COUNCIL GOVERNMENT ADMINISTRATION B COMMITTEE MET IN COMMITTEE ROOM 1, PARLIAMENT HOUSE, HOBART ON MONDAY 27 APRIL 2015

BUILT HERITAGE TOURISM IN TASMANIA

Mr TONY McMULLEN, MANAGER, CITY STRATEGY, AND Mr DAVID PARHAM, HERITAGE OFFICER, GLENORCHY CITY COUNCIL, WERE CALLED, MADE THE STATUTORY DECLARATION AND WERE EXAMINED.

CHAIR (Mr Valentine) Thank you for coming to give evidence. All evidence taken at the hearing is protected by parliamentary privilege. I have to remind you that any comments you make outside of this particular committee and this hearing is not afforded such privilege. The evidence you present is being recorded and the *Hansard* version will be published on the committee website when it becomes available.

Mr McMULLEN - My background is primarily in town planning. I have over 20 years experience in town planning and more recently have worked in the corporate strategy and economic development spaces at council.

Mr PARHAM - My background is in the heritage sector. I have been at Glenorchy for two years now, and have served on the Tasmanian Heritage Council and its constituent committees. I have been chair of their Archaeological Advisory Panel.

I imagine you have been bombarded with statistics about the richness of Tasmania's heritage resource. The statistics I have read are that 38 per cent of all state and territory listed places are located in Tasmania. That matter seems to be a fact, or is accepted as such. I think we have also got an incredible opportunity therefore to capitalise on the circumstance. Tourism Tasmania's market research appears to reveal that the appeal of that heritage is a compelling reason for people to visit the State. We have the resource, so the question is how we make the most of the opportunity in a manner that delivers both the most meaningful visitor experience and the greatest public benefit to the Tasmanian community. Being in local government that what is one of our focuses, ensuring that the community, whatever strategies are defined, derives a benefit as well as the visitors.

In that regard, in our view an integrated approach is critical. There is a process that has a number of logical steps and the first one is to identify the themes. A lot of work has been done in this area, but the themes will clarify the opportunities. From a local government perspective, Glenorchy has a certain character, and the other local government areas will all have a certain character. There will be overlap, but some will be more distinctive in certain areas than others.

Potentially, because of the spread of built heritage across the state, there is probably a capacity, if there is a strategy that realises economic benefits, that they will defy those uneven economic prospects. That is probably a great opportunity that we have not

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tapped into. There has been a lot of work in marketing wilderness and the natural values, but built heritage probably languish a little bit in that regard.

We need to identify the opportunities in the macro and micro levels and take note of those big-picture market triggers, but sharpen the focus a bit. When I was considering it from the local government perspective, and with my previous experience in private enterprises and small business, one of the things that has become apparent is being able to try to integrate an understanding of built heritage and those opportunities into schools. I know we are talking about built heritages tourism, so it is a slightly different focus, but there are opportunities that will come out of schools because of the nature of that. They are the most tech savvy generation in history. If we can channel energy into an interest in heritage and work to establish links between the schools and historical societies, for example, in the local areas, it will make the best of both worlds. It will refresh the demographic. The schoolchildren of today are the custodians and the cultural ambassadors of the future. I think that is an important spin-off that needs to be considered, and to look for innovative localised approaches and ways to bring our history and heritage to the fore.

They need not always be costly. There are the apps. There is a programme running in Glenorchy at the moment which is linked to an initiative at the Arts Centre, where there is a app you can follow and listen to the voices of migrants who have come into Tasmania and have made a huge contribution in Glenorchy. Those opportunities will add value to visitors' experience.

We can rely on our brand marketing to provide the big picture, but retain the element of surprise in the communities. There is an awful lot embedded in communities that most tourists would be unaware of. Perhaps in some respects the community would like it to remain that way with regard to privacy and those sort of things, but under-promising and over-delivering is always a good idea. Exploration discovery is about having your own personal opportunity to explore and discover. They are exciting prospects and they formulate experiences that people will go back and recount, and inspire and motivate other visitors, so that is to do with visitation.

I suppose it would be unnatural if we didn't say that you would need to resource local government, but to activate the communities and provide that assistance to communities to take advantage of those opportunities.

The City of Glenorchy, for example, is on the road to MONA. It is a matter of opinion but the trip could well be as compelling as the destination. We have early settlement, the first private land grants, and beacon properties in all the suburbs that are now subsumed by urban development, but the onion skin is there and if you peel it back you would see the early beacon properties. We have potentially nationally significant examples of welfare capitalism in the EZ and Cadbury garden villages.

Glenorchy is well known for its industry. We have the first war service homes in Tasmania and that is topical at the moment. The Collinsvale rural landscape is an attractive feature of the municipality. There is that remnant rural base that goes back to the origins of the municipality, at least historically speaking. Then there is the story of migration and multiculturalism, and that is just at Glenorchy.

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Hobart and Launceston would have different attributes architecturally, for example. I know, having previously been involved in a municipal survey at Sorell, that it is deceptive as well. If you drive through Sorell and you go to the T-junction - people consider that not the most attractive approach to a place - but if you scratch the surface at Sorell municipality it is incredibly interesting.

CHAIR - It is one of the earlier settlements.

Mr PARHAM - Yes. I think those are the opportunities that local government and the community will understand intimately and that with some activation, for want of a better term, could add value to any visitor experiences.

The final tenet, and this could well have been the first principal, is to work to actively project and preserve the resource by ensuring planning and regulation of heritage retains its conservative foundations. I do not mean that politically; I mean to not kill the goose that lays the golden egg in a dash for cash.

CHAIR - Yes, not undermine the product.

Mr PARHAM - Yes, because there is always that line. Having been in private enterprise and now in local government, I have seen it now from two perspectives. There is always that line of trying to achieve something in the short term - the self-interest principle - and then there is the broader principle about having an enduring heritage that we want to preserve for the future. If we are going to rely on it in promoting our brand then it is implicit that we should also be preserving it for the long term. Once the integrity in a building - if we want to think about a building - is lost it is impossible to recover it. You can reconstruct it but people really appreciate original detail. We are seeing that now with heritage properties that are for sale. People want those details in those properties and they are valuing them now. There is a market developing in heritage real estate that probably was not there, say, 10 years ago. There is a lot more understanding in those areas

That brings me to planning reform, or the single Tasmanian planning scheme that I understand is underway. It must still make provision for discretionary context-based heritage planning. I know there are very good reasons for aligning and being consistent and all those things, but I do not think we should lose the ability to make nuanced decisions, because heritage is nuanced. In my experience, as much as you think heritage properties should have consistent attributes, they very rarely do. There is always, when you get into the detail, something different and something original. In that regard sensible, adaptive re-use provisions are really important in any planning scheme. Regulatory approaches that recognise and preserve streetscape character, where applicable, is particular important.

As has been discussed over time, there is the notion of incentives. In our submission we note that the stick with no carrot approach does not promote good will. With seed funding, the Tasmanian Heritage Council used to have access to a funding program; they do not anymore. Rate rebates have been discussed, and a lottery. They have all been raised at various times in the past. There is a need to provide some type of incentive to bring goodwill into the process. I should say I am a heritage property owner.

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Mr FINCH - In Glenorchy?

Mr PARHAM - In Glenorchy, yes. I do not live there but I do have a heritage property in Glenorchy.

Mr FINCH - What sort of incentive would you like the council to give you?

Laughter.

Mr PARHAM - I am not going down that road.

Mr FINCH - I am sure you are not. It is good that you let us know that.

CHAIR - Industrial heritage is something we do not hear lots about; everybody thinks of the old sandstone buildings. Industrial heritage and its importance to Glenorchy, is there a lot that flies under the radar and does not get attention.?

Mr PARHAM - Yes.

Mrs TAYLOR - The zinc works keeps pulling down things because they are not registered.

Mr PARHAM - Yes. The issue with regulating industry is that often you have large purpose-built structures that, if they are currently used, need to evolve. You need to have a planning system that allows for that. I have done a lot of work in the past on hydro power stations. There needs to be an opportunity for these to evolve but they need to evolve in a way that does not impact upon heritage if that happens to be present. The trouble is that, to make them viable so they can continue to be competitive, they do need to progress, so you have old technology and new technology juxtaposed, and that is the issue. Then there is the issue of redundancy. When you have large warehouses - you probably notice them around town or in Hobart and in Launceston as well - you see the old sawtooth roofs, but warehouses progressively go over time. It is hard to regulate; they probably do not appear on heritage registers because they are probably too hard to deal with. To actually control use and development on those places is really difficult, because you have a vacant warehouse and it just sits there.

Mrs TAYLOR - You have examples in Glenorchy of where there has been re-use, in Sunderland Street.

Mr PARHAM - Yes. It can be done. Adaptive re-use there is really important. Things have to coincide, obviously - the right owners, the right economic prospects and those type of things. There needs to be more information fed out there to say here are the opportunities for these structures.

CHAIR - It is not always easy to say that structure matters but that one does not.

Mr PARHAM - Yes.

CHAIR - While wanting to keep representative samples of these things.

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Mr PARHAM - That is where really good strategic heritage planning would not go astray. You could say this is an exemplar of this. We are going to keep it for this reason and adapt it. If it has tourism potential then obviously there is an income being derived that could be partly devoted back into its conservation or however you structured it. But in broad terms the industrial history becomes a matter of fact, in the end, because currently there is no strategy.

CHAIR - I think of the lime pits on the way to Collinsvale.

Mr PARHAM - Yes.

CHAIR - I do not know whether the pits are still there.

Mrs TAYLOR - The kiln is still there.

I was talking to my husband about this morning and he said it is so difficult to be an owner of heritage property because everything is so difficult. I said that is not actually true, but that is the public perception.

Mr PARHAM - It is yes.

Mrs TAYLOR - It is quite possible, providing you keep the integrity of the building, that you can do a whole lot of adaptive stuff. The public perception is a real problem there.

Mr PARHAM - There are a lot of negatives. It is because people say, 'We can't do this'. I get people ringing me in my job and saying, 'We cannot paint our house this colour', and a lot of it is misinformation, but what that tells you is the information is not available or they haven't had access to it. It is certainly available, but it is buried somewhere.

Mrs TAYLOR - To be fair there have been heritage officers, even within my experience, who have said, 'No, you can't do anything'. The wish to preserve in some cases means that people think you cannot do anything, including sometimes heritage officers themselves.

Mr McMULLEN - The classic is - and I have had a couple of these phone calls in the past - from people saying, 'The insurance company says that if this house gets damaged or destroyed I need to put it back brick-for-brick exactly', which is false.

Mrs TAYLOR - That's right. There isn't good information. I take your point about carrot and stick and we probably don't do enough carrot, but we have seen carrot in terms of funding, whether seed funding or restoration funding. There is a limited amount of that. There is no way we are going to preserve all of the heritage we would love to preserve by giving money to it, because the money just isn't there. I am wondering whether instead of incentives we should be saying there is a facilitation role. That is still incentive, but not necessarily cash. That is what we are about really.

The state tourism plan and promotion puts heritage in there, and when people come here they can go and look at heritage, but the owners of heritage find it difficult to make a living out of. We don't want to destroy it for quick cash, nevertheless for our built heritage to be sustainable in the long term we need to be able to do something with it.

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With Nyrstar, I know within the last few years there have been buildings or tanks, or whatever they are, that are definitely heritage and have become redundant. You can see it from their point of view. If there is nothing else you can do with it we need the space to do something else, or it is not able to be adapted. That is a serious loss, that kind of industrial heritage we are losing because there is no regulation.

Very often owners do not know how to make money out of it. I am including there Glenorchy City Council, with St Matthews across the road from the council. It is an important building. The stone is becoming quite weathered and pitted. It costs the council money, but there is nothing the council is doing with that building, although I know in the past it has asked people to suggest other uses for it. However, the uses that people have suggested the council has not been happy to adopt.

CHAIR - Have they bought that building?

Mrs TAYLOR - It belongs to the council, yes. They swapped it many years ago for a childcare centre.

Mrs TAYLOR - How do you see that facilitation might happen for those kinds of things? If you as the council that owns that building cannot facilitate a use for it, how do you suggest we might be able to do that for private owners? Black Snake Inn, for instance, is deteriorating at a rapid rate. It is going to be beyond salvage eventually, but the owner has no way. His solution is that the government ought to give me money to preserve this, but we cannot do that with every heritage building.

Mr PARHAM - The comment I get all the time is about regulation. If you are going to force me to do this are you going to give me the money to do it? That is where the Heritage Council used to have their funding program. They had a rigorous set of criteria that you had to fulfil to make sure the quality was in there and the integrity was in the process. They would supply a certain amount and the owner had to put in quite a lot more. That worked, but if you apply that broadly the budget is not going to be there for it. How else can we achieve these things?

The other thing we cannot control is when, for want of a better term, a right owner might turn up for a property or the right opportunity might arise for it. We can try and facilitate those things through city strategy and those sorts of things. Maybe those are things that would fall within the city strategy to encourage that.

Mrs TAYLOR - What is the council doing that is actually promoting the use of heritage properties within the municipality? What incentives? Obviously your council at the minute doesn't give great relief like some councils do.

CHAIR - It's an expensive exercise.

Mrs TAYLOR - It is.

Mr PARHAM - I think in the current economic climate, probably very unlikely.

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Mrs TAYLOR - Local government has to be involved on some level. What is local government doing and what can local government do?

Mr PARHAM - City strategy is probably more your area, but when you come through with an application in the end, further alignment probably with the works guidelines that the Heritage Council has would be appropriate, because if you look at the planning scheme now, the new draft interim schemes, and you look at the exemptions in there, for example, for works categories, and then you look at the Heritage Council's, they are different. People have to deal with two different sets of circumstances. They have to speak to me and they have to speak to an advisor from Heritage Tasmania. We should all align so we all speak the one language and at least be consistent.

When we are looking for adaptive re-use outcomes, we have some very good architects. It comes down to good advice and the quality of the design and materials in the end. Anyone can tack anything onto a heritage building but it is not always appropriate.

Pre-application consultation is, from where I sit in my role, what we try and focus on. We encourage everyone to talk to us early so we can work with them. Bear in mind we have to remain independent in our assessment capacity. We give people advice and give them the parameters and work through them. Sometimes we go through a number of things to try to achieve better outcomes.

At the business end of it where people are seeking approval, greater alignment is better, particularly in the area of works exemptions where everyone is looking at consistent principles. In a city strategy there are probably things that can be done to offer solutions.

Mrs TAYLOR - I understand the regulatory and compliance framework, and that is really important. It has to happen. But while people have to put up with that in a sense, and have to comply with that, what is there to give them incentives to actually do something?

Mr McMULLEN - To put it in context, Glenorchy has, since about 1994-95, had a heritage officer - a 0.6 position. We are one of the lucky ones. Obviously Hobart is well served and has a rich stock of heritage buildings. Many other municipalities aren't in our fortunate position. We are talking here about resource constraints. We are in the fortunate position of at least being able to devote a certain amount of attention to the regulatory process. There are very limited funds to do the nice things of heritage. This is a battle of hearts and minds. If we can win people's hearts and minds in terms of heritage then we are really home and hosed because people will be advocates for heritage. It will start to become a self-managed thing.

Mrs TAYLOR - Do you have a heritage promotion strategy at council?

Mr McMULLEN - No, we don't.

CHAIR - Heritage landscapes, Sky Farm, those sorts of things: do you have those on your radar?

Mr PARHAM - Yes. The setting and context of places is really important - and curtilage and all those sorts of things. We do take that into account at the business end of the planning context.

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CHAIR - I am thinking of probably really early properties in your municipality. You have some of those on the radar?

Mr PARHAM - We do. We have a lot in Collinsvale. I think the zonings in the scheme?

Mr McMULLEN - That is where we move outside the strict heritage controls to the general land use controls and more general controls on clearance and those sort of things to maintain a pattern of occupation. I think Skyfunds are technically in Derwent Valley.

Mrs TAYLOR - It is.

Mr McMULLEN - I think it is outside of there. But it is getting up to there to come through.

Mr CHAIRMAN - Thank you very much for coming and presenting, sorry that it is such a rush but we have a pretty tight schedule today. We really appreciate that.

Mr McMULLEN - Thank you very much.

Mr PARHAM - Thank you very much.

Mr FINCH - It was a really good submission. A lot in it. A lot of really good recommendations and a lot of good ideas. That Bunbury thing was a really good idea.

Mr PARHAM - It is great to have some interest in it at the upper levels of decision making in Government.

Mrs TAYLOR - We all want our heritage to be protected but unless there is some sustainable way of managing it, then people are not going to be able to afford to do it.

THE WITNESSES WITHDREW

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Mr BRADLEY WILLIAMS, MANAGER, HERITAGE PROJECTS, WAS CALLED, MADE THE STATUTORY DECLARATION AND WAS EXAMINED.

Mr CHAIRMAN (Mr Valentine) - Brad, we are taking sworn evidence today so there is a need for you to make a statutory declaration that is in front of you. If you would not mind doing that and after you have made the declaration you can inform us of your expertise and field of interest.

Mr WILLIAMS - My background is in historical archaeology and cultural heritage management. I have worked as the heritage project officer for the Southern Midlands Council for about seven years until 2010. For the last five years I have been the manager of Heritage Projects, for that organisation as a full-time role. Previously with our friends at Glenorchy a few years before that.

CHAIR - These are public hearings. The Legislative Council Government Administration Committee B is inquiring into Built Heritage Tourism in Tasmania. All evidence taken at the hearing is protected by parliamentary privilege. I remind you that any comments you make outside of the hearing may not be afforded that privilege. Have you read the information for witnesses on the committee's web page? I will give you a moment to digest that. The evidence you present is being recorded and *Hansard* will be published on the committee website when it becomes available. I would like you to make a verbal submission to accompany your written submission, so over to you.

Mr WILLIAMS - The submission by Southern Midlands Council was unanimously endorsed by council at their meeting, so I can speak on behalf of the council. The structure of our submission, we have gone through a little bit of the background of what council have done as advocate and manager of historic heritage, I guess, along two lines. One being the heritage projects and community benefit side of heritage, being what we want to do, kind of thing, as well as the statutory planning side of heritage, which is what we are legally required to do. As you would be aware often they cross over.

Southern Midlands' interest in historic heritage goes back quite a few years. The Southern Midlands Council has been an advocate of historic heritage for a few decades now. Primarily that started in the recognition that at Oatlands we have quite a valuable stock of heritage buildings. Quite a few of them were and still are in public ownership. Our flagship building where this started was the Callington Mill complex, which we have been managing since at least the 1980s, I believe. After the amalgamations and the formation of Southern Midlands in 1993 pretty much an immediate active interest was taken in these buildings.

At that time there were a lot of economic downturns in the rural industry, so at the time council and the residents were looking at what is another potential staple for our economy, so tourism was immediately recognised. A series of studies was done on how we could potentially tap into that, so that was looking at predominantly the public owned buildings at that point. Over the course of the next decade, decade-and-a-half, council undertook quite a lot of work in terms of acquiring, conserving and opening up and presenting these buildings to the public. Initially that was quite a difficult task in terms of making them pay. One of the things we really recognise is if you are spending taxpayer's/ratepayers money on these buildings there needs to be something a little bit

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bigger than a purely heritage project. It is nice to keep the buildings, but they will continue to fall over if they don't make a buck.

With that, council started looking at what wider industries can we look at to incorporate with historic heritage in order to make these buildings pay for themselves and to justify their reuse. Essentially we looked at education and tourism, and then this wider community benefit however you wanted to define that. That tends to filter into every aspect of the way we manage heritage.

As the prime example of how we have pulled that together is the Callington Mill project. Through the early 2000s we went through a process of planning, conservation planning, business planning, and precinct planning to look at how we would pull that together as a viable enterprise, which we did with the help of state and federal government - and a big bucket money from council - and opened up Callington Mill in 2010 as the only working, flour-producing mill in the southern hemisphere.

Looking at that as an example and as an example of how we believe local government are really the people who are in a great position to be pushing this is whether or not Callington Mill in its own right is a viable business enterprise is beside the point. We look at what that does to the town and to the district in terms of the flow-on effects. I have cited in my submission the example of the year after Callington Mill opened, overnight bed stays in Oatlands had doubled, which was much more than the state average. In four years since Callington Mill opened, our overnight stays have quadrupled.

Take that as the baseline for the number of people who come into Oatlands and spend money -

CHAIR - That is developing B & Bs as well.

Mr WILLIAMS - Helping B & Bs, galleries and restaurants. Ten years ago you could quite safely fire a cannon down the main street of Oatlands without fear of hitting anyone. Now you would be struggling to find a parking space. That has given the town a whole new life. Like I say, regardless of whether that, as a single site, is economically viable, what it has done to the town, what it has done to employment, what it has done to increase a rate base coming back to the council, that is where you have the huge benefits.

I really stress that as an example of what Southern Midlands Council believe local government's role is in terms of managing historic heritage, particularly in terms of tourism.

Mr FINCH - On that subject, it has quadrupled. Has it held?

Mr WILLIAMS - Yes, it has.

Mrs TAYLOR - It depends on where it starts from as well. If it starts from one person it is not the sole reason!

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Mr WILLIAMS - No, the figures that I have cited are in 2010 we had around 5 000 overnight bed stays in Oatlands per year. By the next year that had gone to about 9 000, and now we are about 16 000, and that is great.

CHAIR - That is good.

Mr WILLIAMS - To see it go from your one corner store to your five corner stores, your one gallery to your six galleries.

With that, I should say that probably edging into the statutory planning side of it now, we wish to recognise that Oatlands - and I am not saying this is just Oatlands but the whole district - still remains a liveable town for the people who are there. We do not want to change it to Disneyland. We do not want tourism to impede the way people live in a town as they have done for the last 180 years. We want that to supplement them and to be benefit the town.

CHAIR - As a rural community you have a lot of heritage out there in the sticks, if I can put it that way, as opposed to just in the town of Oatlands. Do you have any programs to identify that significance?

Mr WILLIAMS - We do.

CHAIR - Do you want to expand on that?

Mr WILLIAMS - Sure, from the last point about using Oatlands as an example I do not want to imply that we are totally Oatlands-centric in everything we do. Looking at the wider area and the wider population, yes, we do have a program of recognising and managing these heritage sites right through the districts.

So our heritage program, both the heritage projects and statutory heritage, are governed by our historic heritage strategy which is a five year plan which picks up all heritage right throughout the districts.

Mrs TAYLOR - So you do have a heritage strategy?

Mr WILLIAMS - We do. We have had our 2009-14 and council has just endorsed the 2015-19 plan and that is our guiding document for heritage.

CHAIR - You have Fromhill and is it Hermitage in your name?

Mr WILLIAMS - No, I do not think so. I guess that picks up our heritage projects where possible; where council own or manage heritage sites, we pick them up. We also look at the wider networks of heritage sites so we have initiatives for our convict sites and our coaching heritage and things like that.

In conjunction with the Tasmanian Heritage Council and Heritage Tasmania we have done a review of our statutory heritage registers and that is pretty much at the tail end of that now in terms of being bedded down, in our new planning scheme. The Heritage Council has picked up a lot new listings and rationalised a lot of existing listings. So we

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are in a fairly good stead site-by-site, and understanding what we have had and then that leading into how we might manage that for tourism and other initiatives.

CHAIR - So Long Marsh Dam?

Mr WILLIAMS - Just outside - the Northern Midlands, great site though.

Probably where we do fall a little short at the moment - and this is a comment both looking inside us and at the wider stage - cultural landscapes, we do not have a particularly great grasp on. We have done a pilot study on how we might utilise cultural landscapes as a tourism product. Then there are other sites such as archaeological sites. The planning scheme does have archaeological provisions but we have not yet populated a schedule. I think our next step will be looking at beyond your bricks and mortar, how wider places and spaces and the hidden heritage can also be used.

Mr FINCH - I am really impressed with Oatlands and the progress that has been made even before Callington Mill. It is a place that I recommend to visitors. Before it used to be, 'Stop at Campbelltown, make sure you visit Ross', now I put Oatlands in there because it is very impressive.

I wanted to get your opinion, Brad. You mentioned the historic heritage tourism strategy and we are going to focus a bit on that during our hearings. But you say here, 'appeared not to have been substantially progressed.'. Can you talk about that strategy and what you think it might mean if the things were implemented?

Mr WILLIAMS - We had an involvement in the development of that strategy. I think we used a couple of case studies, we were interviewed by the people who were putting that together. Our opinion of that was quite a strong, good, even though a high aiming broad strategy. From our view, a lot of the initiatives which were recognised in that appear not to have been largely progressed on a statewide level. We have taken a few of them and run with them because we were going to do that anyway. Hearing around the industry, I tend to get the perception that people think that it may not have been pushed quite as well as it could have been, or not evolved as much as we would have liked it to have been.

Mrs TAYLOR - Brad, I want to put on the record the fact that a large degree of the success of the whole revitalisation of Oatlands and district has been your doing. I really congratulate you on that. You have absolutely been not just instrumental in making this happen, but in all the strategies. I know personally that you have done that and Kerry is absolutely right that Oatlands has come onto the map. A great deal of that is your doing, so congratulations on that. I believe that should be on the record. If you could do that for the rest of the state, that would be really good.

Oatlands has more heritage buildings than Richmond, for instance, but it is not yet able to compete on that same sort of basis. While you have done the statutory thing on a council basis and public buildings, what do you see as the future opportunities for Oatlands in being able to use this heritage tourism? Not just the publicly but privately owned. Is there more capacity and how will you keep on doubling and quadrupling that?

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Mr WILLIAMS - I should go on the record and say that a lot of other people are contributing to this as well.

Achieving that critical mass is probably the thing. With the work that we have done so far, the numbers support the fact that council has done the right thing in terms of getting these baseline facilities and attractions up and running. The wider public sector has come on board and seen that opportunity and ridden on the coattails of it. That is probably the place to be now. The core attractions are there being managed by council, but we have all these other fantastic operators jumping up around it. That is the difficult part in making heritage tourism viable. Where a government or public organisation may be able to sustain not such great returns from that actual heritage site in terms of the flow-on effects, your private developers are the ones who really need the help. They need to make a living out of it and that is where it is difficult. That possibly, skipping a little bit ahead now, is where the State Government has a bit more of a responsibility to come in and help.

Mrs TAYLOR - How could the State Government help? Funding is a limited resource. It is more facilitation I would think, but I am not quite sure.

Mr WILLIAMS - True. Encouraging that move into heritage, also having to have the tourism component, or the education component, or something to help prop it up. That is probably getting a little bit beyond my field of expertise, how the private sector can do that.

Getting back into wearing my council officer's hat of answering the phone at council quite often with people saying, 'I have just bought this heritage property in the Southern Midlands, what assistance is out there for me?'. There is a little bit, I guess. In our submission, it talks about under our planning scheme that we offer a range of relaxations of planning scheme provisions if that helps to encourage the use and adaptation of a heritage building. I have to be honest, quite often the public ring up asking, 'What funding is available? My roof is caving in, somebody has listed this building so therefore I can't let it fall down. I have to do something, but what is out there to help me?' I almost invariably have to say I am really sorry, but there is nothing.

That was not the case 10 years ago, for instance, the Heritage Conservation Fund administered by the Heritage Council; the Urban Renewal and Heritage Fund administered by the State Government - and I must admit, thank you, that the Southern Midlands Council did very well out of that and a lot of people did very good projects out of that. That has gone.

Mr FINCH - What was that program called?

Mr WILLIAMS - Urban Renewal and Heritage Fund and the Tasmanian Heritage Conservation Fund.

Mrs TAYLOR - It was not that big, was it?

Mr WILLIAMS - It did start off to be reasonably big.

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CHAIR - Is that the one that was in collaboration with the Hobart City Council? They put in half of \$1.5 million or something?

Mr WILLIAMS - I think that was a variation of that.

CHAIR - I know the government went dollar for dollar on that.

Mr WILLIAMS - Yes.

Mr FINCH - Is that a good idea?

Mr WILLIAMS - It is absolutely. In a former life when I was involved with listing of heritage place you would quite often have property owners wanting their place listed because they were then eligible for that funding, as opposed to not wanting their places listed because they now have got to impost of that listing without any funding. It is a pretty simple principle.

Mr FINCH - Could I ask about marketing? What I want to ask, just marketing. How does the Southern Midlands council go about marketing the treasures and what you have there in Oatlands? Are you across that process?

Mr WILLIAMS - Yes, to a certain degree I am. We are really fortunate we have a local tourism centre at the base of Callington Mill. We have some really good people in terms of marketing and promotion. We are also involved with the Heritage Highway -

Mrs TAYLOR - Are they employed by council?

Mr WILLIAMS - They are employed by council, yes.

CHAIR - It is getting people there, isn't it, that is the issue?

Mr WILLIAMS - Yes, that is it. Getting them there and keeping them there. We are actively involved with the Heritage Highway Tourism Region Association, which is a really good group to be involved with. We look at as many partnerships and linkages as we possibly can, both private and public tourist organisation.

CHAIR - Northern Midlands? Do you partner with them at all?

Mr WILLIAMS - We do, yes we do. That is predominantly through the Heritage Highway association. Wherever possible our neighbour councils we will partner with.

One of the difficulties that we do find in what we do with heritage buildings, with their restoration and their interpretation to encourage visitation of them, we do have a problem in how do we staff them. The second you have a heritage building opened, you have to have somebody there showing people around, sitting behind the counter. You suddenly have a wages bill for that building.

Mrs TAYLOR - That is right. Unless you have some way of getting money out of that, paying for the wage is hard to do.

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Mr WILLIAMS - Exactly. That is where we do fall short, I must admit. How that critical, when that critical mass will kick in all of a sudden, you can be paying a \$50 000 or \$60 000 for somebody sitting in a building for seven days a week, I am not sure. We probably do need to get a little bit smarter as to how we do that.

Mr FINCH - Do you have a tour where you could leave them open, unstaffed?

Mr WILLIAMS - We possibly are, yes. One of the initiatives we are looking at, at the moment, is having a swipe card lock system on doors of buildings where people go and maybe pay for their card which is activated for a few hours so they can go around, buzz in, buzz out the buildings. We keep control, knowing who comes in and comes out.

We do tend to find that people like that face-to-face experience. They like to come in and talk to a local, find out about the building, rather than just let themselves in and walk around.

CHAIR - What about QR codes. This in another way of -

Mr WILLIAMS - Possibly, yes.

Mr FINCH - That might be a trade-off, mightn't it?

Mr WILLIAMS - It could be.

Mr FINCH - You have your information centre or your tourist office at Callington Mill, it is a matter of departing from there and coming back.

Mr WILLIAMS - Coming back, you might want to talk to somebody, that is true.

Mrs TAYLOR - The other thing is having the building just sitting there, empty, not being used, is not great.

CHAIR - It is not a great way. In fact, they deteriorate.

Mrs TAYLOR - No, in the long term that does not work.

Mr WILLIAMS - Exactly. Bear in mind that a lot of our key heritage sites too, are the ones that are out in the wilderness. They are the convict sites that are in the middle of a paddock. Just dealing with the issues around getting people there safely, giving them the right sort of information, getting them safely on and off the highway - they are the things that we have to think about in every strategy that we do for how we present the sites.

Mrs TAYLOR - Would there be capacity perhaps, and maybe there is, for a local operator that might give tours.

Mr WILLIAMS - Possibly, yes. We are discussing with a couple of operators at the moment bigger scale walking tours. Things that go for multiple days around the old back roads.

CHAIR - That long march, and I know it is not yours -

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Mr WILLIAMS - That is a prime example.

CHAIR - That is a classic, isn't it. It is a dam, convict built many years ago, but not closed off, not finished, project not finished. So long ago, I do not know what year it is, 1950s?

Mrs TAYLOR - Day bus tour or something, for a season at least.

CHAIR - I was in Oatlands the other day and I noticed that there was this particular shop there that looked very weathered. I don't know which building it is, but it is very close to a couple of the older buildings that you are working on. There is a bakery or something that is up behind it. That will eventually succumb to the weather, won't it, if something is not done about it? How are you handling those sorts of things?

Mr WILLIAMS - We bought it! About three years ago, I guess on the strength of the bakery building, that being 1827 convict [inaudible] store -

CHAIR - There is tourism interest there.

Mr WILLIAMS - Well there is, so we wanted to get that back into public ownership. With that came the shop down the front, so we have developed a conservation plan, master plan for that, and we are about to kick off on a heritage skills training project getting local youth involved with the restoration of that, with a view of eventually turning that into a heritage training and conference centre, and shopfront for local heritage products. So watch this space.

CHAIR - It is a classic example, though, isn't it, how far do you go trying to halt the degradation but taking away from what the intrinsic value of that building. It is a great example of stone that was just bad stone for building.

Mr WILLIAMS - Yes, or been poorly treated.

CHAIR - It is that balance.

Mr WILLIAMS - Exactly. I should mention the other business unit of Southern Midlands, which is the Centre for Heritage at Oatlands. Five years ago the council established that organisation. Martin Farley our Executive Director is giving you a presentation this morning on that one, so I won't go too far into it.

CHAIR - No, we have that, yes.

Mr WILLIAMS - That was one of council's ways looking at how we can really actively get out there and address the heritage issues that we have been grappling with for years. That organisation runs under two umbrellas: we have Heritage Building Solutions, which is the commercial, consultancy arm and then we have the Heritage Education Skills Centre, which is the not-for-profit training organisation, which both will be involved in that specific project.

CHAIR - You look at the ICOMOS principles when you are dealing with these sorts of things?

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Mr WILLIAMS - Absolutely, yes.

Mr FINCH - I am wondering about your signs on the highway to say 'this is Oatlands and this is an historic tourism precinct'. Have you had any issues there? What sort of signage do you have to direct people into Oatlands?

Mr WILLIAMS - I am not aware of any issues. I guess the Development and Environmental Services department runs with that. From what I have had dealings with State Growth and with signage of that magnitude, getting people in, it has always been a good cooperation in terms of enough signage, but not littering it. I believe there probably are some issues with private operators and signage that may not necessarily be meant to be there, but that is something more for our manager of Development and Environmental Services to answer.

Mr FINCH - I was just wondering whether that may have been an issue for Oatlands because that is the important thing to get tourists on the highway to be attracted to something.

Mr WILLIAMS - We have a big windmill sticking up.

Mr FINCH - That's right, yes.

CHAIR - You might think it is too busy to have some Falco Cooper cutouts. They are all up the highway. Perhaps back in a little bit to Oatlands people could see it and think, 'What's that,' and it draws them in, doesn't it?

Mr WILLIAMS - The Callington Mill is our flagship icon. The publicity around and the promotion of Callington Mill tends to get people in.

CHAIR - It will build over time.

Mr WILLIAMS - I know feedback from our tour guides at the mill, a lot of feedback from the public, 'We heard about the mill and this is what we came here for, but didn't realise all this other stuff was here'.

CHAIR - And they can buy product.

Mr WILLIAMS - They can buy product.

CHAIR - Thanks very much for that.

Mr FINCH - What do you think, Brad, is a big recommendation that might come from our committee? Is there a number one recommendation that you think that we might consider from your presentation?

Mr WILLIAMS - I have already touched on the need to support property owners much more.

Mrs TAYLOR - Financially?

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Mr WILLIAMS - Financially, yes. The other one might be, and council has gone into this into the submission, but we haven't really discussed it, is you need to look at a state level at wider heritage sites. The Historic Cultural Heritage Act allows a place-by-place recognition and protection of sites, but doesn't do a lot for collective sites, or for the curtilage around sites or precincts of sites. One of the key points that council has made in the submission that under LUPA, under planning schemes, we can look at precincts, we can look at adjacency, and we can look at all these wider areas, where the state approach is very much focused on that site, that site and whatever happens beside it doesn't matter to a certain degree.

Mr FINCH - You have the magnet, haven't you?

Mr WILLIAMS - We do.

Mr FINCH - To get them there in the first place and then when they come back to Tassie again they think we would like to come back here again and explore. If the message is sown and the seed is sown properly -

CHAIR - The themes are important, aren't they?

Mr WILLIAMS - They are. You cannot approach heritage and you cannot approach the presentation of heritage at such a site-by-site level. You have to pull everything in. Like we stress council have the ability to do that under planning schemes with precincts, with open space, with adjacency controls, and also pulling all the other stuff that councils do, like provision of roadside stopovers and streetscape beautification programs, where under the Heritage Act we do not have such an ability. The other big concern would be looking at the way the state/local split in terms of management of state and local heritage places is shaping up. Taking on board the comments that we have made about how local government are in a very good position to look after heritage places, all of sudden there will be that line in the sand where maybe we have less ability to look after the values of the state-listed heritage places, while we are down here concentrating on the local. That is a concern.

CHAIR - Do you have any comments on the single planning scheme?

Mr WILLIAMS - Probably not my area of expertise. Anything which makes a bit more consistency in regulation would have to be good.

CHAIR - Okay.

Mr FINCH - Adjacency controls, I am not from local government, so I do not understand that. What does that mean? The people who are next door -

Mr WILLIAMS - Quite simply, under a planning scheme if you have an important site here council planning authorities can have some input into what happens next door to it. Whereas under the Heritage Act, the Heritage Council can only have input into what happens on that site and not next door.

Mrs TAYLOR - Can we have a copy of the heritage strategy? Could you send us that? That would be great.

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Mr WILLIAMS - Yes, absolutely, I will copy you through one. It is on the website as well.

Mrs TAYLOR - Thank you.

CHAIR - Thank you very much, Brad, we really appreciate you coming down.

Mr WILLIAMS - Thank you.

THE WITNESS WITHDREW.

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Dr KATHRYN EVANS, PRESIDENT, AND **Dr CAROLINE EVANS**, VICE PRESIDENT, PROFESSIONAL HISTORIANS ASSOCIATION, WERE CALLED, MADE THE STATUTORY DECLARATION AND WERE EXAMINED.

CHAIR - Thanks for coming and taking the time to present. It is an important area, otherwise we would not be having this inquiry. It is very much appreciated that you decided to put pen to paper, or finger to the keyboard. Please state your field of interest and expertise.

Dr KATHRYN EVANS - President of the Professional Historians Association of Tasmania, we are a small group and many of our members are involved in working and researching heritage sites and doing interpretation and publications and so forth. We have an interest in this area. Would you like me to outline the main points?

CHAIR - Not at this point.

Dr CAROLINE EVANS - I am very similar to Kathy. I am the Vice President of the Professional Historians Association and a qualified historian.

CHAIR - Qualified historian? Thank you very much, so you have. Just before you commence. Just to make sure that we are at the right hearing here. It is the Legislative Council Government Administration Committee B inquiry into Built Heritage Tourism in Tasmania. All evidence taken at the hearing is protected by parliamentary privilege and I remind you that any comments you make outside the hearing may not be afforded that privilege. I am presuming you have read the information for witnesses on the committee's web page or indeed as was handed to you. The evidence you present is being recorded and the Hansard version will be published on the committee website when it becomes available.

I invite you now to make a verbal submission to accompany your written submission. We will have questions that follow through as a result of that.

Dr KATHRYN EVANS - Thank you for this opportunity. The main points I would like to make in regards to our submission are that the Professional Historians Association of Tasmania feel that heritage is very important for tourists coming to this state and that we need proper resourcing, planning and administration for Tasmania's heritage across state and local government agencies.

There is an acknowledgment that the wider community also value this historic heritage, not just tourists. We would like to see local communities consulted regarding their heritage in this process. The best practice principles as outlined in the ICOMOS Burra Charter be followed in the conversation and management of places of historical cultural significance to ensure that they are maintained into the future.

Related to this, that professional expertise, such as suitably qualified historians as well as other professionals such as architects and archaeologists, will be consulted because they are best qualified to understand conserving, managing and communicating the significance of places to both locals and tourists. We feel that historians are important in this process because they look at the wider historical context for a place, do accurate

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historical research, and develop an understanding of that place, its importance and how it has changed over time, and the stories that are connected to it that tourists are interested in.

Another concern that we have is that many heritage properties such as churches and schools are being sold at the moment, and that they contain moveable cultural heritage which isn't adequately protected.

Lastly, that there is a coordinated approach to Tasmania's history and heritage, which brings together government and non-government organisations to promote all schemes for heritage and history. Thank you.

CHAIR - Anything to add to that?

Dr CAROLINE EVANS - We do really support the importance of our heritage tourism. Also there is a tension there between sometimes the needs of tourists and the preservation of the building, and the needs of the heritage value of the building. The importance of that, we take into account also when adapting it for the use of tourists. Sometimes the heritage value is damaged when the building has been adapted for tourist use.

Mrs TAYLOR - It is a tension, as you say, isn't it? For instance St Matthew's Church in Glenorchy, because it doesn't have any toilet facilities or any kitchen facilities, it is very hard to adapt that building for any other use. There is tiny kitchen. It means that it sits there and nobody uses it. You don't want that to happen either, I presume? How do you resolve that?

Dr KATHRYN EVANS - I think to involve some professional people, to do it in a way - you don't necessarily need to keep things exactly the same as they were. To identify what is significant about that building and find ways to adapt it that doesn't impact too much on that significance. So put things out of sight so that the streetscape is kept intact, for example.

CHAIR - You make mention of your concerns associated with moveable heritage items that are not adequately protected during the process. This particular committee is not specifically about movable heritage, but the point you make is interesting in that it underpins the asset that is there that is static. Do you want to make further comment on this from your own experience? What you have seen or what your real concerns are?

Dr KATHRYN EVANS - There has been an unprecedented level of churches being put up for sale. If they do not have a use anymore, people are buying them and turning them into cafes or houses, but things that are inside often have a lot of significance to the local community. They have raised money in the past to pay for lecterns, windows or memorials, honour rolls for war memorials and things which once they are sold can be auctioned off and lost to the state and lost to that local community. It would be good to have a policy whereby if something is sold that the items contained in the heritage building stay with the local community or go to the museum, somehow kept in Tasmania preferably in the region they came from.

CHAIR - How would you practically do that? It is obvious there is a heck of a lot of that sort of material that is associated.

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Mrs TAYLOR - There is. Talking about St Matthew's again. I have one of the pews because when that was sold as a church everything was put up for sale. We have one of the pews because you did not want them all to disappear. We have no policy at all? There is nothing to protect those things?

Dr EVANS - If it is heritage listed and things are specifically listed under that place that there may be some level of protection, but a lot of heritage listings do not go down to the specific level of what is inside the building. Local councils could also under their planning schemes perhaps bring in some policy of local significance.

CHAIR - It is not so much even the listing of them. It is the auditing of that over time to make sure that those items are still there. They are auctionable. They can disappear.

Mrs TAYLOR - Kathryn's point is right in that they probably belong to the local community. It is probably the local community over the years that has raised money to provide those things.

Mr FINCH - Who draws on your expertise as professional historians? It sounds as if you are being paid for the work that you do. Is that because you are historians who are working with local council departments in the state government departments and that you have this collective? How do people draw on your expertise, to your particular organisation?

Dr KATHRYN EVANS - Our members have worked in a range of ways. Sometimes as employees of state government departments such as Heritage Tasmania. I have worked with Parks and Wildlife and maybe also local councils. I have done some work at Hydro Tasmania but a lot of our work is as consultants. We work as part of a team of other professionals that are employed by a developer or a council to put together, say, a conservation management plan, or an interpretation plan for a site or building. Others have worked at Port Arthur as well. It is a range of consultancy work or as employees.

Mr FINCH - In your gatherings - and I will ask how many you have of those a year - do you have think-tanks about the sort of things we are talking about? Think-tanks about particular areas which are not focused on as much as they could be, or over focused, where we are missing out on opportunities? Do you do that?

Dr KATHRYN EVANS - We do have discussions.

Dr CAROLINE EVANS - They would be more informal, I think. It is the kind of thing we talk about. Especially buildings that seem to not be getting the kind of care that they need.

Dr KATHRYN EVANS - We make submissions from time to time as well.

Mr FINCH - Developed from within your group to send a message to whichever department or area? Okay, that is good. I have never heard of the organisation before.

Dr CAROLINE EVANS - We do have a website. It is the Professional Historians of Australia you will find our website and there is a particular section there for Tasmania.

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Mr FINCH - Are you self-effacing or are you looking to promote yourself and the issues of the day?

Dr CAROLINE EVANS - We are small and we do our best.

Mr FINCH - It sounds to me as though you keep your head below the trenches as well.

CHAIR - It seems like they are not there primarily for promotion purposes, they are there because of the interest they have.

Ms CAROLINE EVANS - It is a collegial group as well.

Mr FINCH - I have a sense that it sounds to me like a powerful group that is being far too polite. I think if we need people to speak up about this and some of the areas of concern that we have through these submissions, that an organisation like yourselves should be the ones with that collective expertise to maybe make us more aware.

Ms CAROLINE EVANS - Okay, maybe we should try harder.

CHAIR - It is a statement and it is encouragement, I can see that. I want to pick up on an issue that you raised with regard to collaboration on the publication of tourist literature and websites on the organisation of events. Are you drawing on your own knowledge there on how some of the literature is just plain bad, or can you expand on that a little?

Ms CAROLINE EVANS - What historians can offer is it is not only that historians know where the records are, but also how to read them and how to place them in an historical context. You need to be able to do that if you are going to talk about the significance of a site. Quite often, the important thing about a site is not so much its architectural significance as what happened there. I guess Joe Lyons' cottage in Stanley is a fairly well known example. If you looked at it you would think that is quite an interesting vernacular house, but that would be the sum total of it. The significant thing is that he lived there and was brought up there. If you didn't have a bit of historical knowledge you would not know that.

CHAIR - Context is everything in that case.

Ms CAROLINE EVANS - Yes, it is.

Mr FINCH - Do they have interpretation there at the cottage? Can you go inside?

Ms KATHRYN EVANS - Yes, you can go in.

Ms CAROLINE EVANS - Yes.

Mr FINCH - Is there interpretation that goes with that?

Ms KATHRYN EVANS - I have not been there for a long time, but I think there is.

Ms CAROLINE EVANS - There is.

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Mrs TAYLOR - It's publicly owned, I think.

Ms CAROLINE EVANS - I believe so.

Mr FINCH - It is such a fabulous precinct, isn't it, just that whole streetscape and the whole area with its history and the way it has been retained as well.

Ms CAROLINE EVANS - Even better that you can retain the streetscape around the cottage as well, so you have a real sense of what it was like when he was a boy.

CHAIR - You also mentioned the resourcing of relevant bodies as being inadequate -

Mrs TAYLOR - Can we just go back to that one that you were talking about, Rob, that issue you raised.

CHAIR - On the collaboration?

Mrs TAYLOR - Or the coordination before you go on to the next thing, because that is really important. Is there no-one doing that and whose role should that be to coordinate that? We are about how do we match the heritage and the tourism. We are aware of the fact that to keep our heritage it has to be sustainable. While there is that tension, nevertheless, if we do not find a way of funding it then there is going to be no - obviously private funding would be one of them. That is one of the things that people talk to us about that broad picture of Tasmania shows heritage, but when you get underneath that to the nitty gritty there are many heritage sites that cannot break even. You were talking about publication of tourist guidebooks and web pages and festivals and heritage trails and things. How can that happen? Do you have a recommendation as to how that can be progressed?

Ms KATHRYN EVANS - At a state government level it could be coordinated and given resources that would then flow on to local councils or community groups. I believe the State Government has a role to play in coordinating that - whether it is through Heritage Tasmania or the Heritage Council, I am not sure.

CHAIR - It is very interesting. I am sure they see themselves as being the holder of the information, and they would probably see other organisations like local government as being responsible for enlivening it and bringing it to life for tourism reasons.

Mrs TAYLOR - Maybe the Tourism Council in funding that promotional stuff, but there is a bit of buck passing. That is what we are trying to find out about. There are limited funds. There is no point in us, the State Government, to do everything, because it just cannot afford to do it.

Dr KATHRYN EVANS - If they came up with resources that could then be utilised at another level and built upon.

Mr FINCH - Kathryn, you are obviously an academic and so you have been in the education system for quite some time. We talked earlier this morning about the next generation, educating them about it. Any thoughts about that? How did you connect to this line of

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work and this pursuit? Is there something we can do back in the system that might encourage young people to have a better understanding of heritage?

Dr KATHRYN EVANS - I can answer but Caroline has spent more in education. For me, I just enjoyed it as a student and it was the teachers that made the difference for me. Many children think history is boring because they read about it in books, whereas if they get out into their local communities they will see that history is all around us and draw those connections. My personal view is to develop a curriculum that really makes history relevant to them and draws on themes that are relevant to them and their family and their communities.

Dr CAROLINE EVANS - I do not really have experience with children, more university students. Kathy is right about getting out, pointing things out to them that - I am trying to think of an example here. If you think of really worn step at the front of the house, you can say to them, well that step is worn because people have been walking across it for 100 years, or something like that. It makes them see - it gives them an imaginative -

Mrs TAYLOR - That little wall opposite the museum, where the people going to the meatworks used to sharpen their knives.

CHAIR - The little tide house at the bottom of Castray Esplanade, the step that is in the back of that has a little notch in it. People do not understand that that is where the datum point is for all of the elevations throughout Tasmania. Just that one cutout notch. It is under a trapdoor. That is such a small thing, it could be so easily wiped off by someone doing some enthusiastic renovations.

Dr CAROLINE EVANS - That is the kind of thing. I was thinking Port Arthur does a good job there because you get a sense of what life was like there. Not only when it was Port Arthur but Carnarvon. It is an imaginative engagement with the past. What it was like for other people, how they were like us, how they were different to us.

Mr FINCH - We have a focus in the West Tamar Council, a tourism strategy that is being developed. Much of it is about stories.

Dr CAROLINE EVANS - Yes.

Mr FINCH - The stories of the community. They come and go and could be lost. It is about the collation of them and keeping and developing them and getting the interpretation.

Mrs TAYLOR - And publication of them.

Dr CAROLINE EVANS - Yes.

Mr FINCH - So we have a focus on that, as far as the West Tamar Council in concerned. That might be something that might be developed even more. That is what you were talking about, those little features of buildings that bring them to life.

Dr CAROLINE EVANS - Yes.

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Mr FINCH - You could look at it and not understand what the difference is between that and another historic building. That point of difference might be there but it needs to be highlighted and amplified.

Dr CAROLINE EVANS - The stores are everything, not only for children but for tourists as well.

CHAIR - Do you think ICOMOS has a high enough profile as a standard?

Dr KATHRYN EVANS - I do not think most people would know what it is. We do.

Mrs TAYLOR - No, that is right. People would not know what ICOMOS was.

CHAIR - So you are answering me saying no, it does not?

Dr KATHRYN EVANS - Not in the general community.

CHAIR - It is not high enough in the minds of the various organisations that are out there.

Dr KATHRYN EVANS - Well probably organisations that are involved in heritage and tourism, but for the general public, I do not think.

CHAIR - You do think that is a detriment?

Dr KATHRYN EVANS - Yes.

CHAIR - Okay.

Dr CAROLINE EVANS - Just coming back to the children again for a minute. I forgot about the history challenge, if it is run every year, the National History Challenge. There is a state winner and a national winner as well and it get some fantastic entries from schoolchildren for that.

CHAIR - What is it about?

Dr CAROLINE EVANS - There are different categories. It is for primary school and high school children as well. They can put in an essay.

Mr FINCH - About what? Just literature?

Dr CAROLINE EVANS - A topic on history, or they might make displays.

Mr FINCH - Who organises that?

Dr CAROLINE EVANS - It is the National History Challenge. It is organised by the Clarence High School, the Tasmanian bit. We had a Tasmanian winner of the national award too within the last couple of years.

Mrs TAYLOR - How many schools take part?

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Dr CAROLINE EVANS - Not all of them but quite a few do.

Mr FINCH - What is it called?

Dr CAROLINE EVANS - The National History Challenge.

Mr FINCH - That is something that could be expanded and promoted more.

Mrs TAYLOR - Have you heard of it, Kerry?

Mr FINCH - No.

Mrs TAYLOR - Neither have I.

Mr FINCH - That sounds like a really good idea. If that could be promoted and worked on more and every school encouraged to be part. Whether they join in or not is another thing. I have not heard of it. I have nine schools in my electorate and have not heard of it.

Dr CAROLINE EVANS - Well it is Clarence High School in here.

Mr FINCH - They are probably low on resources to be able to take on a challenge like that. If the State Government or Tasmanian Community Fund were able to support and promote that it might draw and be the way to get that educative approach to young people. Get them to think about history and what it means.

CHAIR - It is a good school, Clarence High School.

Mr FINCH - They have had some ups and downs in the past though.

CHAIR - It started to go up when I arrived.

Laughter.

Mr FINCH - You have given some really good recommendations and focuses here. If there is one that stands out for you, that eats away at you and there really has to be an outcome, is there one that is more important than the other?

Dr KATHRYN EVANS - For our organisation it is tying history and the stories and research to the heritage. That is really important. It is not just an architectural piece; it has been lived in by various generations and we can learn a lot about our past through that heritage.

CHAIR - It is not just about the fabric it is about the context in which it sits.

Dr KATHRYN EVANS - And the themes, yes.

CHAIR - Thank you very much for that. We appreciate that and no doubt we will be mentioning certain things in our associated report.

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Dr KATHRYN EVANS - Thank you for the opportunity.

THE WITNESSES WITHDREW

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Ms ANNE McCONNELL AND Mr DAVID LAWSON KERNKE, CULTURAL HERITAGE PRACTITIONERS WERE CALLED, MADE THE STATUTORY DECLARATION AND WERE EXAMINED.

CHAIR - We are taking sworn evidence and ask, as you are witnesses, to make those statutory declarations that are in front of you on the small laminated card. After you have done that perhaps you can tell us what your field of interest is and your expertise.

Ms McCONNELL - I am one of the spokespeople for Cultural Heritage Practitioners Tasmania. I have been working in Tasmania for over 25 years in the area of cultural heritage in both Aboriginal and historic heritage. I worked for Forestry Tasmania initially. I have been working as a consultant for the last 20 years.

CHAIR - Thank you very much, Anne.

Mr KERNKE - I am a registered property valuer, the owner of Shene estate - my wife and I. I have been heavily involved in heritage conservation my entire working life. I am a past councillor of the Queensland Heritage Council, former chair of the National Trust in Queensland for a local area, member of the Development Committee of the Heritage Council of Queensland as well, and involved in the conservation of Shene at Pontville.

CHAIR - You are doing a wonderful job.

For the record, welcome to the public hearings of the Legislative Council Government Administration Committee B, inquiring into Built Heritage Tourism Tasmania. All evidence taken at the hearing is protected by parliamentary privilege. Any comments you make outside of this hearing may not be afforded that same privilege. I am presuming you have read the information for witnesses that you have before you there?

Ms McCONNELL - Yes.

CHAIR - The evidence you present is being recorded by Hansard. That Hansard version will be published on the committee website when it becomes available. If you wish to review that in any way, it will be available for you to do so. The opportunity is here for you to provide a verbal submission to accompany your written submission that has been sent to us. Over to you.

Ms McCONNELL - Thank you very much for the opportunity to talk to you today. I wanted to summarise a couple of the key points from our submission. From the perspective of heritage practitioners there is a couple of things that we consider quite important in relation to this hearing, one of which is that we are interested that the scope is restricted to Built Heritage. Our view is that Tasmania has an amazing heritage stock, if you like, or heritage asset that spans from Built Heritage to Archaeological Heritage, to the modified landscapes that occur in Tasmania.

Part of the reason this heritage is so special, I suppose, is that Tasmania, unlike other parts of Australia, seems to have retained much of this heritage in a relatively unchanged state. This is particularly true of things that are in the more remote areas. We have not had the ongoing development out into the regional areas that we have in other parts of Australia, and even in Hobart itself. In Hobart we are considered to have the best

PUBLIC

preserved of the colonial heritage of anywhere in Australia. That includes its archaeological heritage as well as its buildings. That is just an accident of how developments happened here.

CHAIR - A lack of money in the depression years.

Ms McCONNELL - Well, also we have quite an extreme environment on the west coast. That is one of the reasons that with convict labour and the VDL company, people tried to go out there and develop those areas and found that really it's not very good for agriculture and things like that. Then we have the mining on the west coast. This is archaeological heritage. There is amazing archaeological sites out there that are just begging to be interpreted to tourists and tell really interesting stories.

In Hobart, it seems that the timing of development is such that big buildings with deep foundations didn't start to be built until the 80s here, which means that previous buildings really sat on top of all the other evidence. That is still there. It is going now with the new developments. For whatever reason, the agricultural heritage, which has a lot of the Built Heritage that we think about now in Tasmania in terms of the historic buildings and things that have been preserved, generally thanks to the landowners in that case.

CHAIR - We do see some crumbling, don't we? As you drive up the Midlands Highway you see these old barns and things just rotting.

Ms McCONNELL - That is because of the huge cost for managing these things. I might briefly make my second point which is about the need for guidelines and then maybe I will let David talk about the cost of managing the built heritage because he knows from personal experience. We did raise that as an issue in our submission.

The other part of it is that we think that there is huge opportunity for using the cultural heritage of Tasmania for tourism, broadly, but we are very concerned that if we do that we do it well. I guess it is about sustainable tourism at that level. There are many guidelines and policy like the Burra Charter, that the government generally has agreed to abide by, that provide the framework for managing heritage and conserving important things.

In our view it is really important that those sort of guidelines are adhered to in promoting heritage for tourism. Some of the sites are quite fragile or fragile to visitation at all different levels. In our view, because the opportunities are so diverse and heritage is at different levels, we would really like to see some sort of overarching state policy or guidelines that make it the framework for doing that quite clear and give people confidence that it will be well done.

That is the other thing - there is a lot of competition for tourist dollars these days. I believe that people do respond to well-presented tourism opportunities and things that are educational and do not want a lot of faux experiences, if you like. My experience is that they want a real experience so Port Arthur works, Macquarie Harbour works, and Sarah Island because they getting quite a genuine and informative experience. So I think the framework for that is really important.

PUBLIC

I guess the particular concern, given some of the focus on natural heritage tourism or natural environmental tourism at the moment where tourism is being promoted, for example, in the World Heritage area but there are not any principles for sustainable use for that area being put up at the same time. We definitely would like to see those two things go hand-in-hand - sustainable principles and policy plus the tourism development.

CHAIR - When you talk about World Heritage areas, are you talking about those five main convict sites, or are you talking about a natural environment?

Ms McCONNELL - No, this is what is happening with the natural environment at the moment. We have promotion of nature-based tourism, if you like, in the World Heritage area but the government has not developed any principles for the sustainable use of that area. That is, perhaps, going to have impacts on the natural heritage. And the same with cultural heritage. If you do not have those policies for sustainable use then you run a really serious risk of getting a bit excited about the business opportunities and failing to look after what you have.

We are going to use this for tourism and promote Tasmania to the world, if you like, and it would be nice to be able to do it into the long term rather than a short-sighted approach.

I will make one other comment before I let David talk which I was going to keep until the end. One of our concerns at the moment is we are seeing with the focus on green tape and trying to cut green tape that there has been a move towards only considering heritage being significant if it is actually listed on a list. One of the problems in Tasmania is that a lot of highly significant heritage is not on a local government list or the Tasmanian Heritage Register. So as part of the principles and guidelines any heritage that used for tourism should be evaluated and its significance considered and evaluated before it gets 'used', if you like, rather than assuming because it is not listed it is not significant. You might want to use it for tourism but it is not significant and we do not have to look after it.

CHAIR - It is flying under the radar in terms of its perceived level of importance?

Ms McCONNELL - Absolutely. What has happened is the problem is that much of the heritage has not been assessed. There have not been the resources to do it. This is particularly the case in most rural areas. It is much better in urban areas like Glenorchy and Hobart where a lot of heritage studies have been done, and there are a few municipalities that had a fairly comprehensive assessment done some years ago when there was some money available.

For example, I do not think any sites on the west coast are on a heritage register or a heritage list. Yet some of those - I might be wrong because Mount Lyell might be, but almost none - have not been assessed is the issue. I have been doing some work for Mineral Resources Tasmania and looking at some of the mines and the site like the Magnet Mine near Waratah. The preservation is extraordinary and it would make a fabulous tourist site.

Mr FINCH - Where was that?

Ms McCONNELL - Magnet Mine

PUBLIC

CHAIR - Waratah.

Ms McCONNELL - An unusually well managed mine in its history, but it just has not been assessed, so it is not on the list. It is because it has not been assessed, not because it is significant, and that probably applies, particularly to the archaeological heritage to 90 per cent of what is out there.

Mrs TAYLOR - It probably applies to twentieth century heritage too, doesn't it.

Ms McCONNELL - Yes. It is a bit like the building we are sitting in.

CHAIR - It has been the subject of much discussion, I can tell you that.

Mr KERNKE - I won't add much more than that. Anne has covered most. From my perspective, I am a property valuer, I am a national director of an international company. I am involved in high developments if you like throughout Australia.

I see it, I oversee a lot of stuff. I look at Tasmania, and think what a wonderful opportunity Tasmania has for the reasons Anne mentioned earlier. There was no development here in the early days when development was rife throughout Australia and we have preserved a gem that I know international people look at Tasmania as a wonderful place to come and visit.

I also now recognise that there are a number of property developers who are really eyeing the place off and salivating and they have got their interest. I believe we have to be very mindful to get us a sustainable way forward for Tasmania. The best case scenario for us to go forward is to have really close look at development and to have a sustainable development.

The architecture and the existing heritage buildings that exist in Hobart are outstanding and the best in Australia. There are some villages in Tasmania, Oatlands for instance - where do you rival that, other than maybe the UK? It is just amazing.

Mrs TAYLOR - The local government area there has funded a lot of work.

Mr KERNKE - I fall under that. Our property does, and they are fantastic. I am a member of the committee there as well.

Mrs TAYLOR - Some amazing work being done there.

Mr KERNKE - There sure is. They are stand-out leaders.

I also work with the cultural and heritage landscape values and particularly the area of the valley around Shene. I can see that the landscape values that reflect first settlement will be lost forever if we are not careful with proposed highway in Southern Midlands - the very bottom of Southern Midlands.

Mr FINCH - Mr Kernke, do you live in Tassie now?

PUBLIC

Mr KERNKE - I do. I have lived here full time since 2008. So this is my home. I am a proud Tasmanian.

CHAIR - What you are saying is, Shene, in its context, the property boundaries are pretty well as they were way back.

Mr KERNKE - Yes they are. The surrounding properties and the tree lines reflect the original land grants.

Ms McCONNELL - 1813 to 1830s, and is probably the only place in Tasmania that has such early land boundaries still preserved. The other places that have really high level early historical cultural landscapes, if you like, would be the Norfolk Plains area around Longford, Hadspen, and the Derwent Valley, and parts of the Richmond/Coal Valley area.

Mr KERNKE - The other place would have been Sydney, which has been lost obviously to development. Tasmania has so much, and from a tourism point of view, the opportunities are unbelievable. You just have to manage it correctly.

CHAIR - Shene is used for filming, is it not?

Mr KERNKE - Shene is used for all sorts of things, I am happy to say. We have the tenth distillery being developed there as we speak.

CHAIR - Sorry, that is another presentation, of course.

Mr KERNKE - Yes, I am not here for Shene.

Ms McCONNELL - One of our concerns too, is that heritage owners are properly involved in the use of their properties and the heritage stock that they own. I did a study some years ago on the history and heritage of the Tasmanian apple industry. We covered the whole of Tasmania and talked to many heritage owners. They expressed real concerns about their ability to keep managing the property they wanted to do and not be expected to run it in a certain way because it was a heritage property.

The other part of that was people had very different interests in how they might want to use their properties from having open days to having accommodation, just very, very different. Our view is that all needs to be explored and to be understood as part of developing property.

Mr FINCH - Did that investigation take you to Lindsay Miller at Hillwood?

Ms McCONNELL - Can you remind me where Hillwood is?

Mr FINCH - It is up on the Tamar, on the East Tamar north of Launceston. Lindsay Miller was an orchardist there. He shut down a shed, an apple shed, locked the door and it is there like the blacksmith's shop.

CHAIR - On purpose so it would be preserved?

PUBLIC

Mr FINCH - Yes. He has it all there, but doesn't know what to do with it. He cannot afford to do anything with it. It is on the side of the road.

Ms McCONNELL - I know the one.

Mr FINCH - All the equipment and everything, the boxes, the cases -

CHAIR - And the apples?

Mr FINCH - It would be from the fifties and before that.

Ms McCONNELL - I think it's earlier, that one.

Mr FINCH - It was used as a working packing shed. Sorry, I digress.

Ms McCONNELL - There are many themes that you could use for heritage tourism related to the things that happened, the historic themes, businesses and what have you that happened in Tasmania. The apple orchard industry is one of them. People used to come to Tasmania to see the apple orchards in blossom. It was a major part of Tasmania's tourism in the mid-1900s.

CHAIR - That is exactly right. They used to have festivals of blossom.

Ms McCONNELL - That is right. We still have much of the heritage stock. Maybe at some stage during the discussion we need to talk about the cost of maintaining this stuff, but I will let David go on.

Mrs TAYLOR - That is a big issue.

Mr KERNKE - Really it does fall back on the individual. I digress a little bit. My neighbour is very wealthy and he thinks I am crazy and eccentric. But seriously, I look at the big picture. We have a motto with our heritage conservation - we lead by example, our family, and we have been able to prove that it can be business and it does eventually pay for itself. It is a very costly exercise obviously, but the benefits are that we are preserving assets for the benefit of future generations. We are also looking at without spoiling the integrity of the buildings, but making Shene, in our particular interest, live and be relevant for the future by adaptive re-use of different components around it, including a variety of things and we will probably concentrate on that later on.

It is a very expensive exercise and there is really not much in the way of incentive via the governments at all.

Mr FINCH - It is woeful.

Ms McCONNELL - Yes, we said it was woeful, that is right.

Mr KERNKE - There is absolutely nothing, really.

Mrs TAYLOR - Can you see that it might become a viable financial proposition, Shene?

PUBLIC

Mr KERNKE - I have no doubt at all, I have faith.

Mrs TAYLOR - People can invest, can't they, if they can see that it will end up as - that is the difference.

Ms McCONNELL - Do you think you will recoup the money that you put into Shene?

Mr KERNKE - We never will sell. The family will carry on.

Ms McCONNELL - Through tourism?

Mr KERNKE - Tourism and ranges of other industries, distillery and movies and different things we do there, functions, weddings and all sorts of things.

Mrs TAYLOR - Is Shene on our list to visit?

CHAIR - I was just asking that. We can deal with that later on in the afternoon. I was thinking we might be able to do it at the start of the Derwent Valley tour or at the end, one of the two.

Mrs TAYLOR - We wouldn't have to take all day to do that, Rob.

Mr KERNKE - Our motto for Shene is 'Sharing Australia's Heritage'. Our motto when we lived in Queensland was 'Sharing our City's Heritage'. We lead by example. I am a property valuer; I am a property professional. I am very confident about these properties. I believe for people around the world that Tasmania will be the focus for all people from all sorts of different countries around the world. There will be a lot of population pressures here moving to the future. I work remotely with our company, still. I operate throughout Australia, but I work from Shene. You will find more and more people will want to enjoy the lifestyle, stable government, beautiful surrounds, lovely climate and heritage buildings in the future.

Mrs TAYLOR - People need to hear you say that. There are many people who would like to do something but are afraid. They don't see that future.

Ms McCONNELL - David probably belongs to one endpoint of the built heritage owners, so he and Anne have a vision and they have some resources to put into it and have a passion for heritage. There are a number of private heritage owners who do not have a lot of money and are not quite sure how to deal with it. While they have really good heritage that could be promoted, they will need some guidance and assistance.

CHAIR - They need the knowledge too, don't they?

Ms McCONNELL - Yes. Our view is they need access to government heritage advice, access to how to build tourism, perhaps coordinated marketing, and some sort of financial assistance. At the moment the Heritage Fund basically I think will re-roof a house if it is the only thing that is going to keep it up. It is very hard to get money to do anything more than absolutely basic essential repair. Maintenance work, basically.

PUBLIC

We are not sure what a good model would be but some incentives to help people. Even perhaps some sort of cheap loan system that would enable them to borrow funds to do restoration and promote a place that is low interest. There are probably different ways around it but I do think that many people really struggle. What happens when people are really struggling financially is they will take shortcuts and they will do bad stuff. That will in the end diminish the heritage value of the properties.

CHAIR - You mention that you see legislation as an important instrument basically. If you had the opportunity to be able to put in place any legislation you wanted, what would be the most important legislation that you would see being put in effect?

Ms McCONNELL - For tourism or for heritage generally?

CHAIR - In your mind. I would like to know what you feel are the issues that need legislating.

Ms McCONNELL - In terms of our comment about the legislation, I guess the comment is more that it is important to have a legislative framework that will protect heritage. To be fair, the current legislation is not bad legislation, the Historic Cultural Heritage Act itself. There are some issues that they have been struggling with which is the duplication of local and state.

One of the issues for us is that there is lack of recognition that something can have state level significance and it can also have local level significance and they can be different sorts of significance. It does not necessarily make them less significant at one level. I would like to encourage more valuing of the heritage we have and therefore make better decisions. We are forever being pushed into making very tight decisions about heritage where we are really only doing minimum heritage protection.

This is a bit off topic but at the moment the Government is looking at taking places off the register. We would all agree that there places on the Tasmanian Heritage Register that should not be there but we are maybe a bit concerned that they might take rather more off than we would like to see off.

The other aspect as I have mentioned is that there is a lot of heritage out there that has never been assessed. So rather than change the legislation I would like to put resources into it to get that stuff assessed.

CHAIR - So it is all in the assessment.

Ms McCONNELL - I think so. Legislation does so much and then if you want to do things with it our view would be you need the policy framework. For heritage tourism we would see the policy framework as the next most important thing.

Mr KERNKE - Heritage lotto to fund all of that.

Mrs TAYLOR - It has come up a number of times.

Mr KERNKE - I do not think they can. I am not sure whether that can be done or not but it would be fantastic if it could.

PUBLIC

CHAIR - It used to be that there was only one operator but I think these days there can be more.

Mrs TAYLOR - If you had a state lottery there would be competition as to what the state government would want to fund with it.

CHAIR - That is exactly right.

Mr FINCH - I just want to get to the tourism aspect of things. From your perspective with cultural heritage what do you think are the shortcomings of the tourism operation and the way we do things in this state? Where are we not capitalising on what we have here, or are we?

Ms McCONNELL - No you are not, Tasmania is not, that is easy. In our submission we make the point that, at the moment there is a huge focus on a small number of specific places like Port Arthur. We are going to promote the convict heritage and we are going to promote Port Arthur. There are very few people who go to Port Arthur who would realise that the Port Arthur was just the centrepiece of a whole lot of probation stations that were all essential to the functioning of Port Arthur. Port Arthur now does interpret that, but for years it did not.

I have directed a conservation management plan for Sarah Island and we did some tourism surveys, while we were doing that. Most people have been to Port Arthur, very few people from that realise that Sarah Island existed or there were convict probation stations and that actually discovered Sarah Island quite by accident, and were amazed to find another one.

As I was saying before, we have a raft of other sorts of heritage out there that are just not being promoted, that nobody knows about but are fabulous opportunities. We have built heritage, we have agricultural properties that could be interpreted for their historic value, so you could have linked tours or drive tours and people could look at it and have explanatory notes. Or you could use them for accommodation or events. We are doing very little of it.

Woolmers and Brickenden for example. Woolmers is probably the only agricultural heritage place that has been promoting its heritage for a long time. Brickenden, it was actually too hard and too expensive until they had the opportunity for the part of the convict serial nomination.

We keep coming back to the fact that people do not have the resources, they do not have the knowledge, and they do have the support, the framework to get some of this stuff off the ground. My understanding is that Brickenden is doing quite well now because it is working now in that framework of being part of the World Heritage Convict Serial Nomination.

Mr KERNKE - The best person to answer your questions happens to be my wife. My wife would be very happy to hear you say that. She will be here later on today.

CHAIR - We will see her later in the day.

PUBLIC

Mr KERNKE - That is right. She is passionate about this. She is on many boards and committees and works very hard in the tourism industry. You are right that there are not a great number of people who focus in this area. We work very closely with the Female Factory and Port Arthur. We have a very close synergy and working relationship with them. Our aim is to become one of the leading tourism destinations in this part of Tasmania, because of our close proximity and the history of the site and the story of Shene. My wife would be best person. I focus on the conservation works and working in with Built Heritage and the big picture, but Anne is really focused on our tourism business.

Mr FINCH - Do you get the sense that there is not that synergy that might be developed for everybody's benefit?

Mr KERNKE - Sorry, do I get the sense that there is what?

Mr FINCH - That there is not a synergy between the two that might benefit both, the cultural side of things and tourism side of things that we are not capitalising on.

Mr KERNKE - We have not at this point of time but there certainly can be in the future. It just needs very good planning. There are a number of organisations that have done a lot of work on this already, and there are some very experienced people but it just needs to be a good focus. It certainly can and a good plan can be implemented for the future.

Ms McCONNELL - The other thing to recognise is that we are actually using a lot of our heritage, but we are not acknowledging that. We just see that as the paper on which the writing occurs. We made the point in our submission that Salamanca Place is a really good example of that. People really love it because of the ambiance, but the ambiance is its heritage. It is the same with the whole of Sullivans Cove and amazing stuff here. We really need to be careful about how much - there is a planning aspect to all of this. Mures is a really good restaurant and been quite successful but it is a really modern development in is what is really an early colonial port. You too much of that in here it is actually going start taking away from the heritage value and reasons people come. Because you can see that stuff anywhere in the world

CHAIR - To think that Salamanca nearly was not. The place would have been there but the buildings would have been bulldozed.

Ms McCONNELL - Yes. That is right.

CHAIR - It shows you how close you can go, does it not.

Ms McCONNELL - Yes and a part of that is appreciating its broader value in that context. Our landscape is the same, so we are talking earlier about landscapes, like around the Bagdad valley. But just the Northern Midlands, for example, with all its hawthorn hedges and things like that. As people drive through that and come down the midlands, they are getting a real sense of early Tasmania. That's something you don't get elsewhere. I think that is, and has been for a very long time, part of the appeal of Tasmania. We have been having tourists coming here in big numbers since the mid-1800s. They have come for both the natural environment and the modified landscape.

PUBLIC

CHAIR - We will be hearing from the Centre for Heritage Oatlands next. So we will get that story. Thanks very much for taking the time. We are slightly overtime. It is really appreciated that you have taken the time out of your day to come and tell us what you think.

Ms ANNE McCONNELL - Thank you very much. We appreciate that you are having this inquiry and we have the opportunity to put some of our thoughts down.

THE WITNESS WITHDREW

PUBLIC

Mr MARTIN JOHN FARLEY, EXECUTIVE DIRECTOR, CENTRE FOR HERITAGE OATLANDS, WAS CALLED, MADE THE STATUTORY DECLARATION AND WAS EXAMINED.

CHAIR - So that we are 100 per cent aware that you know what you are here for this is the public hearing of the Legislative Council Government Administration Committee B Inquiry into Built Heritage Tourism in Tasmania.

All evidence taken at the hearing is protected by parliamentary privilege and I need to remind you that any comments you make outside of the hearing may not be afforded that same privilege.

You have read the information for witnesses that has been handed to you?

Mr FARLEY - I have.

CHAIR - The evidence you present is being recorded and the *Hansard* version will be published on the committee website and be available for anything you wish to review. I invite you to make a verbal submission and we will ask questions, as appropriate, after you have done that. We have until 12 noon to deal with that.

Mr FARLEY - Thank you very much for the opportunity. I am here in terms of my role as executive director of the Centre for Heritage at Oatlands and the commentary I make and the evidence I give is in relation to that role but it is also informed by my previous involvement with Oatlands and through consulting and tourism work.

I did the original integrated development strategy for Oatlands which was the genesis for the Centre for Heritage and the idea behind that was that Oatlands had had lots of things and lots of plans but nothing had ever been pulled together. So we pulled together that integrated development strategy for Oatlands and clearly the issue became, with so much built heritage in that place, how you ensure that both are maintained, restored and reused.

From that project I developed the concept of the Centre for Heritage with its two arms, the Heritage Education and Skills Centre and Heritage Building Solutions which is the for-profit side of the centre which does conservation, restoration work.

My evidence is tempered by the fact that I did the feasibility study for the Carrington Mill restoration and project managed that through to fruition and from a tourism aspect also I was the principal author of the Southern Tasmanian Destination Management Plan in terms of linking tourism and built heritage, and heritage generally, into that concept.

There are a number of streams to built heritage tourism, and I will go back to the principles for the Centre for Heritage and the principles that underpin the set for heritage is conservation management but also the adaptive re-use of property. The notion being that built heritage will be maintained and enhanced if it delivers value which is perceived by the community and the visitor. Tourism is part of the way of developing that and delivering that value.

PUBLIC

It is really important from a tourism market segmentation point of view, and it was picked up a little by the last speaker that built heritage is a manifestation of place. It provides visual cues as to how this place has developed and how people have interacted with it over time. There will be some people who just love the building itself and that is almost enough, but the majority of visitors to Tasmania will appreciate the buildings, but also what goes on around and in those buildings.

I also did the strategic plans for the Tasmanian Hospitality Association and things like, for example, pub tourism is quite interesting because there is such a strong heritage link with old pubs. It is really about the integration of our built heritage into a tourism offer. Some tourists love the buildings but a larger group will want to interact with our buildings, and also do other things around them.

Mr FINCH - Shame about point 05, wasn't it. It did away with a lot of our pub tourism, particularly the drive between Hobart and Launceston.

Mr FARLEY - Yes, that and the fringe benefits tax.

Mr FINCH - The mobile pub crawl.

Mr FARLEY - A comment was made a moment ago about Salamanca Place - that the built heritage is a very strong part of the ambience of Salamanca Place. That is exactly what we have tried to do in Oatlands. We have tried to create a feeling about the place and the way people interact with that place, and the range of things they can do there, to ensure that people will go and stay, interact with it and value it. Often it is not until you have seen and spent some time in those places that you get the feel for them. It is the same in relation to the landscape. It is really about the place, the landscape and then the buildings and how they fit within it, and the way people have interacted.

Mr FINCH - Markets are markets, aren't they, around Australia and around the world, but what makes Salamanca such an attraction is the place and the buildings - that ambience.

Mr FARLEY - How do we take the cue from that. It is interesting the way Port Arthur has become much more a place for people to do things. That is very much where we are with the Centre for Heritage, particularly under the heritage education and skills perspective. We now have a very strong - I call it a curriculum, but it is not really a curriculum - we have a series of training programs on how to restore a wall, how to do plastering and how to do a whole range of things that we see as fitting into the bundle of offers available to tourists when they come to Tasmania. It is part of our strategic plan.

Mrs TAYLOR - That has helping your tourism overnight stays as well, because accommodation has to be taken as part of the package.

Mr FARLEY - Yes, that's right.

Mr FINCH - Is that at the school in Oatlands?

Mr FARLEY - No. That is where we see it going, but at the moment we are offering our training to tradespeople and property owners to enable them to develop the skills. As I say, it is part of the strategic plan.

PUBLIC

CHAIR - How do you see that being funded into the future? It is a terrific idea and people are being trained at the same time as adding immeasurably to the preservation of our historic fabric across Tasmania.

Mr FARLEY - It has to be a commercial product.

Mrs TAYLOR - People pay for training don't they?

Mr FARRELL - They do.

Mrs TAYLOR - Training courses are commercial.

CHAIR - I am just wondering whether it is sufficient? Is there going to be enough income to be able to do it properly, do you think, with the professional advice that's needed?

Mr FARLEY - We're at stage one. We have developed the competency to provide that training, and the reputation that what we provide through the Centre for Heritage is of a standard that is acceptable to others from around the world. We attract people to come and work there. There is a guy from the UK at the moment, who is working with us on projects we are doing around the Southern Midlands, Tasman, New Norfolk and a whole range of other places.

Mr FINCH - Like the Callington Mill development?

Mr FARLEY - Yes, but on a much smaller scale. We are bringing in young people at risk of unemployment, and school leavers, to undertake various conservation works on local properties so they get a feel for the culture of their local place.

CHAIR - So that UK person is an expert in their field?

Mr FARLEY - Yes, he is an expert in certain areas and we have our own here that we draw together.

Mr FINCH - How many young people are involved in that program?

Mr FARLEY - It is a five-year program. It is partially funded by the Tasmanian Community Fund, with the rest being funded by local councils. There will probably be in the order of 400 to 500 participants over the five years.

Mr FINCH - Local kids?

Mr FARLEY - Yes. We are doing stuff quietly but we are doing it reasonably well. But in relation to tourism, it gives us a body of knowledge and skills to connect to an experiential tourism activity. It is not as if a tourist will come here and spend eight days learning how to repoint walls. It is how we bundle the training with the food and wine and other experiences. available. That is the key to built heritage tourism - bundling it into the tourism offer.

PUBLIC

I know it has to have strategy of its own but it needs to be well integrated with, for example, the whisky trail. If you think about Redlands for example - the whisky trail with the distillery based at Redlands or the one at Nant. You are using the built heritage in a way that seamlessly connects with the existing tourism offer.

CHAIR - What percentage of your funding is community funded?

Mr FARLEY - Of the overall budget? Probably seven or eight to 10 per cent maybe. We set it up not to be dependent on grants.

Mr FINCH - What was this program called - the one that involved the kids learning?

Mr FARLEY - It is a silly name, Five by Five by Five. It is under the Centre for Heritage at Oatlands.

The point about it is that you can morph those sorts of things into tourism activity. That is the key, but it needs to be done on a purely commercial basis.

CHAIR - So what is the Five by Five by Five - can you explain that?

Mr FARLEY - It is five projects in five local areas over five years.

CHAIR - Is that what it is? Okay.

Mr FINCH - Do you have any information, or a pamphlet?

Mr FARLEY - We can get that for you.

Mr FINCH - It is really interesting that is occurring. We have been talking about the educative process, and building appreciation for heritage in the next generation.

Mr FARLEY - It also opens up opportunities for student visitation from other places.

Mr FINCH - Refreshing the demographic.

Mr FARLEY - Exactly. That is one way of putting it.

Laughter

Mr FARLEY - We talk a lot about bringing international students in Tasmania, which is a great thing to do. We do a lot of work in China so we appreciate that. But it is also about bringing students from other schools across the country, as a way of then morphing it something like the Longford Academy. I am not quite sure whether they still do it. They used to run a week long program at Brickendon with one or two experts and bring in people from all around Australia. There have been some examples but there have not been any durable examples. We are trying to build the base.

Mrs TAYLOR - Self sustaining, so that it does not depend on grants, as you say.

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Mr FARLEY - We were not going to set up an entity that was dependent upon grants, so it has to be done commercially.

CHAIR - To be self sustaining.

Mrs TAYLOR - Oatlands is a fantastic example. My question is how do we do that for the rest of the state? The Southern Midlands Council and the local community have been fostering that program by being willing to put council money into it and buying properties, but the beginning is costly.

Mr FARLEY - Yes. I think now we have the infrastructure it needn't be costly because the project that FIFO [(?)TBC] talked about a moment ago, is really about taking the infrastructure that has been developed at the Centre for Heritage in Oatlands and making it available within the Derwent Valley, Brighton, Sorell, Tasman and places like that. You can then start to utilise that infrastructure as a tourism opportunity and tourism potential. It is about sharing resources. We are starting to talk about local government modernisation here. That is the sort of resource that -

CHAIR - It's a collaboration, really.

Mr MARTIN FARLEY - Yes. A collaboration.

Mrs TAYLOR - Does it need state support or encouragement to see it on a bigger basis than just those areas?

Mr MARTIN FARLEY - All those things would be good.

Mrs TAYLOR - You have to be talking about state policy or -

Mr MARTIN FARLEY - It is about heritage policy. I don't want to get too much into that. It's about making sure that the notion of adaptive reuse for certain functions can occur. We're going to use that proposition as a way of training our own locals and also using that experiential tourism as a way of attracting people.

CHAIR - Tell us how many again? What distance, over what period of time?

Mr MARTIN FARLEY - Probably 500 over the five years.

Mrs TAYLOR - That is locals only.

Mr MARTIN FARLEY - That is locals. That is not tourists.

CHAIR - That is not coming in from interstate or -

Mr MARTIN FARLEY - No. For example, with stage 1, do we use schools as the initial attractor? Then also open up the market wider to people who are interested in those programs.

Mr FINCH - The kids in that area must be so full of pride to have their area. It enhances their feelings about their base.

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Mrs TAYLOR - What's graffiti like in Oatlands?

Mr MARTIN FARLEY - There is not too much in the way of graffiti in Oatlands.

CHAIR - There is a local respect.

Mr MARTIN FARLEY - Yes. You raised a really important point, that tourism is not just about the people coming in. Tourism is about the way people think about their local community and the place they live in, and their ability to engage with tourists in a way that's meaningful. What we are doing with the young people, maybe for the first time they are starting to understand some of the history of their place, how they connect to that place, and make a contribution to its development.

Tourism won't work in this particular space because of the way that people engage with heritage tourism. It is about learning, about understanding, and in our instance, about getting your hands on it. They won't engage with it if it's not also obvious that it's reflected from the other site. If that makes sense?

Mr FINCH - Yes, absolutely. If the locals are proud of it, it will be reflected. It will add an aura.

Mr MARTIN FARLEY - It is no different to agricultural tourism. If someone goes and visits a farm where the farmers are passionate about what they are growing or what they are producing, you get a real experience. It is the same issue with heritage tourism. Too often we have seen it as just about a building. It is about the place, the building, and how people engage with it, and from that, identify a whole way of being involved with the tourists.

Mr FINCH - One of the funniest pieces of graffiti I've ever seen was high up on a building in Launceston, coming in from the west: 'on board'. The Heritage Tourism Strategy - there is a reference here in the submission about developing and promoting heritage trade skills. That was just one aspect. Because we have had some references about the fact that this strategy wasn't taken up in a great way by the previous state Government, do you have any comment on that, Martin?

Mr MARTIN FARLEY - Only to the effect we had some reasonable expectations when the Heritage Tourism Strategy was promoted. It didn't transform into anything that was particularly meaningful or useful.

Mr FINCH - Do you think it still has currency?

Mr MARTIN FARLEY - Bits of it. The issue is that it's time to take a good hard look at it and to ensure that it's thought about in the context of the other change. Much of the way people have traditionally thought about heritage tourism is the old-fashioned 'look at' and interpret through written word or whatever. That is important for some people, but it is about how you engage with it, how you create a tourism experience, and a learning and an understanding from it.

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You have to put it in the context of place, so you can think about heritage or built heritage, or built heritage tourism, from a pastoral or an agricultural perspective. You can think about it from an administrative perspective or from a convict perspective, but you still have to put that in place, in context, so people can engage and understand what it is they are looking at.

The built heritage is only a way of demonstrating how people connected with this place at that particular time. It is a bit like the mill at Oatlands. This is the way this community connects with this place and develops commercial capability. The building is fantastic and so are the stories that sit around it.

CHAIR - With respect to state legislation, do you see any gaps that need to be filled in any way?

Mr FARLEY - I am not a planner, so I will put a caveat on that. In part it is about how the property is protected and also how they are adapted and reused if necessary to generate value. There are some properties that generate value by being kept as they are and their specific characteristics or are iconic in that area or something, but many other properties deliver that value by being reused or adapted, so it is about you create that continuing protection.

Mrs TAYLOR - That is the key one for me. It is never going to be viable or sustainable unless it can be used, unless you get some value out of it.

CHAIR - Out time is up unless there is a burning question.

Mr FINCH - This link between tourism and heritage. Is this going to be good for both?

Mr FARLEY - Fabulous for both. I think the issue is if we can get the bundle right. It is really about not flattening demand, it is about taking some of the troughs. So if you bundle things properly, you are not susceptible to the game, like casinos, any more. You know what I mean?

CHAIR - Thank you again for coming. We appreciate that you have taken the time to put your thoughts together

Mrs TAYLOR - And the work you do.

CHAIR - Sounds very exciting, very positive. If you have 500 participants in this five by five by five, that is a pretty good outcome.

Mrs TAYLOR - That is over five years.

CHAIR - I know, but still -

Mr FINCH - It was 400 but you put the 5 in there just to keep the synergy.

THE WITNESS WITHDREW.

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Mr BRENDAN PATRICK LENNARD, SENIOR CULTURAL HERITAGE OFFICER, **Alderman JEFF BRISCOE**, CHAIRMAN CITY PLANNING COMMITTEE AND **Mr NEIL DAVID NOYE**, DIRECTOR OF CITY PLANNING, HOBART CITY COUNCIL, WERE CALLED, MADE THE STATUTORY DECLARATION AND WERE EXAMINED.

CHAIR - I welcome you to the public hearings of the Legislative Council Government Administration Committee B Inquiry into Built Heritage Tourism in Tasmania. All evidence taken at the hearing is protected by parliamentary privilege and I remind you that any comments you make outside the hearing may not be afforded that privilege. I am assuming you have read the information for witnesses on the committee's web page or on that document that was handed to you, is that right?

Mr NOYE - That is correct.

CHAIR - The evidence you present is being recorded and the *Hansard* version will be published on the committee website when it becomes available. You have an opportunity now to provide a verbal submission to accompany your written submission, so over to you.

Mr LENNARD - By way of background, I am the Hobart City Council's Senior Cultural Heritage Officer. It is a position I have held coming up to 20 years in June this year.

Mrs Taylor - You are heritage then.

Mr LENNARD - Almost, yes. I am assisted in my task at the council by three part-time officers. We are responsible for the day-to-day assessment of planning applications that involve heritage properties or are within heritage precincts. It is a large part of our work but we are also involved in the assessment of potential new places and new precincts. We are also very much involved in the promotion of the city's heritage and, to that end, we prepare booklets. There are a number of publications that we have been involved in the preparation of, and of course brochures and the general information of the city to visitors and tourists.

Ald. BRISCOE - I am here as the Chair of the City Planning Committee of the Hobart City Council. As the Chairman knows, I have had a long interest in heritage and I have served a number of years on the City Planning Committee in whatever name it has been called. I live in an 1824 heritage house in the middle of the city. Just recently I turned part of it into a bed and breakfast so I am quite aware of the tourism potential of heritage buildings.

Mr NOYE - I am here as the Director of City Planning now - it has had a name change in the last week or so - and that division is responsible for all of the town planning responsibilities that the council has.

We also have responsibility for building and plumbing control and environmental health.

Ald. BRISCOE - I think I have been nominated to make some opening remarks. I am surrounded by the expert planners and heritage people here. The Hobart City Council

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welcomes the opportunity to make this submission. It is very timely, considering the increase in tourism numbers in Tasmania, and particularly Hobart, as we are all experiencing that.

As our written submission has pointed out, the Hobart City Council is a significant custodian of a number of heritage-listed properties. Apart from that, in Hobart itself we have a number of significant heritage properties listed and otherwise. As the planner and others will say here, if the interim planning scheme is declared in the next few weeks, I presume, there will be a whole heap more on the register as heritage-listed properties which, in my view, is a good thing.

CHAIR - That is the council's as opposed to the state's.

Ald. BRISCOE - Yes. In the years I have been on Hobart City Council, as the Chairman knows, we have had a lot of heritage properties demolished, which is sad for Hobart. Therefore that opportunity to use them for tourism has been lost. However, we have to look to the future. One thing that interests me is the amount of financial and other resources given to owners of heritage properties, which is very minimal. Hobart City Council does maintain a heritage fund which gives grants out to the extent of \$60 000 a year, which is detailed in the report here. It is inadequate. Older houses and older heritage properties do need a lot of money spent. One particular example that has come before the city planning committee this week even has a slate roof, in Battery Point, as do other places in Hobart. Obviously there is an issue with slate roofs. If you have been living in a property with a slate roof you know that they have problems with leakage if you do not maintain it at a high level. Therefore, the city has a dilemma all the time. The expedient or pragmatic solution would be to allow people to replace their slate roofs with Colorbond or whatever but that, particularly in places like Sandy Bay, decreases the heritage appeal of those properties. Yet when the committee, under its planning rules, refuses it we know that we are putting the owners under considerable expense. The committee can see that there is a cost to maintain our heritage, and should the costs always be borne by the private owner? Perhaps that is enough as an introduction.

CHAIR - Any other comments?

Mr NOYE - Other than the comment Alderman Briscoe made in relation to the number of properties we have, from memory we have over a third of the listed properties on the Tasmanian Heritage Register as well. A significant proportion of the state's heritage assets are located within our boundaries. We have a significant responsibility in protecting and maintaining those assets as a regulatory authority.

CHAIR - You mentioned earlier the expanding list that council has. In your submission you talk about transport depots to aqueducts. It is not only about built heritage in terms of occupied buildings but some of those older structures such as aqueducts. How do you see the population of heritage asset lists in terms of broader landscapes, in the context of the whole of Tasmania? Do you see them as important or not? Do we have any broader landscape heritage in our city?

Mr LENNARD - In relation to Hobart itself, there are pockets you could consider cultural landscapes, particularly around the Fern Tree area where the early road network going

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up the mountain is still surrounded by bushland. There are pockets on the outskirts of Hobart where you have evidence of early farming practices and so on. Of course much of Hobart has already been developed quite radically. Elsewhere throughout Tasmania the cultural landscapes are critically important, particularly along the older roads, the Midland Highway, the north-west coast. Every different part of Tasmania has different characteristics which warrant recognition and protection.

CHAIR - Do you see that being valuable for tourism in the future or is it too delicate to be dealt with?

Mr LENNARD - Absolutely, it is important. I think it is the thing that sets Tasmania apart. It differentiates Tasmania from other experiences. It is commonsense that we should celebrate what we have here and protect it.

Mr NOYE - I think it is important that in doing so we articulate that to the broader community so they understand the values they have present. We often come across this competing interest of protecting those values yet creating some economic worth or development associated with those locations. Sometimes they can be in conflict. It is really important, particularly with things like cultural landscapes, that we clearly articulate and educate all and sundry about the value of those landscapes and their uniqueness, both culturally and economically.

Mr BRISCOE - Places generate tourism as well - like the MONA effect. MONA is looking for edgy heritage industrial sites for some of the Dark MoFo events.

CHAIR - To perform.

Mr BRISCOE - To perform, as we know from last year. I think there are going to perform in the railyards train sheds this year. What might seem to be wastelands now - just industrial heritage - may have a significant link to tourism and festival in the future.

Mr FINCH - In terms of answering our terms of reference, under the role of heritage organisations there were three highlighted - E, F and G. Can you explain the reasoning for that?

This goes to the point of encouraging, and educating and giving people an understanding of heritage. Do you highlight those because you feel the Heritage Council is perhaps not focussing on that, or perhaps others are not supporting what the Heritage Council is meant to be doing?

Mr LENNARD - The three particular items there were highlighted - that is from section 7(1) of the Historic Cultural Heritage Act. Sub-sections E, F and G talk about the general promotion and encouragement of public interest in heritage.

I guess it is an observation that the Heritage Council has had to concentrate primarily on its statutory responsibilities over the last few years. It has concentrated on managing applications that come before it. But if you look at the act, it provides a broader charter of responsibility for the Tasmanian Heritage Council. It is reflected in the makeup of the council - the council includes representatives of tourism bodies, for example. So, perhaps there is an opportunity for the Heritage Council to review some of the things its

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enabling act says it should be doing. Perhaps devoting more attention to those, in addition to its statutory responsibilities.

Mr FINCH - It could get to the nub of what our reference is all about - the link between heritage and tourism.

Mr LENNARD - Absolutely.

Mr FINCH - What about Hobart City Council - are there ways in which you take on that role of educating, and promoting -

Mr BRISCOE - We have a number of brochures that do that. We allowed Hobart Rivulet tours to look at the underground heritage but we had to stop that because of the risk assessment. We were not in a position to insure any tours but they were very popular tours. Because there is a lot of underground heritage along the rivulet.

Mr FINCH - I did a lot of those tours when I was going to the bug house - His Majesty's Theatre on a Saturday afternoon. The run of the day was a rivulet tour.

Laughter

CHAIR - There are also publications - the books you know and I know about.

Mr BRISCOE - Over the last few years we have had some very good success stories, like *Here's Cheers*, which is a publication by the Hobart City Council and Colin Dennison about the old pubs of Hobart - where they are if they still exist. That was a sell out publication for the Hobart City Council.

Mr LENNARD - And *Yesterday's Hobart Today*.

Mr BRISCOE - Yes, *Yesterday's Hobart Today* is another fairly recent publication, and I think there is another one in production as well.

CHAIR - There is *Underground Heritage*. I'm not sure how that is going in terms of sales.

Mr BRISCOE - The only bit of heritage that we didn't have a sell out with was the history of the Hobart City Council.

Mr FINCH - A bit dry, you think.

Mrs TAYLOR - Your job is to identify, protect and promote, isn't it? What percentage is 'promote' would you say? There are compliance issues and conservation issues that have to be considered.

Mr LENNARD - In terms of resources, it would be a difficult to say.

Mr NOYE - Would it be 20 per cent to 30 per cent?

Mr LENNARD - Yes, I would say at least.

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Mr NOYE - It is amazingly high.

Mrs TAYLOR - Mostly publications would you say?

Mr LENNARD - Publications and day-to-day queries. We are always assisting people to find out about the history of their house or where their grandfather or grandmother lived or where they might have got married. We provide an informal research service. Not so much for people living in Hobart because they can generally go to the State Library, but for visitors to Hobart or people inquiring from afar. They might have had an ancestor buried in St David's Park or one of the early church cemeteries - those sorts of things. Quite often we are a reference point.

Mr BRISCOE - Another promotional activity the Deputy Mayor is particularly fond of is meeting cruise ship passengers and offering them a tour of the Town Hall, which is a heritage property. They are very popular.

CHAIR - There are a couple of statements in your submission that appear to be a conflict, but maybe not. Maybe it's a collaboration. You make the statement -

[TBC] The state government has an important role in the management, preservation, tourist marketing and promotion of built heritage assets in Tasmania.

Further down you say -

Local government has a special role in the protection and promotion of local heritage places, and also in relation to local and regional tourism.
[TBC]

How do you see those two roles? How far does the state government go compared to local government? Is it primarily a local government role?

Mr LENNARD - No, there has to be collaboration. The state government should be fostering an environment where local governments can contribute, share expertise and share interests. Perhaps the state government has a greater role in setting standards and benchmarks, and offering an environment where people can share their expertise and knowledge, including expertise from other jurisdictions.

CHAIR - The state government has pulled back a little bit in the past. It is their job to bring people to the state, but the regional tourism organisations or councils need to capitalise on those people while they are here. Is that reasonable?

Mr NOYE - Local governments are probably best placed to capitalise on local tourism assets.

Mr LENNARD - The council operates a visitor information centre as part of our business.

CHAIR - Important role, isn't it, for the cruise ship market.

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Mr LENNARD - Absolutely. A lot of people come into Hobart and they are here for only a day - or it might be two days - but a large number of people get off a boat at 10 o'clock in the morning and leave at 6 o'clock at night. They are here in Hobart for one day and they have heard about what Hobart has to offer. They know Hobart is a historic city. They want to go and visit historic buildings and places and wander around. The important thing we do is provide information to them in an accessible and convenient manner.

CHAIR - It is not that long ago that people coming to Hobart used to think of it as a free day, rather than a day to do and see things. It has changed a bit, hasn't it?

Mr NOYE - I suppose it is a challenge for smaller local government areas with the expertise they need to have to capitalise on that. The Southern Midlands Council has done a pretty good job. It may be a challenge for others but we are fairly well resourced around our heritage expertise.

Mr BRISCOE - The way people book tours has changed, so the way these systems used to generate income is gone. A lot of people book all their tours online. It is very hard. It is still valuable to have a point of contact. Our business centre caters for the whole southern area. I think we do get some contribution from the state Government to help grow.

Mrs TAYLOR - In relation to promotion, are you doing a lot electronically?

Mr NOYE - We are rolling out a 'way finding' system within the city at the moment. Signage, basically, for visitors. As part of that we hope to have a greater electronic presence through QR coding. This will deal with some of the language issues around way finding. We hope to add to that stories, images and online video presence so we can add value to peoples' visiting experience. We can tell some of the stories directly to those people there and then.

Mrs TAYLOR - We know that has to be the future. Signs are easily vandalised and limited. We have to redo it every time.

Mr BRENDAN PATRICK LENNARD - It is another way of enhancing the experience. People still like to have a brochure or a map they can get out or take home but more and more people are relying on electronic information.

Mrs TAYLOR - Are they using QR codes at all?

Mr LENNARD - Yes.

Mr NOYE - Part of our rollout system will be QR coding. There are other portal ways in which to access that electronic information which we are exploring at the same time as QR coding. That will be a major part of being able to deliver through that language barrier.

CHAIR - It saves a heck of a lot of money in signs.

Mr NOYE - It also allows you to weave in some of those stories about our heritage at the same time.

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Mrs TAYLOR - You can say a lot more.

Mr NOYE - You certainly can say a lot more.

Mr FINCH - I was interested in this part of your submission where you say you are finding compatible uses which do not involve irreversible loss of heritage fabric, warrants serious effort by the levels of the government by the broader community. That is about adaptive reuse and I would be interested in the Hobart City Council with its heritage account with \$60 000.

Mr BRISCOE - No, that is what we give out in grants. It is over \$1 million, the Heritage Council Fund.

Mr LENNARD - There is a fund which is around one and a quarter of a million dollars and each year the council allocates a proportion of the interest of that fund to grants. It is roughly around \$50 000 to \$60 000 each year. The capital value of the fund is preserved.

Mr FINCH - I am not sure if Launceston has something like that?

Mr BRISCOE - I do not think so.

Mr FINCH - This is very good. It is a source of funds but, as you highlight, inadequate. Do you think the program idea might be expanded to offer more help elsewhere but enhances this account as well?

Mr NOYE - It is critical, particularly for our rural communities. A lot of our properties can be reused and have an economic worth because of its location in a capital city. Whereas a lot of heritage buildings within a rural landscape may not have an adaptive reuse capability because of the economics of the area. If we can provide some additional seed funding for those properties it may provide greater scope for those to be refurbished and reused.

It think there is a real case and that is a significant issue for heritage state wide.

Mr LENNARD - It is a particular dilemma, not only in Tasmania, probably throughout Australia, that you have a number of villages, towns, probably only 20 or 30 kilo metres apart from each other. They each have an Anglican church, a Catholic church, a Methodist church, et cetera.

They each have an old post office, a couple of old banks, they have old schools.

CHAIR - Community halls.

Mr LENNARD - Community halls. War memorials, to choose a topical example, and a dwindling community which is using those buildings. The schools are closing, the post office has closed, the bank has gone. No-one goes to church. What do you do with all these buildings in places like Ross, Campbell Town, Oatlands, Evandale? All these historic villages, all of these wonderful collection of buildings, but a dwindling community.

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Mrs TAYLOR - You have seen what Oatlands is doing,

Mr LENNARD - Yes

Mrs TAYLOR - So it can be done and the community and the local government can stimulate that - an extraordinary story. Twenty years ago, who went to Oatlands to see these historical buildings?

Mr NOYE - Mainly if there was some seed funding to perpetuate that model, because Oatlands is one town of many.

Mrs TAYLOR - I suppose you would think, in building Oatlands,

Mr NOYE - Yes. They are so rich with a number of things.

CHAIR - Along this line.

Mr FINCH - I will sew a seed and you ask him a question. The seed that I am sewing is that because we are limited on time, is there something that stands out in your minds that we should take on board, like that suggestion. Is there other things that we need to focus on from the Hobart City Council's perspective.

Mrs TAYLOR - Recommendations.

Mr LENNARD - It seems fundamental, but heritage is a non-renewable resource. Once it is gone it is gone forever, so it is necessary to protect heritage places.

You can re-build things, but if you are re-building things, then you have Disneyland, and the advantage Tasmania has, is that we have real, tangible heritage, real buildings. People can see convict bridges, old post offices, et cetera. It is a non-renewable resource.

CHAIR - With respect to a place like Salamanca. Can we love them to death? Is it that over time the information about that place is and its presence in that particular wider broader landscape is lost because of the new uses that are being brought in, or not? What do you feel is happening down there. Is it good?

Mr LENNARD - An appreciation of a place evolves over time. It is not possible to overdo things.

CHAIR - As long as you are not cutting away at the fabric.

Mr LENNARD - Yes, as long as you are not cluttering up the place or taking away fabric, it does not matter if the place is being used. It means a greater number of people are enjoying it.

CHAIR - It is probably a classic example of major stricture in terms of what can happen down there, still being seen to be a very attractive place.

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Mr LENNARD - You can go down to Salamanca in the early hours of the morning and still to some extent, it is like Salamanca of old, without all the bustle of activity.

Mrs TAYLOR - My question was related to where you draw the line in your strategy. Are you looking at twentieth century heritage values as well. Often we are doing the convict thing and in 100 years time we are going to say, 'gosh, we missed the whole twentieth century'.

CHAIR - Like the art deco on this building.

Mr LENNARD - In the new listed places being added to the register in the new planning scheme there are a number of twentieth century buildings. In fact the council had buildings like the Esmond Dorney House at Fort Nelson. The council's own buildings are 1938 - the hold Hydro building. The council had, in the Sullivans Cove Planning Scheme, this very building here, 10 Murray Street.

Mrs Taylor - Yes, it has been mentioned already.

Mr LENNARD - This is a heritage-listed building that we are in.

Mr NOYE - A lot of our new heritage areas do cover twentieth century suburban development.

Mr LENNARD - Yes, war service homes et cetera.

Mr NOYE - Yes, which are a critical and important part of the city's fabric. They can be so easily lost.

Mrs TAYLOR - Because they are not old.

Mr NOYE - Yes, over a couple of decades of gradually eroding buildings.

CHAIR - We do bury some, don't we? Like the hot shot ovens on the Domain, for instance. They are still there, I presume?

Mr NOYE - Yes, they are. That is my understanding.

CHAIR - No chance of bringing that back to life.

Mr LENNARD - That has other layers. That is a place that has evolved, the old Queen's Battery. If you wanted to expose the old Queen's Battery you would not have had the setup on Saturday because people could not have assembled there.

CHAIR - No, could not have possibly done it.

Mr FINCH - But people appreciate original detail. That is what we heard earlier in our submissions.

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Mr NOYE - Yes, it is the authentic stories. We are not going to compete with Queensland or other mass tourism places but what we have here is authentic and that is what people are looking for - quality or authentic stories.

CHAIR - You do not see those hot shot ovens coming back as part of the Macquarie Point revitalisation?

Mr NOYE - I don't know, that will be something we possibly could explore. That would have been canvassed, no doubt, as part of the Queens Domain Management Plan.

Ald. BRISCOE - On the Queens Domain Management Plan, that is a good example of how we can link our heritage assets by having, say, for the bridges that have been announced that at least one of them is being funded. That brings together a whole heap of heritage. Spending on infrastructure like bridges can enhance our heritage.

CHAIR - Are they going to use the same design as they brought up during that MONA -

Ald. BRISCOE - We will wait and see but I do not think so.

Mrs TAYLOR - It is an extraordinary achievement, congratulations.

CHAIR - Thanks for taking the time to come in. Thanks for putting pen to paper. It is appreciated and it is a great contribution.

Ald. BRISCOE - Thank you and we are looking forward to the outcome of this public committee.

CHAIR - Thanks very much.

THE WITNESSES WITHDREW.

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Dr HAMISH MAXWELL-STEWART, WAS CALLED, MADE THE STATUTORY DECLARATION AND WAS EXAMINED.

CHAIR - Thank you for coming and giving us the benefit of your wisdom. We are taking sworn evidence and we ask you to make the statutory declaration. You might then tell us about your field of interest and your expertise.

Welcome, and this is the Legislative Council Government Administration Committee B Inquiry into Built Heritage Tourism in Tasmania. All evidence taken at this hearing is protected by Parliamentary privilege and we need to remind you that anything you say outside the hearing is not necessarily protected under that same privilege. Have you had the opportunity to read the information for witnesses?

Prof MAXWELL-STEWART - I have.

CHAIR - Thank you. The evidence you present is being recorded and the *Hansard* version will be published on the committee website when it becomes available. We are now at the situation where you are able to give a verbal submission because there is not a written submission. It is up to you what you wish to address, regarding the terms of reference for the committee, so over to you.

Prof MAXWELL-STEWART - My prime interest in this committee is informing you of the work that is being completed at the university over the last eight or so years. We think what we are doing has the potential to give Tasmanian heritage operators an unfair advantage. If we can do that we can drive extra income to help secure our unique heritage assets. That is the angle that we are coming from.

As you probably know I am a Professor of History at the university. I am also currently Associate Dean Research at the Faculty of Arts, so I know a lot about how Australian research works. I have over 20 years experience working in convict and heritage matters, both in the UK and in Australia. I have also taught heritage units and have extensive experience of working with the heritage industry.

My greatest contribution to heritage in Tasmania was that I was a member of the design team for the Port Arthur interpretation gallery. It was my research that underpins that and which has now been seen by 2 million people.

I was also instrumental in putting together the Australian government's serial nomination for world heritage status for the Australian convict sites which includes Port Arthur, the coal mines, Maria Island, Brickendon Woolmers and the Cascade Female Factory. I worked on two reports for that and I was on the academic steering panel.

I also wrote a letter of support for the previous successful bid, which is often forgotten, to get Tasmania's convict records placed on the UNESCO Memory of the World register. That happened in 2007. It is worth reinforcing the importance of that. Those records were the third Australian item to go on the UNESCO Memory of the World register after Captain Cook's papers and Eddie Mabo's papers. Tasmanians often forget that. One of the arguments that we presented to the World Heritage committee was that Australia's

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convict sites were not just unique in terms of their physical remains but they were world class in that there was nearly a 100 per cent complete archive backing them up.

It is that archive which I have used to drive research and since 2008 I have secured five Australian research council grants worth nearly \$2 million in order to photograph, transcribe and link those records together and to trace the children, grandchildren and great-grandchildren of convicts. What we are interested in is looking at the long term impacts of convict transportation on health and offending. There are two streams to the research.

We now have one of the senior people in my field who is a historian at the Ohio state university in the United States who wants us to put in a grant through the national health funding system in the United States, using Tasmanian data. He thinks Tasmania is the only place in the world that has detailed inter-generational record of the kind we hold here. Our advantage is that the 75 000 or so individuals that arrived from the state as convicts, were meticulously recorded. I am particularly interested that we know their height and we know down to village level. We know where they were born so we can do quite a lot with that information. We can probe early childhood health, believe it or not.

CHAIR - More is known about the convicts that is appreciated.

Prof MAXWELL-STEWART - Yes. We think they are the most documented British citizens in the empire which is quite a thought. What we have done is work with a growing number of other Australian academics and international academics to piece together these very complex life stories, both for the convicts and their descendants and in the process, we accumulated a lot of data about Tasmanian population as a whole.

This work is getting to a very exciting stage. We now work with a number of partner organisations, including Tasmanian Archives, through LINC. We have helped them to digitise tens of thousands of these records and make them available online. It has been a huge success. You can now search for a convict ancestor.

We are in the process of transcribing 660 000 lines of magistrates' bench encounters. This will tell us every time a convict was flogged, every solitary-cell encounter. Every road gang they were in, every site. When somebody does a search on a convict, very soon we will be able to tell them where that convict was in Tasmania. We can put an on-line searcher in touch with the heritage site, with the places, that individual went to.

CHAIR - It is amazing.

Mr FINCH - Unbelievable, isn't it?

Prof MAXWELL-STEWART - It is.

Mr FINCH - You would have thought they wanted to just get rid of them. They sail out of London and away they go.

CHAIR - Out of sight, out of mind.

Mr FINCH - Yes.

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Prof MAXWELL-STEWART - They were very, very useful in building the colony and because Tasmania operated as a prison without walls, it was paperwork that kept people in place. They needed to know the colour of their eyes, their scars, their tattoos in case they ran away.

CHAIR - They had to paint a picture of them in words.

Prof MAXWELL-STEWART - Absolutely, we have all of that scripted data. To my gobsmacked amazement we know what was in their bank accounts. We have a grant piecing that all together - to see if accumulating more money under sentences enabled you to marry and go straight or migrate and stay out of trouble.

CHAIR - Where there many rich ones?

Prof MAXWELL-STEWART - Surprisingly there are some that made quite a lot of money. You have to remember that the police force was staffed by convicts and we know all of the appointments to the police force.

As well as directing people to individual sites, we are sitting on a whole heap of information that can help us to interpret Tasmania's pre-1860 past in huge detail. We can tell you how many people died at particular times of the year. We can tell you what the impact of solitary confinement was on life expectancy. We can do all of that wide scale contextual stuff.

CHAIR - Hence your description of being an 'unfair advantage'.

Prof MAXWELL-STEWART - Yes. It would be relatively easy to turn that into an unfair advantage. Some of the ways forward with this are already in place. In 2012, Roar Film produced a digital package for schools based on our work, which is now part of the national school curriculum. On the back of that they produced a musical which premiered as part of 2013 Dark MoFo. It is not difficult to generate wider heritage products out of what we are doing.

CHAIR - Is that for all levels through the curriculum or just research?

Prof MAXWELL-STEWART - It is mainly secondary school.

I am confident of our ability at the university to carry on going. We have such a head of steam up that there is no end of research questions we can keep on asking of this material. We have enough for 20 postgraduate students, so we will keep working away at it.

My concern is that if we continue to have a locally driven approach to heritage tourism in Tasmania it will be very difficult to take advantage of that central body of information. Now is the time for all parties in the Tasmanian heritage industry to sit down and plan a way of promoting Tasmania's convict past as one singular package.

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CHAIR - In what form? In forums and the like, or do you see some formal body being set up within government, or are you talking about local government collaboration? Do you have any idea as to how it might best work?

Prof MAXWELL-STEWART - I think a very small committee would probably be the best way of driving this forward. What concerns me is that we have a number of very, very worthy individual initiatives. I know that Port Arthur, for example, is trying to work out what they are going to do with the Cascade Female Factory, and they have some very, very interesting ideas. Also, the National Trust is working on the Penitentiary Chapel, and Brickendon and Woolmers are trying like mad to keep their heads above water.

In the middle of all of this we are doing all this fantastic stuff with the Tasmanian Archive and, in the process, connecting to a huge international online audience. Put it this way, if we unleashed the archive digitally and used that to create a singular tourism experience, it would be possible, for example, to create one big Tasmanian digital ghost story that had a whole heap of different experiences embedded within it, but had one template that had the same design look.

CHAIR - When Woolmers came and presented, they made the point that their story is a different story. It is not the incarceration story, it is about the work they did on their farms and how that progressed. Those stories - the Port Arthur stories and Woolmers story and Brickendon - come together as a package.

Prof MAXWELL-STEWART - Absolutely. That is one of the things we did when we put together the World Heritage submission. Brickendon and Woolmers are on there because all the sites form a neat cross section of the Australian convict experience. We thought long and hard about that. In fact, it was my report that put Brickendon and Woolmers on the list, just because of that.

The most common experience for convicts was to work in the private sector. Now, there are some difficulties with this. For example, not only was it a minority experience to spend time in a penal station - we think that something like only 15 per cent of male prisoners went to a place like Port Arthur - but a minority of the people that spent time at Port Arthur married and had children. So the descendents of transported convicts are actually descended from people who were at places like Brickendon and Woolmers, not Port Arthur. So whenever we sell somewhere like Port Arthur as the Australian convict experience, we are, in fact, telling a great big whopping lie. We need to connect all of this together, in a way that captures people's imagination. It is very easy to go for the sensational, and that of course is important because you need experiences that are going to be memorable and are going to surprise people.

My argument is that if we use the digital information we have to sell the convict experience as a package in its entirety, we should be able to increase visitation. Increase the income that we raise from visitation and also spread the benefits of that much more evenly through the Tasmanian economy.

Mr FINCH - How will this one big Tasmanian ghost story translate to visitors. How would they join in - how would they be part of that? On the mainland, do we market this package deal - come to Tasmania and take the journey around this one big Tasmanian ghost story and have the Tasmanian convict experience?

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Prof MAXWELL-STEWART - There are a number of different ways of doing it and I do not want to pre-empt that, because of the things that has to happen urgently is a conversation about how we could do this. There are a number of ways that I see it working.

Number one is to have hub experiences, probably in Hobart, and there are two outstanding places to do that - the Penitentiary Chapel and Cascades Female Factory. They become the introductory places for both the female and the male story. Part of what goes on in at least one of those places could help people to interpret their convict record. We can digitally project images of what is on a convict record and bring it to life on the walls and explain what the difference sections mean. You can translate the record in front of someone's eyes.

CHAIR - People do not always start in the south - they might start in the north. Would you use Brickendon and Woolmers first, and then the tell the southern story? How do you see that.

Prof MAXWELL-STEWART - Whatever we do would have to be rolled out in bite size chunks but ultimately I see a number of different, aligned packages installed in different places.

Mrs TAYLOR - He just gave us the first one - the hub experience. Can we hear from him what the others are?

Prof MAXWELL-STEWART - At some point, obviously, we want something that tells you about the normal convict experience - what would happen to you if you messed up and where you would go. Something that puts individual stories into a wider context.

There are a multitude of different ways we could do this. We could do it with iPhone apps and those types of things, although I think there are disadvantages with those. You do not quite get a nineteenth century experience if you do that. I very much like the idea of expanding on things that we know that work, like Louisa's Walk, which is a very much actor-based experience. Think of something like that if we equipped the actor's sleeves with sensors and then they could trigger digital projections and make ghosts come alive.

CHAIR - Holograms or whatever?

Prof MAXWELL-STEWART - It's very easy to do these days. All you have to do is project onto glass.

CHAIR - Is it like *The Ship That Never Was* at Strahan? Is that what you're talking about? A theatrical type of experience, but with that extra where they have holograms?

Prof. MAXWELL-STEWART - With that extra. In doing that, you can bring the visitor right into the middle of the experience. You said something very important, Kerry, that any successful visitor experience has to do a couple of things. One is be interactive. The other is, it has to surprise the visitor. It has to give them something that they didn't think they were going to get.

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Mr FINCH - Over here we were just talking earlier about *The Ship That Never Was*, where the actors draw the audience in and they become characters.

Prof. MAXWELL-STEWART - Yes. Absolutely.

Mr FINCH - I've not seen it for many years.

CHAIR - It's great. I saw it not long ago.

Prof. MAXWELL-STEWART - I worked with Richard Davey for years. He taught me a great deal of what I use in lectures. All of that is important. One of the things we talk about quite a lot is that there is always a difficulty with trying to get people to imagine the past. The way this is usually done is through some kind of time-travel illusion. I don't think they work. What I would like to do is the opposite. I would like to throw the past at the visitor. A collective haunting is a way of doing that.

Mrs TAYLOR - As you say, you can do it on glass and just project it when you get there. There is nothing there. It just appears. It just happens.

Prof. MAXWELL-STEWART - You can have it like a projected theatre and it happens in different places. Some of the stories can be picked up on and you can meet the same character in other places. You can make sure that when the story is retold it's site-specific, that it illustrates a particular issue. There are lots of different ways of doing this.

Mr FINCH - There is a bit of theatre in that. Alan Ayckbourn's *The Norman Conquests* was done with the three plays about the same weekend in the same house, but in different rooms.

Mrs TAYLOR - Yes. If you can do it digitally, then any fool can do it.

Mr FINCH - I think I'd fumble -

Mrs TAYLOR - Yes. It can happen anywhere around the state.

CHAIR - Hamish, if I might, does this idea, these thoughts that you have, come from your consultancy after you leave the university, or are you projecting this idea and this thought through the university? Would you want then to see the uni work in collaboration with private enterprise, tourism, state government?

Prof. MAXWELL-STEWART - I want to see the university work in collaboration. I will tell you exactly what our vested interest is in this. Increasingly, we want to secure research funding to look at things, I don't know what, say, the impact of smallpox on adult height, which we can do through convict records. If we're going to do that, we need to get industry partners' money. I am also a great believer in showing to the wider community that research can actually translate into tangible outcomes.

CHAIR - Menzies would obviously be on board in this, wouldn't they?

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Prof. MAXWELL-STEWART - There is a possibility down the track, once we have done all the intergenerational record linkage and we have all of the ethics clearances, that we could do a DNA sample for the Tasmanian population and link it to an intergenerational health study. This would enable us to sort out a whole heap of nature versus nurture questions. There are very few places in the world where it's possible to do that. That is the kind of goal that I am aiming towards. I know that unless we turn the 1.5 million lines of data that we have collected so far into some kind of greater good for the community, we're not going to get that.

CHAIR - No. It's an amazing project.

Mr FINCH - Can I ask, Hamish, about the heritage tourism strategy? That was where I got the contact with you through Sam Lipski [?]and she worked on that. Did you work on that heritage tourism strategy?

Prof MAXWELL-STEWART - No, I didn't. I think I was interviewed very briefly, but no I didn't work on it.

Mr FINCH - Right, well, you had an impact because she said you cannot talk about that unless you get Hamish involved. Did you have an understanding of what the results were and what the recommendations were?

Prof MAXWELL-STEWART - You would have to remind me. I work closely with Sarah off and on and she does brief me.

Mr FINCH - It is not something we're focusing on, it is just it has been mentioned quite a few times that it was never taken forward and implemented, and nearly ignored.

Prof MAXWELL-STEWART - If somebody had have asked me I would have said we absolutely need a strategy, which includes an interpretation strategy, which includes a really hard think about branding.

Mr FINCH - That has them writing.

Mrs TAYLOR - We don't have to because it is all in *Hansard*.

Mr FINCH - It is just a good reminder. I am interested in how you work with the partners to draw them in, to get them as excited as you are about this project and then to get that working on the ground, so that tourists are going to be attracted to come here and do this. It sounds very exciting and it sounds like, as you say, the unfair advantage that people come to Tasmania because of it.

CHAIR - It is a consistency of information as well. There are so many people and operators in this space telling a part of the convict story from their perspective or their building's perspective, and I am sure there must be misinformation going out. This sort of thing helps to iron a fair bit of that out, and people have a consistency of information. So the story that is being told in the north-west, south-west, south-east and the north-east, that there is that element of consistency, which is important. People think this is all made up and they just have us here without the real story.

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Prof MAXWELL-STEWART - One of the things that we can do and, in fact, I think really must do, is stress that all of this is verifiable. And it is verifiable because this is the record that it came out of and this is where it belongs in that amazing collection. You can just imagine digitally how we can do that.

CHAIR - Do you see any connection with the Chinese story in this as well? Is there any connection there? In the north-east there is a lot of information regarding the tin mining and services they used to provide there, and what they used to do with the tailings after everyone was looking for tin and thinking they were on the right track, but the Chinese were going through and getting the gemstones out and sending them back to China. Is there any connection with the work that you are doing associated with that?

Prof MAXWELL-STEWART - Yes, there is. We know slightly less about Chinese migrants in our dataset, but they are there. We try to transcribe completely any large-scale dataset, which has information in it about 19th century Tasmanians en masse. One of the best of those was the *Tasmanian Police Gazette*. We have every single entry for a discharged or committed prisoner in the *Tasmanian Police Gazettes* between 1865 and 1924. There are 51 000 descriptions of people. Lots of those are Chinese.

CHAIR - Is that right?

Prof MAXWELL-STEWART - It is possible to take that line and link it back to the newspaper, which will describe the court appearance. When they are convicted you can go into any jail record and from the 1890s onwards that will give you a photograph.

Mr FINCH - Would the Chinese be such miscreants?

Prof MAXWELL-STEWART - Any itinerant people are vulnerable.

CHAIR - So it was a lack of cultural understanding possibly.

Prof MAXWELL-STEWART - We also don't know whether the Chinese turn up in court records more often than they are represented in the community as a whole, but we could find out by just looking at the census data.

Mrs TAYLOR - That is a completely different set to your convict?

Prof MAXWELL-STEWART - Yes, it is, but we do have some data on them and there is no reason why you cannot use a similar kind of process.

CHAIR - It is very important in telling the story that there is that continuity that is what I am thinking, rather than it being on its own away from the convict story, if there are some links or there might be a benefit.

Prof MAXWELL-STEWART - Yes, I do think that the interpretation that they have at Derby that not enough people go and see, is really fantastic.

Mr FINCH - Yes, it is wonderful. With the focus upon our friends in China, I am wondering now, the research dollars that might flow in from China. I am being a little bit -

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Prof MAXWELL-STEWART - We do have our eyes on that. We also have a lot of data from the Victorian and New South Wales police gazettes and there are thousands of Chinese in those.

One of the other things which has crossed our mind, we would have to do some more research on this, but ghost stories is something which you can sell in China.

Mr FINCH - When you say ghost stories, what do you mean by that, in that category of ghost stories?

Prof MAXWELL-STEWART - Once you start projecting, you are really conjuring up the past and so you can tell a story as though as it is haunting the present.

CHAIR - Okay. You get your actors and you have them all filmed in 3D.

Mrs TAYLOR - That is what I am saying. It is fantastic.

Prof MAXWELL-STEWART - I like the way of doing this where you pay for the conjurer, so the person is the visual thing, then suddenly says they are here and you have digital projections of candles and suddenly they all snuff out and you can see all of the smoke going. Then something happens over the other side of the room and they are able to introduce a convict and start telling their story.

If we did that right, the hairs on the backs of peoples' necks would stand up. The way I try to describe what I see, is to say we should be aiming to plunge people into the middle of a dark Dickens novel that is exploding all around them. If we could do one trial somewhere, see if it worked, and if it does, then roll out something which includes all of the convict sites.

Mr FINCH - You have spent too much time with Richard Davies surely.

Prof MAXWELL-STEWART - Yes, of course I have.

Mr FINCH - It is the theatrics of it, and the entertainment.

Prof MAXWELL-STEWART - Yes, absolutely.

Mrs TAYLOR - How can this happen. How can you bring this into reality?

Prof MAXWELL-STEWART - I would have thought the way to go is to work in with the National Trust or Port Arthur or possibly both and around Cascades or the penitentiary chapel. Both sites which, for different reasons, need an injection of something.

CHAIR - And Woolmers Brickendon does.

Prof MAXWELL-STEWART - Yes, absolutely they do. They are a harder starting point.

Mrs TAYLOR - It is still a starting point. If it works, then someone will pick it up, won't they?

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CHAIR - No, I appreciate what you are saying.

Prof MAXWELL-STEWART - Trying to create round one or both of those, a kind of hub experience, and then start building the spokes out to other sites. Obviously Port Arthur will have to go in very quickly. There needs to be a plan in place for that from day one.

Mrs TAYLOR - Who would do this?

Prof MAXWELL-STEWART - That is something we are yet to determine, but we would need to get the major players into the same room and I imagine that Tourism Tasmania would need to drive it.

Mrs TAYLOR - I like the idea, but it is bringing it to reality.

Mr FINCH - I want to just change the subject slightly. You talked about the work of the Tasmanian Archives. I am just wondering, shortly your people who are interested in genealogy and tracing their links to convict past and that sort of thing, how do we, or are they promoting a public access, tourism access to that Tasmanian archive circumstance, or is it just very much at arm's length maybe through IT? Is there a personal experience people can have with Tasmanian Archives?

Prof MAXWELL-STEWART - Yes, I think there is. The key here is to connect an on-line encounter with Tasmania to a real experience. Some people will come into the real experience and they will link out of the online thing and others will encounter the online and become of the real.

To give you an example of the scale of this, late last year the Arts Faculty decided to put on an online course for family historians. We thought we would get 80 people.

Mrs TAYLOR - This is a moog?

Prof MAXWELL-STEWART - Yes well it was sort of a moog. We got 1 100. It meant that the faculty turned a profit for the first time in living memory.

Mrs TAYLOR - It wasn't really a moog then, it was a charge.

Prof MAXWELL-STEWART - We charged them a small amount of money. We got them access to ancestry.com. We were absolutely staggered. Sixty per cent of those students came from interstate. Only 40 per cent were Tasmanians. My project now has 100 volunteers who work for us worldwide who are family historians who are fascinated by it.

CHAIR - Worldwide?

Prof MAXWELL-STEWART - Worldwide, we have a team in Liverpool, a team in Cornwall.

CHAIR - You are actually tracing the tendrils out - or the reverse.

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Prof MAXWELL-STEWART - Yes, it is going back into the court records, newspapers and census records in the UK. There is a surprisingly large market of descendants out there and then there is the student network if you get into the school system. You expand that even further.

In catering for that online presence you can generate enough momentum to create the kind of resources that you need to back up the kind of onsite digital experience that I was outlining earlier. I cannot but really like that kind of message that everything we do is based on a record in the archive, and here it is, you can see it.

Mrs TAYLOR - Terrific.

Mr FINCH - It is fact.

Prof MAXWELL-STEWART - You can open the book, it is there, it is fact.

CHAIR - It sounds absolutely wonderful.

Mr FINCH - This small committee should that be. We are looking for recommendations because I see this committee and this investigation being something that we can assist the Government in formulating ideas and stimulating this tourism and heritage sector. If that is one of our recommendations it is important about the idea of that small committee and I wanted to explore that a little bit more, obviously university?

Prof MAXWELL-STEWART - Yes.

Mr FINCH - Government.

Prof MAXWELL-STEWART - Yes.

Mr FINCH - Local government?

Prof MAXWELL-STEWART - I am inclined to think that Hobart City Council, in the first instance, should be represented.

Mr FINCH - Why? Because of their dreadful experience?

Prof MAXWELL-STEWART - Because the initial two hub sites will almost certainly be located in Hobart but you could leave that decision, I guess, to one stage down the track. If you could get a core committee to meet first and decide whether that was appropriate.

Mrs TAYLOR - And who else?

Prof MAXWELL-STEWART - Port Arthur would need to be represented and also the National Trust.

Mr FINCH - Tourism Tasmania?

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Prof MAXWELL-STEWART - Tourism Tasmania would have to be on there as well. At some stage you would have to keep Brickendon and Woolmers in the loop as well. Maria Island is Government - Parks and Wildlife - so that comes reasonably easily.

Mr FINCH - In that Government halo, Parks and Wildlife, are they the ones -

Prof MAXWELL-STEWART - Yes, they would certainly need to be informed because they operate one of the sites and that is Maria Island.

Mr FINCH - Woolmers and Brickendon?

Prof MAXWELL-STEWART - They would have to be informed as well if not represented.

CHAIR - They need to gear up at some point.

Mrs TAYLOR - But we are talking about a starting point here.

CHAIR - No, you keep saying that. I understand that. I am saying they need to be kept in the loop so that they understand how they have to gear up later.

Mrs TAYLOR - Yes, but they do not need to probably be on that. If you are looking at a small committee then you do not want it to be too big, do you?

Mr FINCH - That link to the university would be through your good self, Hamish. Do you perceive that you would be here long-term, that you think that that would be something that you could guide and be part of?

Prof MAXWELL-STEWART - Yes. We take this so seriously that last year I advertised and filled a PhD position for someone to work on the process by which you could translate complex history into visitor experiences. The person we have has first class honours in drama from Flinders University. She has worked for the British Museum and the Powerhouse and she is an award-winning playwright. I am very, very impressed with her.

So we do have, beyond myself, wider research capacity.

Mr FINCH - You are heading down that path.

Prof MAXWELL-STEWART - If I don't head down that path I am not going to secure a funding stream for myself and in [inaudible] as well it is a pointless thought that what you are doing is not benefiting the wider community.

Mrs TAYLOR - And nobody is going to know about it.

Prof MAXWELL-STEWART - Also to be blunt, we are very much aware that the University of Tasmania is the largest employer in Tasmania outside of government and we are not going to make ourselves distinctive by trying to catch up with a group of eight. We are going to make ourselves distinctive by trying to make the place where we are located back to a more vibrant and interesting place. That is part and parcel of my brief that comes down from the VC.

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CHAIR - We have about three minutes left so is there anything that you wish to impart to us left on your notes there?

Prof MAXWELL-STEWART - No, just to say that I really do think there is a very big opportunity here. If we are logical and sensible about the way we implement this it is not going to cost the earth either. I think it is doable.

CHAIR - There will be partners that will come in, you think, as a result of the obvious gains?

Prof MAXWELL-STEWART - If you can do a Saffire in Tasmania you can do this. There are obvious opportunities to partner where that kind of five star hotel experience. I am not saying that is the way to go, but I have worked with people like Robert Morris-Nunn in the past.

CHAIR - We have the architect over here, indeed.

Prof MAXWELL-STEWART - That was serendipitous.

Mrs TAYLOR - Come in, Robert, you are not a hologram, are you? We haven't just projected him on the wall.

Prof MAXWELL-STEWART - Levering resources for this is not impossible by any stretch of the imagination. It is much more important to get the vision in place. I suspect that Robert will say something very similar. In fact, I am going to end with a Robert thing. One of the things that Robert taught me is that what you should do in the first time you have a heritage meeting, or you are meeting on a project like this, and Robert's brief is always there is no budget and there is no health and safety, because that happens on day two. Day one is that you try to work out what the best thing you can do is. On day two you try to keep your best idea alive. We have never done that in the heritage space in Tasmania and now is the time to try to do it.

CHAIR - Thank you very much. That has been most enlightening and we appreciate you taking the time to come in.

Prof MAXWELL-STEWART - You are most welcome and don't hesitate if you want further information.

CHAIR - We have your contact details.

THE WITNESS WITHDREW

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Prof ROBERT MORRIS-NUNN, ARCHITECT, WAS CALLED, MADE THE STATUTORY DECLARATION AND WAS EXAMINED.

CHAIR - We have been hearing some very interesting things.

Mrs TAYLOR - Quite a lot of the time we have been hearing from clients and conservation and whatever so it is exciting to have a different -

Prof MORRIS-NUNN - Hamish is incredibly good. It is a huge asset that he is in the state. What he is doing in potentially changing the paradigm of thinking is phenomenal.

CHAIR - Your field of expertise and interest?

Prof MORRIS-NUNN - Making mischief! More seriously, architecture.

CHAIR - We did welcome you already and just to make sure you understand where you are with the Legislative Council Government Administration Committee B Inquiry into Built Heritage Tourism in Tasmania. All evidence taken at the hearing is protected by parliamentary privilege.

Prof MORRIS-NUNN - I read that.

CHAIR - I remind you that any comments you make outside the hearing may not be afforded that privilege. You have read the information for witnesses. The evidence that you present is being record and the *Hansard* version will be published on the committee website when it becomes available. You know Adrianna, of course, and Kerry and myself. Natasha Exel is the secretary to the committee.

Prof MORRIS-NUNN - Yes. I have received notes from you.

CHAIR - We have Majella Tilyard and Karen from Hansard, who are recording it for us today.

I invite you to make a verbal submission in support of your written submission which we obviously had on Friday. Over to you and then we will ask questions coming from that.

Prof MORRIS-NUNN - As a fundamental statement, I believe that this island has two things going for it, one is its natural beauty, and the other one is its cultural inheritance. I learned from Michael Lynch when he was the chair of Heritage Tasmania that 50 per cent of the Australian heritage-listed buildings reside in this state. This is a sad indictment on the rest. It says something from what we need to do in an intelligent way to preserve them as a starting point. More precisely, to use them in an intelligent way going forward.

If that represents our asset, then the next question is, how are we going to best use our asset? About 50 per cent of the work that we do is done on heritage-listed buildings - probably more than 50 per cent. We have never ever done a restoration job. There have always been adaptations for some other purpose. To bring them alive, from large-scale things like Henry Jones, through to small houses, and a lot of different types of

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buildings. For me, the cultural inheritance is - if I had a vote between that and the wilderness - more in fact more under threat than -

Mrs TAYLOR - The other stuff can regrow.

Prof MORRIS-NUNN - Yes. The best opportunities exist where you can actually bring the two together. The unique parts of the place in terms of the scenery and things like that, mixed up with the possibilities of its cultural history, which is why, although there is nothing tangible there, I would throw in as part of the heritage debate - I have one of the submissions for the wilderness EOIs for Recherche Bay, which Hamish is involved in. I am thinking more because that, although it has vanished, the mystique down there is palpable; you can cut it with a knife. In a sense, once you know it's there - it has disappeared as a tangible thing. If people understood the stories and things that are there, it is perhaps, in my view, one of our greatest assets. Park that one to one side.

Mr FINCH - Hamish would like it because it's Recherche Bay.

Mrs TAYLOR - He could put up glass panels and recreate it though, on the spot when you need it.

Prof MORRIS-NUNN - The minister is bringing me in to discuss with the upper House that particular project on Wednesday afternoon. I get double visitor duty this week.

CHAIR - You mentioned Henry Jones. That is one of the more well-known - you're talking about that being adaptive reuse, but not being purely restorative?

Prof MORRIS-NUNN - We kept what was there obviously, because for me it is the actual story of these places. The story has to be true to what they are. That story, if it's told in a truthful way, can be absolutely compelling. People will travel halfway around the world to actually understand it and enjoy it and everything else. The potential is huge. On a small scale, Islington, which is one of our little jobs up the top end of Davey Street, keeps on winning the best boutique hotel in Australia. It is phenomenal up there; that is adaptive heritage, linked to tourism and that is where the future of this state needs to be as one of its fundamental planks.

Mr FINCH - People will travel around the world to hear these stories.

Prof MORRIS-NUNN - Yes.

Mr FINCH - Can you give me some idea of the make up, the type of people, their backgrounds, and countries that they might come from. Why would they be motivated to come?

Prof MORRIS-NUNN - Fairly early on in the days of Henry Jones, there was a group that turned up and they parked all of their private jets on the airport; they were the billionaires club. They have a special name, where they had to sell a certain percentage of their income to qualify for being part of this club. I had the opportunity of talking to them and they had just booked out the hotel.

CHAIR - What Henry Jones?

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Prof MORRIS-NUNN - Yes. They are breed of people I do not know. They have far too many noughts after their name. The people who stay at Islington are not too shabbily done by either. There is a real market for what I call high-level cultural tourism in this place. Yes, people will travel immense distances. If they think the experience is authentic and real and can touch their hearts and souls, then it does not matter where it is. People will do that as they are looking for that authentic experience.

Mrs TAYLOR - Your ordinary tourist would too. We go to Europe and we do all the cathedrals, or all the art galleries or something. We do not go to look at the cathedrals but because we are there we do go.

Prof MORRIS-NUNN - Precisely. What I call experiential tourism can happen here. You are not going to Paris and you wandering around the streets, there's Notre Dame, we will just go inside. You have to make an effort to get here. Quite honestly, Saffire does it very well but Saffire is purely about a nice experience, nice views and nice walks and the rest. It is very much pampered tourism.

Jumping back to the Recherché Bay project that is the same sort of level of tourism experience. With supplying to the French history of what this place was, with D'Entrecasteaux and Borden and the fact that we could have been speaking French here.

CHAIR - That is right.

Mrs TAYLOR - Or Dutch.

Prof MORRIS-NUNN - I think the French -

Mr FINCH - 1642.

Prof MORRIS-NUNN - he kept on going.

Mrs TAYLOR - He kept on going, they did not stay.

Prof MORRIS-NUNN - The French wanted to stay.

Mr FINCH - The descendants wanted to stay too, and did.

Prof MORRIS-NUNN - In fact talking about that, did I send you the submission that I put together on Recherché Bay as part of this?

CHAIR - Yes, it is included.

Prof MORRIS-NUNN - Read it - yes, I recognise the diagram. It really is where I think cultural heritage needs to be used. What is inspiring, the French government is likely to get behind this project. They come down here now because of D'Entrecasteaux and the boats. Whenever the French are in port, they will go down to Recherché Bay and do things. What happened down there is absolutely fascinating. It has the first scientific experiment ever done in this part of the world. They were testing out magnetism in 1792. The intention is to put a contemporary scientific experiment at that point and show

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people what the science was like. They call themselves citizens, so it was part of the Napoleonic situation. These people were pushing science ahead, more than the British at the time. The fellow that was with D'Entrecasteaux, de Labillardière, was doing more intelligent research than Banks. There is some stunning stuff down there and it vanished because D'Entrecasteaux never got home. He died of scurvy before he got back. It is a tragic history in a way, but once you start to understand how fraught and how close to a very different universe we could have had here.

The French treated the Aboriginals with a great deference and care, and they engaged with them as well. I have talked to people like Rodney Dillon, who would be very happy to bring on some of these sorts of things again and show contemporary tourists what his forebears actually met with them and had similar feasts and things. It is not re-enactment, but it is putting it on a different mental level of saying this is the way one can engage with other people. It is a way of just thinking about the past in a contemporary sense. This one is a floating building as well, so it has all sorts of other interesting opportunities and things.

Mrs TAYLOR - You would have to put a fair amount of infrastructure in.

Prof MORRIS-NUNN - Yes, it is about the size of Saffire.

Mr FINCH - Remind a little of Haley's Comet at Campbell Town? Remember it was going to come around again and it was a scientific study from England.

Prof MORRIS-NUNN - Yes, the Gables and things were built for it.

CHAIR - The trans-Venus - Grange.

Prof MORRIS-NUNN - I knew the Gables wasn't right, yes, so the Grange had an observatory and things and he set up telescopes and things there.

Mr FINCH - This sounds interesting, this floating idea that you have in Recherche Bay. Is that something that is being progressed with the type of partnership that we talked a little bit to Hamish about: government, local government perhaps, tourism. Or is it just more a commercial operation for you, Robert?

Prof MORRIS-NUNN - It has to stand on its own feet financially. Part of the EOI process was that it has to have a business plan that stacks up. So in that sense it is independent. I believe this, at a cultural level, needs government to interact with the French government, for instance. All the documentation and things is over in France, Le Havre and Paris and things like that. They are quite willing to bring it back and show it. Rodney Dillon told me that his grandfather went to the Somme and came back cooking French food. So they tried wallaby and possum, à la française. You can almost imagine what that might be. If you started doing things like that -

Mrs TAYLOR - In red wine it would probably be fine.

Prof MORRIS-NUNN - Exactly. I am just saying this is the sort of stuff that will bring people from around the world. The French - you can almost organise the planes to drop in here once this is absolutely up and running. You can do - that is one extreme and that

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is almost a mythological space. The real bits and pieces that are out here are equally as compelling and need to be preserved and adapted. It is the future of the island.

Mr FINCH - You said earlier stories told in a truthful way, and Hamish was saying with Tasmania it is verifiable.

Prof MORRIS-NUNN - Hugely.

CHAIR - Robert, in your submission you talk about empowering Heritage Tasmania and the staffing issues and their distribution. Did you want to expand a little on that?

Prof MORRIS-NUNN - I have a profound respect for Heritage Tas. They are really, really under-resourced.

CHAIR - This is the administrative arm as opposed to the Heritage Council?

Prof MORRIS-NUNN - I don't know precisely. The Heritage Council is a review body. It's the workers that are doing the work.

CHAIR - The administration underpins the Heritage Council basically and is the administrative arm, if I can put it that way.

Prof MORRIS-NUNN - Yes. They have a backlog of 6 000 nominations they have never been able to properly do. There is a whole body of work that hasn't been properly clarified. Developers say, 'We can't do anything because of the heritage of the place.' The opposite is true. I believe that the more you can spend from the heritage and - I have profound respect for Diane Snowden. I have profound respect for Michael Lynch. I don't know about Brett Torossi who is currently in the chair. She has been dragged onto so many other committees, I don't know what her active role is as far as heritage goes.

Those individuals were very concerned to honour the heritage that we do have, keep it alive, creatively engage in ways to preserve it and adapt it. The sad thing is that it has been traditionally that they are the whipping horse where, 'Oh, development can't happen. Heritage is the problem. We will starve Heritage and disempower them'. That is a tragedy. For me, they are trying to change the scale. They are trying to say that they are heritage buildings that have a state level of importance and there are heritage buildings that have a local level of importance. I worry about that sort of distinction.

CHAIR - You mentioned that in your submission.

Prof MORRIS-NUNN - Yes. For me either they are important or not important. Where some people might say that's of local importance, I can use that story as something which might engage a tourist, for instance, even though it's only of local interest. It's possible to actually use almost any old building to its advantage in a way of contributing to the mystique of the place. I would like to see them get far more real support and be actively involved. They are almost made to feel that they can't have creative judgment in things. That is rather sad too. I would like to work for Heritage Tas.

Mr FINCH - Which government knocked you back?

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Prof MORRIS-NUNN - It was the last one, Labor.

Mr FINCH - Not this one?

Prof MORRIS-NUNN - No. I don't know why. I would have loved to have been part of the Heritage Council because they could be a very dynamic organisation. I will give you an example. Because they have been told that they can't fund their time at appeals, then they almost have stopped doing things that -

CHAIR - Making decisions.

Prof MORRIS-NUNN - That is sad. It's awful. I have only seen the organisation from the outside. They could and should play a pivotal role in this place. The more that they get downgraded, I think the sadder - the social history and things that could come out of using heritage properties to our advantage is not going to be there to the degree it should be.

Mr FINCH - Was somebody with your skills appointed? When you look at the makeup of the heritage council -

Prof MORRIS-NUNN - I might be seen as being too mischievous. You never know.

Mr FINCH - Too radical, you think.

Prof MORRIS-NUNN - They wanted people that would toe the line. I don't know.

Mrs TAYLOR - It's very interesting. Yes.

Mr FINCH - You have enunciated this, the Heritage Lottery Fund. We have had quite a bit of discussion about Western Australia. They use it for disability, don't they?

CHAIR - Western Australia? I thought they used it for heritage. I might be wrong.

Mr FINCH - Both.

Prof MORRIS-NUNN - I don't know how it is run. The one I am familiar with is I believe the Sydney Opera House was funded by the Australians love for gambling. Great example of Australian culture.

Mr FINCH - It was terrific; we all bought tickets.

Prof MORRIS-NUNN - I believe the same would happen. If you told Tasmanians that the money from this lottery was going to preserve our heritage, I would say Tasmanians would be more ready to buy a lottery ticket than for something that is just going into general internal revenue.

Mrs TAYLOR - Tasmanians are always happy to buy a lottery ticket regardless.

Prof MORRIS-NUNN - Yes, yes, you assume that gambling instinct, that is a given. If you said something about what it would be used for and it is a heritage lottery or something

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like that and you then showed how that money was being used to help restore properties or do things that otherwise you would not have funds to do, it could change the paradigm.

CHAIR - Someone else suggested that putting a dollar on every bed night would be a way of bringing in some much needed funding. I do not know how you would make that happen easily.

Prof MORRIS-NUNN - The stuff needs to be preserved and protected. It has survived by neglect remarkably well. That is probably why it has survived because we have not had the economic pressure to flatten these things.

CHAIR - We heard from the Oatlands Heritage Centre and their project to train people and to use those trainees on various buildings to help to maintain the buildings.

Prof MORRIS-NUNN - They have done a really laudable job. In fact, I went to Cuba for my sins and I do not know if I flicked this at you. There is a guy there and they call him The Historian and he heads up a development firm. He is restoring the whole of the old section of Havana and putting new uses into it, which are tourist-orientated uses. After the collapse of communism, Cuba had the worst possible economics you could ever think of because it was all propped up by Russia. They were destitute. The only way they could reinvent themselves - and 40 per cent of the tourism now comes from Canada; it might change now the Americans are talking to them again. The Canadians all just flew south and Havana has been restored by Canadian tourist money. They do exactly what the people in Oatlands are doing. They are training the staff, they are teaching them, they are learning skills, they are doing the buildings up and they have put new uses into them. They are doing good things.

CHAIR - You mention in your submission that built heritage should be celebrated and evolved not wrapped in cottonwool. Do you want to explain a little there? Are you saying that it does not matter if a little bit of the heritage is degraded in some way, or what are you saying? I don't want to put words in your mouth.

Prof MORRIS-NUNN - For me the stories are the most amazing thing. It is not necessarily completely keeping the built or the historical artefacts there absolutely intact. If Henry Jones had stayed old warehouses it would not be there. If you can keep the significant bits, the bits that are important to them, that has to be kept, then you can creatively adapt them and put new functions that enhance it. There are too many people who just think the only thing you can do with old buildings is restore them.

CHAIR - The Peacock unit at the end of Henry Jones, the one with the wonderful staircase, what has happened with that?

Prof MORRIS-NUNN - That went from being Captain Budster's cottage - he was the first of the sea captains - and it is now one of the premier suites. You enter it from the top and go down and because it was decreed that they need to have a spa bath and it is a big spa bath, it actually weights 7 tonnes when it is full of water. Putting that inside a little old cottage that was listing a bit was an interesting thing from the structural point of view. It is now one of the premier suits and people actually enjoy being in there and knowing the history.

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It is where Henry Jones lived for a while. They actually ran all the steam. Henry was a skinflint, absolutely as mean a buggery, and so if he could actually -

CHAIR - This is being recorded!

Prof MORRIS-NUNN - His sons will agree here. They brought a letter out where Henry had actually given his senior people a special gift and it was at the time of 1930s. So he organised apparently a special bank note and that was a million German deutsche marks. But when he got hold of it, it was probably worth about two and sixpence or something. He gave all his senior staff this thing with this lovely letter, and his son actually read it out. Henry knew that the thing was worthless when he gave it to them but he wanted to give them one million deutsche marks or whatever it was. It is on record that he was a bit of a skinflint. The hot water that was used for cooking, he ran through that apartment as an early form of hydronic heating.

CHAIR - They have maintained the staircase?

Prof MORRIS-NUNN - Yes. It just does not go down to the ground any longer because it is a separate tenancy. It is a matter of creatively adapting these places; that is where the key is for the future. People will go a long way to experience things that are different provided some with integrity.

Mr FINCH - Your work at the university, Robert. What does that entail?

Prof MORRIS-NUNN - They made me an Adjunct Professor primarily because I think it is really important for the next generation. I do a bit of teaching, guest lectures and things like that. I also get involved when they have visiting architects and things coming down. Basically, it is a really good way for them to use me without having to pay me! That can go on record too. It is an honorary position. Architects arrive with their egos well and truly matured by the time they graduate, and learning a little bit of humility is part and parcel -

CHAIR - Is this a bad thing?

Prof MORRIS-NUNN - In my view, getting the egos knocked out of them and learning the value of history and learning the value - they do now teach them far more work about adapting buildings and things like that because it is ecologically sound to do that. So that is all good things for the right reason. Getting them to think about doing things in a less than sensationalist way does take a little bit of doing.

Being humble is not things that architectural students are really good at being. Heritage buildings actually require them to be humble. So there is a psychological issue there so I do preach periodically to them, yes.

Mr FINCH - When you talked a little bit before about restoration, and I realise that adaptive re-use is more your go, do you do any of that restoration work?

Prof MORRIS-NUNN - Never been asked to. As part of recycling the buildings, you restore the bits that are important. Where you cannot restore them then you think about doing

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something else. You try to understand, for instance, you would not use anything other than lime mortar on traditional stonework of the things, and you would not put cement anywhere near it. You have to use the old techniques in what you are doing. With the new bits, they need to be legible as new bits. That is part of the Burra Charter stuff. You do have to understand the old construction techniques.

Are you hearing from Peter Spratt?

CHAIR - I don't think we are. No, because this is not mainly heritage. It is in relation to tourism, maybe Peter felt.

Prof MORRIS-NUNN - Yes. You do have a living treasure here call Peter Spratt.

CHAIR - I do not think we are.

Prof MORRIS-NUNN - Anyway, when colonial buildings were designed, they were designed when maximum wind gusts were about 100 kilometres per hour. Now we are getting gusts of 150-plus. So old buildings are not surviving because due to climate change there are pressures on old buildings that were not there. How do you actually beef up the buildings sensibly without destroying the structure in order to make them adapt and evolve? That is another part of the educational process that needs to happen from an engineering prospective.

Mr FINCH - In respect of our reference, which of course is about heritage tourism, I am just wondering if we might just come in on that again. Robert, how do you think we are positioning ourselves for heritage tourism? Given the richness that we have for buildings, are we doing it well, well enough, should we do more, could we capitalise more?

Prof MORRIS-NUNN - For instance I went over to Lake Margaret. There are some absolutely wonderful structures sitting in a road next to the power station. Totally under-utilised, in fact they are not utilised. They are derelict. I tried to interest the university in doing something with them, they turned back. They are worried about using them from a tourism perspective because the Hydro station is now running automatic and they did not want people around unsupervised. Again if you were using those buildings and you were there as part of a tourism plan and the guides were with you, they would then be quite supervised and hopefully the Hydro would be happy about the buildings being upgraded then. Again, there is absolutely wonderful stories there, screamingly beautiful stuff.

Mr FINCH - With the buildings?

Prof MORRIS-NUNN - Yes. They seem derelict. So there is so much of that.

CHAIR - Yes, intrinsic to the heritage of the west coast.

Prof MORRIS-NUNN - Yes, it is compelling.

CHAIR - Especially the wood stove pipes.

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Prof MORRIS-NUNN - They are fantastic. They are a treasure there. There is so much of that.

Mr FINCH - Robert, do you think unfortunately we might have too much?

Prof MORRIS-NUNN - I do not think you can have too much. I think the thing is to get away from big historic houses.

CHAIR - It is the themes, isn't it? It is how you theme it all up so that people feel that they are actually getting a different experience. Is that what you are saying?

Prof MORRIS-NUNN - The more unique you can actually find these niche stories, the better. This is where Hamish's work, with actually defining in and going in actually discovering what the real stories are.

CHAIR - So you can have two early 19th century sandstone buildings that may look identical but they have totally different stories and they come alive in a different way.

Prof MORRIS-NUNN - Exactly. Different parts of the state have different stories to tell. It was put to me that the main buildings that organised the old pulp and paper mill in Burnie could be recycled into quite an amazing hotel, and I think it could be. That is the story of Burnie. It is the story of Burnie writ large, and you could make a fantastic interpretive hotel out of those buildings.

You could do it with any age of building, provided it actually has integrity and authenticity. I think the wider the range the better.

CHAIR - Do you see anything in particular in this state that is at risk of disappearing, in heritage? In your experience, is there anything that you feel when you look at it, do you think if people do not do something about that it is going to be gone?

Prof MORRIS-NUNN - Some of the oast houses up the Derwent Valley are getting towards -

CHAIR - Redlands.

Prof MORRIS-NUNN - Redlands for a starter, but the fact that most of them are timber, and because they are so close to the people's houses, they don't want to do anything with them. Valleyfield is a classic example, if we're going to dob our dear Governor in. Dick Warner has been looking to try to do something with his oast houses for a very long time and hasn't done so because of again changes in the economics.

What has to happen in a situation like that - Redlands is a classic case. You have to actually take over the whole property for tourism. It is not like you can actually leave the house intact for the owners to live in. Because the oast houses are so near the actual houses, you need to actually take over the whole property. They're wonderful. Bushy Park is staggering. What is it doing sitting empty?

CHAIR - There is a story to tell about the hops.

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Prof MORRIS-NUNN - There is a huge one there. Yes. They are all over the place. That is part of the distinctiveness of the place. There are so many diverse stories here.

CHAIR - That is fascinating.

Mr FINCH - You're saying what [inaudible] said this morning about stories. It is about those stories, those genuine stories that are verifiable, that people want to hear and look up from other parts of the world.

Prof MORRIS-NUNN - Yes. People think there is still jam flowing down the cracks in Henry Jones. The place was steam cleaned when we got there. The steam cleaning lasted for a week. They will still swear upon anything -

Mrs TAYLOR - You can smell it. You can smell raspberry jam!

Prof MORRIS-NUNN - Yes.

CHAIR - They did find heaps of seeds, didn't they?

Prof MORRIS-NUNN - They did. All of that. The time cards and things, all of that - the stories are the compelling things. The West Coast is built on this as well. People like Darryl Gerrity were past masters at it.

CHAIR - He made it come alive.

Mr FINCH - You wanted true stories, didn't you!

Prof MORRIS-NUNN - Oh, Darryl's were sort of true! They have invented yarns over there. Yarns are quite compelling.

Mrs TAYLOR - Hamish would be able to supply true stories.

Prof MORRIS-NUNN - He has done his own book. *Closing Hell's Gates* is all about that - the convict history and things there. He takes people to Sarah Island, et cetera.

CHAIR - There is a story to tell there at Queenstown, you're saying, and on the west coast?

Prof MORRIS-NUNN - Indeed.

CHAIR - That is not tapped into at the moment, you think?

Prof MORRIS-NUNN - No, I don't think so. The person that created the disaster with the smelting producing all the stains, collected the Rembrandts that ended up in the National Gallery of Victoria. All their Rembrandts came from Schtick (?) because Schtick (?) was collecting them while the forest was dying on the west coast. I think you can actually get copies of the Rembrandts that he collected and put them there and say, what price the environment? It would be a fascinating discussion to have.

CHAIR - It sounds very interesting.

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Prof MORRIS-NUNN - I didn't know it until recently.

CHAIR - An art lover's tour of Tasmania with a difference.

Prof MORRIS-NUNN - Yes. There is a wealth about this place. That is what has kept me here for 40 years. I was going to arrive and stay six months. I am still here.

CHAIR - I don't know whether there is anything else you wish to tell us, or if there are any other questions from this side that -

Prof MORRIS-NUNN - I think its potential is - this thing for research if you haven't read it - it was what my submission to Groom was. It goes through how, I think in this case, reinterpreted buildings, floating ones, could inspire a whole lot of people about a myth that is a very empowering myth. That is pure storytelling. It is storytelling that is real and the characters are real. It is a fascinating adventure.

Mr FINCH - Why do you have it floating? Am I right that the project will be floating so that you don't interfere with the land? Is that it?

Prof MORRIS-NUNN - In part. But also because the French boats were floating. Funny about that.

CHAIR - Much to their pleasure.

Prof MORRIS-NUNN - It was and they found a secure spot. So, yes, it is a fact that the boats were on the water. They went ashore and planted their gardens and things like that, but they lived off the boats.

CHAIR - The gardens are outlined?

Prof MORRIS-NUNN - You know all the old French vegetables, I want to grow them all and the things that people will eat down there are historic French vegetables, which have quite a different taste to the stuff that is produced nowadays because it is designed to be transportable. But to create again the old French vegetables and the gardens that were there.

Mrs TAYLOR - Would you need to get Tasmanian Land Conservancy to agree to that, or is there enough land that is available?

Prof MORRIS-NUNN - Because Tasmanian Land Conservancy is on one side, I am suggesting that on coastal reserve, on the side where the general public are going past, you could do that there as a more interpretive thing and explain to them so that is more open for the general public in parallel with, if you like, the more exclusive stuff.

CHAIR - And the Aboriginal story that goes with all of that.

Prof MORRIS-NUNN - I believe there are some wonderful yarn-spinners down the south. I believe somewhere down near Hastings Caves there are a couple of absolute cracker individuals that would give Gerrity a run for his money! So you put them with some well-heeled European tourists - it would be a fascinating confrontation.

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Mr FINCH - An experience to remember.

Prof MORRIS-NUNN - Yes, I think they would be hacking their way through the verbal superlatives or whatever you might want to call it.

CHAIR - We should draw it to a close seeing as it is 3.30 p.m. Thanks again for coming in. We appreciate you putting pen to paper.

Prof MORRIS-NUNN - Thank you for having me. Good luck in trying to solve things.

CHAIR - We will absorb it all and see how we go.

THE WITNESS WITHDREW.

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Dr PETER TUCKER AND Mr GRAEME CORNEY, WERE CALLED, MADE THE STATUTORY DECLARATION AND WERE EXAMINED.

CHAIR - The public hearings today are about the Legislative Council Government Administration Committee B Inquiry into Built Heritage Tourism in Tasmania. All evidence taken at the hearing is protected by parliamentary privilege and I remind you that any comments that you make outside of these hearings may not have that same protection. You have read the information on the witness's paper that was provided to you prior to coming forward?

Mr CORNEY - Yes.

CHAIR - The evidence you present is being recorded and the *Hansard* version will be published on the committee website when it becomes available, so you can go there to view that. Now it just leaves you to provide a verbal submission in support of your already tabled submission.

Dr TUCKER - Graeme is the best talker here.

CHAIR - Over to you.

Dr TUCKER - We have a couple of points we want to emphasise, to bring out of our submission and emphasise to you and perhaps we will make those points and then perhaps if there are any questions you have.

Mr CORNEY - One of the principal ways tourists when they come here to look at our heritage is rather than looking at individual buildings they look at streetscapes. I can demonstrate that by having followed one of those hop-on hop-off tourist busses around Hobart.

CHAIR - The red bus.

Mr CORNEY - The red bus, and these two images are both on the route of the red bus. They are not particularly noteworthy in terms of any individual building, but what they demonstrate is the intact streetscapes that not just Hobart has, but almost every city in the state has, and the importance of those streetscapes in the way we present ourselves to tourists.

CHAIR - Just for *Hansard* could you describe what those two photos are, which two streets?

Mr CORNEY - That one is in West Hobart, and I actually don't know the street, but the tourist bus went past there. It is a typical street. This one is in Macquarie Street, heading down Macquarie Street opposite the private girls' school.

Mr FINCH - It looks a little bit like South Hobart looking up towards West Hobart.

Mr CORNEY - It is looking at the hill - South Hobart, you are right, looking towards West Hobart.

CHAIR - It looks something like the bottom end of Anglesea Street or something like that.

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Mr CORNEY - That's right, around that area.

Mr FINCH - This one?

Mr CORNEY - That is going down Macquarie Street.

CHAIR - Yes, that is prior to Molle Street on the left hand side.

Mr CORNEY - The hop-on hop-off bus went past both those, so that is what is presenting to the tourists. I guess the noteworthy thing about both those images is that in both images there are a dozen or so heritage buildings. In each image there is probably only one that would qualify for the state register. All of the others only qualify for the local council scheme. The dilemma now is in the way that the new planning schemes are set up -

CHAIR - The interim schemes?

Mr CORNEY - The interim schemes - and in the attitude of local councils towards those interim schemes. Firstly precincts - these both would qualify as precincts - precincts are dropping off. There is a provision within the scheme, but most local councils are not nominating heritage precincts. They are moving away from it. They are really saying that heritage protection is the Tasmanian Heritage Council's duty, it is difficult for us because it does not always fit with our electoral mandate. A lot of local people do not want heritage protections or precinct protections. The interim schemes are not protecting them very well.

The other aspect of that is the interim schemes, the old coverage of the vacant block or the adjacent place to a heritage place, that has disappeared out of the interim schemes, so there is now no protection for adjacent development.

CHAIR - That will be the same under the new single planning scheme do you think?

Mr CORNEY - Yes.

Dr TUCKER - I might be wrong because I do not follow it that closely, but my understanding under the new planning scheme -

CHAIR - Single planning scheme for the state.

Dr TUCKER - single planning scheme for the state is that heritage precincts will not be required and that protection of a heritage.

Mr TUCKER - but of the heritage place is not protected by what happens next door. The place adjacent to the heritage place, does not come under heritage control.

Mr CORNEY - There is another example here, that both those two examples have an infill building in the heritage streetscapes. This one is in Richmond, and this one is the Macquarie Street one. Now I both those because I was involved in both of those infill developments and both went through a rigorous process with local councils.

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Mr TUCKER - So it is the corner one there, Mr Finch.

Mr CORNEY - That one and this house here both went through rigorous local council processes to ensure.

Mr FINCH - The one on the left.

Mr CORNEY - The one on the left.

Mr FINCH - Yes.

Mr CORNEY - To ensure that the infill there did not compromise the precinct.

CHAIR - Did not read as an old building.

Mr CORNEY - Firstly, did not read as an old building, but also read as being sympathetic with old buildings.

CHAIR - Yes, that is right.

Mr CORNEY - That is the intention and hopefully the outcome of both those two buildings.

Mr TUCKER - So the two protections that we think should be in the planning regimes in the state is that there should be heritage precincts, and properties that are adjacent to a heritage building should be considered. We won't today go into detail about how you might do that but it has been done in the past.

Mr CORNEY - One of the big concerns is the Heritage Council is currently delisting a third of their places, and I believe that is appropriate because I was involved in the establishment of the register. At least half of the places we put on the Tasmanian Heritage Register we did so because there was no other protection at the time. That came from a National Trust List and we knew that if the Heritage Council did not protect those places they would not be protected at all. So we ended up including a lot of places that should have only been on local council lists, but were not on local council lists.

As the Heritage Council delist that third, or I think it should be at least a half if not two thirds, it is important that those places have precinct protection by local planning schemes. The problem is there is no agreement between the Heritage Council and local schemes to pick up those places. So there is going to a huge number of the places that you see in those images, or types of those places, that will have no protection at all either with precinct listings or just any local council schedule.

Now the explanation from local council not to pick those up has always been that they are not resourced to do it. They are not skilled to do it, they are not resourced to do it, particularly the smaller councils. Hobart City Council is, Launceston City Council is to a not quite as high degree but has some capability. One or two other of the bigger councils have some capability. The small councils have no, or almost no, capability of dealing with it. So they have always resisted picking up those extra places.

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CHAIR - Was there consultation in this decision to cull if you like, or to at least run through, the current heritage list and the state list? Was there consultation with local government in the first instance about the possibility?

Mr CORNEY - There was when it was first tried 10 or 12 years ago, and it failed at that time. This time around I cannot say because I have been out of the Heritage Council since that process started this time around. There is an easy solution to all of that that no one seems to want to run with. The easy solution is you pass those places to local councils and you have an agreement between the Heritage Council and the local council that the appraisals of any applications be done by the Heritage Council. So rather than doing it for the Heritage Council, I do it for the local council and I will pass that appraisal onto the local council.

Mr TUCKER - This is a regime system that works in most other mainland states. In most of the mainland states, the central agency or the state agency has a team or staff who go out to local councils to do the assessments and do the analysis for any DA s on those places on the local council lists.

Mrs TAYLOR - Who pays for it? Local government or the central government?

Mr CORNEY - The Heritage Council continues to do it, so they -

Mr TUCKER - It should be reasonably cost neutral although they may need one or two more staff. At the moment these places on the Heritage Council list, the Heritage Council has to do the assessment anyway. If they get transferred to the local government list, then if the Heritage Council had the resources to do it now, then they are going to have the resources to do it again. It might mean more travel. They might need to go out, they might need to be regionally based. They might need to have one or two -

Mrs TAYLOR - They probably do that travel anyway. It is on the state list.

Mr TUCKER - There are still 6 500 up there that are unassessed even at the moment.

Mr CORNEY - At least.

CHAIR - You are talking about a significant amount of work here.

Mr CORNEY - Yes. What we are suggesting is the Heritage Council not only does those assessments for local council but they actually train an officer in the local council at the same time. They actually end up broadening the skill base. It is a win/win situation that is almost resource neutral.

The only extra resource might be the extra bit of time it takes to train local councillors. In my view you could probably do it with one extra person in the Heritage Council. Councils' arguments then about not taking them on disappears.

Mr FINCH - What happens now, Graeme? This person who lives in this grey roofed house here says, 'Oh, I don't like the front of that. I love the street. I want a modern place in here. What I want to do is bowl that over and put in a nice modern home that will suit my needs more'. What happens now?

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Mr CORNEY - Either, if it is next to a listed place, which it could be -

Mr FINCH - Neither are listed. It is just part of the street.

Mr CORNEY - If it is part of a precinct, either if it is precinct listed, then it will have some broad criteria that it has to meet. It needs to respect the height, set back -

Mr FINCH - Those limitations are there now?

Mr CORNEY - They are there now, but they are going to disappear.

CHAIR - When the interim schemes come into play.

Mr FINCH - Okay, when the interim scheme comes in and the single planning scheme comes in, I want to put a modern house in there -

Mr CORNEY - You can do what you like, as long as it complies with the -

CHAIR - PD4

Mr CORNEY - The PD4.

Mrs TAYLOR - Even councillors do not get a say on that.

Mr CORNEY - That is right. If it meets all the basic requirements for it, it gets approved. So it can be really inappropriate, for example, it can be a flat roofed place in a place that has all similarly pitched rooves. An infill should have -

CHAIR - Demolition can happen to one of those buildings -

Mr CORNEY - Demolition can happen to one of those buildings if it is not listed without any need to get an approval from our streetscape of precinct point of view.

Mr FINCH - Just another question in my ignorance on this subject. Do we have a register now of streetscapes?

Mr CORNEY - The Tasmania Heritage Council doesn't. Some of the local councils have precinct listings.

CHAIR - That is the precinct listings. You have a heritage F26 say, which might be in South Hobart, a couple of streets wide by a couple of streets deep.

Mr CORNEY - Hobart has a lot of them but there are still lot of streets that aren't covered by precinct listings. I suggest the ratio is probably about 4:1. Hobart City Council covers about one. There is probably about another four times that amount that could reasonably be listed as precinct.

CHAIR - I was just thinking of Arthur Circus.

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Mr CORNEY - That is a classic. No-one is going to argue about that one but it is a good example of a precinct that needs to be protected.

CHAIR - What will happen with Arthur Circus?

Mr CORNEY - Arthur Circus is probably okay because the individual properties are still listed.

CHAIR - They are all listed?

Mr CORNEY - They are all listed. In many of the streetscapes and many of the towns throughout Tasmania, the individual listings are not there, or there are a few isolated ones covered by the Heritage Council. They are going to dump them, so there will be no coverage at all.

CHAIR - So then, apropos your previous statement when you first started out with regard to quite a significant number being on the list that should not be on the list, is there is a danger then in culling all those?

Mr CORNEY - Absolutely.

CHAIR - You say is not probably a bad thing to do, that is might end up compromising streetscapes and things.

Mr CORNEY - Unless there is that agreement between local government and the Heritage Council to pick them up. If they don't have that agreement, which they currently don't have, then it is just going to disappear.

CHAIR - So it is the agreement with local government that is a real issue and concern?

Mr FINCH - Graeme, just give me some background here, through your experience, how do people feel about being in these streetscape streets? Are they looking forward to this disappearing and saying, 'Yes, I can get on and do what I have always wanted to do.'? Is there a sense of that?

Mr CORNEY - It's a bit like the bus stop thing. People love to have a bus service, but they do not want it outside their place. They would love to be in a heritage precinct, but they are not sure about it. Many people are not comfortable with being controlled in any way. A lot of people are, so it does vary. There is no question that all of the data shows that for residential properties listing of heritage places increases their value. That has been done throughout Australia. In commercial/industrial places, heritage listings decrease the property value.

Mr FINCH - Does the Heritage Council have an educative role in going to those householders and saying, 'This is a chosen streetscape and these are the values that are being reflected here in this photo. Your house is one of those, how lucky are you because this has increased the value.'?

Mr CORNEY - The Heritage Council isn't listing streetscapes. It is only the local council listing streetscapes. The Heritage Council does it in terms of listing properties,

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individual properties, but not in terms of streetscapes. So they don't have any streetscape listings.

Mr FINCH - Your concern about not wanting this to disappear, you are not then suggesting that it goes to the Heritage Council to take on streetscapes?

Mr CORNEY - No, local government should be dealing with it.

Mr FINCH - The message to local government is: don't let this classification disappear because it will be costly.

Mr CORNEY - Yes. The way in which local council deals with heritage places is quite different to the way the Heritage Council deals with it. For example, the Heritage Council deals with every piece of development that is on the site inside the house as well. If someone wanted to remove the fireplace or the staircase, the Heritage Council would be involved in that. With a precinct listing, the council is really dealing with streetscape issues. If it is internal work inside a place of lower significance they do not get involved.

CHAIR - Or if the curtilages are being impacted.

Mr CORNEY - Things like height, form, bulk, demonstration pitching the roof, that sort of thing.

Mr CORNEY - The local council are dealing with those things in a broad sense and that is how it should be for precinct listings.

CHAIR - The desired future character statements are not going to be there in a single planning scheme?

Mr CORNEY - Only if they choose to list a precinct. I have looked at a number of the interim schemes and almost all are avoiding precincts. They said as well, 'It is not for us, it is too hard and it is not popular', etcetera.

Mr FINCH - Was that the first of two issues that you wanted to highlight to us.

Mr CORNEY - That's the main one.

Dr TUCKER - That's the main one, yes. The rest we are happy to let rest in our report.

Mr FINCH - What are the other things in the report that when you think about it they resonate with you?

Dr TUCKER - One of the things we note is about funding, and I am sure other representors have brought that up. In Tasmania there is practically no funding at all, no grants program and no assistance for people who own heritage places. There has been in the past. There has been a couple of schemes. The Hobart City Council has run one, haven't they.

Mr CORNEY - They still do.

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Dr TUCKER - Still do. Except for a few scraps, if you don't mind me saying, then that is all that is available. Most other states have some sort of incentive scheme and some sort of grants scheme so that owners of heritage places can get some assistance.

Mrs TAYLOR - Financial contribution.

Dr TUCKER - Some financial contribution in recognition that we are talking here about tourism here in Tasmania and the effect that has on the economy. If you are asking individuals to make a contribution to that then the state probably should help, particularly if there is some restriction or some limit, asking them to limit what they can do. In recognition that looking after a heritage place does cost more money than looking after a modern place where you have problems with damp, the age of materials and old practices. These things can cost money.

CHAIR - Retro-fitting, wiring and all those sorts of things.

Mr TUCKER - Retro fitting; wiring; problems with damping in masonry; re-pointing with the right materials; putting in air drains and things to stop damp, and interiors as well. We're talking about fireplaces and staircases and all sorts of things. Graeme is the architect. He can talk more thoroughly than me.

Mr CORNEY - You could actually get an enormous amount of value out of it. Hobart City Council is the only council that now runs little awards programs. You don't have to put a great deal of money into that to get a huge benefit from it in terms of the promotion and the educational values of it.

Mr FINCH - Launceston did one as well, for schools.

Mr CORNEY - They are doing one, are they?

Mr FINCH - Yes.

Mr CORNEY - Okay. So it's not a big dollar spent but those sorts of things are really valuable in terms of education of the public and how to do things.

Mr FINCH - Yes. Particularly at the school level. The one in the north is about the kids at school getting involved.

Mr CORNEY - The Heritage Council used to have a grant program, which disappeared about four or five years ago when the budget became tight and they chose to put an extra person on and get rid of their program. They chose the people versus the program. That was one of the big incentives for actually having a state heritage listing. I know I discussed it with a lot of potential people on the heritage register. There were two benefits - one is that you could get free advice; the other is that you got access to a small financial program which helped you do things. The second of those has now disappeared. I think that makes the load of the Heritage Council more difficult to sell to the public.

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CHAIR - You mentioned in your submission that the Local Government Act needs to change so development applications are not required for developments where Heritage Tasmania has given an exemption. Do you want to explain or expand on that?

Mr CORNEY - Yes. For minor works that have no or a very small impact on heritage values, the Heritage Council has a process where, in-house, they can provide an exemption so a works application is not needed. The problem is that even when they get an exemption, the Local Government Act still requires a full application if it's a heritage listed place. So it still has to go through a 42-day process with 14-days of advertising and all of that, for something that should not be there. The two need to dovetail so that if the Heritage Council gives an exemption, the local council gives the same exemption.

CHAIR - There would be some who would say that the Heritage Council is looking at that with a different set of eyes or a different filter.

Mr CORNEY - They are looking at it from a tougher perspective.

CHAIR - For the building, but not necessarily for the overall streetscape.

Mr CORNEY - Yes. I am sure they wouldn't give an exemption for something that is going to impact on the streetscape.

CHAIR - So you are only dealing with the smaller, almost inconsequential ones.

Mr CORNEY - Correct. Yes.

CHAIR - That's interesting.

Mr CORNEY - I don't think there is any conflict.

Mr FINCH - You mentioned earlier that tourists look at streetscapes. Have you got some sort of evidence on that or some observation?

Mr CORNEY - One piece of evidence was following the tourists around to see what they looked at. I know as a tourist myself, when I go to another heritage place in Europe somewhere, I will spend a lot of time walking around streetscapes. I might only visit inside one or two places. That is the essence of your memories of a city. There has been a lot written about images of cities. When they leave a place, people leave with a distinct mental picture of that city. That's what they recall and what they remember and what they recount. That's a very physical image.

For Hobart, it's our streetscapes and our mountain and our water. It's those three things combined. People remember Hobart much more than they will remember Melbourne. In Melbourne you think of amenities and not of a physical image. In Hobart you very much think of a physical image. There has been a fair bit written about that.

Mr FINCH - Remind me again about a register of streetscapes. If a tourist - an architect who works in Melbourne or Sydney - were to come here and look at the streetscapes, where is the IT? Where is it shown that these are the streetscapes that have been preserved, saved or best to visit?

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Mr CORNEY - You can go to the local council heritage schedule and look for that but very little has been done in that regard. It is more about towns. People come to Ross and Richmond; they come to places they know are historic towns.

Mr TUCKER - And Stanley.

Mr CORNEY - Stanley - but it is the streetscapes they are looking at. So they know of those towns but from a tourist point of view, there is not a register of a streetscape.

Mr FINCH - Do you think it is something that could be focused on to enhance the big picture?

Mr CORNEY - Absolutely. We have made the point in the submission that very little in the marketing of tourism talks about heritage any more. You see very little about promotion of our heritage.

Mr TUCKER - The promotion at the moment seems to be on lifestyle - food, wine and so on. The images that they put of the streetscapes are still there - Salamanca, Hobart Town and country towns such as Richmond. They put them up but they are fleeting. As Graeme said, people take the images in. I know from having a look at tourism surveys that the built heritage aspect of Tasmania does register on people, but it is in these streetscapes and precincts. However, it is quite nebulous and not focused on one thing. It is the whole impression that people get.

Mr FINCH - Are you saying we are not capitalising as much as we could do on heritage tourism?

Mr TUCKER - Absolutely, yes.

CHAIR - I asked a question about heritage in Tasmania that may be flying under the radar and not being picked up and in danger of being lost to tourism or indeed as a heritage item in its own right. Do you have any comment to make on those sorts of things?

Mr TUCKER - On things like gradually diminishing heritage?

CHAIR - The fact that there exist so many types of building 'A' and they are not being picked up. They are in danger of being lost because they are gradually going. I am not trying to put words in your mouth.

Mr CORNEY - Yes. The term 'cultural landscapes' is not mentioned in our submission. They are things like hawthorn hedgerows and the like that a lot of our country places have. It is not just the places themselves but our country areas with their great landscapes. It is another one of those things that people leave with - an image of our hedgerows.

Mr TUCKER - Yes, hop fields, hedgerows and apple orchards.

Mr CORNEY - They have almost no protection at all. If you look at maps of Tasmania in the 1940s and compare them with maps of Tasmania now, you will see many of our

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hedgerows have disappeared. Many of our clusters of exotic plantings around houses have also disappeared.

CHAIR - Is that through natural attrition of the plants, or is it that they have been taken out, do you think?

Mr CORNEY - The pivot irrigator, for example - I will give an example of how a pivot irrigator should be adopted - and you understand that pivot irrigators are an important part of agricultural practices. At Brickendon next to Woolmers, they chose to recognise the importance of their hedges and cut them down to a height that pivot irrigators could go over the top while still keeping the hedges. They are one of the few farmers who have done that. Most take them out because they are in the way. The hedges are a boundary marker of what was called the Parliamentary Enclosure Act of England in 1730 when farming ground used to be held in common. Each township had an area of agricultural land in common and each household had rights to till a strip of it.

CHAIR - That is it.

Mr CORNEY - In the 1730s they changed all that. They put a rectangular grid over all of these lands in common and then gave a rectangle to each household. So the rectangular paddock was born out of the Parliamentary Enclosure Act. When the English settled in Tasmania they brought with them a Parliamentary Enclosure Act, so a lot of our rectangular paddocks reflect that, but they are all disappearing - or the definition of them is disappearing.

Dr TUCKER - It is very difficult to retain some of these things because farming practices change and when apples or hops are no longer farmed or needed, you need to use the productive land in another way.

Mr CORNEY - It is about talking to farmers and having exchanges with them and explaining to them why their paddocks are rectangular.

CHAIR - It is a bit like taking out willows, isn't it? They are seen as a real pest because they choke up waterways and yet they are part of the cultural landscape.

Mr CORNEY - I have always thought that if you explain things, farmers are a pretty canny lot and they place a high value on the heritage of their places. Sometimes they do things without being aware of them. If they are aware of things they will look after them. That comes back to what you said, Mr Finch, about the Heritage Council having a role in talking to -

Dr TUCKER - That educational role, which I think they do reasonably well. I have lost contact with them a bit. We have made a couple of suggestions in our submission about administration and about the way the Heritage Council and Heritage Tasmania is a bit confusing, but it is not a major point.

Mr CORNEY - The educational role in heritage is the most important role of all. So many people, once they understand things, look after them properly.

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Mr FINCH - Because you use a town planner you have probably had some involvement with the National Trust in the past.

Dr TUCKER - The National Trust comes and goes a bit as far as its influence and effectiveness go. It depends on how it is going organisationally. Graeme, what do you think the National Trust is?

Mr CORNEY - I think the educational role is a classic role that they should be taking.

CHAIR - Okay, we are past our appointed hour.

Dr TUCKER - We are happy with what we have had to say.

CHAIR - Thank you very much for coming in. It is appreciated that you have taken the time and effort to put in a submission.

Dr TUCKER - Good luck with it. We are interested to see your final report.

THE WITNESSES WITHDREW

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Mr JOHN BRENNAN, DIRECTOR AND **Mr COLM O'SHIEL**, DIRECTOR SEALASASH, WERE CALLED, MADE THE STATUTORY DECLARATION AND WERE EXAMINED.

CHAIR - Your field of interest and expertise please?

Mr O'SHIEL - I'm a Director of a company called Sealasash and we specialise in the restoration and draught sealing and upgrading of old wooden windows in historic buildings. We have been doing this in Tasmania for four years and I have had a business in Ireland involved in this kind of business for the last 30 years.

Mr BRENNAN - I'm the other Director of Sealasash. I started the business with Colm four years ago and I think in that time we've probably worked on about 4 000 wooden windows between Tasmania and Victoria. Colm could probably give a bit more detail to some of that if you wish.

CHAIR - Before you do that we just need to go through a couple of formalities. Firstly, it is a public hearing of the Legislative Council Government Administration Committee B, inquiring into Built Heritage Tourism in Tasmania. All evidence taken at this hearing is protected by parliamentary privilege. I remind you that any comments you make outside the hearing may not be afforded such privilege. Have you read the 'Information for Witnesses' sheet that was handed to you on your arrival here?

Mr BRENNAN - Yes.

Mr O'SHIEL - Yes.

CHAIR - Thank you. The evidence you present is being recorded by Hansard. It will be published on the committee website when it becomes available. We have Majella Tilyard and Karen Cuzzucoli from Hansard and Natasha Exel, who is the secretary to the committee. You obviously know Adriana Taylor and Kerry Finch and myself. Perhaps you can give us a verbal submission in support of your written submission. Over to you.

Mr O'SHIEL - Sealasash's interest in this comes from having started the business four years ago in Tasmania. We were trying to see if we could develop a market to go and fix old timber windows, draft-proof and upgrade them. This was all with a view to people starting to appreciate that keeping old windows and making them work efficiently was preferable to replacing them and putting in aluminium and PVC double-glazed alternatives. There are other ways to think about old timber windows.

We have done this reasonably successfully. We have done some fairly big historic buildings like Domain House and Willow Court. We did some work in Woolmers recently. Since then, we have set up our business in Melbourne. We have the business up and running in Melbourne and in Ballarat. We do all this from Tasmania. We have four full-time carpenters and now three trainees whom they are training to do this.

It is not rocket science. It is not complicated. It is just an old-fashioned skill that is being lost. As it gets lost, so do the windows. This fits in perfectly with the committee's interest in Built Heritage. It has been very much a part of our approach to the business to do a top-down education of people that Built Heritage is valuable and important. If you

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don't look after it, you won't have it. Then we literally go knocking on doors and trying to offer people a service from the ground up.

Our interest here today is two-fold. It has that business aspect to it. We've realized as part of running this business over the last four years that there is actually the potential for it to be more than just what we do in our little business. The potential exists for it to become a specialised trade skill-set that we could teach young people to do for a huge stock of old houses, both here and elsewhere. Our own little anecdotal example is a young guy who came to work for us here who wanted to move to Melbourne. He worked with us here for six months. He has now gone to Melbourne. He is now training somebody else. We're planning for a second man under his tutelage.

It is an exportable skill base that actually has wider implications than just our own business agenda. It's at a time when these old skills won't be there. The people who did their trade and learned how to make and fit and fix these old windows are now in their 70s and 80s. They're not learning how to do it anymore. It doesn't go up with a nail gun - it's a limited skill base. There is the opportunity to train people to do it.

Mr FINCH - You are talking about carpentry.

Mr O'SHIEL - It is carpentry.

Mr FINCH - It's about wood and making it square and fit and all that sort of thing. Does this translate over to wooden doors and other parts of the building?

Mr O'SHIEL - Yes. It is based on the use of seals, particularly little draft seals that we fit into existing timber components, whether they're doors or windows or sliding panels. 'Wooden' is the key. They are old wooden things. It could absolutely extend to refurbishing old historic doors and possibly stairs. The whole old historic joinery aspect of it could be expanded. We understand that the guys up in Oatlands -

Mrs TAYLOR - Have you any connections with them?

Mr O'SHIEL - We do have a connection with them because we worked as sub-contractors to them in Willow Court. They had the Willow Court contract for Derwent Council and we delivered the window part of it. There is scope there to expand that collaboration and to use our marketing and business acumen to promote it further.

CHAIR - Which buildings were they for, other than Willow Court?

Mr O'SHIEL - We did Bronte, which was the 1930s bit, and then we did the barracks. So we have done Bronte and the barracks and we have done the old accommodation units at Woolmers fairly recently.

Mr FINCH - If you do windows, the name of the your company is Sealasash Window Renewal System. I just have a sense that you are limiting yourself. If you are just dealing with windows and trying to look for full-time employees and trainees, you are going to run out of products, aren't you?

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Mr O'SHIEL - We have done about 4000 windows. We have not scratched the surface in Hobart and Melbourne even less so. These old timber windows are not just from the 1830s and the 1850s and the 1900s. They were still putting them in in the fifties and sixties. They are small little windows, the same design of window but much more contemporary. So we are looking for a point of difference in terms of being sash window specialists. So I take your point about expanding it into other areas - absolutely, we can.

The submission is more based on the idea that the heritage needs to be protected and made more of. I come from Ireland where until the mid-seventies they were ripping out everything and putting in aluminium. Some of the most beautiful Georgian landscapes and streetscapes have houses that were falling into rack and ruin because people were asset rich and cash poor. They could not afford to do them up so they did the cheapest possibly thing that they could to stop them from falling apart and rent them as cheap accommodation. All of that included taking out all the windows and fitting cheap nasty aluminium windows. So the built heritage of buildings is gone.

Mr FINCH - Do you try to retain as much as the original wood as possible.

Mr O'SHIEL - Absolutely. We have our guys trained up in the Burra Charter principles. To summarise, it is to do as much necessary and as little as possible. We interfere with it as little as possible but we do what we need to do to make them work.

Mr FINCH - What is the price comparison between filling in your aluminium windows.

Mr O'SHIEL - You sound like you want me to go and do a quote.

Laughter.

Mr FINCH - Your business going forward - is it going be competitive in respect of when people look at their options and there is no impost on them to go the route of doing this heritage reconstruction and they can go and get an aluminium window? It is easy and in it goes.

Mr O'SHIEL - It is competitive. I am not sure how much the cheapest aluminium option is. But given that we do not remove anything and we do not have to make good the wall on the inside or the outside after we have finished - we are actually just working on what already exists - there is a huge labor saving. What we actually do costs about \$500 for a standard double sash window. Take the bead out, take the sashes out, do our work and put them all back and you would not know we have been - except that they work.

Mrs TAYLOR - They work and they are sealed.

Mr O'SHIEL - And they are draft seals. One of issues is that old buildings with old joinery are often deemed suitable for modern usage. So there are examples not too far from here where the solution is for a developer to block up all the windows and make the air conditioning do the job. That is fine from a cost perspective. I can understand why that happens because it is an easy decision. However, if those windows have been sealed closed and the place is operated by air conditioning thereafter, they will rot. It might

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take fifty years but they will not be there in one hundred years, because they have not had the ventilation and the air flow

CHAIR - What you are saying is that with this particular process that you go through, at the end of the day it lengthens the life of the windows.

Mr O'SHIEL - Absolutely.

CHAIR - And the building to some degree.

Mr O'SHIEL - The windows that were made a hundred years ago will last. Windows that were made in the 1970s have more rot in them than windows that were made in the 1870s. That is just how it is. It must be the fast-grown timber and how they are treated it and the quality of the workmanship. It is a whole load of things.

CHAIR - I am having my windows painted at the moment and they are from about 1890. The fellow who is doing the painting said, 'These windows ought to be taken out and made into furniture'. They have lasted so well.

Mr O'SHIEL - There you go, and they are furniture because they were all handmade.

Mr BRENNAN - Stepping away from that business side, the more we expanded our business we could see there are windows being taken out all over the place and having aluminium and plastic. They are not compatible with the streetscape. You do not have to go too far from here down to Salamanca and have a look around. If you have a keen eye you will go, 'Wow, that is out of proportion'. It is happening now. Our submission, while we have a business, is broader and should be seen, with all due respect, as broader than our business. We have an empathy in respect of what is happening and we believe that these features need to be protected. We have an asset here in Tasmania which is the asset of the built heritage. We don't have to go and build this asset; what we have to do is look after it and find a way in which we can complement tourism activities. Possibly just as importantly, we have to complement the development or the reinvigoration of old trades.

We could become a hub of excellence in Tasmania for the old-style trades. If you think about it, there is stone masonry, plastering, slate work, copper work, lead work, windows, rendering and all those sorts of things. It is not just Tasmania that needs skilled people to undertake those trades. We could become this hub of excellence to train and upskill people. Then we could export that as a business to the mainland where there are plenty of heritage buildings.

Mrs TAYLOR - I think that is what they are trying to do with the Heritage Centre in Oatlands.

Mr BRENNAN - It is, and we take our hats off to them, but they are like a lone voice in the wilderness.

Mrs TAYLOR - Are you co-operating with them?

Mr BRENNAN - Absolutely.

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Mrs TAYLOR - Would you have your people trained by them?

Mr BRENNAN - We work together already. For instance, on Friday we were hosted by them to provide a course on old sash windows to their client base. It is not hopeless. That is not what I am trying to say, but there is not enough made of this. If you look at it from a business point of view, we have this wonderful asset of historic buildings and features. We need to come up with a vision and a way in which we can protect it and then integrate it with the tourism experience that we have here. The experience is at the moment very much about food and outdoor activities and so forth, but the built heritage is also an experience. If they can be integrated and marketed together, there is a huge opportunity of playing to our strengths in the state.

CHAIR - You talk about people from the mainland probably coming here to learn. In your submission under the terms of reference 5 you refer to 'overseas jurisdictions to improve management; don't reinvent the wheel'. Do you have any particular point you want to make about what exists overseas in that regard, or is that a general statement? I am not knocking it as a general statement.

Mr O'SHIEL - It is a general statement, but there is lots of documentation on the preservation of old windows - how to do it, what to watch for, what to do and what not to do. Somebody does not need to start from scratch and write everything. There are resources that already to exist. Historic Scotland is particularly good in this regard. They have a whole load of stuff specifically to do with sash windows, including academic studies that compare the idea of double-glazing - which people think of as a panacea to all their problems - with other treatments of old sash windows, including shutters, blinds and curtains, and how people need to change what they do with their old windows.

Mr FINCH - The problem is that when they buy a heritage place, all the wood has been painted over. The windows do not work; they are all stuck together. All the little accoutrements are painted over and the sashes do not work.

Mr O'SHIEL - That is why we have a business.

Mr BRENNAN - What we are saying is that our built colonial heritage is only 200 years old but there is a built heritage way older in Europe, for instance, and in the UK. These jurisdictions and countries have all realised that there is benefit in maintaining, conserving and restoring that.

CHAIR - We will never have anything like that if we do not look after it.

Mr BRENNAN - Exactly, so if we have to put a framework in place or we have to speed this up somehow, let's not sit here and say, 'Well, let's write documents for five or 10 years'. Let's go and have a look. A window is a window is a window - a wooden window. There is plenty of information on wooden windows that we could talk about to English heritage and historic Scotland.

Mrs TAYLOR - Are you a Registered Training Organisation?

Mr BRENNAN - No.

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Mrs TAYLOR - Do the people you train end up with some kind of a certificate?

Mr BRENNAN - Not at the moment.

Mr O'SHIEL - They end up as valuable employees.

Mr BRENNAN - We have taken on unemployed younger people who have been referred to us. So we continue to do our bit to try to get people that may have had a 'plodded history', so to speak, and give them a chance.

Mrs TAYLOR - I am thinking in terms of them gaining some sort of qualification.

Mr O'SHIEL - It would be great if there were such an organisation that we could link in to provide a certificate at the end of it all.

Mrs TAYLOR - You could register yourselves as an RTO because you can do the teaching. You can teach them how to do the skills.

Mr BRENNAN - I guess when starting a business there are lots of things to do. We have had to tick off some basics but that is a great idea.

Mr FINCH - My question is along those lines. Is there more the Government could be doing or the School of Architecture in Launceston? We recently saw their layout and their training of architects but I am thinking of somewhere where young people could develop these skills. They could be drawn in through a government-sponsored program and supported in that way. Is there anything on the horizon or anything planned? What happened in Ireland?

Mr O'SHIEL - Not that we are aware of. Probably what happened is that the market dealt with it. In other words, people started to do it as a business and then more people got into the business and they trained up their staff. What changed was the legislation about people's ability to take out and get rid of old stuff. So the protection of the existing heritage led to the development of a market which demanded the skill sets to fulfil the needs of the market.

CHAIR - How do you see that question in terms of what is happening here with the new planning schemes coming in, or at least the single planning scheme?

Mr O'SHIEL - I am probably not well enough informed about what the implications of that will be. What we come across on an anecdotal basis is people who could protect the architectural integrity of buildings not having enough teeth to make that happen in the face of other vested interests.

Mr FINCH - Could I ask something about your own promotion of your product? Are you out there doing it on your own, or do you need support? Do you have support? Do you think you are worthy of some support to project your image, your brand, to those people who might use the product?

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Mr BRENNAN - We have done this by ourselves because that is our philosophy of 'stand on your own two feet and do it'. If there was some sort of funding for the cause that everybody could have a crack at, that might be a good thing. But we have stood on our own two feet and we have done this from nothing.

In a way that is a really good litmus test. It shows that there is a market there for this stuff. We are in an environment unlike that of say, Ireland, Scotland or England, where there is enforcement - 'You cannot take that out; you have to do this'.

People have choice. In fact, the choices at the moment are probably leading to the loss of the built heritage, rather than saving it, because the financial imperative seems to win at times.

Mr O'SHIEL - If somebody wanted to come to us with a cheque for marketing, I am sure we would look at it.

Laughter.

Mr BRENNAN - There was a question about the new planning scheme. Not that we are across that, but we have mentioned, in point 8, that we would hope that there isn't any demise of the built heritage in Tasmania. For example, the excuse that we have lots of Georgian heritage here should not be used as a means to say, 'We have a lot; therefore we can afford to lose some'. When you have a great concentration of something, that can become the distinctive point by which people are attracted to an area.

Mr O'SHIEL - It gets lost very easily. You can keep a building, take out all the windows, put in aluminium and make a few other little changes, and you do not have what you had. It is gone.

CHAIR - It is a bit like one of those little Italian towns on top of a hill, where they are clinging to the sides. If they started taking out buildings, it would change the character overall.

Mr O'SHIEL - It is quite delicate. I think that if you go and have a look at buildings and compare one that has been restored properly, and one that has had all the windows replaced, the windows have a huge impact on the aesthetic. It is dramatic.

Mr FINCH - Can you tell me quickly in respect of the Heritage Council and Heritage Tasmania, are they cognisant of your work? Are they supporters and promoters?

Mr O'SHIEL - Heritage Tasmania are definitely aware of us. They are supportive and recommend people to make contact with us. I don't have the same experience with the Heritage Council but I do know we have direct referrals from Heritage -

Mr BRENNAN - It is probably where it starts and stops. My impression is that there is no cohesiveness or strong linkages - not necessarily speaking from our point of view. I think that could be beefed up. What can they do? How can they do it? Somebody said to me, 'Is there an opportunity for more education?'. I think the previous speaker was talking about education as well. If people are educated about something, they can then make an informed decision. We have found that with our business. You mentioned that

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a lot of windows are painted shut. People love their old windows and they have left them there because they don't know there is a solution.

Mr O'SHIEL - They are sick of the problem.

Mr BRENNAN -They are sick of the problems but once they are informed that there is a solution, then they can do something. It is very similar; it is parallel.

CHAIR - Our time is up. I want to thank you for taking the time to put your thoughts down.

Mr O'SHIEL - Thanks for the opportunity.

THE WITNESSES WITHDREW.

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Mr DAVID ROYCE KERNKE AND Mrs ANNE KERNKE, OF SHENE, WERE CALLED, MADE THE STATUTORY DECLARATION AND WERE EXAMINED.

CHAIR - We have some formal components to go through as you are probably aware. We are going to be taking sworn evidence and so we ask you to make the statutory declaration. Both of you have to make it again, unfortunately, if that is okay. It is in front of you. If you could just go ahead and do that.

As you are probably aware, these hearings are registered council government administration B enquiry into built heritage tourism in Tasmania. All evidence taken at this hearing is protected by parliamentary privilege and I would like to remind you that any comments you make outside this hearing may not be afforded that privilege.

I believe you were handed the 'Information for Witnesses' sheet when you arrived and I am assuming that you had read that. Is that correct?

Mrs KERNKE - Yes.

CHAIR - Now the evidence you present is being recorded by *Hansard* over here. The *Hansard* will be published on the Committee's website when it becomes available, if you wish to avail yourself of that.

I would like to ask you to say what your field of interest is and your expertise, if you wouldn't mind doing that. Then you will be able to give a verbal submission to support your written submission.

Mrs KERNKE - I am Anne Kernke. We are Queenslanders that moved to Tasmania in 2008 on a full time basis in the December after having purchased a historic property. It was a big commitment. We went in with eyes wide open. We felt that Tasmania had the best built heritage in the country and we wanted to be part of it .

We saw that Shene was virtually unknown. It was falling into disrepair and after the challenges we had faced with homes in Queensland that we had restored , we felt that if we could make one point of difference to protect this early piece of colonial heritage, we would make it our life-long challenge and passion.

We had a background in restoring 'tin and timber homes' as we call them. We moved to Tasmania in 2008 full-time and have worked tirelessly ever since.

David gave me the charter that I had to make Shene step up to the plate and be responsible for its own survival because there was no-one out there to help me and if we were going to do this we had to be creative and innovative. To that end, we have developed a tourism product around Shene.

We have worked tirelessly. Our mission statement is 'Sharing Australia's heritage'. We feel that by sharing it we will educate and inform that this is an important part of the country's heritage and that there is no time like the present to visit the past.

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It also helps to educate young people. We had a young girl on a tour recently and her parents sent me a lovely email about the time and attention that I took to involve her in the tour. I sent them a reply saying, 'You never know. I might have helped create her future to become a heritage practitioner or conservator' because it is moving it on to the youth to preserve these buildings.

That is why we have our mission statement. We have worked very hard to develop a product at Shene that is a personal product. We, as custodians, take people on an innovative experience about what we have been doing in the conservation works and get them to join and engage with us, and touch things. 'Touch the stone; look at the buildings; imagine who has been involved with these.'

It goes beyond that. It is about being modern and having modern ideas to market the property. To that end, we are now the home of the Hobart Polo Club so that in the new polo season, we hope to see that we will be able to have members of the general public come to the property to see polo being played, and also the distillery. These two things will sit perfectly with what we do.

Mrs TAYLOR - Do you know a Professor Hamish Maxwell-Stewart?

Mrs KERNKE - I do.

Mrs TAYLOR - He was talking to us about today about creating ghosts.

Mrs KERNKE - We have 'Walk in their Shoes'. It's a walk in the shoes of the colonial people. Through my experience in tourism, people want to know what the locals are getting up to. They want the local stories. They want to hear the challenges. We tell people about all the things that have happened to us along the way. I had a group that came through years ago, University of the Third Age. They came as our guests and I said, 'What you can do for me is survey them about what they like best'. It was that they could stickybeak in someone's house.

Yes, we have plenty of people sticky-beaking in our home. To that end, when we welcome people it is, 'Welcome to our home. Take as many photos and ask as many questions as you like. We are here to provide a unique tourism experience that is both across the early history and our history'.

CHAIR - That home is not done up to within an inch of its life either, is it?

Mrs KERNKE - No. It is raw and pure.

CHAIR - It is raw and pure.

Mrs KERNKE - It has got cracks in walls. I know people give it pats and kisses and everything when they leave to say that they've had a really good time.

Mr FINCH - I remember in Fingal at Rostrevor they had a little bit of a tour there - just a family thing with groups of friends around. They had a hut right over there in the far paddock. We would sit around an open fire at nightfall and then Scotty Marshall would tell a story about that cottage. There was a murder that took place there or

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something. I forget the story now but just at the crucial moment, somebody jumped out of the bush!

Laughter.

Mrs KERNKE - She has links with world heritage sites. A lady convict that was on assignment directly to Gamaliel Butler, not through her time at Shene but through another assigned position, found her way to the Female Factory. One of our male convicts actually went to Port Arthur for stealing wheat from Gamaliel Butler.

Mrs TAYLOR - Are you convict built?

Mrs KERNKE - Yes.

Mrs TAYLOR - The date?

Mrs KERNKE - It ranges in different dates.

Mr KERNKE - From 1820 - the house, to the stables - 1851. Quite a few of the buildings have disappeared. There are a lot of buildings there.

Mrs TAYLOR - You have got accommodation?

Mrs KERNKE - No.

Mr KERNKE - No.

CHAIR - David, your expertise, if you wouldn't mind - just for Hansard. That's all.

Mr KERNKE - I am a property valuer and national director of CVRE. I have extensive experience in heritage conservation. I am a past member of the Queensland Heritage Council. I am also on the development committee of the Queensland Heritage Council; past chairperson of the National Trust in Queensland of the West Moreton area; an executive of the National Trust in Queensland and the Ipswich City Council Heritage Consultative Committee. I have also been a member of the Southern Midlands Council Committee of the School of Excellence and in the steering committee there. I am heavily involved in the conservation of heritage properties.

CHAIR - Thanks for that. Before we go any further, just to let you know, it appears - if it's okay with you - that we might be able to visit your property on Monday 15 June.

Mr KERNKE - Wonderful.

CHAIR - We can have Natasha work that through with you, if that's convenient.

Mr KERNKE - Yes. I'm sure it will be.

CHAIR - I think it's important that we have an understanding of exactly what you have done there. I can show them the photo in the library. It doesn't quite have the same appeal as seeing it in the flesh.

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Mr KERNKE - That would be wonderful. We can communicate with Natasha.

Mrs TAYLOR - We will liaise with you.

CHAIR - Continue please. We have about 13 minutes left.

Mrs KERNKE - We went off to the library and to the launch of the old travel posters that had come back to the State Library. They range from about 1930s to 1950s, maybe even a bit earlier. David bought them for our wedding anniversary as a gift. I believe when you look at those that all that is old is new again. They have 'Cool Off in Tasmania', 'Tasmania - The Switzerland of the South'. I have international tourists taking pictures of those. I feel that tourism in Tasmania has such an important edge in our built heritage we have to protect because once it is gone it is gone. If we start to destroy our heritage properties, we will just become an also-ran. At the moment we are in the unique position that we have supreme bargaining power in what we have with our heritage buildings. People come to see them and it is certainly something that people are very interested in. If you look at the statistics for Tourism Tasmania, one of the main things that people come to see is heritage tourism, both cultural and built.

Mr FINCH - We have an unfair advantage.

Mrs KERNKE - We want to keep that.

Mrs TAYLOR - Professor Hamish said that we have the only or the best in the world knowledge of all the convicts who came here. Nobody else has the sort of record that Tasmania has.

Mrs KERNKE - I caught up with him when Barry and Siobhan were out here. We went to the convict women presentation. That was a documentary made at Shene. I am very keen for Hamish to come and visit us because I am totally inspired by what he has done.

Mrs TAYLOR - He is looking for places where he could develop those ideas.

Mrs KERNKE - To do workshops, yes. We did mention it to him when we saw him last year sometime. In Tasmania they say they are going to get 1.5 million visitors by a certain date. I think that is easy. I think we should go for 2 million visitors. It is highly achievable. We have a unique state to market here and we cannot jeopardise it because once things are gone, they are gone. We just become also-rans.

CHAIR - What about the marketing in that sense? You mentioned holistic marketing of all sectors of Tasmania.

Mrs KERNKE - All sectors, yes. A broad spectrum so that it appeals to everyone.

Mr FINCH - It is interesting you noted here that streetscapes should be protected in some way.

Mrs KERNKE - That is right. You look at Oatlands - the largest collection of Georgian buildings in Australia. You look down the street and with the work the Southern

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Midlands Council have done there with all their street lighting, you could just step back in time.

Mr FINCH - Most towns in Tasmania, have a streetscape that really identifies that area with our past.

Mr KERNKE - It does indeed. I was in Kempton yesterday and I was looking along the street. The streetscape is just fantastic with the old buildings. Some have disappeared but a large number have survived. I touched on this earlier - the cultural heritage landscapes and the importance of preventing urban sprawl and stupid development. I worked with the Southern Midlands Council for a long time on the planning scheme when we were going to have these individual planning schemes. That has all gone by the by now; there is going to be the one planning scheme. I felt a bit robbed because we had spent a lot of work on that. The Southern Midlands Council identified areas where they were very keen to limit growth and protect our cultural heritage landscapes and streetscapes. I feel that we could potentially lose it. For visitors coming to Tasmania, when you look at the way we present ourselves right now, it is wonderful. If we just followed what developers and the other states have done, we are going to ruin our advantage. Someone said 'unfair advantage' which is absolutely fantastic. We have a window of opportunity right now. We could easily lose it by inappropriate development and poor planning. We are at that pointy end right now in making sure that we get the right stuff for the future because we could so easily lose it.

Mrs TAYLOR - What do you offer? What are the tours? Is it a day visit or a half hour?

Mrs KERNKE - They have two options. They have the Walk in History tour and that is just that. It is a walk into the estate to see all the conservation works, and to talk about the colonial history and the history that we are making there - how we are conserving the property. Then they also have the Walk and History tour and they team that with afternoon tea or morning tea in the stables.

Mrs TAYLOR - That is fantastic. People like Redlands are trying to do much the same thing. Are you going to have some connection?

Mrs KERNKE - Yes. Opportunities to partner with other whiskey industry people are certainly there. We are currently involved with Brett Steel from Tasmanian Whiskey Tours and he comes to us as part of a circuit which also goes to Redlands and Belgrove and on other days to Nant. We are involved in that already. That will only step up further as the distillery is there, so we are adding to the visitor experience.

Mr CHAIRMAN - Do they go north as well with that tour.

Mrs KERNKE - No, I think Nant is certainly down this end of the State. Nant would be the furthest place that we go to.

Mr KERNKE - You should mention the board and also your partnership with Port Arthur.

Mrs KERNKE - I have been a long-term member of the Heritage Highway Tourism Board and I sat on the steering committee to establish Destinations Southern Tasmania. In the past, I have come from Ipswich where I was long term on the Tourism Board, the Events

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Corporation and the Chamber Board because I believe everyone is in the business of tourism.

It is very important to educate people that you have to be tourism-friendly. Everyone might come to your town. Even if you have to change a tyre for someone, you are in the tourism business because someone has broken down and you have to assist them. It is about positive experiences because they are very quick to remember the negative ones.

Mrs TAYLOR - How do people find you?

Mrs KERNKE - We have a website. We have our Facebook and our Twitter presence, but this is the state of word-of-mouth marketing. A lot of people come to us because they have heard about us, or friends have told them. I don't advertise much in the printed media. We are very lucky that we are afforded a lot of editorial copy, most generously from different publications because it is an iconic building to visit in the south of the State. We have brochures and a distribution network for those but this is the state for word-of-mouth marketing.

Mr CHAIRMAN - Does this go to mainland visitors as well, or just Tasmanian?

Mrs KERNKE - The website would be worldwide visitors.

Mr CHAIRMAN - Do you find people coming in from the mainland saying, 'My friends from such and such visited here?'.

Mrs KERNKE - Yes, we do.

Mrs TAYLOR - Do people have to book?

Mrs KERNKE - Yes, most definitely, because we are a small team and everything has to be booked online. Also, there are terms and conditions. We need people to know what type of experience they are going to have. It is imperative that you bring your warmer clothes. It is a heritage site so there would be uneven ground that would have to be aware of, so special shoes are required and things of that nature.

Mr CHAIRMAN - I am trying to find a photo of Shene but I can't.

Mr FINCH - I want to ask about the Heritage Tourism strategy and your concern about the fact that it has just disappeared.

Mrs KERNKE - Years ago, as you can see by the dates, in my capacity as a board member of Heritage Tourism, I went to a meeting. We had the people that were going to do the strategy and we were able to put input into it. I actually had the lady come and do a site visit with us. The strategy was developed and then, through no fault of anyone, there were major changes at Tourism Tasmania. As you know, there were a couple of changes in leadership and roles and staff came and went. So maybe that strategy has not been addressed to the level it could have been if things had been more stable. There was a definite change in leadership. Staff left and things changed.

Mr CHAIRMAN - How long ago are we talking about?

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Mrs KERNKE - That was done in 2011.

Mr CHAIRMAN - When you had your input?

Mrs KERNKE - I would say 2011.

Mr FINCH - Have you read the report?

Mrs KERNKE - Yes, I think there could be still things in there that are quite relevant. It might be interesting to get it out and have a look at it because a lot of money goes into these strategies. Even if you looked at it and thought, 'There is one point in there. We could do that'. One of the things that I was really talking to the lady about was this educational heritage tourism and the Southern Midlands School of Excellence and how that could be a point of difference in an offering, but I really do not know how you market and who you market it to. It takes some good marketing brains to put that type of package together but there are wonderful opportunities there.

Mrs TAYLOR - Have you used the School of Excellence in your restoration?

Mrs KERNKE - Most definitely. I will let David speak on that - putting money into the local community.

Mr KERNKE - We have used their stonemasons.

Mrs KERNKE - Heritage Building Solutions.

Mr KERNKE - Yes, Heritage Building Solutions. So there were stonemasons for doing work around the homestead. In the stables we have an area that was converted over the shearing quarters back 1966 but we have now converted that to a meeting room. We have had Heritage Building Solutions do carpentry work for the staircase. Previously we were talking about windows; we have had a good window opportunity. We have had Heritage Solutions do the windows on the one of the building there as well. We give them the opportunity. We are getting them to quote on the doors for the barn. They are huge doors so we need a set replaced. We have engaged a lot of people in Tasmania and we have actually brought on the very first skilled-based apprentice in stonemasonry. We paid for his employment for a year and it has been great. We have identified a lot of top people in the trade area.

CHAIR - We are going to see a lot of change then since I was there last.

Mr KERNKE - You will.

Mrs KERNKE - You will.

Mr FINCH - Is there anything in your Queensland experience that benefits you now?

Mrs TAYLOR - We do not have white ants.

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Mr FINCH - I am wondering whether there is something we are not doing in our promotion of heritage tourism or what we do here that you might say from your Queensland experience, 'They pounced on this', or, 'They would be promoting hell out of this and we seem to take it for granted'. I am just trying to generate some thoughts there. Can Queensland compare to Tasmania?

Mr KERNKE - I would have to say one thing about the area we lived in, the local authority - Ipswich City Council - were very proactive when it came to heritage conservation. I was on the committee with them as well. Every year they had an award for excellence in conservation. Every year without fail they would involve the school children for doing different projects; they would involve the mum and dad property owners who were doing work their properties. They actually had a heritage architect who gave as free service to get advice.

Mrs TAYLOR - Are there a lot of heritage buildings in Ipswich?

Mr KERNKE - Yes, they had over 2000 heritage-listed properties in the city.

CHAIR - Really.

Mr KERNKE - Yes, but they did promote it very well. Every year they had this function and the awards for excellence. We have won a few of those awards, as well. It included school kids. It was engaging for the community.

Mrs KERNKE - Engaging the community and the young people.

Mr KERNKE - That was one thing I picked up. With tourism and the built heritage and even our cultural heritage landscapes, I look at down from Southern Midlands to Brighton and it really worries me. In Brighton, they seem to be subdividing anything they can get their hands on. It is a real backward step because we lose the appeal of cultural heritage landscapes so easily. I just want to make that point.

CHAIR - It brings me to a question about engagement of small rural communities to make them tourist-friendly. Do you think there is an appreciation out there for what you have up the valley. In Brighton and Pontville, do you think there is that appreciation, or do you think people are more negative about it.

Mr KERNKE - Yes, definitely. I did mention it earlier to my neighbour. He is a very wealthy man who thinks I am a nut. He cannot see the value in heritage. He is an older person and he does not understand but I would say the majority of people in the valley and in Hobart proper that we have come across would be very keen and follow our progress with a lot of interest.

Mrs KERNKE - We are starting to gain some respect of the work that we have done. We have people come back for two and three visits. When Open Doors was available through Heritage Tasmania - the scheme that they had - we would participate in that every year. We would have people come back and say, 'I was here two years ago and we have come back to see what you have done'. We started to be respected, and also created the awareness that we are actually there. It has been a long journey and we are not stopping.

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Mrs TAYLOR - I have to say, I didn't even know about you until this inquiry started and you put in a submission, which is really good.

CHAIR - You were talking about quarterly meetings with tourism providers. Do you want to expand on that?

Mrs KERNKE - I thought they would be an opportunity to get like-minded individuals together, even if it was just in a round-robin email session. You don't need to re-invent the wheel, you just need to feed off each other and get like-minded people together and say, 'Is this working for you?'. You might go off to a meeting and come back with an idea that you can work with that really makes a difference. It is just like learning from other individuals who are leaders in the field. It then also gives other people who are just coming up in heritage tourism to mix and meet with people who are the real leaders.

I look at Port Arthur, and after the years that we have been there, I can see it is going like this with the things that are happening there. They are to be complimented in their work

Mr FINCH - Do you think that the industry should lead that or the government - this gathering that you are talking about?

Mrs KERNKE - I think it should come through Tourism Tasmania. That is hard for them because they probably have limited staff and time. It is a matter of getting the feelers out there to see if they can -

Mrs TAYLOR - Sometimes it is best if you do it yourself, when like-minded people get together.

Mr FINCH - If the government was convinced this was a good thing to do, you could draw these people together so they can compare notes, and maybe help them with their sense of direction in what they should be trying to achieve - meeting others, getting advice, and then able to have a network.

Mrs KERNKE - I have met with Anne McVilly from Port Arthur, who used to be in the Hobart -

CHAIR - She used to be in Hobart City Council.

Mrs KERNKE - Yes. I spoke to Anne, probably over 12 months ago, about getting together and having a volunteers' time, where people could come and exchange ideas.

CHAIR - Our time is gone. Thank you very much for coming and presenting.

Mrs KERNKE - Thank you for the opportunity.

CHAIR - We look forward to visiting and seeing what you have done up there. We really appreciate it, again.

Mr KERNKE - We look forward to your visit as well, and we will give you a complete overview of what we have done and our plans for the future.

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CHAIR - Tasha will contact you.

THE WITNESSES WITHDREW.