

Minister for Small Business and Consumer Affairs
Minister for Corrections and Rehabilitation
Minister for the Arts
Minister for Women and the Prevention of Family Violence

Level 5, 4 Salamanca Place HOBART TAS 7000 Australia
GPO Box 123 HOBART TAS 7001 Australia
Ph: +61 3 6165 7686
Email: minister.ogilvie@dpac.tas.gov.au



Mr Rob Fairs
Liberal Member for Bass
275 Invermay Road
INVERMAY TAS 7250
Email: Rob.Fairs@dpac.tas.gov.au

Dear Mr Fairs

CONSTITUENCY QUESTION – HERITAGE SUMMIT

I write in response to your question to me about the government's support for Tasmania's heritage sector, including around tourism and its economic benefits.

The Heritage Summit, Tasmania's second of such, was held at the beautiful Tram Sheds on the heritage listed Inveresk Railway site. It was a remarkable opportunity for collaboration, idea sharing and setting priorities. I was pleased you were able to attend and noted your many discussions with those in attendance.

Simply put, Tasmania's heritage sector is of great significance for the State. Not only does it support more than 5000 jobs, but it also injects some \$93 million dollars annually in the construction and building economy, \$375 million directly to Tasmania's economy, and has a capital value of approximately \$6 billion.

The Rockliff Liberal Government is deeply committed to preserving Tasmania's rich cultural heritage, recognising its role in shaping our state's identity and economy. Importantly, our 2030 Strong Plan for Tasmania's Future supports a growing tourism sector vital to showcase our renowned heritage sites.

Investment in built heritage brings numerous benefits, particularly in attracting local, interstate, and global tourists. Annually Tasmania receives more than 440,000 Heritage related visitors. For example, in 2022-23 the Port Arthur Historic Site was visited by over 320,000 - a 71.3% increase from the previous year. This is testament to the resilience demonstrated by the site's Management Authority – especially in the post-COVID environment.

Tasmania's heritage extends beyond the preservation of historic buildings. It offers a unique connection to personal and family histories. The Convict Memorial Hub at the Hobart Penitentiary Chapel is a recent initiative that exemplifies this broader perspective on heritage, providing a profound link between the past and the present for many visitors.

Like all sites of significance, especially those of interest to tourist visitation, resources and targeted investment have also been directed towards improving infrastructure and interpretation at heritage sites. Projects like the \$1.25 million Convict Memorial Hub supports a modernised approach to connecting visitors with Tasmania's convict past through the medium of artificial intelligence. This unique site, operated by the National Trust of Australia, Tasmania Division, opened in late 2023 and remains yet another attraction for locals and tourists alike.

Investments in other heritage sites, take for example the Cascades Female Factory, have similarly driven visitor numbers and increased satisfaction. Site visitation and popularity can be attributed to its relatively new interpretation centre and tour offerings.

We understand the preservation and conservation of heritage properties can be an expensive undertaking. For this reason, I have been pleased to open our Built Heritage Grants, a funding package of \$4.5 million (over three years) to ensure our heritage places are valued, maintained, and leveraged for the benefit of all.

I hope you find this answer informative as I am sure your constituency, many of whom have a deep interest in Tasmania's rich heritage, will as well.

Yours sincerely

A handwritten signature in black ink, appearing to read 'M. Ogilvie', with a stylized, flowing script.

Hon Madeleine Ogilvie MP
Minister for the Arts