

Your Ref:

16 February 2015

Ms Natasha Exel  
Committee Secretary  
Legislative Council  
Parliament House  
**HOBART TAS 7000**

Dear Natasha

**Legislative Council Inquiry into Built Heritage Tourism in Tasmania**

I write on behalf of the City of Launceston's Heritage Advisory Committee and Council officers who deal with built heritage and tourism in Launceston.

As you may be aware, Launceston holds a large portion of Tasmania's significant built heritage in both public and private ownership and this is highly valued by the community and visitors alike.

Visitor surveys over recent years have revealed that the leading reason behind tourists visiting Tasmania is its heritage and we are passionate about continuing and increasing this trend by maximising the quality of the tourist experience and the promotion of Launceston's heritage assets. It is with this intent that we offer the following points for your consideration:

- Our built heritage currently plays a large part in the City of Launceston's branding and at times there has been a perceived conflict between this and the branding of the State by Tourism Tasmania.
- Thinking and spending in regard to built heritage tourism, are currently perceived to be focussed on Port Arthur and it is hoped that this Inquiry is intended to alter this perception, and ensure that other areas of the state and our history are more effectively shared with visitors and marketed to potential visitors. We believe that National Trust visitation records have suggest that the total number of visits to the north's National Trust properties rivals that of visitation to Port Arthur annually.
- The stories behind our built heritage are what make for a wholistic and memorable visitor experience. These are often not communicated by current marketing and tourist information. The sharing of the interesting and inspiring stories from our history is an area that needs to be worked on at all levels.

- There appears to be a lack of connection and communication between levels of government and other heritage bodies in dealing with the promotion of our built heritage.
- The Tasmanian Heritage Council and Heritage Tasmania appear to be focussed on satisfying the requirements of the Historic Cultural Heritage Act and offering technical advice to owners of heritage properties, but are rarely involved in the promotion of our built heritage. It is suggested that there may be members and staff within the THC and the department who could offer assistance to this Inquiry, and to the further development of built heritage tourism, and also that there may be a need for increased resources in this area.
- It is noted that the 'Terms of Reference' for this Inquiry include the roles of Government, tourism and heritage organisations, but does not include the role of private owners of heritage assets which are currently, or may in the future, be involved in the experience of visitors to the state. It is the opinion of the Heritage Advisory Committee that these private operators are vital to the success of any Inquiry, and any improvements to be made in the development and promotion of built-heritage tourism.
- Though possibly not directly relevant to the terms of reference of this Inquiry, the current issues around providing access for all to heritage properties are considered to be relevant to the broad success of built-heritage tourism in Tasmania. Please refer to the National Construction Code, Building Code of Australia and Disability Discrimination Act requirements in regard to access to premises.

If you require further information in regard to this submission, please contact Fiona Ranson, City of Launceston's Heritage Planner, on 03 6323 3370.

Or email [Fiona.Ranson@launceston.tas.gov.au](mailto:Fiona.Ranson@launceston.tas.gov.au)

Yours sincerely



**Leanne Hurst**

**DIRECTOR DEVELOPMENT SERVICES**

