

From: THT
Subject: FW: Built Heritage Tourism

Dear Sirs and Madam,

I have been involved with the Northern Midland Economic Committee and the Launceston City Council Heritage Advisory Committee and I have proposed to the NM Council and the National Trust the following Tourist Heritage proposal and in summary it is as follows;

- That during Tasmanian Heritage Festival Month that all Heritage listed rural properties that are or have been on the Register of the National Estates be offered an incentive to;
 - Open their Gardens during this month for 2 days
 - Possibly open under special circumstances their houses (If they desire)
 - The properties would be “opened” on a rotational basis so over the 30 day period there would be if there are 60 participating properties 4 open every day.
 - This would allow visitors to the state over a 7 day period to possibly see 14 properties which would mean interstate visitors would have 7 – 10 days on the island.
 - For example properties such as “Mona Vale” may tie in with others in the Ross area such as “Beaufront” , “Wetmore”, “Ashby” and “Chiswick” etc.
- I have spoken to the National Trust who feel they can coordinate as well as carry insurance but my feeling is that this needs to be driven by a task force who have the ability to launch and promote the idea of an Annual Tasmanian Heritage visitation where people get the opportunity to visit places with similar attributes of “Entally”, “Clarendon” etc that they would normally not be able to visit.
- The coordination of inviting the owners to participate is critical to the success and to do this an incentive needs to be given to these owners. At the Northern Midland Council we are discussing Rates rebate of 50% up to a certain figure but it is early days and other incentives if managed by a statutory body may include a percentage of the gate takings.
- The timing of this month would need to be in the spring or autumn and it may develop into something as a secondary Heritage Festival month focusing on the early rural holdings.

This is a brief summary of our idea which we are developing and I do feel it has merit and I am happy to discuss verbally if the committee see merit in the idea rather than expand on this brief submission.

Robert Harrison