



## **Battery Point Sullivans Cove Community Association Inc.**

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Ms Natasha Exel  
Secretary  
Legislative Council Sub Committee on Tourism and Heritage  
Parliament of Tasmania  
Parliament House  
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Dear Ms Exel

### **Re: Legislative Council Inquiry into Built Heritage Tourism in Tasmania**

This submission to the Legislative Council's Inquiry into Built Heritage Tourism in Tasmania is prepared on behalf of the Battery Point Sullivans Cove Community Association Inc.

As you may be aware, our Association is a community forum for the residents, ratepayers and business operators of Battery Point and Sullivans Cove.

Our Objectives include:

- Enhancing the aesthetic, heritage and cultural value of Battery Point and Sullivans Cove;
- To encourage community activities and initiatives in Battery Point and Sullivans Cove, and
- To encourage and assist in the promotion of Battery Point and Sullivans Cove as places for visitors and tourist enjoyment.

### **Background**

Battery Point and Sullivans Cove are areas of significant historic cultural heritage.

In 1979 the precinct of Battery Point was identified and protected as a townscape, not just individual places, for the first time, in the ground-breaking Battery Point Planning Scheme.

The tenor of this unique planning scheme responds to the way the place evolved as a largely residential area and has guided change in a way that retains both local amenity and cultural integrity.

Battery Point is now nationally and internationally recognised as a heritage destination. The 76ha area was first listed on the Register of the National Estate in 1980 for its "Defined geographical unity which has ensured its preservation as a homogeneous historic precinct".

The heritage values of Sullivans Cove, with its working port, are now recognised in its own planning scheme. A large proportion of places in Battery Point and Sullivans Cove are listed on state and local heritage registers.

## **Comments on the Terms of Reference**

### **a. The current and future potential contribution that built heritage makes to Tourism in Tasmania**

We know that cultural tourism to historic places and natural sites, at 40% of tourism motivation, is the largest and fastest growing generator of tourism. We also know that tourism has grown over the last few decades to become a leading global socio-economic sector. In 2012 over one billion tourists travelled internationally and this number is predicted to grow to 1.8 billion by 2030.

Tasmania attracts more than 1.2 million visitors annually who contribute significantly to the local economy, particularly Hobart and surrounds.

Heritage tourism therefore presents an enormous opportunity for economic development in Tasmania. In order to realise this potential, we need to preserve, protect and promote our built heritage through effective partnerships, coordination and well-targeted, sustainable use of resources.

### **b. The role of Government**

With the injection of an additional \$16M in promoting Tasmania as a tourism destination, the current government has recognised the importance of investing in tourism marketing to bring visitors to the state with a range of interests including its built heritage. Tasmania has an abundance of riches in heritage infrastructure unparalleled anywhere else in Australia.

Government plays an important role in providing a policy environment to support the promotion of heritage tourism and protection and preservation of our built heritage assets.

They can do this in a range of ways:

- Legislative and planning schemes to ensure appropriate identification, assessment and protection of built heritage – with sufficient emphasis on resourcing, identification and assessment
- Understanding the economic value of heritage tourism and recognising the value of investing in the sector to generate economic growth
- Reflecting this in policies and strategies to support better coordination between heritage and tourism sectors
- Innovative use of funding mechanisms including grants schemes and incentives programs to encourage preservation, protection and promotion of heritage, and
- Investment in capacity building at all levels, in both sectors.

### **c. The role of tourism organisations**

Tourism organisations can play a key role in promoting our built heritage by implementing strategies, building capacity, coordinating between the sectors and fostering cooperation among stakeholders through effective partnerships to maximise the visitor experience.

*For example, a clear strategy is needed to ensure cruise ship passengers are given information about and opportunities to participate in the full range of available experiences, ranging from self-guided walks to guided tours, and communities in Tasmania are informed about the opportunities to engage with the cruise ship market.*

There are significant niche business opportunities here.

### **d. The role of heritage organisations**

Heritage organisations play a key role in the protection and preservation of our built

heritage. They range from not for profit, largely volunteer run organisations such as the National Trust to Government organisations such as the Heritage Council, Heritage Tasmania and Port Arthur Historic Site Management Authority (PAHSMA).

With adequate resources, all publicly funded bodies are well placed to coordinate the heritage and tourism intersect as well as administer legislative schemes and funding mechanisms.

**e. Any relevant considerations in other jurisdictions**

There is potential to learn from other countries, such as the United Kingdom and Europe, where considerable local and wider economic and social benefits are derived from appropriate marketing of heritage towns and villages.

A heritage lottery scheme, based on the UK system, could generate additional funding to support heritage tourism.

**f. Any other matters incidental thereto.**

Public-private partnerships play a key role in generating preservation of cultural landscapes and urban renewal, including sensitive adaptive reuse.

*An example is the action taken in the early 1970s to preserve the warehouses of Salamanca Place on the waterfront of Sullivan's Cove and to support its evolution as a centre for creative arts. The Government purchased the buildings in response to calls from the community, including leading arts advocate Claudio Alcorso, and leased them to the Salamanca Arts Centre. Forty years later, this precinct is a thriving hub for tourism and one of the best recognised destinations in Tasmania.*

Contemporary possibilities in this regard are evident. The success of arts and cultural festivals such as Hobart Baroque, Dark MOFO and Ten Days on the Island at historic venues has shown how Tasmania's built heritage is a precious asset that can provide an atmospheric backdrop to a wide range of cultural experiences. These events generate local, national and international visitation and enhance the visitor experience. The opportunity exists to expand that potential.

Community organisations such as ours also play a role in heritage tourism. As attractive as they are, streetscapes alone tell only part of the story. They also present the opportunity to share stories from history, such as the development of local industries, stories of domestic life or tales of the people who lived here over successive generations.

Our association has been successful in obtaining a grant from the Tasmanian Community Fund for our project: *Memories of Knopwood's Farm*, a self-guided walk around Battery Point that makes use of digital technology to share oral history, photographs, paintings and anecdotes from throughout the history of our area, providing a layered and relevant set of information for visitors and residents alike.

Thank you for the opportunity to contribute to your inquiry. We would be happy to contribute further, should you deem necessary.

Yours sincerely

Roger Dixon  
President  
**3 March 2015**

