

## **PUBLIC**

**THE LEGISLATIVE COUNCIL GOVERNMENT ADMINISTRATION B COMMITTEE MET IN COMMITTEE ROOM 1, PARLIAMENT HOUSE, HOBART, ON 17 JUNE 2015.**

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### **BUILT HERITAGE TOURISM IN TASMANIA**

**Mr JOHN WADSLEY**, TASMANIAN REPRESENTATIVE, AND **Mr ROBERT VINCENT**, INTERNATIONAL COUNCIL ON MONUMENTS AND SITES, WERE CALLED, MADE THE STATUTORY DECLARATION AND WERE EXAMINED.

**CHAIR** (Mr Valentine) - All evidence taken at the hearing is protected by parliamentary privilege and I presume you are aware what parliament privilege means and I have to remind you any comments you make outside the hearing may not be afford that same privilege. You have read the information for witnesses so you tell me. The evidence you present is being recorded and the *Hansard* version will be published on the committee website when it becomes available. We invite you to make a verbal submission to accompany your previous written submission and then we will be open for questions. So over to you. Perhaps you might give us an understanding of your field of interest and expertise.

**Mr WADSLEY** - I am a heritage planner and historian and the Tasmanian representative on the national executive committee of Australia ICOMOS. Bob and I are here today to answer any of your questions and expand on queries you may have. To give you a bit of background on Australia ICOMOS, it's effectively the peak heritage body in Australia for heritage practitioners across a very broad range, including architects, heritage engineers, planners, historians, museum staff, people working in interpretation, stonemasons, people restoring buildings, archaeologists. Currently the membership of Australia ICOMOS is somewhere around 620 members and we are also part of ICOMOS International which supports UNESCO and as you are probably aware, Australia ICOMOS also gets involved with World Heritage Committee deliberations and provides commentary on that.

**Mr DEAN** - So the membership body is around the country?

**Mr WADSLEY** - Yes, it is. Within Tasmania we have about 30 members.

**Mr VINCENT** - And one unfinancial member.

**Mr WADSLEY** - Yes. For my sins I am also the membership secretary.

**Mr DEAN** - Is the membership bodies?

**Mr WADSLEY** - They are individuals as well as bodies. For example, in Tasmania the Port Arthur Historic Site is a member.

**Mr VINCENT** - Most individual members of the staff are members as well.

**Mr DEAN** - I see.

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**Mr VINCENT** - So there is a bit of overlap.

**Mr WADSLEY** - We have staff from Heritage Tasmania who are members but Heritage Tasmania is also a member as well.

It is a very broad church and I think one of its greatest strengths is that it represents so many interests and takes so many issues. By way of some explanation, Australia ICOMOS does not tend to get involved in many public debates about individual heritage places. For example, with the decision to demolish 10 Murray St, Australia ICOMOS, as a general rule, will not get involved in individual decisions on properties unless there is a question of legislation or proper process and procedure. The reason for that is it would open up a Pandora's box and we would have everybody contacting us and asking us to make representation. We do make representations, however, like this to this committee and on other national matters on the draft World Heritage management plans for the Tasmanian wilderness and other issues like that.

**Mr VINCENT** - To give you a little bit of historical background, the Burra Charter comes out of what was called the Venice Charter. The Venice Charter started in 1964 when everybody realised it was starting to sink and the United Nations stepped in. ICOMOS was set up in Australia in 1979 and has been extraordinarily successful because of one document it created called the Burra Charter which is a set of principles and guidelines about how you should work ethically on a particular place or site. It has been translated to Chinese as a result of the work of Sharon Sullivan, the current chair of the Port Arthur Heritage Site, who has been very concerned about creating an international link, particularly into Asia and there is a relationship as a result.

The other crucial document that was not established by ICOMOS but has been adopted by ICOMOS is J.S. Kerr's *The Conservation Plan*. It was done for the National Trust in New South Wales and most practitioners have adopted that as a standard form for the way you should make assessments in terms of the criteria you should use and the standard you should reach when preparing a proper document. To be a member of Australia ICOMOS you have to comply with that document.

**Mr WADSLEY** - So there is an ethical statement that members sign when they become members and they agree to comply with that.

**CHAIR** - For your information, we are looking at visiting Burra as part of this. I do not know whether you have any recommendations as to who we should be contacting over there and whether there is still any connection with that place and the document.

**Mr WADSLEY** - I am not sure if there is technically in Burra itself. The current president of Australia ICOMOS is Liz Vines, who is based in Adelaide. She is on the letter we sent to you and I can certainly give you her contact details if you wish. If she was able to make time I am sure she would be pleased to meet with you.

**CHAIR** - That would be useful.

**Mr WADSLEY** - To put the Burra Charter in context, the reason we support and promote that is that, as Rob said, it has become the best-practice standard in Australia for heritage management. Certainly in terms of tourism and tourism development and using heritage

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sites as part of tourism, the Burra Charter should form part of the planning framework to support those developments.

**CHAIR** - So does that provide for adaptive reuse?

**Mr WADSLEY** - Yes, absolutely.

**Mr VINCENT** - It even provides for reconstruction. It defines the criteria under which you should do reconstruction. The Oatlands mill is a classic case.

**CHAIR** - So that has followed the Burra Charter?

**Mr VINCENT** - Yes.

**Mr WADSLEY** - J.S. Kerr's *The Conservation Plan* is now freely available through the Australia ICOMOS website. Before he died he vested the copyright of that document with Australia ICOMOS to make it freely available. That is a wonderful document now in its seventh or eighth edition.

**Mr VINCENT** - I think one should recognise J.S. Kerr, particularly in relation to the World Heritage listing of convict sites, because it was his thesis that out of sight out of mind led to the whole issue in the end.

**CHAIR** - Are you talking about a conversation plan? Is this a national document?

**Mr VINCENT** - Yes, it is a document not dissimilar to the document. It sets up criteria such as: Is this a unique site? Is this the first place that these things happened? Why is this place important? What is the extent of the place you should encompass? Burra creates a problem like that. Where do you consider the edge of the site to be?

**CHAIR** - It is a basis for analysis?

**Mr VINCENT** - Yes, absolutely.

**Mr WADSLEY** - That is a good point as tourism relies on something to hook the visitor. There needs to be something of interest to the visitor to go a place and heritage fits very well with that. I am sure you have seen all the statistics that tourism in Tasmania relies on people coming to see heritage sites. If we can maintain and preserve those heritage sites in a proper way.

**Mr DEAN** - That is a reason this committee was set up. A lot of people involved with heritage feel that there is not a close enough connection between tourism and our heritage.

**Mr VINCENT** - One of the reasons that is the case, it is covered in conservation plan and J.S. Kerr that unless you do very good historical research of a place you can not interpret it and present it to the public. It is always the question that I call the bricks and mortar solution. But, they do not necessarily understand the stories and reasons why the place is important. It is very clear in the process of the conservation and also in there that sets out the steps of one should try to follow.

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**Mr CHAIRMAN** - Pointing to the Burra Charter at that point.

**Mr VINCENT** - I could find the page in the Burra Charter that sets out the steps that you should take before you come to the question of why a place is important and what should be done. Those are critical questions. A lot of conservation practitioners have a lot of difficulty of being explicit about what should be done. It is not necessarily what should be done is not what only one professional can recommend, but often a group of people around a table and a question of where resources will come from. It is not going to happen overnight.

**Mr WADSLEY** - There are some other documents that would be useful for you. There was an enquiry into heritage tourism and eco tourism in Victoria in 2014, by the Victorian Parliament. That document deals with eco tourism, not necessarily all tourism, all built heritage tourism, but it has many similarities to what you are looking at. It has some very interesting discussions about heritage tourism. The City of Ballarat is a very good example of one place that invests heavily in tourism through good heritage planning and management. They have an annual heritage award every May. Ballarat is now about 100 000 people. The town has many similarities to Hobart and Launceston and a lot of Tasmanian heritage background. I am not talking about heritage in Ballarat being Sovereign Hill. If you drive around Ballarat and see how heritage permeates that society and that the community see it as a valuable thing. That leads me to one point and that is the council there lead. I think what Tasmania lacks is leadership. At the state government level particularly and that filtering through to supporting local government in leading in heritage management and protection. That is a key point we would like to make.

**Mr DEAN** - On the leadership, what do you think should occur?

**Mr WADSLEY** - We used to have a system of grants, within the state Government to support both individuals and organisations undertaking heritage work. At the local government level there were local government state heritage studies. Glenorchy City Council did some, back in the 1990s. There used to be a dollar for dollar funding arrangement between the state and the local government. Launceston City Council, Hobart City, they were all engaged in these things in the past.

**Mr VINCENT** - We also received money from National Estate Grants Program. Federal Government has pulled the plug completely and that was a major source of background funding, on say Sullivans Cove. A lot of work was done on Sullivans Cove under that. It has gone.

**Mr WADSLEY** - The argument we put to you is that, if the state and federal governments are not prepared to put money up, why should anyone else do so. It makes it incredibly hard to run an argument to a developer, let us say, to spend money preparing a comprehensive conservation plan for a structure, if there is no support within government for that process.

**CHAIR** - So you are suggesting that it should be government that has a strategic plan or strategic framework in place so that other bodies can follow it, or are you suggesting they should drive it?

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**Mr WADSLEY** - There is an argument as to who should be drivers. The case in point is the Historic Heritage Tourism Strategy that was prepared by Tourism Tasmania some years ago. An excellent document, most people would agree that it was very well organised, some very good ideas, and nothing has happened with it. A lot of time and effort went into it within the government. Specifically looking at Heritage Tourism but nothing happened. The implication being made was, we should let the tourism industry drive this, not government. But the tourism industry is not capable of driving a strategy like that, where you need good solid supporting resources, like the borough charter. You need to have that documentation and planning process behind the whole drive for improved heritage tourism.

**Mr VINCENT** - For example, it can go one step further and just say the Sullivans Cove Walk, the Sullivans Cove Panels which are now 25 years old, were driven by the Sullivans Cove Development Authority and the Hobart City Council. Same thing in the North Hobart shopping centre. That was driven by the Hobart City Council and subsequently, the private sector has come on board. There has to be a combination of public programs that the private sector can respond to. The private sector probably not going to have the coordination ability to make those sorts of things happen.

I would say North Hobart is the best example of main street or street scape that we have in the south of the state. Launceston has it right through the whole city. With all due respect you have to say Launceston has had 30 years of consistent policy in relation to conservation. I know it was a reaction to the Myer building at the time.

**Mr DEAN** - Launceston is renowned as having the best street scapes, maintained streets of heritage in the southern hemisphere.

**Mr VINCENT** - And it was the first place to start main street. Liz Vines, the Chair, has done a lot of work around Australia and has produced a document based on street scaping, but I do not think she has ever surpassed what has been done in Launceston.

**CHAIR** - Can I float a situation? That is dealing with built heritage per se, but this committee's interest is built heritage tourism. What do you see as being necessary to be able to work in this area, from the government perspective or local government perspective? What do you see as being needed? I say that because the Government might say, we bring the people to the state, it is up to the individual councils and regions to make it work for them.

[9.30 a.m.]

**Mr VINCENT** - It is not a direct connection to be able to milk the individual as they come to the state. I take people on walks around Sullivans Cove. They say to me things like, 'Do you realise what you have?' because they see what they have lost. They respond to that. I am talking about people who have come here on conferences, and they are generally the female part of the conference. I am not being gender-biased because sometimes I get males as well.

**CHAIR** - Accompanying partners, is that what you are talking about?

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**Mr VINCENT** - Yes, they are accompanying partners who want to be entertained, but they are the ones who part with some money at the local arts and crafts shops. I always end up in the Salamanca Arts Centre saying, 'If you want a good value for your dollar - there you are'. They want presents to take home.

**Mr WADSLEY** - It has to be a shared responsibility because local government is the planning authority for these main streets. It has to have a consistent and a well-developed policy towards adaptive re-use of old buildings, and restoration and conservation of significant buildings so that the aesthetics of the place enable tourism businesses to come in and take advantage of that. It cannot be an either/or; it has to be together.

**CHAIR** - So what do you see as the government's role, as opposed to local government?

**Mr WADSLEY** - I certainly think the government needs to bring back grant programs to support heritage studies at the municipal level, town and city level, and also in key individual places and properties. However, it should be done in a way which encourages the owners of those places to also take responsibility. Most people who own a heritage place understand that they are stewards. They have a stewardship role. They are looking after something which was there before them, and it should last after them as well.

**Mr VINCENT** - There are also resources which government instrumentalities are duplicating at the moment? It annoys me intensely and it is considered as waste. For example, if you are looking for visual images to do with the past, you have the Tasmanian Museum and Art Gallery; you have the Tasmanian Archive Heritage Office; you have the Queen Victoria Museum and Art Gallery. You know, it keeps on coming. You have Colin Denison; you have potentially resources at the University of Tasmania; and then there are private resources as well.

**Mr FINCH** - And local government.

**Mr VINCENT** - Then there is the Lands Department which has the most amazing collection. Some of these documents have moved into the Tasmanian Archives Office. Here is an example of good research, funded by the Commonwealth, as a result of 15 years of work. This document, as far as I am concerned, represents \$3 million. It was actually an exercise that started 15 years ago when a piece of stone was coming out of one building at Anglesea Barracks. The Commonwealth took its responsibilities seriously and through government it did what it was supposed to do until the bicentenary of the Anglesea Barracks occurred on 5 December 2011.

**Mr CHAIRMAN** - For the record, that is a document called *Barrack Hill, a History of Anglesea Barracks 1811-2011*, and it is by John Lennox and John Wadsley.

**Mr VINCENT** - I contributed from Singapore. It is the synthesis of something that needed to be celebrated. We had the Governor-General come to Tasmania because the Barracks is the oldest continuous barracks in Australia.

**Mr WADSLEY** - It is a good example of a heritage precinct which has a functioning and continuing use, but adds so much to Hobart and to the cultural landscape. It is a great shame that many people now walk past it. They do not realise it is still an open barracks.

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**CHAIR** - Are you saying it is a tourism opportunity?

**Mr WADSLEY** - Absolutely.

**Mr VINCENT** - The buses go through there like crazy. The museum is run by volunteers and has been now for 15 to 20 years. It is an amazing experience.

**CHAIR** - I will pass it to other members.

**Mrs TAYLOR** - I wanted to ask about the \$3 million you mentioned.

**Mr WADSLEY** - It was not just the book. The whole exercise.

**Mrs TAYLOR** - How was the \$3 million spent? What other steps or parts of the whole were there?

**Mr VINCENT** - The care and maintenance of the site over the last 15 years and getting it back into what I would call good heritage practice, like Port Arthur, cost \$2.5 million. I have added \$500 000 on for incidentals that I do not know about, like administration.

**Mrs TAYLOR** - That is federal government money? Operational, non-specific project.

**Mr WADSLEY** - Yes. A number of the buildings have had their facades restored.

**Mr FINCH** - As somebody said before - research, interpret, present.

**Mr WADSLEY** - Yes. When they come to a place these days, most tourists have done some research on the internet. They have an understanding. Their interest has been piqued. They think, 'I would like to go to Tasmania to investigate this'. People want to go beyond just looking at a building or at a cultural landscape, the bushland or whatever. They want to understand the stories.

The Burra Charter can add to that because it provides the opportunity to have good planning so the physical reality of that place can be restored and conserved, and also the associations of a place are understood. That is what Rob was getting at in terms of the research and understanding, 'What is going on in the historic significance of a place?'.

**CHAIR** - A church is a church but what went on inside is of much more interest if it is a significant figure who has been born there or whatever.

**Mr WADSLEY** - Many people get so much from those associations. They learn that a place is enjoyable to look at or that a streetscape has something to offer in terms of aesthetics. Also through North Hobart they learn the various industries that were carried out there. For instance, the fact that William Shoobridge grew the first hops in Tasmania in Providence Valley, Newdegate St. There are those little interpretation plaques along the main street.

**Mr DEAN** - One of the issues of this committee is also looking at is a funding method to fund our heritage, to maintain it, and keep it up to the standard necessary. There are

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many issues to bring it up to a standard where the public are allowed to view it. The Government is very clearly not in a position to provide the funding necessary. We have thrown around a number of ideas and views on this. A lottery has been suggested. The Western Australian model has it. I think England also has it and probably some other countries as well.

**Mr FINCH** - It is not without its problems.

**Mr DEAN** - No. The one I put forward was a levy on all tourists arriving in this state, that they pay on top of their accommodation - a \$2 fee, or \$1, whatever it might be. That would be then be paid into Treasury, or wherever, where it would be controlled and used for the purposes of restoring and maintaining our heritage.

Another one suggested to us is that every person arriving into the state as a tourist would pay a levy at the ferry terminal at the airports. They would pay a levy, \$2 or whatever it might be. It is an insignificant amount but it would mount up. If you are looking at tourism in the state now where we have in excess of 1 million or 1.5 million people coming here, it would build up. Have you any ideas? Have you addressed this at all?

**Mr WADSLEY** - It has certainly been talked about. There are some good examples within Australia of methodologies used to provide funding for heritage. In Sydney, I cannot remember the organisation, there was one group there that acquired a building. It was not necessarily outstanding in its looks or aesthetics but it was a heritage building. They restored it. They went through the process and they then sold the building on as a residence. The proceeds from that sale helped them to buy something else, so it became a rolling fund. Now this is a smaller scale.

**Mr VINCENT** - We actually had that in Tasmania and that was called the National Trust Preservation Fund. It was set up by Fagan as the Deputy Premier and it worked extraordinary well until about 10 years ago, particularly in Hobart. Then it sort of fell apart; the fund could only use the interest on the moneys.

**Mr WADSLEY** - Certainly at an individual property level, that offers some opportunity, because you could set up a rolling fund. It also can then tie in with TAFE and trade skills, and helping to bring back some of those trade skills, so people can work on those things. At the broader level, I personally do not object to the idea of a lottery. We need to think laterally about bringing money into heritage. I do not know how you would administer, say, an entrance fee. It becomes problematic when the cost to administer it is more than the money you are bringing in. That is difficult, but certainly we must do something.

**Mr DEAN** - Who are the beneficiaries of bringing tourists into the state? You would have to say local government is a big beneficiary of that, because it brings people into their business areas and viewing their sites. So perhaps local government ought to make a contribution by way of an additional levy on top of rates. For example, a \$2 levy on top of rates for all ratepayers. That could be another method or part of funding. We have to be innovative; we have to come up with the funding in my view, for this state to move forward in its greatest asset, its built heritage.



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**Mr WADSLEY** - You could consider those things, but the state government also needs to put its hand in its own pocket. As a qualified planner, I am aware - as you would be with the current review into the Tasmanian Heritage Register - of many properties in Launceston that have been advertised that may be taken off the state register. The obligation will then fall on local councils either to pick those up or to let them just disappear off the register. I believe the state government will need to provide additional resources to enable local government to manage that process. That may not apply in the case of Hobart, Launceston or Glenorchy or the large councils, which have heritage people. But I would say 23 of our 29 councils have no onboard heritage support.

**Mr DEAN** - I was a Chair of the Heritage Committee in Launceston and a concern of the Launceston City Council was that the three methods of registering these properties - for example is national, state and local - were going to push a lot of the funding back onto local government. That is why that model was resisted at the time.

**Mr VINCENT** - Can I just raise one of my beefs? So much money has been spent fighting cases in the tribunal. I believe we have to move - and I have given up fighting cases - to an incentive system. We have to move to giving awards, and we have to extract from the private sector the pride in what they do. It is a really interesting question - you never force anybody to do anything about their property that they do not want to do.

**Mr DEAN** - The Launceston Council has that award system, which commenced way back in my time. I am not sure whether any other local governments have heritage awards.

**Mr VINCENT** - Hobart City Council has heritage awards; it has small awards.

**CHAIR** - I think there is one for about \$3 million or so -

**Mr DEAN** - That is good, because that causes people to want to restore and have pride in their heritage building sites.

**CHAIR** - We have only a few minutes left, and I know Kerry -

**Mr VINCENT** - No, I am fine.

**CHAIR** - This is principally about built-areas tourism. On the government's role in coordinating tourism and telling the Tasmanian story, whether it be convict or presettler or whatever: do you have a view on any of that?

**Mr VINCENT** - Mr Boyce has done a magnificent job with Van Diemen's Land as a starting point. What we actually have is an incredible gap. After that, we have some thematic histories that have been done more recently in various places.

My view is that the Wapping history study was probably the pre-eminent approach to doing sort of investigation and making people aware of what was once there and how to go about doing good historical research. I do not think we actually take enough pride in that. The recent archaeological dig in Montpelier Retreat has been most intriguing - we went looking for Bobby Knopwood's cottage and what did we find but an Aboriginal midden under Orrs' house? How many people went to look at it? Something like

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354 people went on open day out of curiosity. There was only a very limited opportunity for them to do. That showed an incredible thirst for the information.

**Mr WADSLEY** - Any time a hole is dug around Tasmania, people want to come and look. There is an underlying desire to understand our history. As Rob knows, I am heavily involved with Soldiers' Memorial Avenue on the Domain. We are getting a lot of tourism with people coming to look at specific things. It might be military heritage tourism; it might be industrial tourism; it might be Greystanes family history tourism - we can build on those things. There is a huge repository of information in all our local museums and in our local history groups. They do some fantastic work; without them a lot of the stories we know about would not be known.

**Mr VINCENT** - Would not come to the fore.

**CHAIR** - Is there not there a chance of those stories being told piecemeal rather than in a coordinated way

**Mr WADSLEY** - Yes, certainly. The Historic Heritage Tourism Strategy was a good approach but it has never been implemented. There seems to be a view of 'Oh, we shouldn't let the tourism industry do its thing.' There is a notion that heritage can look after itself; possibly that is because there is so much of it in Tasmania, it breeds contempt - that old adage, 'Familiarity breeds contempt'. We are literally standing on the edge of that cliff - if we keep that attitude for too long, very quickly we will start losing the very things that our tourism industry relies on.

I am going to quote from the ICOMOS Paris declaration, which was made after the Seventeenth General Assembly of the International Council on Monuments and Sites in 2011. The assembly's theme was heritage as a driver for development, which is exactly what you are looking at. The declaration says:

It is now widely agreed that heritage with its value for identity and as a repository of historical, cultural and social memory preserved through its authenticity, integrity and sense of place forms a crucial aspect of the development process. The challenge of integrating heritage and ensuring it has a role in the context of sustainable development is to demonstrate that heritage plays a part in social cohesion, wellbeing, creativity and economic appeal, and is a factor in promoting understanding between communities.'

There is a lot in that, but essentially it is saying that heritage is a part of our life, heritage can be part of our development and our economic prosperity, but we have to look after it. It is not just about bricks and mortar; it is not just about making something easy for a developer to build - it is actually about retaining the memory we have of a place so people feel comfortable to live here, and tourists want to come to understand why we like living here so much.

**CHAIR** - Thanks for that. We appreciate that you have come in and provided the information that you have, and we certainly look forward to assimilating that over the period of the inquiry.

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**Mr WADSLEY** - Thank you. I will do some gratuitous advertising. Here is a brochure on the Soldiers' Memorial Avenue on the Domain that I am -

**CHAIR** - Is this one of the largest, or the largest, living memorial?

**Mr WADSLEY** - This is the largest living war memorial in Tasmania. Adriana helped dedicate some plaques last year, and Robert has done that in the past.

**Mrs TAYLOR** - You must be thrilled about the bridge.

**Mr WADSLEY** - Yes, that bridge is fantastic. This is not just because I am on the committee for the Soldiers' Memorial Avenue. This is an aspect of tourism. The number of people who now contact us, who come to Tasmania specifically to search out connections with their loved ones associated with our war history. It goes beyond the Centenary of Anzac. It is about a suite of things.

**THE WITNESSES WITHDREW.**

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**Mr DONALD McKAY**, BOARD MEMBER, **Ms JANE HARRINGTON**, DIRECTOR OF CONSERVATION AND INFRASTRUCTURE, **Mr MICHAEL FIELD**, DEPUTY CHAIR, **Mr STEPHEN LARGE**, CHIEF EXECUTIVE OFFICER, **Ms ANNE McVILLY**, DIRECTOR OF TOURISM OPERATIONS, PORT ARTHUR HISTORIC SITE MANAGEMENT AUTHORITY, WERE CALLED, MADE THE STATUTORY DECLARATION AND WERE EXAMINED.

**CHAIR** - Welcome to this Legislative Council Government Administration Committee B Inquiry into Built Heritage Tourism in Tasmania. We are taking sworn evidence so we ask each of you to make the statutory declaration. At the end of making that statement you might let the committee know your field of interest and expertise.

**Mr McKAY** - Donald McKay, board member of the Port Arthur Historic Site Management Authority.

**Ms HARRINGTON** - Jane Harrington, Director of Conservation and Infrastructure with the Port Arthur Historic Site Management Authority.

**Mr FIELD** - Michael Field, Deputy Chair of the Port Arthur Historic Site Management Authority.

**Mr LARGE** - Stephen Large, Chief Executive Officer with the Port Arthur Historic Site Management Authority and have been there over 15 years.

**Ms McVILLY** - Anne McVilly, Director of Tourism Operations for the Port Arthur Historic Site Management Authority.

**CHAIR** - Thank you very much for that. All evidence today is protected by parliamentary privilege, and that whatever you say outside the hearing may not be afforded that same privilege.

The evidence is being recorded and the *Hansard* version will be published on the committee website when it becomes available for your information. I would like to provide you the opportunity to give a verbal presentation to accompany your written submission. It is over to you as to how you would wish to handle that.

**Mr FIELD** - Given that the committee visited Port Arthur yesterday and had a successful visit, there may be issues you may wish to explore further and we will leave that up to you. Then if there are any questions you may wish to ask, that is how we intend to proceed. I do not know whether other members would like to say anything in introduction.

**Mr LARGE** - As Michael said, we appreciated the committee coming down yesterday and having a look at our site and the Coal Mine site and we also have jurisdiction over the Cascade Female Factory site which we took over in 2011. We also now have a presence on Brooke Street Pier so the organisation has grown over the last few years.

There are some idiosyncrasies or complexities with the organisation in the tourism and conservation challenges we have. There is also the 1996 massacre and some of the

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issues that have come out of that. We run our own water and sewerage plants, things like that, and we provide other people in the community use of those. I describe Port Arthur like a mining company in a small town with Port Arthur the miner. The importance of the site to the local community cannot be underestimated.

Whilst we are grateful for the funding we receive from the Tasmanian Government, generated through various economic reports the site has done over the years, that money that is invested in the site's conservation program has enormous economic benefits to the state and particularly the local economy. That was demonstrated with the penitentiary project and David Roe talked about this yesterday about the local and state expertise that was used on that project.

The certainty of funding has enable the authority to do lots of things and you had a sense yesterday of the professional people we introduced you to of the conservation and tourism expertise we have at the site. That has been critical in being able to achieve what we have over the last few years.

That is all I need to say on that and we welcome any questions.

**CHAIR** - How much do you think tourism supports all of the work that is happening in Port Arthur or across the sites you deal with? Is it significant outside of the federal and state funding that you may have received? How well is it supporting the site?

**Mr LARGE** - Very well. It is critically important. This year we will break our record in terms of daytime visitation - I think we already have. We have about 266 close to 270 000 daytime visitors, and we also have our night-time ghost tours. That will take us to probably over 300 000 visitors. If you look at that in terms of a tiny place like Port Arthur, that is significant. The restaurants and the accommodation places around the peninsula are all beneficiaries of people coming to the Tasman Peninsula.

As I mentioned yesterday, what we have been able to do in the past couple of years at the Female Factory, and I certainly hope before this inquiry is over that you might get a chance to go up there and have a look - our numbers there have quadrupled. That is starting to become a bit of an economic generator for us as we continue to develop and increase the profile of the site.

**CHAIR** - Outside of the government funding for projects, do you consider it self-supporting? You have a significant number of staff.

**Mr LARGE** - We cannot raise enough money out of our tourism income to fully fund our conservation program to keep the sites at the level they need to be kept at as a World Heritage and National Heritage site.

If you look at the Coal Mines, we do not get any income for the Coal Mines at all. That costs a lot of money to run. We have that significant conservation problem with the mine shaft there that we need to look at over the next 12 months. We need that funding from government but we think it is a really good investment. We spend it well. It is only spent on conservation. Jane might like to talk about that a little bit more.

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**Ms HARRINGTON** - I wanted to clarify that a lot of the money and funding we get is not necessarily for capital projects. The majority of our conservation capital projects are funded externally to that government funding. It is primarily used on maintenance issues.

**Mr CHAIRMAN** - Are you talking about federal government funding?

**Ms HARRINGTON** - The federal government funding does go onto projects but the majority of our funding from the state government is used on day-to-day issues. It is the sort of conservation we talked about yesterday which is the conservation no-one ever sees. It does include paying some of the salaries for the staff who have the skill set to be able to do work or, from time to time, to bring in contractors from outside to do some of the conservation work, as required.

However, in most of the major projects, to do something like the Penitentiary or the Separate Prison, we have always required input from external grants. Primarily that has been from the Commonwealth through established heritage grants programs that we have been very successful with, getting quite good outcomes. The majority of those require it to be matched dollar for dollar, so our board still has to approve that money and generally that money has not come out of that recurrent state funding.

**Mrs TAYLOR** - It has come out of where? Have you any idea of the breakdown? Apart from specific projects like the Penitentiary, what percentage of your 'normal' budget is it, if there is such a thing? I know you always have about a dozen projects on the go.

**Ms HARRINGTON** - Our conservation budget does change from year to year simply because the excess is dependent on our tourism income. From time to time, it has been up to a third - particularly for the Penitentiary, it has been a substantial input.

**Mrs TAYLOR** - I am trying to get an idea of how much of your normal operating cost is actually met by your self-generating income in terms of tourism.

**Ms HARRINGTON** - All of it; all of the normal operating costs and it tops up to the conservation funding and in a given year it can be up to a third.

**Mr DEAN** - The total funding that you see as state, federal and entry fees, including for the Female Factory, what would that be?

**Mr CHAIRMAN** - If you would like to take it on notice, you can.

**Mr LARGE** - I would only have to look at our annual report.

**Mrs TAYLOR** - It would vary enormously from year to year.

**Ms HARRINGTON** - Yes, with the federal funding it varies enormously because it depends.

**Mr DEAN** - I am trying to work out how that is increasing with the CPI and the other things that are involved as well to see what the increase is.

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**Mr FIELD** - It varies a bit because with the downturn in tourism after the financial crisis, we had a real difficulty, and the board had real difficulty because of the precarious nature of the Penitentiary we had an exquisite problem. The board had to make a decision as to whether or not we did. There was a chance the whole Penitentiary wall could fall over but on the cash flow, on the basis of the years prior to us investigating it, we could not fund the Penitentiary.

We were in a very difficult situation. Fortunately, the state and the federal government gave extra money for that to happen and then tourism picked up, so we were able to achieve it, which was fantastic. As a board, at that time, we felt particularly exposed. If that had not happened, then we would have been liable for that. The authority could have gone broke. We are dependent on funds outside for extraordinary capital investment and to enhance the attraction.

I think it was mentioned, when the Government has given, now indexed, that \$2 million grant that has transformed the place because it has enabled us to upgrade the infrastructure. That would not have been possible and we would probably have had a declining attraction. When you go there and you see those numbers, 300 000, you can see how pivotal it is for Tasmania's tourism experience.

**CHAIR** - Is that the state's pre-eminent attraction now, or not?

**Mr FIELD** - It could be MONA, I am not sure.

**Ms HARRINGTON** - It is number four.

**CHAIR** - Number four, is it?

**Ms HARRINGTON** - MONA is number one, Salamanca is number two, Mount Wellington is number three and we are number four.

**CHAIR** - And the Botanic Gardens do not get anywhere near that?

**Ms HARRINGTON** - They might be in the top 10, I think.

**CHAIR** - They have 200 000-odd visitors.

We had a conversation yesterday, and we want to get things on the record, about the expertise and the knowledge existing within PAHSMA and your staff. There are many heritage sites around Tasmania that need expertise and attention. How do you best see the knowledge you have gained over all these years of operation being shared in some way with those other sites that are just as important in many ways in telling another part of the story?

The convict story starts significantly with Port Arthur. There are the on-farm experiences and the like that convicts had as they went out to work in those areas. How do you see that being shared effectively? We talked about resources and those sorts of things.

**Mr LARGE** - It has already started to happen, as we explained yesterday. The fact that the Government has determined we take over management responsibilities for two of the

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other World Heritage sites, being the Coal Mines site and the Cascades Female Factory. Some of our conservation staff have been used at other sites in Tasmania.

Jane talked about two of our archaeologists being involved with the Penitentiary Chapel project, the National Trust property in Hobart. We work closely with Brickendon and Woolmers because they are two other sites as part of the World Heritage convict nomination, and to a certain extent with Parks and Wildlife at Darlington. We have a good relationship with Parks, particularly with the Coal Mines and with Darlington.

We have also, certainly on the Tasman Peninsula, worked with some of the local heritage operators. There was an example of that at Cascades at Koonya, Norfolk Bay Convict Station, and Premaydena Cemetery - different places like that. We also work closely with the Tasman Council. They do not have the heritage resources we have. If there is an issue, we talk and liaise with them and endeavour to help. Going much wider than that is difficult because of the imperatives we have at the three sites we manage. I am not saying if there was more conservation expertise at Port Arthur we could not do more.

**CHAIR** - So it is a resource issue?

**Mr LARGE** - It is a resource and a skills issue. I better let Jane take over.

**Ms HARRINGTON** - There are two issues. I started thinking yesterday about our discussion about the course we have been running regularly with ANU, Best Practice in Heritage Management. There are informal and formal approaches. Certainly from a broad heritage management point of view, it covers a range of expertise. If what we are talking about is tourism operations, it involves not just conservation but marketing, visitor services, interpretation and how to make a good coffee. No one person is going to be able to do that.

To some extent we have consolidated that in this one-week workshop we have been offering. I do not see any reason why a similar model cannot be transferred rather than it being directed at Masters students studying heritage in some form. It can be directed into a forum of people interested in that because they are business people, owners, or entrepreneurs at that level who are interested in pursuing something. That would provide some sense of a framework which gives a broad approach. It could discuss some of the things like legislation as well.

The other thing in terms of what we do, which flies under the radar a little bit, is our participation in quite high-level committees and stakeholder groups. For example, we talked yesterday about the Tourism Tasmania Heritage Strategy. We contributed on the steering committee for that. I am fairly confident we provided a substantial amount of input. We have staff who are represented at a high level of capacity on committees such as Cruise Down Under, which Anne McVilly sits on. I currently sit on the Australian Convict Site Steering Committee representing the Tasmanian sites. I am quite flattered that they feel, for example, that I have the expertise to do that, and that they feel it benefits them, so they choose me to be there.

They are probably on top of the one-on-one Stephen has been talking about - some mechanisms that could possibly be expanded. They do need resourcing. The other thing that also crossed my mind is that a lot of things are smaller than the bits and pieces we



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perhaps might from time to time look at - conservation, in particular. There already is a mechanism that exists across Australia that works really well. That is based, as we have put in a submission, at the local government level. It is a situation providing local government heritage advisors.

I have worked across Queensland, New South Wales and Victoria, which has an excellent program in place. It is funded through Heritage Victoria. They provide through local councils a paid heritage advisor perhaps once a month. If people in that particular local council have queries about conservation or what they might be able to do with their properties relating to heritage impacts with tourism, that would provide somebody local whom they could talk to. I am not for a minute suggesting that person will have tourism expertise but it is certainly a start. It is a mechanism that works really well.

**CHAIR** - It seems like Arts Tasmania; they have the roving curator. Is it something similar?

**Ms HARRINGTON** - Yes, it is. It is a similar program. The difference is that with the Roving Curator program, you apply specifically for someone to help you, to come to your place and help to run your business. It may be there is a model that can be put up with the appropriate expertise that could be about someone who has an understanding about running a heritage business in a tourism context. There are a number people who have that overlap in tourism-heritage background.

**Mrs TAYLOR** - I am glad to get some of this on the record because what was said yesterday was fantastic for us but, of course, it is not on the committee record. So forgive us if we ask some of the questions we asked yesterday; it is really to get them on the record.

On the international scene, where does Port Arthur sit at the moment? I am sure you have international interest in the way we are doing conservation at Port Arthur itself. You said yesterday, for instance, that some people mentioned a recent China trip.

**Mr LARGE** - From an international perspective, we are on the World Heritage list; that is important. As I explained yesterday, we have had this mainly through our Chair, Mrs Sharon Sullivan, who is an apology today. Sharon works as a consultant for the Getty Conservation Institute and has worked with a site in China run by the Dunhuang Research Academy that looks after 420-odd kilometres with Buddhist paintings going back to the fourth century. She brought a group of senior conservational people from Dunhuang to Port Arthur and Hyde Park Barracks in Sydney in 2006 to develop what they have called the China principles. It involves how to manage a heritage site based on the Burra Charter guidelines, which is the bible of heritage in Australia.

**CHAIR** - We have just heard about the Burra Charter from ICOMOS.

**Mr LARGE** - We did not realise at the time the impact of that because China was not quite the manor country it is now. They went back to China and have adopted the China principles and use that at their site and it has permeated wider than that. Through that relationship in 2006 we have established a close bond with Dunhuang and we have had various staff exchanges and visits both from them and from us. Anne McVilly and Jodie Steele had a couple of weeks in China and spent a lot of time at Dunhuang. They were particularly interested in their new visitor centre which is a mammoth and, as we

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explained yesterday, we have some issues with our visitor centre given the growth in tourism numbers. So it was really useful for them to go over and broaden their knowledge of the visitor experience at Dunhuang and also to look at the visitor centre. Anne might like to touch on the trip very quickly.

**Ms McVILLY** - We did learn a lot from them seeing the visitor centre and how they manage visitor flows. They are very experienced in their conservation ideas and managing the carrying capacity of these fragile caves. We hoped to put a lot of that into practice when we came back. It was interesting to learn how they handled heritage in their culture. There were also things like security and visitor monitoring. What they have done from their learning in Australia and taken back home was excellent.

**Mrs TAYLOR** - You might like to mention funding.

**Ms McVILLY** - China has more government funding than we ever will. They are funded heavily by their national government. Heritage funding is a huge priority for them.

**Mrs TAYLOR** - So they keep visitor fees low, I take it.

**Ms McVILLY** - Unlike us, they are not charged with trying to increase the average visitor spend on any heritage site. It is more about the visitor experience, learning of their local population and probably a carrying capacity, so they manage the visitor flow through these fragile sites quite well.

**Mr DEAN** - First of all, the experience for people going to the peninsula - I wonder where the Eaglehawk Neck area fits in. We were able to visit the officers' quarters. We found that an interesting site but I also found it upsetting. It feels like it is falling into absolute disrepair and has probably not been given the image at all to have in this country. We are told it is the oldest weatherboard military construction in the country and it is under the control of Parks and Wildlife. It was suggested to us yesterday that that is a site that PAHSMA ought have control of, ought to be involved in, so where does that area fit in with what you are doing? It is a whole of tourist experience isn't it, coming to the site, across the net, a very important part of our history?

**Ms McVILLY** - It is the gateway to the convicts.

**Mr DEAN** - It is the gateway, but you would not know that. I would have thought you would have signage there identifying that. You would not know that unless you were a Tasmanian or read some brochures. Where does that fit in? I know you are going to say it is funding and I understand that. Parks and Wildlife, with the greatest respect to them, it is not a building or area they should have control of and be able to market it and sell it. Is there any comment?

**Ms McVILLY** We talk about the Eaglehawk Neck site in our interpretation, in our tours, so we mention it, hoping visitors will stop on the way back. And you always see a lot of cars and visitors there but I will hand over to Stephen and James to talk about the conservation.

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**Mr DEAN** - We drove around there and thought, what the hell is here, where is it, what is going on? There is nothing to indicate that the officers' quarters is the attraction until you are met by someone who says that is the place there, come and have a look at it.

**Ms McVILLY** - There used to be a visitor information centre on the waterfront, but that was knocked down and is up for sale as land.

**Mr LARGE** - I understand that in EnAct, the organisation at Eaglehawk Neck, provided a submission to the House.

**Mrs TAYLOR** - They are going speak to us next.

**Mr LARGE** - We had a meeting with EnAct last week and we talked to them about this before. Our view is the building needs some attention and it needs some money spent on it. It has not come under our jurisdiction, so we have not been forthcoming in terms of funding. We have provided some assistance through our heritage horticulturalist.

**Mr DEAN** - They mentioned that.

**Mr LARGE** - She has done some work there with weed eradication and the garden around the court. It makes sense in us having a greater involvement with it. Our conservation funding is required for the three sites that we have jurisdiction over and to take it on and to improve it and conserve it better, you need more money.

**Mr FIELD** - Essentially, it is a government decision and there is also an issue from my point of view that the PAHSMA Act deals with Port Arthur and already it has gone beyond that in terms of the responsibility of PAHSMA. I know the Government's mind is being exercised by this, but it is an issue that is quite properly a Government consideration as to how they structure the administration of World Heritage sites and convict sites generally. That is something the committee might want to address.

If you are going to get the right structure for the administration there has to be serious consideration of a review of the act, as a precursor for restructuring the administration of convict sites. That is a big issue and it is beyond our responsibility, as the operators of this site, to enter into a debate that is a state Government debate and if there is legislation they propose, then a parliamentary debate will ensue.

**CHAIR** - This is the act that sets up PAHSMA and other things?

**Mr FIELD** - Yes. Mr McKay might wish to add something here because I believe he was in Cabinet at the time the act was passed.

**Mr McKAY** - I proposed the act to Cabinet. It is what you mentioned before that Parks resources are so stretched across the state and now with the extra forestry land and various things, they find it very difficult to allocate funds in these areas and it is all a matter of priorities.

We have been drawn to do the Female Factory and the Coal Mines, which has released some pressure on their budgets. If we do take over issues like that the whole Port Arthur Act is expanding and needs to be reviewed. Back then Port Arthur was under Parks

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control and was under pressure. The funding was not going to it and it was not specifically money linked to that site. That is why we brought the management act in.

**Mr DEAN** - I am pleased you have raised those issues. The Government had very clearly said to us they were quite excited at this committee sitting and getting the information and evidence it is getting. They were waiting for what recommendations and finding might come of this committee. They have said that, so that is an area we should be looking at.

**Mr FIELD** - It seems to me the committee has an opportunity to cooperate and work together with the Government so there is not too much argy bargy between the Government and the Legislative Council. You have an opportunity to articulate a structure that may find itself redefining the act which updates the act to the realities of 2015 rather than 1987. That is a long time ago.

**CHAIR** - What I am hearing is you are not averse to the idea of the Eaglehawk Neck Officer's Quarters being considered to come under the umbrella of PAHSMA. It is that the whole act needs to be readdressed.

**Mr FIELD** - PAHSMA would be reticent, and it goes beyond the act, it probably is already. There needs to be a redefinition of what it is about and the policy needs to be reflected in a proper act. We are agents at the end of the legislation. It is not up to us to determine how the administration of our heritage should be structured. That is quite properly a government decision. There is a limitation of involvement for both financial and structural reasons. That seems to be the threshold issue this committee might want to address.

**Mr McKAY** - One of the important points in this is the Port Arthur Management Authority is very important to the regional community on the Tasman Peninsula. With any change in the legislation, there needs to be considerable consultation with the local community to bring that community along with the change in the act, and assure that community it is not downgrading what the Port Arthur site is to that community.

**Mr FINCH** - First, an observation about that Eaglehawk Neck area. In my mind's eye, as a kid growing up in Tasmania, two things fascinated me. The image of Port Arthur was the chapel, rather than the penitentiary area.

The other thing was the fascination of that dog line across Eaglehawk Neck. In my mind's eye, that was what fascinated me as a kid. I am sure it would still stimulate the imaginations of people if that was presented in a better way. The community has a chance to go down and look at what might be there. It was the only one that has ever been used and never had the opportunity to be used. I think that is a fascinating bit of history not being capitalised on.

I appreciate a very exciting opportunity with the Three Capes coming out of Port Arthur. That is unbelievable. Really nailing it for me. I want to have an understanding of the certainty of funding in the future for you people. For the board. As you try to navigate the future. Do you have to resell the idea all the time? Do federal people and state people get the idea of conservation and what it means to Tasmania, what you are trying to achieve? Do you have to work hard to sell the message or do they get it?

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**Mr FIELD** - If I could comment as an ex-pollie, when there is financial pressure on, governments tend to not want to disrupt the public sector too much. They look at capital investment and they look at grants first and we have seen that a few times.

In my experience with Port Arthur, Treasury tends to - there has been a difficulty because the original grant was not indexed. We then made representations to the previous government and it was indexed. We are very grateful for that because that maintains the real value of that grant. There is always an insecurity associated with it being there, although there is a much deeper appreciation of the importance of that grant now than there used to be. I believe there was a perception, and Stephen may wish to enlarge on this, that we were a business entity purely and therefore we should pay our own way completely, including restoring and maintaining heritage.

I am not going to mention names but there are other areas of government expenditure which that assumption is not made about. Certainly I regard Port Arthur as the most important heritage site in the state. There is a responsibility for Tasmanians, Australians and in fact the world to maintain that site. There is a deeper understanding now but it is subject to budget considerations, and that always creates a level of insecurity. I do not know whether Stephen wants to add to that.

**Mr LARGE** - Michael summed it well. We work closely with the Treasury, and as a GBE we are required to. They certainly have a far greater understanding than they used of the heritage challenges and complexities of the three sites we manage. Over the last few years we have not had a problem in securing that funding and it is in the forward Estimates for the next three or four years. That is about as good as it can get as far as that goes; that can change but we hope it does not.

**Mr FINCH** - The 300 000 number that you have projected might occur this year is going to resonate strongly when you build your case as to the success of the work that you do and the way you run the place.

**Mr LARGE** - I am pleased you think that and we obviously think that too. Once again, those sorts of numbers presents some challenges for us, particularly with the current visitor centre we have. We have to find some funds to do that a bit better because enhancing the visitor experience is so important to us. If you get a wet day in January and everybody comes into the visitor centre, it is not the sort of experience you want. We need to have people leaving through our gift shop so that they buy something on the way out because the current place with the gift shop there is not as it should be. There are some things that we need to do but we have to have to capacity to fund that.

**Mr CHAIRMAN** - Thank you for your presentation today and also for the time you gave us yesterday. One quick question from the honourable member for Windermere.

**Mr DEAN** - You know what the question is going to be because I raised it yesterday about the funding opportunities. The Government has made it reasonably clear to us that they are looking at ways and ideas as to how they should fund heritage maintenance and preservation. We have raised some ideas and a lottery has been put forward to us, or a \$2 levy on anybody seeking accommodation, on everyone coming into the state as a tourist paying at the ferry terminal or at the airport as a way of funding. A contribution

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from local government with a \$2 levy on all rates is another thing that has been put forward to us. Have you had an opportunity to address it or look at it or consider it in any way at all?

**Mr LARGE** - I stayed up all night thinking about it. It is a tough one. A lottery in Tasmania would present some huge challenges, you would need some sort of national lottery and then heritage divided up like the GST. I do not know, it is a difficult issue particularly with so much built heritage in Tasmania and I guess that is why this committee has been set up.

**Ms McVILLY** - The Gold Coast Council, which is a very large council, I think there are only two in Australia that have raised a tourism rate in their rates. I think there is one in Queensland; there are two so there is a model there. I do not know how well it works.

**CHAIR** - That is something to look at. Thank you again we really appreciate it and as I say it was terrific to be able to come down and have a look at the site. We appreciate that opportunity as well.

### **THE WITNESSES WITHDREW**

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**Mr LYNTON FOSTER, Mr GREGORY JONES AND Ms RUTH MOON,**  
**EAGLEHAWK NECK ACTION COMMUNITY TASKFORCE, WERE CALLED, MADE**  
**THE STATUTORY DECLARATION AND WERE EXAMINED.**

**CHAIR** - Today we are recording the hearings on *Hansard* and the hearing is actually protected by Parliamentary privilege. I need to remind you that is you go outside of the hearing that you will not have that same legal protection. Thank you for coming to present to us today. We appreciate the effort you went to yesterday to show us the Officers Quarters and to talk to us about it.

**Mr JONES** - The reason I am here is that after the Dunalley bushfires there was a problem at Eaglehawk Neck and we started an ENACT Group. I became a member of that just to help the community and to try and get things moving a little bit.

**Mr FOSTER** - I have been asked by the Chair of the ENACT Group Arthur Orchard to speak on behalf of the group today; he is interstate at the moment. I joined this group in 2013 following the Dunalley bushfires. We had a community forum which indicated a lot of issues both social and to do with the economy of the area which we wanted to promote and to be part of, and that is what we have done over the last two years. We are a lobby group; we are now getting involved in project management to a small degree within our capabilities.

**Ms MOON** - Like Greg and Lynton, I am very interested in the Eaglehawk Neck area and I am a member of the ENACT Group.

**Mr FOSTER** - Thank you for visiting the site yesterday. We appreciate your actually being onsite and seeing what we are talking about, the buildings on and near the Peninsular at Eaglehawk Neck. This was the Dog Line, the gateway to Port Arthur, an intrinsic part of the Port Arthur penal settlement. Port Arthur was built in 1830, the settlement of Port Arthur was built in 1832.

The existing building you looked at yesterday is the oldest wooden military building in Australia. It was owned by private people up until the 1980s, bought by Parks in the early 1990s. After an archaeological excavation [inaudible] in 1992, they reinterpreted the building and they did, in our opinion, a good job. That area has since fluctuated. The tourism potential of that area has never been maximised. There was a building nearby which was called the Officers Mess, which was a large tourist information restaurant café, which had an unfortunate end.

We have seen tourism since then go backward in the area. As a local community group we would like to be involved in the reestablishment of that area as a tourist attraction. We see PAHSMA, Port Arthur Historic Site Management Authority, as the appropriate body with the appropriate skills to do that, where we have been in contact with them. They have told us they would be interested as we heard their submission and we know that you know their attitude to that. As a community group we would like to add our support to them as the appropriate people to take on that role. We think that they have, in addition to the archaeological skills and so on, the commercial background to do so. Looking at the model of Great Britain or France or somewhere like that, heritage buildings are always going to be a problem with funding, and some of our built heritage

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unfortunately will fall into decay, unless tourism is the way forward. That is what we are saying; tourism is the way forward and as a community group we believe our community should be involved in these decisions. We are very happy to cooperate with PAHSMA in that regard.

**Mr DEAN** - You have mentioned tourism and it is not maximised in the area, does this area, the Officers Quarters and so on, feature in the marketing tools used by Tourism Tasmania for the area?

**Mr FOSTER** - Any advertising, tourism brochure you would like to look at for the Tasman Peninsular we will feature a view down the coast from Eaglehawk Neck; the stunning coastal scenery there is the big sale card for that area. In a way, as a local group from Eaglehawk Neck, we feel we are undervalued in that area. We do not think there is enough infrastructure and enough local support for us in that area. We are not coming here with our hand out asking for money, we are a group which believes we should help ourselves. As an example of that one of our projects has been to put picnic tables in the area. We have done that; we have started and we are working with council and with Parks. That has already paid dividends in that we have attracted a small business, a food caravan which now wants to open at the lookout at the top of the hill after we put two picnic tables up there. That has been a successful strategy on our behalf. We are lobbying council for more infrastructure in the way of toilets and those sort of facilities. We think the area is a world-class tourist attraction and we do not think at the moment that the infrastructure and the local support for it reflects that.

**CHAIR** - How do you propose to get people to that site? They come to the Officers Quarters, the few that are doing that at the moment, how do you point them to that particular area where you have put up your picnic tables. You can put the facilities there but you cannot get the people there.

**Mr FOSTER** - It is a challenge, always has been a challenge. The peninsular has had a long history of tourism right back to the convict days; tourism has been integral to the economy of that area. The challenge for private operators in that area has always been to convince tourists in Tasmania that they cannot do the peninsular and back from Hobart in a day. That is our frustration, that people go straight from Hobart to Port Arthur and return and try to pack everything else in. We see our role in providing more attractions, more facilities and more infrastructure in the area to encourage tourists to stay longer to support small business, the little food businesses, the little accommodation businesses, the tourism attraction businesses in the area. That is why we are asking you to pass the area over to PAHSMA. We see them as the appropriately skilled people to run that area.

**Mrs TAYLOR** - Yesterday when we were four kilometres before you get to Port Arthur there is a whole new café, the Lavender Farm, but the facility is new and it is so good. Is that what you are looking at maybe in terms of getting people to stop?

**Mr FINCH** - May have missed the boat, do you think?

**Mrs TAYLOR** - There is probably room for another one. There are 300 000 visitors a year to Port Arthur, so I am sure there is room. You need something for people to stop.



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**Mr FOSTER** - Most of us are long-term residents in this area and we have seen things ebb and flow over the years. For instance that building you were talking about was not built as a lavender farm. It went broke once and then was rebuilt as the lavender farm. We see tourism in that area as fairly marginal in that regard; weather and seasonality is a big issue. A lot of businesses will do well for six, seven months and then lose their profits over the winter and so on. They are the challenges we need to get involved in.

In our area we are always looking for, similar to Dark MOFO, ways to extend the tourist season and so on. We are involved in all sorts of little things through our committee and so on.

**Mrs TAYLOR** - When the visitor information building was there people found that a focal point and stopped. Then they could see where the Dog Line was and where the officers quarters were.

**Mr FOSTER** - As you saw yesterday, what has been put there now is unfortunate.

**Mrs TAYLOR** - Is that private property?

**Mr FOSTER** - Yes. We early on discussed as a group going to the state government and asking them if they would be interested in buying that land back to do something with, maybe a visitor centre and so on. We have since been told that visitor centres are a little bit passé, that with IT and so on people can get that information on an app. They do not want to stop and look at it.

**CHAIR** - Perhaps you could explain to us any partnership agreements you have been council and or government at the moment? Are there any?

**Mr FOSTER** - Our basic role is as a subcommittee of the Eaglehawk Neck Hall Committee. We see ourselves as a lobby group. We have membership of PATTA - Port Arthur and Tasman Tourism Association. We are really a group of locals who have over the years seen our area ebb and flow, fluctuate and then go back. We want to promote the area and feel at the moment that it is at the ebb stage and we need to do something to improve the area.

**Mr JONES** - We are negotiating with Parks and Wildlife and the council trying to get a walkway from loop around to the Tuna Club. It is in very initial stages at the moment.

**CHAIR** - Hopefully passing the semaphore point?

**Mr FOSTER** - Yes and the Dog Line.

**Mrs TAYLOR** - Do you have any connections with things like Rotary Clubs?

**Mr JONES** - I am a member of the local Rotary Club.

**Mrs TAYLOR** - Okay, because Rotary and Lions do often provide exactly that kind of infrastructure, walkways in lots of towns.

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**Mr FOSTER** - We are really seeing our role as a supportive one to these organisations. For instance, with the Officers Quarters we were involved in tidying up the gardens and so on. Voluntary help from PAHSMA was provided through Naomi Jeffs, the lady who runs the gardening at Port Arthur. She showed us which trees to keep and which to dig out and so on. We tidied up the gardens there. We are involved in that way, practical hands-on things.

**Mr FINCH** - How do you feel the people of the peninsula view ENACT? What sense do they have of what you are trying to achieve and notify them about?

**Mr FOSTER** - You are talking about a group of people who have made lifestyle decisions to go down there. You do not move to the peninsula because it is a good place to make money. You go there because you are passionate about the area. You have got a lot of passionate people there. Where you have passionate people, you have diversity of viewpoints. I would say there would be people there who would say, 'Do nothing. Change nothing. Let it go.' I would say also that there is a strong local tourism industry there that needs our support and want us to be involved in promoting tourism. I would not claim that we represent everybody on the peninsula, but I would say that in the way we are going about what we are doing we represent people from a very diverse area, from both sides of politics, all that sort of thing.

**Mr JONES** - When we were first set up, there was a meeting, and the things we are trying to achieve are those suggestions from that initial meeting. We are not just coming up with ideas ourselves. I think there were about 20 or 30 ideas. We have knocked that down to try and achieve a few things to start with. That was the local community. With this walkway I mentioned before, we have had a letterbox drop, for what people think of where we want to put the walkway. That got overwhelming support. So we still interact often with the community.

**Mr FOSTER** - When we are talking about PAHSMA and how they deal with the community, we are aware that at the Port Arthur Historic Site they still allow access to local people into the site. There is a jetty there and a church there which are open to the public at all times. We see that as indicative that, if they were in control of this area, we would still get access to our local hall. We would still be involved in it. They have a lot of art displays there and musical things for the local community. We would see that as supportive of our local area.

**CHAIR** - What would you see as your ultimate vision for this area around the Officers Quarters and indeed the Neck?

**Mr FOSTER** - If you have a look at this picture in a book that is called *Probation in Paradise*, which actually says it all. This superimposes what was there originally on a modern photo. The photo will show you where that original restaurant was, which is no longer there. It can show you potentially what could be put back there. In addition to the existing officers building there was a 300-metre long jetty. There was a semaphore station on top of the dunes. There was the Dog Line. There were two platforms in the bay. All these things could be looked at. If you were to reinterpret the whole site, these are the sort of things you might be building on.

## PUBLIC

**Mr CHAIRMAN** - So was the jetty there to service the Dog Line or was it there to service vessels?

**Mr FOSTER** - It was there because it is a very shallow bay. That is why it was 300 metres long. Their main supply link from Eaglehawk Neck to Port Arthur was by boat.

**CHAIR** - I think I recall it in my childhood now.

**Mr FOSTER** - The one you are thinking of was on Old Jetty Road. That was a later one. That was the steamship jetty.

**Mr FINCH** - It would be your hope that if PAHSMA took on the management or got involved in this site that they would assist with a strategic plan and management plan and the interpretation that needs to go with it, and help with the research to re-establish this area as an attraction in itself, so people would actually see that as a gateway to the experience,

**Mr FOSTER** - Indeed. We have had signage put up at Eaglehawk Neck at the top of the hill saying, 'Gateway to the Tasman Peninsula'. That is something we have done, but we do not want to speak for PAHSMA. They need to be able to run things the way they see best commercially. They need to make their own decisions in that regard. As a community group we would like to support them and show that we are in favour of them being involved in that.

**CHAIR** - It is fair to say in their presentation they were suggesting that the whole act needs to be reviewed to enable them to look at any degree of expansion, that they might be dealing with things that are outside the act at the moment. They are not saying they are but there is that need to review the act and that may be needed before they look at the possibility of bringing on the -

**Mr FOSTER** - Probably getting outside our area of expertise to talk about the act.

**Mr DEAN** - You could drive through there and unless you knew something about the history of Tasmania you could think, 'what the hell' and drive straight through, and think nothing is really important about this area.

**Mr FOSTER** - I think we surprised you yesterday when we told you that is the oldest wooden military building in Australian.

**Mr DEAN** - You did but when you drive through near the guard house and the dog line, if you had some appropriate signage - 'this is your entry pass to get onto the peninsular' - it would build so much for the area.

**CHAIR** - It heightens the experience, I guess. When I was saying that I remember the jetty, and you were saying it was in Jetty Road, what I am talking about is the remnants of the old jetty.

**Mr FOSTER** - They are still there and at low tide you can still work it out. As far as a local community group goes, we have said what we have come here to say. We support PAHSMA in this and we think that they should be the appropriate people to take this

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over. As far as their vision for what they want to do with the place is concerned, we are not here to make their mind up for them. They need freedom to do that.

**CHAIR** - We appreciate that and unless there are any more questions we will call that to a close.

**Mrs TAYLOR** - I want to say congratulations on your community-mindedness on being concerned for the area.

**CHAIR** - I am sure the community appreciates it as well.

**Mr DEAN** - We appreciated the visit yesterday and the information we were given yesterday.

**Mr FINCH** - We might get an opportunity to encourage Parks, while you are waiting for a new management plan, to focus on extra potential. You do not want deterioration to occur.

**Mr FOSTER** - We have concentrated on the positive today. One of our areas of frustration is that we receive these plans from Parks - this is the Site Plan 2007, Tasman National Park, Pirate Bay Visitor Services Zone - which are visionary documents, and we are led to believe these things are going to happen. They have not happened. It is a sense of frustration we feel because if you look at this, it says a lot of the things we have suggested today should occur but it has not happened.

**Mrs TAYLOR** - Is there a growing percentage of people who live there now, as opposed to weekenders shacks? There are people who work elsewhere and either commute or come for weekends?

**Mr FOSTER** - Greg works in town and commutes down. I work down there. My parents built a shack there in 1960 when I was born, I have been going there all my life. I love the area. I am passionate about the area. Two years ago I moved down there permanently. I crossed the great divide from shack to permanent and I think there is a lot of people doing that at the moment.

**CHAIR** - That is my impression too, having not been down there for a while. They see it as a place to retire to.

**Mr FOSTER** - Our advantage would be in providing more employment opportunities down there. If people are able to move there and live in the place we love.

**THE WITNESSES WITHDREW**

## PUBLIC

**Ms JESSICA DALLAS**, REGIONAL DEVELOPMENT OFFICER, AND **Mr JAMES GRAHAM**, COUNCILLOR, DERWENT VALLEY COUNCIL, WERE CALLED, MADE THE STATUTORY DECLARATION AND WERE EXAMINED

**CHAIR** - Welcome.

**Ms DALLAS** - I am the Regional Development Officer for the Derwent Valley Council and was part of a working group that wrote the submission to the inquiry. I deal with a lot of stuff to do with helping the Valley move forward. It is a pretty broad role.

**Mr GRAHAM** - I am a councillor at Derwent Valley Council. I was on the working group, but I am probably not the best guy who is sitting here on this one, but I put my hand up to be on the committee. I studied the document and I was involved in helping to create it and Jess is my offsider today. I do not claim to be an expert in any of this but I am prepared to be involved in the discussions.

**CHAIR** - Thank you for that. Just to let you know that all evidence taken at the hearing is protected by Parliamentary privilege. I remind you that any comments you make outside the hearing may not have that same privilege. I am assuming that you have read the information for witnesses?

**Ms DALLAS** - Yes.

**CHAIR** - The evidence you give is being recorded and the *Hansard* version will be published on the committee's website at a later stage, so if you wish to review it there you can. Thanks for making your initial submission and if you want to provide us with a verbal submission in support of that now, over to you and we can ask the questions coming out of that.

**Mr GRAHAM** - We are going to go straight to the conclusions because the document is self-explanatory. There is probably no need for me to read the conclusions. I am assuming that you have all read the document and in our submission we said that we would be fully prepared to come and answer any questions that you might have that has come out of the document.

Our view was we went with a broader brush. We felt we needed to have a better look at the definition of what we were talking about. It is very easy to focus on all the big ticket items, but it is the obscure things that are part and parcel of national heritage, that have a sense of humanity, whether it be a picker shed by the roadside or a thing that has happened that is very important to the people who live in that community. Basically, we are saying it needed to be a bigger look at what we were talking about and then we came up with the ideas about how that could be funded. Our conclusions were what they are. They are pretty straightforward, but it is not rocket science.

We wanted to keep a sense of humanity in this debate about what heritage is. If community is not at the centre and at the core of it all and if we are excluding them in any way, we are missing the plot.

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**Mrs TAYLOR** - Everywhere we are hearing that the experience and the lives of the people who were there are important. We are trying to do two things. We want to make sure we conserve the heritage that there is from the whole range - you are talking about two of the big ticket items - but also to look at them being sustainable in the long term, which is why tourism is connected with this. While I hear what you are saying about all the little things that are important, it is about how we manage to keep them for the future and about conserving them, not just about preserving them. How do you see that? That is why we are looking at bigger items like Willow Court.

**Mr GRAHAM** - Willow Court is another issue. This is bigger than Willow Court.

**Mrs TAYLOR** - Absolutely.

**Mr GRAHAM** - What we are saying is that if we can get those small bits as a mosaic in place, then you are a spring board -

**Mrs TAYLOR** - What do you need to do that?

**Mr GRAHAM** - Benji is a great example. Benjamin, who was female, was the last Tasmanian Tiger. Up at Maydena, the patch is there, everybody knows where it is, maybe it is not the kind of thing you want to talk about or glorify, but it is part and parcel of what is up there. So that is a little part of the mosaic. If that is in place, no matter whether it is just a little picking shed, it is all those little bits you were talking previously, it is the little bits that make the big bit.

**Mrs TAYLOR** - How can you do that?

**Mr GRAHAM** - Jess is probably better at this because that is what she does, but as an overview, if I had a great idea for one of those places and was pointed in whatever direction, I would need to go to get money to help with that, whether it was council or grants or whatever. If it were a grant, a lot of those grants would not allow me get the money I need to construct the building or things like that. I think Jess is probably better at this.

**Mrs TAYLOR** - And then?

**Mr GRAHAM** - Once you have that, then you give the community itself ownership of what is going on there, but it is part and parcel of a smaller bit leading to the bigger bits. I think what is happening is, it is too easy to sometimes just focus on all the big bits. The big bits are there, but we need to get all those other little bits along the way. I think what we need is a comprehensive look at what the heritage is all about, including the ugly bits too.

**Mrs TAYLOR** - Does your council have a heritage plan to do that in your own area and to look at a review?

**Ms DALLAS** - We do not have a specific heritage plan. We are a little rural council and resourcing for something that specific is sometimes pretty hard to do.

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**Mrs TAYLOR** - That is what you can get a grant for though; that is the kind of stuff people have successfully applied for.

**Ms DALLAS** - We have a strategic plan called the STEPS document, which deals with building the community as an entirety, and heritage is a really important asset in our community.

**Mrs TAYLOR** - You have lots of it.

**Ms DALLAS** - We do, we have heaps and heaps of it. A lot of what is focused on in our community is those big things - it is Willow Court, it is Redlands, it is all those really big, flashy, eye-catching things.

James is talking about some of the smaller things that are sometimes forgotten because they are not as obvious, they are not as -

**CHAIR** - But they have a story to tell.

**Ms DALLAS** - They do, they have a story to tell and that story is part of what makes those other big things really important. Without the underlying story, the big things are just an item standing there on their own.

One of the things we say in here is that we need to look at what heritage is. We need a proper definition of what heritage is. Is heritage just buildings or is it things like the old Lyell Highway between New Norfolk and the west coast? Are the plans to build the old road between Maydena and Strahan heritage? If that is heritage, then we need to look at how we deal with those things as well as how we conserve and preserve buildings because heritage may be about more than just buildings.

**Mr FINCH** - If I could get some sort of picture of what happens in the Derwent Valley in respect of tourism opportunities. Why do people go up the valley? I want to try to link this back into your heritage opportunities. Why do people come there?

**Ms DALLAS** - Predominantly people come to the valley - because of its natural attractions - this is what we understand. We have Mount Field National Park. We have the gateway to the south-west wilderness. Included in those natural attractions is the heritage of the area because that is part of our heritage. Mount Field is the oldest national park in the state. It is going to celebrate its hundredth birthday next year.

Included in that were things like Belcher and his donkey, who used to take people up to the ski fields. Included in that are the trappers' huts that James were referring to, where Benjamin, the last Tasmanian Tiger held in captivity was caught in the Maydena area. My understanding is that the majority of Tasmanian Tigers caught in Tasmania were caught up in that area.

There are remnants of trappers' huts up through that area. Those are the pieces of community heritage that are still important. When you go and talk to people who live up there, that is the stuff that they are interested in and that they are proud of, and that they want to preserve. It is the stuff that is really important to them as well.

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**Mrs TAYLOR** - But at the moment that does not bring tourists, does it, because they do not know about it.

**Ms DALLAS** - That is right. That is the problem, that we do not have the funds to be able to bring tourists. Part of that is a council issue; part of that is probably a Parks issue. Part of that is finding a way to alert the powers that be, whether it is the tourism bodies or whether it is Heritage Tasmania, to the importance of those things. Those larger bodies, at the moment, it seems think that the big and the flashy is the only important thing, whereas there is a whole layer underneath that that is possibly being missed out and not considered.

**Mr FINCH** - Jess, I get a sense of frustration of wanting to capture that and wanting to do something with those stories that belong to the community and the area, but how do you fund that? How do you take that to the next step?

**Ms DALLAS** - That is the difficult question.

**Mr FINCH** - If the responsibility comes back to the council, how do you fund that? You are saying that there is not that strategic amalgamation of bodies that might give you that strategic plan or the big picture, or the advice as to how to best capitalise on those assets that you have.

**Ms DALLAS** - Possibly the advice, but also the recognition. There does not seem to be the recognition from those larger bodies that these things, as part of our heritage, are intrinsically important to what heritage is. There seems to be a perception that the big structures are probably more important on the list than the smaller things and the community things and the underlying things. Do you think that I have got that?

**Mr GRAHAM** - Our third recommendation was to take a look at the whole funding model we had talked about a heritage line or something like that. What we are saying is we need to start a conversation about it. If we are serious about taking this on, then the community itself has to have some skin in the game. We have to convince them there is something in it for them, because most of the time we are competing for their free labour, if they are volunteers or whatever.

Then a lot of times it can be where once your idea gets out there, there is this sense of capturing your idea and keeping it yours and not wanting to share it with anybody else for fear that somebody else thinks you have a good idea. But the whole heritage thing is bigger than tourism. It is about community. It is about pride in place. It is about having other people come through your neighbourhood, sure, but it is not all about that.

It is about having pride in place and knowing where you come from, and having a good idea why you want to hang out there, why you want to live there, why you want to work there, why you want to invest there. We have the Willow Court and we have the Salmon Ponds and all that kind of stuff. There are going to draw the people who are going to go to those kinds of places anyway. We are saying that we are bigger than all that.

If we do not capture the little bits of the old road, and we do not let people - whether it is a sign saying if you walk on this, you do not know who has walked there before you. But you can be sure of one thing, somebody was hanging out there 200 years ago. We put a



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plaque up or something - your ancestors have been here. That is another big part of the story at the moment. It is lifelong learning.

**Mrs TAYLOR** - Somebody has been there 30 000 years ago, never mind 200.

**Mr GRAHAM** - Exactly - someone who walked here before. What I am saying is that heritage is bigger than just trying to get tourists to come into town. It is about giving a sense of pride in where you hang out and where your ancestors have been.

**Mr FINCH** - What you are saying really resonates with us here. Do you have the opportunity in your council work to promote those thoughts that you are talking about now? Do you project those to your colleagues?

**Mr GRAHAM** - I tell a lot of people to come to our patch. That is what I do. I have a bed and breakfast operation so I know about the tourist stuff. It is getting the message out there. If we know all this kind of stuff and we are proud of it, we can share it with other people in this day and age. There would be heaps of people who would love to find out where Benjamin was, and there would be a lot who probably would not be interested. What I am saying is that for us as a community, we want to get a handle on what the heritage is all about. We think it is bigger than just trying to get tourists to come to town to have a look at it.

**Mr FINCH** - Are you on the council, James?

**Mr GRAHAM** - I am.

**Mr FINCH** - In answer to that question, do you get a chance within the council to -

**Mr GRAHAM** - Do I ever! I am the guy. I am the point guy on that stuff.

**CHAIR** - With respect to the council's operations and the strategic direction going forward, obviously there has been a fair bit of attention paid to Willow Court over the years. Where is that? Can you tell us now where that is at from your perspective?

**Mr GRAHAM** - I am probably not the right guy to come here and talk about the Willow Court stuff. When it is an agenda item, I am on to it. I am pretty much at arm's length from all that and I always have been at council. It is a big municipality. A lot of people at Maydena could not give a - .

**Ms DALLAS** - There is a degree of frustration within council about attempting to get funding for Willow Court. We have applied for probably 10 or 15 grants over the past four or five years to fund works to Willow Court for restoration purposes and to just do remedial works to shore it up so that we can then do other things with it. It is a catch-22 situation in some ways. In order to get funding to do the works that are required on the buildings, we have to have in place an end-use. So whether that is a community organisation or a business or whatever that may be, in order to attract somebody who is interested in using the buildings as an end-use, or an adaptive re-use, we have to have the buildings in a usable state.

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It is very hard to get funding that will allow us to do the works that are required to bring the buildings up to a basic usable state. Under the old federal government community heritage grants, we were lucky enough to be able to get some funding from one of those. We received just over \$300 000 funding from that, which council matched dollar for dollar. That allowed us, for example, to have the power put on at the barracks and Bronte buildings because the power was on a separate grid. When the buildings were closed down, the power was turned off.

That allowed us to do some of the works that you would have seen up there the other day when you were visiting. It was things as basic as repairing the roof and putting the guttering up. That was the only grant that I have been able to find that allowed you to do those types of works on a building that was not nationally heritage listed.

**CHAIR** - How are the works going on at the moment? I noticed that there were some significant gates being put in place and those sorts of things. How is that being funded?

**Ms DALLAS** - That is the last of that funding and the last of the council funding for that project. The federal government component has been finished and this is the last of the council funding to finish off that part of that project.

Council currently has an application in for assessment as a place to go on the national heritage list and we are waiting for that assessment, which could take a couple of years. Unfortunately, again we are in that catch-22 situation where, if you apply for heritage funding, often that funding must be for places that are on the national heritage list or the world heritage list - places like Port Arthur, Woolmers, Brickendon. As we are not on the list, we are automatically precluded from being able to apply for that funding.

**CHAIR** - That is a very significant site when it comes to intellectual disability institutions.

**Mr DALLAS** - In a social context, let alone an intellectual context, it is a really important site. It is not the only important place in the Derwent Valley.

**CHAIR** - It can overshadow other things.

**Ms DALLAS** - It does sometimes.

**CHAIR** - How are the community connecting with that site over time?

**Mr GRAHAM** - That is a good question. If you are living up in Maydena or wherever, quite frankly it is not front-of-mind. It never has been and never will be. At the end of the day, we own it. I am a ratepayer and it is mine. Yet somehow or other, we are in this position where we have to go cap-in-hand to everybody else to help us keep the thing happening.

**CHAIR** - Is there a general feeling that it could be used for tourism in some way?

**Mr GRAHAM** - Yes, there has been a feeling, ever since we have had it, that it could be used for this or that. A guy with a bankroll comes in and makes the thing happen; that is what needs to happen.

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**CHAIR** - Like MONA?

**Mr GRAHAM** - Yes. That was probably the big-ticket item all-up to get to where everybody's vision needed to be. Whether it was tourism or whatever it was going to be was in the order of \$32 million. For a little council that is a big thing. We have done the best we could do with what we have got and we have run out of money; that is where we are at the moment.

**Mr DEAN** - I was looking at your penultimate paragraph there where you are saying that better consultation, communication, funding strategies, et cetera, would assist in promotion. Your connection with Tourism Tasmania in what you have got to offer the Derwent Valley and the heritage sites - is there are close enough connection there? Are you marketed at all by Tourism Tasmania as a spot for tourists to come to?

**Ms DALLAS** - Tourism Tasmania and Destination Southern Tasmania get a great deal of razzing up from the Derwent Valley to keep us front and centre in their minds. My personal view is that the Derwent Valley quite often loses out in terms of marketing to other places, the Huon Valley and Peninsular in particular. Some of that is because they do have things that are already there that are up and running. However, we need the support to be able to get to those things to be up and running.

Tourism in the Derwent Valley has not been a huge focus for a long time. For a long time the Derwent Valley was a forestry area. We were forestry towns and a forestry area but that has changed. The valley culture is changing along with it, so there is now more of a focus on tourism than there ever has been in the past.

**CHAIR** - You have some of the oldest buildings, haven't you?

**Ms DALLAS** - We have, and so now we really need the help from those peak bodies to be able to say, 'Okay, these are the things that can be recognised and these are the things that we can put forward. This is how we can help you do it and this is what you need to do yourself'. Sometimes that sort of assistance and recommendation is really hard to get. In terms of promotion of the area, Russell Falls is really well promoted. It is beautiful and Mount Field National Park is also lovely, but there is a whole lot more to the valley than one thing.

**Mr DEAN** - The valley at one stage was a very important player in hop growing.

**Ms DALLAS** - It still is. It is the largest hop-growing area in the state. There is fishing, and we also get lots of photographers and artists who come up the valley because it is such a seasonal place. You can really see the change of seasons, so we get lots of photographers and artists coming up. We have a couple of little companies who do adventure tourism up there, kayaking on the river. Trout and salmon fishermen come up there. The Tyenna is known as having the most trout per hundred metres in the state or something like that. We have all these things, but getting that message out is very hard.

**Mr DEAN** - Are you consulting with Tourism Tasmania to get that message out? The fishing message is a very strong one and a lot of people come to this state for the fishing. Are you working closely enough to Tourism Tasmania or are they coming to you and saying, 'We need to boost tourism and bring tourism into your area as well.'

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**Ms DALLAS** - They are not coming to us.

**Mrs TAYLOR** - Do you have a local tourism body?

**Ms DALLAS** - Yes, we have a local tourism association which has been through a bit of a hard time and is trying to rebuild. My understanding is that Tourism Tasmania's job is to get people into the state and to market the state. Once they are in the state then it is the regional tourism associations, so Destination Southern Tasmania in this instance, that then market the area or the region. They do that through the recommendations of the local tourism association.

Our local tourism association at times struggles. It is working really hard to get itself back together, but it does struggle. Council is one of the stakeholders in Destination Southern Tasmania. It would be good to see a greater focus on the Derwent Valley from the regional tourism associations. Some of that is because there are lower hanging fruit in other areas that are much easier to market than we are. Some of that is because we need to present a cohesive picture to them which we have not been able to do to this point.

**Mr DEAN** - Another quick question about options such as a heritage lotto for funding ideas. That is an area where Government members, and other members, have raised with me, in looking at what would be a reasonable funding model for heritage, the maintenance of them and the renovations and all the rest. That is the lotto idea.

**Mr GRAHAM** - Stimulating that, or anything. Stimulate a conversation that says money is needed and creative ways of getting it would be handy. To give you one example, if you close your eyes and you are on your way to National Park, you would think you were probably on a national highway to a national park. We want to move thousands and thousands of people along that road through our municipality and that is not a national highway going to a national park, full stop. Let us move the thousands that we want to have going through the Valley but we want to make sure we move them through safely.

**Mrs TAYLOR** - How many visit the national park?

**Ms DALLAS** - It is about 138 000 to 140 000 at the moment. They are expecting in the upcoming quarter they will have over 150 000. At the moment it is the highest numbers it has ever been. I believe it is the third most visited park in the state.

**Mr GRAHAM** - And we have a potential dirt bike track thing happening up at Maydena. There is a proposal to put something there and that would be another drawcard that would be world class.

**CHAIR** - Do you mean a mountain bike track?

**Mr GRAHAM** - Dirt bike, I think.

**Ms DALLAS** - Adventure, mountain biking stuff.

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**Mr GRAHAM** - The whole thing, so that is on the radar. It will be in the same neighbourhood where Benjamin used to hang out, so that would be another little part of it.

**CHAIR** - Thanks for coming.

**THE WITNESSES WITHDREW**

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**Ms SARAH LEBSKI**, INDEPENDENT TOURIST AUTHORITY, WAS CALLED, MADE THE STATUTORY DECLARATION AND WAS EXAMINED.

**CHAIR** - Sarah, thank you very much for coming and being a part of our hearings.

**Ms LEBSKI** - I am an independent tourism consultant who has worked in the heritage sector in various capacities. I have had a longstanding relationship with the Heritage Highway Tourism Regional Association. I have conducted workshops with the heritage sector for Tourism Tasmania and I have also collaborated with the University in developing historic heritage tourism experience.

**Mr FINCH** - I might also mention, if you do not mind Chair, Sarah helped put together that heritage tourism, what was it called?

**Ms LEBSKI** - Ultimately, that was not me.

**Mr FINCH** - No, but you were part of it.

**Ms LEBSKI** - I have been very involved in heritage tourism for a long time. I have been a consultant to the tourism industry for 20 years and heritage is a particular interest of mine but I work across the sector. To your question, Kerry, I have had input into heritage through Tourism Tasmania over the years with that particular strategy, that I think you are referring to which is the Historic Heritage Tourism Strategy commissioned by Tourism Tasmania that was done by another consultant company TRC.

**CHAIR** - To finish off the preliminary information to you - all evidence today taken at the hearing is protected by parliamentary privilege, so any comments you make outside of the hearing may not necessarily have that level of protection.

**Ms LEBSKI** - Yes. My most significant motivation for appearing here today is based on my concern regarding heritage tourism from an industry perspective. Ultimately of course that is from a visitor's perspective as well. Basically the way that I have worked through this, is having read the topics that you are interested in, I have just come up with a series of responses to those topics.

Your first question was about the current and future potential contribution that built heritage makes to tourism in Tasmania. We know that heritage tourism is one of the key reasons that people come to Tasmania. If we look at the Tasmanian Visitors Survey, we see that over 400 000 visitors last year visited a historic site or had some sort of engagement with a heritage experience, which we would agree is considerable.

One of my main concerns is that we do not actually know the potential of this particular sector. We do not have any ongoing or rigorous research around it. So at this stage the best that we can do is depend on a report that was done by Tourism Tasmania in 2011 and very little else. Interestingly, it is part of some other work that I am doing at the moment. I have been trying to find out more up-to-date information about what heritage tourism visitors are seeking when they come to Tasmania, and I have not been able to find anything. That is from me discussing this topic with somebody at the Port Arthur Historic Site, because they did do some excellent work, but it is a few years old now. I

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also approached the university, and to the best of my knowledge Tourism Tasmania does not have anything.

We are working in a vacuum from that point of view going into the future. That is a major concern as far as I am concerned. I should say I bring a bias to that in some ways perhaps, because as a consultant my work relies on very rigorous research. I also have a background in research in a previous life. It is a particular focus of mine, but I think it is fair to say that it is very difficult to move forward with any aspect of tourism without actually understanding your customers. I do feel that to a large degree we pay lip service as an industry and a government to its importance.

I referred earlier to the report that Tourism Tasmania did in 2011, the motivations research. That was the report that confirmed which aspects of tourism in Tasmania or the Tasmanian experiences that had the highest capacity to convince somebody to make a decision about having a holiday in Tasmania. We know from that research that historic heritage was second to wilderness as the most appealing and motivating factor. One of the quotes that I picked out of that particular report was, 'Our history and heritage is considered unique. Outside Tasmania's natural assets, historical heritage is a key point of difference.' Getting back to my point about not understanding what is really required here in terms of the potential, I am not sure when a respondent says, 'We really are very interested in Tasmania's heritage', what that actually means. Are they talking about looking at beautiful historic estates, tangible landscapes as you drive through the Midland Highway, for example? Is it about the convict experience at Port Arthur, or is it about visiting the fly-fishing museum at Clarendon? Or maybe sometimes we know that heritage is perhaps more of a backdrop. That might be having high tea at Woolmers, or it might be getting married at the beautiful chapel at Brickendon, or it might be shopping at Latrobe. We do have a significant need for some rigorous research before we know the current and future potential that built heritage makes to tourism in Tasmania.

We also need to quantify the value of heritage tourism to the Tasmanian economy because that is the language that speaks to everybody. I have read quite a few of the submissions you have received to date. I found many of them very interesting and very good from my perspective. One of my concerns is that there is no current mechanism to harness these ideas. I add my voice to the point that quite a few people have made already, which is that we have many wonderful opportunities around built heritage tourism that are yet to be fully realised. One of my concerns is that to date we have not really capitalised on our World Heritage sites, and I know that this is a topic that is a concern to quite a few people. My view about that is that unless we connect these sites and interlace their stories, it is unlikely that visitors will feel the need to extend their heritage tourism experience beyond Port Arthur. In saying that, Port Arthur is a wonderful experience, but clearly in terms of our World Heritage sites and beyond, for that matter, we need to disperse visitors and get them to understand some of the places that you would have heard about through many people you have talked to and many submissions, the smaller community-based experiences that your last two witnesses were talking about here.

The World Heritage sites are a rich, internationally recognised asset. I think they need a global vision and an integrated plan. They are extraordinary assets, but what now? How do we maximise those assets from Tasmania's point of view and from the visitor perspective? I believe that there was an interpretation plan done for the World Heritage

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sites, but somebody who did not wish to be quoted by name said to me, 'That was done on a shoestring and the person who did it has now been seconded elsewhere'. I say this without knowing the full picture, because clearly I do not work in government, but that is not good enough as far as our World Heritage sites are concerned. We need to pay them more attention.

**CHAIR** - You talk about World Heritage sites being very important and you also talk about the smaller operations. What do you see being put in place to actually stitch that all together?

**Ms LEBSKI** - There are two answers to that. The first is that we need a strategic framework. We have no policy. We have no strategic framework.

**CHAIR** - A state strategic framework?

**Ms LEBSKI** - Yes. The Historic Heritage Tourism Strategy, spoken about earlier by Kerry, has not been acted upon. That was produced some time before Tourism Tasmania changed its role. That has just fallen off the desk and I do not know what has happened to it. It probably would need to be updated fairly soon anyway.

There are a lot of ways we can actually stitch them together. I love that idea. We can do it through a thematic approach. We can do it through touring routes. The other thing that we sometimes underestimate is the leverage that can be achieved through larger, better known enterprises like Port Arthur in terms of word-of-mouth recommendations. With the hundreds of thousands of people who go through Port Arthur - and I am sure that this is the case - but we need more of passing one to the other to the other.

**CHAIR** - It is the start of the story.

**Ms LEBSKI** - It is only part of the story. It is a wonderful start to the story, but visitors would appreciate understanding how that part of the story connects with the rest of Tasmania. We know that there were people at Port Arthur who then went on to Brickendon or onto Woolmers; you can trace individual convicts and their lives. It is very compelling.

**CHAIR** - It is not just a convict story you can tell in this state.

**Ms LEBSKI** - No, it is early settlers. Built heritage is one aspect of the heritage tourism sector. To answer your question, we can also do some wonderful things in terms of broader interpretation where we can create meaning within these sites and really engage people with the stories. Port Arthur does that very well. I know that there are some historic walks in Hobart, as you are probably aware of, which do that very well also. I would not suggest for one minute that there are not some very good practitioners in that field already. There are also a whole lot of smaller places that need help with that sort of thing.

**CHAIR** - So they are not working in isolation?

**Ms LEBSKI** - Yes; there is no framework that actively builds collaboration within the heritage tourism sector. The National Trust obviously is a key player. They do some



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very clever, very innovative things, but to my knowledge everybody is in a silo. They are doing a really good job in their own areas but we need a broader framework if we are going to see this state move forward and really make the most of this wonderful asset we have.

The next question is about the role of government in built heritage tourism. Nobody would disagree with the view that the role of government is one of leadership, however in my view that leadership has been lacking for several years now. I refer back to the change in Tourism Tasmania. I have worked with Tourism Tasmania for 20 years on and off. I am very familiar with the way that organisation has worked in the past. It made a huge contribution over the years in assisting the industry and helping build capacity in the industry.

Previously Tourism Tasmania was a connecting organisation, if you like. I worked closely with several people in that organisation who had highly valued corporate knowledge. They provided an interface between government and industry, and with the structural change and the change to a marketing authority that interface is no longer available.

Tourism Tasmania also had a strategic role in the overall development of the various niche tourism sectors. That takes us back to the Historic Heritage Tourism Strategy which I mentioned was commissioned in 2011 which was never implemented.

When Tourism Tasmania became a marketing organisation there might have been that expectation amongst some that the newly formed regional tourism organisations would take up that role of building capacity within industry and giving advice to industry about experience and product development. However, they have more immediate priorities related to regional marketing and promotion, strengthening their local tourism associations, concentrating on visitor services, customer service - that very localised environment where their role is to ensure that visitors who come to Launceston, for example, have the best possible experience they can have. They have relatively modest resources, so their capacity is regionalised. We need a statewide approach.

I am very interested in the formation of, what I believe is called, the tourism supply unit within the Department of State Growth. I have heard public comments about that unit supporting a skills-based industry, but I do not know whether that unit is going to work with niche industry sectors like heritage tourism. The term 'industry supply' is often used in two different ways. It is about building capacity and industry development, but it also is the supply versus the demand side in terms of experience and product. So I do not know what that unit is going to do but perhaps there is an opportunity there.

I have also heard that there is going to be a state government cultural policy, but I am not aware of the parameters around that. I hope in both instances there might be some significant opportunities for heritage tourism.

My view is that heritage tourism is in a vacuum; it has no strategic direction. I am interested the university is starting to build some informal collaboration with the heritage tourism sector. I know that Professor Hamish Maxwell-Stewart has already appeared before this committee so you are probably aware of the workshops he has run, bringing various areas within the heritage tourism sector together.

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I would like to move on to the Tourism Industry Council. As you would be aware, that is our key industry body which plays a very important role. As per the act, and as a matter of interest, it has representation on the Tasmanian Heritage Council. That representative happens to be me at the moment.

I have just served three years on the Heritage Council and I finish at the end of this year. But interestingly enough, the nature of that role has never been articulated. What I would say most strongly is that clearly Government needs strong industry partnerships to assist in the advancement of this heritage tourism sector. I would suggest that the Tourism Industry Council is well-positioned to take a lead role in bringing the heritage tourism sector together in the same way that has occurred, very successfully, I believe, with the nature-based sector.

Having said that, it is a little bit tricky. The heritage sector is very different from the nature-based sector, and it has some unique challenges, not least of which is the multiplicity of stakeholders and sectors. So when you talk about heritage tourism, you can talk about maritime, convict, Antarctic, and the kind of traditional skills that are happening at Oatlands. It is a very broad church.

A built heritage experience in Tasmania can range from a fantastic guided tour at Port Arthur to staying for a night's accommodation at a small B&B in a heritage property. The nature-based sector is largely made up of easily-identified accredited tour operators. Some would argue, and I think it has probably always been the case, that the heritage sector has gone its own way. As I mentioned earlier, it has resulted in the silo approach with little, if any, collaboration.

The other complexity is that at present there is no equivalent lead government agency for heritage tourism, as opposed to, for example, the role of the Parks and Wildlife service, as I understand it. The bigger question is - and before I ask it, I should say that I do not have an answer to this; I am just putting it out there, as they say - Who would assume that role?

**CHAIR** - Or what?

**Ms LEBSKI** - Who or what? Or is there some other model? I do not know, but I think that is a very important question, in my view.

**Mr DEAN** - It was suggested to us that we should get someone with a heritage background on the board of Tourism Tasmania. Can you comment on that?

**Mrs TAYLOR** - We have already - they have got Brett Torossi.

**Ms LEBSKI** - Yes. I mean, Brett, as you are probably aware, is the new Chair of the Tasmanian Heritage Council. I think that in theory that is a very good suggestion. In practice, if we look at the current board of Tourism Tasmania, as you would expect, it is very much focussed on people who have a background in marketing in various guises. That sector-based approach is not the way Tourism Tasmania operates. That is simply my opinion.

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In terms of the role of heritage organisations in built heritage tourism, we all know the key players that immediately come to mind, like Heritage Tasmania, the Heritage Council, and the National Trust. I would suggest that there are others who we probably would not necessarily describe as heritage organisations that have a significant role. I am thinking of Hydro Tasmania, for example, with their very interesting and substantial hydro heritage. There is the Local Government Association, and also the School of Humanities at UTAS.

I am very interested in following a new professorial position that has been created at the University of Tasmania. I understand it is going to be a tourism-based position that will look at tourism supply in terms of experiential development in the way that I have described it. I do not want -

I do not know the detail around that, but obviously there will be some research that will be attached to that position as well. There is no appointment at this stage; they are still in the process, but I think that is one that I will be keeping my eye on because I think that would be very interesting. The university's role here could be quite substantial.

**CHAIR** - What is the name of the chair for that position?

**Ms LEBSKI** - I don't know that it is actually formalised as such. I understand that the interviews are either about to start or have started, so it is early days. Just speaking about the university and getting back to that earlier point about research, I had the very interesting and enjoyable task of talking to a group of PhD students at the university. There were probably about only 20 or 30 people in the room. We went around the room and they introduced themselves and told me what they were researching. I was astounded at the range of work that has been done there in tourism. We are getting better because there is now an MOU between the Tourism District Council and the university. Prior to that, there was all this wonderful work going on that nobody knew about unless you were actually within the university. We are making a little bit of progress, but that is typical of the situation that is really ongoing in quite a few ways.

**Mr DEAN** - There is a disconnect between tourism and the heritage position and the role in this state. Would the university be the best body to try to bring it together - to stitch it together?

**Ms LEBSKI** - I actually asked somebody that question as part of a conversation that I was having yesterday and I think it is a really interesting one. I cannot answer that, because I think we have to step back and go through that process of starting off with some kind of cross-government agency discussion with industry and bring in the university, then see how everything comes forward. The university's role is of interest to me, as I say, and it probably has not been 'used' or maximised in the past in the way that I am now understanding it could be. I see it as a significant resource.

The idea of the university taking a lead role in a tourism sector is different. Maybe that is the model. That goes back to my question that I asked and I could not answer - what sort of model do we need? That is something to ponder, I think. I have come up through a framework that has government as the lead; but one of the questions that is asked amongst friends and colleagues of mine is, 'What does the post-Mona heritage tourism experience look like?'. To me, that is a really exciting and engaging question and it will

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be fun trying to find out what the answer is to that. If we can get that right, and I think we can - we have the people and the resources, but we just do not have the framework yet in which to develop those ideas and to give them wings, if you like.

**CHAIR** - Sarah, I am acutely aware of the time frame. If it is okay with you, we might run to questions and go from there.

**Ms LEBSKI** - I am very happy to go to questions.

**CHAIR** - I will give you a couple of minutes at the end to bring out any other aspects.

**Ms LEBSKI** - Thank you. Having been so generous towards me, in the course of the conversations that we are having I have probably mentioned most of the things that are of utmost importance.

**CHAIR** - A couple of red marks; they must be important.

**Ms LEBSKI** - Yes, there are. That goes to who might sit around the table when we start the discussion. Sometimes people say to me, what about Heritage Tasmania? It is a peak advisory group, where does the Heritage Council sit in all of this? My response to date has been that both Heritage Tasmania and the Heritage Council have a role that is related to tourism. As you would be aware, Heritage Tasmania's main statutory obligation is take care of the heritage register and, in that context, they advise tourism operators about their obligations regarding the adaptive reuse of heritage buildings and that sort of thing.

The Heritage Council has, according to the act, a role to assist and to promote tourism. I am not sure exactly how far we can take that and what that means.

**CHAIR** - That is part of their role.

**Ms LEBSKI** - It is. Yes, the terminology is broad but of course there are limited resources, as you know, and I am sure you would hear this all the time. Those two bodies, the National Trust and the university - they all have the capacity to bring significant input around the table as we move forward and get a framework around this.

**Mr DEAN** - One of the reasons this committee commenced was that we had a person who had been involved with the National Trust for quite a long period and has had a long and strong involvement in heritage in this state, and making the similar observations that you are making that there was not sufficient connection between the heritage side of the state and Tourism Tasmania. There was an absence, there was this vacuum you have referred to and we needed to do something about it. It was he who came to Kerry and me to suggest we do something about it, that we cannot let it go on any longer. He was coming from that side and he could see that. He was saying we need to have somebody on the board; that would be the start of it. We need to get Tourism Tasmania to accept the fact that it is heritage and our background which is bringing many of the tourists to this state. Your observations are interesting.

**Ms LEBSKI** - I would suggest Tourism Tasmania is well aware of the importance of heritage but it is not their role anymore to look at the sector experience. That is where

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everything has changed and nobody has a filled that gap - that is the problem, no organisation has done that.

**CHAIR** - Your earlier suggestion is that there needs to be some body that takes - not control, but somehow helps to put the strategic framework around its future.

**Ms LEBSKI** - Yes, or I image that would be possibly a steering committee or a group of key players, if you like, who work together. The Historic Heritage Tourism Strategy had some very good ideas in it. I think it is certainly worth revisiting when we get to that point.

**CHAIR** - In your opinion, has that not gone anywhere or has it gone anywhere?

**Ms LEBSKI** - I know it has not gone anywhere.

**CHAIR** - You know it has not?

**Ms LEBSKI** - I know, it just fell off the desk.

**Mrs TAYLOR** - Sitting on the shelf gathering dust.

**Ms LEBSKI** - Yes. As a consultant I find that very distressing of course. You always hope your work will not turn into doorstops.

**CHAIR** - That is right.

**Mr FINCH** - Elements of that, most of it, could be revisited and utilised?

**Ms LEBSKI** - Yes, I think so.

**Mr FINCH** - It provides good advice and suggestions.

**Ms LEBSKI** - Yes, I think we could enrich it but certainly I think that revisiting that strategy would be a good start.

**Mr FINCH** - We have heard many comments from people about the lack of use of that report and the way it was not utilised to our advantage.

**Ms LEBSKI** - No. There was nobody to do anything with it, or no organisation, I should say.

**Mr FINCH** - With the way Tourism Tasmania is structured at the moment, is there any thought there might be a heritage person who could have an influence being a board member of Tourism Tasmania? Would that work?

**Ms LEBSKI** - Everything we talk about that might work within Tourism Tasmania is all within a marketing context. That would presumably be about marketing the heritage tourism sector. Then the nature-based sector could quite rightly say, we want direct representation around the table. As I understand Tourism Tasmania now, I cannot actually see a place for that. Not at the moment.

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**Mr FINCH** - But we have to somehow get the importance of the heritage side of Tasmania projected to the community and beyond.

**Ms LEBSKI** - Yes.

**Mr FINCH** - To acknowledge the importance that it plays in our lives and can in the future.

**Ms LEBSKI** - Yes. I think the community understands that. I come to it strictly from a tourism perspective, from a visitor perspective. If I were to summarise, I would say that we need to keep refreshing our heritage tourism experiences in Tasmania. There are a lot of elements to this discussion, but first of all, we need some leadership in this area.

**CHAIR** - Are you suggesting specifically from government?

**Ms LEBSKI** - Possibly. That is the typical model, but as I said, there could be some other way of doing it and we should explore other ways of doing it.

**Mr FINCH** - Who is doing it well in Australia? Victoria, for instance? Ballarat or Sydney?

**Ms LEBSKI** - There are some very good examples. My particular interest in recent years has been in the interpretation. Places like the Australian War Memorial Museum, the Rocks in Sydney, Hyde Park Barracks in Sydney, Sovereign Hill. There are some iconic experiences to be had. But Tasmania is different, and it gets back to that unique history of convict and early settler history that we need to really promote as our point of difference.

We are all in a very competitive marketplace for the visitor dollar. Ideally we would like to sort of be able to promote the view that, okay, you have seen Sovereign Hill or you have seen this or that on the mainland, but what we have to offer is unique.

**CHAIR** - Do you see that it may even be broader than that, like Art Deco as a heritage -

**Ms LEBSKI** - Absolutely.

**CHAIR** - Is that something that Tasmania has enough of to be able to make something of?

**Ms LEBSKI** - Well, Launceston has some good Art Deco buildings, and there are some on the north-west coast as well.

**CHAIR** - Certainly in Hobart.

**Ms LEBSKI** - I would extend that even further and say that we know that people do not come here just for one type of experience. They come for a range of experiences. Ideally, we should be integrating fabulous heritage experiences with food and wine and with nature-based experiences, and packaging that, loosely or more formally, and then presenting it in its totality.

**CHAIR** - It seems to me the Art Deco experience sits well with the Hydro experience and that era.

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**Ms LEBSKI** - It does, yes.

**CHAIR** - The design of the buildings.

**Ms LEBSKI** - That is the thematic approach that I was talking about earlier. You need to make it easy for people. Many people do not have the time. Some people love scouting around. People in Winnebagos have the time to do that sort of thing, but the majority of people who come here for three days, for a long weekend or for a week want it to be easy.

**CHAIR** - It could be farming villages, couldn't it? There are a number of those around the state.

**Ms LEBSKI** - Many.

**Mr DEAN** - Sarah, in your position as a consultant and your very well integrated background in this whole area, have you ever considered the funding? What would be an appropriate funding model? Where will you get the funds from?

**Ms LEBSKI** - This is so hard, isn't it?

**Mr DEAN** - Yes, it is.

**Ms LEBSKI** - Sitting over there previously I noticed that you raised the issue of the heritage lotto. That is something that we talked about within the Heritage Council, and it is discussed broadly. To be perfectly honest, I do not know the answer to that. I really do not. It is something that I am interested in but have not focused on.

**Mr FINCH** - You are concentrating more on your own funding.

**Ms LEBSKI** - That is it. Getting those tender documents out.

**CHAIR** - Our time is up unfortunately, unless there is a burning question, thank you very much for coming down and presenting to us.

**Ms LEBSKI** - I hope it was helpful.

**Mr CHAIRMAN** - It was terrific.

**Ms LEBSKI** - Thank you. It was a pleasure. Thank you for the opportunity.

**Mr FINCH** - If there is any more you think of, Sarah, from what we have suggested or talked about here, submit that.

**Ms LEBSKI** - When this is over what happens next? What is the process?

**CHAIR** - Basically, the committee reports on its findings through the presentations and evidence that has been received and we make various recommendations to Government. We are not Government, so we cannot mandate that this or that happens. It is for us to

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collate all of the significant issues that have been brought out through the hearings and to put that into a report which is presented to the upper House and then goes to the lower House.

**Mr DEAN** - It was interesting that the Premier said during the Estimates that he was waiting for this committee to report on the issues.

**Ms LEBSKI** - I am very pleased to hear that.

**CHAIR** - There is some interest in the area. We cannot guarantee that things are going to happen, but it heightens the issues and brings it higher in the mind. Anything that does that is important because it is such a competitive edge.

**Ms LEBSKI** - We have a Premier who is very interested in tourism and we are in a sweet spot right now.

**Mr FINCH** - We did a Legislative Council Select Committee report on tourism, chaired by Don Wing, and the previous government and this Government have taken on recommendations from that report.

**Ms LEBSKI** - That is good to know. Thank you.

**Mrs TAYLOR** - Sarah, one point on the Mandarin conversion. Are people starting to take it up?

**Ms LEBSKI** - In terms of speaking the language, understanding the language?

**Mrs TAYLOR** - Catering culturally, as well as language?

**Ms LEBSKI** - Yes, I have. Every tourism conference I have seen or attended, the issue about Chinese visitation was on the agenda, so I think there is a very strong awareness. The Tourism Industry Council is very aware of it, as are the regional tourism organisations. I would say yes.

**THE WITNESS WITHDREW.**



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**Mr RICHARD WARNER** WAS CALLED, MADE THE STATUTORY DECLARATION AND WAS EXAMINED

**CHAIR** - Thanks very much for coming and putting in your submission which was very much appreciated and the fact you want to address us is better from the individual perspective. You are not here representing any organisation, you are here representing yourself as an individual. We are taking sworn evidence and it is going on to *Hansard* and that will be published on the committee's website at a later stage if you want to refer back to it. It has parliamentary privilege inside this room but whatever you say is not protected outside.

**Mr WARNER** - I have been the owner of a group of heritage buildings and I have been very interested in how I can conserve them so they will last for another 200 years. As part of a fellowship I did in 1999 or 2000, I went and had a look in Europe at the reuse of redundant farm buildings and I have also done a second trip to a group of two villages in Northumberland where they have been entirely refurbished into adaptive reuse purposes. I come with very hands-on interest in the conservation of our buildings in Tasmania. I probably approach it in a slightly different way. I am approaching it from the basis of the conservation of our buildings - our built heritage in Tasmania. Something in the order of 40 per cent of Australia's built heritage resides here in Tasmania.

**CHAIR** - Some would say 53 per cent.

**Mr WARNER** - It is significant. I approach it from how we conserve this for the next 200 years and I am convinced, after what I have looked at and studied, that the adaptive reuse, an alternative commercial reuse, into those buildings, is the only effective way to do it.

I read recently that Clarendon House has some falling plaster in some of the rooms and that is a good example. That is a building that is wonderful to look at, should be preserved, but does not have a physical use. We go and look at it and we think that is wonderful but things happen when there is not a commercial activity going on in that building and that is a good example.

**CHAIR** - When you say adaptive reuse, you are talking about using the site for a purpose as opposed to a visit, an object to visit.

**Mr WARNER** - Yes. I want to spend a bit of time on that because it is quite important.

An adaptive reuse is a new use, or a use that is different from what the building was originally intended for. That is my definition and that is a commonly accepted one. Say you have a mill at Oatlands that is now baking bread. It is not just milling bread, but it bakes bread. The bakery part of the business is sustainable in its own right, so it can be anywhere in Hobart; but it happens to be in the mill, so it is sustainable in its own right. It makes a profit. The person goes and buys the flour, biscuits or whatever they make there. They can then look at the building itself and enjoy the surroundings of the building that is well-kept in its original state.

Adaptive reuse does not mean altering the heritage values of that particular building and that is a very important point. The example in Oatlands is a really good one of where

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you have combined a commercial activity with a building that was built for its original purpose. I have seen any number of adaptive re-uses in the UK that are highly successful, from office space in a building to data storage and theatrical work - and I could go on endlessly. All those have been monitored by English heritage as to how far you can go and what approvals can be given, but it is the only way that those buildings will be sustainable.

Examples here in Tasmania are Pumphouse Point and the Henry Jones Art Hotel. They are wonderful examples, both tourism-related, but I am talking about not necessarily confining the conservation of our built heritage to tourism. I know your committee is.

**Mrs TAYLOR** - It could be residential as well.

**Mr WARNER** - It could be anything. Data storage is a good one in Britain that I have seen a lot of times. I am approaching it from the basis of how we conserve our built heritage. We all say it is a wonderful asset and we should make it one of our competitive advantages in Tasmania in preserving it.

**CHAIR** - If you don't preserve it, you can't use it for anything.

**Mr WARNER** - No, and it gets to a certain point between demolition, where it is better to get rid of it, or to bring it back. There is a point where you go past and you cannot do it. It becomes uneconomic.

**Mr DEAN** - It is about having a use, but also at the same time about having it available to the public or tourism to be able to view or even go through in some instances, and trying to get that balance. Do you see that or not?

**Mr WARNER** - I do, but I come from the basis that conservation is the important issue. Maintaining that building is the important issue. It may be done privately - with data storage you are not going to have people wandering through your building looking at it, necessarily.

**Mrs TAYLOR** - They could be outside, which is often what happens with historic buildings.

**Mr WARNER** - Yes, but the important element is that your building is conserved. The data storage might disappear in five years' time, but your building is still there. The tourism angle does provide for public access.

**CHAIR** - When you talk about data storage, are you talking about modern computer data storage or physical paper storage?

**Mr WARNER** - Both.

**CHAIR** - I am thinking data storage by computer actually provides the heat source that keeps the damp away. I am interested in clarifying that.

**Mr WARNER** - I have seen both. The really important issue is conservation, which is done at the moment a bit by the good will of the owner, whether that is public or private, with some assistance - very modest - from the government by way of the Heritage Council or

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Heritage Tas. I think the issue of our conservation of heritage should be included in the Tasmanian State Government Strategic Plan. It should be something that is built in and worked on.

**Mrs TAYLOR** - That is really the point of your submission.

**Mr WARNER** - That is the point of my submission; it should be in there. As for how we manage that, I cannot really understand the logic of having a Heritage Council and also Heritage Tasmania as two separate bodies. I know they help each other; merge them into one. Put them into one and give it the clout that reflects the Tasmanian State Government having heritage as a strategic issue. This body is the one that provides the support.

**CHAIR** - Heritage Tasmania is the underpinning administrative body to the board; so in a sense they are integral.

**Mr WARNER** - But they do not always operate that way. The interface between the owner and heritage advice is confusing. I am saying merge it into one and reduce the size of your Heritage Council Board because it is too big and there are too many people on it. Reduce it down to something that can deliver the outcomes that the Tasmanian Government's Strategic Plan wraps around it. Do you understand what I mean?

**CHAIR** - Yes, I do.

**Mr WARNER** - Then going on from that - if I can just flow down this tier - you have the State Government strategy; you have the enabling body - call it Heritage Tas - then beneath that you have the community groups like National Trust and you engage them all in the strategy that you have adopted. That takes away the 'them and us' a bit that goes on at the moment.

**Mr FINCH** - The silos.

**Mr WARNER** - Yes, we should be doing all this stuff you hear about. The engagement should be from right up - the owner, the National Trust, Heritage Tas to the State Government.

**Mr DEAN** - This could sit comfortably with the Government at the present time, couldn't it? They are talking about getting rid of red and green tape, streamlining processes, reducing boards, and bringing organisations together rather than having this fragmented position.

**Mr WARNER** - That is my view. Then you might ask, 'What does Heritage Tas do? What does government do?'

**CHAIR** - It does perform a statutory role.

**Mr WARNER** - Yes, I understand that. I am talking about a new body. I am not going to get into the minutiae of what it does. If you take the case of a building that is lying there idle without a use and without doing anything, it is degrading every day. As I said, they get to a point where they cannot be recovered.

## **PUBLIC**

**CHAIR** - We have seen some of that over the past few days.

**Mr WARNER** - There are a lot around, but there is a lot of good stuff around too. I am saying that the Government through its plan has a role to assist owners, public and private, to maintain their buildings in a state that is ready for adaptive reuse, so that they are not allowed to degrade further. We will talk about money in a minute.

The first obligation of the government is to assist. They can assist in funding, but also in skills about sandstone, mortar and all these things. That should be part of this body that I talk about providing additional support.

The second tier of support is to enable an owner, be it private or public, to provide a new adaptive re-use such as data storage, or Simon Currant and his Pumphouse Point, or whatever it is. That should be the second string. One, you keep the building in order; and second, you will help that owner to put it into living, breathing use. I am absolutely firmly of the view that we will not get anywhere until we provide some adaptive reuses into these buildings.

**CHAIR** - Are you suggesting that that is where private enterprise almost takes over, as long as it is doing whatever it is doing within the context of that framework? It is not for Government to direct the use of a particular building; that is for private enterprise.

**Mr WARNER** - No. Part of the funding process would be that I come along to you fellows. You have the money and I haven't. I would put a submission to you that says this, this and this, and you would have a set of criteria about how you would provide funding on this basis - and away you go.

**Mr DEAN** - What you are saying is absolutely right but if you take the Launceston area, which I know fairly well having been the chair of the heritage committee there, a lot of these people who own heritage properties and private properties have said, 'Well, yes, we could adapt this for use but it's too damned hard'. That is their position - getting it through, getting the sanctioning all of that is just too damned difficult.

**Mr WARNER** - On the planning issue there needs to be consistency across the whole state about how you deal with heritage-value buildings. I am the first to understand they do not always comply - door heights are too low, ceilings are too low, and on you go - but the British and French have done it really well. They have adopted and adapted their planning schemes to allow for the reuse of buildings that were built 200 years ago.

In my own case in New Norfolk, I had a look at a site in Yorkshire. It was a group of farm buildings, big because they house all their cattle in England, so they had piggeries and it was a big operation, but in 1980 it was all dead meat; it was just degrading and they didn't know what to do. So there were derelict buildings all over the place and today there are 37 companies operating out of those buildings employing 350 people on a farm site. All the buildings are conserved, meeting all the new planning regulations and everything else and people are happily employed.

**Mr FINCH** - How was it achieved?

## **PUBLIC**

**Mr WARNER** - I went to the local council - Skipton is the name of the town - and got the planning ordinance that related to how this guy got all of that through. I brought those words back and they are now in the Derwent Valley Planning Scheme, or they should be; I know it has been remodelled but I hope they are still there. It allowed flexibility. You know that if you pick up a planning scheme it says 'thou shalt not do this, this, and this' but I got some words from them that allowed flexibility. If I go to the Heritage Council and talk to them they are really willing to help, but as you have just said you hit a block in the planning scheme.

**CHAIR** - They are constrained.

**Mr WARNER** - Yes. We have to review those so they can provide adaptive reuse of these buildings.

**CHAIR** - So it is performance-based rather than metric-based, so you are not able to build within a metre of a boundary but if you show that by building closer than a metre to a boundary it is really not going to have any effect -

**Mrs TAYLOR** - Flexibility.

**CHAIR** - Yes, flexibility.

**Mr WARNER** - Yes, absolutely. Of course the planning schemes would preserve the amenity of the heritage values of the building. It would preserve the amenity of the building, the surrounds and the importance to the community of that site. All you are doing is providing the reuse. All those can be accommodated because they have been in other countries. I think we have fallen behind a bit because with our buildings we think someone will fix them. I see it as much more important than that.

**CHAIR** - What is your feeling on ICOMOS and the Burra Charter?

**Mr WARNER** - It can all be accommodated. I have read it this morning, I have just taken down the adaptive reuse compliance rules out of ICOMOS and they allow it, so it can all be accommodated. I want to make the point without that reusability we will go nowhere and it will be really difficult. I won't be here in 100 years but it won't be a happy sight if we don't fix it.

**CHAIR** - I saw the statement in your submission saying 'increasingly in danger of becoming beyond repair and ceasing to be an asset' - that is what you are concerned about.

**Mr WARNER** - I am, yes.

**Mrs TAYLOR** - There are some council buildings, I am thinking of St Matthew's Church, which is not deteriorating because of the constant drain on the ratepayers because the only thing you can do if you are not using it is keep on doing the maintenance and conservation work, which is no end in itself. You keep doing it but it's purposeless.

**Mr WARNER** - Your committee is sitting around saying, 'What's this line item here?', and you say, 'Well, we're pressured for costs, we'll cut it back', and they do.

## **PUBLIC**

**CHAIR** - It is the low-hanging fruit for cuts, isn't it?

**Mr WARNER** - In the middle of Dublin is a big church and it is still there and it is now the tourist centre. It is the tourist booking office. It is not a church anymore, but it is bigger than our St David's Cathedral.

**CHAIR** - A great example of adaptive reuse.

**Mr WARNER** - That is what it is.

**Mrs TAYLOR** - The post office at Martin Place in Sydney is the same. There is no post office there actually, but various shops.

**Mr FINCH** - With your submission did you send in this historic heritage tourism strategy?

**Mr WARNER** - No.

**Mr FINCH** - I did not know whether you wanted to draw our attention to that.

**Mr WARNER** - No.

**Mrs TAYLOR** - Dick was going to come to funding as well.

**Mr WARNER** - I have no magic solution, except I do like the idea of what the Brits have done, the lottery-type idea, and that is used extensively in this whole area.

**CHAIR** - Have you explored that?

**Mr WARNER** - No, I haven't.

**Mrs TAYLOR** - It is limited. I have looked it up and the lottery is not restricted to heritage. Twenty-eight per cent of all the lottery funds have to go into a big grant fund and of all the money put in, 50 per cent goes back to the winners and all that sort of stuff, but 28 per cent is used for what they call 'good causes', and 20 per cent of the 'good causes' money goes to heritage, but it is on a grant program so anybody can apply for funds from that. It is 20 per cent of the 28 per cent of the total.

**CHAIR** - You are dealing with a lot more people.

**Mrs TAYLOR** - Something like six billion over the last few years.

**CHAIR** - Natasha's research points up quite a significant number of issues and problems with that idea. We need to revisit some of that.

**Mrs TAYLOR** - That's what I'm saying, it's not like the whole of the UK lottery actually goes to heritage; it's 20 per cent of the 28 per cent, which is actually the profits.

**Mr DEAN** - What was the WA one?

**Mrs TAYLOR** - I have not looked at the WA one, Natasha might have.

## **PUBLIC**

**CHAIR** - We need to do a little homework on that.

**Mr WARNER** - I think we need to do a lot of work on the funding because I'm the first to acknowledge funding is required and government is not a bottomless pit, so we need to think about the concepts first.

**CHAIR** - The capacity for private enterprise is not endless either, is it?

**Mr WARNER** - No, it's not.

**Mrs TAYLOR** - Especially not in rural Tasmania.

**CHAIR** - It is state heritage, so obviously there has to be some -

**Mrs TAYLOR** - Some of it is, but a lot of isn't. A lot of it is privately owned.

**CHAIR** - No, I mean it is heritage that is intrinsically of benefit to the state.

**Mr DEAN** - The funding model doesn't have to be restricted to one concept either. It could be a combination of say the tourist coming in and paying \$2 on their accommodation and it could be also a part of local government with a \$2 extra levy on rates for heritage because they are the ones that would benefit a lot. We could go with a dual funding model.

**Mr WARNER** - To summarise, without adaptive reuse we will fail. Planning regulations need to be streamlined and made consistent and government should include conservation built heritage in its strategic plan and that will flow down and provide sufficient funding and support to maintain and refurbish built heritage. With funding, we can talk about merging the council and Heritage Tas into one body and then gain the support of the community-based organisations like the National Trust. The other issue is that with heritage listing where you register a building, it should be done on proper research, and it probably is, but we have an endless list of buildings and not all of them warrant -

**CHAIR** - It is being reviewed as we speak.

**Mr WARNER** - Yes, I know it is but it is important that we do that in a scientific way so that the buildings we are left to maintain and keep going are the ones that are significant.

**Mr FINCH** - So we have a good base of research on it.

**Mr WARNER** - Yes.

**Mr DEAN** - And it is not done simply on a numbers basis.

**Mr WARNER** - No, not numbers.

**CHAIR** - That's right. I think a lot of people are fearful that that might be the outcome, that they are taken off for the wrong reasons.

## **PUBLIC**

**Mr WARNER** - Going back to tourism, there is an enormous opportunity for these buildings. I am convinced that the adaptive reuse commercial activity you put in a building for tourism purposes has to be stand-alone profitable. Then you get two components. You get your biscuit-maker or your brewer or whatever it is, but you then get to interpret that building it is sitting in as well.

**CHAIR** - It seems in Tasmania it's distilleries at the moment. There are distilleries everywhere.

**Mr WARNER** - Distilleries, yes.

**Mr DEAN** - Redlands is a good example of that. It is a distillery and the reuse of a heritage building.

**Mr WARNER** - Yes. It's not the best example but it is an example. The two towns in Northumberland in England called Ford and Etal. They both had a police station and a school but they closed and the towns just shrank away. Fortunately, or unfortunately, both towns were owned by one bloke and he and his father before him decided to refurbish the whole thing, 200 buildings, which they have done. They have invited the blacksmith to come in, the baker to come in, other people to come in, and they have refurbished it all. It is just superb. It's not glitzy or ritzy, it's just how the towns were.

**CHAIR** - As a tourism town?

**Mr WARNER** - Yes.

**CHAIR** - All his own resources?

**Mr WARNER** - Well, he would have got support, and I don't know the extent of that, from English heritage or wherever, but his own energy has done it and it's an extraordinary thing to see. Etal, just south of the Scottish border.

**Mrs TAYLOR** - You're singing from my hymn sheet. I would just hate to see the money spent on conserving something and then leaving it there so it just goes downhill again. We went to Willow Court the day before yesterday.

**Mr WARNER** - Willow Court is a little like that. There is a Tasmanian born here who is now in his 70s. He went to England in the 1960s. There is an area of London called Spitalfields where there is a market that was very active market just after the war. Although it is in the middle of London, Spitalfields was a slum. The buildings were in decline, and this fellow, Douglas Blain is his name, has personally been responsible for the refurbishment of all of Spitalfields. He took me around it about two years ago now. He comes to Tasmania twice a year, in March and September. I have told him about the work you are doing and he would be someone you should have a chat to at some point, not necessarily formal but informal. Douglas knows more about the refurbishment of old buildings than anyone else.

**CHAIR** - Could you provide us with the contact details?



## **PUBLIC**

**Mr WARNER** - Yes, of course I can. He comes twice a year to Tassie. He is connected with the Brockley Estate B&B at Triabunna. He owns land down there and I think his son-in-law or whatever own that. He has a mine of information and a very practical bloke.

**THE WITNESS WITHDREW.**

## **PUBLIC**

**Mr ROBERT VINCENT** WAS CALLED, MADE THE STATUTORY DECLARATION AND WERE EXAMINED.

**CHAIR** - This hearing is being conducted for the Legislative Council Government Administration Committee B Inquiry into Built Heritage Tourism in Tasmania and everything you may say inside the hearing is covered by parliamentary privilege, but outside we cannot afford that same protection. You have read the information for witnesses statement and you know about the *Hansard* recording and you will see that on our website at a later point. Over to you for a verbal overview to your written submission.

**Mr VINCENT** - This goes back some 40 years.

**CHAIR** - The document being?

**Mr VINCENT** - The Battery Point Planning Scheme, which is 46 years old.

**CHAIR** - 1979?

**Mr VINCENT** - Yes, and it is just going out of operation because it is being taken over by the new provisions of the interim draft planning scheme. I believe that this was an extraordinarily good scheme and it has led to the effective security and conservation of Battery Point because it is clear, concise, well mannered and well understood. I would assert that the Hobart City Council has done the wrong thing by taking the City of Hobart provisions and putting them into the inner city part, rather than taking the provisions of this scheme and putting them into the inner city more generally.

The reason I am saying that is that this scheme treated inner city parts of Hobart, prior to 1946, as areas that should be retained, particularly for their streetscape and conserved in a compatible manner to the adjoining properties. That is what I am contending.

I worked for the Hobart City Council -

**CHAIR** - Are you tabling that or is it something you are talking to?

**Mr VINCENT** - I am happy to have it tabled. I think it is a very significant document and I think there are going to be problems with the new interim draft schemes where the conservation zones have been laid over the top of large areas and they have created quite a few discretions, whereas that tells you more of what you can and cannot do.

**CHAIR** - Bob, for the record can you tell us who you are representing in this section? Is it you as an individual?

**Mr VINCENT** - Just me as an individual.

**CHAIR** - No organisation as such?

**Mr VINCENT** - In part it is work that came out of the Arts Industry Training Board. I was a member of the Arts Industry Training Board when I was an employee of council. We

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created a document called Defining the Heritage Industry which is what this document is and that forms part of my submission. Largely, that is what you have in my submission.

I represented the Hobart City Council on that board and we had a program up nationally as a result of that work and we ran a course twice in Tasmania under those national criteria and I was the convenor. The course was run through TAFE and it ran over a period of six months, three day release basis, two days it was Thursday Friday and people had to come along on a Saturday as well, so they had to put in some of their own time. It was not just a jolly.

In the latter part of the course they had to prepare a conservation management plan as a team and generally there were four teams. They received an award which was the Conservation of Cultural Heritage Places Course, a rather cumbersome term. Generally, the participants who undertook that course felt it was pretty successful. It was based on a multidisciplinary model, and it was not by any means separated into one profession or another.

The document I have is a summary of what we meant and it reduces that to three pages, if that is of any use to you. It is rather old now as this was done in 1991.

**Mrs TAYLOR** - That is a definition of a concept of heritage?

**Mr VINCENT** - Yes, that is what it is.

**CHAIR** - That has been sent to us already?

**Mrs TAYLOR** - As part of the submission.

**Mr VINCENT** - Yes, the submission goes into it in more detail.

**CHAIR** - So there is no need to table that if it is part of the submission already.

**Mr VINCENT** - What I wanted to draw to your attention was, as part of my practice privately, I was involved with a national/states grant program. I only want to show you this for a very short time.

**CHAIR** - I am wondering how we record it for *Hansard*? It has a voice-over. I suppose it is simple. We cannot submit it as such. We can see it and ask questions.

**Mr VINCENT** - I was doing a project on Westella for the Building Owners and Managers Association and at a time when we were talking about the misunderstanding in respect of salt attack and rising damp, particularly on masonry. In this case the salt attack was largely that a downpipe was not working on the roof. The wall came down and spread over the whole of a wall. The water spread to the inside of the building. It came down on broken shingles. The shingles have broken off and gone down into gutters below. The water could not get away because of the gutters. It was a complete chain of events. Finally, it got down to the fact that you had a situation where, dare I say, the Education department in its wisdom had bitumen up to a wall with some pavers right against it, and the result was that salt had come up this far.

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On another place they had put concrete against the wall, up to this distance, over a metre and a half, and it had come right up to the top of that and was coming out. So we had to get rid of all of this. Just as a sweetener, we made this [video presentation]. I do not want to labour the point, so I will just show you a little bit.

*Laptop presentation.*

**CHAIR** - I think we got the message.

**Mr VINCENT** - I have shown this videotape to a few people, and the impact has been remarkable, because all of a sudden, they can understand the management problem they actually have. It goes on and explores other issues as well. The issue in what I am presenting to you is that the New South Wales Heritage Council has done an extremely good set of technical notes. David Young has published some of those notes, but what has never been done is this type of explanation to go with the notes.

My argument has been that Tasmania is in a pretty unique position to do this sort of work because it is not that expensive anymore to make these sorts of things, and in so doing, it also publicises some of our interesting properties and brings people in in a different way. I am not in the business of making these things any longer. I just know how long it takes to make them.

I also know the misinformation that is on the tube that comes from places that suggest that it is really easy to fix many problems when, in fact, there are an awful lot of tricks and you do need a lot of skill. It is not as simple as it first looks. My submission to you is that I think there is a potential market where Tasmania could be taking those notes that have already been devised at considerable expense by the New South Wales Heritage Council - or whatever it is; I am sorry, I have to get the name right. They have been also done in South Australia and Victoria. There is a thing now called the Longford Academy. I do not know if you have heard of the Longford Academy. It meets once a year for a week. It deals with the two sites of Woolmers and Brickendon. It is in an attempt to support those private World Heritage sites to bring them up to standard.

**Mr FINCH** - They have working groups that go to Brickendon and repair the walls. They come once a year from around Australia.

**Mr VINCENT** - Yes. It is a masters course, really. I think it is something that we deserve (a) to support, (b) to record, and (c) to take advantage of. During that period we need a film crew there that takes that product and turns it into something that gets publicised through heritage networks around Australia. It would be to our advantage because it would lift the standard and it would lift the profile of Tasmania in that manner.

For many years I suppose I have been interested in seeing heritage training in Tasmania move up the ladder a little bit. I do not see that this is something that should be exclusive to professionals. I see that this is something that should be open to those people who can - that is why I think this gives people an idea of what is good practice.

**Mr FINCH** - We heard a bit of that yesterday at Port Arthur, about the training and the development of educational opportunities for people here in Tasmania.

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**Mr VINCENT** - With that, thank you, gentlemen. I really do appreciate the opportunity and I am glad you have had the inquiry.

The other point I might make is that I think there is another thing that could come out of this; it has surprised me the number of people who have submitted.

**Mr DEAN** - A lot of interest.

**CHAIR** - Fifty-eight submissions.

**Mr VINCENT** - I think there could well be some sort of conference that comes out of it as a result of the submissions you have had and as a result of your thoughts. It would be very good to keep some momentum going in relationship to broadcasting the works of this committee.

**Mr DEAN** - I spoke to the minister just a while ago and he said he is anxious to receive our report.

**Mr FINCH** - One of our conclusions could be a recommendation that if the Government were going down the path of investigating some of our recommendations, they might have that forum - an evidence-gathering day where people can exchange ideas and put forward their thoughts on it.

**Mr VINCENT** - I would also like to mention that there is an excellent set of volumes that originally started as Ashurst and Ashurst, so it is John Ashurst and his daughter in the UK. They have been updated. These volumes for the whole set are something like about \$300 or \$400. They cover aspects of maintenance and details about how to go about things. I am saying that they are the sort of resource that definitely needs to be in LINC and in the Heritage Council. They are the sort of thing that people need to be able to investigate and check against this whole material. People need to be hands-on about their own maintenance. I argue that there are two approaches to maintenance. There is what I call the 'top down' approach, which is everything from the ridge cap to the stormwater flowing away - is everything working? There is another process called 'bottom up', which is generally the process of how buildings are built in the first place, or when something fails and needs to be restored. I think we need to get into much more practical, hands-on solutions to those things.

**CHAIR** - Your submission is pointing out the fact, too, that if you don't look after the fabric in the first place, you have nothing to build anything else on.

**Mr VINCENT** - I would prefer to use the maxim 'as little as possible or as much as necessary'. It is a matter of doing as little repair as possible, but as much as necessary to keep it workable and usable, rather than what I see a lot of people do - going in gung-ho and then, of course, it costs a lot of money.

**Mr DEAN** - Another point that you make from that submission is that you only have to look around, and Launceston is a good example, to where people have had heritage buildings but they have not wanted to do anything with them. They wanted them to fall down. They can see this sort of thing happening and they add to it, if anything, to try to get it to fall down, which is a sad situation.

## **PUBLIC**

**Mr VINCENT** - It is a known practice in Brooklyn that if you take the tap off the wall of a multi-storey flat building, in nine months time the fire brigade will be around to actually put the fire out because everybody will have deserted and people will have pulled up the floor and all sorts of things. In fact, they have done a documentary which shows that. I have seen similar things, but not quite as dramatic.

**CHAIR** - Thank you. We appreciate your time and effort.

### **THE WITNESS WITHDREW**

## **PUBLIC**

**Mr WILLIAM BRAD WHEELER**, PRESIDENT, **Mr ANDREW WILLIAMSON**, PAST PRESIDENT, AUSTRALIAN INSTITUTE OF ARCHITECTS (TASMANIA), WERE CALLED, MADE THE STATUTORY DECLARATION AND WERE EXAMINED.

**CHAIR** - Thank you for coming. The hearing today is being conducted for the purposes of the Legislative Council's Government Administration Committee B Inquiry into Built Heritage Tourism in Tasmania and all evidence that is taken at the hearing is protected by parliamentary privilege but I remind you any comments you make outside of this hearing may not be afforded that same level of protection.

**Mr WHEELER** - I am currently president of the Institute of Architects and also at the moment I am a public servant; I work for the Department of Health.

**CHAIR** - But you are here for the institute?

**Mr WHEELER** - Yes.

**Mr WILLIAMSON** - I am the immediate past president of the Tasmanian chapter of the Australian Institute of Architects and currently run a practice in Hobart. I read through the written submission and I fully endorse that.

We cover a wide body of architects and so there will be different opinions within our industry. We represent heritage values but we also work for developers who have done projects, so we have a wide view. In reading this, it potentially aims at an established understanding of built heritage which we all think of as the older sandstone sort of buildings. What I wanted to do today is to cover built heritage with a different view. First of all, it is understanding what we as a community term as 'built heritage'. Sandstone buildings are very important and we all love them - our tourism has been built around that, largely. However, we have more recent twentieth-century buildings that are equally important and they describe our layers of history as we go along.

For instance, there has been tourism work around our pier buildings - Elizabeth Street Pier, Murray Street Pier, and so on and more recent developments like the Woolstore. There are plenty of other examples, they are just local examples. Built heritage is not a static thing and that is probably something we need to come to terms with in how we deal with it because it is going to be changing tomorrow and the next day. We need to set up some sort of understanding of that.

I would also suggest that, for instance, MONA if it was to be demolished tomorrow would suddenly have become part of our built heritage because we value it. It is doing things for us and it is now part of our fabric. We have gone from 200-year old sandstone buildings to a 10-year-old building and we probably value them equally, or different values but equally important.

As a community and we do not really value built heritage like places in Europe where built heritage and how they approach things are quite different. As a community we don't really place it up there. We are here today talking about built heritage and tourism; we are not appreciating this built heritage just because the tourists like it. We should be

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valuing it for what it is and that then will lead us to make decisions about it that are different.

**Mr DEAN** - Is that because we are not doing enough in the education side of things through the schooling process?

**Mr WILLIAMSON** - It starts there. In Danish communities they have design classes through high school. We don't.

**Mr WHEELER** - I was in Paris recently and I went to see a famous building by an architect back in the 1930s - 1927 I think it was built - and a kindergarten class was walking through it. You wouldn't see that here.

**Mr WILLIAMSON** - Sometimes we get distracted as a community, as a government, on environmental issues and forestry and - I am going to say this because it gets stuck in my craw - frontline services versus the importance of other things. It was previously said the state could not afford architectural service or information. Coming down from the top that is so dangerous because that is showing that it is not valued at that level. That is what we need to address and need to value.

**CHAIR** - Are you talking about the State Architect position there?

**Mr WILLIAMSON** - I was. It was in line with that, but to make that public sort of says, okay, we are not valuing this but we are valuing this higher at this point in time. They are of equal value for different reasons, is how I would argue. Not that that is the be all and end all of it, but that was a bad message to send in terms of what we value. At the moment this is too expensive so we don't value it, but our forestry industry is needing support so we will value that today. It is about spreading the message in valuing things like that.

**CHAIR** - Was that a misunderstanding of the role? We talked about a State Architect, but do a lot of people understand exactly what that encompasses? It is not all about new buildings, is it?

**Mr WILLIAMSON** - No, exactly.

**CHAIR** - Can you explain a little bit about that?

**Mr WILLIAMSON** - I was going on to expand on the role of architects in that build environment, because especially local architects are well placed to interpret the things that we as a community decide, the values that we instil, understanding the importance of local buildings that are there and so on, and then being able to build buildings that resonate, if you like.

**CHAIR** - Pick up on some of the cues.

**Mr WHEELER** - Yes. Without talking about the State Architect per se, that there is a general misconception about architects and architecture generally that it is a luxury item. I would point out that the schools that get built for our children to learn in, the nursing homes that older members of our community live in, and the health centres that our sick



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get well in, while our architects are not in the building serving those people directly they are facilitating those things. The fact that no-one really thinks about it is actually testament to the fact that they are done well. It is important to think about built environment in that context.

**Mr WILLIAMSON** - It is the built environment as a whole in which all these -

**CHAIR** - Interpreting the past.

**Mr WILLIAMSON** - And who is to say that the hospital designed this year does not become a heritage building.

**Mr WHEELER** - They also echo the values. Heritage buildings echo values of the time, so you get a living record of the values of society over time.

**Mr WILLIAMSON** - We discussed establishing what is important; we have all established that sandstone is important down in Salamanca. A lot of the work of Heritage Tasmania has been about preserving the recognised ones, but we are maybe a bit behind in terms of catching up with the more recent ones and some of our twentieth century buildings. We need to put some resources into establishing what as a community we value in terms of our built environment. That then may help us avoid development for development's sake because we have a strategic plan and a vision for what we want to protect, and therefore if development is coming outside that we are able to sort of understand that from an early stage.

As Tasmania, we have struggled, though not so much in recent times, because I think we have certainly turned a corner there. But if we were talking 20 years ago or when I first got into the industry, as soon as somebody had some money and were interested, things would bend for development, whereas now we are a bit smarter about it. I do watch programs like *Grand Designs* in England where they are all over construction, even in a streetscape. The heritage officers are there talking about it and making sure that that project does not detract from what is going on. That is an important thing we need to do as part of this process.

The follow-on of that, of course, is then put measures in place to allow preservation, restoration; I heard the discussion about adaptation before. Those are all part of it because they are not going to have a life if they are not functional or used for something. Not everything can be solely set aside to be funded by tourism. There has to be a way in which we can use buildings ongoing for a further life. That is in terms of supporting both the Burra Charter that outlines heritage values, but also supporting the Tas Heritage Council and other councils in their approaches to preservation. These are tested on a day-to-day basis in terms of any planning application. It is testing our boundaries quite often on how we view streetscapes and buildings. Getting in early and actually having a nice, firm, robust set of documents that helps people understand what we value; that is not to preclude development. It probably gives a nicer, more defined way of approach, more certainty. Some of the problems at the moment are uncertainty about what we value. That one flips through and then suddenly we are all over this one.

Then the role, once we have established what we are interested in and what we want to achieve, is actually to guide development. That is what I was saying about places like

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England and their heritage. It is about being robust about guiding. It starts when developers come to government. It is about, 'This is the sort of development we want here, and this will get support because we know this is where we want things to be'. The government and the private sector are guiding, 'This is what we want', or even the developers have been guided. Then we as a community are a bit more informed. That comes down to all those things you were talking about there, the education and the understanding.

The other one was then supporting those who are in a position to make those positive contributions to our built environment. When we think about built environment, the media, for instance, would go to the Master Builders, say, and say it is a building issue. But the people that contribute are actually your architects and consultants who are contributing to those designs and so on. When we think of the building sector we need to think about the design sector as well sitting alongside or next to, but certainly informing. We said earlier about the importance of local architects and local content. We have touched on in our report about the government supporting local architects in terms of that content. I know there have been moves for substantial projects to get local content in them. That should be pursued more hotly, if you like, or really become part of it, because local architects are best placed to protect those values. Quite often it is seen that an outside architect brings new ideas and this and that, and that is good, but balance that with understanding.

**CHAIR** - And the local knowledge.

**Mr WILLIAMSON** - That's right, all those things. Architects tend to be - when you said the word 'expert' I felt uncomfortable about that because I'm not really an expert in anything but I'm across a lot of things. We know about the law, we know about community values, schools and all those things inform what we make decisions about, so there is quite a wide part in the education. Just a plug for Tasmanian architects who on the national stage tend to hit above their weight in terms of awards because we tend to be very good at dealing with small budgets and difficult projects and coming up with a good outcome. Our scale is such that that's where we're at.

**Mr WHEELER** - I guess what you're saying essentially is that when it comes to tourism and built heritage it's important not just to think about the built heritage today but what shape we're creating across our landscapes, our small towns and our larger centres in terms of creating a sustainable long-term industry which works with built heritage as it develops over time.

**Mr WILLIAMSON** - We'll make a decision now on the sandstone because we know that and that is established, but if we miss the other opportunities our tourism in five years time and in 10 years time might be a different thing so we need to build in that understanding.

I did have one more point on sustainability. It was about how we approach heritage tourism and, again, that is how we value and market ourselves. That informs what we do with buildings. The scale of Tasmania means it's about niche tourism and quality of experience and they're things that we've already started to brand up. That should then inform what we're marketing in terms of our built environment too. It's about quality buildings, quality of experience and all those things about scale and so on. You don't try

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to put a theme park in the middle of Hobart because it's successful in Queensland. You build what's right for here.

If it comes down to a building and you're tendering to the lowest common market or the cheapest price, the one thing that gives is quality. Yes, you have to be a bit braver to spend more money but you get a better outcome and a better building and therefore a building that supports that quality you're aiming to achieve to move forward. Just looking at how government and the private sector approach buildings, in European cities where they value buildings, buildings are a lot more expensive because people are prepared to support that. It is going to cost us twice as much but we get a building that stands the test of time and becomes part of our built heritage that we market on.

**CHAIR** - When we talk about built heritage, what do you see that as?

**Mr WILLIAMSON** - That's why I was challenging you earlier in terms of what is built heritage as we understand it. Is it 100 years old, 200 years old or is it what was built yesterday? That's why I was saying MONA was built in the last 10 years, but I would argue that is now part of our built heritage.

**Mrs TAYLOR** - Heritage doesn't necessary mean old.

**Mr WILLIAMSON** - Exactly. The Tas Heritage Council has twentieth-century buildings and they're struggling to keep up with where they draw the lines in terms of age. Built environment and built heritage are almost one and the same thing. A good building built today becomes part of our fabric that people see. In fact I was talking to one of the boys in the office and he has just finished a house. The client let him know that a busload of Japanese tourists had turned up to see this newly built house and they all came down the drive, took their photos in front of it and then jumped back in the bus and drove off. It was because it was quite a beautiful little building made from vertical board timber in a lovely bucolic landscape on a hillside. I would argue that is part of our tourism trade now, people are stopping off and looking at this so it has a value to us.

**Mr DEAN** - I think Henty House in Launceston has a good example of that. That is not an old building at all but there was all this hoo-ha about heritage listing and I think it should have been, but it wasn't.

**Mr WILLIAMSON** - My father was an architect on the north-west coast so I am familiar with Henty House.

**Mr DEAN** - It's a unique building.

**Mr WILLIAMSON** - That's right - and part of the fabric. It would have been a shock at the time but over time some of the shocks became ingrained. As a community we need to decide on that and support the good decisions.

**CHAIR** - You mentioned in your submission the Burra Charter and ICOMOS principles and the like. Do you see any of that being in conflict or tension with built heritage and tourism?

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**Mr WILLIAMSON** - Not necessarily. I think that's about the bigger picture. Those documents largely deal with how we approach built heritage buildings. I say they're probably a little bit aligned to our older buildings in terms of their approach but they're fine in terms of robustness but we probably need to review those on an ongoing basis as to how we loop in as things change. In terms of principles, we support those.

**CHAIR** - So if you were adapting a building for reuse - say it might be a church that is being adapted as a reception centre for weddings or something like that - what would you see as some of the tensions that might exist in terms of how it is adapted and what is important to keep or not keep?

**Mr WILLIAMSON** - That's a good question. I know Rob Vincent who was just here would have been good at talking about that because that's his area. First of all you obviously value the church and therefore maintaining the character of the church would be fundamental to it so you wouldn't knock off the spire and just keep the front door, for instance. You would keep all the things that help you read it as a church and on its value, but internally or off the back or the sides you can build brand-new because you've preserved all the things that help the community to read it as the church they all love. You can add around it and minimise taking away historic fabric, but you can have a modern interior and still be able to pull that away and maintain the church. They're the sorts of things skilled designers would come in and convert and you would still feel like it is the church it always was.

**Mr WHEELER** - The tension is about the quality of that work. That's where you get the tension.

**CHAIR** - Whether it's cursory or in-depth.

**Mr WHEELER** - That's right.

**Mr WILLIAMSON** - Talking about quality, one of the difficulties with a church of course is that the sandstone starts to deteriorate and it costs to bring them back so you end up knocking bits off because it's cheaper than repairing them, and then the slate starts to go so you put a Colorbond roof on it and suddenly it's half the church that you remember and you're losing the value of it. That's that quality thing we were talking about. We don't fund what we do, we just exist. It's the truth! We can tell developers somebody has to be fixing that church and turning it into a convention centre or whatever it is.

**Mrs TAYLOR** - I have a question which is a bit off-track but I hope you don't mind because it is a related issue. Would you venture an opinion on whether we should recreate the position of State Architect and what the value of that would be for the state?

**Mr WILLIAMSON** - I know we have a similar view on this. The term 'State Architect' is just a term for somebody who can advise government on matters that affect government. Because it has been so bandied about out there it has almost become a bad word, whereas what we are saying is -

**Mrs TAYLOR** - It's the position I'm talking about.

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**Mr WILLIAMSON** - My father was the southern regional manager of the old Department of Construction and would have filled the role of informing government on how to do buildings. They actually did them in-house. It's about having an interface. As I said, we are across a lot of things so if there is a development going on the State Architect would be there at a very early stage in the design, planning, site selection and dealing with developers.

**Mrs TAYLOR** - You were saying that a building is not just itself. It has to fit within a context. The architect who is given a brief is told, 'Please build me a building for this purpose on this site'. That is really what your brief is. So whose brief is it then to say that? That is what I thought is something like a State Architect's position.

**Mr WILLIAMSON** - I think you are spot on. I have found in the past that there are certain government departments that are really good at writing briefs because they do a lot of it. However, for some departments any building works are quite a new thing. You are going to get better outcomes if there is a really good brief. You need somebody in that role in-house who is a trusted voice, like the State Architect, to guide and then send it out to the professional or to the community.

**Mrs TAYLOR** - Do we have that missing at the moment in the State.

**Mr WILLIAMSON** - Yes. The former State Architect was in the paper today at a gallery opening. Peter Poulet was the former State Architect. It was a sad loss because he ended up going to New South Wales.

**Mrs TAYLOR** - He is still the State Architect.

**Mr WILLIAMSON** - The quality of the person was there. I think, at that stage his role was not understood within government.

**Mrs TAYLOR** - It was a first time.

**Mr WILLIAMSON** - That is right. It was a first time and therefore maybe his role was not used to its full potential. From outside of government, from the point of view of the professional and potentially the community because he was on all number of things, interfacing. He was doing an amazing role. From our point of view, I think it was a sad loss in terms of that interface.

**Mrs TAYLOR** - I recall I was mayor at the time at Glenorchy while he was in that position and we were looking at redeveloping the centre of Glenorchy. He said, 'I would be happy to come and give advice on how we can fit together'.

**CHAIR** - Almost a roving curator.

**Mr WILLIAMSON** - Exactly. That then improves the quality of the brief that went out to architects because you had had that discussion earlier on. Certainly as an Institute we have been a bit too over-vocal in terms of supporting that role.

**Mrs TAYLOR** - Have you?

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**Mr WILLIAMSON** - Yes.

**Mrs TAYLOR** - It was not a loaded question, I am sorry.

**Mr WILLIAMSON** - No, not at all.

**CHAIR** - If the Institute of Architects cannot get out there and be vocal about architecture -

**Mr WILLIAMSON** - We have sort of been told, 'You are banging on again about it'. The reason we are banging on out about is because it was an important thing to talk about.

**Mr DEAN** - You talk about education and how we are not educating our young people, and I would absolutely agree with that.

The other thing that seems to me to be a let-down is the fact that Tourism Tasmania, in my opinion, do not really understand the true value of heritage to this state. I believe the most important part of this state is heritage. Tourism Tasmania is not making enough of that in their promotion of the state. Do you have a comment on that?

**Mr WILLIAMSON** - I think you are right in one sense. Certainly, the reason tourists come here is a number of events. I was really surprised at Cooktown, for instance, in far north Queensland; people want to go there. Cooktown is not the best and prettiest town but because it is a long way away and it is nowhere on the tourist trail, people go there. We are going to be a bit like that too. We are at the bottom of the world. Our natural environment and the fact that we are remote is attracting tourists. As you point out, people will come here because of our colonial history. People will come here because of our Aboriginal history. People come here to go trout fishing. They come here for so many reasons. It is another layer in that, and an important layer. That is the bit we are here to talk about - it is recognising that importance. It is as important as trout fishing is in the Central Highlands. On some given days, it is even more important.

**Mr WHEELER** - I could not give have an opinion on whether Tourism Tasmania are doing a good job or not, but I think in the past we have seen a small number of heritage icons - Port Arthur, et cetera. Over time, we as a state are understanding that there is a broader market. I cannot comment on whether Tourism Tasmania is doing that, but that is generally occurring. There is a better consciousness that there is a broader market than just going to Port Arthur and getting back on the plane.

**Mr WILLIAMSON** - Previously, we were marketers of the fly-drive destination from the mainland and then we realised people were flying from America to come here, for whatever reason. We realised it was not about marketing that; it was about that unique experience and we have moved on.

**Mr FINCH** - In your submission in section 1, you talk about 'adaptive re-use' and as architects you are trying to make something functional so it can be retained, have an ongoing life, be profitable and have some purpose for its new life. How difficult is it, when are designing or adapting something, to get the tradespeople and craftspeople to be in sync with you, to have the commensurate skills to do the work sympathetically?

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**Mr WILLIAMSON** - Obviously, you need to support it because to do, say, sandstone there is a cost. Repairing sandstone is a huge cost. If we don't do it, the tradespeople go to the mainland and work over there because we are not spending money on repairing our sandstone buildings. The same happens in quality of craftsmanship, too. You have to support the craftsmen to be here to do the work and do it well. There is a lovely triangle - quality, quantity, cost - you can have two of them. If you want quantity and cost, quality goes out the window. At the moment, quantity and cost are important to us and quality has gone out the window. The tradesmen are there but it costs more to do it well.

**Mr WHEELER** - That comes down to making sure there is enough money to document jobs property. It is a contractual document so if it's documented to a level of detail, then that has to be adhered to. We generally have good-quality builders here and it is a case of making sure everyone is focused on the outcome, if the outcome is a high quality product. That should be achievable in Tasmania.

**Mr FINCH** - What about those who need to come in underneath those skilled people we have here now? What about training and apprentices?

**Mr WILLIAMSON** - That is outside our scope, but we have been working with the Master Builders and the TBCITB - Tasmanian Building and Construction Industry Training Board - in training and informing the training that goes on around the state. They receive funding from all developments that go through council, as a funding body, and that goes to training the construction industry. They then work out the sort of training and the types of people who come into the industry; so they cater for demand. There is a demand for stonemasons and specialist plasterers in restoring old houses. I love watching those shows in England where if you are stonemason, you would be employed for the rest of your life because there are so many stone buildings and they're being done up all the time. It would be the same if you were a specialist in decorative cornice plaster work and things like that. It is a case of supporting the restoration, repair or adaptive re-use using the quality materials, trades and so on and then they will be there. Then there will be training for it. A classic example is the Jones and Co. IXL Building. It is fitted in within old stone buildings - all the cannery races et cetera. I went there in 1987 when all the cannery races were still in place. It would have cost an absolute fortune to maintain those; it would have been easier to pull them out and plaster sheet everything, but that is the cheapest solution. It has cost more to make those things happen rather than just sheeting everything, but it is a great result and is now part of our built heritage.

**Mr FINCH** - Has the building industry skewed some of their thought processes to this adaptive re-use of heritage buildings?

**Mr WILLIAMSON** - I'd say yes and no. There is a sector of the market that caters to do that sort of work but it's a very limited sector. If we talk about trainees these days we're not thinking about those specialist sorts of trades because of the limited scope of the work. Currently our focus is more on training for some of the lower common denominator stuff we tend to build.

**Mr WHEELER** - Or mainstream construction.

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**Mr DEAN** - We had someone earlier today talk about the adaptive use of these buildings so that works in well.

**CHAIR** - Thank you very much for making your submission and coming along today.

**THE WITNESSES WITHDREW.**



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**Mr JAMES PARKER** WAS CALLED, MADE THE STATUTORY DECLARATION AND WAS EXAMINED.

**CHAIR** - Welcome, James. Thank you very much for taking the time to put in your submission. This hearing is protected by parliamentary privilege. I am sure you understand that term but we need to remind you that any comments you make outside may not be afforded that same privilege. I am assuming you have read the information for witnesses document you were handed while you were waiting in the wings. The evidence you present is being recorded for *Hansard* and a version will be published on the committee's website if you wish to access it at a later stage.

**Mr PARKER** - I have worked in tourism and hospitality, usually associated with the built environment, since returning to Tasmania some considerable time ago now. I have worked as a guide and run tours at Port Arthur. I was involved in an organisation called the Tasmanian Institute for Conservation and Convict Studies, which I started with an old friend of mine, Margaret Scott. Peter James, the head of the Heritage Council, was also heavily involved.

As a complete sideline, I couldn't help but hear you talking about heritage trades to the previous people. I did a survey of heritage trades back in 2000 and the position was dire. I think things have improved somewhat, especially as a younger man called Brad Williams who is the heritage officer for Southern Midlands has heritage trades going at the moment. In fact teams of his people are working on the house I live in on the peninsula as we speak. When they were doing up the asylum at Port Arthur there were two solid plasterers there with about 60 to 80 years' experience between them and it occurred to me that if somebody could pay for an apprentice, which is a minuscule investment, you would have continuity of trade. The big trouble with heritage trades is continuity of work for the tradespeople but I think that has changed somewhat with the rise of property values in Tasmania. We've got all these old buildings that weren't valued so much that are now quite valuable properties so there's more work being done on them.

I want to make the point regarding heritage tourism in Tasmania that whilst I don't think people necessarily come here just to look at or stay in old buildings, they do love them and it's very much part of a package that Tasmania offers. I have a chequered career with Port Arthur, let's just leave it at that. We basically get on fine and they still help me with projects I am involved with. As the first professor of tourism in Tasmania explained to me, Port Arthur acts as an attractor that literally pulls people from Devonport all the way through Tasmania. That's how important it is. It's not just important for we who live on the peninsula, it's important for the whole tourism industry in Tasmania.

The other strong point I would like to make, and I believe this very strongly, is that conservation and tourism aren't antithetical. If Port Arthur had never been a tourist attraction it wouldn't exist, it would have fallen into rubble years ago. You don't have to see tourism as being anti-conservation. Tourism creates conservation. Then you get a feedback loop. When you have something good to look at then it attracts tourists so you're in this very pleasant feedback loop.

I think tourism has certain difficulties - I'm getting a little off-message but I'll just finish the sentence - especially in Tasmania where it can be very seasonal. I was making any

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sort of formal submission I would say that tourism advertising in Tasmania should look at attracting people in winter with the idea of log fires and mulled wine and old buildings. People my age love that stuff and we're the dominant demographic, remember, the baby boomers.

**Mr FINCH** - While you're on that subject, Dark MOFO and trying to light up and heat up the winter in Tassie is a great initiative along the lines of trying to build the shoulders for that winter season and putting some attractions here during our colder months, so when people come they feel the magic of the sight of snow and the crisp air and it is beautiful to get out and have a walk.

**Mr PARKER** - I couldn't agree more. Cradle Mountain is a much more interesting experience in winter than it is in summer. It's a winter wonderland.

**Mr FINCH** - Also the west coast when it is raining. I mean that seriously. I love the west coast and Queenstown when it is damp. You get a real sense of the feel of what the west coast is all about.

**Mr PARKER** - I worked out of Strahan when I was fishing. I prefer it in summer. There are more fish around for a start.

**CHAIR** - You were led astray.

**Mr PARKER** - I am not here to beg things from the Government at all; I want to make some points about how I see tourism in the built environment. A lot of people come to Tasmania hoping for some sort of 'roots' experience; they think history resides in Tasmania. I am not sure we are providing that experience enough. Interpretation at Port Arthur is considerably better than it was. I am heavily involved with the Female Factory research groups and the Convict Women's Press and the interpretation at the Female Factory has gone ahead in leaps and bounds over the last few years and, to be fair, since Port Arthur took it over. That is another audience we should be thinking seriously about - women.

The figures at the Female Factory are just going like that, which is great. Some of the interpretation that has been done there, like Louisa's Walk, is brilliant stuff. I would like to give you an idea of the sort of thing I am involved in at the moment. Some years ago, there was a program on the Peninsula called, the Convict Trail. It was the first year of Jim Bacon's reign, however long ago that is. Car parks and markers are convenient places the Peninsula with yellow signs and a bit of standing interpretation. Margaret Scott and I got involved to do a brochure for it. The signs were fine and I thought the brochure was very good. That whole project did not work. A friend of mine recently said, 'Why don't we reprint the brochure?'. I said, 'It never really worked, Ann'.

However, Ann was determined to revive the project but we very quickly moved from reprinting the brochure to setting up, for want of a better word, an app. It is not quite an app technically, but is a website you can access through your iphone with points on a map. It is very sophisticated IT and it is costing about as much to reprint the brochure. I think it has every chance of success and it much more sensible in this day and age.

**CHAIR** - Something you can build on later as well.

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**Mr PARKER** - Yes. You have to have collaborations. Lend Lease are on the Peninsula at the moment, running seminars for their employees. They go out and work in the community and they roll over groups over a period of years. We are into our second year already and they have given us \$3 000 to get this app up and running.

**CHAIR** - How do you sell that app? Tourists can see a pamphlet but may not necessarily think to Google it?

**Mr PARKER** - Say you are coming to Tasmania. Don't you get on a website and look at Port Arthur?

**CHAIR** - Yes, so you link it.

**Mr PARKER** - You link it to people's websites like that. The other thing we are going to do - and I can never remember the right name for those hieroglyphic things -

**CHAIR** - QR codes.

**Mr PARKER** - Yes. They are going to be on the monuments. This is another part of the partnership - the council are going to clean up the monuments and they are yellow, steel markers. We are going to put those things on them so you can go like that and instantly you are into our whole thing, where you will get mine and Margaret's original words, and maybe some interviews and that sort of thing.

We are trying to revive things that way and also we are integrating. When I was running tours at the coal mines down there I always called it 'the place where history and nature intersect'. I know from my time as a guide, nearly everyone at Port Arthur is interested in the natural environment as well. If you can explain what the birdlife is an so on people are interested. That is one other thing I would say - use an integrated approach; don't think that somebody comes here just for the buildings; don't think they just come here for a bush walk, although probably more do that. If you can integrate tourism marketing somehow - I have made an awful lot of commercials but I don't pretend to be a marketing expert - I think the built environment and the natural environment can combine nicely.

**Mr FINCH** - You must think that this Three Capes or Two Capes Track coming to Port Arthur is a starting point and finishing point.

**Mr PARKER** - It sounds like a very good idea. I know some people are a bit worried that people will come down for a walk and go straight out again. I am open-minded about it.

We do have a problem in my region, and I think this is germane to this inquiry. It is that Port Arthur is such an attractor that even in the days of steam when people went to Port Arthur by boat, it has always been a day trip from Hobart.

What you need in tourism, as I am sure you are completely aware, is for people to stay overnight, and buy a meal and a room. In our case on the peninsula, our long-term goal has always been to get people to do the loop, as it is, which is Port Arthur and then around through Nubeena, maybe the coal mines and so on, and it is very difficult.

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**Mr FINCH** - There is so much to see.

**Mr PARKER** - There is and it is very difficult. Another project I am involved with is that involves the house that I live in. It is owned by the council - it used to be owned by the State Government - and there are about 10 acres of land. We want to set up community gardens using the old Commandant's House, as it is called - it was probably the Chaplain's House but anyhow it is a convict house - as a focal point. We want to build these community gardens around it.

**CHAIR** - Which location was it?

**Mr PARKER** - Premaydena, on the turn-off to Saltwater River.

**CHAIR** - Yes, we went through Premaydena yesterday to see the coal mines.

**Mr PARKER** - Right, I live in the little convict house just near the turn-off there. That is a project that we are hoping might help this idea of doing the loop and coming around and going out to the coal mines and so on.

**CHAIR** - The issue you have is that a lot of people come to Tasmania for a weekend - a short stay. So it is not going to be that easy to make them spend all of that time in one area, is it?

**Mr PARKER** - I agree with you entirely. In my submission, I said one of the big problems nowadays is people have more holidays but they are shorter.

**CHAIR** - So is it the grey nomads that you need.

**Mr PARKER** - The grey nomads would be wonderful. It is difficult for me to speak for the whole of the Port Arthur and Tasman Tourism Association, but I think a modest or a doable goal would be to try and increase it one overnight stay. Although I have a lot of philosophical difficulties with it, I have to admit the ghost tour at Port Arthur helps a lot.

**Mr FINCH** - Yes, that is right, because they have to come at night.

**Mr PARKER** - Exactly and most people don't want to drive back to Hobart at 11 p.m. at night.

**CHAIR** - And knocking animals over on the way.

**Mrs TAYLOR** - And there are possibly sections of the market like your intrastate tourist people who come from the north or the north-west to come and look at Port Arthur. They might be the market that stays overnight and does two days.

**CHAIR** - James, have you concluded your overview?

**Mr PARKER** - Yes. As I said, I am not here to beg anything from the committee, I am just putting forward a few points about tourism in the built environment.

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**Mr DEAN** - A lot of this was about that connection with tourism and our built heritage. That was one of the reasons that this committee was started in the first place. It was seen that there wasn't that close connection in the advertising and the marketing of Tourism Tasmania. It was not really promoting the heritage of Tasmania in the way it could, nor the heritage value of this state. For instance, yesterday driving through Koonya and so on, there are so many heritage buildings and sites right through the place, but where can you pick that up in a brochure that explains what they are?

**Mr PARKER** - That's what we're trying to do with this website app-type thing. To Anne and my mind, that's the modern version of a brochure.

**Mr DEAN** - It is, but couldn't Tourism Tasmania have some part in that as well? It is a significant part, I would have thought, of what they're about, which is getting people here and using all of these things to entice people here. If they knew all of these sites around that area, they might say, 'We need two days here and we need to stay overnight to get the lot in.'

**Mr PARKER** - I think you make a very good point, sir. I mean, a brochure on the boat would be wonderful but it's just not cheap.

**Mr DEAN** - Yes.

**Mrs TAYLOR** - There must be some cost in developing what you're doing yourself, though.

**Mr PARKER** - Yes, except you exploit people like me. I do the writing. The only person who gets paid is the IT expert. That's how you have to work. I work in the arts as well and it's the same, you don't get paid. I run the Koonya Garlic Festival and we don't get paid for that.

**CHAIR** - You run the festival?

**Mr PARKER** - Yes, we're setting up our own association. I have a lot of experience with festivals and film-making and stuff like that, so I was logistics but we're now setting up a separate association and yes, I'm the president.

**CHAIR** - Did you use any heritage hooks for that?

**Mr PARKER** - No. The Koonya Hall is a heritage hook in itself. The beauty of the Koonya Hall - and I'm on the Koonya Hall committee - is that it's still doing exactly what it was built for, which is a wonderful thing. A friend of mine is running a wildlife festival there in October, which is terrific - more use of the hall and more people being dragged down at a time when they're not necessarily around.

**CHAIR** - Wildlife?

**Mr PARKER** - Yes. He's pretty green but he's a nice bloke. He rang me yesterday morning early asking about marquees, because of my knowledge of the Koonya Garlic Festival and various blues festivals we have had down there, and he said he's got six speakers, 12 people who want to set up stalls and six people who want to sell stuff, so it will be 500 people, but that's okay.

## PUBLIC

**Mr FINCH** - That's interesting because if you had said to somebody, 'We're going to run a garlic festival', they would have said, 'What?'

**Mr PARKER** - I know. I said the same thing.

**Mrs TAYLOR** - I would have thought that would bring lots of people.

**Mr PARKER** - It went off.

**CHAIR** - The way you can come at it from so many different angles and create a festival out of it is quite interesting.

**Mr PARKER** - It came out of some friends of mine who all grew garlic and they said, 'Everybody's growing garlic, why don't we have a garlic festival?', so they did but of course Muggins got roped in to do the logistics and stuff. I thought we'd have a man and his dog there but at the first one we had 500 people. Last year, honestly it was like the MCG on a big day. It was pouring with rain but it didn't stop them.

**Mr CHAIRMAN** - What did you offer, out of interest?

**Mr PARKER** - A lot of food, a lot of interesting talks by some celebs like the *Gardening Australia* people.

**Mr CHAIRMAN** - How to grow it?

**Mr PARKER** - Yes, all of that. Tino Carnevale was there.

**Mr FINCH** - While you are talking marquees, Peter Poulson, whose dad was Harry Poulson, still has one of dad's marquees that they had the boxing in and he hires that out. Peter of course organised the abalone bake-off or cook-off, or whatever it was, up near St Helens at Binalong Bay. They were pulling in big crowds there for people to compete with their recipes. I'm just thinking about with garlic - come and cook your garlic and compete against other chefs, make your food available to the general public to -

**Mr PARKER** - I won't say we're ahead of you but that's on the to-do list.

**Mr FINCH** - Okay. It was wonderful. Abalone is hard to cook but with garlic it would be fantastic.

**Mr PARKER** - It is all about tourism and trying to create an income in our community.

**Mr FINCH** - How do we get the message through to the Government? They're waiting to hear what our recommendations and suggestions are.

**Mr PARKER** - I take Ivan's point. If you want a simple take-home message from me as to what the Government could do, I think a brochure people could get on the boat would be very handy and I would be only too happy to help write it.

**PUBLIC**

**THE WITNESS WITHDREW.**

## PUBLIC

**Mr PETER SAMUEL PEARCE** WAS CALLED, MADE THE STATUTORY DECLARATION AND WAS EXAMINED.

**CHAIR** - Welcome, Peter. Thank you for putting in a submission to the committee. All evidence taken at the hearing is protected by parliamentary privilege and we need to remind you that any comments outside the hearing may not be afforded that same protection. The evidence is being recorded and a transcript will be published on the committee's website when it becomes available.

**Mr PEARCE** - Heritage is a personal interest for me. My background is one of assisting Liberal and Labor governments primarily in the area of planning, local government and environment - not so much heritage. I stress this is a personal interest. I am prepared to let my submission speak for itself. I don't have too much to add, but I did jot down four points before I came that I consider to be a summary of my submission.

I live in Battery Point and I renovated an old house. That is the personal interest that brings me here. I have experienced development in Battery Point over the last 12 years or so, which is the length of time that I have been there, and I have developed an insight into how heritage is dealt with by state and local government. I am disappointed by that in the general sense.

My concerns are in probably four areas. The first point is that there is no government strategy and/or an implementation plan. I consider that the future of our built heritage essentially relies on ad hoc decision-making. In other words there is no government strategy on implementation planning, there is no direction, there is no, I hate the word, 'vision' provided by the state government. It is left in the hands of local government.

**Mr DEAN** - Should government set up some little body themselves to look at this, to bring the strategy together. How would you visualise that would take place?

**Mr PEARCE** - I would visualise this committee coming to some sort of decision or recommendation that recommends exactly that - some form of working group, whether it is a committee or whatever you want to call it is another matter, to look at the possibility of a state policy being prepared under the State Policies and Projects Act. This is existing legislation where a state government can develop a state policy. That state policy has to be, by law, picked up by all councils, and planning schemes have to be amended to give account to the state policy. That is why we introduced that act some 20-odd years ago.

**Mr DEAN** - The committee is at the right time with the state Government wanting to bring in a consistent single planning scheme. That probably would gel nicely.

**Mr PEARCE** - Whether a statewide planning scheme comes in or not, a state policy would override a single statewide planning scheme or the current planning schemes. Any planning scheme has to be amended in accordance with the state policy. This state policy is intentionally there to give government of the day the opportunity to impose its will if it considers a particular matter requires a government response. This legislation enables the government to prepare a state policy that will impact upon council planning.



## **PUBLIC**

**CHAIR** - Some would see it as trying to skirt around local planning law.

**Mr PEARCE** - That is right. We have two state policies at the moment. This is a problem because the two state policies we have at the moment have been in some respects negatively received. The state policy on the protection of agricultural land, a lot of people are not very happy with that, and state policy on coastal protection and the state coastal policy. I don't have that view. I think they are vehicles to enable the state Government to impose its will on local government if there is a matter of state interest. I have a lot of problem with the process of introducing a state policy. I think it is a ridiculous process but to have that vehicle is good government policy and administration.

**Mr DEAN** - With your background in this area you are the right person to throw some things our way for us to seriously consider in putting our position together.

**Mr PEARCE** - Because the act is there for that reason. You can do it other ways; you can legislate, but this is what this is there for. There is no government strategy or implementation.

**Mrs TAYLOR** - You will be glad to hear that a number of people who have made submissions to us have made that point. Even today you are probably the third person who has said the point about having a strategic plan and a policy.

**Mr PEARCE** - Second, I consider the potential our built heritage offers the state is an opportunity that is understated and short-sighted. I also do not want to overstate the potential of our built heritage being some sort of economic panacea, but I am of the view that the longer term potential is considerable. We should be looking well beyond our built heritage as it is today and what it offers us today. We need to be looking forward. When I see heritage I see it as something of a particular value there today. We can see what the values are through tourism, but heritage will grow in value by its nature. Heritage values rise as it gets older. You don't have to do anything; you only have to let it sit there and it will become more valuable. It is when we play with it that we dilute it; we dilute its value and it loses its credibility.

**Mr FINCH** - If you let it sit there, though, it deteriorates, as we have heard earlier today.

**Mr PEARCE** - Precisely, and that's where the balance is required. I have done it myself in my own house. I couldn't live in what I had, I had to renovate it - in my own view, sensitively - and bring it up to a standard that is comfortable for modern living, but not interfere with the integrity of the age of the house.

**Mr FINCH** - Adaptive reuse is a key phrase we hear from a lot of submissions. You would be in agreement with that?

**Mr PEARCE** - Yes, but it is not occurring. Some councils will tell you that's how we consider heritage, but if you want me to take you around Battery Point I will show you where it hasn't happened.

**CHAIR** - The Burra Charter; do you think that captures what you are on about?

## **PUBLIC**

**Mr PEARCE** - Essentially. To summarise my second point, our built heritage represents a lost opportunity.

The third point is that heritage protection is a not an antidevelopment phenomenon, particularly when considered in the context of longer term state interests. I have been subjected to this claim for my working life, that heritage protection is some form of antidevelopment phenomenon. I don't see it that way. I don't consider the renovation and extension of my house as any sort of antidevelopment situation, far from it. I couldn't come along here without saying that I see heritage protection as not only in terms of an individual house or an individual's situation but in terms of the state interest in terms of what it would do for tourism and what opportunities it would provide tourism in the longer term. Even now when you look at the longer term the antidevelopment phenomenon is ridiculous. It will provide all sorts of opportunity for the tourism industry, not just by virtue of people renovating houses but for the tourism industry to be able to use this as another feature to bring people here and to give people things to do.

**Mr DEAN** - Peter, do you think our planning systems throughout the state, the 30-odd we have, leave enough flexibility for that to occur? Launceston is a classic example where people with heritage buildings have stepped back saying it is too damned difficult, why should they bother, and they have stepped aside and in fact some of the buildings are falling down. Do you think there ought to be changes in that regard? Flexibility, relaxation, whatever?

**Mr PEARCE** - I'm pretty sure I know what you're talking about and what buildings you're talking about. That has been an issue. Yes, I think there does need to be flexibility in terms of making decisions in relation to those matters, but I don't like the concept that the flexibility is given to local councils without significant guidelines, whether it be by state policy or something else. The flexibility for me runs in line with guidelines and professional advice. I don't know whether I'm answering your question but to me flexibility with fairly good guidelines and strategic direction is the answer. That to me is what's required.

**Mr DEAN** - I think you're absolutely right there with councils because they have the expertise necessary in many respects to be able to work within those guidelines, work within those plans and to do what is necessary.

**CHAIR** - Not all do, do they?

**Mr DEAN** - No, they don't.

**Mr PEARCE** - I would have considered the building you're talking about in Launceston to be a project of regional significance that should not have been dealt with by the Launceston City Council under its planning scheme. Launceston should have gone to the Planning Commission or the minister in the first instance and had it proclaimed as a project of regional significance. That then goes to an expert panel to consider the application and then the panel makes that decision. It is not appealable. It is professional panel and the decision is not appealable.

## PUBLIC

**Mr DEAN** - Interesting you should mention that because that was raised when I first got on the council about 12 years ago, that it should become a state-controlled activity and a project of regional significance or whatever it had to be.

**Mr PEARCE** - You have projects of state significance and projects of regional significance. This was a regional one. Council could have taken the politics out of it and the decision would have been made. Anyway, my conclusion on point number three is that heritage protection is a state asset, not a liability to development.

My fourth point, which I have already mentioned, is that while development applications concerning heritage matters continue to be considered by local government and therefore subjected to lobbying, heritage values will continue to be compromised. Heritage decisions needs to be based on professional assessment.

Those four points form the basis of the eight or nine pages I wrote. There is a bit more in there but that is my view of the world.

**Mr FINCH** - In your submission you have really targeted the state Government for being lackadaisical in their approach to this and not stepping up to the plate.

**Mr PEARCE** - I am not having a go at the current Government, this is over the 23 years that I have been involved.

**Mr FINCH** - Do you think it is time now for this Government?

**Mr PEARCE** - It is past time. It's difficult for me to sit here and not give Battery Point as an example because I'm well into the community organisation and the planning of that report with a number of neighbours. It is deteriorating and it doesn't have to and it is a non-cost to this state Government. I'm not talking about now necessarily. I'm not talking about pouring money into Narryna or the museum. I'm talking about planning. We need planning policy so the councils upgrade their planning schemes to protect heritage areas and streetscapes et cetera. It's not a matter of capital injection, it's a matter of a bit of planning.

**Mr FINCH** - I am wondering whether our government, over the years, have been hamstrung to a certain extent because we do not have that opportunity to have the funds that might support the development of the heritage values along the lines you are suggesting.

**Mr PEARCE** - I have no doubt you are correct. It is very difficult in a small state like Tasmania to develop priorities such as heritage which is up there with a lot of the others. It is very difficult, I understand that. My criticism is not so much in that sense, I'm just saying it's not happening. Whether it will ever happen or whether it should have happened, I think it should have, but I understand why it didn't, in the funding sense. If we're getting to the stage now where we're seeing connects between tourism going forward in an economic sense and what we might be able to do to facilitate that, the state Government might see things a bit differently.

**CHAIR** - Piggy-backing.

## **PUBLIC**

**Mr PEARCE** - Yes. I personally have a view that we should be doing this irrespective of the piggy-backing scenario, but given that we have this opportunity now, the benefits of tourism could be able to be seen a bit more clearly.

**CHAIR** - To take the thinking on this a little bit further with respect to planning aspects, we have one thing that is happening, the interim planning scheme, and then there is the state planning scheme in the wings. Do you have any concerns about the state planning scheme going forward in terms of built heritage? We're talking about built heritage and tourism and I don't want to sway too far from the line but do you have concerns or do you think it is a good thing?

**Mr PEARCE** - I don't think a single statewide planning scheme in itself is an issue. The Government has been very good in terms of making this term 'single statewide planning scheme' a beacon, but as yet nobody knows what's in it. We know what's in the interim schemes. We know, in broad terms, what the statewide planning scheme is to deliver - consistency, cheaper, faster et cetera, all those words - but we don't know what's in it, we don't what the provisions are. Nobody has seen a copy of the single statewide planning scheme. What are the provisions relating to heritage? What are the provisions relating to residential development? What are the provisions relating to commercial activity? Every planning scheme has all these elements, all these standards, all these provisions, all the data.

**CHAIR** - Are you saying it is an opportunity that could go horribly wrong or tremendously well, depending on what the content is?

**Mr PEARCE** - If we're going dumb down. Every council at the moment has a planning scheme which they probably all think is pretty good. Is a single statewide planning scheme going to be as good as the worst current planning scheme? Is it going to be at least that good? Is it going to be as good as the worst current planning scheme? We don't know.

**CHAIR** - It is the lowest common denominator.

**Mr PEARCE** -Yes, to me that is the worry. I can't sit in here and say I am worried about it because I don't know the answer to that question.

**CHAIR** - You don't know what is in it.

**Mr PEARCE** - I know what is in all the entrance schemes. I was still working when the entrance schemes were prepared. They are all based on the regional strategy, as you know. Local councils in conjunction with the regional groups developed the individual planning schemes. I think 90 per cent of them have now been approved by the planning minister. Maybe two or three dragging their feet but certainly all the north-west and northern ones are done, and I think half of the southern ones have been approved by the planning minister. In terms of the new statewide planning scheme, I have no idea what is in it.

**CHAIR** - You can't form a judgment at this point.

## **PUBLIC**

**Mr PEARCE** - No. Ever since the Rundle Government, we were trying to make the framework - the headlines - in the planning schemes more consistent so you could almost get a planning scheme off the shelf and the councils could fill in the gaps to suit their own council thoughts.

So I don't have a problem with a single statewide planning scheme if it is a framework, but if it is going to dumb down to provisions that really are - I don't know.

**CHAIR** - That is fine.

**Mr PEARCE** - There are a lot of us waiting to see what is in it, I can tell you. We are all waiting to see if this is as good as the worst planning scheme? Is it as good as Clarence's or Hobart's? Is it as good as Launceston's?

**CHAIR** - Picking up on your comment about the need to make sure we don't degrade the base product in whatever adaptive re-use there is, do you see a different assessment mechanism? You made the statement that heritage protection should be based on professional assessment - I cannot remember if it was provisions or protection. Do you see a different process that should be being employed from the planning perspective that goes outside what local government is doing?

**Mr PEARCE** - No, I don't. I am quite comfortable for these matters to be considered by local government. If there is some direction from the state government in terms of a policy that provides local councils with a more -

**CHAIR** - Fulsome guidance.

**Mr PEARCE** - Yes, and more professional provisions or a state policy that contains professional provisions. That way I don't have a problem with local government dealing with them. If your question is about whether we should go outside that, I would say, yes, we should consider going outside the current process if there is no direction provided.

**CHAIR** - I am suggesting that perhaps a way forward in this space is to have the elected members decide the desired future character of an area. Then the development applications go through a professional panel to be dealt with against that. Do you see that as a way?

**Mr PEARCE** - I wouldn't like any council to be able to provide a strategic direction that was at odds with what the state government might perceive as assisting tourism and assisting retention of good heritage values.

**CHAIR** - It needs a filter of sorts, a controlling guiding hand in that process.

**Mr PEARCE** - Yes, that is right.

**Mr DEAN** - It is very easy to get carried away with planning issues with you, Peter; there is no doubt about that.

## PUBLIC

**CHAIR** - It directly relates to built heritage tourism in terms of not cutting the heritage aspects off at the knees when delivering a tourism product in terms of development applications for tourism. That was the angle that I was coming in at.

**Mr DEAN** - You make reference here in your submission to the Local Government Association of Tasmania. You go on to say that, 'An acceptable approach to the issue of maximising the potential of built heritage in tourism terms is - '. In other words, they are not being involved enough in that. My question from that would be, 'Does local government currently have any input into how Tourism Tasmania markets this state on the mainland or internationally?' I do not think they do, or they have very little input into it, in my view, in working closely with Tourism Tasmania to market the heritage values of their local areas. Do you have a view on that?

**Mr PEARCE** - No, I do not have a view on it. The point I was trying to make in my submission there was that, I certainly feel that we need to involve the interest groups that are obvious - the Property Council, and the Heritage Council and so forth. However, I find when we talk about heritage and development matters, quite often the influence comes out of kilter somewhat. The power groups do take over - the commercials, the development lobby, the property councils, the HIA, the TCCI, and so forth. I was trying to make the point there that when we are considering heritage matters, we need to be mindful that it requires a form of professional heritage assessment. That needs to be the key point, not something that runs second, third and fourth to the other interests.

**CHAIR** - Not the whim of the group on a certain day of the year.

**Mr PEARCE** - No.

**Mr DEAN** - I would agree with that. It is a good point. I just wanted to bring it out. Thanks.

**Mr FINCH** - I am just jumping in ahead of Ivan. This is his pet question about the funding, and where we might raise some dollars to support the industry. Ivan has promoted a couple of ideas, such as a donation of \$2 per person who come into the state or who leave the state. A lottery was another idea.

**Mr PEARCE** - That is right. That has been around for some years. When you are talking about funding, you are really talking about funding for heritage properties in terms of keeping them maintained and so forth. My interest in terms of this submission is not that. The point I was trying to make in my submission was, from the planning perspective and the development of state policy on which we provide guidance for local Government - I am not talking about capital funds there; I am talking about simply planning - there would be some money required for the development of a state policy, but I am not talking about bricks and mortar. I am not talking about renovating properties. I am talking about putting development guidelines into planning schemes. I mentioned the idea of a lottery. I cannot see the idea of a lottery per se getting up. I do not think the Government would have too much interest in that. I think I can go into a few reasons as to why, but I think -

**Mr DEAN** - You would have been here when they [inaudible].

**Mr PEARCE** - Yes.

## **PUBLIC**

**Mr FINCH** - It was the Labor Party, I think, that -

**Mr PEARCE** - Yes, that is right. The only way I think something like a lottery would work, is if you gave the National Trust or the Heritage Commission some form of incentive to run a type of lottery. I do not see the lottery as being something that people would be selling tickets to. I see it as something like me being a person involved in contributing \$10 a week to some form of fund. This could be by automatic deduction from your bank account -

**CHAIR** - Like a lot of the charities -

**Mr PEARCE** - Yes - and a fund being developed through that course and the body that might run this, the Heritage Council or whatever, would take something from that to pay expenses and maybe have some say in how it would be spent. I don't see there being much chance of tapping into a TattsLotto and people going in and buying a ticket. I think a group has to be formed whereby they get 2 000 or 3 000 people who are prepared to pay this per month.

**CHAIR** - That is an interesting angle; I don't think that has been brought up before. Thank you for coming in today. There is quite a bit of food for thought in there and no doubt we will be reviewing it in light of all the submissions we have received.

**THE WITNESS WITHDREW.**

## PUBLIC

**Mrs MARGARET LONG** WAS CALLED, MADE THE STATUTORY DECLARATION AND WAS EXAMINED.

**CHAIR** (Mr Valentine) - Welcome, Margaret. All evidence taken at the hearing is protected by parliamentary privilege but if you have anything to say outside the hearing you may not be afforded that same level of protection. The hearing is being recorded for *Hansard* and a transcript will be published on our website at a later stage.

**Mrs LONG** - I have looked after a number of heritage buildings in both my professional and family life. I even spent 18 months as registrar of landscapers, locksmiths and heritage workers for the building industry, with David Diprose, and the registration group for people up to certificate IV level. I put in two submissions. Should I talk about the first one?

**CHAIR** - Are you here as an individual or are you representing an organisation at this point?

**Mrs LONG** - At this point I thought they were both coinciding.

**CHAIR** - Okay, so you were invited as an individual as opposed to the First Settlers Association. If you just couch your comments in relation to your personal opinion I suppose that is the important thing today. It doesn't mean you can't comment about the other but you're not speaking on their behalf, so to speak.

**Mrs LONG** - I will speak as an observer. First Settlers and other small heritage groups contribute a tremendous amount to tourism in Tasmania in the sense that there is a tremendous amount of local tourism around the state. For example, there is a conference in Swansea next weekend so people will go to Swansea and spend money on accommodation and food, and the conference also contributes to the economy through the provision of services to visitors. We really have quite a lot of that.

For First Settlers and some other small groups, people come from interstate and overseas to these things and while they are here they certainly have a good look at built heritage. From the point of view of small groups some government initiatives have been very successful, such as the support from the museum studies with different skills coming out to the groups and providing I suppose emotional support in some ways and technical support such as help with skills which are not present in the group, providing workshops and upping the storage game. There are a lot of small groups which could be supported better and more strategically and there is great concern for volunteers which are becoming harder and harder to find in all sorts of fields besides the people who care for visitors in these places.

**CHAIR** - When you talk about them being supported, are you talking about expertise being provided from government or from other organisations in this process?

**Mrs LONG** - I really was talking about government. TMAG and the Queen Victoria Museum send out people. I think some of them might come through Arts Tasmania funding.

**CHAIR** - That's the roving curator program you're talking about.



## **PUBLIC**

**Mrs LONG** - That's right. I know they are appreciated in a number of organisations that I belong to and I have seen what they have done with some of the ones I do not belong to. That seems to have been a very good thing over the last five to 10 years.

**CHAIR** - You are suggesting something needs to exist in the built heritage tourism space?

**Mrs LONG** - Built heritage is really only going to be useful if it is used or preserved beneath plastic domes or something like that, otherwise empty built heritage tends to suffer and end up as clay.

As far as built heritage is concerned, we generally think about houses but it also includes a lot of industrial buildings and are you including built heritage such as built monuments, bridges and all the things which come into technical interest? There is quite a market for tourism in such technical areas for engineers and geologists, looking at the buildings built out of various kinds of stone, or bricks - some people are very interested in bricks - and the buildings that have had some original purpose which are associated with a group of people or a single person with a significant historical contribution. For example, Dr Pugh's house in Launceston, even though it is not owned, is very popular and very walked past. We have a lot of things like that in Hobart.

In Hobart and other cities there are plates. The National Trust provided plaques which went on the side of houses about 30 or 40 years ago and some of the owners of houses to which those plaques were attached were proud of them. Some of us might have wondered about the balance of the choice of those plaques but I think there is room perhaps for people to look at that again. There is also room to look at the things that have not worked.

The National Trust has had a varied career. Sometimes there seems to be lack of balance around the state in the things they are responsible for. Some decisions have been looked at by the general public with wonder, particularly the selling-off of furniture at Oatlands which had been given to the National Trust by families where the history was significant and there was no reference to the families when the pieces of furniture were sold off. There seems to be room for an encouragement of good manners, courtesy and consideration in dealing with some of the moveable things of heritage.

**Mr FINCH** - When did that occur, Margaret?

**Mrs LONG** - Probably in the 1970s, but people still remember it and talk about it. The second one is Oak Lodge at Richmond which was intended by the donor to go to the people of Richmond. It happened at a time very close to the change in the local government boundaries and the disappearance of the Municipality of Richmond. At the time of the discussion about the donation, the long-serving mayor of Richmond had moved interstate for retirement closer to his extended family and his support was not available to Miss Horsfall when it might have been useful and strategic. That property went to the National Trust, which meant the intention of Miss Horsfall had to be fought for by the people of Richmond and the Coal River Valley. A lot of people observed the overall effects of that and things are beginning to come good but there is still a lot of angst among people who feel that's not a good story.

## **PUBLIC**

**Mr DEAN** - You obviously have a fair knowledge of Richmond. Is that being promoted sufficiently by Tourism Tasmania, in your view? Richmond is a wonderful attraction; the whole town is heritage, and the bridge in particular.

**Mrs LONG** - The bridge is back to the engineering and that has certainly been helped along by the Catholic church behind and the potential for happy snaps.

**Mr DEAN** - It has a lot of potential.

**Mrs LONG** - It has, but it's not alone. Oatlands, to me, even as a child, has always been better than Richmond. Richmond was very lucky in that one particular person saw an opportunity and pushed the renovation in buildings in Richmond and started a fashion, helped by the strangeness of Richmond and Dulcote becoming very much more suburbs of Hobart. That has been hard for the community because the people with all the mortgages have not had a lot of spare cash to let that support flow through the township. If they are spending much more of their time in Hobart they are spending more of their money in Hobart rather than at the Richmond grocer et cetera.

**Mr DEAN** - And you're saying Oatlands has a better opportunity?

**Mrs LONG** - Oatlands actually has better heritage. Oatlands has the only Supreme Court in Australia which is not in a capital city. It hasn't been used for a long time but the building is still there.

**Mr DEAN** - That is not really promoted, is it?

**Mrs LONG** - No, it's not, but things are beginning to get going very well at Oatlands. There is slow progression and perhaps because they're later they are also able to do a lot of things better because they're seeing other people's mistakes and not making the same ones.

**CHAIR** - That is interesting, why would a Supreme Court have been developed in Oatlands?

**Mrs LONG** - It was easier to take people from the probation station at Colebrook to Oatlands for trials. Ross is another town that fits in the same category, and Longford likewise.

**Mr DEAN** - One of the stopover areas from Colebrook to the jail at Oatlands was on my parent's property, the old prison cell underneath the old house in Baden, which is a heritage building.

**Mrs LONG** - That is a lovely example of the things that count in getting to the depth of how people lived, rather than constructing a story going back from now. You really have to get to the beginning and come forward. I don't think the tourists would really like to go through the toileting routine of a household in those days. Who would want to have to dig the hole on Sundays? All those sorts of things. Ross also was fairly early in the thing, and Longford. There is a certain level of - the sandstone buildings have always been kowtowed to, shall we say. The sandstone buildings also have been fairly popular with mainland people searching for a different sort of change to the seachange and treechange.

## **PUBLIC**

But things can go wrong. We see the Gunns situation and what happens to some of the heritage properties which came under the Gunns umbrella. Somebody somewhere along the line, probably Heritage Tasmania, and probably they do, but who is going to talk about things like that? The potential for an owner to go bankrupt or get caught up with a renovation two-thirds done, and for there to be financial messes is there.

**CHAIR** - You mentioned in your submission, Margaret, the fact that built heritage is not just buildings. It also has relationships to landscapes. Do you want to expand slightly on that?

**Mrs LONG** - My favourite piece of non-residential building is actually the Tasman Monument in the main street of Dunally. That piece tells a story which is really fascinating. It is Art Deco in construction, and there is great interest now in Art Deco constructions all over the world. It is interesting from that point of view. It is interesting for all the obvious things, but its history is interesting for another reason, and that is that its Second World War history is very significant and not talked about too much, because when the Dutch East Indies public servants were escaping from the Dutch East Indies, they came to Melbourne via Broome. What on earth do you do with all these foreign high-level public servants in Melbourne when you do not really want them there and you are stuck with them? It was very convenient that the three-hundredth anniversary of the Tasman expedition came up in 1942. That gave them all something to plan for and something to keep them out of everybody's hair. That is probably a trite and very short explanation of it, but it also -

**Mrs TAYLOR** - Where did they go then?

**Mrs LONG** - They came to Hobart. They had to be entertained at Government House and so forth because it was really the Governor-General of the Dutch East Indies and -

**Mrs TAYLOR** - They did not stay though in Tasmania?

**Mrs LONG** - No, Melbourne was their base but they came over for the event, and so they were planning the event and so forth -

**CHAIR** - That is how the monument came about?

**Mrs LONG** - No, it is not how. There would have been a monument anyway. It is a reminder that there is history, there is heritage and there are family stories. For some people that monument is a family story. Also, there is the other Tasman Monument, which is out on the coast where it is supposed that the carpenter swam.

**Mr FINCH** - Monument Bay? Whatever it was called -

**Mrs LONG** - Well, whatever. It is where we will remember in the Jewish and the Israeli sense rather than we know that is what happened.

Where we remember is something of real worthwhile influence on visitors, on those who come across things all the time, but where we remember is also very useful for the interest of children.

## **PUBLIC**

While we are on the Tasman subject, I can get one thing off my chest and that is children really notice a lot of things about adult behaviour. Then there are those things that they notice but they don't notice. At the time of Tasmania Day being stopped when there had been a number of years of Tasmania Day being a very significant day in the school calendar and life of the land, suddenly it wasn't. What do you do with somebody in grade 4 who might have been interested that they see it is not important anymore? I have never had the opportunity to talk about it with John Howard when he was on his history campaign. All of us really need to appreciate the significance of heritage and how children come to an understanding of the things that they build into their own identity because of where they grow up or the rhythm of the events of the year.

**CHAIR** - Someone earlier was making a submission that in France and, I think, Britain kindergarten children are taken through heritage sites and it is explained to them and the value of educating children about the value of heritage at an early that stays with them and it gives them an appreciation.

**Mrs LONG** - That is right. That heritage is, for whatever generation we are in, really just borrowed because for those who are coming three, four and five generations ahead, the heritage is there as well. It is not just for us now and so there is something about the passing on of heritage which is much more to do with the continuum, whereas history is about books, facts and things at an intellectual level.

**Mr DEAN** - It has been suggested to us that we haven't done enough with our children, that we don't sell the value, importance and significance of our heritage in this state enough to our young people.

**Mrs LONG** - Selling is not the word. Teachers are pretty good with excursions. It is really an issue which could be looked at in the school curriculum or in the school community. I thought about this issue long and hard over the years and the community of children deserve to have their feet firmly connected to the things that are going to be important to them. It is like religion but not because the connection with the heritage is something like that. Religion is unfashionable and hard to talk about but there is something about the emotional steadiness, if you like, that comes from being comfortable with your landscape, with your environment, with your streetscape. It is home.

I have one other very important thing to say. There is another heritage property which is my ancestral acres. One thing about Oak Lodge and Woodvine Nature Reserve, which is out of Forcett, is that there might really need to be some attention to legislation. Parks and Wildlife have some problems with the management arrangements for properties which are not quite on the Parks and Wildlife complete radar.

**CHAIR** - Parks and Wildlife or Heritage Tasmania?

**Mrs LONG** - Parks and Wildlife. The property is a thousand acres so, say, 250 acres of it is farm or was farm; the rest of it is an incredibly important relict area from the ice age.

**Mr FINCH** - Gondwanaland?

**Mrs LONG** - No, not Gondwanaland. Just the last ice age.

## **PUBLIC**

**Mr DEAN** - Is that Forcett?

**Mrs LONG** - Between Forcett, Kellevie and Buckland and just back a bit.

**Mrs TAYLOR** - Is it crown land now or is it privately owned?

**Ms LONG** - My cousin had an arrangement. I presume it is crown land but one does not know because they say that land is owned by Forestry Tasmania. They say that land is owned by Parks and Wildlife. I would understand that it is crown land and Parks and Wildlife is the proprietor. People are very slack with actual designation.

**CHAIR** - It is untouched?

**Mrs LONG** - The bush part, yes. When the owner died it became crown land or it might have beforehand but, anyway, it was his until he died in that sense and he was allowed to live on it but nobody else was allowed to live on it. There was no legislation to allow anybody to be a caretaker, for example, or to put a caravan on so that somebody could be a caretaker. There has been a lot of vandalism. There have been cars that have been torched out there and things burnt. There has been a couple from Western Australia who tried to do an adverse possession in one of the buildings. If anybody had seen what has happened out there, they would be very loath to follow Ernie's example to donate to the Crown. They would think about it several times, whereas that is quite a worthy thing to do and there being better ways to do it and better ways for Ms Horsfall [?] to do it so the two examples really go together.

**CHAIR** - Thank you for that, Margaret. Thank you for taking the time to put in a submission and coming in today and sharing those thoughts. It is appreciated.

**THE WITNESS WITHDREW.**