

PUBLIC

**THE LEGISLATIVE COUNCIL GOVERNMENT ADMINISTRATION
COMMITTEE B MET AT 1 MARKET SQUARE, BURRA, SOUTH AUSTRALIA ON
THURSDAY, 3 SEPTEMBER 2015**

BUILT HERITAGE TOURISM IN TASMANIA

DISCUSSION WITH Mr PETER DUNN AND Mr DARRYL VENNING,
COUNCILLORS, GOYDER REGIONAL COUNCIL, AND Mr PAUL MARSSON,
Mr BARRY WRIGHT AND Ms BARBARA MacMILLAN, REPRESENTATIVES
FROM NATIONAL TRUST, BURRA.

CHAIR (Mr Valentine) - Thank you all for taking the time to meet with us this morning. It is important for us as a committee to be in Burra and see where the beginnings of the Burra Charter occurred. Is it possible for someone to give us an overview of the town and its history?

Mr WRIGHT - In 1845 the copper deposit was first found. Burra and Kapunda - that was the year before - were the two first mineral mines in Australia to produce and pay dividends. There was a bit of a scratching just out of Adelaide at Glen [inaudible] before that, but Burra and Kapunda were the two first ones. Burra overshadowed Kapunda - it was grander and bigger. Anyone who is half interested in history and architecture tends to come here. We get lots of people climbing family trees. There were 5 000 people here with the gold rush and Adelaide's population was something like 20 000 at the time. For anyone with a long family history back in the state, often Burra is part of it.

CHAIR - We were told that Burra was the second-largest town in South Australia at one time.

Mr WRIGHT - Yes, and the largest inland town in Australia. This was all before the gold rush. The gold rush fixed all that, but pre-gold rush in Australia. Anything pre-gold rush is early in Australia.

Mr FINCH - Copper only was mined here?

Mr WRIGHT - Most copper mines produce some gold, they tend to go hand in hand, but this produced no gold apparently; it was just copper.

Mr FINCH - How rich was it, Barry?

Mr WRIGHT - Apparently it was the richest in the world at the time. Because there were very few trees in the area it was called the Bald Hill Range. A lot of people think the mines cut the trees out. What trees were here they cut out, but there weren't many at first. A group opened up a smelting works south of here because there was more timber there for firing the boilers. They bought ore off the company here and it had to be 40 per cent yield or better - and that is unbelievable. Most mines today if they yield anything better than 5 per cent reckon they are going well. Whilst it was hand-picked admittedly, it was very rich.

**LEGISLATIVE COUNCIL GOVERNMENT ADMINISTRATION B COMMITTEE -
BUILT HERITAGE TOURISM IN TASMANIA, BURRA 3/9/2015
(DUNN/VENNING/MARSSON/WRIGHT/MacMILLAN)**

PUBLIC

Mr FINCH - Was it all open-cut?

Mr WRIGHT - No. It started [inaudible] and in 1870 they closed the mine for about a year while they built a state-of-the-art extraction plant. They did an open-cut mine in 1870 and, according to the Mines Department, it was a very innovative method at the time. It wasn't the first but it was very early.

Mr FINCH - At Queenstown, where we do a lot of copper and all sorts of things, at one stage they had 300 woodcutters, so it is no wonder all the hills are bare.

Mr WRIGHT - Most of that wood for the furnaces came from Mallee, just out east here. I am not sure how many woodcutters they had, but it was something like 2 000 tonnes a week. It was significant. Bigger timber for props et cetera came from further up. Timber and fire were always problems. They were taking ore to Port Wakefield, Port Adelaide and bringing coal back sometimes from Newcastle.

Mr FINCH - Those places that you have mentioned already, Barry, in the Goyder area - and I'm not aware of the region of Goyder, how big it is and how many towns it encompasses; I think there was about four mentioned on the board out the front - do you have a link between you all in respect to that early history? Do you draw all of that together?

Mr WRIGHT - Some of it, but most of the towns in the Goyder region are not on the old copper roads as they called them. Towns grew up on the copper roads. They opened up Port Wakefield slightly south-west from here, in the latter part. All those towns such as [inaudible] and Balaklava all grew up on the copper roads. They were all pubs to start with, of course, and they had to house bullocks too, so they had yards for bullocks. Going south they went through Kapunda first because it already had a road through to Adelaide, so there are some little towns along the way such as Waterloo and so on. Those towns grew up on the copper road as well. Most of the Goyder region missed the copper road.

Mr FINCH - How did they get the copper from here to Adelaide?

Mr WRIGHT - First of all they went to Port Adelaide and then to Port Wakefield. First of all it was just copper ore and it was hand-picked. It looked like a load of cabbages, very rich and some of the best malachite, which is one of the ores of copper and used in semi-precious jewellery. Apparently some of the best malachite in the world came from Burra and that is most sought after.

Mr FINCH - How did they get it down there - by road, by bullock?

Mr WRIGHT - Yes, bullock drays.

Mr FINCH - Did they ever get a train line up here?

Mr WRIGHT - Nearly, when it was all over, in 1860-something, and the mine finished in 1877.

PUBLIC

CHAIR - There's still a push to bring it back, isn't there?

Mr WRIGHT - It's broad gauge and there is not much rolling stock. Apparently the line has basically had it. If it was standard gauge then possibly there would be some -

CHAIR - Perhaps Darryl or Peter might give us an understanding as to how the council links in with all of the heritage in this town and the surrounding areas in terms of tourism. Can you give us a bit of an understanding as to how that is handled?

Mr VENNING - Peter can talk on the tourism. Goyder goes from Terowie down through to Eudunda.

CHAIR - How many towns?

Mr VENNING - Six or eight.

Mr DUNN - There are nine CMCs or community management committees. Nine little areas. Burra is the biggest and certainly has the most potential for tourism. The other towns are pretty much rural service towns. A number of them were involved with the railways so have shrunk a fair bit since the railways finished in the 1970s. As far as tourism goes here in Burra, and therefore in Goyder if this is the centre of tourism, there are two main players, council and the National Trust. You have representatives from both here. Both of them own a number of heritage buildings and facilities, and work together from my impression over the last four years pretty well. I do not know if that is historically the case but it certainly seems to be working well right now.

Tourism in Burra was very strong and healthy in the 1980s and 1990s and I think over the last 20 years it has, through no fault of anybody, declined and we are working hard now to turn that around. We have a number of plans we are looking at right now to help that.

Mrs TAYLOR - Could we ask what you are doing?

Mr DUNN - Yes, there was a study done in Margaret River in Western Australia that we have been looking at fairly closely where all of the tourist facilities came together under one manager or one body and we're looking at picking up some sort of model along those lines. It is a delicate situation because we have to get everybody on the same track first and that's going to take some time.

CHAIR - Is there any way we can access that study?

Mr DUNN - Yes, I'm sure we could get a copy of that to you today. I think it's well worth looking at. There has been a rather large feasibility study done just in the last year of the directions we should or could be taking.

Mrs TAYLOR - Good.

Mr DUNN - The council owns the Paxton Square cottages that you may have seen, the caravan park and has half-ownership of the passport with the National Trust. Some of

PUBLIC

the heritage buildings I believe are shared between National Trust and council so we have to work together and it is good that we are at this stage.

CHAIR - Does council have staff allocated to that task within the town here?

Mr DUNN - Yes. There is management of both Paxton Square and the caravan park. There are staff at the visitor centre and they pretty much manage the day-to-day business of the passport. The staff over there are managed by BRTA, the Burra Regional Tourism Association. That is their governing body. What we would try and do under this new plan is drag all of those different connections together with, in theory, one business-oriented management group.

Mr DEAN - What relationship do you have with Heritage SA?

Mr DUNN - We do not often deal with the National Trust in South Australia. When I say not often, we are involved with them as well. We had a heritage officer for quite a while and the government withdrew finances for that.

Mr DEAN - If you had a development application come through the council for works on a heritage-listed building, would Heritage South Australia -

Mr MARSSON - Any application goes to Heritage South Australia.

Mr DEAN - So they would have a say in it.

Mr MARSSON - They come up and inspect and go through the process of okaying.

Mr DEAN - Are they easy to get on with?

Mr MARSSON - They are short-staffed and take a long while.

Mr WRIGHT - For something like 20 years we had an architect here weekly for a day.

Mr DUNN - Or two or three times a month I think it ended up being.

Mr WRIGHT - That was half-funded by Heritage SA and half by the local council here and it worked extremely well, but the government withdrew the funding about four or five years ago.

Mr DUNN - About three or four, I reckon.

Mr WRIGHT - A while back now.

Mrs TAYLOR - What did the architect do?

Mr WRIGHT - He oversaw a lot of planning. The plans did not have to go to Adelaide. He had the minister's approval basically, unless there was something really controversial or there was an appeal, then it went further. The architect, [inaudible] Heritage SA, worked well.

PUBLIC

Mr MARSSON - Being a heritage listed town, if you are doing an alteration outside, the same as any council, you have to put it in. You cannot pull down a heritage-listed section of the town, because the whole town is heritage listed. If you live in a heritage building, as I do, you can do alterations inside, but your outside has to go through all rigmarole. Most people don't want to alter it anyway.

Mr DEAN - Every building in the town is listed?

Mr MARSSON - The whole town is heritage listed.

CHAIR - To clarify that, is it every building in the town that is listed or just the whole area that is listed.

Mr WRIGHT - The whole area. There is a line around. The whole area is state heritage-listed. You would know about the national listing. That was interesting, we apparently had more sites per square kilometre on the early national listing than any other place in Australia. Then the national listing was wiped. The new listing is in progress. It fell over for a long time, as far as this state goes. They are resurrecting now. The current minister did get hold of it.

Mr DEAN - The reason I was interested was that they tried to list Penguin on the north west coast of Tasmania. The whole township, heritage listed as a complete town. It did not come to fruition. There was too much opposition to it.

CHAIR - My question was pointing to the fellow who owns the service station, which is not significantly heritage I expect - or some parts of it might be - wanted to make some alterations. He would probably be able to make those. He would have to apply through the normal council processes and the local council could deal with that and give the tick-off on that as long it was not heritage fabric, is that right?

Mr VENNING - Most things go through heritage, yes, but they would still inspect. I live in a transportable home in this area and I have to go through the same process. I had to build a transportable home in a certain area in the town. This is 16 to 20 years ago. I still have to go through the same process if I want to make alterations outside the house.

Mr FINCH - The reason we are here is because of the Burra Charter. That is what has drawn us to come and have a look at where the Burra Charter originated. Can somebody give us an overview, or some information about what occurred at that time to promulgate the Burra Charter?

Mr WRIGHT - Good question. It was drawn up by ICOMOS, International Council on Monuments and Sites. They came here because it was an ideal place and drew it up. The Burra Charter - I think the council has a summary and the whole thing is available. There used to be a pamphlet.

Also on that listing subject, we are nominated at the moment, us and Moonta on the Yorke peninsula, for World Heritage listing. This has been going on for some years. We have to be nationally listed before we can be world listed.

PUBLIC

The world listing is interesting. Apparently they have listed an area in Cornwall on world listing 10 years or more ago now. The Cornish people then looked further. They exported their machinery and technology to various parts of the world in the mid-1800s. There is a place in Mexico called Pachuca. There is another place in South Africa, Moonta and us, and I am not sure if there is a place in America as well. They want to do all that in one hit.

CHAIR - The commonality is?

Mr WRIGHT - The Cornish mining. They were the leading mining engineers in the world at the time. Their descendents probably still are.

CHAIR - There is certainly a lot of effort needed when you go for one of these things. Tasmania has just achieved the World Heritage listing of five convict sites. There was a huge amount of work that went into that. It is not small stuff. If you're doing it across the globe, and it seems as though you are, it is an ever bigger task.

Mr WRIGHT - The people involved in it tell us - and they seem to think they know - it is not 'if', it is 'when'.

Mr FINCH - So you had Cornish freemasons here?

Mr WRIGHT - Yes. The Methodist Church was very strong in Cornwall and they brought that out with them.

Mr FINCH - We have come here because of the Burra Charter. I had never heard of Burra otherwise, so I am wondering how you capitalise on the significance of the charter and the name and drawing people here to experience Burra?

Mr VENNING - In my experience with people I meet who come to Burra, a lot of the experience is through word of mouth. People in caravans are travelling all around the state, and interstate. They come into the town hall to have a look. I ask them where they come from and people say, 'Don't go anywhere unless you go through Burra'. It is great to get that sort of feedback because we have put in a lot of effort. They are doing a lot of advertising to get us here, but I think word of mouth is the best thing going. It is that feedback you get all the time, Go to Burra'.

Mr DUNN - We are trying to find the sexiest way to sell Burra. We haven't even thought about using the Burra Charter as a sexy concept. Other things we're looking at are combining the outback with the heritage we have here. Food and wine is very important all around the world for attracting people. We haven't thought about the Burra Charter, and I don't know if we should have. It has been floated now and I will keep it in mind.

Mr FINCH - They chose to come here. They chose to have that forum or gathering here to develop the Burra Charter.

Mr DUNN - They were motivated and so were the other 100 000 people who visited at that time.

Mrs TAYLOR - 100 000?

PUBLIC

Mr DUNN - No, I made that up. It is a significant difference between the number of visitors then and now.

Mrs TAYLOR - Are you talking now about the 1970s?

Mr DUNN - Yes, the 1970s, 1980s, 1990s.

Mr MARSSON - We average about 35 000 a year coming through the town.

Mrs TAYLOR - Going back to Kerry's question, how did ICOMOS even think about you? Was it the local community or did you have a national territory?

Mr MARSSON - When it first started the local business had a bus, went to Adelaide, picked up the school kids and brought them back. The church group had a hostel thing up at the top end of town and that brought in a lot of school kids and that was good for the town. Then other little businesses, people with B&Bs, all got together and started to advertise as a group and got it going from there. It really eventuated from people seeing the potential in the town and giving it a go themselves.

Mrs TAYLOR - So it was the local community that started all this? That is fantastic.

Mr WRIGHT - You will see how this passport key works later and you probably have some idea already, but the principle is buy a passport key and the book that goes with it and they let themselves in. If they're here for three days they're allowed to have a key for three days. They don't have to have it back that day. It works pretty well. That scheme was devised by the National Trust at the time out at Redcliff.

Mr FINCH - You people and the National Trust here devised the idea of it?

Mr WRIGHT - Yes, before my time. That came about and we've had a number of people look at this and no-one has done it. They go away and say it's too hard, vandalism, et cetera. Where we win out, I think, is because we have nothing here except the history and the architecture, therefore the types of people who come are not the rip 'em up, tear 'em up types. Some water-skiers are great people, but we do not have that hype.

Mrs TAYLOR - It's not young people coming to party.

Mr WRIGHT - No, exactly.

Mrs TAYLOR - Yet - until you get your scheme going.

Mr WRIGHT - I've been associated with the National Trust and all this since we first came here in 1983 and the amount of vandalism and the problems we've had you could probably count on the fingers of one hand. The jail seems to cop the most for some reason. We've had the fire extinguisher fired off a couple of times.

Mr MARSSON - We're lucky enough that Burra is in a situation if people are coming from Adelaide and they're going to the Flinders Ranges they will often bypass this way and end up here. People from Victoria going across go this way. People from Western

PUBLIC

Australia come through this way, a lot of them, and people from New South Wales. We have traffic coming through.

Mr WRIGHT - And Broken Hill.

Mrs TAYLOR - So you're really trying to get people as they come through to stop for a day or two.

Mr MARSSON - Our aim right now is to make this a destination.

Mr DUNN - The second prize would be to get them to stay two or three days rather than just pass through.

Mr MARSSON - There are 30 units at Paxton Cottages and something like 20 B&Bs and self-contained cottages. Our occupational rate up until last year was the same as the Gold Coast. This year it has dropped off a bit, but then the whole of Australia has dropped off a bit.

Mrs TAYLOR - Except Tassie.

Mr MARSSON - We do get a lot of young people coming through and people normally come for a day. The business sector finds that they go in and hire the key, because you if you are here for a week you have the key for a week. You have the key to eight locked sites that nobody else can get into unless they have a key, so you can go in at the times you want to. There will be a curfew on a couple of them where we override the lock at six o'clock.

CHAIR - All interpretation panels to guide people?

Mr MARSSON - The bottom board is self-activated and the interpretation. Market Square we are finishing by the end of the month, I hope - I'm sick to death of looking at it. The jail we hope to put over next year to full automation.

Mrs TAYLOR - At the sites the key opens, the eight locked sites, there is nobody there?

Mr MARSSON - No.

Mrs TAYLOR - And the only way you make money out of this is by hiring out the key?

Mr MARSSON - Yes.

CHAIR - And donations?

Mr MARSSON - At the moment your passport costs \$25 and another \$20 deposit on the key. Children are free, so if there are two adults it will cost them \$50. That is going up because we had a bit of trouble with locals returning the key. We are also doing a relaunch on the book, which is full colour. It works very well; it is a good system.

Mrs TAYLOR - How do you manage to pay for the maintenance and upkeep? Is your passport enough?

PUBLIC

Mr WRIGHT - No, it's never enough.

Mrs TAYLOR - That's one of the things we're looking at in Tasmania. You have heritage sites but you can't just leave it sitting there. How do you fund it?

Mr MARSSON - By people going through it. If you have a building and people are not going through, you're never going to get anywhere. They have to be occupied and used. One year you will think you are doing well but suddenly there will be \$13 000 worth of white ants or something like that.

Mr DUNN - I think the significant question about the future is funding, as I am sure it is all over the country. The state government visited here only a few months ago and we made a strong push then at their cabinet meeting to consider ongoing funding of heritage buildings as a responsibility for state and local government. How successful we will be I don't know. They need to be reminded fairly constantly that the pain should be spread if we're going to maintain these buildings.

CHAIR - Governments can't fund everything and they look to organisations to be innovative and creative. To that end I suppose my question goes to repurposing of buildings. There may well be a church up the road that used to have a congregation of 300 people but no longer. The church is still there and there is an opportunity to use that fabric for something else. Does much of that go on in the town as time has gone by?

Mr MARSSON - Olive Grove, which was the Court House Hotel originally in Burra in the 1850s, is now a B&B and private residence. There are several other buildings in town being converted and occupied. People are maintaining their own places. The National Trust in South Australia has 163 sites to look after and I forget how many are state government but at the moment they're paying nothing towards maintenance. I took over as chair of the Burra National Trust five or six years ago. We were in a bit of trouble with a couple of things and I was told by National Trust South Australia that Burra was on its own and we had to raise our own funds. On 19 October we have the Morris Car Club coming and we're catering for 45 cars. We have a craft fair at the jail on 31 October and 1 November. We do a progressive dinner where people hop on a bus and go from one place to another.

Mrs TAYLOR - They're all your own fundraising initiatives?

Mr MARSSON - Yes, as well as what we get off the key.

Mrs TAYLOR - And in a sense nothing to do with heritage.

Mr MARSSON - It is to do with heritage because it is luring people into the buildings. We are using all heritage buildings.

Mr WRIGHT - They're magic sites, as you will probably see. It is interesting to go to them, especially at night-time.

CHAIR - I think Adriana's point was the primary purpose for the event is not necessarily the heritage. That is the attractor.

PUBLIC

Mr MARSSON - Yes. Any money goes straight back into the business.

CHAIR - The money you make goes back into those buildings.

Mr MARSSON - It's nice having heritage buildings but they certainly are heavy to maintain. We were lucky enough to get the stimulus package, the National Trust. We got \$440 000. That sounds a lot but when you put it between eight to 10 buildings it is less than \$40 000 a building. We did a kilometre and a half of stonework out at the jail, we did half a kilometre of stonework at the police lock-up, we rewired buildings, we put in different security systems, and we reroofed the [inaudible] maintenance sheds and whatever. Out of that stimulus package we employed 22 local contractors and a few unemployed people were getting work. We started off with the stonemasons chipping out the wall but I said it was going too slow so I paid unemployed people and put them on a wage. They chipped out in front for \$20-25, whatever it was, instead of costing up \$80, so that progressed it five times faster.

CHAIR - It also helped out in the unemployment stakes.

Mr WRIGHT - That was supposed to be what it was all about.

Mr MARSSON - Both electricians in Burra both got work out of it. The plumbers all got work out of it.

CHAIR - When you do work like that, that points up the issue of the expertise needed to be able to work on old buildings and making sure that any renovations or restoration that is done is according to the Burra Charter. Where do people get the training to do that?

Mr MARSSON - Stonemasons around here. We have three local stonemasons who have been doing stonemasonry for a long while. Some of them had already been working for the state heritage section and were okayed straight away.

CHAIR - There is an opportunity, isn't there? We talk in Tassie about the Oatlands Heritage Centre and in Longford people train other people in heritage restoration. It would seem to me that given your connection to the Burra Charter that would be an amazing opportunity for you to say come here and learn about it.

Mr MARSSON - What we are doing at the moment - and National Trust in Adelaide is teeing it up and we are going ahead with it - is we will be having stonemasons working, with people paying for the course.

Mrs TAYLOR - Fantastic.

CHAIR - It helps do your buildings up.

Mr MARSSON - That is what will be happening in the next two years. We will doing our building up with people who want to pay for the course. That will pay the stonemason. We will have to pay for the materials.

PUBLIC

CHAIR - It is interesting and maybe there is an opportunity there for collaboration with places like Oatlands who have a significant amount of experience in doing up buildings. That is a whole town, just like yours in a way, that has so much heritage in it. Unfortunately some of the sandstone is pretty degraded. It is not really tough stuff. I think yours is bluestone, isn't it?

Mr MARSSON - Ours is bluestone but a fair bit of it can be slate and you'll hit a stone that either the diamond drill won't look at it or fly through it. Sometimes you'll see a wall that would have stone eaten away halfway up the wall. It's not salt damp, it's just a soft stone.

CHAIR - There might be some opportunities there. It's interesting to learn how you're tackling that.

Mr MARSSON - England has been doing it for a long while. Five years ago I tried to push it and they were not in agreeance. The new CEO of National Trust is all for it and pushing for it.

Mrs TAYLOR - You would become a registered training organisation? Set one up here.

Mr WRIGHT - The National Trust of South Australia works a bit different from the other states. We've got the head office in Adelaide and they look after various bits and then we have branches. We are one of the branches. We are basically independent to a large degree but there is a great pool for insurance for instance and we pay National Trust SA a portion of that insurance and things like that.

CHAIR - So that covers you whenever you have people on site or staff doing work.

Mr WRIGHT - Yes, all that - public liability and the works. If a branch gets out of hand, for instance, the state head office will come up and straighten it out, which works well. Mind you, it takes them a while to act if a branch gets out of hand but the local community normally works things out anyway.

Mrs TAYLOR - You must have a strong volunteer base. There are not that many of you, the town is not that big. This is a big job you're doing, so how do you manage?

Mr MARSSON - The two museums have paid guides because we are seven days a week. The only time we have off is Christmas.

Mrs TAYLOR - Do the museums pay their own way to pay those guides?

Mr MARSSON - No, the museums never pay. When I first started the [inaudible] it was a museum; that is now self-guided. It is partitioned off with glass panelling and you walk through. It has been running now for four years. That was the first one and it saved us about \$1 000 a year. Market Square was a guided museum. We had an original tailor shop out the front and we put in a girl who turned it into a lolly shop, which has worked quite well. The deal there was that she paid \$2 a week lease and she ran the museum - letting people through and taking numbers. We are now turning that over to self-guided from the back and the lolly shop will either stay as is or go into something else. The only place we are paying wages at the moment is the engine house and the museum.

PUBLIC

Mr DEAN - Getting onto the tourism side, one of the reasons this committee was set up was that it was perceived by many that Tourism Tasmania was not using the heritage of Tasmania - the sites - strong enough or well enough in their promotion of the state to bring visitors here. The survey identified that some 60 per cent of people going into Tasmania were going to the heritage sites. Does Tourism South Australia promote Burra in any way in their brochures?

Mr DUNN - There are only two regions in South Australia Tourism SA is pushing - the Flinders Ranges and Kangaroo Island. Everybody else has to fend for themselves. We have a mirror image to what you are suggesting in Tasmania. There is no support from South Australian tourism for any heritage buildings around the state at all.

Mr MARSSON - The pamphlet you have there, the business centre distributes it to a lot of other visitor centres. We advertise on touch screens in 250-300 different sites. We virtually advertise ourselves.

Mr DUNN - The urge to get some support is very strong but unsuccessful at this stage. They are open about it, saying, 'No, we've decided there are only two regions'.

Mr WRIGHT - Tourism SA has been the same virtually ever since I can remember. Any time any of the powers that be are in front of the media the things they mention are Kangaroo Island and the Flinders Ranges. The Barossa gets a bit of a hit from time to time. We only have one World Heritage-listed place in South Australia and it never gets mentioned, and that is the Naracoorte Caves. If I was from Naracoorte I would be spitting chips, quite frankly.

Mr DEAN - So you have no input into what Tourism SA is doing?

Mr DUNN - We have a relationship with them; we are part of the Clare and Gilbert Valley area. We do meet with them from time to time. They are willing to come here and talk to us about support that they might be able to give, in-kind support. We don't get to feed in our requests in any formal way at all.

Mr WRIGHT - We have staff from Tourism SA do family things from time to time.

Mr DUNN - It's not outright war, but there is certainly no focus on heritage buildings.

Mr MARSSON - There is a state caravan, and we go down and push our own brochures. We push the Goyder region. If you're not doing that, if you're waiting for the state government to pick up and give you a go, we would all be in a pretty vacant spot.

CHAIR - The main attraction in town would be the Passport attraction?

Mr MARSSON - Yes.

CHAIR - Apart from that, what other aspects to the tourism side of things do people seem to really appreciate? Is it the stories, or is it the buildings?

PUBLIC

Mr DUNN - I think what is happening is that we've concentrated on the buildings and we now realise that we need to put a lot more effort into the stories. We need to make the environment that we're offering -

CHAIR - You need to make it live.

Mr DUNN - Yes, and alive. I think that is a very important step for us to make. We're getting our heads around it slowly. They did some fantastic things, the things you couldn't do in the prison or in the dugouts. They are fantastic human spots.

Mr VENNING - They do look for a story. As I say when I'm up at the Town Hall they like to hear a story of a particular thing. If I'm talking about the school or the dugouts, they just love to hear a story. They love to have that follow up, I think.

Mr FINCH - Who is the bloke on top of the tower?

Mr VENNING - Johnny Green.

Mr FINCH - What's his story?

Mr MARSSON - He was the mascot of the miners. If you were a kid and you were playing up, the story was that Johnny Green will come down from the tower. He was a bit of a bogie as well. That is the adopted Johnny Green in the passport. The signs are changing, they are going to be of Johnny Green pointing an arrow. The Town Hall Trust have adopted his figure.

Mr FINCH - He was a local lad?

Mr MARSSON - In the early days of the mine there are photographs of him sitting up on top of the chimney. That is the one now, but up on the mine he was sitting there in front of the detention house and is a mascot. Some Cornish -

Mr FINCH - Was he a person?

Mr WRIGHT - No. It is mythical.

Mrs TAYLOR - He wasn't real?

Mr WRIGHT - The Cornish were very into mythology and all the rest of it.

Mrs TAYLOR - This is from your Cornish miner heritage?

Mr WRIGHT - Yes. He's just always been there.

CHAIR - Barbara, your main concern for Burra in terms of what you see as an important thing that perhaps should be happening here and isn't?

Ms MacMILLAN - We need a lot more publicity. We need to reach out a lot more and come up with, as you say, the stories to make people feel that they would love to come here and stay for a day. Publicity is our big thing. We need that badly.

**LEGISLATIVE COUNCIL GOVERNMENT ADMINISTRATION B COMMITTEE -
BUILT HERITAGE TOURISM IN TASMANIA, BURRA 3/9/2015
(DUNN/VENNING/MARSSON/WRIGHT/MacMILLAN)**

PUBLIC

CHAIR - Getting the message here.

Mr FINCH - It costs the dollars, doesn't it?

Mr DUNN - It does cost dollars, although these days it is getting easier to do it without money.

CHAIR - Do you have a Facebook page, for instance?

Mr DUNN - Yes, we have, but it needs a lot of work. We are constantly working on that.

Mr MARSSON - The cost of automation these days has gone to nearly nothing. When we first did the bottom board, you are probably talking \$12 000 a unit for a voice activator. Now you could do that unit for probably \$900 to \$1 000. As long as you keep it below a minute, because people don't want to be listening to because people don't want to be listening to too much and a short burst. Get it to the point and you can get it right now.

Mr WRIGHT - We have an opportunity here for private enterprise outside of trust and council et cetera to do private tours. We get a lot of people doing their own private tours on their way through, tour operators, but I am talking about a local doing this. When we first came here, we had an Irishwoman called Jenny O'Connor. She was Irish to her bootstraps, and the Irish have a way about telling stories. She was very good. She had her own little bus with 20 passengers. She would be standing in the jail and there would be a little flock of people right underneath her nose. She just held them. I have done a couple of tours myself, and people have gone. There is certainly an opening for someone to do that, no doubt about it. No-one else has since Jenny left town. A few things she used to tell were not quite right, and we would get frustrated, but people listened.

CHAIR - Port Arthur is no different, or it used to be no different. It is probably much more accurate now than it ever used to be. Some of the stories that were told in Port Arthur. I knew some of the guides.

There is nothing like a guide. You can have the self-guided walks but there is nothing like that interaction with a guide. You can ask a guide any question you like, and whether they can give you the right answer or not is another thing, but it so much more attractive for people.

Mr WRIGHT - Especially if they are local. Jenny - one of her stories was this chimney just up the road with Johnny on top. Someone had painted it red on New Year's Eve and she drives the bus - 'I don't like that, some little rat' - and it turned out it was her son. She told those lovely stories.

Laughter.

CHAIR - No names, no pack drill. We didn't get the surname in that little exchange.

Mr FINCH - Looking through here, I can't find anything about the Burra Charter.

PUBLIC

Mr WRIGHT - You are right. If you asked, most of the locals would probably not have heard of it. We are remiss.

Mrs TAYLOR - You are world famous because of it.

CHAIR - It is not just Australia here, it has some international attraction. I don't know how huge, but I was fascinated to know. I have heard about the Burra Charter for a long time, and it was quite some time before I was told that it was a town in South Australia. That caused me to want to go and find out a bit more about it. When we had this, I had to go there. It is more of an attraction than you think.

Mr WRIGHT - Thanks for bringing it up because I think we have been remiss, very much so.

Mr FINCH - One of the things I like about Burra, and you could probably even do more, but your interpretation that I have seen in the short time we have been here - walking through, your panels, your plaques, when we walked up to the Johnny Green chimney - the story is there, and that is what people want.

I have just come back from a caravan safari through Queensland and we were travelling with three caravans. We were pulling up places from Townsville out to Mount Isa and staying for a couple of days. Are you on that circuit? Do you have the grey nomads coming through here? Do you connect with their organisation?

Mr DUNN - We don't. I have been struggling for four years. We need to get a dump site in and have a place where people can put -

Mrs TAYLOR - RV friendly town.

Mr DUNN - So we can become RV friendly. We have the dump site but we do not have a place where they can camp for under \$20 a night and that is what we need to get their stamp.

CHAIR - If you need visitors, don't charge them anything. The town will make the money.

Mr FINCH - Who runs the caravan park?

Mr DUNN - The council runs the caravan park.

Mr FINCH - How much do you charge a night?

Mr DUNN - It is \$30, I think. The one we would be hoping for is out at the showgrounds. They have a less formal caravan park and if that were under their threshold it would work, but they won't come at it. I have been searching for a spot in town that the council might own where we could say, 'Just stay there overnight'.

CHAIR - The difficulty is the locals will think you're undercutting them, and that is the hard part. It is an attractor if you can get \$5 or \$10 nights.

Mr DUNN - We have hundreds of caravans.

PUBLIC

Mr MARSSON - The showground gets very busy. It is up to \$15 now, I think, but they want it to be \$10 or under. You still have to clean up. It is all right to say put nothing but you would have 80 per cent of people who would do the right thing but you would have 20 per cent of the people who will cost you what you made and more to clean up after them.

Mr DUNN - Strangely, the argument is that they will go out during the day and leave their heater on, using electricity. That sort of thing will change people's opinion.

CHAIR - Sorry, I wasn't talking about plugged sites. I was talking about sites for self-contained vans.

Mr DUNN - Then those people will sneak the electricity from one that isn't. We have been told this, but I don't agree with it. I am keen to have them just come in.

Mr FINCH - If you get them coming this way, they spend between \$550-\$700 a week. If you can get them to come and stay for two or three days, you have plenty here for them to see and do. You would be a great destination.

CHAIR - And interest builds interest.

Mr FINCH - Word of mouth, the chatting, that is where they would be coming from - the caravanners talking.

Mr VENNING - A lot of the bigger vans go up to the showground here because they can manoeuvre easier. There is power up there and showers so a lot of them use that. They use Burra Gorge. There's nothing there but it's on the way down to Robertstown. Just out on Burra North, there is a little area there and they will park in there overnight. You might see four or five vans there so they don't have to pay their \$30. There are areas around the town where a lot of caravans stop without going to the park.

Mrs TAYLOR - If you could control those a bit by saying here is a designated area and have your dump site there -

Mr FINCH - I spoke in Parliament about Julia Creek, where they have an arrangement with the local caravan park and they have a free park. You can stay in the free park for three nights and then stay two nights in the paid caravan park - it is only about \$25 a night. Your commercial one has advantage out of it and then there is the free one where they are getting a bargain.

CHAIR - But if they want to do their washing they have to go to the commercial park.

Mr WRIGHT - We are in a good position here. If you look at a map of Australia, anything that wants to bypass Adelaide from all of Victoria basically and going north or west, southern New South Wales and southern Queensland can come through here or a bit lower down. We are in a very good position.

CHAIR - Have you ever thought of attracting motor cyclists?

PUBLIC

Mr WRIGHT - We get lots of car clubs and things like that.

Mr DUNN - Throughout Goyder, certainly down the south of our area, motorbikes have a significant -

Mrs TAYLOR - Robertstown, which we passed through.

Mr DUNN - Yes, Robertstown does a two-day event. Eudunda has a 24-hour event. It is constant as well rather than just those main things.

CHAIR - In Tasmania in Ross there is an event called Picnic at Ross and it is a day out for vintage motorcycle enthusiasts and the like. They give their oval area over to the motorcycle fraternity and they have the different decades of motorcycles all lined up around the outside. People come to have a look. Some might come to buy if there is something for sale. The local Lions Club does the sausages and the steak sandwiches or whatever. It is those sorts of things I am thinking of. It sounds like you are on that track or you have done some.

Mr MARSSON - We are doing that anyway. We run an antique fair in Burra. That runs the first week in May. We have 34 other exhibitors coming to the town. That is the town hall, the school gym, and then there is a bus that ferries people around through the town to different businesses. They can get off where they want to.

CHAIR - Do you have many antique shops in town itself?

Mr MARSSON - We have still got four. We did have six. We average about 1 500 to 2 000 people for the weekend. It brings in a fair bit of money for the town.

Mrs TAYLOR - That would stretch your accommodation pretty much for those times.

Mr WRIGHT - Things change. For instance up here at the old Uniting Church area they had what we call a camp centre, a huge big building with bunks and whatever to cater for the school groups. That just changed. The school groups fell off. Nothing to do with us; they just feel off everywhere. They got too hard for the teachers. Just starting to come back again but meanwhile that has all been sold and closed and is a private house again now. There is nowhere we can cater for those people easily again.

Mr MARSSON - Long term would be the jail. We would have to put another toilet block, shower block, outside.

Mr WRIGHT - That would appeal. Spending the night in jail.

Mr MARSSON - Adelaide is for it so we will see how it goes.

Mr DEAN - What is the significance of the Worlds End Highway?

Mr WRIGHT - The last town before Worlds End?

Mr DUNN - Worlds End is an area down just at the base of the Hallelujah Hills. Burra Creek runs through Worlds End. There is Worlds End sheep and wheat station. We like it very

PUBLIC

much and we are going to change the name of the area from Burra Gorge to Worlds End Reserve. There will still be Burra Creek.

Mr DEAN - With names like that that you could promote yourself.

Mr MARSSON - I think the thing we also do not push very well is that we have got a couple of spots for light four-wheel driving. Very good spots out at Robertstown and Eudunda. The top of the hills across there is an unbelievable view. We do not push that enough. We have the hiking trail. We have got the horsing trail.

Mr DEAN - Mountain bike trails?

Mr MARSSON - Yes, Mawson Heads is for mountain bikes.

Ms MacMILLAN - We've got Wilkins.

Mr MARSSON - On the Heyson trail you can stop at -

CHAIR - Hans Heyson?

Mr MARSSON - Yes.

Mr DEAN - Mountain bike trails are taking off in Tasmania all over the place now and they really are an attraction.

Mr MARSSON - That's what we should be pushing more in our area.

Mrs TAYLOR - Walking trails are taking off around Australia.

Mr MARSSON - We have a brand new one coming up this way now.

Mr WRIGHT - The main hiking trail in South Australia stretches from right down opposite Kangaroo Island, from the peninsula going out there, all the way through to the Flinders Ranges, and it goes through here.

Mrs TAYLOR - How long is that?

Mr DUNN - It would be 300 km I would think.

Mr FINCH - It goes through Burra?

Mr DUNN - Yes.

Mrs TAYLOR - And there are places you -

Mr WRIGHT - Cabins you can stop at.

Mrs TAYLOR - Good.

Mr DUNN - There are a few shelters.

PUBLIC

Mr MARSSON - You get a code to open the shelters.

Mr WRIGHT - We had a real success story many years ago when the National Trust was given an old school at Mount Brian East out here. It was sitting out in the middle of nowhere. They were planning a hiking trail at the time, so one of us got the bright idea to contact them to see if they were coming through this area. It is now part of the Heyson Trail and very popular. That was a real success story.

CHAIR - It's a hook, isn't it?

Mr WRIGHT - Through a lot of private property as well as roads.

CHAIR - It would be interesting to see if you could capture in photographic form the area depicted in a Heyson painting so you could have a copy. They do it in Hobart for Glover and it's on the Knocklofty Walkway. People walk their dogs up there, but there's this interpretation panel with the Glover painting on it, so you can see exactly what he was viewing at the time. It's just the little things that hook people in.

Mr DUNN - That's a big thing, I reckon. It's a great idea.

Mr DEAN - Where's your nearest police station here?

Mr DUNN - We have one here.

Mr VENNING - Just over there the sign says 'Police Station' and underneath it says 'Bed and Breakfast Accommodation'.

CHAIR - They're not talking about the lock-up?

Mr VENNING - No.

Mr FINCH - There is a bit of confusion about the origin of the name Burra, or Burra Burra. What do you locals perceive to be the origin of Burra?

Mr MARSSON - Good question. Whoever can tell the best yarn.

Mr WRIGHT - According to one historian it's Hindustani for 'great' and apparently it is. I have chatted to Indian people and it is 'great' or 'big' in their language. I don't know. Personally I think it's more likely to be Aboriginal because a lot of Aboriginal dialects have double words and it sounds more Aboriginal to me.

Mrs TAYLOR - Do you have local indigenous people here still?

Mr VENNING - Very few.

CHAIR - Do they have stories to tell?

Mr VENNING - No.

PUBLIC

Mr DUNN - It is an area that we certainly need to look at. There is a cultural tour happening out of Eudunda right now, an Aboriginal tour, which people can do. I am encouraging them as much as I can because I think it is very important.

Mrs TAYLOR - There is an increasing interest in the stories.

Mr DUNN - Cultural stuff. It's been an area that hasn't had a heavy Aboriginal population.

Mr FINCH - Do you have any Aboriginal communities or a community here?

Mr DUNN - No.

Mr VENNING - I think mainly in the river would be the closest one. Heading somewhere where there would be a lot of Aboriginal people and heritage and culture, the river and the coast would be the place to go.

Mr VENNING - The riverland.

CHAIR - Thank you very much for your time.

DISCUSSION CONCLUDED.