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THE LEGISLATIVE COUNCIL GOVERNMENT ADMINISTRATION B COMMITTEE MET IN BALLARAT ON MONDAY, 31 AUGUST 2015.

BUILT HERITAGE TOURISM IN TASMANIA

DISCUSSION WITH **Mr GEORGE SOSSI** AND **Ms SUSAN FAYAD**, BALLARAT REGIONAL TOURISM AND BALLARAT COUNCIL, WERE CALLED AND EXAMINED.

CHAIR (Mr Valentine) - Thank you for meeting with us today. Could you please state your connection with Ballarat?

Ms FAYAD - I am coordinator OF heritage strategy at the City of Ballarat. My role is quite broad. I look after our heritage advisory committees; I do heritage planning support for heritage building owners, write the strategies, deliver all sorts of programs. It is a very broad remit, including looking at collections and interpretations across Ballarat.

Mr SOSSI - I am the CEO of Ballarat Regional Tourism. Heritage is a key plank of tourism here, hence my interest in heritage. From a tourism perspective it is the marketing, advocacy, event facilitation and also visitor services.

CHAIR - We are interested in anything you can tell us about some of the issues you may have faced in using heritage buildings for tourism, re-use or conserving buildings in this city. You might want to tell us a little about how things work in Ballarat and who has jurisdiction over what.

Mr SOSSI - From a tourism perspective, we have a very strong desire to use as much of our history and heritage as a backdrop in our promotion of tourism going forward. The challenge for us is using that heritage but in a contemporary way. Whilst the city has a very historic backdrop and lots of heritage, people don't come to look at empty buildings. They want to interpret what has happened here. The challenge for us is how we tell a contemporary story in a heritage backdrop. A lot of our activity, whilst in the past has sat with heritage, as new product comes on line that is not heritage-based how do you get that message across while still keeping heritage in mind? They are some of the challenges we face.

We have a four-year strategic tourism plan, of which heritage is a key component. We're a membership-based organisation and we have over 300 members of Ballarat Regional Tourism. Quite a number of our members have developed, or through adaptive re-use, and used old heritage buildings to formulate their own businesses. For example, we have Jackson Wine Bar just down the road here, a beautiful old historic building that was only adapted some three years ago. That is pretty much a consistent story throughout town. We are trying to re-interpret and re-use our heritage for a lot of our operations. We have Sovereign Hill, which is heritage in the sense that they are telling a story as it was in the 1850s. For everything out there - even though a lot of it is not original - they are trying to make sure that whatever they have built out there conforms with what it was back in the 1850s.

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We also celebrate a heritage weekend here, which is basically a partnership between council and tourism. That is on Mother's Day every year and has been going for four years now. That is probably our major heritage event. It started off as a community event and is gradually growing to more than a community event, and is starting to be attractive to tourists coming into the region.

That is a very quick overview. What we do as a tourism organisation is either help to facilitate adaptive re-use of buildings by working with council, or promotion of the product itself.

CHAIR - From the council perspective?

Ms FAYAD - Ballarat has a high level of private ownership of heritage properties. We also have a lot of very longstanding community or not-for-profit organisations that own a lot of the grand heritage buildings as well. They are not council's buildings. Not all of the buildings, but a number of them, have accessibility issues. As an example, the trades hall here is still owned by the trades hall group, and they are hoping to get money to build in lifts and all sorts of other access. That is one of the big issues.

Mrs TAYLOR - It's a stunning looking building.

Ms FAYAD - Yes, it's beautiful.

CHAIR - Access is an issue?

Ms FAYAD - Access is one of those issues, but we are slowly working with owners to try to increase that. The Ballarat Mechanics Institute is the same Ballarat Mechanics Institute group that has been going for 150 plus years, and has been fitted out. It has lifts and new kitchens put in. There is a real desire for people to want to do that to reactivate the places. Part of that has come out of desperation in some ways. Some of these organisations that have been around for a very long time are either going to fold or need to reinvent themselves, so that is something that we do.

There is quite a high level of private ownership with the heritage properties. One of the challenges is opening those for events and getting people to visit the built heritage, though having privately owned residences and properties. Obviously council's buildings can be used and a lot of those are accessible. That is a big challenge and something that we work with property owners.

We have a full time heritage adviser who has a building and architectural background. We have a free advisory service for owners. He works with the owners to try to come up with different ways of being able to make these buildings activated and usable.

For Jackson's Hotel that was mentioned before, we have a grants and loans program and they got money for us to fund a veranda restoration. In the fifties and sixties a lot of the historic verandas were taken down in Ballarat. There is a huge push to reinstate them. There has been a lot put back, so the appearance of the streetscapes is quite important.

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We have a very high level of integrity with the buildings. Ballarat has over 10 000 properties in heritage overlays, so they are protected under planning protection. One of the key things about Ballarat is that intactness. There is street after street of historic buildings and building stock. The majority of the building stock is in very good condition. We do have cases of demolition by neglect. That happens everywhere in the world. I do not think there is a place where you do not get that, but we have a very high level of condition. The heritage buildings do get a bit more of a premium on them and because most of Ballarat is heritage buildings. There is pressure for upkeep, but we do support them through advisory services and grants and loans, and all sorts of programs.

Mrs TAYLOR - What sort of money do you spend on that every year?

Ms FAYAD - Recently we have teamed up with the Melbourne Heritage Restoration Fund and we have \$100 000 a year for private property owners and not-for-profits. There is a gap; the state government and the federal government obviously have money but it has been narrowed down to governance now, so there is a real gap for private property owners when it comes to spending. Even though we do give out lots of small grants, it might be \$6 000 or something like that, it is the positivity you can get with the property owners in having incentives. We introduced a strategy about five years ago called Preserving Ballarat's Heritage, and the whole program was around positive things we can do as a council that are really proactive to help property owners, which is why we have now got pre-purchase meetings. We can talk to people about their properties before they purchase. We can go out and do site visits, and the grants programs and everything are part of that. They have also lots of collateral like brochures and information that we put out there. We have a communication message that is a bit Obama-ish - 'Yes you can' - because one of the problems we find particularly when you have lots of properties being protected by planning protection in the heritage overlay is that people get very negative because it is like an extra control. It has been very important to put out these positive messages. It has really been able to turn the culture around.

CHAIR - How do you balance 'yes you can' with making sure that the base importance of that building or whatever is not undermined?

Ms FAYAD - That is what comes in with our advisory service and our grants. If you give grants to people you have then the capacity to say there is a better way to do this work. Also, by meeting with the heritage adviser who is a professional you are helping in providing advice for property owners.

CHAIR - Do you follow the Burra Charter?

Ms FAYAD - Yes, absolutely.

Mr DEAN - The cost of maintaining heritage buildings and so on is a big issue in Tasmania. That is one of the important things this committee is trying to flush out to see what we ought to be doing, particularly in relation to privately owned heritage sites or buildings and publicly owned buildings. It is getting the money. You access this \$100 000.

Ms FAYAD - The council puts \$55 000 a year towards it and we have a free \$450 000 revolving loan.

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Mr DEAN - Which would not go very far, I would suggest, if you look at all the heritage sites you would have.

Ms FAYAD - Correct.

Mr DEAN - Are you able to maintain your privately-owned properties to a reasonable standard or are you looking at some way of trying to bring in more money to restore these properties and maintain them?

Ms FAYAD - I think it is twofold. We are looking at a program looking at heritage trades, because one of the biggest issues is getting tradespeople to do the work. A lot of the time people get advised to pull out and replace and that ends up costing people a lot more money than potentially just repairing or slicing in something and repairing it. A lot of the time the advice they are getting is not quite right, so the costs can look prohibitive. I have an 1853 building myself. I know the costs of looking after that. One of the things we are looking at is trying to help property owners to ask the right questions when they are getting quotes because you can be told all sorts of things that are just not quite right. If you follow Burra Charter there are some really cost-effective ways to do conservation works.

The other thing we have toyed with is looking at - like the Federal Government's Green Army idea - getting people to go around and help do works, but doing works to someone's private home is very tricky. For us, information is knowledge. That is the key thing. The grants program does go -

CHAIR - Do you mean for council to be doing work on a private home?

Ms FAYAD - Not council, but working with conservators, or bringing people in, or university or trade students. There is a bit of a rare trades push going on in Ballarat at the moment, which is really good because it is getting the people who can do the work. That is the key thing.

We are not looking at accreditation, but recognition programs. We have talked to the National Trust about doing something where tradespeople could be recognised, or there are masterclasses where people can learn about it.

Mrs TAYLOR - We are doing that in Tasmania. At Oatlands we have a very good training facility and training school doing that. You do not have one here?

Ms FAYAD - No. There is no trade school here. I think Heritage Victoria funded one through one of the TAFE colleges, but that is not happening and it is a very big gap.

CHAIR - Get in touch with Southern Midlands Council, I am sure they will put you right.

Ms FAYAD - I am going to Tasmania in October, so I should go down there.

CHAIR - Make sure you contact the Southern Midlands Council, Mayor Tony Bisdy. I am sure they will work that through.

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Ms FAYAD - The grants program. Having some small incentive, even if it is a couple of thousand dollars, or a few more than that for property owners - the cost sometimes can be a little bit extra, people will put a cost premium onto it as well - that help, advice, and dollars sweetens and makes it more achievable. I would not dismiss grants altogether because they are considerably important.

Mr DEAN - Who can access those grants?

Ms FAYAD - Anybody. Private and commercial property owners, and not for profit.

Mr DEAN - If somebody owns a heritage building and that building is being opened up to the public to view as a tourist attraction, as we have in Tasmania, are they able to access the grant if it privately owned, but open to the public?

Ms FAYAD - Yes, they can. Any privately owned or commercial property, or not for profit can access the grants. The difference is what it will fund. If it is a residential home in a street and they want to reinstate the veranda, or put the original windows back, or do some conservation works, it has to be visible from the street. There has to be public benefit.

Mr DEAN - Right, a public benefit.

Ms FAYAD - Absolutely and because it is 50/50 in most cases, you can get a maximum of 50 per cent of the total cost of the works that are approved. If they are doing works at the back, then that can be their 50 per cent contribution. It will only fund what you can see.

CHAIR - Would that incorporate conservation plans?

Ms FAYAD - We don't fund conservation plans which is a gap, particularly for churches and things like that. We have a church here that has put in for grant, but we need them to do the conservation works. That is a gap because getting that advice is critical.

CHAIR - In a past life, I was on the Hobart City Council, elected. We did that with some of the major buildings. The council would fund a conservation plan, or it would assist, and that way you knew they had the right advice and were on the right track.

Mr DEAN - To expand on the one thing there with the funding. A number of countries, and Western Australia, have gone down the path of some TattsLotto type of thing, a way of funding. Have you considered going down a -

Ms FAYAD - Not for here, but the Federal Government has been discussing the potential for a heritage and arts lottery. That is something the minister has been talking about with ICOMOS and others. We have not looked at it because it would be quite difficult to do that here. We can do a partnership with National Trust and do public appeals because they have tax deductible status. We have to work with them to broaden what that could be. The lottery is something that the -

Mr DEAN - The Federal Government is considering -

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Ms FAYAD - Considering it. They have a Friends of Heritage and History group or something -

Mr DEAN - We might need to have a look at that.

Ms FAYAD - Yes, it might be worth talking to them about that.

CHAIR - I will go to George. How long have you been involved in the tourism industry please?

Mr SOSSI - Since 1986.

Mr FINCH - Here?

Mr SOSSI - Here, probably since 2006.

Mr FINCH - I want to get some understanding of your work in your promotion of the area, how important heritage is to that work, and how you deal with it. How do you market? How far afield do you go to market Ballarat?

Mr SOSSI - It is in different ways. For example, the intactness of our heritage streetscape allows us to promote to potential filmmakers. The film industry here uses Ballarat quite a bit. For example, the *Dr Blake* series on ABC is probably the most recent and successful series. A lot of that is filmed here in Ballarat. We have been able to attract other filmmakers here because of our heritage streetscape. That is one arm.

Through festival events - we have a heritage weekend here. We partnered last year with the National Trust and Bendigo, Castlemaine, and the towns in between to create a heritage month, which was spearheaded by Ballarat's weekend and culminated in Bendigo's weekend finish. In between, there were the smaller festivals in Maryborough, Castlemaine, Loddon, and other areas. That was a month-long promotion. We are replicating that.

Through photography in particular, we position Ballarat very much as a heritage and cultural hub with the heritage streetscape. The markets that we chase primarily are domestic markets so -

Mr FINCH - Victorian, do you mean?

Mr SOSSI - No, all of Australia. Our major market is Victoria. About 33 per cent of people come from Melbourne. About a third would come from regional Victoria, and then the other third is made up of interstate. Of that third, about eight per cent are international.

Mr FINCH - Do they come to Ballarat because of Ballarat, or are they passing through to go somewhere else? Are you able to motivate them to come to Ballarat specifically?

Mr SOSSI - We have been working hard on that, because we are so close to Melbourne. We are only an hour and a quarter, hour and a half away. Our average night stay now is up to 2.6, which is quite good for an area being so close to Melbourne. Our total visitation is 2.2 million. Of that 2.2 million, about 758 000 are overnights. We have internationals

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- overnight internationals are about 21 000. Day trip internationals are about 155 000. Those day trippers would visit Sovereign Hill or Ballarat Wildlife Park. They're probably the two major attractors.

Mr FINCH - How important is your heritage as an attractant?

Mr SOSSI - As the backdrop, absolutely important. If you take that away, we are just another rural town. There is nothing else that sets us apart. What sets us apart from other towns are our historic backdrops, heritage buildings, and the way they have been preserved and kept intact.

Mr FINCH - The other thing I want to get some words from you on, and you Susan as well - how important is the link between tourism and heritage for Ballarat, and perhaps for Victoria as well? Do you have the strong link? Do you have the full understanding and co-operation of your movers and shakers in both organisations?

Mr SOSSI - Yes, very much so. We certainly have it from local government. We also have it from the state government ourselves, and probably Bendigo to a slightly lesser degree, but we are all part of the goldfields - it is built on history and heritage. That is our number one differentiator as a region. Other regions are popular for either food and wine, or other activities. Our major strength here is history and heritage.

Mr FINCH - So your state government supports? To what extent? Does it come down to just the \$100 000 or are there other ways in which help comes to this area of heritage tourism?

Mr SOSSI - To finish off from a grant perspective, as part of the regional tourism board we receive annually about \$325 000 from the state government. For that we need to put in a plan as to how we spend that. Quite a large proportion of that goes around marketing this area of heritage.

Mr FINCH - How big a region does that \$325 000 have to cover?

Mr SOSSI - It captures pretty much the City of Ballarat, the city of greater Bendigo, Castlemaine, Maryborough - a reasonably large geographic area.

Mr FINCH - That money comes to your organisation?

Mr SOSSI - Yes, and we partner with Bendigo. The two major partners are Bendigo and Ballarat. We sit around the table and develop a strategy as to how we're going to spend that money and it's then ticked off by the state government.

Mr FINCH - So that's purely tourism?

Mr SOSSI - That is purely tourism money, purely for that program. On top of that, our operating budget is approximately \$3.4 million as a tourism entity here. At least 38 per cent is spent on promotion.

CHAIR - How many staff?

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Mr SOSSI - We have 14 people - 12 full-time and 2 part-time - and 80 volunteers. That is to look after visitor information centre services, event attraction and promotion.

CHAIR - How many are in the area you service?

Mr SOSSI - Our direct community area here is just over 100 000, but we market to Melbourne and the rest of regional Victoria.

Ms FAYAD - I want to add weight to George's comment about recognition of the central goldfields region of being history and heritage. There's a great recognition at the state government level of that. There have been parliamentary inquiries into heritage tourism for this region. It was the previous state government's plan, recognising the importance of tourism and what the regions bring in that area. We also get a bit of support from state government. The \$100 000 I was talking about before comes from local government, but there is funding available to us from the state government for heritage buildings. I have to be honest and say that has been narrowing every year as to what can be put forward, but I know they are re-evaluating. I am hopeful that will be quite positive as to what comes out of that support.

Mr FINCH - Did you say there was a report on heritage tourism?

Ms FAYAD - There was a parliamentary inquiry into heritage tourism less than a year ago.

Mr SOSSI - Yes, just prior to the last government finishing. The recommendations have been published, but that was probably two years ago. Unfortunately, with the change of government, the recommendations are still there. Nothing has been enacted

Mr FINCH - Was there anything in the recommendations that stood out for you?

Mr SOSSI - A whole-of-government approach was one of the key areas, rather than isolation - local government and state government. I think that was one stand-out from it. The recognition of more funding was another issue that came out of that.

Ms FAYAD - Also lifting the offering, particularly for international visitors. There was a big push from Asia. It was the parliamentary inquiry into tourism and heritage. It would be on the state government's website.

Mrs TAYLOR - There are lots of heritage buildings in Tassie, as there are here, I am sure, mostly privately owned where it is hard to make a living using them, adaptive re-use so that people can afford to maintain them so they have some income from them. Do you have ideas on that at all because there must be a lot of people here who privately own heritage buildings? As you say, the maintenance is huge and the restoration costs are huge, so you need to be able to -

Ms FAYAD - They can be if you are not informed; that is the whole issue with that. One of the key things in the Victorian planning system is capacity for heritage places that are on the heritage overlay to be used for things other than what you would normally be zoned for. That allows a lot more flexibility than a non-heritage place in terms of the zoning. People could open up small businesses and things like that. There was a movement to shut lots of corner shops and all sorts of things, and we have a lot of historic corner shops

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that have capacity. Through the planning system there is flexibility there that you would not normally have.

Again, I have to stress the importance of having our full time heritage adviser, someone who can provide advice to people when they want to do something out of the ordinary. He has the capacity to go in and help people think about how they can do things. Having that framework around how you can adaptively re-use a building and how you can change things without messing it up conservation-wise. There are a lot of things you can do if you just know how.

The other thing that we have introduced, and I know this all sounds touchy-feely, is heritage awards. What the heritage awards do is highlight and showcase to the whole community people who have done amazing things with heritage places. People get recognised. There is one for creative re-use of buildings. There is one for trades, so we look at heritage trades. There are conservation awards. Then we have things around intangibles. Sometimes we get so focused on the fabric of a building that we forget that people actually live in these places. They are living places. We cannot keep looking at them as part of the past and being a museum.

Mrs TAYLOR - Exactly. That is the issue we have. A lot of people are trying to preserve them as they were, which is fine, but then they stand there doing nothing, which is not right.

Ms FAYAD - That is right. The City of Ballarat signed on to an international pilot with UNESCO called Recommendation on the Historic Urban Landscape. This whole approach is how we move our conservation or preservation way of doing things to looking at a much more sophisticated conservation as thinking about heritage in the present. That program is shifting our way of dealing with heritage and heritage buildings in particular because it actually makes it more about people. The buildings get better preserved in the end because you are talking about a living city, the use of the city, the stories, the intangible connections to these places, and the culture. If you are looking at cultural vibrancy in a city like Ballarat and trying to make the place more vibrant it is about building that framework for how people can make these places vibrant. Having information, having support, having funding, having awards and having that positivity, and events like heritage weekend where people see the place come to life and get this bigger appreciation for heritage, shifting the mindset of it being too hard.

CHAIR - It reduces the conflict.

Ms FAYAD - It reduces the conflict in an enormous way. I find that the historic urban landscape approach starts us talking differently. We talk about how we link urban conservation to social and economic growth and development, and it shifts the thinking.

Mrs TAYLOR - Do you have some examples of the creative re-use awards?

Ms FAYAD - Yes, we have all of that on our website, so I can give you links to that. All of our past award winners are up on the website.

Mr DEAN - The Launceston City Council has an award system which has been very good for promoting heritage in the city and so on. They have now gone one step further and I am

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just wondering what other things you have had in place. They have gone to a photographic award now as well for college students down to grade 1 - when they are old enough to pick up a camera - to recognise heritage in and around the city. It is taking photographs and doing an assessment of those photographs to see what value there is in it and so on. Are there any other things you are doing?

Ms FAYAD - We're working with our local university and have just implemented a website called Hello Ballarat, which is part of the historic urban landscape program. That brings together lots of videos and before and after slides. There are artists who have put up photographs, we've got researchers, all sorts of way of talking to the community. We've filmed people talking about the history of places and things like that to start to broaden the understanding.

As to the awards themselves, we don't have a photographic competition but I think that's a great idea. I saw that happen overseas somewhere too and it was fantastic because it engages with a different audience. In the awards we have included intangible heritage; for example, stories and things like that but also historians and collections, and we've really tried to make it part of a bigger understanding of history and heritage.

CHAIR - Moveable heritage?

Ms FAYAD - Moveable heritage is in that too. We give awards for conservation and moveable heritage.

Mr FINCH - When you think about Tasmania and the heritage that we have and the tourism promotion that we do, because we target Victoria in a lot of ways for our audience, is there something that stands out for you that is either positive or negative or some things we might consider as a committee in respect of our recommendations or our thoughts about heritage tourism? What do you feel about Tasmania and the way we go about things?

Mr SOSSI - I probably have a vested interest because I used to work in Tasmanian tourism many years ago.

Mr FINCH - It has changed now.

CHAIR - Under Bob Annells?

Mr SOSSI - Exactly - under Bob Annells, and then Bob brought me to Victoria.

I think you've certainly been able to utilise a lot of the heritage and bring it to life. I think that's one of the things you do extremely well. You probably have a lot more built heritage, quite frankly, than we have here in Ballarat. Ours is very contained while yours is right around the state, so it's a lot more preserved. I honestly think Tassie does it extremely well from a tourism perspective, unlike a town like Ballarat and many other mainland regional cities.

It is a conscious decision to travel to a place like Tasmania because there is that stretch of water, so that probably gets you more a bona fide tourists than Ballarat. Ballarat is also a drive-through place to go elsewhere.

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CHAIR - So they can be accidental tourists? Is that what you're saying?

Mr SOSSI - We do get a lot of accidental tourists here, whereas in a place like Tasmania, even when I was there back in the late 1980s-early 1990s, the industry was probably light years ahead of where the mainland was. They understood how to interact with tourists, how to promote to potential tourists, they understood packaging and the value of distribution systems much more than the mainland, mainly because it was insular.

To give you a similar example, I spent six years also in Mildura. Mildura is a large regional city, not as large as this but, again, it's three hours away from anywhere so it's almost like a mini-Tasmania in a sense that you have to make a conscious decision to go there - you don't just drive through it. Having the ability with the airlines and TT-Line in those days to have your fares discounted as part of the national road system played a bit part in getting people there. Your product is intact. Your wholeness of the product I think is great. Your natural wilderness assets, not just your built heritage, stand you in good stead.

Ms FAYAD - I'm planning a holiday to Tasmania at the moment. When I think of Tasmania and tourism I think of three or four things. The first is your wilderness, which is a given; your built heritage, because I love the Georgian buildings and that whole colonial story comes out more than anything else for me; your food and wine, obviously; and your fresh air, which is wonderful. You can split Tassie into three or four quadrants in terms of what you get. What I think you do have that's fantastic - and I'm finding every time I book Tassie - is that you have a lot of private historic properties that are operated as B&Bs and things like that. For me it's amazing to be able to stay in that history and interact with it.

One of the things I noticed last time I was there was that it's still very 'museum-fied' at some of the heritage places you visit. Richmond is a National Trust area but you just walk around and there's nothing much in terms of interpretation. I think telling the stories and different ways of interacting with the heritage is very important.

CHAIR - It's the stories that make it come alive, isn't it?

Ms FAYAD - I think it's the stories that make it come alive. For me, it's a given that I'm going to go to the heritage places because I'm passionate about it, but it's important for other people who might not normally interact with them and getting that broader audience.

The other thing I felt was lacking - and it could just be I've gone to the wrong places - is Aboriginal cultural heritage tourism. One of the things that came through very strongly through the parliamentary inquiry and also the work I've done with the Chinese governments and others is that they're extremely fascinated by our Aboriginal cultural heritage. That story is there; it didn't stop when the colonial people came in, it goes all the way through. There has been a push happening here, particularly through Sovereign Hill and others, to bring that story back into the fold, bring that history back into it and get that connection. It's so you're able to understand that here there were Aboriginal people working on the goldfields, there were Aboriginal troopers, Aboriginals who showed them where the Eureka gold mine leads were for people who had their own

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mines. For people my age it doesn't make sense because we weren't taught about that. It's about marrying those various stories - the unheard, the stories about the women - and filling those gaps. We hear a lot about the great men in history and although they haven't had their day, it's getting to the point where people want to hear other things as well and I think filling those gaps is very important.

CHAIR - In Ballarat, do you work with schools to promote the history and heritage of the area or do you leave that up to the state government?

Ms FAYAD - A lot of it happens in Ballarat through Sovereign Hill. Sovereign Hill has education programs and they also run the local history museum - the gold museum. They have some extensive school programs. There is a fountain just out here where we had a school program. We did an opening of the fountain to find the old time capsule that was there. We had school programs going on with that. In some ways we've let Sovereign Hill do a lot of that as a council, but we are working through the whole historic urban landscape program with researchers and others to start to bring those stories. We are working with the universities and local researchers, community members and others, and we have a long way to go.

CHAIR - What is the oldest building here in Ballarat?

Ms FAYAD - The gold rush started in 1851, but you would have settler homes that are earlier than that. I have an 1853 building myself - it was one of the first buildings in Avoca. I think our earliest one is along the street, an old pub from the 1850s. We have a tear down and rebuild mentality now and they did not. Some buildings are inside other buildings. Your settlers came out in the 1820s or 1830s.

CHAIR - Did you have any major community conflicts on your path to have your heritage buildings recognised and promoted? Were there many major conflicts with trying to get the community to come on board with you?

Ms FAYAD - There has been in the past. Ballarat has had heritage studies done since 1978 to put in place heritage protection. The 2006 heritage study had people on the planning panel advocating they wanted it on their properties because some people see the benefits as to being able to control the character in those areas. The majority of properties in Ballarat are in big historic precincts, heritage-protected areas. But there are always conflicts because any time you put a control on a building, you are going to cop that. But also heritage gets appropriated for all sorts of other causes. If people have a problem with the use of a place they will start to say we need heritage protection or we want this taken off or whatever.

Heritage is big. My first master's essay was called 'Heritage as a Scapegoat' because it does get used as a scapegoat a lot which is why trying to put that positivity and build the appreciation in other ways is really important. Then saying, yes, we know it can be a bit difficult so we have all this support here for you.

CHAIR - We mentioned the Burra Charter earlier. How critically does the council or from the tourism perspective guard the strictures or methods that the Burra Charter promotes? How important is it to the whole development in this area?

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Ms FAYAD - The Burra Charter underpins heritage planning in Victoria. The concepts underpin the way it is done and the way the studies are put in place in the first place, and the way they are carried out and assessed when any works are happening in heritage overlaying Ballarat. It triggers the planning protection, which is underpinned by the Burra Charter.

CHAIR - The Burra Charter is only on heritage overlays?

Ms FAYAD - Only on heritage overlays. Although, if we are giving advice on properties outside the HO it is still key. I am a member Australia ICOMOS, who wrote the Burra Charter, so it is gospel, although the historic urban landscape approach pushes it into a new realm. It broadens out the understanding of the Burra Charter from just buildings and places.

CHAIR - It has some international recognition, doesn't it?

Ms FAYAD - Absolutely. Most places around the world use it or have borrowed it. Our colleagues in Edinburgh World Heritage are implementing Burra Charter concepts, so it has gone a long way. It has brought in values-based management, looking at the values of a place and then understanding the significance of a place, and then managing according to not diminishing to significance. The values-based management underpins a lot of what UNESCO does at the World Heritage level now. That is where New Zealand has picked it up through their charters. It has been very influential. It has been adopted at Australian Heritage. All through heritage it is basically the guiding doctrine and it gets re-invented every few years and broadened out. Where I think the Burra Charter might come undone a little is that it was originally in the 1970s developed around heritage fabric of buildings and now it has moved into intangibles. Like everything, it is stretched, though still very relevant in terms of what it is about.

One of the problems particularly with heritage planning is that when you are listing buildings, it is focused on getting them into a listing, not focused on how you manage it at the end of the day. What we need to do is look at management of these places, not just listing. We need to start viewing listing as a tool that you can use to help manage them but it is not the be all and end all. Once a place is listed there is a lot more that needs to happen. That is where we need to change our thinking a bit.

CHAIR - George, from the tourism perspective is that a frustration for you or a positive?

Mr SOSSI - I think it is a positive in the sense that at least there is something that individual developers follow. From that perspective we have that authenticity and that tick. That is probably the biggest benefit from our perspective. You are not getting a lot of copies or invented change from that perspective. That is probably why such intactness remains here, and it does attract people to look around.

Mr FINCH - How many times have you been to Tassie, Susan?

Ms FAYAD - I've been four times. Two with my band. I played in Rosebery. It's an interesting place.

Mr FINCH - What will you go to see this time? What are the things you want to tick off?

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Ms FAYAD - We are going from Devonport to visit my cousin who is living in St Helens. We are not really travelling down the coast. I went there when I was nine and I can remember someone created the old lady's shoe.

CHAIR - The old woman who lived in a shoe.

Ms FAYAD - Yes, I remember that one as a kid, and a penguin statute and things like that, so we will not be going back down that way. We are coming back into Evandale and going to visit Woolmers, because I think Woolmers is just amazing.

CHAIR - Brickendon, too.

Ms FAYAD - Yes. It is just phenomenal that you can walk into something of that age and everything is there.

Mrs TAYLOR - Brickendon is actually working, rather than Woolmers, so the two of them work very well together.

Ms FAYAD - Woolmers blew my mind with silverfish on the wallpaper and the toothbrushes in the cabinets. It was just phenomenal. The window that the person was pulled out with dropsy and stuff like that, I love those stories about the places. Then we are staying in a B&B in Evandale, an old cottage. Then travelling down to Richmond just to stay for two days. Again, it's my aunty and my mum whom I'm taking with me, which is a bit crazy because they're both old bags. I told them I cannot believe I'm taking them there. They want to stay in an old building so we are staying in an old cottage in Richmond. We're just going to hang around, take it in and absorb it, have a look, do that as a home base and just play it by ear. For me what is really important then is that there are people who can offer suggestions, 'Have you tried this?', seeing something that might be out of the ordinary that you might not expect.

Mr FINCH - So would Port Arthur be on your agenda?

Ms FAYAD - I'm going there only because my friend is an executive officer at the World Heritage Sites there, so I'm going to visit her. I've been to Port Arthur twice now.

Mrs TAYLOR - Recently?

Ms FAYAD - Recently. It was very different.

Mrs TAYLOR - It has changed dramatically in the last few years.

Ms FAYAD - The last time before that I was nine years old and I remember it was all horror stories and children being abused and all this. The last time I went was completely different because I felt like this was a nice place. This was the place to be. I did find that the Broad Arrow Cafe was different. I like the way they've done it.

Mrs TAYLOR - They have just this year completed renovation of the old penitentiary, and it's stunning. It opened in February this year. The way they have done it it is incredible because it is now secured for another 100 years, but it is not intrusive.

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CHAIR - You cannot see from the lawn how they have done it, but when you get inside you see all the work.

Ms FAYAD - It will be great to see. I know Jane Harrington, so I will visit Jane if she is there. She is really good.

Mrs TAYLOR - Also if you have the time go across to Oatlands and meet with Brad Williams about the whole heritage trading stuff.

Mr FINCH - You would be really impressed with Oatlands and the way they have developed over the last couple of decades.

Ms FAYAD - Yes, it would be really interesting to hear that.

Mr FINCH - Is MONA on the agenda?

Ms FAYAD - No, mainly because I have the old bags with me. We are going on a cruise around Bruny Island, one of the wilderness cruises, which I think will be great.

Mr FINCH - St Helens has a history room, and I am sure they would appreciate your calling in there, and giving them some feedback.

Ms FAYAD - Is that with the local council?

Mr FINCH - It is a community volunteer thing, but with great support of the council.

If you can go through Derby, they have Trail of the Tin Dragon, about Chinese people who came to Tasmania. We feel that might get a resurgence with the Chinese connection.

Ms FAYAD - That is what they are doing here in some ways, which is really good.

Mr FINCH - In Derby they have a fabulous room that has a video that runs along a wall.

Mr DEAN - You mentioned the parliamentary inquiry. What was that into, Susan?

Ms FAYAD - Heritage and tourism.

Mr DEAN - When was that?

Ms FAYAD - Up to two years ago.

Mr FINCH - When are you going to Tassie?

Ms FAYAD - Last week in October.

Mr FINCH - We might have our report done by then, so some feedback might be interesting if you see anything that might be positive or negative. What we look to do with our report of course is be supportive of the Government, to bring forward a report that is going to stimulate their thinking in this field, probably give them a way forward, and

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give tips and ideas. Maybe as an addendum to our report you could give us some observations. It would be much appreciated.

Mr DEAN - Launceston really stands on its heritage. Launceston is said to have some of the greatest heritage in the southern hemisphere. In Launceston we have retained streets of heritage, not just let buildings come in and take over and interfere with the heritage buildings. We have maintained streets of heritage and so on. With your background and knowledge it would be wonderful for you to have a talk to the Launceston City Council, because they are fairly strong on their heritage as well and trying to maintain it and do the right thing.

CHAIR - We want to say how much we appreciate that you have given up your time. Thank you both very much.

DISCUSSION CONCLUDED.