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**THE LEGISLATIVE COUNCIL GOVERNMENT ADMINISTRATION B
COMMITTEE MET IN COUNCIL CHAMBERS, ST HELENS ON TUESDAY 19
MAY 2015**

BUILT HERITAGE TOURISM IN TASMANIA

Mr JOHN BROWN, GENERAL MANAGER, **Mr MICK TUCKER**, MAYOR, **Mr GLENN McGUINNESS**, COUNCILLOR, **Mr BARRY LeFEVRE**, COUNCILLOR, **Mr JOHN TUCKER**, COUNCILLOR, BREAK O'DAY COUNCIL, WERE CALLED, MADE THE STATUTORY DECLARATION AND WERE EXAMINED.

CHAIR (Mr Valentine) - Thank you for attending. The evidence heard today is protected by parliamentary privilege, but comments made outside the hearing are not afforded that protection. The evidence you present is being recorded and the Hansard will be published on the committee website when it becomes available.

Mr BROWN - We highlight the fact that local government sees that it does have a role to play in the built heritage. Certainly from council's perspective that is something we have recognised, and that the state government also has a role to play. The council itself is willing to work in partnership with the state government on a number of issues which are affecting the built heritage in this municipality as well.

Of particular concern have been some areas which are on publicly owned land which have access issues or other issues affecting them, hence council's vital interest in this. We have demonstrated that we have a wide variety of built heritage in the Break O'Day area, recognising a range of cultures. This morning you attended the history room and witnessed that, apart from European heritage, there is also the Chinese heritage which is a little bit unique as well.

Mr McGUINNESS - I think the first thing to state is that we really haven't done a very good job of promoting built heritage. I can say that statewide, other than Port Arthur obviously. We have 58 properties on the heritage register, 59 with the Chinese memorial at Weldborough, but most of those are in private hands. There is virtually no interpretation, either by local council or the government, on any of those properties, yet some of them have incredible histories, as you have probably heard from the curator at the history room. Kim Matthews is a wealth of knowledge. She can enlighten you quite dramatically on things that would be of interest to tourists, yet we don't tell them. We need to fund 'interpretation', I think that is the most important word, because naturally when you haven't got access to privately owned property you have then got to look at the next best thing. There are great opportunities and two of them have been highlighted. One is the convict history, in particular, of Fingal. There are a lot of buildings still standing. Most of them are in private hands. There is no real interpretation or there is no real trail or highlighting of those buildings, which could easily be done at not huge expense.

Then there is the vexed question of Eddystone Point, or Larapuna as some people like to call it. There is a huge problem there. The problem is that there is a potential land hand-

**LEGISLATIVE COUNCIL SELECT COMMITTEE ON GROWING TASMANIA'S
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back there, which could impinge on that area's opportunity for tourism. It may enhance it, but it could impinge on it. So it is a vexed question and there is a lot of people with stakes in those properties there. There are a number of them at Eddystone Point. We have all got private thoughts on that, but I don't want to see an opportunity lost. I think some sort of cooperation and not just a simple hand-back is the ultimate answer.

CHAIR - This is in terms of not so much the use of the buildings but use for tourism.

Mr McGuinness - Yes, you are dead right. Funding is another issue. Obviously the state Government is not putting too much money into the preservation of built heritage outside Port Arthur. I don't know what the alternatives are. One thing that was discussed earlier just in a private discussion was maybe a levy on all non-Tasmanian visitors to the state. A very small levy collected at airports or ferry terminals, which would go into a consolidated fund. It would be administered not by a bureaucracy but in some sort of honorary capacity, because we don't want to see that money disappearing in wages and salaries.

Mr M. TUCKER - I support what our general manager and Glenn McGuinness have stated. We have a lot of opportunity but the biggest factor that takes opportunity away is not only is it in private ownership but there is no enticement to create an opportunity. To have an enticement you need to have the interpretation site so you become a trail, and it does come down to funding. I would hate to see our heritage lost by having conditions put on it that would mean that people would be deliberately looking at it to fail because they couldn't use it for any other use. We have to make sure that the ambiance of a heritage-listed building - external - is one thing, but to allow internal renovation to allow for commercial usage to meet today's present requirements. You need to look at a balance that heritage built is one thing but usage is another. We need to meet to internal renovations to allow some of these heritage buildings to have money to feed back into their own preservation because of commercial usages that are allowed inside.

CHAIR - Do you think there is enough collaboration, or opportunities for collaboration with other groups or councils that surround you in terms of bringing greater attention on these assets that you have?

Mr M. TUCKER - To be fair, there is always opportunity for collaboration. You have to find the actual thread that gets you to that point. When you have a lot of other issues that are at the forefront, sometimes you do not actually look at the other things that are around you. While this is an incredibly good opportunity in front of us with the committee that you have now formed, until this point there are too many people with their fingers in the pie, all doing their own thing and not working together. To be able to bring something together, then you could get an outcome.

CHAIR - A holistic sort of view.

Mr M. TUCKER - Yes. You have got too many different branches of heritage. You need to be able to pull that together and bring it to one common resource and then we can collaborate with our neighbouring councils on a heritage trail if that is what would be envisaged. My biggest concern is making sure that buildings do not dilapidate because we do not allow them to be managed and restored to be commercial internally, otherwise they will dilapidate. We will not have a heritage. Do not lock things up.

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Mr DEAN - Your heritage on the east coast, how is that promoted by Tourism Tasmania in all the tourism brochures that are put out by Tourism Tasmania? Does it feature, and if it does feature, to what extent does it feature and is it being done in the way that you would like it to be done?

Mr BROWN - In terms of the marketing direction of Tourism Tasmania, we have a regional tourism organisation, the East Coast Regional Tourism Organisation. We find that the focus changes. Certainly in recent times we are seeing a change on the east coast. Whilst we have heritage that focuses on the natural attraction, from that perspective the state government has a strategy called the Great Eastern Drive and that is about that experience of driving along the whole east coast. It does not necessarily focus on the heritage of the particular area; it is the food and wine aspect, the vistas, the environment. It is also the heritage, so it is but one element. We are not seeing a focus on heritage in the marketing documents that we are seeing developed at that level.

Locally, as witnessed by the history room, there is that local heritage focus but there is not a push in that direction.

Mr DEAN - About four years or five years ago a survey was done by Tourism Tasmania on why people were coming to this state. I think over 60 per cent of tourists said they were here for the purposes of looking at the built heritage of this state and that it was a significant part of their visit. That being the case, what do you think is the way to promote your heritage in this area, which is vital in my view? You have a significant heritage on the east coast. What more needs to be done to get it through to the tourists that you are just as well placed with your heritage buildings as other parts of the state?

Mr M. TUCKER - The biggest concern, if I may be very direct here, is that we have a lot of opportunity for heritage built, and that is going to be taking away from us. The reason that is going to be taking away from us is that with Forestry Tasmania and its demise, the maintenance of road infrastructure, the taking over by Parks and Wildlife for a six-year term, with five years to go, funding needs to be attributed so that maintenance of the road means you can actually get to the heritage at the other end of it. One of our concerns is, if you have a road that has been maintained - it's not now a forestry arterial road but it was a very important road that was maintained by Forestry and its operations - if it is no longer maintained and if there is no financial bucket given to it, whether it's user pay through council to go and do the work, if that road is not maintained the heritage built that is at the other end of it, which is a tourist icon, you can't access it. If the bridge is washed out and it cannot be replaced, the road cannot be done, how do we market an icon? We have the anchor stampers. There are quite a few that we could name that are on the end of a dirt road. In effect, if you want to market heritage built, you have also got to guarantee access to it.

Mr BROWN - In relation to the actual opportunity which we have locally, the limitation that we have is the fact that really that product hasn't been packaged as yet to create an experience for someone visiting the area. So whilst they are coming to the area they will look for a variety of experiences. Take the example of Fingal. We have highlighted the convict past of Fingal. That product needs to be packaged in such a way that it then becomes a destination that people add to their itinerary. So whilst they work out they are going from point A to point B, what are they going to do along the way? They will look

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for that variety of experiences. Apart from the food and wine experience or the natural beauty, they will also look for other things which might tickle their interest. It might be something that they don't normally do. They might think, 'Whilst we're in the area, let us do that.' But we need to have interpretation. We need to have that collateral developed.

The important part about it is, who is going to do this? Quite often it comes back to a local interest group. The St Helens history room wouldn't exist without the volunteers and the drive of a few people early on. Fingal has a historical society and created a lot of information. Some of the stuff that has been done there is as a result of something that happened 20 years ago. Impacting on this is the fact that in the past we have relied on volunteers to do this. What has happened to volunteering in the state? They are getting older. Less people are volunteering. It is a vicious cycle we have there. How do we break that cycle to create that product to encourage people to stay longer and enjoy the heritage that we have?

Mr DEAN - The packaging of it is an important part of this whole thing. Who should be responsible for putting it together, for getting it into Tourism Tasmania to ensure that Tourism Tasmania are promoting your area along these lines? In other words, should it all go into Heritage Tasmania? Should Heritage Tasmania then be the responsible body for working with Tourism Tasmania to package it to get it right?

Mr BROWN - No, I don't believe that Heritage Tasmania are necessarily the best vehicle for this. You have highlighted the fact that 64 per cent or thereabouts of visitors look at that heritage experience. We need to understand what is attracting them to do that. To do that, we need to think like them. That is where the tourism organisations, the people at the coalface of the industry, their feedback is taken onboard. The local tourism organisations come down to yet another layer. So you have your regionals and you have local tourism organisations and chambers of commerce. They have a role to play in identifying some of those opportunities. The critical part is the mechanism that is then there to develop these opportunities and feed it back up into that point where the marketing strategies, the supportive collateral, the websites, those media are there making people aware of what those opportunities are.

Mr FINCH - The video of the Trial of the Tin Dragon that was played at the history room was really well done and really a drawcard. If that was shown outside St Helens or on the mainland and people got to see something of that quality, it would be a great attraction. I really like the look of that and I am wondering whether that might be extended. When you talk about lack of accessibility to the 58 properties that you have, there might be something done to capture the magic of each of those locations, or some of those locations, the highlights of those, in a video-style presentation where you may not have access but the property owners might give you access for a short time to be able to film and to capture what they are like now and to capture that history. I do not think it will go as far as being one of our recommendations but that was just an idea. Who is capturing the history in a historian way so that you have got somebody who understands history and how to capture it and is maintaining that and collating that and keeping it? Do we have a solid record in your municipality or the area of that history?

Mr McGUINNESS - The answer I believe is no. We have a local history group that looks after St Helens basically. There has been a group in Fingal that looks after Fingal but there is no strategy, and it needs to be a statewide strategy. That is I think where your

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enquiry is probably heading. There is no strategy. You have talked about the audio-visual of the Trail of the Tin Dragon. That is brilliant but that is in isolation. It is a piecemeal thing that this little area has done and some area has done something else and so on. It is not as a result of a definite strategy.

If you look to our regional tourism organisations, part of their strategy is not to specifically deal with our built heritage. It is to look at the attractions which bring people to an area and to build on that and then market it. That is why we have got the east coast regional tourism organisation working on that Great Eastern Drive and looking at the attractions along the way, but not specifically the built heritage part of it. There is no single strategy. The strategy in the past has been to develop Port Arthur and to develop our natural assets, our national parks and so on, but really there has not been anybody overriding and saying we have all these little things around the state that should be cobbled together to make an experience. It has not been done in the past.

Bureaucracy is another problem. I do not believe, as John said, that the heritage people are the correct body because there are four different bodies in the state which deal with heritage. If you look at the main body, they are looking at Clarendon House and those sorts of things. They are looking at the major buildings but they do not have an overall strategy. While I was going around taking those photos, a guy who owned one of those convict places said, 'The heritage people have told me I cannot do anything with it and yet it is falling to pieces'. You can see that and you can see that in the photo. That was the old probation station in Fingal. He said, 'What happens if one of those rusty sheets of iron blows off in a windstorm and kills somebody? Am I liable?'. He didn't know the answer because there is no specific answer. There is no overriding strategy. That is our problem. We would like to see some things happening, but happening in a structured way, not piecemeal, which is what has been happening.

Mr BROWN - Going on from my point regarding the body which is most appropriate for this, it comes back to perspectives. When we look at what this is, it's about why do we want to promote built heritage? It is about encouraging people to stay longer in the state, to enjoy the state. Who best can dictate the strategy and what is needed to make that happen? It is the tourists themselves. Why did they visit those sites? Why would they spend longer enjoying those sites? What would make them do that? We need to understand the way they are thinking and what they are looking for, rather than have Heritage Tasmania saying this is what is needed. We need to go back to the customer and understand the way they are thinking and what is going to drive their experience, and then build the experience around that.

Heritage Tasmania have a role to play, and that can be about consistency in the management of properties. But if it is about encouraging people to stay longer, we need to think like those people and understand their decision points, and what tips them to go one way or the other. Then we need to encourage them to put their hand in their pocket and support that experience that they have enjoyed.

CHAIR - Looking at built heritage like the anchor stampers, for instance, would you be looking at that as built heritage as opposed to moveable heritage? Is it bolted to the ground? It's not something that would easily move out of the municipality.

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Mr BROWN - I personally believe built heritage, such as the anchor stampers, should stay in the environment they are in. That is part of the experience. There is that mystical quality of being there, seeing elements of the forest around them, thinking, 'What would it have been like 120 years ago when this was operating?'. It is also about the fact that you want people to move from point A to point B. They might go and look at the anchor stampers. Then they might go to Pyengana to the cheese factory. They might go to St Columba Falls for a natural attraction. They might go up to Blue Tier, where there is some unbelievable alpine-type scenery which is 15 minutes from the anchor stampers. That is about all the elements, those pieces of the jigsaw puzzle so people say, 'We can do that, then we can do that.' The natural environment adds a bit, but if you put it in the middle of St Helens or on the outskirts, it's out of context.

CHAIR - How big is the issue of access to those stampers? In terms of kilometres of road that would have to be maintained to make that access possible, can you give us a bit of a picture of that?

Mr McGuinness - It's one little footbridge.

Mr BROWN - It is not actually road. It is access walkway in, which would be a couple of hundred metres maximum.

Mr McGuinness - That's all. So a few minutes' walk in from Anchor Road.

CHAIR - Anchor Road is open to traffic?

Mr McGuinness - Yes. As John said, you have other attractions. You have got the Blue Tier, and Halls Falls there. You have the big tree. There are other attractions in the area. It is not far from Pyengana with its own attractions. It is quite a fantastic little area. So in situ it's ideal. There is one bridge missing in a little walkway.

CHAIR - Is that not something that the council can address?

Mr BROWN - This then gets down to the role of local government and the use of ratepayer funds, and those competing demands of our finances and having some sort of an approach to addressing this issue. We have a number of layers in this issue as well. It is not just the issue of built heritage. It is also the access to the coastline, and maintenance of basic facilities there. We have got the road access issue. It is something we need to work with the state to try to develop a solution. Council has taken the first step down that path.

CHAIR - Is it crown land that it occupies? It is on Forestry Tasmania?

Mr BROWN - State, yes, so it is simple in that respect.

CHAIR - I am thinking that things, for instance, such as installing a sound scape around that so when people come in they hear the sort of activity that might have gone on in that area. An interpretation panel that points to where the various buildings were or whatever. No other remnants of buildings existing around that stamper?

Mr McGuinness - Mullock heaps, a water race, dams.

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Mr TUCKER - Some of the water races have been dug by hand by the Chinese and the Siamese. We all get Chinese orientated but there was a very large population of Siamese here as well.

Out the back of St Helens, going towards Scottsdale, on the left hand side, all the mine work through there is commonly known as the Siamese because the Siamese were the ones who were the biggest population and who were integral in part of all the water races and the water cuts that were put through there.

The water races that run everywhere, which was one inch to the chain and to most people who do not know what a chain is, it is the length of a cricket pitch - 22 yards

The reality is we have an important part of our history and the Chinese, the Siamese, the tin workings all over the Blue Tier and all through the north-east is a very important part of our history and part of their history. Where we come from and how it has become today. We need to also focus, and I do not want to be canning any particularly body, on how we can utilise these tourist icons, whether it be built heritage as in a building or a stamper.

CHAIR - Industrial heritage.

Mr TUCKER - We constantly get pushed down from government, more and more responsibility with no money to fund that responsibility which originally was their responsibility. We have an issue of equity. We have an issue of local government reform and what is expected of us with no money to do these things.

CHAIR - It costs you.

Mr TUCKER - Exactly right. You have hit the nail on the head. While built heritage may be an extremely important part of tourism and could be a future part of tourism, we also need to get all of the layers to match up, otherwise we cannot access them.

It is a real wake-up call for everybody in Tasmania, with what has happened, Forestry, Parks, et cetera, in built heritage. We can lose what we want to preserve if we cannot have access to maintain it. I am concerned with that part.

Mr FINCH - I want to come back to my point about who is capturing the history of what is going on. St Helens was quite a leader at one stage, going back maybe 15 years and the history room was quite an exemplar of a community capturing and storing its history. I have a sense that if it is captured well, that can lead to the opportunities like the video at the St Helens history room and what we are going to see up at Derby. I am wondering how you get a situation where people can get a sense of that experience through a presentation that develops the correct history and the correct knowledge of an area.

I am fascinated by this Great Eastern Drive. I have not heard of that expression. You are probably dealing with it all the time. Outside of your area, I have not heard of that expression. I love the sound of it. It's like the Great Ocean Road. That sounds good, the Great Ocean Road. People haven't a clue what it is, but it stimulates your imagination. This Great Eastern Drive - if you get like you have at Derby, some opening up of the

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attractions that you might see along the way - whether it's natural or heritage, things that you can look for. Then how do you get to that interpretation opportunity, whether it's by roadside lay-bys or whether it's by pamphlets? How do you find out where those things are and then go to them and get the best chance to see what's available?

Mr BROWN - I think the concern you have is how are we capturing the information locally, or how do we avoid that situation of it not being captured. That is where the danger is. It is about how local groups can be facilitated through small streams of funding to be able to develop that. The volunteers in the history room are generally older than other volunteering groups, I think, but have a particular passion in that area. It is about how we support that passion through resources. They do it on the cheap so if they have an idea, where do they go to get their funding to do that video, to create that additional experience to support the visitor and encourage them to stay the extra night in the area or in the state.

CHAIR - Even capturing the old history. We heard over lunch certain offerings made by individuals around the table. There were people in that room who hadn't heard those stories before, about how Moulting Bay got its name. Those sorts of things. That passes with people, doesn't it? Is there an opportunity that the council sees in capturing oral histories before it's too late? Would that work in with other strategies that you have in place with regard to capitalizing on built heritage?

Mr BROWN - I would think that capturing the oral history is something that even if you haven't a purpose for it at the moment, you need to capture it. Once that person has passed, you have lost that opportunity.

CHAIR - That is a version of history. Somebody else might come in and listen to that and say, "No, that's not the way it was, it was such and such." So it's a matter of refining that, isn't it, over time?

Mr BROWN - Yes, it's a matter of refining it. We do have local historians who put together pieces. Garry Richardson is one of our key ones at the moment. He has had particular passion in the area. It started off with photography and it has moved across into his books and his capturing some of the history of our particular subjects. He did that one about tin mining as well.

CHAIR - That was a fantastic video. I agree with Kerry on that. A brilliant video. I thought it was so professional.

Mr DEAN - I have a couple of issues. I wanted to share the one with the private and public mentioned by Glenn at the beginning, that a lot of your heritage is in private ownership. How do we get over that, because a lot of the heritage in private ownership are places that people want to go to. People want to see those places or would like the opportunity to do that. So have you any idea how that can occur? How can you open that up? Is there any chance or not?

Mr McGUINNESS - My personal thought is that a lot of it you can only see externally because the people who own it are private people and they don't want it any other way. As long as you can have some sort of interpretation, when people are seeing at least the exterior - in many cases, like those old churches, for example, in Fingal which are beautiful buildings and you can look at them externally.

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I like the idea. I think Kerry brought the idea forward of negotiating with the owners for at least some pictorial history or opportunities at least on occasion to go in and do a full video, or something, of those particular properties that can become public property and interpreted at a point, such as the history room or somewhere else. That is another way, but I do not have the ultimate answer. We have to have people like the National Trust taking over and doing this, for it to be able to be totally in public hands.

Mr DEAN - I recently had an opportunity to have a look around Prague and Bruges and some of you might know those places, which rely heavily on their heritage for tourism, and Bruges is a bit out of the way so people go there for the purposes of looking at its heritage.

They have interpretive signs outside nearly all of their buildings where you are able to read the history and the background of it and why it is heritage listed. All of the buildings we were able to see, were open to the public. You were able to go through the buildings, you were able to look through the buildings; they had viewing points inside the buildings and so on. Is that available here with those buildings that do lend themselves to that sort of thing. Is that an opportunity?

Mr McGUINNESS - You are looking at public buildings aren't you?

Mr DEAN - They weren't all public buildings. The private buildings that were heritage listed most of them had the interpretive signs outside. Not every one, but nearly all of them. If it was a private dwelling, it was identified as in private ownership. However, the interpretive piece out the front identified clearly what it was all about, the significance of the building to the city and so on. It had all that on a big sign outside and nicely put up, so it didn't destroy the ambience of the place. That was there even on outside privately owned heritage listed buildings.

Mr McGUINNESS - I would have to agree with that. That type of interpretation should be on, or close by, a lot of these privately owned buildings. You have the big properties like Malahide and Killymoon. The people who own them are very private. They do not want the public because they are working farms. They do not want the public traipsing through the place and upsetting their business which is running a farm. You can understand that. Maybe if there is somewhere where there is an interpretive panel and it shows a few nice shots of various things around the property, that is the only way to approach that particular type of property. That is my personal feeling. I don't know what other people think.

Mr DEAN - If an interpretive panel should be put up, who should do that? Who should suffer the costs of doing that?

Mr M. TUCKER - I would like to talk a bit of what you have talked about Ivan. Probably the biggest issue with the privately owned buildings on those farms is that when you start involving people that are outside, in the public, with those buildings, there becomes a shift. Those people in these areas within the heritage trust then believe that they own the building and not the private owner. That is the biggest hurdle to get over with this. It is acknowledging that these people own these buildings and not the heritage trust. That is the issue.

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Mr DEAN - If you are the owner of a heritage building, shouldn't there be some way of selling that, of letting the rest of Tasmania, the tourists, at least know about that. The background.

A good example of that was the Black Swan Inn. The history and background and what I was told today, you immediately develop an interest in that and say, 'I would like to have a look at that'. Is there some way that it could be done where it does not entail people going through it, and Kerry's idea is probably a good one. Maybe filming, photographing or what have you. Is there some other way?

Mr M. TUCKER - There would be ways of doing it. You would be dealing with a lot of different personalities. That would be the biggest issue, the personalities of people you are dealing with and what has happened in the past with them

Mr DEAN - This is about trying to promote a place to get tourists to come here. That's what this inquiry is about. As we said at the beginning, it is about ensuring that our heritage plays a prominent role. In tourism we know that it does - and to ensure that all areas get a fair crack of it. It should be promoted in the tourism brochures to get your visitors to come here and look at it.

That is what it's about. The more you can get on those brochures, the more interesting it becomes to people who have a real interest in this. I think that 62 per cent in that survey of people coming here, came for the purposes of looking at heritage buildings.

Mr J. TUCKER - There has to be an incentive for those people. They are not going to open their homes up for someone to go through and video their home if it's going to create other problems for them down the track with something that might have been done or might not have been done the proper way. That is where I would see some of the issues.

Mr DEAN - That brings me to the next question. It was suggested at one stage when I was the chairman of the Heritage Council in the Launceston City Council that there ought to be some funding in place for heritage buildings that are listed on the heritage register that are in private ownership. In other words, there should be some monies made available for the upkeep and maintenance of the external parts of those places in particular, with some public funding. But it needed to be done in the right way so that there is some control over it, so you couldn't just build up the outside, make it look good and then sell it at a huge profit. That would have to be worked through. Do you see there is an opportunity there for that to help with privately-owned residences?

Mr J. TUCKER - The first thing I see as the biggest problem is if you start putting public funding into these buildings, people are going to want a bit of control. If you own one of those buildings, you don't want someone else having control over what you have already bought and are maintaining. I am not sure of the solution. I think we are dealing with a lot of history of what has gone on in the past with some of these buildings, and the attitudes you will run into is because of that.

Mr DEAN - Yes, I understand. Could I ask a question with regard to - sorry -

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Mr BROWN - I wanted to pick up on one point about the use of brochures for encouraging people to visit. How do people gain their information now before they make their decision about whether they are going to visit Tasmania, where they are going to spend their time? It's not really now a brochure. It is an electronic platform that they use. They are online, they are Googling. Think about how you planned your last holiday. What are your research efforts?

CHAIR - QR codes and those sorts of things. Those little -

Mr BROWN - Even before that it's, 'Where are we going to go for our next holiday? I really enjoy built heritage.' Google. Bang. Where does Tasmania come up? Then they start researching and planning the holiday. We have to get back to that initial decision point with our information. Brochures come after you have made that decision. It is the written form. Yes, they still have a role to play, but how do people research now about where they might want to go?

That is where we have to start teasing them with those opportunities so then they explore further and think, "Wow, Tasmania has more than Port Arthur for this." We have to get to that decision-making point with information. The other point about picking up on the video piece - there is another one in there which, as a product developed, starts to get packaged - you think about these private properties et cetera and small group tours, and how things can be threaded together and say if you can arrange - Malahide was mentioned because Malahide has the hidden gem of the little village set up within Malahide.

The small bus tour goes in and drives out. But time that they spend there - the owners get paid a certain amount per head, but the people stay on the bus. They don't get off, but they have commentary happening. That gets packaged with other experiences. Then they go and look at the few that are public. They get out, walk in and look through, but how can things be managed and packaged together via the product that people pay \$100 a head or \$50 a head for a full-day tour and they stop somewhere else and visit the anchor stampers. They do all this in a guided environment rather than a self-drive environment, so we can still get that message across.

CHAIR - Has anyone had any discussions with, say, Malahide, which to my mind is probably a site that has the same degree of opportunity to offer an experience like Woolmers or Brickendon? I am not quite sure how large it is, but it is a significant property. Have there ever been any discussions with the owners around how that might be developed or some of the suggestions you have been making about bus tours in?

Mr BROWN - I am not personally aware of anything. Given how private that family is, it may have changed a bit with the passing of Lady Rose.

CHAIR - If they saw a commercial advantage there might be an opportunity.

Mr BROWN - There could be.

Mr LeFEVRE - The three imperatives in all those are funding - I see that as absolutely crucial - initiative and goodwill. If you take Fingal as an example, there are probably 10 or 15 major assets there. If you were to feature Fingal and say, 'We're going to attribute

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\$1.5 million to \$2 million of state money for Fingal. We're going to restore the buildings', that would get a lot of excitement in the town within the area. Then you would have private entrepreneurs who would mostly likely start their tours and people such as Mrs Talbot at Malahide, when she was alive, would be saying, 'This is very good for the community. Maybe I might open occasionally.' If you have that private entrepreneur with good communication skills and go to her and say, 'How is your farm going? If it's struggling a little bit, maybe do a few tours there'. I think that funding in that initial part is crucial. A lot of the people who own these buildings privately don't have the finance to restore them, so why are they going to bother about tourists? They don't want a sheet of tin blowing off and whacking someone in the head, so I think that is negating a lot of the initiative.

Mr FINCH - Where is the start and finish of the Great Eastern Drive?

Mr BROWN - Orford to St Helens, because that is the sealed piece. There is a vision for a slightly bigger Great Eastern Drive which goes from Port Arthur to Bridport and pulls in the Wyelangta Track and [inaudible]. Great Eastern Drive is effectively a marketing platform for the east coast, which is an initiative of the Premier. It is about the natural attractions, the opportunities to wander off and discover things. There is this new campaign which is about wandering off the beaten track. It is about experiencing what there is to enjoy on the east coast, taking a longer time to do it.

Mr FINCH - Has it started?

Mr BROWN - The official launch will be on 23 June, with some big signs plonked in the ground and some other marketing happening. It is focused at the market and infrastructure to a certain extent. It is a form of another touring route but at a whole new level compared to what it has been. If you look at the touring routes in Tasmania, there is the Heritage Highway, the Convict Trail at Port Arthur, the Great Eastern Drive, and the wine route in the north, through the Tamar Valley towards Bridport. It is about creating a loop around the whole eastern half of the state.

Mr FINCH - I love the name of it and I love the idea of it. I think it is marketable. It sounds really terrific. But you need the stories. You need the interpretation. You need the documentation. It is a big thing, something that we are dealing with on the West Tamar Council with our regional tourism group - stories. The promotion is all about the stories of the West Tamar and what will stimulate the imagination of our tourists by telling stories of our history and what has gone on in the West Tamar. So I will sow that seed with you. I am just wondering whether you might have had a talk to McDermott Coaches or somebody like that about this Great Eastern Drive. A bloke like Peter McDermott could be stimulated by an opportunity to perhaps bring his people down and do the tour.

Mr BROWN - The new marketing campaign will start in a month or so. I have seen some of the photos and clips. The narrative with it very much picks up some of the stories along the coast, to give you a clue to then go and explore further. The whole narrative is about picking up those little elements as well. It's good.

Mr FINCH - This comes back to what was mentioned before by Rob about oral history. Those stories are captured with those people, the old timers particularly, before they

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shuffle off the mortal coil. Capturing the stories that they have to tell that probably very few in the community know about.

Mr McGuinness - You are right. I believe there is a rich resource of those oral stories existing already that have been recorded. Our history room is much better than you realise. There is a whole group of people that are passionate about telling those stories and documenting them. That is part of their brief. Kim spoke to you guys today, and you can see the knowledge in her head just on a few little issues, but it goes far wider than that. She has about 15 people that are constantly bringing up things. For example, I was asked recently about the water supply into St Helens. I went in there and they did all the research and came out with some old plans. Their passion was amazing. So the resource is there. We just need -

Mr Finch - The collation -

Mr McGuinness - And the finance. It has to come from above, and a strategy, to start interpreting these things. I do not think a small council on its own can do all that work. They can certainly work in collaboration with -

CHAIR - They might be able to facilitate certain things.

Mr McGuinness - Certainly, facilitation, but there has to be an overall overarching strategy.

Mr Finch - In a project that I did probably 15 years ago, Swansea had a very exotic collection of their history. So they are another resource on the Great Eastern Drive.

Mr Brown - Through the Fingal Valley certainly there have been a few different collections done. Dr Jim Marr, 30 years ago or a bit later, did a series of interviews, and they were recorded, with the local characters through the Fingal Valley. It's in the book. Also the Fingal Historical Society did some capturing of things. It would be surprising if we were to catalogue what is already out there. It seems to be sporadic. Do a bit and it wanes. If we look at what the catalyst is, it comes back to personal interest - I will go and do that. Just like writing a book.

Mr J. Tucker - We were talking about the farming properties. The thing that came into my mind was probably Glencoe and Enstone Park, at the foot of St Marys Pass on this side. It is owned by a newer person in the area, so that would probably have a better access to get into that property. That property also has a lot of history with the building of the St Mary's Pass because that is where the convicts were housed. Pat Wardlaw is still alive, the previous owner of the property, which would have a lot of the history and the buildings there. That would be a better access in and if we can get one property established with doing something and giving incentive to do something, that would be a better way to prove that we are not going to go in and control properties and tell people what they are going to do and what they aren't going to do. That is the problem you will run into in the Fingal Valley. They are all established families and the doors just go down bang, they don't want to know about it.

Mr Dean - What do you have on your web pages in relation to your heritage sites and heritage buildings? When I went to Prague and Bruges, my wife was able to go into their website and then say to me, 'These are the sites that we need to have a look at'. It was all

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there. They have some beautiful web pages on the background and history and so on. Have you anything like that on your web page? I have not looked at it.

Mr BROWN - Gut feeling on the council one, no.

Mr DEAN - Tourists come here, and if they put in St Helens for instance and looked for tourism sites, interesting sites, what would they find?

Mr J. TUCKER - Game fishing capital of Tasmania. Bay of Fires, Blue Tier.

Mr DEAN - Black Swan Inn and all of these other places, public buildings for instance, your heritage buildings, any of that there?

Mr BROWN - I don't reckon there will be a lot of information coming up early when you search. You will find, that unless you have a specific site or a specific page with the key words in, it is not going to pop on a google search early on. They would need very targeted pages. If there was one that said [www.builtheritagesthelens](http://www.builtheritagesthelens.com), that would come on a built heritage search very early on. Because you had built heritage in the domain name.

Mr McGuinness - The preamble says only about the towns and some of the physical attractions rather than built heritage.

Mr BROWN - The buildings are not featured high. Being about natural beauty of the area, not the rich heritage.

Mr DEAN - Can I ask one question on funding. I will keep it short.

Mr Finch - Can you hold that aspect of what John was saying. I am wondering whether, as a big picture item a recommendation might be that Tasmania establish a domain page like heritage tourism and when you go to that site you can access all the locations, like St Helens, Malahide, and Woolmers. You can go through and plot a course. Where we have the documentation and we have the people, as you mentioned before John, how do they do their research to plot their course for their holiday?

Let's say we promote on the mainland, if you want to see heritage Tasmania, go to Heritage History Tasmania and then there it is for those people who are interested, they have the information.

Mr BROWN - The key thing with this electronic platform will be landing pages and what you often see in some smart commercial operations will be a series of single pages which direct you elsewhere. If you had a domain name then that domain name is going to come up. A single page which captures people and you then funnel them to the main website. You have a series of those landing pages - it might be built heritage or some other aspect of heritage - which brings them all in to that central part where they get their information. That is where the research will happen. On that landing page are the key words so that we are in the top five of the search outcomes on Google.

Mr DEAN - Funding is critical for this whole thing. A suggestion has been put forward by Glenn and it is worthy of looking at. Are there any other options you might think of as a

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council for us to achieve and get some funding for the maintenance and restoration of these buildings? One that was put to us was a lottery, that that would be the way to go. I don't know if that is the right way to go because you are competing with too many others. The state government looked at that 8 or 10 years ago.

CHAIR - We will be talking with Western Australia to find out how they do that.

Mr DEAN - I suggested that anybody booking accommodation or staying ought to pay a \$1 or \$2 levy on top of that price. Tourists coming into Tasmania, at the ports and airports, is probably a better way. Can you think of any other methods we could recommend be put forward to our government?

Mr M. TUCKER - I think the lottery should be explored. You need to be very careful you don't put up a barrier. Whilst you may be only charging \$1 or \$2 to come and look at our heritage, if you were on the mainland you could say, 'Bugger them, I don't have to pay to go to South Australia and look at theirs'. You don't want to create a barrier where a levy becomes an impost, then becomes a deterrent, 'I don't want to go to Tasmania because of that \$2 levy'. We need to explore all avenues. The lottery becomes a voluntary thing and if people want to go in the lottery - the Labor Party 10 years ago would have been the ones who explored that - they would have the recommendations of why it failed. With what you were saying about Western Australia, if that is successful you would need to look at why theirs works and the proposal 10 years ago didn't. I would be concerned that any levy could become a detriment and deter people from coming to Tasmania. Some people would gladly pay it because they could see the preservation of build heritage because of it. That would be my concern.

Mr BROWN - Further on the lottery one. It also depends on where you are selling those tickets, because they are the ones you are drawing the funds from. However, if you can have a lottery which is freely available internationally, it becomes a marketing document as well. You are promoting Tasmania by saying, 'Buy a ticket in this lottery because you could win this. This is about Tasmania's heritage? Oh, might have further to look.'. It then becomes a marketing tool. You can provoke interest. They might think, 'I want to go and see where the money has gone'.

Mr FINCH - I want to sow a seed because I am really stimulated by the ideas here and also knowing the east coast as I do and the things I have seen there over the years. We have a tourism attraction of the previous built heritage that has gone into rack and ruin, mainly because of fire and being stripped of metal during the world war. That is the Supply River Flour Mill, which is on the west Tamar near where I live, Deviot, between Exton and Deviot.

It is just a short walk, but they have the most fantastic interpretation. Just in little stage pieces and how they present their story - the little bits of the story here and there, and you get the history right back to 1827. It brings you along on a little journey of all the history of that, the reason it was established, and what it made in the past that developed the Australian colony. Does the council now have an interpretation thrust? Are you doing any signage? Do you have it as an initiative of the council? I am wondering whether you do interpretation at this time?

Mr BROWN - Not in recent times.

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Mr McGuinness - The Bay of Fires viewing platform - it's only a very recent one, so we are starting on them.

CHAIR - That's a council one?

Mr McGuinness - Yes. Fingal in the pass down there, the Huon, there will be one at Weldborough soon

Mr Brown - It happens more as an adjunct to another proposal or bit of infrastructure that is put in place, not a strategy saying we are going to go and do that. It is more of a follow-on, so 'We have done this, we'd better put up some signage'.

Mr M. Tucker - We should capsule some of the things, like Mathinna was one of the biggest towns in Tasmania. The biggest amount of hotels in Tasmania, the Golden Gate, one of the biggest gold mines in Tasmania. It must be heritage built. We have opportunities, and sometimes we don't see the forest through the trees. I think the inquiry is bringing things to the forefront, bringing things to people's minds. We should all be better off because of the inquiry regardless of the outcome because it has made us think about it. On that point I would like to thank you very much for giving myself the opportunity to participate. Thank you.

CHAIR - Thank you. It has been a pleasure. You have an exciting future ahead of you. I would suggest if you can bring the right people together to assist in plotting that strategy into the future there is a lot to be said there. Our inquiry is an inquiry; we cannot make the Government do anything. We can only provide recommendations to the Government through an inquiry like this. So it will be up to the Government if they see that there is something they wish to take up.

THE WITNESSES WITHDREW.