

**Minister for State Growth
Minister for Energy
Minister for Environment, Parks and Heritage**

Level 10 15 Murray Street HOBART TAS 7000 Australia

GPO Box 123 HOBART TAS 7001 Australia

Ph: +61 3 6165 7739

Email Minister.Groom@dpac.tas.gov.au

Web www.stategrowth.tas.gov.au www.dpipwe.tas.gov.au www.skills.tas.gov.au www.cg.tas.gov.au



Hon Rob Valentine MLC
Chair
Inquiry into Built Heritage Tourism in Tasmania
Parliament House
HOBART TAS 7000

25 JAN 2017

Dear Mr Valentine

I am pleased to provide a written response from the Tasmanian Government to the Legislative Council *Inquiry into Built Heritage Tourism in Tasmania*. I apologise for the delay in responding due to consultation with a number of government departments involved in the built heritage and tourism sectors and consideration of their contributions.

The Tasmanian Government thanks the members of the Legislative Council's Government Administration Committee 'B' for the time and effort they put into the Inquiry into Built Heritage Tourism. As outlined in the Final Report, Tasmania's built heritage is a core element of Tasmania's brand, and is of great appeal to visitors to our State.

There are a number of examples of work that are being progressed within the Tasmanian Government in relation to the Inquiry's recommendations that are outlined in the attached response.

For further information in relation to the Tasmanian Government's approach to supporting built heritage tourism in the State or in relation to these initiatives, please contact Mr Pete Smith, Director Heritage Tasmania, Department of Primary Industries, Parks and Environment, by phone on 6165 3711 or by email pete.smith@dpipwe.tas.gov.au.

Thank you again for your work and interest in growing the built heritage sector in Tasmania.

Yours sincerely

Matthew Groom MP

Minister for Environment, Parks and Heritage

Response to the Final Report on the Inquiry Into Built Heritage Tourism in Tasmania

On 17 February 2016, the Legislative Council Government Administration Committee 'B' provided its Final Report on the *Inquiry into Built Heritage Tourism in Tasmania*.

The Final Report provides 26 recommendations across 11 broad themes for consideration by the numerous organisations directly involved in built heritage tourism.

As the Inquiry's Final Report states, there are many stakeholders involved in built heritage tourism in our State, including numerous individuals, businesses, organisations and government. It is therefore appropriate that the Committee look to all stakeholders, as well as the Tasmanian Government, to consider and respond to recommendations included in the Final Report.

Recommendations

The following broad comments are offered in response to the Final Report across the 11 key themes identified in the recommendations.

1. *Leadership and Strategic Direction*

The Inquiry concluded that the contribution built heritage makes to tourism in Tasmania and the economy is significant and needs to be better recognised and reinforced in State Government policy and strategic planning.

A key finding was that greater attention and commitment needs to be given to the collaborative development and implementation of a clear strategy or framework for historic (if not, cultural) heritage tourism at a statewide level. The desire expressed for the State Government to better recognise and reinforce in policy and strategic planning a clear strategic framework was noted.

2. *Presentation and Marketing*

Tourism Tasmania and Brand Tasmania undertake a lot of work in this space to develop a consistent brand and image for Tasmania. The Heritage Council has also identified this as a sector need in its Strategic Plan.

3. *Port Arthur Historic Site Management Authority (PAHSMA)*

The Government has asked PAHSMA to undertake a review of the PAHSMA Act. Tasking PAHSMA with responsibility for additional sites, or giving it a greater role in providing expertise that assists other organisations, is also currently being explored by the Government. While there is likely to be benefit in centralising with PAHSMA the management of some historic heritage places owned by the Crown, PAHSMA cannot (and should not) manage all historic heritage places owned by the Crown.

4. *Funding*

While the tourism industry continues to have access to grants, often based on a matched contribution, grants in the heritage sector are usually limited to project funding from the Commonwealth or State for places of National or World Heritage significance, and from the

Tasmanian Community Fund (TCF) for places or projects, where a public good or the public benefit test can be demonstrated.

The viability of a Tasmanian-based heritage lottery has been explored and discounted in the past on the basis that there is already a considerable number of gambling and gaming options on offer and the operational cost would be prohibitive.

5. *Adaptive Re-use*

Tasmania has many exemplars of the adaptive re-use of heritage assets and most practitioners, including planners in local government and the Heritage Council, recognise the *Burra Charter* as the sector's guiding document and underlying philosophy. Deliberation over the last round of legislative reforms, however, concluded that it was not desirable to enshrine the *Burra Charter* in legislation or planning schemes.

6. *Heritage Awards*

The Inquiry advocates establishing heritage and adaptive re-use awards. While the Heritage Council and Heritage Tasmania have expressed interest in introducing heritage awards, the current preferred approach is to support existing awards such as those administered by the Tourism Industry Council Tasmania, the Australian Institute of Architects (AIA) and the Launceston City Council.

7. *Training, Professional Development and Marketing*

The Inquiry recognised the importance of providing training and professional development in hospitality in both the tourism and heritage sectors. This is considered a matter for public and private educational institutions and providers to address. While training of this nature may be desirable, the demand for courses would need to be justified for it to gain acceptance.

8. *Volunteers*

It is considered that Volunteers Tasmania is the best-placed organisation to support volunteer programs. An opportunity is presented for Heritage Tasmania and the Heritage Council to work with Volunteers Tasmania to support existing programs and further recognise the contribution of volunteers to the sector.

9. *Conservation Skills*

Heritage Tasmania is already actively involved in promoting and supporting the work of the Longford Academy and Centre for Heritage at Oatlands, both of which benefit locals and can involve interstate participants.

Heritage Tasmania regularly assists them to run their programs and provides in-kind support. While offers to formalise this partnership have not been taken-up, the capacity for these initiatives to continue to operate is constrained by their ability to deliver services or programs that attract sufficient numbers to make them sustainable.

10. *Marketing Skills*

As with professional development, the extent to which heritage tourism training may be adopted by TasTAFE and other training providers in tertiary sector will likely be guided by demand.

11. Regional Areas

The challenge for regional areas is creating unique and engaging experiences that can attract sufficient visitors and foster return visitation in numbers that make them sustainable.

Projects like the Heritage Council's Living Register aim to provide a platform upon which there can be better promotion of regional features and stories and link different sites, including those on the World Heritage List, and create more opportunity for heritage trails to be developed.

Current Activities

The Government's engagement with the tourism industry, the historic heritage sector, other stakeholders and organisations involved in this sector, about how to best manage, preserve and promote our built heritage is ongoing. The following activities relating to the Final Report's recommendations have been, or are being, progressed:

- The Final Report notes the importance of collaboration and coordination between agencies and organisations that are managing the State's built heritage and those promoting Tasmania to tourists.

The Tasmanian Government is committed to growing the State's visitor economy, and has a target of 1.5 million visitors to Tasmania per annum. In December 2015, the Government and the Tasmanian tourism industry released *T21 – the Tasmanian Visitor Economy Strategy 2016-2020* to provide a framework for achieving this target. T21 recognises the importance of various elements of Tasmania's brand in continuing to attract more visitors, including our colonial and industrial heritage.

Through T21 and the Visitor Economy Strategy, the Tasmanian Government is also encouraging collaboration between tourism sites and operators, which is helping to present the tourism and heritage sectors in a more professional manner.

- The Final Report places some emphasis on the work of the Tasmanian Heritage Council and a desire to add tourism sector expertise to the Council.

The Tasmanian Heritage Council is a statutory body responsible for the administration of the *Historic Cultural Heritage Act 1995*. The Council is currently chaired by Ms Brett Torossi, who is also a member of Tourism Tasmania's Board. The Heritage Council has also recently appointed a new representative of the Tourism Industry Council Tasmania, Ms Kathryn McCann.

Ms Torossi and Ms McCann are both highly regarded and have considerable strategic and practical experience in the tourism sector. Their colleagues on the Heritage Council include representatives and experts across a range of areas, all of whom provide strong input into the work of the Council. The Government is confident that they, along with other members, will be able to contribute to improved coordination of built heritage tourism.

- Ms Torossi has been instrumental in facilitating the development of a Strategic Plan for the Heritage Council. This Plan will help to address a number of recommendations in the Inquiry's Final Report. The vision of the Heritage Council is to help bring Tasmania's historic cultural heritage to life, which will be of significant benefit to our visitor economy. This includes continuing its work to address

gaps on the Tasmanian Heritage Register through the integrity project and repositioning the Heritage Register as an online resource that can be drawn upon by locals and visitors to uncover the stories and insights into our historic heritage.

- The Heritage Council is also partnering with the Tasmanian Museum and Art Gallery and with the assistance of Tourism Tasmania is exploring the development of a dynamic, online platform that will allow locals and visitors to search our cultural heritage collections, follow their interests, help find personal connections and build their own touring itineraries.
- The Heritage Council is currently a member of the Government's "Place Brand" project steering committee, assisting the Government to realise the full potential of Tasmania's reputation which includes our built heritage. Tourism Tasmania and Brand Tasmania work together to develop a consistent brand and image for Tasmania that will benefit heritage tourism strategies. Work is about to commence on a branding exercise to help better define, articulate and unify Tasmania's historic heritage brand.

The Council has also commenced work on its own branding to help better define, articulate and unify Tasmania's historic cultural heritage brand. Collectively, these two projects will help to increase the visibility of our historic heritage and embrace the growing interest in cultural tourism, in line with the Inquiry's recommendations.

- The Final Report noted the need to promote best-practice in the statutory management of historic heritage and called for the provisions in the *Burra Charter* to be incorporated into guidelines. In February 2016, Works Guidelines were released by the Heritage Council, based on the principles in the *Burra Charter*. These Guidelines have been well received and emphasise the importance of facilitating the adaptive reuse of heritage places.
- The Tasmanian Government provides strong support for the Centre for Heritage at Oatlands and the Longford Academy through Heritage Tasmania. This includes promoting the courses and services they offer; providing staff to present in areas of technical expertise; and assisting them with practical and more operational needs. These two entities are excellent examples of how partnerships help to contribute to professional development and enhancing technical knowledge and skills in the historic heritage sector.
- At the State level, considerable effort is occurring to build the experience around the World Heritage inscription of Tasmania's convict sites. Of note, the Tasmanian Government has contributed \$1.72 million to help facilitate the development of the \$5.3 million Woolmers Visitor Centre, which will enhance the visitor experience on offer in northern Tasmania.

Collaboration between different sites and operators is also becoming increasingly common, which is helping to present the sector in a more professional manner. Work at a national level is currently focused on creating a consistent set of information that presents each visitor with an understanding of the property and its World Heritage Values.

- The Government is exploring the potential for the involvement of PAHSMA in the future management of Maria Island National Park. The Government formed a working group with the Parks and Wildlife Service and PAHSMA representation to explore potential opportunities for a

management partnership that best utilises the expertise and skill bases of both organisations to ensure even better conservation and visitation outcomes for Maria Island into the future. A report detailing these options, commissioned and overseen by this working group, is currently being considered by the Government.

- PAHSMA has developed significant expertise in heritage conservation, management and promotion over a long period. It prides itself on making much of this expertise available to other properties. PAHSMA received a grant from the Commonwealth Government to provide management guidance and assistance to all the convict sites on the World Heritage List in Australia and engages a coordinator to provide technical and other support to these sites. PAHSMA also provides specific technical advice to Woolmers and Brickendon, as well as advice and assistance to private owners and residents on the Tasman Peninsula.
- PAHSMA is also supportive of the recommendation that it be given responsibility for managing the Eaglehawk Neck Officers Quarters and Dog Line. The Board considers there are some strategic and interpretation advantages in transferring the management of convict heritage at Eaglehawk Neck and is in early stages of discussions regarding progressing this.
- PAHSMA has also engaged in discussions with Heritage Tasmania and the Heritage Council to consider opportunities to progress partnerships in heritage and tourism, in support of the notion that an annual forum be established to draw together the tourism and heritage sectors. The Government is assisting Woolmers to host such a seminar, bringing together the heritage and tourism sectors and coinciding with Woolmers' bicentenary. PASHMA is one of the partners in this initiative.

Conclusion

The Legislative Council *Inquiry into Built Heritage Tourism in Tasmania* and the release of the Final Report provides a useful snapshot of the concerns of a number of stakeholders from the tourism industry, the heritage sector and the broader community on built heritage tourism that are worthy of future discussion and further exploration.

The Government is interested in pursuing these discussions and using the findings of the Final Report and its recommendations to inform future activities and further consultation with industry, Heritage Tasmania, the Tasmanian Heritage Council and Tourism Tasmania.

The Government also recognises the importance of historic cultural heritage to Tasmania, including built and other forms of historic heritage such as places, precincts, sites, moveable items, features, records and stories. There is benefit in considering the broader issue of cultural heritage tourism, including the unrealised potential of Aboriginal heritage tourism.

While the Tasmanian Government's mandate for historic cultural heritage is much broader than just built heritage tourism, this activity summary highlights work that is continuing in relation to a number of the recommendations of the Final Report.

These projects aim to increase the visibility of Tasmania's rich historic and cultural heritage and embrace the growing interest in history and cultural tourism in this State.