

**PUBLIC**

**THE LEGISLATIVE COUNCIL GOVERNMENT ADMINISTRATION B  
COMMITTEE MET IN THE LEGISLATIVE COUNCIL BOARD ROOM, HENTY  
HOUSE, LAUNCESTON ON THURSDAY 21MAY 2015.**

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**BUILT HERITAGE TOURISM IN TASMANIA**

**Mr PETER COX AND Ms LORRAINE WOOTTON**, GEORGE TOWN AND DISTRICT HISTORICAL SOCIETY, WERE CALLED, MADE THE STATUTORY DECLARATON AND WERE EXAMINED.

**CHAIR** (Mr Valentine) - Welcome, we thank you for taking the time to put in a submission. We have had about 58 submissions. It is a significant response to this inquiry. We appreciate the time and effort taken.

**Mr COX** - Both of us are here as representatives of the George Town and District Historical Society and we were delegated by the committee of the society to prepare this submission for presentation to this committee.

I was a teacher until my retirement in 1998 and since then I have spent most of my time researching Tasmanian history and also doing volunteer work at either the George Town Watch House or the Pilot Station Museum at Low Head. I am chairman of the group that manages the Pilot Station Museum. I am especially responsible for the visitor services, support of the volunteers who man the doors, and give introductory talks.

**Ms WOOTTON** - I am a retired teacher. I don't profess to have any formal qualifications in history but I have also been involved with the Historical Society in George Town since we moved there in 2000. Since then I have had a keen interest and been volunteering regularly in both the Watch House and the Pilot Station Museum and have an able teacher in Peter Cox.

**CHAIR** - I am sure the community thanks you for your efforts over the years. There has probably been many hours put in on their behalf. That is fantastic.

All evidence taken today is protected by parliamentary privilege, but I need to remind you that anything you say outside the hearing may not have that same protection. The evidence is being recorded and the *Hansard* will be published on the committee's website at a later point.

**Mr COX** - My part of the submission deals with the points 1 to 9, then Lorraine's was point 10. I have to make two corrections, one of which is a huge correction. That is under section 8 I am accusing Heritage Tasmania of not giving much support for heritage. That was Tourism Tasmania that I should have put there in section 8. I apologise to Heritage Tasmania for that. Similarly, in section 9, about halfway down I should have put Tourism Tasmania instead of Tourist Tasmania. They are two big mistakes that I apologise for.

**Mr FINCH** - Going to point 8, what are you saying?

## PUBLIC

**Mr COX** - I am saying that most of the support for heritage from Tourism Tasmania is restricted to a few sites illustrating our convict history.

There is one other point that I do wish to add, which I thought of since. I will read it out so it is in *Hansard*.

One of the important sources of funding for heritage sites and heritage museums, especially small ones, is the Tasmanian Community Fund. We, at the Pilot Station Museum, have been twice able to draw on this fund: one to help with the cataloguing of items at the museum; and the other for restoration of the fog horn at Low Head. It is an important source of funding and it must be continued. I understand there have been moves to bring this fund more under the control of government, and I fear that would see it become one of the pots of gold for government departments to tap into for their own programs. At the moment government departments cannot tap into the Tasmanian Community Fund, as far as I understand it. I believe it is essential for it to remain as it is. At the moment government departments cannot apply for funds from this source and that is how it should be.

**Mr FINCH** - The government has pulled back from that, Peter.

**Mr COX** - Excellent.

**Mr FINCH** - So it is safe and under its normal operation as you know it.

**Mr COX** - Tasmania is unique as far as heritage is concerned. The big thing that makes the difference as far as tourism is concerned between Tasmania and the other states is its ability to illustrate the past and to have old-style buildings almost as a background to everything else in Tasmania. There are absolute classic views such as the house in front of Quamby Bluff as you leave Westbury, the Shot Tower as you turn around the corner in Hobart, and the old wharf when you are taking a picture. It intrudes into everything and it is very important.

It is very difficult because Tasmania has by far the most heritage of all the states in Australia but it also has the smallest resources in order to handle that. It is a real problem for Tasmania. I don't see how Tasmania is going to easily be able to hang onto what it has so far as its heritage is concerned. I am suggesting trying to find relatively inexpensive ways in which heritage can be supported in Tasmania. I believe that is the only way in which we are going to succeed.

Three things are essential. One is buildings removed from the Tasmanian Heritage Register. I am not opposed to that because they have far too many buildings listed for any organisation to keep track of. There has to be a local heritage register. There are more than 130 buildings, from what I understand, recommended for removal just in Launceston. If they were 130 buildings in the centre of Launceston, you could imagine what changes would quickly take place in the city and how much the tourist appeal of Launceston would be reduced.

The other thing is to do what is similarly done by Arts Tasmania with its roving curators. Small museums in Tasmania have access to support from these curators to help them with the professionalisation of their collections. It involves someone spending only a

## **PUBLIC**

small amount time in a particular museum, but in that time being able to do quite a lot of work in improving the exhibition of the displays there. One person in particular who did a good job was Sue Atkinson, who I think spent three or four years as a roving curator, paid for by special funds. If you go around all the small museums in Tasmania you see her hand in the way the displays have been professionalised.

Small councils, such as the one we are with, are in a really difficult situation as far as heritage is concerned because they are strapped for funds. They are desperate for new businesses to come into the place, new developments, and they also are not in a position to do much as far as funding and helping heritage buildings.

What I fear is that with the lifting of a number of heritage restrictions on old buildings it will be very difficult for councils to resist any person who wants to develop that site and put something new there. It is very difficult for councils to be able to provide the professional support and professional advice that is necessary as far as councils dealing with heritage buildings is concerned. I suggest, like the roving curators, roving heritage officers who can be allocated to a group of councils and need only spend so many hours, even in a year in some cases, with the councils, giving advice and helping with the proper reports on the heritage values of each of the municipalities.

**Mr FINCH** - Proper assessments of what they have.

**Mr COX** - Also, simply an inventory of what is there and what is important about it.

The other area that concerns us is the advertising that heritage businesses can undertake. Most heritage buildings are run by volunteers. Our three museums in George Town wouldn't survive a week without the volunteers. None of them earns enough money to pay for a manager, let alone professional staff. They are not in a position to pay the sorts of fees that are required for advertising. At Low Head we have considerably reduced the amount of advertising we have done, costing up to about \$8 000 or \$9 000 out of a \$30 000 income to simply advertise and also all the regular things that can happen.

The other problem is that brochures like this are now only mentioning those businesses that advertise them.

**CHAIR** - Just for the record, that is Launceston and Tamar North brochure?

**Mr COX** - That's right, yes. That was the old brochure. It had a very good section on the Tamar Valley.

**CHAIR** - That's a holiday guide?

**Mr COX** - It's a holiday guide. This year's brochure doesn't mention the Tamar Valley. It's been reduced to 'Tasmania and area', or something like that. It is really difficult for small organisations, which are heritage, to be able to get their name into brochures like this and the sorts of newspaper-type tourist information things that are produced. It is really hard for them to get their name before the people. We are losing the general brochures, which list every single tourist facility in an area or municipality.

**Mr FINCH** - I'd like to ask about that brochure.

## PUBLIC

**CHAIR** - I'm conscious that we have a very small amount of time and I know there are questions people want to ask. Perhaps you can wrap up in another minute or two and we can ask some questions.

**Mr COX** - I'll wrap up now. I have finished what I wanted to say.

**CHAIR** - Sorry, I'm conscious of the time. Is that okay?

**Mr COX** - It's fine. Yes.

**Ms WOOTTON** - My part of it was the genealogy, the family history. Many of our visitors are here on a search for their ancestors. I think that's growing. It's one of the fastest-growing pastimes and we see them all the time in George Town and other places. *Who do you think you are?* has spurred that on. A large proportion of our visitors are here to trace their family history. Tasmania is a starting point for many people because it has such an early history. They like to follow in the footsteps of their ancestors. They like to stay in the places where they know they've been. Woolmers is an example of that.

There are so many descendants, thousands of descendants of convicts, who worked at the Woolmers - the Archer properties - that's an example of why they would like to stay there. There are many other places of course, but there are lots of convicts who were in those places. There are a large number of local and family history rooms of some kind.

Almost every town has its little history group. They conduct regular meetings, have workshops, and have classes. They might have a museum attached to them. They offer research assistance. They're a big part of the tourism in Tasmania. We have heaps of books that are written on family history and local history. Every week you see another one reviewed, or more than one. The online records and the digitised records have added to this. The interest in convict history, in particular, with the world heritage sites, most of these are in Tasmania and they could be added to.

The Founders and Survivors project, where they have transcribed records and linked them to the AIF records, has been a fantastic thing that has created a lot more interest. The Female Convict Research Centre has been part of - it started before that, but it has become part of that whole Founders and Survivors. There are groups like the Queen's Orphan School Support Group, and Christina Henri's Departures and Arrivals, and Roses from the Heart projects. I'm sure you are all aware of those.

Over the past few weeks I have experienced several activities and heard several high-profile people espousing the value of our heritage tourism, based on the interest in family history, either on the radio or the television or in newspapers. First, there was Anzac Day and all the hype around that. I think every town has reported a huge increase in the number of people involved in the ANZAC ceremonies. There are lots of exhibitions. A big part of the Heritage Festival is based around World War 1. That has increased the interest in tracking your family history and the people who have served there.

Over the Mother's Day weekend in Hobart we went to a seminar run by the Female Convict Research Centre. It was packed out. It was in the Sandy Bay Yacht Club. It was booked out way before it happened. There were over 80 people at that. Many of

## PUBLIC

them came from interstate and even overseas to participate because of the interest in their female convict ancestors. There was also a dinner that night which a lot of them attended, and the following day there was the living installation on the wharf. That sort of thing has increased the awareness of people of their family history.

We see these people in George Town in the Watch House and in the Pilot Station. Almost every day I have been there there would be someone who has a connection with one of those places or with George Town because of that early history. Wanting information and wanting to contribute to some of their ancestors' information as well.

**CHAIR** - You are saying we need to capitalise on the interest out there?

**Ms WOOTTON** - Yes. If people come and stay in the area to do their research they might stop in some of these heritage places. That increases the economies of the towns, especially the outlying towns that rely on visitors. They share their experiences with others and that brings us more visitors.

We have done regular studies in the Pilot Station Museum asking people how they knew about it because, as Peter has said, we are limited with advertising. Most of it is word of mouth. That is how they find out about us and, along with most places, our tourism has increased considerably this year.

I recommend that you read Dianne Snowden's *Heritage Tourism in Australia* and look at what Western Australia has done in promoting their heritage tourism.

**CHAIR** - Something for us to look at and think about.

**Mr FINCH** - On the subject of that brochure, Peter. Just show me the front of it again. Was that about the Tamar, Launceston?

**Mr COX** - Launceston, Tamar and north.

**Mr FINCH** - What sort of a mention does George Town get in there?

**Mr COX** - Reasonable, except that the tour map does not recommend the visitor go as far as George Town up the East Tamar. It recommends all the major tourist areas in the East Tamar, and the whole of the George Town municipality reasonably well.

**Mr FINCH** - You made the point when you mentioned the brochure that if you didn't advertise in the brochure, you did not get a guernsey in the publication. What did you mean by that?

**Mr COX** - Yes. Have a look at the present one. This is an old one. They have revised it. Launceston and area - the Tamar Valley is not mentioned at all.

**Mr DEAN** - That is a Tourism Tasmania magazine?

**Mr COX** - Yes, a Tourism Tasmania publication. I put an advertisement in it but it did not mention us in the editorial. It did not mention us as a place to visit. Did not recommend us at all. It did in this older one.

## PUBLIC

**Mr FINCH** - So, it is the follow-on publication to that one, but it is quite revised and it does not cover the region as much as it did previously?

**Mr COX** - No. It does not cover it all.

**Mr FINCH** - It is Launceston-centric?

**Mr COX** - Too Launceston-centric. It is virtually restricted almost to the boundaries of the built up city area, with few areas outside.

**Mr DEAN** - It is that magazine, of course, that is on display on the *Spirits* and in all of the terminals and so on.

**Ms WOOTTON** - It is not only that one. That is the main one for Launceston and Tamar Valley, but there are also the *Explore* newspaper-type publications that come out every month. For months - well more than months, it is probably 18 months, we look at them each time - we have been very, very lucky to find anything about the George Town area, or East Tamar, at all. West Tamar has become the Tamar Valley. When they refer to the Tamar Valley, it is West Tamar - there is no mention of anything on the East Tamar.

**CHAIR** - Yet Low Head is the second oldest settlement in Tasmania isn't it?

**Ms WOOTTON** - George Town is.

**Mr COX** - You have to pay \$300 a month in order to get your name in print in that magazine.

**Ms WOOTTON** - Once, if you picked up one of those newspapers that are given to tourists at every outlet they go to, you would always see a picture of the Low Head Lighthouse and maybe the Pilot Station. For a long time you would probably have the Pier Hotel advertised and the penguin tours, but lately we have not even had that. Not even Peppers York Cove has been in it recently. The present one - I am sure there is absolutely nothing on our whole area.

**Mr FINCH** - Is that a Tourism Tasmania publication?

**Mr COX** - No, that is a private one.

**Mr FINCH** - They would be driven by the advertising. If you want to raise those issues, who do you raise them with? Who do you discuss that with?

**Mr COX** - I discussed it with the person who sent out the reminder to pay for next year's subscription. I told her I wasn't going to subscribe, and I told her the area covered needed to be much broader if she wanted me to advertise. She told me everything was all right, everybody was very happy with it and if I wanted to, I could advertise in their brochure, which covers all of Tasmania. It costs another \$100 a year to advertise in that brochure.

**Mr FINCH** - This is a Tourism Tasmania initiative.

## **PUBLIC**

**Mr COX** - Yes.

**Mr FINCH** - You feel there is not the necessary support for the region - to help promote it?

**Mr COX** - Yes.

**Mr DEAN** - I want to talk about the support from Tourism Tasmania. One of the reasons this committee was set up was that evidence was provided that there was little support from Tourism Tasmania in relation to the heritage values of this state, and the heritage building in this state. There was lack of understanding by Tourism Tasmania of the part heritage plays in tourism here.

The survey done about five to six years ago identified that 62 per cent of tourists coming to Tasmania were here to visit heritage buildings and heritage sites around the state. About 14 per cent were here to visit our wineries. If you look at Tourism Tasmania, they promote the wineries as though they are the be-all and end-all of tourism in this state.

If you agree with that - and I think you do, judging by what you have said and your submission - how do we get Tourism Tasmania to understand the significance of the heritage in this state and what it does for tourism?

**Mr COX** - They need to understand that they need to go further than describing Tasmania as a convict state. They need to emphasise the important role Tasmania has played in the national scene, particularly in the nineteenth century when it was a far more significant part of Australia's growth: the role of Launceston and the foundation support of Melbourne; the role of Hobart in the whaling industry; the importance of the west coast - they mention it, but do they mention how important the west coast was? Mount Lyell was one of the great mining companies of Australia. Mount Lyell was second only to Mount Isa in the production of copper. And the role of the Van Diemen's Land Company in north-western Tasmania.

These were major parts of Australian history and they add a lot to the diversity available to tourists. The importance of heritage-based businesses, such as Runnymede House at New Town, could be highlighted more, and visits could possibly increase.

**Mr DEAN** - Yes. The point was made yesterday that if you are a mainlander, or even a Tasmanian to some extent, you could be forgiven for believing that all we have in Tasmania is Port Arthur and convicts. That is our history; that is our background - nothing else. The point you make is a very good one.

Funding is also an important issue, and you mentioned that, Peter. This committee is looking at that because it is clear the Government, and previous governments, have always been concerned about how we can properly and appropriately fund our heritage and its maintenance. We have looked at two or three concepts. One is that all visitors coming into the state should pay a levy when booking accommodation - a \$2 levy or a \$1 levy - which goes into a fund that will support the maintenance of our heritage. Another concept is that every tourist who comes into Tasmania should pay a levy at the ferry terminal or the airports.

A lottery concept has been mentioned - there should be a lottery set up to support the heritage, similar to the ones in Western Australia and England. Do you have any

## **PUBLIC**

position as to how it ought to be funded? We can't rely on government, and we shouldn't. Our government has a certain amount of money to go around so I don't think we can keep saying the government has to do it. I believe we have to come up with some concepts and ideas.

**Mr COX** - First, I think a \$2 levy on entry to Tasmania is a good idea. That would get \$5 million to \$6 million over the year, and I am very conservative in my estimate there. Second, I suggest concessions for not-for-profit organisations as far as being able to advertise in brochures, especially the tourist ones.

**Mr DEAN** - It should be free.

**Mr COX** - We are happy to make a contribution but when a brochure asks for \$900 to put in an entry - and this is a commercial one - and you only get \$200 to \$300 worth of visits a year, it becomes impossible to go into that brochure.

**Mr DEAN** - The point I make is, that brochure is advertising Tasmania. It is advertising for tourists to come to Tasmania because of what we have for them to look at. I am of the view it ought to be free, but I hear what you are saying.

**CHAIR** - What is being stated there is that the exposure of heritage assets shouldn't be limited by the availability of the funds of the different organisations.

**Mr DEAN** - Yes, absolutely.

**Mr COX** - Where councils contribute it is fine, but where councils don't have a tourist budget you are on your own.

**Ms WOOTTON** - Their online information is on there and that doesn't cost you, but it's not accurate. So many times I have contacted people when I have found something online - I have emailed them. They have totally inaccurate perceptions of where things are. The pilot station is mixed up with the lighthouse but they are on two totally different sites. The people who are writing this information have never been here to check it out for themselves. Some of the things online are ludicrous.

**Mr DEAN** - Have you tried to correct that?

**Ms WOOTTON** - I have tried to correct it, yes. I have tried through council offices and emailing the contact but very rarely do you get an answer.

**Mr DEAN** - Who has been putting that on? Is it through Tourism Tasmania?

**Ms WOOTTON** - Some of it is Tourism Tasmania and some is through the people who put out the Explore Tasmania things. It is very hard to get any corrections made. It's not only my comments on there, also someone else's but they haven't been taken up.

**CHAIR** - As to industrial built heritage, you mention about office buildings and warehouses, mills and barns and those sorts of things. Do you think we make enough of those assets compared to, say, our major edifices around the place?



## **PUBLIC**

**Mr COX** - No, I don't think we make enough of them. Some of them are quite easy to be turned into other types of uses apart from tourism. Provided they keep the shell, that is a really good way of preserving our industrial buildings if they can simply adapt the inside.

**CHAIR** - I am thinking of the disappearing barns you see going up the Midland Highway, and those that are falling into disrepair because there is no useful purpose for them in the farmer's eyes.

**Mr COX** - There needs to be some sort of fund like the Tasmanian Community Fund to which these farmers can apply for funding to get those buildings done up to a point where they can continue with the maintenance.

**CHAIR** - Perhaps the \$2 entry could help with the funding of those things.

**Mr COX** - Yes. In fact, I think, that is what this pool fund should be especially available for, which is to help those people who have huge problems as far as maintaining these very old structures.

**Mr FINCH** - I want to ensure that if credit is due to the George Town Council, that you might care to give that, or if there are shortcomings you might put that on record as well.

**Mr COX** - I think due credit is given to the George Town Council. It does have a tourist officer, and that tourist officer does promote the tourist facilities in the town. My biggest concern about the George Town Council and the West Tamar Council is that it is absolutely stupid for those two councils to be advertising their municipalities as separate visitor locations. They should be combining their resources, combining their advertising and should all be advertising under the banner of the Tamar Valley.

**CHAIR** - One final observation you make in your submission is about the training needed for putting heritage plans and those things in place. Do you see the local government association perhaps helping with the councils to provide training for council officers - from various councils around the state - to be able to get some level of consistency into training? I am pointing particularly at your comment about the three levels - the national, the state and the local government - and how the heritage list is being reduced and therefore the opportunity for some heritage properties to fall off the radar. You say local government basically is going to have that task of maintaining focus on those areas and buildings. It is in that context I am asking, do you see the local government associations being a useful way of being able to train council officers to deal with some of that?

**Mr COX** - Yes, I do. I would suggest, however, that there be only a few of these officers and they be allocated their time to rove around the municipalities, rather than having the 27 heritage officers, especially in small municipalities, where they might not have much work to do.

**CHAIR** - Roving as opposed to every council having its own?

**Mr COX** - Training up, that is what you might suggest.

## **PUBLIC**

**CHAIR** - Thank you very much for your time this morning. I am sorry that we have had to close it down. We are significantly over time.

**Mr FINCH** - The submission was great.

**CHAIR** - The submission was good, and we certainly take a lot out of that. Thanks for that, it is very much appreciated.

**Mr COX** - Thank you, gentlemen.

**Ms WOOTTON** - Thank you.

**Mr DEAN** - As Kerry always says, if there is anything else you think of coming from today's meeting, or there might be more information, please forward it to us, because we won't be putting our report together for a few months.

**THE WITNESSES WITHDREW**

**PUBLIC**

**Mr RAY FOLEY** WAS CALLED, READ THE STATUTORY DECLARATION AND WAS EXAMINED.

**CHAIR** - We ask you to read the statutory declaration and after that provide us with an idea of your field of interest and expertise. While I say that - the Information for Witnesses Document - are you aware of that?

**Mr FOLEY** - I don't think I am, but I have a full copy of the report that I have given you today in this document.

**CHAIR** - You want to table that as a submission?

**Mr FOLEY** - Yes.

**CHAIR** - Okay, that's fine.

**Mr FOLEY** - I have one matter I mentioned to Kerry and Ivan that I would like to be heard in confidence.

**CHAIR** - There will be an opportunity for that at the committee's wish, but we will have to discuss that. If you wish to table that, that is fine, but we need you to take that statement first before we go any further.

**Mr DEAN** - There's nothing in that, Ray, that is confidential, that you wanted to take in confidence?

**Mr FOLEY** - No, absolutely not.

**CHAIR** - As far as the document is concerned, you need to make yourself aware of that, so if you could take a moment to read that.

**Mr FOLEY** - Yes, I am comfortable with all that.

**CHAIR** - Your submission is a verbal submission and is protected by parliamentary privilege but if you make statements outside of here, you may not be afforded that same privilege. It is being recorded by *Hansard* and will be on the website over the following weeks and you will be able to access that. You have tabled a submission today so this is an opportunity to do a verbal submission accompanying that.

**Mr FOLEY** - Everything I say is in that submission.

**CHAIR** - In respect to in confidence we can deal with that separately.

**Mr FOLEY** - As a brief background of my involvement with heritage, it has spanned some 25 years. I have always done this on a voluntary basis as a community service. I was president of the National Trust and a board member of the Australian Council of National Trusts. My first 10 years of involvement with the Trust witnessed a strong and public support for heritage and restoration of historic buildings in Tasmania. Many thousands of members joined the Trust to enjoy the architectural and social benefits

## **PUBLIC**

provided. This organisation stood alone in Tasmania, leading and promoting heritage and restoration of buildings, mostly Georgian.

Then came a decline in the interest in built heritage, the emphasis shifting instead to the natural environment. Economic matters facing the state paralleled the scant funds available for heritage which to a degree is the same today. With the Trust governance problems and increasing debt, numbers declined dramatically from about 4 000-odd members to under 1 000 in recent times.

**CHAIR** - What period of time is this?

**Mr FOLEY** - For the last five years or thereabouts.

The Trust came into disrepair, for the want of another word, and an administrator was appointed from Sydney. I was invited by the government, with some others, to reconstruct the Trust as you see it today. I became the inaugural Chair which initially was for three years but ended up being six years. I have at firsthand seen the marked resurgence in heritage awareness. Heritage tourism has grown to a stage that, depending on what figures you look at, about 40 per cent of visitors come to Tasmania to enjoy our heritage sites. National and international visitors expect a high level of presentation and interpretation on these sites. They expect a unique heritage experience similar to overseas.

To meet these expectations, cooperation between government departments, organisations and participants in heritage tourism is needed. There is currently a plethora of government departments, boards, management authorities, all organising and responsible for heritage without coordination by a single authority.

The resurgence in heritage tourism and, importantly, the proportion of visitors coming to our state requires a level of commitment from both state and local governments that is not present at this time. Our built heritage is unique in Australia. We need to recognise this and capitalise on it.

Recognising the importance of preserving our heritage buildings and streetscapes in Launceston, I initiated a heritage advisory committee for the city. This was done in Ivan Dean's time as mayor of the city. This model could be replicated in most towns and cities in Tasmania and Australia. I present at the end of this session a specific document on the Heritage Advisory Committee and its benefits to the state. This committee has recognised the importance of involving our younger generation, and put in place a photographic competition and exhibition for schoolchildren.

I just heard about industrial heritage. The awards are on today at Inveresk at the railway yards and the photographic competition is one of the many aspects that will be highlighted. It is a wonderful thing, and also awarding heritage excellence amongst the participants in heritage restoration in the city.

**CHAIR** - Inveresk is a classic example of industrial heritage, isn't it?

**Mr FOLEY** - Absolutely. I regard it highly. If you look at the mainland, particularly in Melbourne at those inner city properties, close to the city, so many of those industrial

## **PUBLIC**

buildings are being converted into homes and apartments and their streetscapes are being faithfully retained. Nationally, it is a big thing. Visitors coming here can see some wonderful examples of industrial heritage.

Going back to the Heritage Advisory Committee and the awards, the project has been enthusiastically taken up by school staff and students. This year, the photographic students have been given the task of industrial heritage and they have been photographing all around the city. The benefits of this competition exhibition will be continuing greater appreciation by students of our built heritage. It is important that we have this feeling in students and young people now, not wait until 40 years time when other aspects may change. A greater appreciation at this stage, which I am seeing from the number of school students entering these awards, is very good.

It is critical to the successful future of Heritage Tasmania to endeavour to have a greater commitment and integration of operations with tourists by the lead organisations providing the majority of heritage experiences to visitors to Tasmania. I strongly recommend the Government establish an independent heritage tourism board to report directly to Government on all matters concerning built heritage tourism.

I recommend the board would accomplish the following: commence a rigorous review of the heritage tourism sector and report on how to maximise the benefit to the state; advise government on the recommended expenditure it should ideally need to budget for the sector and to perform to expectations; how some departments and agencies could share resources; how Tourism Tasmania could become more inclusive, especially in the area of marketing and staff; and how to combine some activities across the sites to enhance visitor activities and experiences to both sites, for example, convict experiences at Port Arthur Historic Management Authority could link with the Penitentiary Chapel site in Hobart, run by the National Trust.

**CHAIR** - Or Brickendon and Woolmers perhaps.

**Mr FOLEY** - They are good mixes, but there is no coordination at all.

**CHAIR** - No collaboration that we know of.

**Mr FOLEY** - Heritage organisations requiring government funding would report to the board; review the current operations of Heritage Tasmania and the Heritage Council and advise on their future directions, and ensure both are appropriately resourced and funded; engage and investigate future requirements of government-owned historic Tasmanian places and report information to the government; prepare a report on the Port Arthur Historic Site Management Authority. The authority receives the bulk of government funding for built heritage, approximately \$3 million annually, and additional grants for conservation and upkeep, for example, recently they received \$7 million for the conservation of the penitentiary. All excellent things to happen. However, review of all aspects of the management of this internationally renowned site could look at the possibility of integrating some administrative staff to benefit other Tasmanian historic sites. This would be particularly in marketing, the sharing of knowledge on retail activities, and new visitor technology. The review may provide options for gaining a greater return on gross revenue or enable the government to allocate some savings for restoration projects at other sites.

## **PUBLIC**

The board, in recommending funding to those relying on government funds, would negate some of the overly competitive approach that currently exists. It would appear to me that this would avoid the 'who shouts loudest' syndrome and encourage a more equitable, more cooperative and sharing environment for all players in the heritage sector. The board would direct an agency on the best way to approach new technology at sites, especially for the younger generation who are tech savvy, with a view to enhancing the whole family experience.

In summary, I feel it is essential that an authoritative, independent board be formed to advise the state government on the best and most equitable way to support and promote the fund and fund built heritage tourism in Tasmania. A new funding model for this sector needs to be created by a farsighted board consisting of leading professionals and corporate people to take the heritage tourism sector in this state to a new level and maintain conservation to protect heritage sites and assets.

A review of the plethora of government agencies, boards and departments managing our heritage assets would streamline and remove duplication from the overall management. A review of government-owned sites and lead agencies, such as Port Arthur Historic Site and the National Trust, could lead to an integration or sharing of resources, which include staff, marketing expertise, technology, guiding techniques and with a special emphasis on the younger generation of tourists' development. By developing an equitable funding model, streamlining government management and encouraging resource sharing would provide a better result for heritage tourism organisations and enhance visitor experience to all heritage sites.

Launceston is Australia's third oldest city. I mention this because I think the ideals could be transferred to any other city in Australia. It also has some of the country's best preserved architectural heritage. It has a unique urban character and it is recognised for its human scale and liveability. The city's layout and architectural legacy are now identified as being central to the city's identity, largely defining the character of the city and greatly valued by the community. The relatively unspoiled original character of the city gives a key competitive advantage to Launceston. That is, it is something we do better and therefore contributes to the economy, lifestyle and a sense of community amongst the city residents. Each town in Tasmania would have its similar situation.

The City of Launceston - that is, the council - has formally recognised the city's heritage in its planning schemes and the strategic documents for many years. Through Launceston Vision 2020, the community has expressed a strong desire that the character of the city be celebrated and retained. In order to preserve this priceless asset, building and sites are protected by legislation at both the state and local level. Launceston has more than 1 220 parcels of land that are currently listed by either the council in its planning scheme or the Tasmanian Heritage Council on the Tasmanian Heritage Register, ensuring the city's heritage and character is understood, appreciated, respected and where possible enhanced through future development. These have been central considerations of the council's Heritage Advisory Committee since its inception.

The role of the Heritage Advisory Committee is to provide advice and recommendations on the development of council policy relating to heritage matters; provide advice and participate in the overview of heritage studies undertaken by the council; provide advice

## **PUBLIC**

and recommendations on applications made by council for heritage funding; consult with stakeholders to determine community aspirations relating to heritage places and objects; promote the city's objectives and the principles of reuse of heritage assets in the city; promote community participation in and awareness of heritage activities; and consider and provide advice to council on development proposals involving and/or impacting on heritage or on its values on properties either heritage registered or covered by heritage precinct or overlay.

The committee has been responsible for promoting the benefits of making sensitive restoration and supporting property owners in doing this through the annual Launceston Heritage Awards, guiding the conservation and positive redevelopment of heritage properties through the funding of conservation management plans for council properties and assessments of heritage significance and other important sites, providing advice to developers in regard to the potential development of heritage properties, which have added value to the projects and facilitated a smoother path through the development approval processes. You will note since this committee has been formed there have been very few problems with getting projects up. It has taken all the heat out, so to speak, of the applications people have, particularly when they are restoring places of some historical importance. Prior to this, we always seemed to read in the paper of some dispute. The developer is now given the chance to present their plans, discuss with us potential problems, and we resolve them. It then goes to council to decide yes or no.

The Heritage Advisory Committee started running the annual Launceston Heritage Awards in 2008 in order to recognise people for sensitively restoring their heritage homes or business premises. In 2011, an award for the promotion of heritage issues in the community was added and last year the awards were expanded further to include a new junior photography award called 'Heritage Snap', which was open to entrants under the age of 18 and for three age groups: primary, high school, and grades 11-12. The award aims to encourage young people to take an interest in history and the built heritage of the city. A significant part of the heritage advisory budget is used to run these awards, which have been widely appreciated by the community.

**Mr FINCH** - Are you a member of the Heritage Advisory Committee, Ray?

**Mr FOLEY** - I am, and I initiated it. It was my concept to start with. It was taken up by Ivan when he was the mayor, and it has just gone from strength to strength.

**Mr FINCH** - Do you chair the committee, or is that the council person?

**Mr FOLEY** - No, I don't. Usually we get either the Mayor or the Deputy Mayor or whoever. Janie Finlay is chairing at this point. We have other council officers. They are the main people onboard.

**Mr DEAN** - Mr Chairman, can I make a suggestion about the evidence that might be taken in camera? It might be advisable if we could question Ray on the evidence and information he has provided thus far before we forget that and go onto other matters. The evidence, if the committee determines to take it in camera, could cause us not to go into the questions we might want to raise now on the information that we were given.

**CHAIR** - I will allow that, as long as we don't make it overt because of time.

## **PUBLIC**

**Mr DEAN** - Sure.

**Mr FOLEY** - I will be as prompt as I can.

**CHAIR** - Questions.

**Mr DEAN** - I would just like to ask a question about - and they would have heard with the other previous witnesses - about the funding concept. I think that we have to be careful now of simply saying the government has to find the funding. I think they are looking for other ways of funding heritage, the maintenance of it and all the rest of the support that is necessary. A number of concepts have been put forward to us, and you've heard those. One is, tourists coming into the state should pay a levy. The other concept was that for persons seeking tourist accommodation in this state there should be an accommodation levy of \$2 or what have you. Another one put forward was a lottery. It has been put to us as something we should consider.

**Mr FOLEY** - As happens in Great Britain and a number of places.

**Mr DEAN** - Yes. Another one, Ray, that has been suggested is the gambling levy that currently applies, where 5 per cent of all gambling moneys go into a fund which provides support to problem gamblers, plus sporting facilities and all of those things as well. That could be an option, and increasing that to 6 per cent. That other percentage could go into heritage and so on. Ray, what's your view on how and what we should consider for the funding?

**Mr FOLEY** - These matters have been raised over the last 20 years, to be frank. They all have merit. However, for some reason or another they have never sat easily with the government of the day. Maybe it's the approach you make, the combined effort and people no doubt in a lot of submissions have highlighted this, or as part of their submission. It's a matter that I would support to some degree. But the government would have to accept that as part of their budgeting. They have never sat easily with them.

**Mr FINCH** - Ray, you talked about this, the way the responsibility is dispersed through various bureaucracies. Is it difficult to get a handle on how much actually might be presented by the government or allocated by the government to the heritage opportunities in the state? National Trust would get a certain amount. We know that Port Arthur gets quite a big deal. Are we able to quantify what the government actually gives?

**Mr FOLEY** - I don't know about quantifying. We know that the National Trust gets about \$200 000 a year, roughly.

**Mr FINCH** - I think \$300 000 was indicated.

**Mr FOLEY** - Prior to its collapse, I think it was under \$100 000 a year. We know approximately what the Port Arthur Authority gets. I am not quite sure how it trickles down after that, to be frank. That's why I feel it should be an overriding board that everybody submits to annually or biannually. It saves government having to go to a whole range of people and hear this and hear that. As I said, it's he who shouts loudest that seems to get the funding whereas a more intelligent, equitable approach considering



## PUBLIC

all matters for the state, for the benefit ultimately of the state and heritage tourism, should be taken into place. That isn't happening now.

That's the problem. Who do you ask? Do you ask the Heritage Commission? Do you go directly to government? What does the Heritage Commission then tell the government?

**CHAIR** - As a supplementary to that, do you think the fact that things are handled regionally through tourism organisations and the like, that ends up being a road block in collaboration?

**Mr FOLEY** - The problem is there are so many out there. Very rarely do we say somebody is being extravagant about this, but it is a situation where it needs consolidating. It may be divided into sections, local government or whatever. But really the main thing to look at is visitors coming into the state, it is the tourism aspects of it, how best a government can give that maximum value for dollar.

**CHAIR** - They come to visit the state, not the south or the north or the north-west.

**Mr FOLEY** - They don't. In a way there has been, I feel, a concentration in the southern region, but they have reasons to have it. They have MONA and some other aspects down there, Port Arthur and so forth. But equally, on the north-west coast we have all our mining facilities there. A lot of people are interested in mining and so forth and the wilderness aspects of that. Up north here, again, in earlier times we led the way with our Georgian architecture. People came to see it, beautifully restored homes that are not available on the mainland.

**Mr FINCH** - Ray, if we were to look at a quantum, with your experience and your knowledge of what might occur in mainland states, through national trusts, plus what we have here that is not being harnessed as well as it could be, what do you think would be the sort of allocation the Government might make to this area to ensure that we have a strong allocation of funds to this sector? Any thoughts on that?

**Mr FOLEY** - I am not quite sure what it is at the moment. That is the problem, I don't think anybody really knows that, because it is councils and so forth. But looking at the major sites in Tasmania, I would say in the order of about \$10 million to really do it well and spread it out over the whole region.

**Mr FINCH** - Per annum?

**Mr FOLEY** - Per annum.

**Mr DEAN** - You raised an interesting issue about the privately owned heritage complexes, buildings and businesses in this state. Brickendon is a good example of a wonderful facility that comes to mind. We were able to see it yesterday and view it, and it was a tremendous event doing that. That has a huge history behind it in conjunction with Woolmers. How can we best manage that, from your view? It is a privately owned complex, however, they have opened it up to the public at an admission fee. How can we best use that and market that for tourism in Tasmania? Any view on that, on the private ownership of properties?

## **PUBLIC**

**Mr FOLEY** - I suppose, for the private ownership it is more up to them to come up with as much as they can commercially. The state could use its promotional consolidation, if you like, to promote these properties. But if it is privately owned, I don't know. In the past, tax rebates and so forth have all been raised, but again they have never sat really comfortably with government. If it is privately owned it needs supporting, but to what level I am not quite sure.

**Mr DEAN** - A concept put to us yesterday was that really it should be done in conjunction with Tourism Tasmania and they should be involved in this. There should be special periods, for instance - and you would need to negotiate with the owners of these properties, as I understand, many of whom would be very happy to be a part. In other words, you would open up Brickendon totally, which is always open now, but there are other private properties around.

**Mr FOLEY** - Farming properties.

**Mr DEAN** - Farming properties - I am trying to think of the names of some of them - but those through Fingal.

**Mr FOLEY** - The Northern Midlands Council made a submission about that, I believe.

**Mr DEAN** - That is right, and you have seen it. That is where it came from. In other words, we should open them up for a fortnight or three weeks, and promote it - market it and bring tourists in.

**Mr FOLEY** - It is an excellent idea. The Heritage Advisory Committee has the Real Estate Institute's representative on the board. He discussed this with me last year. It is great to see the Northern Midlands Council, or their sub-committee, putting this forward. I would fully support it.

**Mr FINCH** - An idea was floated, and it might even have been discussed by Peter and Lorraine earlier this morning, about what could be done if money was available in a pool. It could be collected, as Ivan suggested, at \$2 a head, from people coming into the state. It's not a large individual amount, but it could build up into a nice pot of money. The Sport and Rec model could be used, where people apply for support for their sporting facilities. If people have a heritage-related project it could help them either retain what they have, or make something more commercially viable, or assist them with progressing a project. Applications could be assessed and support offered. This might be a role your committee could undertake.

**Mr FOLEY** - I think there needs to be an over-riding state board. All these various people out there, who do they report to? Who do they ask? Do they ask you as politicians - as parliamentarians? Do they ask their local member? Do they ask the state government? Do they ask the Heritage Commission? At the moment there are too many people to ask. If you have one over-riding board they can say, 'This submission has come to us, and it is worthy. We are going to refer it to the Heritage Commission for a decision, which we will then pass on to government'. There has to be a much narrower line of reporting. At the moment it is too broad.

## **PUBLIC**

**Mr FINCH** - Ray, in your experience, in Tasmania or interstate, has there ever been such a thing as a minister for heritage? As a portfolio?

**Mr FOLEY** - Yes, there has been. With the inaugural restructure of the board, a department was handling it. I forget who was the premier at the time, but they chopped that out. They decided not to have it, and it then came under Parks and Wildlife and something and something.

**CHAIR** - We have a minister for heritage though. I think we do now.

**Mr FINCH** - Would you care to name that person?

**CHAIR** - I think it is the Premier.

**Mr FOLEY** - I could stand corrected on that. Let me put it this way. Up until two years ago, or prior to this current Government, there wasn't a minister for heritage. There was a minister who handled heritage - don't get me wrong, there still is - but there isn't a specific department, standing alone.

**CHAIR** - No, no, it is Matthew Groom. Matthew Groom is the minister for heritage, but there is not a department.

**Mr FOLEY** - There has always been a minister for heritage but not a department. Prior to this there was a department but it was melded into what is now the Department of Primary Industry, Parks, Water and Environment.

**CHAIR** - Sorry, it is one minute to 11. We have our next witness. We need to handle the closed matter. I have other questions but we can ask them later.

**Mr FOLEY** - I am prepared to come back at another time if that is necessary.

**CHAIR** - We will do it on this occasion but let us handle the closed matter first. We need to get that out of the way.

**Mr FOLEY** - I mentioned the National Trust earlier. I am not associated with them - I am just an independent person now because my term finished. When the trust fell into disarray the government of the day insisted the current trust pick up the debts of the old trust and it was a major mistake. The reconstructed board, with the administrator, should have refused that because the government had no way to go.

The Trust will no doubt present a submission to this committee. Some of their structural problems have been caused from day one. It gets back to funding. To create a new organisation the board - not the board, but those who were involved - we should never have accepted the old debt.

**Mr FINCH** - What was the quantum of that debt?

**Mr FOLEY** - It was quite considerable - \$500 000 or thereabouts. In the end it meant selling a property. Although we went to government, we had to sell a property down the coast to partly pay for all this.

## **PUBLIC**

**CHAIR** - A National Trust property?

**Mr FOLEY** - Yes, down at Ulverstone. Also, at Richmond. As I left, we were going to sell that property, but an arrangement came through to keep the Trust afloat. This comes back to an attitude of government, and particularly the Heritage Commission, to heritage. In a way the Trust is a lead agency. Most people think it is an arm of government - it isn't, but it takes on the responsibility of government buildings. If the Trust walked away, who is going to handle them? You are going to have to sell them. Some of the attitudes the government had to heritage weren't very strong, but things have changed. There are more tourists coming in now who are interested in heritage.

**CHAIR** - Was the changeover as a result of the original National Trust going into administration? Did it formally go into administration?

**Mr FOLEY** - Absolutely. The government closed it down and had an administrator come in from Sydney, who did a very good job. I was approached by the government to be the inaugural chair of the board. It was going to be a three-year project, however one particular member who was going to take over from me had an illness problem and I was asked to take it on for another three years. During that time, I have been able to see, more closely than I did before, the operation inside the Heritage Council.

**CHAIR** - When you say you took it on for a further three years, are you talking about a period prior to the administration?

**Mr FOLEY** - No, after. I was appointed by the government to reconstruct the board - to form a board - and I was the initial chair of that board for six years.

**CHAIR** - In your submission you are saying you feel there was an issue with the new board needing to take on the old debt?

**Mr FOLEY** - It has been an anchor right through, and I tend to think it would still be today. They still need funding but it depends on the level of funding and only the government can decide that.

**CHAIR** - So, in effect, it wasn't dissolved and your submission is that it should have been?

**Mr FOLEY** - We just took on the old problem.

**CHAIR** - With regard to process here, do we now discuss whether we want to accept this before we go on to discuss it?

**Mr DEAN** - You can make the decision now if you want to, to receive this evidence in camera.

**CHAIR** - We can make that decision without Ray being here. Ray, you can withdraw and we will make that decision and we can continue with questions.

*Evidence taken in camera.*

## PUBLIC

**CHAIR** - We will recommence the hearing as open. I will ask you the question with regard to the composition of or representation of heritage organisations in Tasmania on boards. Perhaps you might like to comment on that.

**Mr FOLEY** - It is important that the board is not too large. In certain organisations they have everybody on board. There has to be a concise board. You need somebody from Heritage, Tourism Tasmania, I would think the National Trust would need to be there, the Port Arthur authority, then some people from the commercial area.

**CHAIR** - With the board you are talking about, are you talking about a new entity or are you talking about a revised entity?

**Mr FOLEY** - I would say a new entity.

**Mr FINCH** - An independent heritage tourism board.

**Mr FOLEY** - Yes. There isn't one at the moment.

**CHAIR** - But a heritage tourism board rather than just a heritage board?

**Mr FOLEY** - Yes. I do not think we even have a heritage board.

**CHAIR** - We're not talking about the age of the members on it.

*Laughter.*

**Mr FOLEY** - There is a board of the National Trust. They could be a member of the new board. Again, my point has been right through that you need to consolidate and you need one reporting authority who then reports to government. At the moment there are, how many do you count?

**Mr DEAN** - Fragmented all over the place.

**CHAIR** - We are well over time - unless there are burning questions.

**Mr DEAN** - No, Ray has covered it very well in my view and I need to look closely at the submission that Ray put in at the beginning, which he read into *Hansard*.

**CHAIR** - That will be very interesting. One last question, if I might. The deregistration, if you like, of 130 buildings in Launceston by Heritage Tasmania, do you have any feelings on whether that is a benefit or a detriment? I am interested in your reaction to that in terms of tourism in particular.

**Mr FOLEY** - I think the important buildings are covered. Certainly if there is going to be an alteration, it is going to come across the desk of the heritage advisory committee to the council. Nothing is going to happen unless that committee sees it and then recommends it to council. I feel quite safe that our main structures and our streetscapes will be kept in place. There may be one or two that fall to the side and need attention but that can be brought up.

## **PUBLIC**

**CHAIR** - Brought up with the council?

**Mr FOLEY** - With the council or will go to the Heritage Council of Tasmania who should review it. There is nothing stopping that from happening.

**CHAIR** - Thank you very much for your time. It is really appreciated. If there are any other documents that you have - if you get out of here and think you should have given us such-and-such, you can send things through to have included as part of your submission.

**Mr FOLEY** - The only thing I was going to mention was, if there was going to be a committee appointed to have a look at how other states operate, I have a lot of information.

**CHAIR** - We have received your suggestions.

**Mr FOLEY** - Thanks for having me and congratulations on pooling all this together.

**THE WITNESS WITHDREW**

## **PUBLIC**

**Mr ERROLL STEWART**, WAS CALLED, MADE THE STATUTORY DECLARATION AND WAS EXAMINED.

**CHAIR** (Mr Valentine) - Welcome, Erroll. Would you like to make your verbal submission and then we will ask some questions?

**Mr STEWART** - I had a look at the definition of 'built heritage' in its capacity of what it means to tourism and also looked at four projects I have developed over a period and tried to reflect on whether that has made a difference from the tourism perspective, and I doubt it has much. Built heritage includes cathedrals, cemeteries, factories, fences, museums and markets. It can also include precincts and streetscapes. I tried to identify from a tourism perspective how I thought that made a difference.

If you look around the world, particularly if you go to Rome and look at some of the heritage buildings, cathedrals and auditoriums, it is a massive tourism attraction. You can do it in every city in the world. It doesn't matter where you go, particularly across Europe there are some fantastic examples. We probably haven't grabbed that as well as we could have on the island. I drove to work this morning thinking about it and I tried to look up because if you look up you see some fantastic things. There are some magnificent examples of facades but you rarely look up and see them. If you look at some of our cathedrals in the city, they are hidden a bit. There are some very nice examples of cathedrals but they are not massively prominent.

To answer the question, I asked are they moderate, do they represent a high value, or a very high value? If you look at QVMAG, is it a high-value tourism asset to the eye? It should be but I don't think it is. If you look at the museum around the corner, it is a beautiful building but it is in a shocking location. Does it pull tourism to Tasmania? I don't think it has a high value, I think it has a moderate one.

If you look at MONA, a different form of museum, it has a massively high tourism pull to the eye, as does Salamanca market. Salamanca market is probably the only market that has that clout. The Launceston market is starting to grow, and it will grow. You see lots of markets around the country, not just Tasmania. If you go up through Queensland and go to every little city, there will be a market on the foreshore. There are lots of them at Coolangatta at different times of the year and they are an attraction to tourism. Those sorts of things attract tourism, some much better than others.

If you look at my Charles Street operation, my motor business, it is one of the oldest industrial buildings in the country. I was very proud not to pull it down and we have redeveloped it. Internally, it is a gorgeous building and I am very proud of it, but do any tourists every come and see it? Probably not. I also developed the cottages down here which I gave to the National Trust. They couldn't develop them because they ran out of money so I bought them back and developed them and resold them.

I am proud that I have done it. I didn't make much money out of it, but that is probably irrelevant. Does it have any appeal to tourism? Probably not. I hate to say it but I developed Albuera Street School. It was an old school, which was owned by the government and I bought it from the government. I put it back to almost exactly how it was and I'm really proud of that too, but is it a tourism asset? Probably not.

## PUBLIC

If you go over the road to Battery Point, that is a definite precinct that has a tourism iconic pull, probably because it's been developed by the council of the day or of an era. They have developed things in that region, Salamanca, and it's extended to Battery Point. Battery Point is definitely a tourism asset, very much so. There are not many on the island like that.

Everybody would like to develop that. Hobart, being the capital, has more people and it does have some quirkier, lovely buildings. There are not many places on the globe that have some of the buildings like those along Salamanca, and behind it. There are a few but not like it.

You have to assume that from an overall point of view that if you can keep buildings and if you can develop buildings, there is a conservation value and a really important tourism value. How many people go out and have a look at Clarendon? I've been probably half a dozen times in 20 years. If friends come over and say, 'What are we going to go and look at', would you say, 'Why don't you go to Clarendon versus you could go for a walk up The Gorge.' What is the most important thing? In every boardroom I go to, and I go to a few, they say, 'Have to come down to Tasmania, have to go to MONA.' That is the one single key thing they want to go and look at.

**Mr DEAN** - Either that or Port Arthur.

**Mr STEWART** - No, I'd say it is either that or Salamanca. The tourist stats will probably tell you which is the next best one to MONA, but I'd probably say it's Salamanca rather than Port Arthur. I might be wrong. Port Arthur is probably the most strategic colonial asset we have. Perhaps some of the buildings around South Hobart because some of the buildings around South Hobart and Hobart are extraordinary, in my opinion.

**CHAIR** - What is your take on the value or otherwise of retaining intrinsic value of a heritage building as opposed to repurposing it and possibly taking away some of that heritage value, if you understand my drift?

**Mr STEWART** - I think you need to get an outcome. There isn't much point in having - as you can see just over the road with the C.A. Smith building - it sit there for 25 years and not get an outcome. That has been very bad for the city. Not just for the city, but it is the gateway to the city and it doesn't matter which way you come in. We have this quite outstanding site that has been very hard to develop and two or three guys have had a crack at it and haven't been able to get it up. You have to balance an outcome with what you should keep.

Some people's gut feeling says, 'I want to retain something and be proud of it,' and other people say, 'I couldn't give a continental.' It has to be a balance. You should try to keep it if it is possible, but you still have to look at an outcome. What is the outcome? If we say you cannot do anything to that building, that has to stay exactly in that format, and if it stays there for 20 years. There are good examples - Michael Newton, in the paper this morning, standing in front of his couple of little cottages down the road.

When we developed a site down here we pulled down a couple of old cottages and council could not give me a permit quick enough and Lionel forgot to put a reply in and



## PUBLIC

he was too late. In hindsight, would I have done that again? Probably, because they were in the wrong position and it would have been very hard to retain them and leave them in the middle of nowhere land. They had become an island, if you like, and then we have the big commercial developments. Probably if you go back to when they built the Sydney Harbour Bridge they had to pull down a lot of little heritage cottages on either side. There has to be a balance. What is the outcome? The city still has to grow.

**CHAIR** - Further to that, what I'm asking from your experience is whether the intrinsic value of the heritage building, if you are talking about tourism, more important to people, that they have as authentic an experience as possible, or is it more about what that building is delivering in terms of services to them as a tourist?

**Mr STEWART** - I would say not. Again, if you hark back to the C.H. Smith building, it would have been much better to have pulled it down and built a really great hotel there, or a good vibrant business operation in whatever form, rather than keep a couple of facades that can only be described as okay. There are plenty of others around and they are not outstanding examples. They are okay, but the building itself is just some timber floors and some trusses. They are not outstanding buildings. You probably have to consider what is the best outcome?

I had a look at a building in Hobart recently - a beautiful white building that has another white building beside it. It is a home. I thought I could buy that and maybe pull that down and really concentrate on the home. Would I have got that bit pulled down? Would they have let me, being the Heritage Council or local council or whoever it might be? It probably would have been a difficult request, I think, to get up, but it would have made the house really grand. It would have been a bit of an iconic house. It is worth pulling that bit down to make the house good.

Everything is probably horses for courses. Would you have let them pull some really great sandstone buildings down in Hobart? I don't think so either. Probably not.

**Mr DEAN** - On C.H. Smith - if it is developed and it is retained as the current development application requires, will it, in itself, become a tourist attraction? Will people flock here to Launceston to see it? I don't think so.

**Mr STEWART** - Probably not. But they won't flock here to view it if it's developed like it is, because it does not have enough natural attraction. If you look at the church that Jodie and Graeme Verhey have taken over, I personally think they are better to leave it unpainted because that is now part of its natural attraction. It is a beautiful place, and beautiful place inside. Do tourists go and look at it? I don't know, probably not.

**CHAIR** - I reckon a lot of photos would be taken of it.

**Mr STEWART** - I don't think it is iconic, but a lot of people come to Launceston and they say it is a beautiful old city with some fine examples of heritage buildings. And it has. We should try to develop that as much as we can, within reason. But some things we build are terrible, and some things are good.

**Mr FINCH** - I am thinking about our rural villages - like Richmond, Oatlands, Ross, and probably to a lesser extent Campbell Town. We have to try to retain the streetscape and

## PUBLIC

the buildings in those villages. That is where tourists can come and experience colonial architecture. We have those good examples in Tassie.

**Mr STEWART** - I don't think many tourists would come to experience Ross or Oatlands. Richmond is a little different, because they have probably done it better. It is off the beaten track and they have perhaps concentrated more on tourism appeal.

Although, it is important to keep those colonial villages like Ross and Oatlands. Every 10 kilometres, or 10 miles, is a colonial station where the horses could get watered. That is how we grew up, isn't it? But unfortunately those little towns are dying, aren't they? That is just not Tasmania - it is probably a world phenomenon. Everybody wants to go into Melbourne metropolitan city or to Hobart or to Launceston.

I was born in Smithton, and now all my cousins want to come to the coast and get out. The problem is they cannot get out because there is nobody to buy their properties, which is a bit sad. The majority of the young people -

**CHAIR** - It is a reality.

**Mr STEWART** - It is a reality - that they are coming to the major cities.

We should try to retain those villages, but is it feasible? Can you keep the Ross Hotel and make it work? It has been broke a couple of times. It starts again. Commercialism plays a part in this, doesn't it? It's very hard to develop old buildings and make them work commercially. We want to keep our built heritage - we don't want to burn it because it does have tourism potential.

**CHAIR** - It is the competitive edge, isn't it?

**Mr STEWART** - Yes. But we still want to get an outcome, don't we? We still need an outcome. You don't want a C.H. Smith building sitting empty for 25 years. That's a really bad outcome.

**Mr FINCH** - The original thrust with John Millwood [TBC] was the streetscape. That's what he was trying to retain with the C.H. Smith building. Of course, without development the community is over it. For 25 years it has been an eyesore.

**CHAIR** - What is the status of that project? Has it been redeveloped now? I'm sorry, I haven't kept fully -

**Mr DEAN** - It's partly started off again, but there is a hold up now because of the cordial factory at the back of it. They want to separate that from the development application they have. I think the council are going to approve that. They are going to separate part of it off to allow them to continue to develop it in the way that has been approved.

**Mr STEWART** - They would sell it in a flash if somebody would pay the money. It's a difficult site to develop because of the constraints. In fairness, the Heritage Council has to look after our conservation and heritage baggage. They have a job to do and -

## **PUBLIC**

**Mr DEAN** - Do you believe the Heritage Council - Heritage Tasmania - is doing enough to promote businesses, buildings and developments in this state with Tourism Tasmania? Is there enough connection between Heritage Tasmania and Tourism Tasmania in promoting what we have here?

A good example is your new development at George Town. The Pilot Station and other attractions at George Town don't really feature anywhere in Tourism Tasmania's publicity and marketing in this state. Do you see -

**Mr STEWART** - I think your question was about the Heritage Council to start with, and then it became tourism.

**Mr DEAN** - I'm trying to connect the two.

**Mr STEWART** - I don't think they're connected though.

**Mr DEAN** - One reason this committee was set up was a perception that there was not sufficient connection between Heritage Tasmania and Tourism Tasmania. In other words, the wonderful heritage we have in this state wasn't featuring enough in the promotion of Tasmania and in efforts to bring tourists into the state. There was seen to be a breakdown between the two entities.

**Mr STEWART** - There is no connection between the two bodies, is there? One is tourism and one deals with heritage. I sat on the Heritage Council for two or three years. We were never connected with the tourism groups because our job was to look at heritage issues and listings and whether people could redevelop heritage sites. There was not much connection at all with tourism. I don't know if that's their charter.

**Mr DEAN** - Shouldn't it be though?

**Mr STEWART** - That is another question.

**Mr DEAN** - That's the question I'm asking. Shouldn't there be a connection? A lot of tourists are coming to this state, and a survey about five or six years ago showed that 62 per cent of tourist visitors were here to look at our heritage - our buildings, and other heritage in this state. It was one of the main reasons for their visit. As opposed to wineries - 14 per cent of the people surveyed said they came here to visit our wineries. Heritage features very high on the attractions list for people visiting this state. That's why there ought to be a very strong connection between Heritage Tasmania and Tourism Tasmania.

**Mr STEWART** - I don't know whether those stats would stack up today - whether they would still be the same. I doubt they would. Take the Low Head Pilot Station for example. The problem with the Low Head Pilot Station is that there is nothing there other than some nice buildings. They are unusual. I have been through them many times and I have always thought, 'What could you do to make this work?'. Not enough people go there. Yes, they are attractive -

**CHAIR** - Is that a lack of interpretation, do you think? What's your take on why that -

## **PUBLIC**

**Mr STEWART** - It is the end of the road, Rob. It is a bit like -

**CHAIR** - It is not on the road to anywhere else.

**Mr STEWART** - If you could go via Ross and keep going to Hobart, or if you could just get on the bridge and go over to the mainland, it would be fantastic. People would be going to look at them all the time. It is the end of the line and you have to do a U-turn and come back, and there is not much to look at on the way back.

**CHAIR** - And yet it is the second-oldest built European heritage.

**Mr STEWART** - That probably answers the question then, doesn't it? It is the second-oldest thing known and nobody goes in and has a look at it. It probably answers the question that some people could not give a continental about going to look at built heritage places from a tourism perspective. From a cultural perspective and our heritage perspective, yes, we should keep them, but will that be an attraction to get people to go to Low Head? A few, but again, is the probability moderate, is it high, is it low? I do not think you are ever going to change that. You are never going to get thousands of tourists to go to Low Head and look at the pilot station, in my opinion.

**CHAIR** - I am conscious now that we have to be in Burnie by 2 p.m. I do not know how long it takes to get there. We need to wrap it up unfortunately and we apologise for that.

**Mr DEAN** - If I could just throw one question to Erroll, just to see if he has a view on that. That is the funding of our heritage in this state, its maintenance and keeping it in good condition. Do you have a view on how it ought to be funded? We keep saying the government should be responsible but very clearly they do not have the funds to do that. It has been suggested that we should have a lottery; you might have heard about that in your travels and when you were part of the Heritage Council. It has been suggested that every person coming into Tasmania as a tourist should pay a levy when they arrive at the ferry terminal or at the airports, a \$2 levy or a \$1 levy or whatever it might be. Another one is that persons booking accommodation should also pay a \$2 levy on top of that perhaps and this money should go into Treasury or wherever and be available to heritage buildings. Do you have a view at all?

**Mr STEWART** - I have a very strong view on that. You definitely do not want to do that. You definitely do not want to penalise the state by putting adverse taxes on tourism or those flying in or boating in. It is done all the time now, Ivan, in every other form. There is a penalty for the fire department, there is a penalty for the water department, and there is a penalty every time you get a permit. It costs you \$50 000 to get a permit now because everybody has to get their little slice. All this does is make our tourism uncompetitive so I would be vastly against that sort of thing.

At the end of the day, the government has to look after what it can. The Heritage Council has some money to help a little and individuals who own properties should do it themselves. The problem is, there is not enough money in the world to go round. Everybody wants some money. Council wants some money to do these things and that body wants some money to do that. Tourism wants money to do this. We probably just have to accept that you cannot keep putting money on everything and saying we will fix the world. Unfortunately, there is a lot of demand on money.

## **PUBLIC**

**CHAIR** - That is an interesting view on that. Thanks for taking the time, we really appreciate that. It is important that we get views from all angles. Yours has certainly added to that today.

**Mr STEWART** - Pleasure. Enjoy your trip to Burnie.

**Mr DEAN** - And your premises down there, Erroll, should be sold more, in my view. Rob ought to, if he gets a chance, go inside into your building and see it, JMC, it is a wonderful building.

**CHAIR** - I have been past it and had a look.

**Mr DEAN** - But inside. You have to go inside and see how Erroll has retained the interior.

## **THE WITNESS WITHDREW**