

Built Heritage Tourism Forum, Longford

25-26 August, 2017

On behalf of the Board of Woolmers Foundation Inc., I would like to inform you about an event to be held in August which will be of interest to you and your community.

The heritage tourism sector is a significant component of Tasmania's attraction for tourists, however it is recognised that the expectations of tourists are changing. The sector needs to work collaboratively with all its stakeholders to ensure optimal outcomes for individual sites, the industry as a whole and the Tasmanian economy.

The idea for the Forum came from the Legislative Council's Inquiry into Built Heritage Tourism which you may have contributed to or read about. Among its findings, the Inquiry concluded:

1. *The contribution that built heritage tourism makes to Tasmania is significant and is expected to increase.*
2. *There is a perception that the management and promotion of built heritage in the tourism sector has suffered from a lack of coordination and leadership.*

The Inquiry also made a number of recommendations including:

1. *That the current contribution that built heritage tourism makes to tourism in Tasmania be better recognised.*
2. *The Government work with relevant bodies to coordinate an annual forum for the heritage tourism industry.*

Following discussions with the Premier of Tasmania, Hon. Will Hodgman MP, who supported the concept in principle, discussions have been held with a number of organisations which have agreed to provide support for the Forum.

The timing of the proposed event is significant - 2017 is the Bicentennial for Woolmers Estate during which a number of events are being organised at Woolmers and at other locations.

The program for the Forum is currently being finalised, including a panel of expert presenters.

In terms of your support of the Forum, I would be very grateful if you could make the Forum known to your organisation, its membership and others in the heritage tourism industry. Also, your attendance at the Forum will enable a broad contribution to the issues to be discussed. I seek your support in promoting the Forum to the community through your various communication channels.



WOOLMERS ESTATE
EST 1817

Details such as locations, the final program and registration fees will be finalised in the near future, at which time I will be in contact with you again. In the meantime, if you would like to be kept informed about or have any questions or suggestions about the Forum, please send me an email (see below).

Thank you for your support of this event.

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TOURISM AND HISTORY - REALISING ITS POTENTIAL

BUILT HERITAGE TOURISM FORUM, LONGFORD

25 & 26 August, 2017

Partners: National Trust of Tasmania; Brickendon; Government of Tasmania through the Tasmanian Heritage Council and Heritage Tasmania; Northern Midlands Council; Port Arthur Historic Site Management Authority; Royal Tasmanian Botanical Gardens.

Conference Themes:

1. *Visitors – Who to attract, how and why?*
2. *Conservation – Looking good – at a cost?*
3. *Interpretation – What works and what doesn't?*
4. *Attractions and presentation – Static or moving?*
5. *Partnerships – Successfully working together*

The following presenters are confirmed:

Thomas Perrigo, CEO, National Trust Australia
Hon. Rob Valentine, MLC (Chair of the Legislative Council Inquiry)
Prof. Can Seng Ooi, Cultural and Heritage Tourism, UTas
Martin Green, Learning and Interpretation Manager, Old Melbourne Gaol
John Wadsley, Heritage and Planning Consultant
Nick Heyward, Chair, Arts Tasmania
Dr. Michael Pearson, World Heritage Planner
Matthew Smithies, National Trust Tasmania
Brett Torossi, Chair, Tasmanian Heritage Council
Chris Griffin, Tourism Northern Tasmania
Sharon Sullivan, Chair, Port Arthur Historic Site Management Authority



Woolmers' Bicentennial 2017