



WOOLMERS ESTATE

EST 1817

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, your members and the community in general.

The idea for the Forum came from the Legislative Council's Inquiry into Built Heritage Tourism which recommended, inter alia:

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.*

The full transcript of the Inquiry's report can be seen at:

http://www.parliament.tas.gov.au/ctee/Council/GovAdminB_HeritageTourism.htm)

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

I would be very grateful if you could make the Forum known to your organisation. Its membership and the broader community. Your support in promoting the Forum to the community through your various communication Channels would be very much appreciated. Maximisation of attendance and input is essential for a successful Forum.

The Forum has been arranged to ensure that most of the time available will be used for discussion concerning the following five themes:

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

With Tasmanian and interstate participants, it will ensure that these themes can be discussed in terms of the practical and pragmatic planning and management of Tasmania's iconic built heritage sector.

If you have any queries, please contact Sue-Ellen Groer at Woolmers on 03 6391 2230 or sue-ellen@woolmers.com.au

Yours sincerely

David Hudson (on behalf of the Board of Woolmers Foundation Inc.) 25 May 2017