



WOOLMERS ESTATE
EST 1817

Bicentennial 2017

**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. *Marketing – 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*

	Activity	Where
FRIDAY		
25/8		
10.00 am	Registration and Morning Tea	Longford Town Hall
10.30 am	Official Opening	
10.45 am	Guest Speakers – Built Heritage Tourism – What Next??	
11.15 am	Workshop: Marketing OR Interpretation	
12.45 pm	Lunch	
1.30 pm	Workshop: Attractions and Presentation OR Partnerships	Woolmers’ Visitor Centre
3.15 pm	Afternoon Tea	
3.45 pm	Built Heritage Tourism in Tasmania – Next Steps??	
5.30 pm	End of sessions	
7.00 pm	Conference Dinner – Guest Speakers	
SATURDAY		
26/8		
9.00 am	Workshop: 1. Conservation	Brickendon
10.30 am	Morning Tea, incl. tour of Brickendon	Brickendon
11.30 am	Workshop: 2. Conservation	Woolmers
1.00 pm	Lunch – incl. tour of Woolmers	Woolmers’ Visitor Centre
2.30 pm	Close of Forum – Future Steps	Woolmers’ Visitor Centre