

29 March 2018

Hospitality and Heritage Tourism Submission
Department of Primary Industries, Parks, Water and
Environment
Heritage Tasmania



Australian Institute of Architects

To whom it may concern,

Thank you for the opportunity to comment on the Hospitality and Heritage Tourism discussion paper (the discussion paper).

The Australian Institute of Architects (the Institute) is the peak body for the architectural profession in Australia, representing 11,000 members. The Institute works to improve our built environment by promoting quality, responsible, sustainable design, and its members are highly skilled at providing sensitive, well-considered projects that integrate and enhance the unique characteristics of our natural and heritage context.

The Institute has been an active advocate of heritage conservation since the 1930s and has produced the seminal national Register of Significant 20th Century Buildings. The Institute has also produced a comprehensive heritage policy and has heritage committees in most states and territories and, at a Tasmanian level, participates in the ongoing dialogue surrounding heritage through the sustainability and heritage categories of the Institute's annual Tasmanian Architecture Awards and the annual staging of Open House Hobart. This entirely free community event aims to take visitors behind the scenes of a variety of Hobart's buildings, including many of our heritage tourism assets, to encourage community engagement, cultivate civic pride and promote the built environment as a tourist asset. The Institute also made a submission to the Legislative Council's Inquiry into Built Heritage Tourism in Tasmania in February 2015.

While the Institute acknowledges that the discussion paper is aimed primarily at tourism and hospitality operators, we would like to underline our support for the development of a collaborative framework to help grow heritage tourism, tools and training to support branding, marketing and creation of authentic experiences, and analysing the value of historic heritage tourism in Tasmania.

Having played an important role in the development of projects that are now must-see tourist attractions, the architecture profession endorses this collaborative approach and the Institute would like to be involved in any way we can. We agree that greater knowledge of our history and heritage and accessibility of this knowledge will assist individual operators, business organisations and communities and, potentially, have far-reaching benefits for all sectors of the community. We also commend the discussion paper for identifying that 'story is the product' and the emphasis on authenticity.

We believe Tasmanian property owners value their heritage places more than ever, with the architecture profession increasingly involved in heritage projects across scales and type, including alterations and additions and adaptive re-use. In addition, an overwhelming majority of Tasmanians who undertook the Institute's 'What About Hobart' survey in 2017 identified built heritage as one of the city's most valued elements, with the built heritage setting within a magnificent natural landscape also identified as unique.

The Institute believes Tasmania's point of difference can be emphasised by developing a compelling story around the joint themes of produce, place and destination, capturing the unique cultural tourism

and development potential that arises from having site-specific hospitality within the state's built and natural heritage tourism destinations. The stories that Tasmanians tell about their lives and the island serve to not only convey our local character for marketing purposes but also identify the elements of existing character that Tasmanians value highly and that constitute the Tasmanian tourism brand.

The Institute supports the partnership between the Tasmanian Heritage Council, Tourism Tasmania, the Tasmanian Archives and Heritage Office and the Tasmanian Museum and Art Gallery, and the resulting prototype of an online tool providing access to data from the Tasmanian Heritage Register. We believe designing this tool kit for all community members to use will be a good step towards improving access to the state's history and heritage stories, and we would encourage the inclusion of archives and state library resources to help raise the profile and value of the heritage experience. We see value in part of the strategy encouraging the recognition of a wider range of heritage places across the 20th Century and adaptive re-use projects. The Institute's Register of Significant 20th Century Buildings identifies many of these buildings and the Institute would be happy to share this information.

We want to champion heritage within tourism and, more broadly, in our community. As such, we support strategies that engage with the wider community and social media campaigns that augment the proposed website. Storytelling on social media is a tool used by Open House Hobart and has proven highly successful at increasing engagement with members of the public.

We also agree that further detailed analysis of heritage visitors in Tasmania would help develop an understanding of tourism trends relevant to Tasmania and support the impetus for appropriate investment in heritage tourism and heritage buildings.

The Institute would be delighted to be involved in these types of projects to help maximise Tasmania's built heritage tourism potential and we would be happy to meet to discuss working together with the Tasmanian Heritage Council and tourism operators.

If we can be of any further assistance, please don't hesitate to contact us.

Kind regards,

A handwritten signature in black ink that reads "Yvette Breytenbach". The signature is written in a cursive style with a period at the end.

Yvette Breytenbach RAIA
President, Tasmanian Chapter,
Australian Institute of Architects