



## TOURISM AND HISTORY - REALISING ITS POTENTIAL

### BUILT HERITAGE TOURISM FORUM, LONGFORD TASMANIA

25 & 26 August 2017

*Woolmers' Bicentennial 2017*

*The built heritage 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.*

*To be held at the Longford Town Hall, and the World Heritage listed Brickendon and Woolmers.*

#### **Forum 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*

#### **Participants will include:**

*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*

*Nicholas Heyward, Chair of the Tasmanian Arts Advisory Board*

*Dr. Michael Pearson, World Heritage Planner*

*Prof. David Adams, Community, Partnerships and Regional Development, UTas*

*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*

*Stewart Moore, CEO, Earthcheck*

#### **Thanks to our 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.*

Enquiries to Sue-Ellen at Woolmers Estate:

Email – [sue-ellen@woolmers.com.au](mailto:sue-ellen@woolmers.com.au)

Phone – 03 6391 2230

Website – [www.woolmers.com.au](http://www.woolmers.com.au)