



Tasmanian Heritage Council

Tasmania's Historic Heritage Brand Project - The Journey So Far

21 December 2016

Thank you

During 2016, the Tasmanian Heritage Council embarked on a number of projects identified in our Strategic Plan. One of these was the Tasmanian Historic Heritage Brand Project.

We invited people with an interest in Tasmania's historic heritage to participate in understanding, creating and evolving a brand for Tasmania's historic heritage. A brand is a promise – it tells people what they can expect to experience, and it comes from what people say about the experience when you are not in the room.

We want to build a brand for the Tasmanian Heritage Experience that members of the Tasmanian heritage community can use to present a united voice that will bring our historic heritage to life.

Many of you have already participated in that process. More than 200 people responded to a survey to identify the values that you want to see associated with the Tasmanian heritage brand, and over 30 people came together in workshops to distil the outcomes.

On behalf of the Heritage Council, thank you for sharing your thoughts and your time. I would like to share with you what we have heard, and how the work is progressing.

Brett Torossi

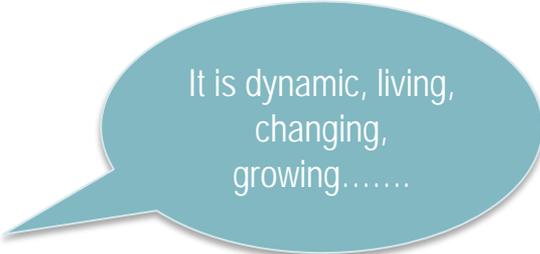
Chair, Tasmanian Heritage Council

What we have heard

- The past concepts of the brand were all about the buildings and the places – the bricks and mortar.
- The future heritage brand is about the places **and** the **stories** connected to the buildings and places.
- The stories are **real** and create a **sense of place**.
- They bring relevance and life, and create experience and meaning.
- The stories connect all of us to what we have created over time – they create a sense of belonging.
- They connect us to Tasmania's unique journey – we become part of the story, and the experience becomes part of our story.
- This helps us to understand their value, securing a sustainable future for our historic cultural heritage.



It isn't static



It is dynamic, living,
changing,
growing.....

It is our story

The Tasmanian Heritage Experience is *the* experience that connects people with the unique Tasmanian story (people and places).



The
experience

The voice

The **Voice** tells the **stories** that gives life to the places.

When we experience Tasmania's historic heritage, we become part of the story – no matter who we are, or where we are from, it becomes **our** heritage, our place.

What happens next?

We are working with this information to build a tool kit that members of the Tasmanian heritage community can use to tell the story of their own unique place in their own way.

By building a shared, coherent voice, we can ensure that all those diverse experiences have a common thread, and together raise the profile and value of the Tasmanian heritage experience.

The next steps are:

- A small working group is developing the Voice and the Tool Kit;
- We will test ideas with our stakeholders in early 2017 to ensure that the outcomes are meaningful and useful to the heritage community;
- We will launch the brand and the toolkit later in 2017.

We will have further outcomes to show you in 2017, and look forward to your continued involvement.

If you would like to be involved, have questions, or want further information please contact Ester Guerzoni, Heritage Tasmania:

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