Acknowledgment

The Tasmanian Heritage Council acknowledges the original owners of this island ‘lutruwita’, the Tasmanian Aborigines, who have been here for countless generations and continue the legacy of their Ancestors. We pay our respects to them and their culture, and to Elders past, present and future.
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Imagine a unifying voice that celebrates the many stories wrapped within the fabric of Tasmania’s historic heritage places. Voices that stir emotional connections and bring these places to life. Stories that encourage people to visit, connect with, and participate in, the Tasmanian heritage experience.

In 2016, the Tasmanian Heritage Council reached out to our community of interest to explore how we might work together to create a vibrant new way to showcase the diversity and richness of Tasmania’s historic heritage places. Our aspiration was to increase appreciation of the true value of these places and a deeper understanding that investing in their very existence and future use will generate enduring social and economic benefits for our island home.

We sought to elevate interest and pride in these places by focusing on the sense of place evoked and the role this could play in defining what makes Tasmania so very special. By sharing our stories of connection we hope visitors will see Tasmania in a new light and choose to visit us and our heritage places.

Thank you to the many people who joined us on this exploration and graciously shared their passion, knowledge and insights. The experience has been inspiring and engaging. This book is a celebration of that journey; a way to thank everyone for their energy, thoughts and time.

It is also a means of sharing some of the stories that came to light – reimagined with words and illustrations that slowly and gently draw you through each page, moving beyond the facts and figures, allowing you to breathe, reflect, and tap into the very essence of the place and its voice.

These story-telling examples reflect a point in time. Like our historic heritage places, they are not static. The stories will change and evolve as deep conversations stimulate new feelings and spark different responses from different people. They will grow as more information is revealed and new chapters are written.

We invite you to reflect on these examples and think how you might reimagine your favourite heritage place. What story would you choose? What voice will it have? Will the voice be reinvented through ephemera, photos, art, interpretive dance, film, drama? There is no right or wrong, simply your own curiosity and heartfelt response.

This book represents one chapter in our journey. We will continue to work with our community of people who care about and value our heritage places to create a toolkit that we hope will inspire and empower others to reimagine their stories. We look forward to continuing the journey with you.
BACKGROUND

In Tasmania we live, work, eat in and walk past heritage places every day. But we sometimes take our heritage for granted. This leaves our historic places and our history at risk.

When we don’t understand or feel the value of our heritage, we’re one decision away from losing it forever. We want to understand and strengthen our emotional connections to our heritage places.

The Tasmanian Heritage Council worked with property owners and operators to design a new way to bring our significant places to life, to build a sense of place and an appreciation of the need to invest in, protect and value our rich heritage. Over 180 passionate Tasmanians from across the state participated in creating ‘The Voice’. This book will help all of us create and appreciate the personalities and the stories of our places.
The Tasmanian Heritage Council invited the heritage community to share their views and stories. We received 186 written responses.

We heard that we should move away from stories about bricks and mortar to the stories of peoples and events which bring relevance and life to a place.

We joined together in workshops to tell stories and explore our shared values. The stories were about places of immense importance to our community, places we love.

We talked about how fortunate Tasmania is to have so many heritage places. What binds them all? As a community we identified our common need for a voice. A voice that is owned and made real by the Tasmanian heritage community.

We tested ‘The Voice’ concept at a workshop in Campbell Town and agreed that we could create something extraordinary.
Our community wants to move from a focus on protecting heritage buildings to creating a sense of place.

A sense of place means visitors experience a personal, emotional connection with Tasmania’s historic heritage.

A building has a life. It has a personality. It has moods and character traits. We feel something when we see, smell, touch, and experience it.

Stories allow us to bridge the gap between a physical object, its history and its personality. Stories are more than facts and dates. They allow us to enter the life of a building, a place, and the people who created and cared for it.

_ Personality, Story, and Voice_

We express our personality physically: in the clothes we choose to wear, the way we take care of ourselves as we age, the way we stand. We reveal ourselves in our story, how we came to be where we are. Stories are about choices and changes, conflict and drama.

The way we choose to express our personality and tell our story comes together in our voice.

Our community chose ‘The Voice’ as a missing and crucial element in the way we express the personalities of our heritage places and the way we tell their stories.

It’s fascinating to describe the physical attributes and sensual details of these places. The stories can be just as compelling. Some will be gender specific. Some aged, some young. Some accented, some cultivated, some rustic. Some contemporary and some historic.
We should be as honest as we can be about the way we feel about our heritage places. What’s important is uncovering the authentic nature of the place, the sense of connection, the ability to inspire and the evolving nature of our heritage landscape.

Every person can tell a story and evoke a voice. ‘The Voice’ expresses an understanding of, and passion for, a unique heritage property. The broader collection of voices can unite us as a community.
This book is a call to action for the heritage community to join us on this evolutionary (and somewhat revolutionary) journey.

Our vision is to build a web-based toolkit with a detailed step-by-step process to help you create the story and voice for your own property.

The toolkit will help you to build your story and share it. We want it to be easy, enjoyable and inspiring to bring your property to life.

Together we can build a repository of stories to share with all who want to immerse themselves in the richness of Tasmania’s heritage.
Creating the voice

We can always describe the physical features of a heritage place and where it lives.

However, it goes beyond bricks and mortar. The value of the heritage experience lies in the stories of the people who created, used, lived in, worked in and are connected with these places.

• The colonial sites that are woven with Aboriginal and historic heritage values
• The migrant workers who built the hydroelectric system
• The couples who married in the local church
• The people who struggled and failed to tame the landscape
• The darkness of our history

The toolkit will be designed to guide and enable you to tell your story...

What is your place?

Who has the perfect voice to tell its story?

What are the essential qualities of the voice you have chosen – tone, style, accent ...?

What is the story that it tells?
_How it will work_

_1. Uncovering the story_

Begin with the data, the facts. You can embed the facts within the stories. They can come from multiple sources: direct interviews, historic records, oral narratives, memories, and from people's experiences.

By enabling people to share their experiences they add to the story. Follow your curiosity.

We go on a journey of discovery with ups and downs, successes and failures. In the end we come to a feeling of resolution.

We can get at the larger idea through the particular changes and choices of individuals over the years.

_2. Creating your story_

Every place will have many stories. We can’t tell them all. Consider your audience. Find the one that will engage others.

Start with one story and develop it. Write it, read it aloud, share it. Test it on people. Try it on children. Don’t try to build multiple stories at the same time. Seek simplicity. Now try another.

Find the one story that seems to say it all. When you and others who know and love your heritage place are happy, let the narrative sit.

When you have the story that most engages, distill it to its essence. Most of the work in storytelling is in re-writing, not writing.

_3. Finding your voice_

Identify the place and its physical attributes. Describe it: the look, the feel, the sounds, the smells.

Make notes about it. What feelings does it evoke? Is it strong and confident? Quiet and reflective? Is it all about joy or is there some pain? Are there secrets to be revealed?


_4. Sharing your story_

There are many ways to share your story and ‘voice’. Print, video, through drama, apps, websites and social media.

In the future we can work together to link our stories through the Toolkit’s online platform to create a unified voice for the Tasmanian Heritage Experience.

We’ve given some story-telling examples on the following pages.
_ STORY-TELLING EXAMPLES

Follow your curiosity...
Today I am a stately old dame, but what times I have had! My location at the mouth of The Gorge was chosen so I could work nose to grindstone, a milling powerhouse of corn and wheat. But for many years my most lucrative product was the water itself, stored in my silos and carted far and wide to Launceston residents.
I have had a long procession of owners and engineers keen to court me. They rebuilt and refurbished me. Milling requires continuous innovation. My wooden wheel was long ago replaced, first with iron, then again with a Gansz procedure. My bones have allowed me to move and shake with the times and my practical concrete slip was an Australian first.

I have waded the floodwaters of the Tamar on numerous occasions, but as a woman of practical means, I have dried myself off and gotten back to work. Fire too has lit me up, but not extinguished me.
My façade has changed as the decades have passed, drawing to me artisans, dancers, politicians, entrepreneurs and restaurateurs. My waterside view remains sublime. Today I am worldly and venerable. My beams and floors rumble with the patronage of those who love good food and wine. I’ve had many adventures, but I have always stayed true to who I am. I am a purveyor of the best Tasmania produces.

Imagine the voice of

Meryl Streep

vibrant, witty and wise
I am a place of inspiration. Almost unchanged since my famous owner, John Glover, took up his land grant in 1832, here are the same hills, the valley floor and trees patterning the vista.
Back then, far from his home, Glover admired the wide, open pastures that reminded him of England and her parklands. But the landscape before him had actually been managed over centuries by Tasmanian Aborigines – the original people of ‘lutruwita’ – using traditional land and fire management practices.
Here Glover found the world he’d paint. Here he observed the unique light and colours of his rural haven, bringing a new realism to all he painted, conveying Tasmania as none before.
Here Glover died and was buried in December 1849. This is my legacy too. Because of art I am distinctive and recognisable to people across the world. I am a place of both ancient ways and colonial history, a place to ponder creativity and the complex history of Tasmania.

Imagine the voice of
Cate Blanchett
reflective, respectful, timeless
I was the genesis of a whole industry. For most of sixty years, I lit up Launceston. You find me here above the great boulders and rushing waters of the South Esk. I was the people’s power – a first in the southern hemisphere.
I am a feat of engineering and human ingenuity. I survived floods and have been rebuilt. Discover me across a suspension bridge twice swept away in wild floods. I can feel cold and remote. Yet here in this deep gorge, listen to the forests that surround me. Imagine the men who worked here. I paved the way for all of Tasmania’s remaining hydro schemes. Think of the minds that dreamed me up and made me happen. When I was alive with purpose from 1895 - 1955, people said of Launceston that she was the best-lit city in Australia.

Imagine the voice of Chris Hemsworth

strong, proud, genuine
HOBART CEMETERY

I have collected the lives of rich, poor, young, old, beloved, mothers, heroes, rebels, sons, fathers, leaders, daughters, the wise, the kind and the criminal.
Here they lie, one and all, without judgement. I am a place of faith and tradition. Beyond this headland the River Derwent twinkles in the sunlight, and the mountain breathes wind and ice.
I am just a few minutes from the city yet feel how time stands still here. Ravens watch and seabirds call. Stop a moment and listen.

See the sea mist drift through my pine trees. Here are the people who were once the fabric of this community. Etched on headstones, whispering along pathways, sad, sweet and secret, every person who lies here had a story to tell.

Imagine the voice of
Jacqui Weaver

earthy and bittersweet
HAGLEY FARM PRIMARY SCHOOL

I am the sound of the school bell ringing. I am chalk dust in the air and boys and girls hungry to learn.
I am modest in design but I have always been bright in vision. Sir Richard Dry, a local landowner, and our first Tasmanian-born Premier, created me in the mid 1800’s to educate his tenants and his community. As you can see, my simple white structure would be at home in any rural English village. Yet for a while I was considered above my station here in Tasmania. After World War One, luckily my purpose was refined. I became a farm school educating those from near and far.
See the old pews, the polished wood, smell the scent of curiosity in the air. Still to this day children stream through my doors, locals and boarders alike. I cover the national curriculum, but I am well regarded for also teaching farming and agriculture. I like to think Sir Richard, who visioned me, would be rather proud of his legacy.

*imagine the voice of* Geoffrey Rush

*warm,*
*uncomplicated,*
*the spirit of* 
*endeavour*
THE TREASURY

My façade is stately and graceful, an architectural testament to Hobart’s early prosperity in the midst of the city.
I am within easy reach of Parliament House and the River Derwent, while Franklin Square is my back lawn. I remain the hub of Tasmania’s financial governance.
The people who work within feel they are the best of the State Service. They value camaraderie and are proud of my quirks, though I am not built to warm the winter days or soothe the summer heat.
Many have walked my halls, though men, and only men, have ever played the role of Secretary here.

That office is guarded year in and out by formidable assistants who maintain order and routine. Treasurers come and go, as do governments, while Treasury sails on under a steady hand.

I am a place of vital work and so I am not open to the public. Still admire me from beyond and think on all that has passed – the people and endeavours that have made the Tasmanian economy what it is today.

Imagine the voice of Jeremy Irons

elegant, credible, dependable
I stand alone on a headland high above Bass Strait, observing the four directions. At my feet is the graceful town of Stanley with its companion headland, The Nut. I have been the home of great landowners and merchants. Once I was a working farm with convict labour, stables, barns and a chapel. Today I am a place of memories and dreams.

HIGHFIELD HOUSE
People come to gaze at the past, to look into my rooms and imagine an era long gone – of carriages, finery and candle-lit dinners. Today they come for weddings and events. I can still turn on a great party. And through all my days, the great mass of water to my north rises and falls, separating this north-western tip of Tasmania from its nearest neighbour, the Australian mainland. Wander my formal gardens, gaze at my spectacular views, ponder my chequered history. I am both a ghost of the past and a promise of the future.

Imagine the voice of
Russell Crowe
commanding, poetic, wistful
We are grateful for the many inspiring people who joined us on this journey of reimagining Tasmania’s historic heritage. To all who completed our survey and —

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Please continue this journey with us.