

NEW STUDY: CONTRIBUTION OF BUILT HERITAGE TO TASMANIA

Heritage benefits Tasmania and Tasmanians, however we lack the hard data to be able to communicate this effectively. The Tasmanian Heritage Council, Heritage Tasmania and the Department of Natural Resources and Environment Tasmania are in the process of commissioning a study into the *Economic, Social and Brand Contribution of Built Heritage to Tasmania*.

It is expected this study will yield valuable information that can be used to raise the understanding and profile of our built heritage assets, and support future proposals and projects across the sector.

The study is scheduled to be completed by the end of June 2023.

How you can help:

We are seeking contributions from the sector towards the study – your contribution could be financial or in-kind, such as data that can be used by the consultants as part of the study.

If you would like to collaborate on this project, please contact:

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Study proposal and scope:

The Department of Natural Resources and Environment Tasmania (the Department), on behalf of the Tasmanian Heritage Council (THC) is commissioning a report on the economic, social and brand contribution of built heritage to Tasmania.

The THC is aware of the broader use of the term “heritage” – encompassing a range of values including natural, cultural, aboriginal and built heritage. In the context of this study, we are focussed on the built heritage of Tasmania, but in doing so, acknowledge the difficult and intertwined histories that Tasmania’s heritage places share with the Indigenous people of this island.

1.1 Background

Tasmania has some of the best post-colonial heritage in the world, owing to its unique convict, pioneering and pastoral history. In Tasmania there are over 5,000 National and State heritage registered buildings and places, with many more recognised by local government and the community. Built heritage includes renown destinations such as Port Arthur Historic Site and Cascades Female Factory Historic Site. Built heritage also refers to the breath of public and commercial buildings, private residences, and streetscapes - whether formally recognised, or part of the broader fabric of the environment. Built heritage shapes the character and sense of place of many communities in Tasmania.

It could be argued that Tasmania has such expanses of well-preserved built heritage, it is often taken for granted by the local community. And yet it is this heritage, and the associated building spaces and streetscapes that create the unique ambience that is Tasmania – a major pillar of the brand and environment that attracts visitors and new residents to the state and contributor to the sense of community among those who call Tasmania home.

Lack of awareness and appreciation of the value of this built heritage is a significant risk to long term investment and the ongoing protection of Tasmania's heritage assets.

The THC seeks to more effectively communicate the contribution that built heritage makes to the state, with a view to growing stakeholder and community awareness and appreciation. With greater appreciation also comes a greater desire to proactively protect heritage. To that end, the THC aims to engage a suitably qualified consultant to prepare a report on the contribution of built heritage to Tasmania.

1.2 Project Objectives

The purpose of the study is to quantify and convey the economic, social and brand contribution of built heritage to Tasmania. The study is expected to:

- Measure and quantify the direct and indirect contribution of built heritage to the Tasmanian economy.
- Ensure the findings are underpinned by robust analysis, and therefore defensible.
- Ensure the findings and key messages are relevant to particular stakeholder groups, most importantly State Treasury, the construction, property, tourism and skills training sectors and the wider community.

1.3 Scope of Work Required

There is a lot of research nationally and internationally on the contribution of built heritage, and the study should be cognisant and build on this knowledge.

Heritage generates a range of contributions, including:

- Jobs, skills and value-add to the Tasmanian economy
- Place branding, tourist visitation and spending
- Historic awareness and education opportunities
- Investment attraction
- Creating a sense of place and community, and with that enhanced property values
- Opportunities for adaptive reuse and environmental sustainability

Historic heritage are places of significance to people on account of historical, physical and/or cultural values. Our built heritage as defined for this study includes all national, State and locally recognised historic heritage places (via registers and planning schemes), complimented by the broader fabric of unlisted public and commercial buildings, private residences, and streetscapes with heritage connections. These places, together with their stories, contribute to the environment that is Tasmania.

Innovative approaches to assessing the contributions of heritage are encouraged. The study results need to be transparent, robust, and relevant to key stakeholder audiences.

The report, or selected content thereof, is intended for a wide audience. As such, the report should use easy to understand language and presentation of the results. Ideally, the results are also represented in tables, graphs, and graphics.

The report should also provide information relevant to particular stakeholder groups in a form that the THC can easily use in tailored communications.

Lastly, the report should be transparent and provide insight in the assessment methods, calculations, assumptions, and limitations. This may be addressed in a technical section or a background report.

Note that there may be a second stage to this study, subject to available funding.