TOURISM AND HISTORY - REALISING ITS POTENTIAL
BUILT HERITAGE TOURISM FORUM, LONGFORD
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. Marketing – Who to attract, how and why?
2. Conservation – Looking good – at a cost?
3. Interpretation – What works and what doesn’t?
4. Attractions – 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
Nick Heyward, Chair, Arts Tasmania
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 Woolmers:
Email – enquiries@woolmers.com.au
Phone – 03 6391 2230
Website – www.woolmers.com.au

TOURISM AND HISTORY - REALISING ITS POTENTIAL
BUILT HERITAGE TOURISM FORUM, LONGFORD
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. Marketing – Who to attract, how and why?
2. Conservation – Looking good – at a cost?
3. Interpretation – What works and what doesn’t?
4. Attractions – 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
Nick Heyward, Chair, Arts Tasmania
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 Woolmers:
Email – enquiries@woolmers.com.au
Phone – 03 6391 2230
Website – www.woolmers.com.au