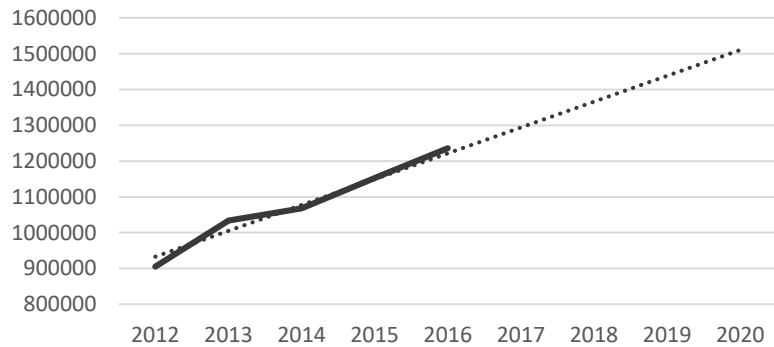


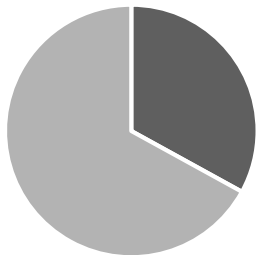
Future Proofing Our Icons

Tourism Industry Council Tasmania
Visitor Infrastructure Priorities
2017

On track to 1.5 million visitors in 2020

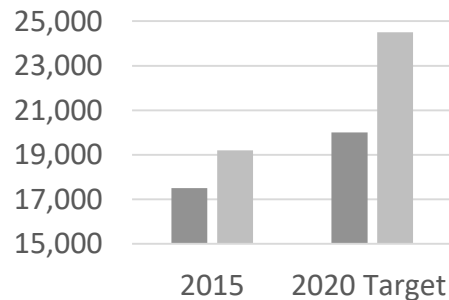


Bringing visitors to regional areas



- Hobart City
- Rest of Tasmania

Tourism means Jobs for Tasmania



- Direct Tourism Jobs
- Indirect Tourism Jobs

Tasmania's Visitor Economy is booming with 1.24 million visitors arriving on our shores in 2016.

This visitor growth has created over 4,000 new jobs since 2013 in the tourism, hospitality, and related industries, and generated a further \$500 million in visitor spending circulating the Tasmanian economy every year.

But this visitor growth has put pressure on our infrastructure, particularly in our regional areas and our National Parks, Reserves and World Heritage Areas.

Our parks and reserves bring visitors to Tasmania and encourage them to disperse throughout our regional areas. They are the largest attractions in the most remote parts of the State that underpin visitor spending, overnight accommodation and private investment in many regional communities.

To achieve our T21 target of 1.5 million visitors in 2020, and continue to grow one of the world's great visitor economies here in Tasmania, we need to invest in our visitor infrastructure in the areas where it is most needed. Our iconic parks, reserves and related infrastructure across regional Tasmania.

Future Proofing our Icons

Tourism Industry Council Tasmania has consulted with tourism stakeholders across Tasmania – operators, Regional Tourism Organisations and local Councils in determining our 16 priority visitor infrastructure projects.

These are projects that are needed to encourage and manage further visitor growth into our regional areas, and achieve our T21 Target of 1.5 million visitors by 2020.

Each of these projects are designed to future-proof our regional destinations and encourage further growth and private investment, by investing in our core natural and cultural assets and public visitor infrastructure.

They are investments in public infrastructure to underpin local visitor economies and multiple businesses. They are not supporting individual operators with hands-outs.

These 16 projects have been endorsed by the TICT Board as Tasmanian tourism industry's priority visitor infrastructure projects in the forthcoming State Election.

*55% of Tasmanians believe tourism offer the greatest potential of any industry to contribute to Tasmania's economic development in the next five-years.
(EMRS Omnibus Research, May 2016)*



Cradle Mountain Master Plan

Cradle Mountain, North-West Tasmania

What

Progress the non-commercial infrastructure components of the **Cradle Mountain Master Plan** including:

- The Dove Lake Experience (Shelter);
- Facilitating infrastructure to enable private investment in the 'World Heritage Village' site at the gateway to the National Park;
- Progressing the business case and planning for a sustainable transport solution into the Park

Why

The Cradle Mountain Master Plan is designed to not only address critical visitor infrastructure challenges at the Park, but also elevate the Cradle Mountain experience to that of a world-leading National Park experience.

Demand modelling on the Master Plan projects an additional 40,000 overnight visitors to the region each year when completed, generating demand for a further 200 accommodation rooms in the region.

Who

- Tasmanian Parks & Wildlife Service; Office of the Coordinator-General

Proposed Tasmanian Government Contribution

- \$15 million



Freycinet National Park Visitor Hub

East Coast Tasmania

What

A major investment in visitor infrastructure at Freycinet National Park to relieve existing pressure on the Park over peak visitor periods, while managing future visitor growth.

The proposed **Freycinet National Park Visitor Hub** would see major visitor facilities and carparking relocated outside the National Park boundaries, with a new service hub, and the introduction of a shuttle bus service to transport visitors into the Park.

The plan would see major capital works undertaken near the entrance to the Park, in close proximity to Coles Bay village, including;

- A new visitor reception area (relocated Parks & Wildlife Visitor Centre);
- Car parking and shuttle bus facilities; and
- Motor home parking infrastructure.

Why

Freycinet National Park is Tasmania's most visited National Park and the major visitor attraction on Tasmania's East Coast. More than half of all visitors to the East Coast visit Freycinet National Park and it is a global icon of Tasmania.

The Park is however under pressure from strong visitor growth; and the whole East Coast brand is potentially compromised by inadequate infrastructure at its major attraction. A major capital investment in Freycinet National Park will not only enable the Park to cope with future visitor growth but ensure visitation is managed in a more sensitive way by removing regular vehicle access from within the Park.

Who

- Tasmanian Parks & Wildlife Service

Proposed Tasmanian Government Contribution:

- \$8,000,000



Activating Maria Island East Coast Tasmania

What

A generational investment in visitor infrastructure on **Maria Island** by progressing the priority initiatives recommended by the 2014 Maria Island EcoTourism Development Feasibility Study; further activating the island's potential as a major demand-generating destination for the Triabunna and Orford visitor economies.

Urgent infrastructure investments required on the island include:

- Enhancement of the Darlington Wharf to accommodate larger vessels and enable disability access;
- Establish a reliable potable water supply on the island;
- Initiate an on-island interpretation program;
- Replace and upgrade public toilet facilities at Darlington; and
- Commence a program to upgrade tracks across the island.

Why

Long considered a 'sleeping giant' of Tasmanian tourism, Maria Island now has the opportunity to emerge as a true visitor icon of Tasmania's East Coast, with the Tasmanian Government recently introducing improved access to the island. But the poor state of infrastructure on the island remains a critical barrier to the destination realizing its full potential in attracting and managing growing visitor demand.

Who

- Tasmanian Parks & Wildlife Service

Proposed Tasmanian Government Contribution:

- \$3,750,000



Completing the North-East Rail Trail

Launceston, Northern Tasmania

What

The **North-East Rail Trail** is designed to further strengthen Northern Tasmania's burgeoning reputation for outstanding cycling experiences, with a world-class Rail Trail Experience extending from Launceston through Lilydale and onto Scottsdale.

While the project is underway, State Government funding is still required to complete a 'missing link' of the Trail from Launceston to Coldwater Creek.

Why

Demand forecasting projects 23,000 people a year will walk or ride the North-East Rail Trail when it is completed, establishing a major recreational cycling experience in Northern Tasmania.

Extending the trail into the Launceston CBD enables a holistic cycling experience for visitors from the city into the regional North-East

Who

- North East Rail Trail Association

Proposed Tasmanian Government Contribution

- \$1.8 million



North-East Mountain Bike Trail Network

Derby & St Helens, North-East Tasmania

What

To progress the next stage of the vision to establish North-East Tasmania as one of the World's premier mountain biking destination, through investment in two strategic infrastructure projects;

1. **St Helens MTB Track Network** – establishing a coastal mountain biking experience mirroring the Derby success, and focused on the recreational mountain biking market including families. Building a vision to eventually establish a Derby to Bay of Fires (Forests to Coast) mountain biking network in Tasmania the equal to any in the world; and
2. Expanding the **Blue Derby Green Diamond Trail Network** providing additional riding opportunities for recreational and less-experienced mountain biking enthusiasts within the existing Blue Derby Mountain Biking Trail.

Why

The development of North-East Mountain Bike Trail Network is one of Tasmania's great economic and tourism success stories, in reinvigorating economic growth and private investment in North-East Tasmania.

These two strategic investments will further expand the success in growing the visitor market to Derby through additional 'Green Diamond' tracks, while establishing a second mountain biking hub at St Helens on the East Coast. Progressing a vision for eventually linking the two trails to establish a forest and coastal rising experience unparalleled in Australia and New Zealand.

Who

- Break O'Day Council; Dorset Council

Proposed Tasmanian Government Contribution:

- \$1 million for St Helens MTB Trail Network
- \$500,000 for the Blue Derby Green Diamond Trail Network Extension



Stanley Visitor Infrastructure Upgrade

North-West Tasmania

What

A much-needed upgrade of critical visitor infrastructure in **Stanley** to contemporize ageing facilities while enabling the destination to manage current and future visitor growth.

The initiative includes three key projects:

1. Implementation of the **Nut Experience Strategy** ; including new toilets at the base, an improved gateway at the entrance to the Nut, upgraded carpark marking, increased seating around the Nut summit walk, and the replacement of priority barrier fencing.
2. Replace the ageing **Penguin viewing shelter** at the base of the Stanley Nut to provide safe amenity for growing visitor numbers; and
3. Construction of new disability toilets at **Highfield House** to meet growing demand for function events in the Barn reception area; and general day-visitors.

Why

Iconic Stanley draws visitors to Far North-West Tasmania, with over 100,00 visitors in 2016. Its premier attractions, the Stanley Nut and Highfield House, underpin the visitor economy in the North-West.

These proposed investments in core visitor infrastructure at both sites are long overdue; and provide capacity for Stanley to sufficiently manage current and future visitor demand as visitor numbers continue to grow, ensure expectations of a quality visitor experience are met, and encourage further private investment in the township.

Who

- Tasmanian Parks & Wildlife Service

Proposed Tasmanian Government Contribution:

- \$650,000



Richmond Village Upgrade & Lighting Project

Coal Valley, Southern Tasmania

What

Facilitate the first stage of a major streetscaping and innovative lighting project to upgrade and revitalize **Richmond Village**, and activate the township as an evening destination.

The project will support master planning of a long-term capital investment in Richmond as Australia's premier heritage village, and ultimately linking the township to Coal River wineries and producers through a dedicated cycleway, signage and interpretation.

The first stage of the project will enable;

- Upgraded footpaths and street scaping, including signage and outdoor furniture in the center of Richmond Village;
- A new management approach for on-street carparking and expanded off-street carparking; and
- Investment in a Tasmania-first street lighting project providing an innovative new way for visitors to engage and interpret the unique sandstone heritage values of the village at night, activating Richmond as an evening destination and for extended overnight stays.

Why

Richmond is one of Southern Tasmania's major regional attractions and underpins a growing visitor economy throughout the Coal River that is facilitating new agritourism producers and attractions throughout the region. Like many popular destinations, its visitor infrastructure is struggling to cope with growing numbers, particularly in accessing key attractions and businesses within the village and car parking.

The recently-completed Destination Action Plan also prioritises activation of the Village as an evening and overnight destination, and the opportunities presents to initiate an innovative street lighting project showcasing the considerable heritage values of the village.

Who

- Clarence City Council; Destination Southern Tasmania

Proposed Tasmanian Government Contribution:

- \$500,000



Awakening Cataract Gorge at Night

Launceston, Northern Tasmania

What

Establish an iconic evening experience in Launceston with an outstanding new laser light, sound and thematic experience in the **Gorge's First Basin**.

Identified through the 2015 'Reimagining the Gorge' Report prepared by Launceston City Council, the proposed light and sound show seeks to leverage the Gorge's natural amphitheater, famous landscape, and proximity to the Launceston CBD to establish a long-desired demand-generating evening visitor experience within the City.

Why

Cataract Gorge is Northern Tasmania's most visited attraction with around 200,000 interstate and international visitors in 2016. Increasing the suite of experiences offered by the Gorge is a major infrastructure priority for the region; and the proposal for an outstanding evening light and laser show not only establishes a new demand-generating mass-visitor experience at the attraction but also fulfils the desire for a quality evening experience in Launceston.

Who

- Launceston City Council

Proposed Tasmanian Government Contribution:

- \$2 Million



The Southern Gateway to the Tasmanian Wilderness World Heritage Area (Cockle Creek) Cockle Creek, Southern Tasmania

What

A significant upgrade of visitor infrastructure at the Cockle Creek to deal with current visitor pressures on the camp ground and facilities, while enhancing the site as the Southern Gateway to the Tasmanian Wilderness World Heritage Area, and Australia's most southern-destination.

Investments include:

- Upgrading camp ground facilities and tracks to manage local demand and encourage increased visitor activity;
- Improved signage and interpretation to elevate the sense of arrival for day-visitors and walkers as the Southern Gateway to the Tasmanian Wilderness World Heritage Area; and
- Resolve long-standing issues regarding road tenure leading into the reserve to facilitate improved management and ongoing upgrading of access to the site.

Why

Cockle Creek offers significant potential to generate further visitation to the Far South as an alternative access point to the Tasmanian Wilderness World Heritage Area, and emerge as an iconic world heritage destination in its own right.

Improving camping and visitor infrastructure will encourage more walkers on the South Camp Bay walk, retain visitors within the Far South region, relieve pressure on other popular day walks and National Parks, and encourage future private investment in the area.

Who

- Tasmanian Parks & Wildlife Service

Proposed Tasmanian Government Contribution:

- \$350,000



Tarkine Drive Visitor Nodes: Julius River Forest Reserve

North-West Tasmania

What

Significantly upgrading visitor infrastructure at the **Julius River Forest Reserve** as a major visitor node on the Tarkine Drive.

Capital works include:

- Expanded car-parking for coaches
- New picnic shelters and amenities
- Upgrade the Forest walking track and replace two walkway bridge

Why

The Julius River Forest Reserve is a major visitor experience on the Tarkine Drive for coach tour groups and the touring market. Visitor infrastructure at the Reserve is insufficient for current visitor demand and these capital works are required to provide additional capacity and a quality visitor experience.

Increasing visitor experiences and quality amenities on the Tarkine Drive is a priority infrastructure project for the north-west in enabling this asset to realise its full tourism potential.

Who

- Tasmanian Parks & Wildlife Service

Proposed Tasmanian Government Contribution:

- \$400,000



Strahan Wharf Tourism Zone (Strahan Visitor Centre) West Coast Tasmania

What

A reimagining and refurbishment of the **Strahan Visitor Centre** at the heart of the tourism and visitor zone within TasPorts Strahan Wharf Master Plan.

This project will facilitate a comprehensive review and contemporizing of the now-dated interpretation of West Coast and Tasmanian heritage contained within the Visitor Centre, while considering options to reposition this iconic asset at the commercial and tourism heart of the Strahan Wharf Precinct.

Why

TasPorts are progressing a Master Plan for the Strahan Wharf, with the Visitor Centre seen as central to further commercial activation of the site. Clearly the facility is dated and needing a major revitalization as an asset for the region. It is not TasPorts responsibility to invest in the asset, and a major investment is beyond the capacity of the Council and local industry.

The renewed focus on the touring route between Hobart and Strahan, along with major private investments by both Cruise companies on the Gordon River, along with the Strahan Wharf Strategic Plan provides the catalyst for a major review and investment in this once cutting-edge asset.

Who

- West Coast Council, Tasmanian Parks & Wildlife Service

Proposed Tasmanian Government Contribution:

- \$700,000



Gordon River Experience (Sarah Island)

West Coast, Tasmania

What

An overhaul of visitor infrastructure on the World Heritage-listed **Sarha Island** including;

- Contemporary visitor interpretation and thematic signage;
- Upgrading pathways to comply with access standards;
- Establishing a weather shelter for tours

Why

A significant rejuvenation of the Gordon River visitor experience is now underway with the Tasmanian Parks & Wildlife Service upgrading the 'Heritage Landing' experience, and major investments by both cruise companies in new vessels. The Gordon River Cruise Experience remains the number one attraction and visitor experience on the West Coast, underpinning visitor activity and tourism investment throughout the region.

Bringing forward the upgrading of Sarah Island with investment in visitor infrastructure will address long-standing issue with the island including with the total lack of disability access and all-weather shelter, while enabling a holistic approach to contemporising visitor interpretation on the Gordon River experience.

Who

- Tasmanian Parks & Wildlife Service

Proposed Tasmanian Government Contribution:

- \$300,000



Tasman National Park (Devils Kitchen & Tasman Arch)

Tasman Peninsula, Southern Tasmania

What

Complete Stage 2 of the Tasman Tourism Precinct Plan, including a major upgrade of visitor infrastructure at Devil's Kitchen and Tasman Arch as the principal visitor destination node to the Tasman National Park.

Proposed investment include:

- Upgrading tracks, viewing platforms and barriers at both key attraction, including new track loops to the Blowhole and Waterfall Bay;
- Visitor and walking facilities, including amenities, information and registration;
- Removal and rehabilitation of existing road and car parks next to and between the Tasman Arch and Devils Kitchen; and
- New loop road and parking area for up to 50 vehicles.

Why

Visitor growth to the Tasman Peninsula has put tremendous pressure on existing infrastructure at the popular Devils Kitchen and Tasman Arch experiences during peak visitor times, with a lack of parking and inadequate access diminishing the experience.

While the success of the Three Capes has ignited visitor interest in Tasman National Park, creating a need for a central visitor hub to manage day and independent over-night walkers and campers throughout the Park

Who

- Tasman National Park, Tasman Council

Proposed Tasmanian Government Contribution:

- \$2,000,000



Tamar River Village Foreshore Beautification Pilot Project Beauty Point, Northern Tasmania

What

Progressing the **Beauty Point Foreshore Beautification Project** as the pilot for enhancing connectivity and visitor engagement between the Tamar River, local communities and destinations.

The Beauty Point pilot would provide for the capital infrastructure based upon an urban design framework behind developed by Cumulus linking the river foreshore areas to the existing wharf and tourism precinct, the nearby marina and township.

Works undertaken will include landscaping and public amenities, signage, thematic interpretation and upgraded pathways.

Why

The Tamar River's potential as an iconic visitor destination for Northern Tasmania remains unfulfilled partly due to the lack of connectivity between the water and local communities and destinations.

The Tamar River Foreshore Beautification Project will progress a series of projects starting with Beauty Point designed to beautify and open river-facing villages along the length of the Tamar River. The strategy will seek to engage visitors and locals further in the river, while stimulating private investment and commercial activity along the Tamar River.

Who

- West Tamar Council

Proposed Tasmanian Government Contribution:

- \$500,000



Three Capes Track

Tasman Peninsula, South-East Tasmania

What

Continuing the development of the Australian Tourism Award-Winning Three Capes Track on the 'western side' of Tasman Harbor, including Cape Raoul and Shipstern Lookout.

Why

The Three Capes Track has exceeded all expectations as a genuine world-leading multi-day walk experience in Tasmania. Over 16,000 walkers in its first full year – more than double what was forecast – and winning the Australian Tourism Award for the best new Tourism development in Australia, Three Capes has rapidly emerged as an icon of Tasmanian and Australian tourism.

Continuing the development of the track on the western side of Tasman harbor to incorporate the day-walk experience into Shipstern Bluff will activate a whole new wave of day-walk visitors that will require overnight accommodation across the Tasman Peninsula.

It will also extend the length of stay for Three Cape Walkers within the Peninsula, and further consolidate Three Capes Track as the premier coastal walking experience in the World.

Who

- Tasmanian Parks & Wildlife Service

Proposed Tasmanian Government Contribution:

- \$4,000,000



Mt Field Adventure Hub

Upper Derwent Valley, Southern Tasmania

What

A major overhaul of public camping facilities at Mt Field National Park to manage increased visitor demand and establish a central 'Adventure Hub' to access the region's forest experiences and the Tasmanian Wilderness World Heritage Area.

Investments would include a major upgrade of the existing camp ground including:

- Enhanced electrical, water and waste-management infrastructure;
- a new Amenity Block (Showers, Toilets, Cooking Facilities);
- A Mountain Bike Wash Down Station;
- Increased camper and motor home facilities;
- Standing camp platforms to enable 'glamping';
- An enhanced site plan and booking system to manage peak times.

Why

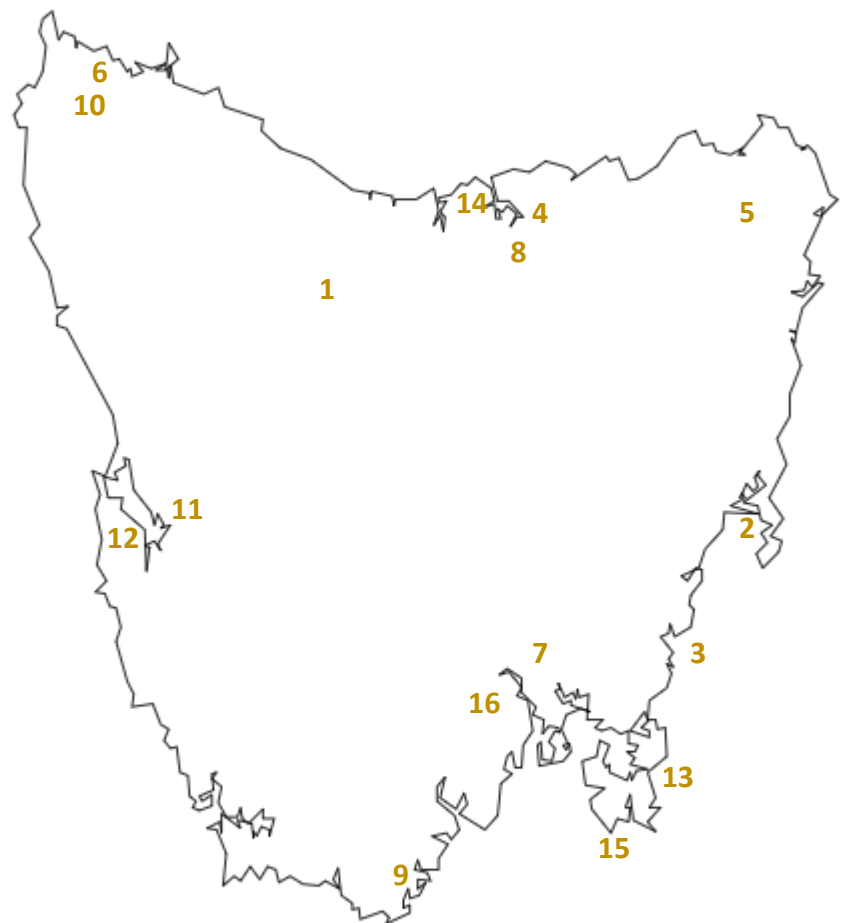
Mt Field National Park is the premier visitor attraction in the Upper Derwent Valley, and has experienced significant visitor growth over the past four-years. The existing camping facilities are well-due for upgrade, and the opportunity presents to invest in establishing an attractive camping hub for the Park and nearby attractions in the Styx Valley and the Dirt Art Mountain Biking investment near Maydena.

Who

- Tasmanian Parks & Wildlife Service

Proposed Tasmanian Government Contribution:

- \$500,000



Future Proofing our Icons

Project	Region	Investment
1. Cradle Mountain Master Plan	North-West Tasmania	\$15,000,000
2. Freycinet Visitor Hub	East Coast	\$8,000,000
3. Maria Island Activation	East Coast	\$3,500,000
4. North-East Rail Trail	Northern Tasmania	\$1,800,000
5. North-East & St Helens Mountain Bike Trail Network	North-East Tasmania	\$1,500,000
6. Stanley Visitor Infrastructure Upgrade	North-West Tasmania	\$650,000
7. Richmond Village Upgrade & Lighting Project	Southern Tasmania	\$500,000
8. Awakening Cataract Gorge at Night	Northern Tasmania	\$2,000,000
9. The Southern Gateway to the TWWHA (Cockle Creek)	Far South Tasmania	\$350,000
10. Tarkine Drive Visitor Nodes (Julius River Forest Reserve)	North-West Tasmania	\$400,000
11. Strahan Wharf Tourism Zone (Strahan Visitor Centre)	West Coast	\$750,000
12. Gordon River Experience (Sarah Island)	West Coast	\$300,000
13. Tasman National Park (Devil's Kitchen & Tasman Arch)	South-East Tasmania	\$2,000,000
14. Tamar River Village Foreshore Beautification Pilot Project	Northern Tasmania	\$500,000
15. Three Capes Track	Tasman Peninsula	\$4,000,000
16. Mt Field Adventure Hub	Upper Derwent Valley	\$500,000
TOTAL INVESTMENT OVER FOUR YEARS		\$41,750,000



Further Information and contact

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