



TASMANIAN WORLD HERITAGE

Wilderness and tourism

Protecting and promoting Wilderness World Heritage

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The Greens will support Tasmania's tourism industry by investing:

- \$3 million for a World Heritage Interpretation Centre.
- \$1 million for marketing and promotion.
- \$1 million for a World Heritage tourism master plan.
- \$1 million for Aboriginal consultation and cultural heritage surveys.

> TASMANIAN WORLD HERITAGE INTERPRETATION CENTRE

The value of world heritage areas to the Tasmanian tourism industry is crucial. As well as the environmental significance of world heritage areas, the story of the establishment of Tasmania's world heritage has become a point of interest and attraction for tourists visiting Tasmania. To complement the world heritage areas a world heritage interpretation centre will be established that explores the history and the people behind the environmental campaigns in Tasmania. The Greens will commit \$3m to begin the consultation, investigation, design and establishment of this centre in Tasmania.

> MARKETING AND PROMOTING TASMANIA'S WORLD HERITAGE

The Tourism Industry Council of Tasmania has found that the Tasmanian Wilderness is a major attraction, and source of destination brand and appeal underpinning the Tasmanian tourism industry.¹

We have seen an increase in tourism numbers from people who are keen to enjoy clean air, unpolluted water and unspoilt environment. The Greens will provide funding to ensure Tourism Tasmania can expand their online promotions and programs into new and existing markets.

The Greens will commit \$1 million for a digital marketing and promotion campaign to showcase Tasmania's Wilderness to the world.

> TOURISM MASTER PLAN

Tasmania's Wilderness World Heritage Area is a unique and precious place. Tourism must be balanced with the need to protect the cultural and wilderness values. The Greens will provide \$1 million to develop a Master Plan for Tasmania's World Heritage to look at access, demand and visitor needs.

> PROTECTING ABORIGINAL CULTURAL VALUES

The Greens recognise the significant Aboriginal cultural values in Tasmania's World Heritage. We will provide \$1 million to the Tasmanian Aboriginal Centre for consultation with Aboriginal communities on management and surveys of Aboriginal cultural heritage.

¹http://www.tict.com.au/_literature_188748/TICT_submission_on_the_Draft_Tasmanian_Wilderness_World_Heritage_Area_Management_Plan_2014