

# HERITAGE TOURISM IN AUSTRALIA

**A GUIDE FOR HISTORICAL SOCIETIES**

**FEDERATION OF AUSTRALIAN HISTORICAL SOCIETIES INC**

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Heritage Office



NSW GOVERNMENT  
Department of Planning

# HERITAGE TOURISM IN AUSTRALIA

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**DIANNE SNOWDEN**

**2008**

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# FOREWORD

Many tourists are fascinated by the history of the places they visit. Almost since historical societies started to be established in Australia, well over a century ago, they have played an important role in making their local history accessible to visitors to their districts in a variety of ways. Examples include publications, museums, archives and commemorative heritage plaques. Today heritage tourism is big business in Australia. This publication is designed to assist historical societies get a 'bigger slice of the action'.

Dr Snowden has produced a work that is both practical and far-reaching. No matter how large or small a historical society, how remote it is or limited its resources, this guide will be useful to any society wishing to embark on or extend their participation in their local tourism industry. It embraces such topics as: recognising the great importance of heritage tourism in Australia; sourcing materials, information expertise and guidance from other historical societies; working with local councils and tourism authorities; devising heritage-related activities for visitors; promoting local heritage; running historical museums and preparing displays; publishing informational materials and signage for tourists. Also included is information on funding sources. All these topics can be quickly accessed via links from the Contents page with suggestions for action usually illustrated with further website links and thus greatly expanding the scope of the guide.

The Federation has produced this guide because of a widely felt perception among its State and Territory delegates that if historical societies have access to relevant and up-to-date information they can expand their contribution to heritage tourism. In turn, this will increase the recognition of local history and heritage as vital elements of our social and cultural life.

Dr Snowden is to be congratulated for producing such a useful and comprehensive guide. The Federation is proud to make it available to historical societies throughout Australia.

Helen Henderson

PRESIDENT

30 April 2008

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The FAHS also acknowledges with thanks those historical societies and other organisations for their assistance and advice in the production of this publication, and the kind generosity of all those societies and organisations who gave their permission to use their photograph and webpage images.

## DISCLAIMER

**The text and web addresses for this handbook have been written as accurately as possible on the basis of evidence available at the time of publication and the author and the FAHS cannot accept responsibility for errors, changes or omissions. Further information and updates would be appreciated by contacting: The Executive Officer, Federation of Australian Historical Societies by post (GPO Box 1440, Canberra ACT 2601) or by email (fahs@jedav.net)**

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# STRUCTURE

This publication offers guidance and instruction on the following aspects:

- Developing recognition that heritage has become a major part of tourism in many regions of Australia
- Sourcing materials, information, expertise and guidance from other historical societies with special mention of *My Connected Community*
- Guidance to sensitising local societies to their capacity to contribute to local heritage tourism, such as publications, museums, heritage walks (both guided walks and pamphlet guides), heritage tours, signposts and plaques etc
- Working with local councils, tourism authorities etc to promote the heritage of the locality
- Devising heritage walks and other heritage activities for visitors
- Promoting the heritage of the local community and region
- Running historical museums and preparing heritage displays
- Publishing pamphlets and other heritage materials for tourists
- Producing heritage signs

Where possible or appropriate, bibliographical sources are included.

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**Don't be put off by the magnitude of this guide**

**Some societies might find all the information in the guide overwhelming. The Federation understands historical societies' resource limitations. While the guide has been designed to be as comprehensive as possible, it can be used by societies at all levels of resource availability. The reader can quickly find out and locate any of the main topics and make selections relevant to his/her needs. Links to websites and online publications have widened the scope of the work by providing access to additional practical advice and information.**

# INTRODUCTION

Historical societies exist to preserve and promote history and to protect local heritage, which can be a building, structure, tree, monument, reserve, site or vista.

In Australia, there are about 1000 historical societies. The Federation of Australian Historical Societies (FAHS) – the national peak body of historical societies – estimates that the historical society movement in Australia comprises about 100,000 individuals.

A survey of historical societies conducted by the Federation in 2000 indicated that most are in regional areas; only about 10 percent are based in or near large metropolitan population centres.

Historical societies act as custodians of the collective memory of a town or district and may have significant local history collections. Increasingly, they are called on to provide information to government agencies, local government, and local community and business groups for displays and heritage tourism projects.

The Federation's survey indicated that 80 percent of societies operate out of separate premises, often with an attached museum or collection of some kind. Frequently, the society's local history collection is housed in these premises. Standards for satisfactory collection management vary. Some 45 percent of premises were considered less than satisfactory. Those societies that do not have premises of their own meet regularly in other venues – libraries, meeting rooms, council halls or private homes.

Oak Lodge Richmond (Tas.), home of the Coal River Valley Historical Society



Historical societies are usually voluntary not-for-profit organisations; many are now incorporated. Although membership varies from about 20 to over 1,000, most societies effectively are run by a small group of dedicated volunteers. Most rely on funding and support from government bodies, particularly local councils. According to the FAHS, about a quarter of historical societies are substantially dependent upon grants, while admissions, fundraising activities and other donations also form significant sources of funding. The sale of publications (many of which they produce themselves) contributes significantly to the income of about 20 percent of societies.

Historical societies make an important contribution to heritage at many levels. As well as acting as custodians and providers of historical and heritage information, some societies have ventured into heritage tourism projects of their own, with varying degrees of success. These projects are wide-ranging and include heritage publications, museums, heritage walks and tours, displays and exhibitions and other interpretation projects. Heritage is a major part of tourism in many regions of Australia. Heritage tourists have a significant economic impact, particularly in remote and rural regions. Historical societies are perfectly positioned to be active participants in heritage tourism, either on their own or in partnership with other organisations.

Heritage and tourism are complex concepts defined in a myriad of ways. Understanding both will help historical societies be more effective heritage tourism partners or create more successful heritage tourism projects of their own. In some parts of the community, the term 'heritage' is poorly understood or is overly-commercialised: simply attaching the term to an event, project or business does not mean that it has heritage significance or integrity or any basis in historical fact.

**The term 'heritage' covers all that we, as a society, value today and wish to pass on to future generations. This is a very broad definition of 'heritage', and deliberately so. Its scope is much broader than 'place'. It includes intangible as well as tangible heritage —language and customs, as well as places and moveable collections.**

[http://www.heritageatrisk.org.au/What is Heritage .html](http://www.heritageatrisk.org.au/What%20is%20Heritage.html)

## **What is heritage?**

Heritage is a frequently-used term which has gained in popularity since the 1970s. Most commonly, it is used to refer to places (including archaeological sites), objects and artefacts produced in the past, although this has been extended so that it is no longer tied to the past. (Tunbridge & Ashworth 1996). In traditional indigenous cultures, the heritage of the past may also be an element of the present; this is exemplified in the dynamic and diverse culture of Indigenous Australia. (Leader-Elliott 2001).

Since the nostalgia-driven heritage tourism boom of the 1980s, heritage tourism has become more pragmatic and economically-oriented. (Richards 2000; Leader-Elliott 2001).

Heritage has become a tourism 'product', part and parcel of the jargon of the tourism industry. 'Product' includes museums, historic buildings and places, theme parks, national parks, gardens, indigenous cultural sites, archaeological sites and heritage trails. (Leader-Elliott 2001). Many historical societies now find that they are custodians of 'heritage tourism product' rather than a local history collection or heritage building! As



**Heritage consists of those things which we have inherited and want to keep. These places and objects give us a sense of the past and of our cultural identity. They are the things we want to protect and pass on to future generations so that they too will understand what came before them.** NSW Heritage Office. 2005. *A Guide to the Heritage System*. Available at

[www.heritage.nsw.gov.au](http://www.heritage.nsw.gov.au)

well, the local history collection or museum may itself have appeal as a tourist destination. This, in turn, may lead to the development of heritage trails, interpretative signs, guided tours and so on. In regional Australia, in particular, the development of heritage trails and interpretation projects linking historic sites, museums, cultural centres and natural heritage places is seen as a means of social and economic regeneration through tourism. The dusty box of files and faded photographs in the local history collection has taken on a new dimension. Historical societies, as custodians of heritage collections and sites, provide the raw materials for a successful heritage tourism venture.

For some historical societies, this commercialisation of heritage has an inherent tension, raising questions of authenticity and integrity. Some are nervous about the impact of heritage tourism on their traditional role.

### **What is heritage tourism?**

Heritage tourism, sometimes called cultural tourism, is now a major industry.

The Australian Heritage Commission has defined heritage tourism as ‘activities and services which provide visitors with the opportunity to experience, understand and enjoy the special values of an area’s natural, indigenous and cultural heritage’. (Australian Heritage Commission 2001).

Heritage tourism involves travelling to experience authentic representations of stories and people. It emphasises **experience**.

### **Some tourism facts and figures**

Tourism is a significant Australian industry. According to the Australian Bureau of Statistics (ABS), international visitors to Australia in 2004-2005, consumed more than \$18 billion worth of goods and services produced by the Australian economy. The figure represented 11.1% of Australia’s total exports of goods and services. The tourism industry’s share of GDP in 2004-05 was 3.7%, three-quarters of which was generated by domestic rather than international visitors. The tourism industry employed 550,100 people in 2004-2005. (ABS *Year Book Australia* 2007). For more information, go to:

<http://www.abs.gov.au>

In 2006, around 51 per cent of all international visitors, 13 per cent of domestic overnight visitors and 7 per cent of domestic day visitors participated in at least one cultural and heritage activity. For more information, go to Tourism Research Australia: Market Sector Snapshot (Culture and Heritage) at

[www.tra.australia.com/niche.asp?sub=0079](http://www.tra.australia.com/niche.asp?sub=0079)

Tourism is a powerful economic development tool. It strengthens local economies by creating jobs and business opportunities.

For rural and remote communities in particular, it can provide income and diversification. Much of the income generated from outside visitors stays in the local community. On the other hand, developing and maintaining the tourist industry requires expenditure and can put pressure on existing services. For local communities, planning for tourism development can decrease the disadvantages.

**Heritage tourism** is an expanding sector of the tourism industry, driven by increasing numbers of ‘baby boomers’ and ‘grey nomads’. Interest in the past and in heritage is growing. If done sensitively, heritage tourism can help protect our natural and cultural resources.

For some heritage tourists, specific heritage sites are their destination; for others, heritage visitor attractions provide a break in their journey. For local economies, this has an economic spin-off, as local businesses cater for this market: by establishing visitor information centres and providing accommodation, food and other services, all of which contribute to the local economy and regional job creation. Not surprisingly, then, the value of heritage tourism is being recognised by local communities, particularly in rural and regional areas. (Leader-Elliott. 2001).

The tourism industry is complex. Historical societies seeking to undertake heritage tourism ventures will benefit from understanding the way in which the tourism industry operates.

Language and terms used in the tourism industry can be confusing. Tourism Western Australia has published online a report, ‘Understanding the Tourism Industry’, which includes an explanation of tourism industry terms, such as ‘product’. It also includes a clear explanation of the structure of the tourism industry. It can be found at:

[http://www.tourism.wa.gov.au/Publications%20Library/Growing%20Our%20Business/Understanding%20the%20Tourism%20Industry%20v3%20280706%20\(final\).pdf](http://www.tourism.wa.gov.au/Publications%20Library/Growing%20Our%20Business/Understanding%20the%20Tourism%20Industry%20v3%20280706%20(final).pdf)

A guide to tourism acronyms can be found at:

<http://www.tourismtasmania.com.au/org/acronyms.html>

## **Historical societies and heritage tourism**

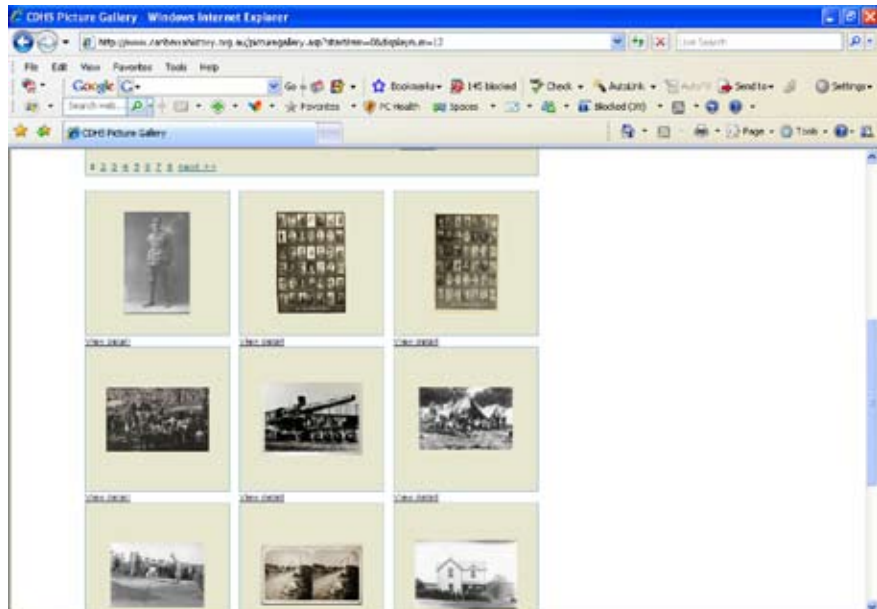
Historical societies can be a **source of information** for community groups, local businesses and government agencies developing heritage tourism projects. The Canberra & District Historical Society, which was founded in 1953, has a comprehensive website, which includes a page titled ‘Discover our Territory’. This section has three components: an extensive chronological account of the history of the ACT from 1820; a ‘Photo Gallery’; and ‘District Glimpses’ of people and places, summarising the research done by local historians. The photo gallery comprises photographs taken over the last 120 years. Several of the photos are taken from the society’s collection of

**Linking tourism with heritage and culture can do more for local economies than promoting them separately. That’s the core idea of heritage tourism: save your heritage and your culture, share it with visitors, and reap the economic benefits of tourism.**

[www.culturalheritagetourism.org](http://www.culturalheritagetourism.org)

over 4,000 historical photographs. The gallery is an historical document itself, including images of the January 2003 bushfires.

For many historical societies, their primary focus is to preserve or maintain a collection or a place of heritage or historical significance. In order to do this, it is important to understand the significance of the collection or place and to ensure that this is the basis of planning, interpretation and associated activities including heritage tourism ventures.



The Canberra & District Historical Society Picture Gallery webpage

<http://www.canberrahistory.org.au/picturegallery.asp>

*with kind permission of the Canberra & District Historical Society*

**Exploring history, as it is represented through heritage tourism, provides a unique experience for all travellers ... and a way for all Australians to develop a greater understanding of the nation and its identity. (Heritage Council of Western Australian and Tourism Western Australia, A Heritage Tourism Strategy for Western Australia. Background Paper, January 2005).**

Historical societies are beginning to recognise the benefits of encouraging visitors and attracting tourists. If the **local history collection** is the focus of heritage tourism, the society's collection or place must be interesting enough for people to want to visit it and it must be accessible. The society also needs to be aware of the needs and interests of their customers. It must also develop basic business or marketing skills. (Leader-Elliott 2001).

Historical societies provide an opportunity to **showcase local history and heritage**. Heritage tourism provides an opportunity for travellers to explore history. It is a sensible partnership.

For heritage tourism to be viable, it needs to be competitive. The reality is that there are many places to see and things to do worldwide. Historical societies have an important role to play in providing the heritage integrity and authenticity sought by serious heritage tourism developers and visitors.

Leader-Elliott points out that not all heritage places or activities have the potential to be tourist attractions, adding 'nor indeed should they be'. Some local communities are wary of the impact of tourism and do not see themselves as serving a tourist market. (Ashworth 2000). Conversely, some heritage tourism developers

**To become a successful attraction requires taking steps beyond traditional heritage management into the worlds of marketing, business management and the tourism industry itself. It is necessary to deal with a wide range of issues to make heritage tourism work – cultural integrity, identity, site protection, conservation, visitor management, customer service, visitor experience, marketing, economic benefit and benefits to the local communities must all be taken into account. (Leader-Elliott 2001).**

## **Consider what you are doing and why**

**A strategic plan ensures that any activities are based on informed decision making geared to achieve the kinds of outcomes you desire. It gives you the means to actively manage your thematic communication and make critical choices about the best ways to use available resources. (Tourism Tasmania 2005)**

need to be convinced of the intrinsic value of heritage (compared to its commercial value) as well as of the capacity and professionalism of historical societies.

Historical societies have a role in educating their communities about the value of heritage tourism projects, in order to create support which will build partnerships and secure funding. They need to capture the imagination of the community and to think like a business.

## **Where to start**

### **Be strategic**

For historical societies involved or planning to become involved in heritage tourism, the key is to consider what you are doing and why. Your society needs to be strategic. An activity that is strategic has an intended outcome. When we know what we are trying to accomplish, it is much easier to achieve it. Take the time to develop plans and review them on a regular basis.

### **Understanding significance**

Your society also needs to develop a clear and sound knowledge of heritage protection and of understanding significance. One of the best starting points for this is the easy to follow and comprehensive *FAHS Heritage Handbook: A Guide for Historical Societies* by Judy Gale Rechner. It includes the following:

- Guides for heritage protection
- Problems with terminology
- Identification and protection of our heritage
- National grants and funding sources

It also includes information on particular heritage arrangements for individual jurisdictions. It is published online at:

<http://www.history.org.au/guide/>

### **Understand your community**

Your society should first assess the potential for tourism in your community. How much revenue will it generate? What services exist to cater for tourists? How does your project fit into the goals and objectives of your community?

Heritage tourism, like all business ventures, requires support and one way to do this is to capture the imagination of your community. Inform them of your plans. Talk to local business and community groups, to your local council, and other community leaders. They can help broaden support for your project or partnership and perhaps help secure funding commitments from public and private sources.

## Know your attraction

**KEY QUESTION:** what does your local historical society have to offer?

- source materials
- knowledge
- artefacts
- a museum
- an historic site

Make the most of existing resources. Compile an inventory of what your community can offer tourists: where does your project or partnership fit in? What are the primary reasons tourists come to your area? What contributes positively to their travel experience? **Know your attraction.** Conduct market research. Identify the type of tourist that visits your collection, site or community.

## Consult the experts

Seek the advice of your local tourism bodies. Each State in Australia has a State tourism organisation. Below the State organisation, there are regional tourism organisations and possibly local tourism associations. Most regional and local organisations will have membership fees.

Become familiar with existing tourism and heritage strategies. Contact your local tourism and heritage organisations. The Heritage Council of Western Australia and Tourism Western Australia, for example, have jointly published their heritage tourism strategy online at:

[http://www.heritage.wa.gov.au/pdfs/pubList/section3/HTS\\_background.pdf](http://www.heritage.wa.gov.au/pdfs/pubList/section3/HTS_background.pdf)

## Be informed

Considerable research has been undertaken to determine the critical factors which transform a heritage place into a successful heritage tourism business. Those identified by Leader-Elliott (2001) include:

- understanding heritage significance
- effective management of the cultural resource to ensure its key values and integrity are retained
- the will to enter the tourism market place
- business planning and management skills
- the ability to develop and present distinctive 'product', to provide an engaging experience for visitors

**Consult with your local tourism and heritage groups.**

- a focus on customer needs and interests
- a well-conceived and targeted marketing program which generates local and wider market interest
- community support and ownership

The tourism industry constantly conducts research: **Tourism Australia** conducts research through **Tourism Research Australia**, which collects, analyses and disseminates information about the Australian tourism industry to the general public, government and industry. Information is also supplied by a number of other professional tourism industry data suppliers including:

- State Tourism Organisations
- Australian Bureau of Statistics: [www.abs.gov.au](http://www.abs.gov.au)
- Roy Morgan
- Sustainable Tourism CRC

**Tourism Research Australia** produces a wide range of publications and research information. It is responsible for two key tourism surveys:

1. The **National Visitor Survey (NVS)**: a survey based on interviews with more than 80,000 Australian residents aged 15 years and over. This survey provides details about Australians travelling in Australia, including visitor characteristics (including origin) and trip details (accommodation, purpose of travel, transport, expenditure and activities).
2. The **International Visitor Survey (IVS)**: a comprehensive source of information on the travel patterns of international visitors in Australia. Interviews are conducted with 20,000 exiting visitors annually. The survey covers visitor profiles (e.g. age, sex, reason for visit, place or origin) and their travel in Australia (including regions visited, accommodation, expenditure etc).

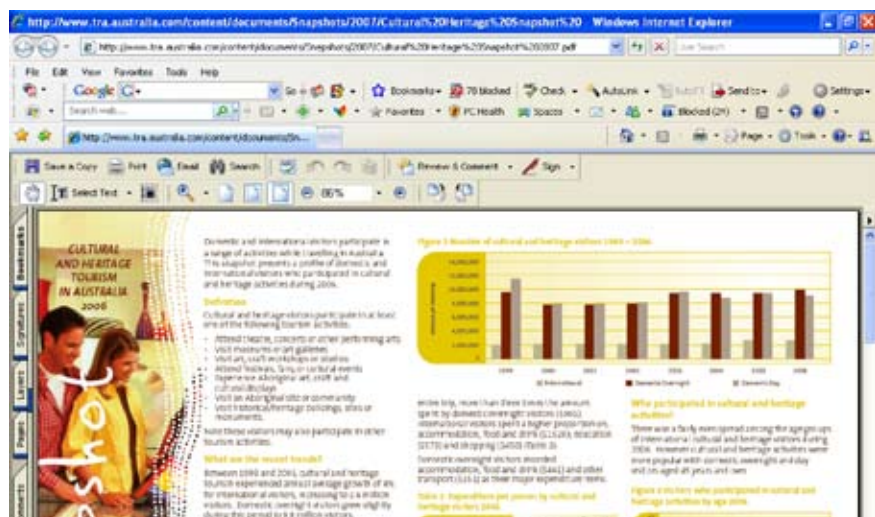
## What do you know about your heritage tourism market?

### A useful source for planning: 'Market Sector Snapshot'

Tourism Research Australia Market Research Snapshot (Culture and Heritage) webpage

<http://www.tra.australia.com/content/documents/Snapshots/2007/Cultural%20Heritage%20Snapshot%202007.pdf>

with kind permission of Tourism Research Australia, Tourism Australia



## Planning is essential

Planned heritage tourism is essential. Heritage tourism places demands on infrastructure. Increased visitor numbers may have a detrimental impact on vulnerable sites. Visitor expectations may test the resources of local historical societies or community groups: tourism is essentially a service industry and local historical societies are run largely by volunteers.

Heritage tourism requires planning and coordination. There are many guides to tourism planning. Seek the assistance of your local tourism authority. A simple summary, originally published in 1987 but still relevant and easy to follow, is that written by Daniel J. Stynes and Cynthia O'Halloran. It can be found at:

<http://web1.msue.msu.edu/msue/imp/modtd/33000005.html>

## Useful resources

### ***Successful Tourism at Heritage Places (2001)***

Another useful guide, published in 2001 by the Australian Heritage Commission with the Cooperative Research Centre for Sustainable Tourism and the Tourism Council Australia, is *Successful Tourism at Heritage Places: A guide for tourism operators heritage managers and communities*. It is designed to help those who need to understand the issues involved in planning and managing tourism at heritage places. It covers the following:

- understanding heritage significance
- heritage tourism
- guiding principles for tourism at heritage places
- five practical guidelines (with case studies)
- a glossary
- useful references

The guide advocates the following principles:

1. Recognise the importance of heritage places
2. Look after heritage places
3. Develop mutually beneficial partnerships
4. Incorporate heritage issues into business planning
5. Invest in people and place
6. Market and promote products responsibly
7. Provide high quality visitor experiences
8. Respect Indigenous rights and obligations

Guidelines are given for the following specific issues:

1. Understanding heritage significance
2. Forming partnerships

**Recognising, describing, understanding and communicating significance is a fundamental part of heritage conservation and responsible tourism at heritage places. Understanding significance makes good business sense for tourism – it is one of the key selling points for products. (Australian Heritage Commission *Successful Tourism at Heritage Places 2001*)**

3. Creating a high quality visitor experience
4. Developing Indigenous tourism
5. Planning for a sustainable business

*Successful Tourism at Heritage Places* is published online at:

<http://www.environment.gov.au/heritage/ahc/publications/commission/books/pubs/successful-tourism.pdf>

### ***Steps to Sustainable Tourism***

The Australian Department of the Environment, Water, Heritage and the Arts (formerly the *Department of the Environment and Heritage*) has published online *Steps to Sustainable Tourism. Planning a sustainable future for tourism, heritage and the environment*. It is published online at:

<http://www.environment.gov.au/heritage/publications/strategy/sustainable-tourism.html>

### ***Tourism with Integrity (1999)***

Published by the Department of Communication, Information, Technology and the Arts in 1999, *Tourism with Integrity. Best practice strategies for cultural and heritage organisations in the tourism industry* was the result of a national project designed to help cultural and heritage organisations work more effectively with the tourism industry. It provides a practical framework built around a self-assessment model which helps heritage organisations identify how they are performing. It is published online at:

[http://ehlt.flinders.edu.au/culturaltourism/publications/pdf/tourism\\_integrity.pdf](http://ehlt.flinders.edu.au/culturaltourism/publications/pdf/tourism_integrity.pdf)

The *Tourism with Integrity* framework is a useful starting point for historical societies considering a heritage tourism project. It covers four primary organisational areas:

- **planning and information essentials** (business planning & organisation information)
- **specific focus** (collections management, management of heritage places, interpretation and presentation, community arts and event management)
- **building a customer base** (service standards, meeting customer needs, marketing and working with local communities)
- **general management** (legal compliance, financial management, human resources and data, records and information management)

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**DON'T  
REINVENT  
THE  
WHEEL**

# CHAPTER 1: DON'T REINVENT THE WHEEL

# 1

*This chapter considers sourcing materials, information and expertise and guidance from other historical societies with special mention of the My Connected Community project.*

Historical societies are mostly run by volunteers. Their time is precious. Don't waste time and resources reinventing the wheel. Share your experiences to help others and seek out others who have been down the same track.

Some local historical societies have existed for many years and have a wealth of experience in developing heritage tourism strategies, even if they didn't call them that at the time! It makes sense, then, to use their expertise in developing your local historical society's heritage tourism strategy.

## **Federation of Australian Historical Societies**

The Federation of Australian Historical Societies (FAHS) is the peak body representing the interests of historical societies throughout Australia. It provides support for historical societies in a number of ways.

The FAHS website can be found at:

<http://www.history.org.au/>

Members of the FAHS include:

- the Royal Australian Historical Society, incorporated in NSW
- the Royal Historical Society of Victoria, incorporated in Victoria
- the Royal Historical Society of Queensland, incorporated in Queensland
- the Royal Western Australian Historical Society, incorporated in Western Australia

- the History Trust of South Australia
- the Tasmanian Historical Research Association, incorporated in Tasmania
- the Canberra and District Historical Society, incorporated in the ACT
- the Historical Society of the Northern Territory, incorporated in the Northern Territory.

These peak bodies can put you in touch with other historical societies. There are links to the peak bodies on the FAHS website.

## My Connected Community

*My Connected Community* (mc<sup>2</sup>) is an initiative of the Victorian Government's Connecting Communities policy.

Funded by the Victorian Government through the Citizen Access and Transformation Division of the Department for Victorian Communities and coordinated by Vicnet, it encourages community groups to create their own online communities.

The **Australian Historical Societies Support Group**, a FAHS project, is an online community formed to enable members of historical societies – many located in remote areas – to communicate with others who may be able to assist them with their various activities, for example, conservation, information technology or heritage protection. For more information about FAHS, go to:

<http://www.history.org.au/>

Australian Historical Societies Support Group webpage



<http://mc2.vicnet.net.au/home/ahssg/index.html>

with kind permission of Vicnet Projects, the Australian Historical Societies Support Group and the FAHS

**TIP: Consider using the Australian Historical Societies Support Group as a source to share information about heritage tourism strategies**

## **Cultural Heritage Tourism (USA)**

Cultural Heritage Tourism, developed in the United States by the National Trust for Historic Preservation, is a comprehensive online heritage tourism guide. It provides commonsense and useful information which historical societies can easily adapt.



Cultural Heritage Tourism webpage

[www.culturalheritagetourism.org/index.html](http://www.culturalheritagetourism.org/index.html)

*with kind permission of Heritage Tourism Program, National Trust for Historic Preservation in the United States (USA)*

The Cultural Heritage Tourism guidelines focus on **five basic principles** and **four key steps** developed by the National Trust for Historic Preservation in 1993.

The **five basic principles** are:

1. Collaborate
2. Find the fit
3. Make sites and programs come alive
4. Focus on quality and authenticity
5. Preserve and protect

The **four key steps** are:

1. Assess the potential
2. Plan and organise
3. Prepare for visitors, protect & manage your cultural, historic and natural resources
4. market for success

For more information, go to:

<http://www.culturalheritagetourism.org/howToGetStarted.htm>

## Useful Publications

There are a number of useful general heritage publications for historical societies, including the Australian Heritage Commission's. *Protecting Local Heritage Places: a guide for communities*. It is published online at:

<http://www.environment.gov.au/heritage/ahc/publications/commission/books/protecting-local-heritage-places.html>

It is based on the framework provided in Australia's three nationally accepted voluntary standards to guide decision-making about natural and cultural heritage places in Australia. For cultural heritage, the standard is the **Burra Charter**:

- **Australia ICOMOS Charter for the Conservation of Places of Cultural Significance (the Burra Charter)**, adopted in 1977 to provide a framework for the conservation of our historic heritage. Go to:

<http://www.icomos.org/australia/burra.html>

The **Burra Charter** can be applied to natural, indigenous and historical places with cultural heritage values. It has been adopted by all levels of Australian government as the standard tool for guiding conservation work and underlies most heritage registers and/or inventories.

Historical societies should also become familiar with the Australian Heritage Commission's publication, *Ask First: A guide to respecting Indigenous heritage places and values*, published in 2002. Designed to help developers, planners, researchers and managers identify and address Indigenous heritage issues, it is published online at:

<http://www.environment.gov.au/heritage/ahc/publications/commission/books/ask-first.html>

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**HISTORICAL  
SOCIETIES  
& HERITAGE  
TOURISM**

## CHAPTER 2: HISTORICAL SOCIETIES & HERITAGE TOURISM



*This chapter provides guidance to sensitising local societies to their capacity to contribute to local heritage tourism, such as publications, museums, heritage walks (both guided walks and pamphlet guides), heritage tours, signposts and plaques, etc.*

### **How can historical societies contribute to local heritage tourism?**

The activities of historical societies are diverse. Most do some of the following:

- produce or promote historical publications
- operate historical museums
- house photographic collections/newspaper cuttings
- undertake heritage tours or walks (both guided walks and pamphlet guides)
- provide, or assist in the provision of, interpretation of sites (including signposts and plaques)
- host historical conferences
- publish websites
- work in partnership with local councils, business or tourism groups

The historical society is usually well-placed to understand the history which underpins local heritage tourism. People with local knowledge and an enthusiasm for, and understanding of, the heritage place and collection are said to be the best interpretative guides: ‘they are knowledgeable, and they are passionate’. (Ham and Weiler 2001). Historical society volunteers, with appropriate training, can be excellent guides and interpreters of local history.

In the United States, where rural heritage tourism is a growing phenomenon, local groups argue for quality and authenticity as the cornerstones of successful heritage tourism:

*Sometimes historians and cultural conservators employed by Federal State and local entities are so enmeshed in gathering, interpreting, and sharing information, they can easily lose sight of the real people and communities behind the stories. What do local residents see as important parts of their heritage? What do they want to share with others and what are the concerns about sharing?' A group of community and state representatives in Louisiana discovered by working from the bottom up to document traditions, they got to the true roots of the culture and learned how best to share it.*

(National Trust for Historic Preservation 2001. 'Keeping Traditions Alive: Sweet Home Folklife Days in Louisiana' in *Stories Across America: Opportunities for Rural Tourism*).

## **Providing information**

Historical societies can contribute to their community's heritage tourism by providing information for brochures and other publications. Developing and delivering interpretative services are crucial to successful heritage tourism – historical societies have the necessary knowledge and understanding of local heritage. In Richmond, Tasmania, the Coal River Valley Historical Society has provided information and images for a range of local projects, for the Clarence City Council near Hobart and local business groups.

In order to provide this information, however, your society's collection must be well-managed and accessible.

## **Advice on managing material**

The collection itself may also become the focus of heritage tourist. Local history enthusiasts may be happy to fossick through unsorted and uncatalogued collections but heritage tourists usually expect more than this.

Managing your history society's collection to make it accessible and intelligible is an important aspect of heritage tourism.

A good starting point for advice on how to do this is the State Library of Queensland's 'Local History and Small Archives' website. The website links to a series of training manuals focussed on self-directed learning, using online resources. Each manual breaks down the topic into manageable units. Go to:

<http://fhr.slq.qld.gov.au/lhsa/>

**What does your collection look like?  
Is it catalogued?  
Is it accessible to visitors?**



There are also museum assistance programs operating in a number of States. For example, the **Western Australian Museum Assistance Program (MAP)** provides, upon request, practical on-site advice to organisations caring for heritage collections. These organisations included Local Government, historical societies, Aboriginal cultural organisations and other community groups as well as universities and government agencies. Go to:

<http://www.museum.wa.gov.au/services/map/map.asp>

Google 'museum assistance program Australia' and 'Regional Hubs Program' for other relevant websites.

From time to time, there are grants available to assist in assessing and preserving document collections: the National Library of Australia, through the **Community Heritage Grants** scheme, provides funding to preserve the collections of libraries, historical societies, museums, and ethnic and indigenous groups who provide public access to their documentary heritage collections. For more information, go to:

<http://www.nla.gov.au/chg/>

For more information on national grants, refer to the *FAHS Heritage Handbook: A Guide for Historical Societies*, published online at:

<http://www.history.org.au/guide/chapter6.htm>

There are also some opportunities for State grants: Victoria, for example, has the **Local History Grants Program**, run through the Public Record Office Victoria (PROV). Go to:

<http://www.prov.vic.gov.au/lhgp/welcome.asp>

In NSW, the Royal Australian Historical Society receives funding from the NSW Heritage Office under the Heritage Incentives Program for the **RAHS Local History and Archives Grants Program**. For more information, go to:

[http://rahs.org.au/2007\\_HG\\_APPLICATION\\_GLINES.pdf](http://rahs.org.au/2007_HG_APPLICATION_GLINES.pdf)

In Western Australia, *Lotterywest* has a number of grants programs for cultural groups. For more information, go to:

<http://www.lotterywest.wa.gov.au>

In South Australia, there is the History Trust of South Australia Museums Accreditation and Grants Program (MAGP), an assistance and grants program for South Australia's community, local and specialist museums. The program is managed by staff of the Trust's Community History Unit. Go to:

[http://www.history.sa.gov.au/chu/programs/musuems\\_grants.htm](http://www.history.sa.gov.au/chu/programs/musuems_grants.htm)

The Federal Department of Innovation, Industry, Science and Research, through AusIndustry, delivers the Australian Tourism

Development Program which supports initiatives promoting tourism in regional and rural Australia. For details, go to:

[www.ausindustry.gov.au](http://www.ausindustry.gov.au)

and follow the links, or go to:

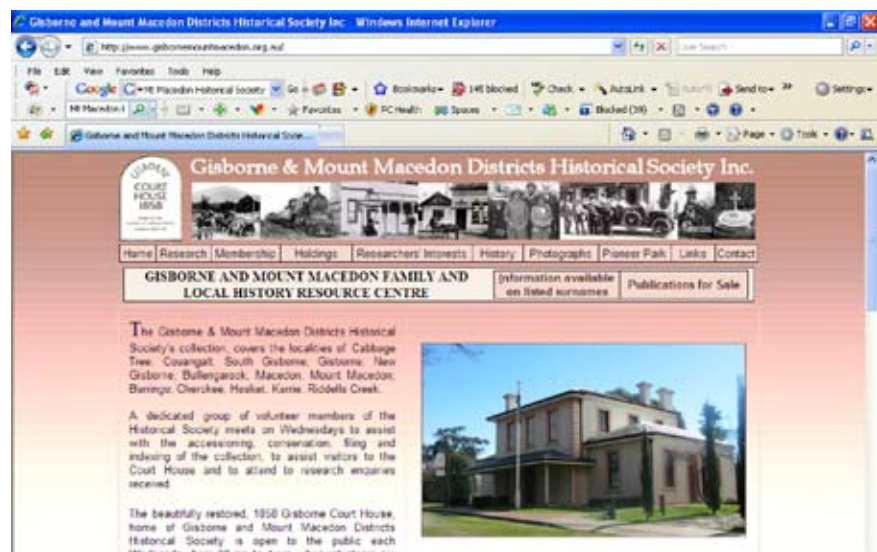
[www.ausindustry.gov.au/content/level3index.cfm?ObjectID=A241A6BF-9470-45FC-AF72E8AA122553FE&L2Parent=aeb901e5-7cb8-4143-a3bf33b2423f9da6](http://www.ausindustry.gov.au/content/level3index.cfm?ObjectID=A241A6BF-9470-45FC-AF72E8AA122553FE&L2Parent=aeb901e5-7cb8-4143-a3bf33b2423f9da6)

For many historical societies, heritage tourism is simply a shift in focus. **Authenticity** and **practicality** are two important guiding principles.

Heritage tourists seek information to plan their trip. Visitors seek and expect information about the places they visit before and after they visit, not just when they are on-site. Ham and Weiler (2001) suggest that the visitor experience will be more satisfying if visitors 'get the right information, in the right way, at the right time'.

## Websites

Some historical societies now effectively use a website to promote their society. The **Gisborne and Mount Macedon Districts Historical Society** is a good example of a society which publishes a comprehensive but easy to follow website, which includes general information and links to more specific information under the follow headings: Research; Membership; Holdings; Researchers' Interests; History; Photographs; Pioneer Park; Links; and Contact. The links pages includes links to other local historical societies.



Gisborne and Mount Macedon Districts Historical Society webpage

<http://www.gisbornemountmacedon.org.au>

Your local history websites can be a powerful way of communicating with, and involving, your community. The Levensdale and Woodsdale History Room has an innovative website produced by the Levensdale Primary School, a credit to a remote and small community. The website includes the latest technology, with a 'Podcasting History' link. The website is also used to acknowledge a range of partners and sponsors. Go to:

<http://www.levensdale.tased.edu.au/museum.htm>



Levensdale and Woodsdale History Rooms webpage

[http://www.levensdale.tased.edu.au/images/History%20group/levedale\\_history\\_room\\_inc.htm](http://www.levensdale.tased.edu.au/images/History%20group/levedale_history_room_inc.htm)

*with kind permission of the Levensdale and Woodsdale History Rooms*

The Levensdale and Woodsdale History Rooms are located in the Woodsdale Museum and Community Centre, formerly the Woodsdale State School (1884) on the main road from Oatlands to Runnymede in the Southern Midlands of Tasmania. Closed as a school in 1965, the building has been restored, with assistance from the Tasmanian Community Fund. It opened officially in November 2006.

The museum holds artefacts from 1860 to 1920 in the former principal's residence. In 2004, the local historical group received a State government grant to cover the cost of collating all historical information in the Levensdale and Woodsdale areas and its placing it on the State Library's *eheritage* web site. The school room is a multi-function room with changing displays every two months. The museum also incorporates a young collectors corner where children can show their collections. School groups visit and experience a taste of schooling in the 1880s. The development of the schools education package was assisted by Arts Tasmania.



Woodsdale State School under renovation

*with kind permission of the Levendale and Woodsdale History Rooms*



Levendale and Woodsdale History Rooms Education Package webpage

<http://www.levendale.tased.edu.au/The%20Woodsdale%20School%20Experience.htm>

*with kind permission of the Levendale and Woodsdale History Rooms*

Historical society websites can be more than just a source of information: they can be an integral part of your heritage tourism strategy and a powerful marketing tool. They can also play an important role in heritage tourism partnerships: the Gisborne and Mount Macedon Districts Historical Society website, for example, has a link to the Mount Macedon and Macedon Business and Tourism Association and Macedon Ranges Accommodation, a representative group for accommodation operators in the area. Some websites have a facility for travel planning: 'My Travel Planner'. The Kapunda Historical Society Museum, advertised on the South Australian tourism website, has this facility. Go to:

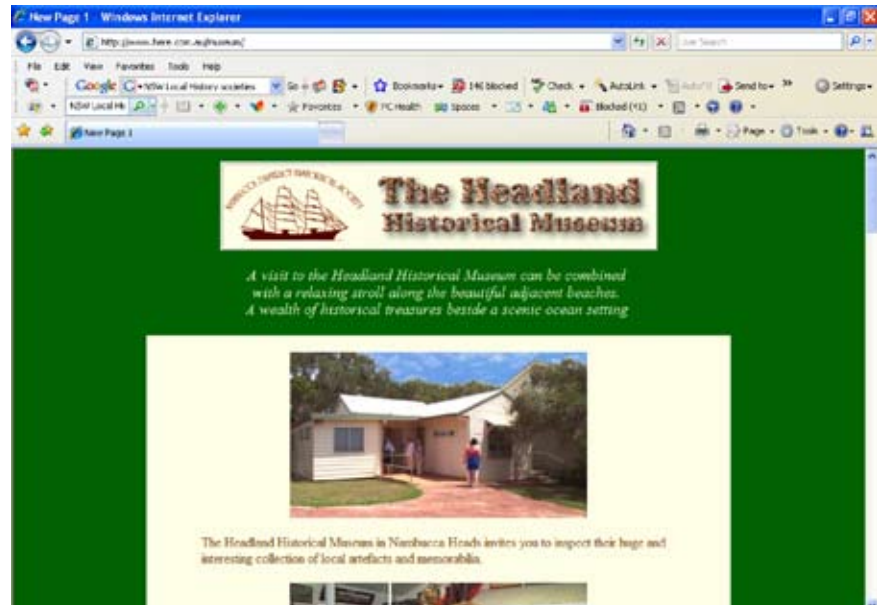
<http://www.southaustralia.com/9000554.aspx>

The Nambucca District Historical Society (NSW) uses its website solely to promote its associated heritage tourism project, the Headland Historical Museum. The website design is simple but effective, with essential contact information, a map and photographs of the museum's display. Go to:

<http://www.here.com.au/museum/>

Consider adding a message to your website to prevent unauthorised copying: see for example, The Oaks Historical Society (NSW) where a message pops up if you try to copy their material. The message reads: Please respect our work.

<http://www.oaksheritagecentre.com>



Nambucca District Historical Society webpage

<http://www.here.com.au/museum/>

with kind permission of the Nambucca Headland Museum

**TIP: Create a website for your local history society and use it to promote local heritage tourism activities**

Your local history society website can meet the differing needs of your heritage tourism market in a number of ways, including:

- [electronic brochure](#)
- [interactive](#)
- [e-commerce](#)

# ELECTRONIC BROCHURE

- relatively inexpensive
- can use existing material including photographs
- marketing tool: contact details, location, opening times, admission charges

## **Example:** **Avoca & District Historical Society (Vic)**

The Society has produced a six-panel brochure illustrating historical points of interest for a walking tour in and around Avoca. It can be downloaded as a PDF document (762 Kbs) by clicking on the image on the website. Go to:

<http://home.vicnet.net.au/~adhs/ADHSMain.htm>



Avoca & District Historical Society (Vic)

<http://home.vicnet.net.au/%7Eadhs/Avoca%201107%20Walking%20Tour.pdf>

with kind permission of the Avoca & District Historical Society (Vic)

# INTERACTIVE MULTIMEDIA SITES

- design audiovisual & interactive multimedia content of exhibitions and brochures so that it can easily be re-used on the web (Sumption, 2001)
- can use provide access to collections

## VIRTUAL SITE TOUR

### *Example: The Oaks Historical Society (NSW)*

The Oaks Historical Society (NSW), based 60 km from Sydney between Camden and Picton, runs a virtual tour of the Wollondilly Heritage Centre on its website. Go to:

<http://www.oaksheritagecentre.com/>

The Oaks Historical Society (NSW) operates the Wollondilly Heritage Centre, in co-operation with other organisations and the community. It is run by society volunteers. The Centre won the Western Sydney Small Business Awards for Excellence in Heritage and Cultural Tourism.

## VIRTUAL HERITAGE WALK

### **Example: Bellerive Historical Society (Tas)**

As well as a traditional paper brochure, the Bellerive Historical Society in Tasmania has effectively created a virtual walk (with audio) accessible through its website. Go to:

<http://www.bellerivehistory.com/index.html>

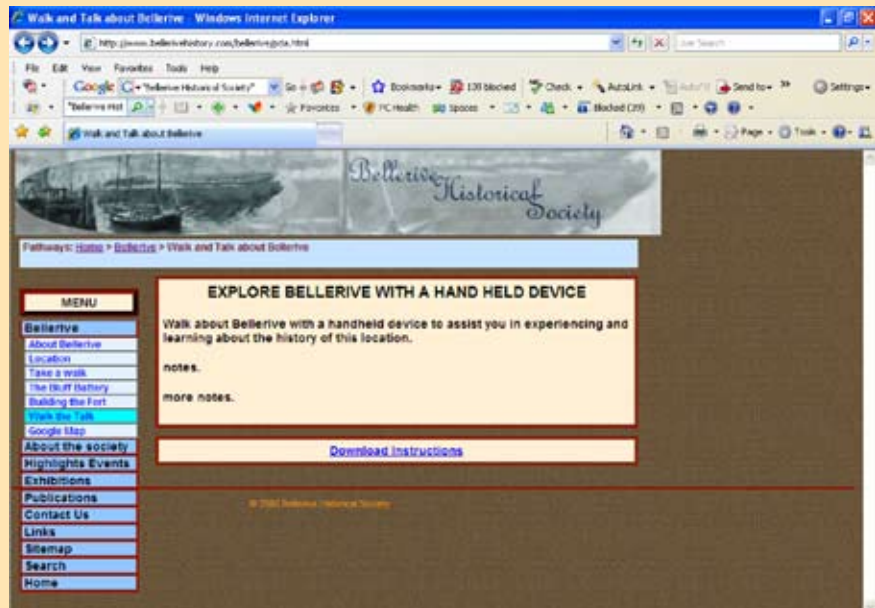


Bellerive Historical Society Virtual Walk webpage

[http://www.bellerivehistory.com/awalk/start\\_bellerive.html](http://www.bellerivehistory.com/awalk/start_bellerive.html)

with kind permission of the Bellerive Historical Society

It also has a downloadable walk, 'Walk the Talk'.

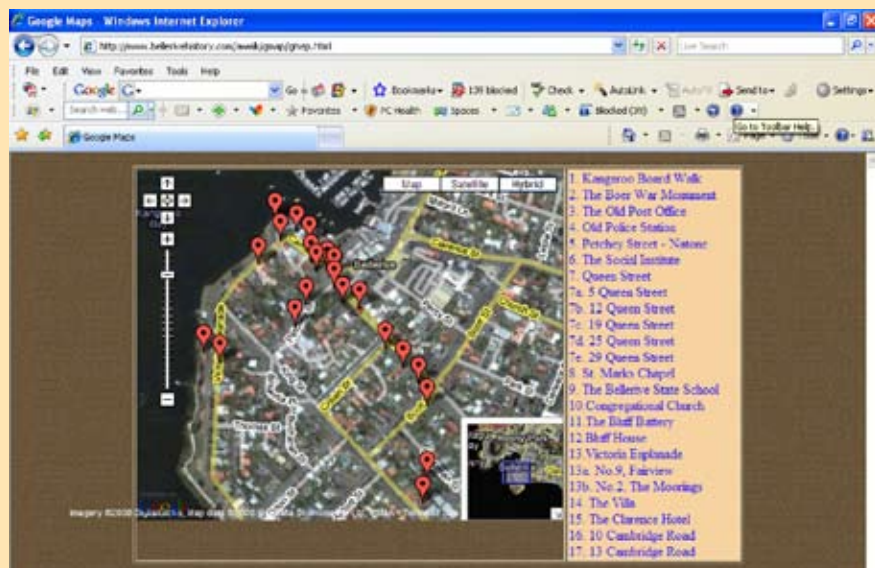


Bellerive Historical Society Virtual 'Walk the talk' webpage

<http://www.bellerivehistory.com/bellerive/pda.html>

with kind permission of the Bellerive Historical Society

The site also has a map link which identifies places on the heritage walk:



Bellerive Historical Society Virtual 'Walk the talk' webpage

<http://www.bellerivehistory.com/bellerive/pda.html>

with kind permission of the Bellerive Historical Society



# E-COMMERCE

- bookings
- publications & merchandise

In southern New South Wales, Cathy Dunn's comprehensive and innovative Milton Ulladulla website combines local and family history with heritage tourism, including booking facilities for tours.

**TIP: Remember to update links!**

<http://www.ulladulla.info/history/>

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# Australian Heritage Historical Towns Directory

One of the most useful tools for historical societies participating in heritage tourism activities is the online *Historical Towns Directory* produced by **Australian Heritage**. The directory is an easy-to-use, regularly-updated service and an excellent way to promote your local historical societies heritage tourism ventures.

By clicking on a state or territory on the map, you can access a regional guide to Australia's historic towns, including a wealth of information about organisations, museums and locations.

**Australian Heritage** invites organisations to submit information for inclusion on this site.

Go to:

<http://www.heritageaustralia.com.au/index.php>



Australian Heritage Home Page

<http://www.heritageaustralia.com.au/index.php>

with kind permission of Australian Heritage

Then go to the Historical Towns Directory

<http://www.heritageaustralia.com.au/search.php>



Australian Heritage Historical Towns Directory Tasmania webpage

<http://www.heritageaustralia.com.au/search.php?state=TAS#&>

with kind permission of Australian Heritage

The website also includes links to information about local events as well as to the **Australian Heritage Touring and Accommodation Guide**. This comprehensive guide provides information about Australia's rich architectural history and lists accommodation in these historically significant townships. It is a useful planning tool for heritage tourists. Go to:

<http://www.heritagetouring.com.au>



Australian Heritage Touring & Accommodation Guide webpage

<http://www.heritagetouring.com.au/>

with kind permission of Australian Heritage



Australian Heritage Touring & Accommodation Guide Cooma NSW webpage

<http://www.heritagetouring.com.au/search.php?state=NSW&region=14&id=647>

with kind permission of Australian Heritage

## Example: George Town and District Historical Society (Tas.)

The George Town and District Historical Society (Tas.) has listed its information in the Australian Heritage Historical Towns Directory, advertising the society and the Community History Room which operates from the George Town Watch House. There are online links to the society, the George Town Information Centre and a detailed regional map showing the location of George Town. George Town is one of the oldest European settlements in Tasmania and at one stage was the most important port on Tasmania's north coast.

**TIP: Consider promoting your local history society's heritage tourism activities in the Australian Heritage Historical Towns Directory and the Australian Heritage Touring & Accommodation Guide.**



Australian Heritage Historical Towns Directory Tasmania George Town webpage

<http://www.heritageaustralia.com.au/search.php?state=TAS&region=116&view=14>

with kind permission of Australian Heritage



**PARTNERSHIPS  
& STRATEGIES**

## CHAPTER 3: PARTNERSHIPS & STRATEGIES

# 3

*This chapter discusses working with local councils, tourism authorities etc to promote the heritage of the locality.*

Historical societies are largely volunteer organisations with limited funding. A successful heritage tourism venture will require a financial investment and a community commitment. It makes sense, then, to develop heritage tourism partnerships with other organisations such as local government and tourism authorities as well as local business and special interest groups, including service clubs. Involving diverse stakeholders in heritage tourism planning and management through collaboration and partnerships is a sensible option for historical societies. (Bramwell and Lane 2000).

Places like Burra in South Australia became involved in heritage tourism in the 1970s and have demonstrated what is possible when community groups, individuals and local government share a vision and work together. For information on Burra, go to:

<http://www.tourismexcellence.com.au/pdf/module4/Burra.pdf>

<http://www.southaustralia.com/9002545.aspx>

Similarly, tourist villages which celebrate heritage, such as Ballarat's Sovereign Hill (Vic) and the Gympie Gold Mining & Historical Museum (Qld), are evidence of successful partnerships. Sovereign Hill has received significant State government financial support over many years. The museum in Gympie is operated by the Gympie & District Historical Society, with the support of the Cooloola Shire Council:

<http://www.goldmuseum.spiderweb.com.au/>

See also the Queensland Trails Network webpage for another example of successful partnerships. Go to:

<http://heritagetrails.qld.gov.au/attractions/>

Partnerships can be financial or advisory. A small contribution from an organisation such as the local council can encourage contributions from other groups.

To locate local government associations, go to

<http://www.alga.asn.au/about/>

**Heritage is an expression of the values of the community. It is worthwhile spending the time and effort to get a range of people and organisations involved in the planning, funding and implementation [of the project] so there is a real sense of community ownership. (NSW Heritage Office (1995) *Guidelines for Heritage Trails*)**

Some government and business organisations demonstrate their interest in local community matters by promoting employee-volunteer programs, allowing their staff to work with community organisations, in areas such as the development of business and marketing plans.

For many historical societies, developing heritage tourism is a way of becoming or remaining viable. Many society members have few or no skills in business or tourism planning or financial management. Heritage tourism, however, is a sophisticated business. It is not just a matter of putting out a sign and hoping that someone sees it. A higher level of professionalism is required. Management, maintenance and marketing are key issues for successful heritage tourism sites. (Grimwade 2001). Historical societies need to form partnerships with government and other community groups to ensure the viability of their local heritage tourism ventures. Community support and forward planning, including business plans and evaluation processes, are vital.

Historical societies need to find a balance between the reason for their existence and heritage tourism management and marketing. Few find that they can do it alone: partnerships and outside advice are critical to the success of heritage tourism ventures – not just for funding but for the greater level of professionalism which is required. It is important to factor in funding for ongoing costs such as new displays and maintenance, to encourage return visits.

**Maintaining and promoting a venue needs a lot of hard work. You cannot just open the door, grab a cup of tea and sit, waiting for tourists to flock through the door. (Grimwade 2001).**

A useful online publication is Tod Jones, Michael Hughes, Vicki Peel, David Wood and Warwick Frost *Assisting Communities to Develop Heritage Tourism Opportunities*, published by the CRC for Sustainable Tourism in 2007. This report can be freely downloaded from:

[http://www.crctourism.com.au/CRCBookshop/Documents/Jones\\_LocalHeritageComms.pdf](http://www.crctourism.com.au/CRCBookshop/Documents/Jones_LocalHeritageComms.pdf)

It is also available for purchase in hard copy. It includes an appendix titled 'Resources to assist with establishing and funding heritage tourism in Australia' and an up-to-date list of references.



## Partnerships

1. [Local government](#)
2. [Tourism bodies](#)
3. [Local business groups](#)
4. [Special interest groups](#)

# 1. LOCAL GOVERNMENT

Heritage tourism projects are likely to require strong local government support and/or participation.

Local government support for heritage tourism varies enormously. It ranges from providing advice about planning issues to providing repositories or storage space, leases for buildings and financial assistance in the form of rate remissions, labour and grants.

## ***Example: Burnside Historical Society Inc & the City of Burnside (SA)***

The website for the City of Burnside in South Australia includes information about the **Burnside Historical Society** and publishes its monthly program. Go to:

<http://www.burnside.sa.gov.au/site/page.cfm?u=648>

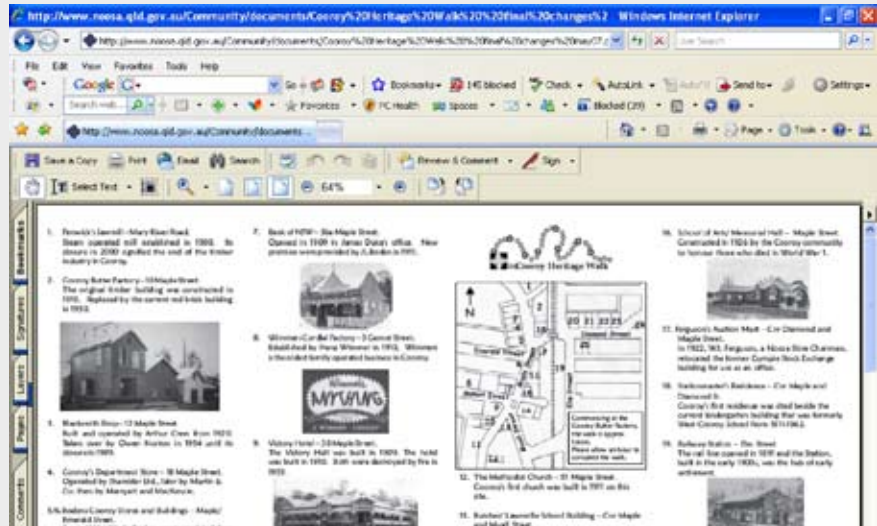
The council also publishes a series of seven self-guided **Historic Walking Tours Pamphlets** which are freely available online as PDF documents. The pamphlets were produced as part of the 150<sup>th</sup> anniversary commemoration of the proclamation of the District Council of Burnside. As part of these celebrations, it was decided to update and redesign the City's historic walking trail booklets, originally written by members of the Burnside Historical Society in the 1980s and early 1990s. Burnside Council staff, together with members of the Burnside Historical Society, reviewed and updated these documents and added a new historical walking trail. The new maps were printed in August 2007 and are available free of charge from the Burnside Library. They include links to transport information. The walking trails can be found at:

<http://www.burnside.sa.gov.au/site/page.cfm?u=1334>

## ***Example: Noosa Shire Council now Sunshine Coast Regional Council (Qld)***

The Noosa Shire Council/Sunshine Coast Regional Council (Qld) publishes on its website downloadable brochures for three self-guided heritage walks, developed in conjunction with local historical societies. The walks are located in the towns of Pomona, Tewantin and Cooroy. Go to:

<http://www.noosa.qld.gov.au/Community/HeritageWalks.shtml>



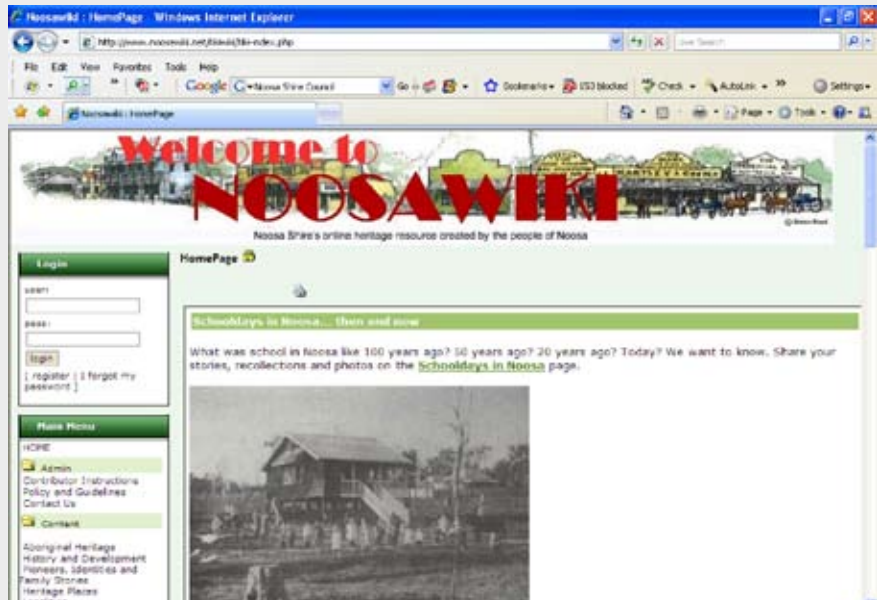
Sunshine Coast Regional Council Heritage Walks Cooroy Heritage Trail webpage

<http://www.noosa.qld.gov.au/Community/documents/Cooroy%20Heritage%20Walk%20%20final%20changes%20may07.pdf>

with kind permission of the Sunshine Coast Regional Council

The Noosa Shire Council (now Sunshine Coast Regional Council) also publishes the **Noosawiki** page, managed by the local library working with local historical groups. The site includes photographs and stories about the lives of early settlers as well as a section on Aboriginal heritage. Go to:

<http://www.noosawiki.net/tikiwiki/tiki-index.php>



Sunshine Coast Regional Council noosawiki webpage

<http://www.noosawiki.net/tikiwiki/tiki-index.php>

with kind permission of the Sunshine Coast Regional Council Library

## 2. TOURISM BODIES

There are a number of government, government-funded and industry bodies involved in tourism.

### Federal Government

#### Department of Resources, Energy and Tourism

The Department of Resources, Energy and Tourism (formerly Industry, Tourism and Resources) has a tourism division which includes

- Tourism Australia
- Tourism Research Australia
- Tourism Forecasting Committee

These concentrate on marketing Australia nationally and internationally, developing appropriate policy and researching current and future demand for tourism in Australia. For further information, see:

<http://www.innovation.gov.au/Pages/default.aspx>

The Department offers a significant grants program for rural and regional areas. Information about the **Australian Tourism Development Program** can be found at:

<http://www.ausindustry.gov.au>

#### Tourism Australia

Tourism Australia operates within the portfolio of the Department of Industry Tourism and Resources. It has a primary role of promoting Australia nationally and internationally. It conducts strategic research regarding key international and domestic tourism markets. For further information, go to:

[www.tourismaustralia.com](http://www.tourismaustralia.com)

Tourism Australia is responsible for the **Australia Tourism Data Warehouse (ATDW)** with State and Territory tourism organisations. It is a comprehensive online directory of Australian tourism 'product'. Some historical societies are listed: for example, Albany Historic Society.



Australian Tourism Data Warehouse Albany Historical Society Inc webpage

[http://www.atdw.com.au/publish.asp?get\\_product=true&product\\_id=9033364](http://www.atdw.com.au/publish.asp?get_product=true&product_id=9033364)

*with kind permission of the Australian Tourism Data Warehouse*

For further information, go to:

<http://www.atdw.com.au/>

## State Government

State travel and tourism offices often provide maps, brochures, travel guides, event calendars and other valuable information about attractions. Some States also offer special programs to promote heritage tourism development.

State tourism and heritage bodies also have heritage tourism strategies. WA, for example, has a comprehensive heritage tourism strategy, prepared by the Heritage Council of WA and Tourism Western Australia, available online at:

[http://www.heritage.wa.gov.au/pdfs/pubList/section3/HTS\\_background.pdf](http://www.heritage.wa.gov.au/pdfs/pubList/section3/HTS_background.pdf)

Contact details for State agencies are listed in the [Appendix](#).

## Funding

Find out what **funding** is available. Take advantage of **advisory services** that provide information about funding availability and applications.

Check your State Heritage or Tourism Office for information about funding and advisory services as availability varies from State to State. Get to know your local tourism and heritage department and the way it operates. Work with these agencies as much as possible.

All States now have heritage offices and many local governments have heritage advisers, listed in the [Appendix](#).

The NSW Heritage Office (now the Department of Planning Heritage Branch) publishes a series of heritage information guides, including 'Guidelines for Heritage Trails' (1995). This has a useful section on funding for heritage trails. Go to:

[http://www.heritage.nsw.gov.au/docs/info\\_heritage\\_trails.pdf](http://www.heritage.nsw.gov.au/docs/info_heritage_trails.pdf)

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### 3. LOCAL BUSINESS GROUPS

Some Chambers of Commerce actively promote local history and local historical societies. In Bateman's Bay in NSW, 'Women in Business Batemans Bay' published the 'Two Foot Tour CBD History Walk'. This can be viewed online at:

<http://www.heritagetourism.com.au/discover/batemansbay.pdf>

#### ***Example: Yamba District Chamber of Commerce & Port of Yamba Historical Society***

Port of Yamba Historical Society is supported by the Yamba District Chamber of Commerce, which provides a link to the historical society under 'Visitor Information' on its home page. Go to:

<http://www.yambansw.com.au/content/homepage.htm>

Individual local businesses with an interest in history and heritage may provide advertising for historical society collections and activities or links to their sites.

#### ***Example: Picton and District Historical and Family History Society (NSW)***

A commercial site which promotes the Wollondilly region of NSW has local history and heritage links including a link to the Picton and District Historical and Family History Society (NSW). It hosts the webpage for the society:

<http://www.stonequarry.com.au/tourinfo/index.html>

<http://www.stonequarry.com.au/padhfs/index.html>

## Example: Bellerive Historical Society (Tas) and TAFE Tasmania students

In Tasmania, the Bellerive Historical Society webpage was designed in partnership with local TAFE students.



Bellerive Historical Society webpage

<http://www.bellerivehistory.com/bellerive/>

with kind permission of the Bellerive Historical Society

- [Return to Chapter 3](#)



## 4. SPECIAL INTEREST GROUPS

Where heritage tourism projects such as linked trails are involved, the partnerships may be with peak bodies rather than with local groups.

### ***Example: Queensland Heritage Trails Network***

**Queensland Heritage Trails Network** is officially a partnership between the Commonwealth and Queensland Government but, at varying levels, it also involves a number of other community and business organisations, including historical societies. It includes the Stockman's Hall of Fame and the Workshops Rail Museum in Ipswich, well-known destinations in their own right. Go to:

<http://heritagetrails.qld.gov.au/default.html>

Increasingly, historical societies are working with local and State governments on projects such as the provision of heritage trails.

### ***Example: Pioneers Pathway WA***

In 2004, the **Pioneers Pathway** was launched in Western Australia. It is a self-drive route through the north eastern wheatbelt following the trail of explorers and prospectors as they trekked eastwards from the Avon Valley. Go to:

<http://www.pioneerspathway.org.au/>

The Pioneers Pathway incorporates historical society projects such as the Merredin Museum, run by volunteers from the **Merredin Museum & Historical Society** and housed in a former railway station.

### ***Example: The Pilbara Railways Historical Society (WA)***

The Pilbara Railways Historical Society (WA) is an example of successful partnerships providing significant funding, in-kind assistance and sponsorship from several groups and companies, including Rio Tinto Iron Ore, the Pilbara Corporation, the Shire of Roebourne, Sinclair Knight Merz and Pemberton Tramways. The Society was formed in 1976 by members of the Karratha and Dampier communities. Go to:

<http://www.prhs.org.au/index.html>

## e-heritage: a successful partnership

Many historical society collections have thousands of items, only some of which are fully catalogued. Practical government and professional support is required for them to be accessible. The State Library of Tasmania's **eHeritage** project catalogues collections for approximately 30 historical societies and provides an excellent model.



State Library of Tasmania eHeritage webpage

<http://eheritage.statelibrary.tas.gov.au/>

with kind permission of the State Library of Tasmania

Tasmania's **eHeritage** service began as a State Library project to assist Tasmania's local historical organisations. The project was funded by *Networking the Nation*. Its intention was to secure the future of Tasmania's vulnerable cultural history and documentary heritage by accelerating the use of technology and innovation within the local history and heritage community.

The **eHeritage online catalogue** containing records from each of the historical organisations was launched in 2003. It now contains over 120,000 records, with new records added regularly.

Several other historical organisations have since applied to join the eHeritage service. Their equipment and training requirements were met by Arts Tasmania's Small Museums and Collections Program. This program receives applications for training on the eHeritage service, or to further develop the cataloguing process of those museums currently using the software preferred by eHeritage.

For more information about eHeritage, go to:

<http://eheritage.statelibrary.tas.gov.au/>

## ***The Australian Society of Archivists (ASA)***

The Australian Society of Archivists is the peak professional body for archivists in Australia. It has an institutional category of membership, open to archival institutions and other organisations which support the aims of the Society. It offers a concessional rate of membership for voluntary organisations such as historical societies. Go to:

<http://www.archivists.org.au/>

The Australian Society of Archivists publishes online details of archival collections, including some member historical societies such as the Eastern Goldfields Historical Society (WA), the Albany Historical Society (WA) and the Broome Historical Society (WA).

To see an example, go to:

<http://www.archivists.org.au/eastern-goldfields-historical-society-inc>

## **FINDING OUT ABOUT FUNDING: Australian and State Government**

Information about grants and funding sources can be found in Judy Gale Rechmer, *FAHS Heritage Handbook: A Guide for Historical Societies*, at:

<http://www.history.org.au/guide/chapter6.htm>

The Australian Government Department of Infrastructure, Transport, Regional Development and Local Government has an online grants link page, which includes state grants. Go to:

<http://www.grantslink.gov.au/>

The Parliament of Australia Parliamentary Library also a similar links page for community grants:

<http://www.aph.gov.au/library/intguide/sp/spgrants.htm>

## **MANAGEMENT STRUCTURES**

Forging partnerships with external bodies may require a change in the governance and management structure of historical societies.

A historical society which is a **grant recipient** will usually be required to account for funds. This may necessitate a change of focus for some societies used to operating autonomously. As well, the society will need, in most instances, to be an incorporated body.

Your society may need to develop different and more complex skills. The larger the injection of funds, the greater the demands on societies. Practical management advice is provided by organisations such as Volunteering Australia. For more information, go to:

[http://www.volunteeringaustralia.org/html/s01\\_home/home.asp](http://www.volunteeringaustralia.org/html/s01_home/home.asp)

The Volunteering Australia website includes a list of publications and an index to articles published in the *Australian Journal on Volunteering*. A useful online publication on the website is Volunteering Australia *Running the Risk? A risk management tool for volunteer involving organisations* (2003). It was funded by the Commonwealth Department of Families, Community Services and Indigenous Affairs and developed for Volunteering Australia by the Centre for Philanthropy and Nonprofit Studies at Queensland University of Technology. Professional advice and support was also provided by AON Risk Services Australia Ltd and MooresLegal. Go to:

[http://www.volunteeringaustralia.org/html/s02\\_article/article\\_view.asp?id=129&nav\\_cat\\_id=164&nav\\_top\\_id=61](http://www.volunteeringaustralia.org/html/s02_article/article_view.asp?id=129&nav_cat_id=164&nav_top_id=61)

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**DEVISING  
HERITAGE  
WALKS & OTHER  
HERITAGE  
ACTIVITIES  
FOR  
VISITORS**



# CHAPTER 4: DEVISING HERITAGE WALKS & OTHER HERITAGE ACTIVITIES FOR VISITORS

# 4

*This chapter provides information on devising heritage walks and other heritage activities for visitors.*

A good starting point for historical societies interested in developing a heritage walk and associated activities is the NSW Heritage Office information document, *Guidelines for Heritage Trails* (1995), published online at:

[http://www.heritage.nsw.gov.au/docs/info\\_heritage\\_trails.pdf](http://www.heritage.nsw.gov.au/docs/info_heritage_trails.pdf)

## **WHAT IS A HERITAGE WALK?**

Many historical societies offer some form of **heritage walk or tour** as part of their promotional activities. This usually provides an overview, with the assistance of an audio or printed guide, of an area's heritage and history or a particular aspect of it. A **heritage trail** is a form of heritage walk which links significant aspects of an area's history and heritage.

## **WHY HAVE A HERITAGE WALK?**

A heritage walk or heritage trail can

- increase awareness of the local heritage and stimulate an interest in conservation
- promote the area's history to visitors
- publicly acknowledge significant conservation activity; and
- provide a ready-made recreational or educational excursion (NSW Heritage Office Guidelines 1995)

It also enables visitors to understand the landscape.

The scope for tours is vast. The **Nepean District Historical Society (NSW)** offers lantern and twilight tours in summer. Go to:

[www.nepeanhistoricalsociety.org.au](http://www.nepeanhistoricalsociety.org.au)

The Historical Society of the Northern Territory (HSNT) runs an annual 4WD camping trip to remote heritage sites. Participants supply their own 4WD vehicles and camping gear and there is a small charge to cover information about the sites visited and to raise funds for the HSNT. The society enlists the assistance of volunteers with specialist knowledge of the areas visited. The society also conducts heritage walks during the dry season, working closely with other community groups such as the Friends of the North Australian Railway.



Historical Society of Northern Territory Annual Heritage Camping Trip  
Nigel Ridgway at the John Flynn Memorial September 2006

*With kind permission of the Historical Society of the Northern Territory*



Historical Society of the Northern Territory Annual Heritage Camping Trip  
Hermannsburg Church September 2006

*With kind permission of the Historical Society of the Northern Territory*



Above: Historical Society of the Northern Territory  
Annual Heritage Camping Trip  
Bev Phelts, Hermannsburg September 2006

*With kind permission of the Historical Society of the Northern Territory*



Left: Historical Society of the Northern Territory  
'The End of the Never Never Line'  
Back from left: John Turner (Adelaide) Trevor  
Horman, Peter Bate, Richard Luxton, Nigel Ridgway  
(Adelaide) Front from left: Judy Richardson, Helen  
Bate, Bev Phelts

*With kind permission of the Historical Society of the Northern Territory*

Below: Historical Society of the Northern Territory  
'The restored fettlers trolley'  
From left: John Turner & Nigel Ridgway (Adelaide),  
Mick Kent, Jared Archibald

*With kind permission of the Historical Society of the Northern Territory*





Heritage tours can be thematic: for example, architectural styles; industrial heritage; convict heritage; or significant people or events. Tours can be designed for a specific purpose, such as heritage conservation. Such a walk could include a number of conserved buildings and sites; as well, material about local history, architectural forms and conservation practices and techniques could be included. (NSW Heritage Guidelines 1995). In north-west Tasmania, the Art Deco Association has developed the 'Burnie Art Deco Trail'. A tour map and downloadable podcast are accessible from the website:

<http://www.artdecotasmania.com.au/>

As well, MP3 players are available for hire from the local Burnie Pioneer Museum.

A key element of any heritage walk is the identification of significant items of interest. Many walks and trails incorporate plaques or signs on special structures to provide additional information. The **Collingwood Historical Society (Vic)**, with the support of the City of Yarra and Heritage Victoria, has installed a number of plaques across Collingwood, Abbotsford and Clifton Hill which identify sites of significance relating to the industrial heritage of the area of the former City of Collingwood. Some of the plaques have been generated by the Collingwood Historical Society and the City of Yarra (green plaques) and some have been produced by Heritage Victoria (blue plaques). There is a designated Collingwood Plaques website, which has a link for each plaque with images and text providing more information. Go to:

**Collingwood Historical Society:**

[http://www.collingwoodhs.org.au/index.php?p=1\\_1\\_Home](http://www.collingwoodhs.org.au/index.php?p=1_1_Home)

**Collingwood Plaques website:**

<http://www.yarracity.vic.gov.au/Services/Arts%20&%20Culture/plaque.asp>

**Heritage walks** can be **guided tours** (often walking tours or coach tours) or **self-guided tours** (on foot or by some form of transport). Generally, these should take about one or two hours to complete at a leisurely pace. **Heritage drives** should generally not take longer than three hours to complete. **Specific user groups** may require modifications to the general walk: for example, a guided tour for senior citizens should be undertaken at a more relaxed pace, with frequent rest stops and a large degree of audience participation. (NSW Heritage Office 1995).

Heritage walks can be promoted in tourist pamphlets and are often supplemented by interpretive pamphlets or cassette tapes. Ideally, the heritage walk should be part of the local tourism strategy. Local tourism authorities should be encouraged to promote the walk and to act as a distribution point for associated material such as brochures. Many historical societies promote

their walks on their society's website. See, for example, the Jarrahdale Heritage Society (WA) website. Go to:

<http://www.jarrahdale.com/guidedwalkscalendar.htm>



Jarrahdale Heritage Society (WA) Guided Walks webpage

<http://www.jarrahdale.com/guidedwalkscalendar.htm>

*With kind permission of the Jarrahdale Heritage Society*

## GUIDED TOURS

A guided tour can be an inexpensive heritage tourism activity, particularly if the publicity is picked up by a coordinating group such as the National Trust or government agency. The Tasmanian Heritage Festival, held annually in April and organised by the National Trust and Heritage Tasmania, features guided tours run by local historical societies.

Some guided tours are offered on a regular basis while others feature as part of special events such as heritage festivals, 'Adult Learners Week' or 'Seniors Week' or as part of an area's commemorative activities. The Historical Society of the Northern Territory combines with other community groups during Law Week to conduct 'criminal tours', which include cemetery tours to the gravesites of notorious criminals as well as walking and bus tours to suburban and rural crime scenes and tours of the Supreme Court. All tours are free and are advertised on the society's website and the NT news. Go to:

<http://www.historicalsocietynt.org.au/>

Participation in these special events usually creates free publicity.

A knowledgeable and informed guide is a crucial part of any guided tour and can add significantly to the visitor experience. Ham and Weiler, in a study of 'high-quality' (face to face)

interpretation concluded that ‘the guide’s passion, their ability to entertain, and their ability to provide new insights were the three most common qualities’ associated with the best guides. Furthermore, it was not the raw information transferred that was important but the way it was presented: ‘it’s *how* the guide presents it and what she or he *does* with it that makes the biggest difference’. (Ham and Weiler 2001).

### ***Example: Avoca & District Historical Society Inc (Vic)***

Avoca & District Historical Society (Vic) has established a Friends of the Avoca Cemetery group to conduct tours of the Avoca Cemetery to raise funds for the Avoca Cemetery Restoration Fund. Go to:

<http://home.vicnet.net.au/~adhs/ADHSMain.htm>

Consider incorporating an online booking facility for tours in your website, such as the one used by Strathfield Historical Society (NSW). Go to:

<http://www.strathfieldhistory.org.au/>

## **SELF-GUIDED TOURS**

There are self-guided walking, cycling, car, ferry and train tours. The pace and route, to a large extent, are determined by the participant.

Self-guided tours are generally:

- cheaper to run than guided tours
- less formal
- more flexible

Some historical societies adapt their self-guided material for guided tours.

### ***Example: Cooroora Historical Society (Qld)***

Cooroora Historical Society has an online PDF self-guided ‘Pomona Heritage Walk’. Go to:

<http://www.pomonainc.org/pomonaheritagewalk.pdf>

Pomona is a heritage town at the foot of Mt Cooroora (near Noosa). Sponsored by the Cooroora Historical Society in conjunction with other community groups, the heritage walk includes plaques erected by the local council.

## PODWALKS

Recent developments in technology have led to innovative self-guided tours such as Ipod MP3 audio tours, mostly accessible through websites. A model for local historical societies interested in developing podwalks is Heritage Tasmania's podwalk through Hobart's Sullivan's Cove historic area. Go to:

<http://www.heritage.tas.gov.au/podwalk.html>

## DESIGNING A HERITAGE TRAIL

A freely available step-by-step guide for designing a heritage trail, produced by the NSW Heritage Office, can be downloaded from:

[http://www.heritage.nsw.gov.au/docs/info\\_heritage\\_trails.pdf](http://www.heritage.nsw.gov.au/docs/info_heritage_trails.pdf)

These guidelines are directed primarily at professionals working with local government but they provide commonsense advice, with illustrations and examples, which local historical societies can adapt. The guidelines cover the following:

- What is a heritage trail?
- Why have a heritage trail?
- Designing a trail
- Funding
- Information for self-guided trails
- Brochures
- Other media
- References

The guide follows the following stages:

- STEP 1: Decide on the focus of the trail and identify the primary target group
- STEP 2: Compile a list of possible themes for inclusion in a heritage trail
- STEP 3: Prepare a draft route linking the selected items of historical interest
- STEP 4: Assess the suitability of nominated items
- viability and access
  - attitudes of owners

## OTHER HERITAGE ACTIVITIES

The heritage tourism activities of historical societies are not confined to heritage walks and trails. It makes sense, however, to link heritage trails to other local facilities, such as museums, visitor information centres and parks. As with all heritage tourism activities, tap into local tourism bodies. Know your market. Make sure your decisions are informed and your use of resources is strategic.

## INTERPRETATION

No matter what heritage tourism activity your society undertakes, thoughtful and well-designed **interpretation** will play a key role in its success. Interpretation adds value to the visitor experience. Satisfied visitors share a positive experience with others, resulting in constructive word of mouth advertising and repeat visits.

### What is interpretation?

Interpretation is an educational and information strategy designed to reveal meanings and relationships to people about the places they visit and what they see and do there. As Ham and Weiler state, interpretation is ‘not just about face-to face communication by guides ... it includes non-personal or “static” interpretation such as printed materials, signs, exhibits, self-guided walks, pre-recorded tour commentaries on cassettes or videos, virtual tours, and other electronic media’. (Ham & Weiler 2001).

### Thematic interpretation: making meaning

Defining themes as **the take-home message** that we want to deliver to visitors, Tourism Tasmania has published online a useful practical manual which is suitable for use by local historical societies wishing to develop heritage tourism activities. The *Thematic Interpretation Planning Manual* develops an eight step ‘Interpretive Planning Process’:

1. Interpretive Inventory
2. Interpretive Goals
3. Identify Audience
4. Determine outcomes for goals
5. Develop Themes
6. Develop Media Matrices
7. Implementation Plan
8. Evaluation processes

The manual is freely available at:

<http://www.tourismtasmania.com.au/tasind/thematic/thematic.htm>

**It’s not a case of filling visitors with endless facts and figures. Something else must be going on. (Ham & Weiler 2001)**

**Interpretation is an effective way of adding value to the experience, employing more locals, creating a cultural connection for visitors, building understanding and differentiating an operator’s product in the market. (S Wearing and J Neil 1999).**

**A theme is a take-home message; it’s the moral of the story or main conclusion a visitor takes away from an interpretive activity (like a guided tour or talk) or device (like an exhibit, website or brochure). [Tourism Tasmania 2005].**

**The primary purpose of thematic interpretation is not just to give entertaining facts to visitors but to lead visitors to draw conclusions from those facts – and in doing so to provoke them to think more deeply about the place, its features and the qualities that make it special. (Tourism Tasmania 2005).**

## Principles for successful interpretation

Interpretation needs to capture the visitor's imagination, intellect or emotions and, in doing so, grab their interest.

Wearing and Neil (1999) summarise the following key principles for successful interpretation:

- people learn better when they are actively involved in the learning process
- people learn better when they are using as many senses as appropriate. It is generally recognised that people retain approximately 10% of what they hear, 30% of what they read, 50% of what they see and 90% of what they do
- insights that people discover for themselves are the most memorable as they stimulate a sense of excitement and growth. Learning requires activity on the part of the learner
- being aware of the usefulness of the knowledge being acquired makes the learning process more effective

## Resources

There are many resources available for those who want to know more about the principles of interpretation. For those who want detailed information, a good starting point is the **Bibliography of Australian Interpretation Publications**, available online and including international publications and online links:

<http://www.heritage.vic.gov.au/pages/pdfs/Interp%20bibliography.pdf>

For those who want practical advice, check the NSW Heritage Office *Heritage Information Series. Interpreting Heritage Places and Items Guidelines* (2005), which is available at:

[http://www.heritage.nsw.gov.au/docs/info\\_interpreting.pdf](http://www.heritage.nsw.gov.au/docs/info_interpreting.pdf)

and Tourism Tasmania *Thematic Interpretation Planning Manual 2005*:

<http://www.tourismtasmania.com.au/tasind/thematic/thematic.htm>

## REMEMBER:

As with any heritage tourism project, it is important to:

- specify your aims
- determine the specific user groups to be targeted
- determine the most appropriate approach

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**PROMOTING THE  
HERITAGE OF THE  
LOCAL COMMUNITY  
& REGION**

# CHAPTER 5: PROMOTING THE HERITAGE OF THE LOCAL COMMUNITY & REGION

# 5

*This chapter discusses promoting the heritage of the local community and region.*

Promoting the heritage of the local community is fundamental to heritage tourism. Historical societies are well-positioned to undertake this.

This involves understanding what is important about your local heritage. From a heritage tourism perspective, it also means understanding your market. Some key questions include:

- What is it that makes your locality unique or special?
- How is it different?
- What are its features?
- What do visitors want?

## **Marketing**

Most historical societies are not in a position to undertake their own market research. However, it is still possible to access useful information about tourists to your region, particularly through your local tourism organisations. *Tourism Tasmania*, for example, conducts an annual Tasmanian Visitor survey and outcomes of the survey, as well as other useful documents, are available on Tourism Tasmania's website:

<http://www.tourismtasmania.com.au>

Other sources include Australian Bureau Statistics (ABS) statistics.



## Developing a Marketing Plan

For historical societies considering a heritage tourism venture, a **marketing plan** is essential. The goal of your society is to reach your target market. This can be done in conjunction with local, regional, state or national organisations.

Four key components for your marketing plan are:

1. [Public Relations](#)
2. [Advertising](#)
3. [Graphic Materials](#)
4. [Promotions](#)

For more information, go to:

<http://www.culturalheritagetourism.org/steps/step4.htm>

# PUBLIC RELATIONS

Use the media to promote your historical society. Provide opportunities for articles about people, exhibitions, commemorations, activities, events, buildings, or discoveries.

- prepare a **press kit**, a folder of useful background information. Include up-to-date media contacts & details for your society's contact
- draw up **press releases** to announce any newsworthy events
- arrange **educational tours** for travel writers and other members of the media as well as tour operators and travel agents
- use public service announcements — free for not-for-profit organisations — to publicise special events

## Local Marketing

**You may not at first think of your own area when you think of marketing, since new visitors come from marketing to outside audiences. But building community awareness is both courteous and an essential investment. (National Trust for Historic Preservation, *Getting Started: How to Succeed in Cultural Heritage Tourism*, 2004).**

- organise an **educational tour** for local stakeholders to increase their awareness of your society and what it offers heritage tourism
- hold special events or open days for the local community, including schools and children for the general public to create enthusiasm (and perhaps recruit volunteers!)
- vary the medium: audiovisual presentations, slide shows, PowerPoint presentations or videotapes can increase the impact of your story

# ADVERTISING

Advertising is a form of marketing to targeted audiences. It can be costly.

**Print advertising** (ads in newspapers and magazines) are generally less expensive than ads in **electronic media** (radio and television).

Local radio stations and newspapers often welcome stories about interesting events and personalities connected in some way to history and heritage. This can lead to further publicity and promotional opportunities. Publications such as seniors magazines and newspapers are also a useful promotional source.

Consider using both **consumer advertising** (to reach tourists directly) and **trade advertising** (which reaches travel-industry professionals). Work with your local tourism promotion groups.

Plan to measure the results of the advertising campaign. Ask:

- did it produce inquiries?
- how many?
- how many of the inquiries turned into actual visitors?

Find out how well your current campaign worked so you can plan for the next one.

**Good ads depend on good materials—on a simple message, crisp photos, and effective copy. Good placement is essential as well, so buy space carefully. (National Trust for Historic Preservation, website, 2004).**

**TIP: radio ads can be especially effective for promoting special events.**

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# GRAPHIC MATERIALS: AN IMAGE PACKAGE

- Choose a **logo**, or graphic symbol, to identify your historical society's cultural heritage tourism venture. Use it widely and consistently so it becomes closely associated with your program.
- Develop a website as a marketing tool
- Print brochures as a marketing tool & source of information:
  - a general destination brochure to be displayed at key locations such as visitor centres and sites
  - specialized brochures for special sites, special events, or special tours

### *Checklist for brochures:*

- who is the audience?
- where will you distribute it?
- does it include contact details including a website, telephone number, postal address?
- does it include a map?

Even when you have done your best to make all these graphic materials attractive and informative, you won't always get them right the first time. Assess the effectiveness of your material. Do you need different types of material for different audiences? Take time to find out. Consult widely.

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# PROMOTIONS

**A word to the wise. Make sure the experience a glossy brochure leads visitors to expect is an experience your area can genuinely offer. That is, marketing only what you can realistically deliver. Marketing is effective only AFTER you are really ready for visitors. It's the last step for a reason. (National Trust for Historic Preservation, website, 2004)**

Be aware of **travel industry shows and consumer trade shows**, or **regional visits**, and look for opportunities for your historical society to participate, possibly in partnership with another organisation to reduce expenses.

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**RUNNING  
HISTORICAL  
MUSEUMS &  
PREPARING  
HERITAGE  
DISPLAYS**



# CHAPTER 6: RUNNING HISTORICAL MUSEUMS AND PREPARING HERITAGE DISPLAYS

# 6

*This chapter discusses running historical museums and preparing heritage displays.*

**Local museums are no longer the social clubs of a few decades ago where a few locals clung desperately to the memorabilia of the past. (Grimwade 2001).**

Historical museums and heritage displays, often in the custodianship or under the management of historical societies, are an important component of heritage tourism. In some instances, however, heritage tourism tends to be a by-product of the historical society's collection and not its reason for existence. Historical societies venturing into heritage tourism will need to be strategic planners and understand the nature and structure of the heritage tourism industry. Sites and museums need sound management, curation, conservation and well-maintained displays. Grimwade cautions against saving 'anything and everything' without regard for true significance. (Grimwade 2001).

## **Heritage rooms and historical museums**

Many historical societies operate from heritage rooms or museums. Conditions, staffing and opening times vary enormously.

**Local history collections** are often housed in small museums, typically in a landmark heritage building, often abandoned as rural towns changed and major institutions such as banks, schools and police stations closed. (Scheiffers 2005). The **Jamieson and District Historical Society** (Vic) collection, for example, is housed in the Old Jamieson Court House, in the once-thriving goldmining Upper Goulburn region of Victoria. In the mid-1980s, the Justice Department planned to sell or demolish the Old Jamieson Court House but it was saved by a group of dedicated volunteers, who now run the museum. Go to:

<http://home.vicnet.net.au/~jdhs/welcome.htm>



Jamieson and District Historical Society Jamieson Courthouse webpage

<http://home.vicnet.net.au/~jdhs/4courthouse.htm>

with kind permission of the Jamieson and District Historical Society

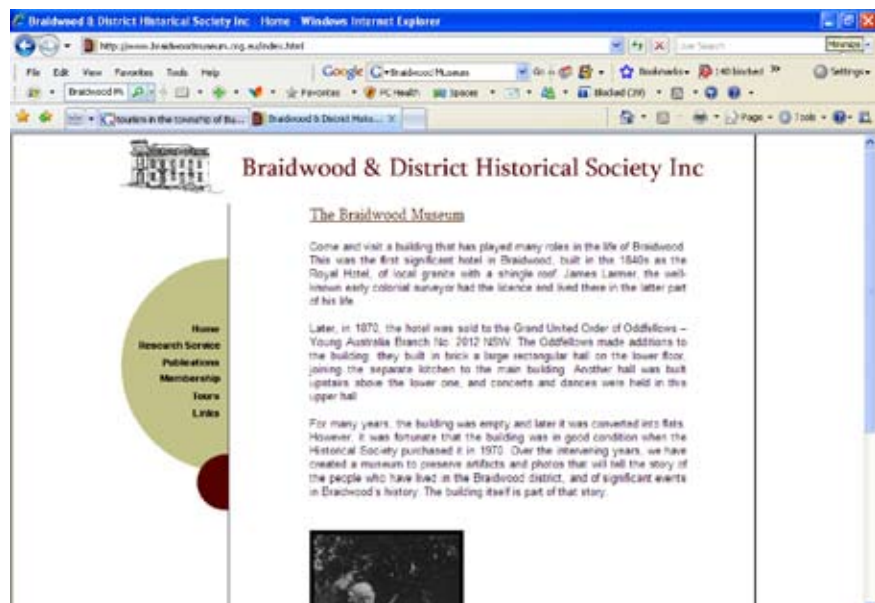
The Braidwood and District Historical Society (NSW) operates the Braidwood Museum in the old *Royal Hotel* (1845). It acquired the building in 1970. The building opens for inspection and houses displays of colonial life, including goldmining. It also has a bookshop. The Society also holds walking tours of Braidwood (the only town listed on the NSW Heritage Register) and tours to nearby former goldmining sites at Araluen and Majors Creek. Some images from the Society's collection are catalogued on the *Chinese-Australian Historical Images in Australia* website at:

<http://www.chia.chinesemuseum.com.au/archives/ACH000698.htm>



Braidwood & District Historical Society Museum

with kind permission of the Braidwood & District Historical Society



Braidwood & District Historical Society Braidwood Museum webpage

<http://www.braidwoodmuseum.org.au/index.html>

with kind permission of the Braidwood & District Historical Society



The Nepean District Historical Society (NSW) operates the Arms of Australia Inn Museum at Emu Plains, in one of the oldest buildings in Penrith.



Nepean District Historical Society home page

<http://www.nepeanhistoricalsociety.org.au/>

*with kind permission of the Nepean District Historical Society*

The museum contains thousands of photos and artefacts that were either used or manufactured in the local area. Many are displayed. Along with glass displays, the museum has a number of hands-on interactive displays, including old gramophones, a pedal powered organ, old sewing machines, old adding machines, a 1920's phone switchboard and hand-cranked phones. Displays also include agricultural and domestic equipment such as an old grindstone, hand washing mangles, wood stoves, pre-electric fridges and blacksmiths forges and equipment.

Nepean District Historical Society water pump

*with kind permission of the Nepean District Historical Society*



Nepean District Historical Society 19th century plough

*with kind permission of the Nepean District Historical Society*



## COLLECTIONS

Most historical societies serve as repositories for local history collections.

Local history collections are diverse, ranging from everyday commonplace objects such as domestic and agricultural equipment to unique, localised or quirky objects. Most collections at best are eclectic and are often only partly catalogued. Interpretation of the buildings and collections also varies considerably.

Organising and managing historical collections is vital. Small museums, and their local history collections, create tangible links to the history of the local community. By preserving and interpreting what is uniquely local, they provide an invaluable resource. Increasingly, small museums are responsible for highly significant and irreplaceable local records, including newspapers, photographs and family histories, many of which have no other repository.

**Good collection management** is essential. A handy overview can be found in the FAHS publication by Bronwyn Wilson, *Looking to the Future. The Collection of Cultural Material by Historical Societies*. (Wilson 2001). The History Trust of South Australia online publication, *Handbook for Registered and Accredited Museums*, also has a useful section on managing collections. Go to:

[http://www.history.sa.gov.au/chu/programs/museums\\_grants/CHU%20Handbook.pdf](http://www.history.sa.gov.au/chu/programs/museums_grants/CHU%20Handbook.pdf)

Some key questions:

- what makes up your local history collection?
- who looks after your local history collection?
- do you have a collections policy or collections manual?
- how does your collection fit into your heritage tourism strategy?

Knowing what is in your collection and making it accessible to others can be combined in a searchable database. A good practical example is that of the Canberra and District Historical Society (ACT) which publishes a searchable online database of resources held at the Society's Canberra research centre. Go to:

<http://www.canberrahistory.org.au/resources.asp>

Consider entering your resource collection in national lists, such as that compiled by the Collections Australia Network (CAN).

**It is important not to overlook the fact that even the most humble of collections can provide important access to a bygone era and understanding of the day-to-day activities that have disappeared as technology changes our world. (Phillip 2005).**

**Small museums preserve and display to the outside world their locality's uniqueness. (Phillip 2005).**

**Selectivity in what is chosen for conservation and presentation is essential. (Grimwade & Carter 2000).**

## **Collections Australia Network (CAN)**

An online searchable register of collections is available as part of Collections Australia Network (CAN):

<http://www.collectionsaustralia.net/>

### **Collections Australia Network (CAN): Origins and Objectives**

In 2004, the **Cultural Ministers Council (CMC)**, through the Australian Government Department of Communications, Information Technology and the Arts (DCITA) provided the funds for the redevelopment of the Australian Museums and Galleries online website. The CMC is a joint initiative of the Australian Government and Australian State and Territory Governments in partnership with the Australian cultural sector.

The **Collections Australia Network (CAN)** portal is intended to be the public gateway to collecting institutions across Australia, including small to medium regional institutions (such as local historical societies).

Members of the public can also access an individual institution's own CAN website to explore its specific content, including:

- collection descriptions and objects
- exhibitions and general events
- news
- useful tools, links, resources for people working in the sector

A private, web-accessible area of the portal has been created for CAN partners. This enables them to access sector information as well as tools to manage the content on their own institution's CAN-provided website.

Only **not-for-profit, permanent organisations with publicly accessible collections** (or groups representing the interests of such organisations) are eligible to apply for CAN Partner status.

For further information, go to:

[www.collectionsaustralia.net/site/about](http://www.collectionsaustralia.net/site/about)

### **Examples of historical societies using Collections Australia Network (CAN):**

Approximately 140 historical societies use the Collections Australia Network (CAN). It is possible to search online the collections of these and other institutions (including the Powerhouse Museum, PictureAustralia and Libraries Australia). Some historical societies have links to their own websites from the CAN website.

## **Example: Broome Historical Society (WA)**

<http://www.collectionsaustralia.net/org/1430/about/>

**Good collection management**, in itself, will not guarantee a successful heritage tourism venture. From a heritage tourism perspective, it is important to focus on creating a relevant and meaningful visitor experience. To do so, historical societies need to be able to demonstrate the significance of their collections and stimulate the visitor to make some connection with elements of the site or collection. Falk and Dierking's model of interactive visitor experience suggest that understanding the following are crucial:

- **personal context:** the visitor's experience and knowledge, interest, motivations, concerns and set of expectations for the visit;
- **social context:** who the visitor is with, who the visitor comes into contact with, including other visitors, staff and volunteers; and
- **physical context:** the ambience of the building, architecture, layout, objects, display styles, smells, sounds as well as sights and physical facilities such as seats, toilets, cafe and shop. (Falk & Dierking 1992)

The challenge for historical societies is to present their sites and collections in such a way that the visitor experience is enhanced. It is easy, sometimes, to overlook fundamental steps such as making people welcome and ensuring that they are comfortable, relaxed and their basic needs are met. (Remember to provide somewhere for visitors to sit as well as access to toilets.)

## **DISPLAYS**

Your heritage display is a vital part of the visitor experience. Consider how it relates to your local heritage tourism strategy. The creation of a display does not happen overnight.

- What can you do yourself?
- What help can you get from your community?
- Do you need to employ a researcher/historian?
- Do you need to employ a writer/historian?
- Do you need to employ a designer?

The History Trust of South Australia has published an online 'Handbook for Registered and Accredited Museums', which includes useful practical information on planning a heritage display or exhibition. Go to:

[http://history.sa.gov.au/chu/programs/museums\\_grants/CHU%20Handbook.pdf](http://history.sa.gov.au/chu/programs/museums_grants/CHU%20Handbook.pdf)

**Allow a sense of discovery and create a journey through the exhibition. (History Trust of South Australia, 'Handbook for Registered and Accredited Museums' 2003).**

**Writing for exhibitions and displays can be quite tricky. You don't have the luxury of a whole book to present the history you want to tell. If you're having trouble writing something succinctly, ask yourself: 'What is the one point I/we want to tell our visitors about this topic?' (History Trust of South Australia, 'Handbook for Registered and Accredited Museums' 2003).**

**Sometimes you can tell the main story in a photographic caption or object label. Try saying more in your text than just who, what, when and where. Tell the visitor the historical significance embedded in that photograph or object. (History Trust of South Australia, 'Handbook for Registered and Accredited Museums' 2003).**

The website provides commonsense advice and is well worth a look. It considers planning and design. Some key points:

- be clear about your purpose
  - why do you want a particular display?
  - what stories do you want to tell?
- create a catchy title for the display
- what mood or atmosphere do you want to create?
- carefully consider the design elements of your display
- how will you present the information:
  - storyboards (text panels)?
  - photo captions?
  - object labels?
- present information in different ways, at different levels for different audiences
- will the objects be safe and secure when they are on display?
  - to protect your storyboards, labels and captions, consider laminating them. (Never laminate original documents or photographs.)
- not everything has to be said in words. Use a model. Use multimedia. Get a local artist to interpret an historical event or theme
- keep explanatory signs as brief as possible and make sure they can be read by the viewer
- keep within budget
- account for any grant moneys & make sure they are acquitted on time

The Irwin District Historical Society (WA), based in Dongara north of Perth, promotes its displays on its website. Go to:

<http://members.westnet.com.au/idhs/index.html>

## **ONLINE EXHIBITIONS**

Technological advances have led to the creation of virtual displays or exhibitions. An example which could be adapted by local historical societies is the 'Why Melbourne? Online Exhibition', which can be accessed through the *My Connected Community* website or by going to:

[http://210.15.209.254/why\\_melbourne/index.html](http://210.15.209.254/why_melbourne/index.html)

## Volunteers

Most historical society museums are run by volunteers. The Western Australian Museum, recognising the integral support provided by volunteers, has published online an easy-to-follow practical information sheet on recruiting and training volunteers. It is available at:

<http://www.museum.wa.gov.au/services/map/documents/Volunteers.doc>

Attracting the right volunteers and retaining them requires an investment of resources which will in the long run benefit the local historical society, the volunteer and the community.

Information about volunteering can also be found at the *Volunteering Australia* website at:

[www.volunteeringaustralia.org](http://www.volunteeringaustralia.org)

**Remember to promote your new display or exhibition. What's the point of doing it if no-one comes to see it? (History Trust of South Australia, 'Handbook for Registered and Accredited Museums' 2003).**

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**PUBLISHING  
PAMPHLETS &  
OTHER HERITAGE  
MATERIALS FOR  
TOURISTS**

# CHAPTER 7: PUBLISHING PAMPHLETS & OTHER HERITAGE MATERIALS FOR TOURISTS

# 7

*This chapter provides information on publishing pamphlets and other heritage materials for tourists*

There are numerous tourism brochures: the key question for local historical societies is ‘how do you make yours stand out?’

For useful information about publishing local history, see Helen Doyle & Katya Johanson, *Publishing History. A Guide for historical societies*. (Canberra, 2006) Although it deals mainly with books, there is a section on booklets and sound advice on general principles for publications. To obtain a copy of this publication, go to:

<http://www.history.org.au>

The volume and range of tourism brochures is enormous, and in many cases your brochure will only have a few seconds to grab the attention of potential visitors. This means that you will need to design promotional materials that are attractive, distinctive and particularly suited to your marketing purposes.

<http://www.interpretivesigns.qut.edu.au/index.cfm>

As part of its website on *Interpretive Signage*, the Queensland University of Technology includes a comprehensive and easy to use section about designing brochures. It can be found at:

<http://www.interpretivesigns.qut.edu.au/brochures.html>

Key points to consider when designing a brochure include:

1. Who is your target audience?
  - what information do they want?
2. What is your marketing strategy?
  - what is your image?
  - what type of product suits your image?



3. What do you want the brochure to do?
4. How will the brochure be distributed and displayed?

## Keep it simple

Your brochure needs to be distinctive but easy to read and the title large enough to be seen from at least one metre. It needs to appeal to your target audience. Use your 'branding', including your logo, consistently.

Information should be up-to-date and relevant. Remember to include location, opening times and contact details.

Your text needs to be easy to understand. It should be written in short, simple sentences and logically presented. Keep your typeface, size and overall style consistent. It is a good idea to ask two or three people to review drafts.

The Queensland University of Technology website on *Interpretive Signage* has a good section on formatting text. Go to:

[http://www.interpretivesigns.qut.edu.au/make\\_understand.html#format](http://www.interpretivesigns.qut.edu.au/make_understand.html#format)

Use a simple uncluttered layout. Illustrations should be relevant, simple and clear.

Brochures that are mainly text need a large heading to attract attention.

If you will be posting your brochure, remember to factor in the size of standard envelopes and the cost of postage.

### CHECKLIST:

1. is the brochure distinctive?
2. does the brochure target its market audience?
3. is the text easy to understand?
4. is the layout simple and easy to read?

## Brochures for self-guided tours

Brochures or leaflets can also be used for self-guided exhibits and trails. This format is particularly appropriate in settings where the use of text would detract from the objects or attractions on display. The added advantage of presenting information in a brochure is that it can be taken away as a souvenir of the visit.

<http://www.interpretivesigns.qut.edu.au/index.cfm>

Brochures for self-guided tours should have clearly presented maps or diagrams to show visitors where to go and what to see.

Many self-guided tour brochures are available at visitor centres or on site. Increasingly, they are being published online: for

example, the Rural City of Wangaratta, in conjunction with the Wangaratta Historical Society and the Wangaratta Family Society have published an online self-guided tour brochure for the Wangaratta Cemetery.

### **Example: Wangaratta Historical Society (Vic)**

[http://www.wangaratta.vic.gov.au/CA256B58007E652E/Lookup/CemeteryTourBrochure240407/\\$file/CemeteryTourBrochure2004.pdf](http://www.wangaratta.vic.gov.au/CA256B58007E652E/Lookup/CemeteryTourBrochure240407/$file/CemeteryTourBrochure2004.pdf)

### **Example: Yarram Historical Society (Vic)**

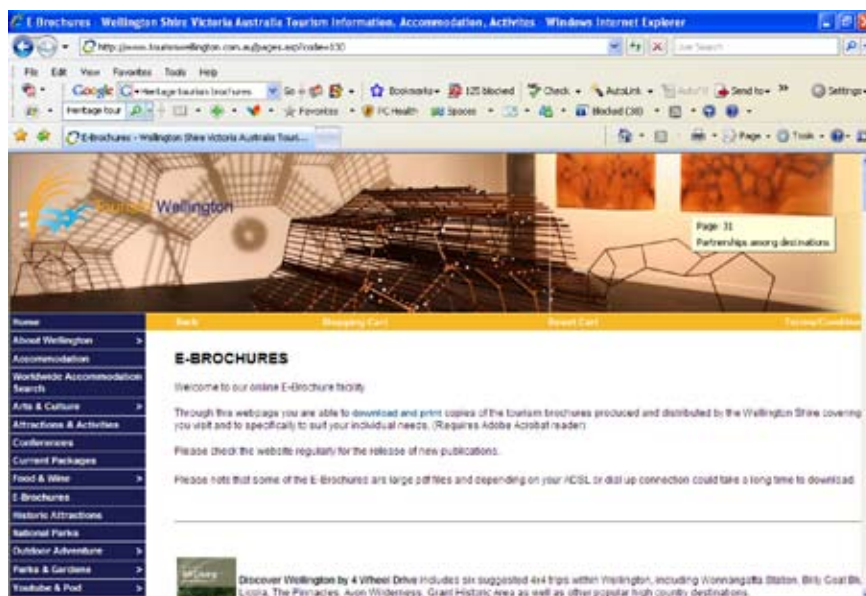
The Yarram Historic Trails brochure is a partnership brochure produced with the Yarram Historical Society and available online. The brochure describes many of the historic buildings located in Commercial Rd Yarram. Go to:

<http://svc049.wic466d.server-web.com/images/Wellington/Yarram%20Trails1.PDF>

## **e-brochures**

Consider e-brochures such as those produced by the Wellington Shire, based in Sale, Victoria. Examples can be found at:

<http://www.tourismwellington.com.au/pages.asp?code=130>



Wellington ebrochure webpage

<http://www.tourismwellington.com.au/pages.asp?code=130>

with kind permission of Wellington Shire Council

**PRODUCING  
HERITAGE SIGNS**



# CHAPTER 8: PRODUCING HERITAGE SIGNS

# 8

*This chapter discusses producing heritage signs.*

There is no point developing a quality heritage tourism project if no one knows where it is.

Locational signs can:

- promote your heritage site or collection
- improve access

Onsite signs can:

- increase visitor understanding of your site or collection
- enhance visitor experience

Before producing heritage signs, local historical societies should consider the following:

- why do you want a sign?
- who is your target audience?
- what signs do you already have?
- are you signposted from main roads, side roads and outside your building or site?
- do your signs clearly state opening times?

There is a **National Tourism Road Signage policy** but there are differences between States. Check with your local Department of Main Roads, or equivalent, or local council if you think you

are not adequately signposted. Enlist the support of local council representatives or a local service club if necessary to argue your case.

## **What is an effective sign?**

Heritage tourism signs should conform to local municipal and heritage authority regulations and guidelines. Contact your local council or local heritage authority for information.

Some government agencies provide special manuals for heritage trails which specify technical information such as font size, font style, installation and materials.

The **SA Tourism Commission and Recreation Trails Signage and Interpretation Working Group** has prepared draft guidelines specifically for signs for heritage trails. (2003). The guidelines cover:

- the concept of trail signs
- planning (positioning and placement of signs; types of signs)
- writing and designing interpretive signs
- producing trail signs (screen & digital printing; materials; dimensions)
- mounting trail signs
- the cost of trail signs
- management of trail signs (including branding and logos, and internationally recognised signs & logos)
- references

It is published online at:

[http://www.tourism.sa.gov.au/WebFiles/Trail\\_Signs - Draft  
Guideline.pdf](http://www.tourism.sa.gov.au/WebFiles/Trail_Signs_-_Draft_Guideline.pdf)

The Queensland University of Technology has published online an excellent guide to developing interpretive signs. It discusses:

- the role of interpretation
- effective interpretation
- interpretation and signage
- attracting visitors' attention
- selecting text and illustrations
- constructing signs
- evaluating your signs



Queensland University of Technology Interpretative Signage webpage

<http://www.interpretivesigns.qut.edu.au/index.cfm>

*with kind permission of Queensland University of Technology Interpretative Signage Project*

## Plaques

Plaques are a form of sign.

Many heritage organisations provide signs for significant heritage properties or historical sites, such as the Royal Australian Historical Society's Green Plaques Project at

<http://www.rahs.org.au/GREEN%20PLAQUESdraft.pdf>

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# CONCLUSION: LOVING IT TO DEATH\* — SUSTAINABLE HERITAGE TOURISM

Because heritage tourism is based on local heritage, protecting that heritage is essential. For historical societies and others involved in heritage tourism, a key challenge is ensuring that increased tourism does not destroy or denigrate those qualities that attract visitors in the first place.

Growth in heritage tourism has been accompanied by an increasing concern about the impacts of tourism on heritage places and culture. As Leader-Elliot points out, ‘calls for “sustainable tourism”, “responsible tourism” and “ethical tourism” have become a familiar part of the background noise of both heritage and tourism forums around the world’. (Leader-Elliot 2001). Historical societies, both as custodians of local heritage and participants in heritage tourism, should consider developing heritage tourism strategies that are sustainable. Heritage tourism needs to be developed and maintained in such a way that it remains economically viable over time without harming the environment that has created it. (Ham and Weiler 2001). Heritage tourism that is not economically viable will cease to exist.

For historical societies, developing a sustainable heritage tourism strategy will usually require the establishment of appropriate organisational structures, close liaison with local government and state tourism and heritage authorities or groups, political and community support, adequate funding and considered management of resources. Effective planning and management, with quantifiable targets, an evaluation process and regular updating of objectives, are vital aspects of sustainable heritage tourism. (Lane 2005). For some historical societies, this rigorous process will mean a change of focus and practice.

Lane cautions against haste:

*If the people of an area love their landscape, their way of life, their language, their dialect, their cuisine and their heritage – they will pause. They will reflect that the creation of the great palimpsest that is the countryside has taken many years of human effort. They will remember the toil of those first settlers who cleared the woodlands, those who built farms, villages, roadways, labouring to add churches, schools and gardens, founding families and traditions. What are perhaps 18 months of thought and discussion, followed by probably 10 years of carefully managed change, in that long history? Organic change, reconciling tensions between conflicting motives, needs time. (Lane 2005).*

Successful heritage tourism activities can not only make a significant contribution to local economies but can lead to increased community awareness and pride, which in turn can lead to a greater awareness of the importance of local heritage sites and collections. Historical societies play an invaluable role in this process.

\*The quote is taken from the conference, ‘Loving it to Death: Sustainable Tourism at Heritage Places’ held at the Port Arthur Historic Site, in association with Australia ICOMOS, Tourism Tasmania and the University of Tasmania Sustainable Tourism Cooperative Research Centre, held from 25-28 November 2004

# APPENDIX: USEFUL CONTACTS

## Agency and other links

### Australia: Heritage Agencies

The Australian Heritage Directory provides links to Australian government heritage agencies:

<http://www.environment.gov.au/heritage/organisations/national.html>

These agencies include:

Australia	Australian Heritage Council <a href="http://www.environment.gov.au/heritage/ahc/index.html">http://www.environment.gov.au/heritage/ahc/index.html</a> Australian Department of Environment, Water, Heritage and the Arts <a href="http://www.environment.gov.au/heritage/">http://www.environment.gov.au/heritage/</a>
ACT	Environment ACT and ACT Heritage Council <a href="http://www.tams.act.gov.au/live/environment">http://www.tams.act.gov.au/live/environment</a>
NSW	NSW Heritage Office (now the Department of Planning Heritage Branch) & Heritage Council of NSW <a href="http://www.heritage.nsw.gov.au/">http://www.heritage.nsw.gov.au/</a>
NT	NT Natural Resources, Environment & the Arts and the NT Heritage Advisory Council <a href="http://www.nt.gov.au/nreta/index.html">http://www.nt.gov.au/nreta/index.html</a>
QLD	Qld Environmental Protection Agency <a href="http://www.epa.qld.gov.au/">http://www.epa.qld.gov.au/</a> Qld Heritage Council <a href="http://www.epa.qld.gov.au/cultural_heritage/">http://www.epa.qld.gov.au/cultural_heritage/</a>
SA	SA Department of the Environment and Heritage, Heritage Branch <a href="http://www.environment.sa.gov.au/heritage/">http://www.environment.sa.gov.au/heritage/</a>



TAS	Heritage Tasmania <a href="http://www.heritage.tas.gov.au/">http://www.heritage.tas.gov.au/</a>
	Tasmanian Heritage Council <a href="http://www.heritage.tas.gov.au/thc.html">http://www.heritage.tas.gov.au/thc.html</a>
VIC	Department of Sustainability and Environment, Heritage Victoria, and Heritage Council of Victoria <a href="http://www.heritage.vic.gov.au/">http://www.heritage.vic.gov.au/</a>
WA	Heritage Council of Western Australia <a href="http://www.heritage.wa.gov.au/">http://www.heritage.wa.gov.au/</a>

### **Australia: Government Tourism Agencies**

Australia:	Department of Resources, Energy and Tourism <a href="http://www.innovation.gov.au/Pages/default.aspx">http://www.innovation.gov.au/Pages/default.aspx</a>
ACT	Australian Capital Tourism <a href="http://www.tams.act.gov.au/play/tourism">http://www.tams.act.gov.au/play/tourism</a>
NSW	Tourism NSW <a href="http://corporate.tourism.nsw.gov.au/">http://corporate.tourism.nsw.gov.au/</a>
QLD	Tourism Queensland <a href="http://www.tq.com.au/">http://www.tq.com.au/</a>
SA	South Australian Tourism Commission <a href="http://www.tourism.sa.gov.au/">http://www.tourism.sa.gov.au/</a>
TAS	Tourism Tasmania <a href="http://www.tourismtasmania.com.au/">http://www.tourismtasmania.com.au/</a>
VIC	Tourism Victoria <a href="http://www.tourism.vic.gov.au/">http://www.tourism.vic.gov.au/</a>
WA	Tourism Western Australia <a href="http://www.westernaustralia.com/au">http://www.westernaustralia.com/au</a>

## **Australia: Key Sources**

AusIndustry

<http://www.ausindustry.gov.au/>

Australia ICOMOS

<http://www.icomos.org/australia/>

Australian Council of National Trusts (ACNT)

<http://www.nationaltrust.org.au/>

Collections Australia Network

<http://www.collectionsaustralia.net>

Federation of Australian Historical Societies (FAHS)

<http://www.history.org.au>

ICOMOS Australia: see Australia ICOMOS

National Library of Australia

<http://www.nla.gov.au/chg/>

Sustainable Tourism Cooperative Research Centre

<http://www.crctourism.com.au>

Register of the National Estate (Australian Heritage Database)

<http://www.environment.gov.au/heritage/ahdb/index.html>

Tourism Australia

[www.tourismaustralia.com](http://www.tourismaustralia.com)

## **Australia: Links to Key Resource Documents**

Australian Heritage Council at:

<http://www.environment.gov.au/heritage/ahc/index.html>

[Heritage Council of WA](#)

[Heritage South Australia](#)

[Heritage Victoria](#)

Queensland Heritage Council at:

[http://www.epa.qld.gov.au/cultural\\_heritage/queensland\\_heritage\\_council/](http://www.epa.qld.gov.au/cultural_heritage/queensland_heritage_council/)

Northern Territory Heritage Advisory Council at:

<http://www.nt.gov.au/nreta/publications/heritage/index.html>

## **International**

National Trust for Historic Preservation (USA):

<http://www.nationaltrust.org/>

<http://www.culturalheritagetourism.org/>

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