

# M A S T E R   P L A N

*for*  
**'The Trail  
of the Tin  
Dragon'**  
*a themed trail  
for North-East  
Tasmania*

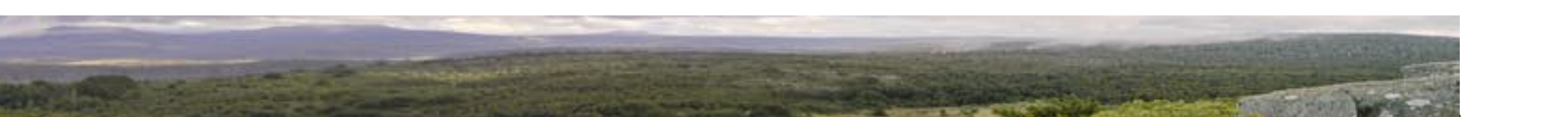


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Groupwork May 2004 for



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# Executive summary

The Trail of the Tin Dragon celebrates the history of tin mining and the Chinese in North East Tasmania. The Trail which fits within the North-East Touring Route has the potential to increase the number of visitors travelling between Launceston and St Helens by 60,000 per annum and add \$9m each year to the regional economy.

In addition to the tourism benefits the project will drive needed infrastructure development, build the social capital of the community and help establish cultural and economic links with modern day China.

This Master Plan has identified the following 18 key projects which when complete will establish the Trail:

1. A new centrally located Scottsdale visitor information and trail interpretation centre and attraction in Council owned building and surrounds
2. Refocussed forest environment centre at Scottsdale
3. A Tin Dragon standing exhibition at the Queen Victoria Museum and Art Gallery
4. The purchase, relocation and restoration of Ah Moy's shop at Branxholm
5. Improvements to the Briseis race walk, Branxholm
6. Development of a new exhibition on tin mining at the Derby Tin Mining Centre
7. Restoration of the burning towers at the Moorina and Weldborough cemeteries
8. The return of the Chinese Temple "Joss House" to Weldborough to be the icon for the Trail
9. The construction of a centre at Weldborough to house the Chinese temple and interpret the area
10. Improvements to walking tracks and trails around Weldborough
11. Development of the new exhibition space at the St Helens History Room
12. Upgrade of camping areas along the Trail
13. Design and installation of signage along the Trail
14. Creative themed toilets along the Trail
15. Interpretation plan for the Trail
16. Recording of oral histories to capture the memories of community members who can recall the Chinese miners
17. Collaboration with the University of Tasmania on research about the early Chinese miners
18. Establishment of a sister city relationship with China
19. Customer Service Training and Skill Development Plan for tourism operators
20. Actively encourage the establishment of accommodation to meet projected demand
21. Secure, stabilise and make accessible Ancher Stampers

The total value of all projects is estimated to be in the order of \$2.4m. Completion can occur on an incremental basis, as public and private funds become available. Expenditure on public goods should occur first to provide incentive for private investors to follow.



# Overview

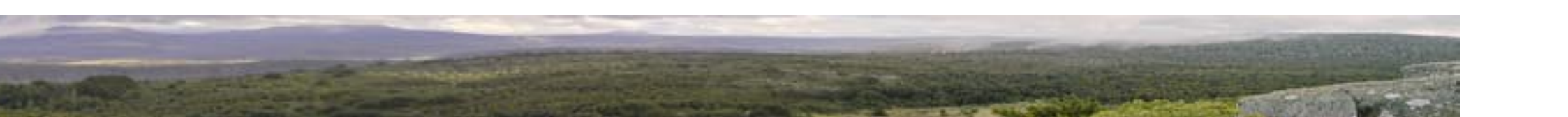
The Trail of the Tin Dragon is a local, themed touring trail within the North East Touring Route. Its aim is to attract and connect visitors to the region through stories of the Chinese and the tin mining industry in North East Tasmania.

Chinese tin miners were amongst the early pioneers of Tasmania's North-East and the largest group of non European immigrants to early Tasmania. Their arrival commenced in the late 1870's and at their peak numbered around 1,000.

The history of these people is closely tied to the fortunes of the State's tin mining industry. Their ingenious mining skills and business acumen played an important role in the development of the region and Tasmania. The stories of the people and this time are a point of difference for North-East Tasmania, part of our nation's cultural heritage and the reason for The Trail of the Tin Dragon. The remaining evidence and personal associations with the Chinese of this time are disappearing. The Trail of the Tin Dragon is guided by memories and stories, community passion for the history of the place and an emphasis on Tasmania's core appeals of cultural heritage, natural experiences and the region's food and wine.

This Master Plan will guide the staged development of the Trail which will not only provide an experience for visitors but further build community identity, connections and pride. The key stakeholders for the Trail are the municipalities of Dorset and Break O'Day, the Dorset Economic Development Group and Forestry Tasmania. More than twelve other government and community organisations are actively collaborating with the development of the Trail. The University of Tasmania is also undertaking Australian Research Council funded research into the Chinese imprint on Tasmania and consequential connections with China.

When complete the Trail of the Tin Dragon will see sites, stories, photographs and artifacts of the people and the time brought together with infrastructure, services and interpretation to create a heightened sense of place and a memorable visitor experience. It will bring benefit to a part of the State where the development of tourism product and associated infrastructure is at an early stage. From a national perspective the Trail will interpret a significant part of our Chinese cultural heritage and provide modern day links with China through a potential sister-city relationship with the immigrants' province of origin.



# The Master Plan

## **Objectives of the Master Plan**

- To list the steps needed to fully develop the Trail
- To estimate costs
- To assign responsibility for actions
- To provide information to stakeholders, potential sponsors and the community

## **The Master Plan development stages:**

### **Stage**

### **Activity**

#### 1. Concept plan

- Identify the project's whole system – key stakeholders and communities of interest
- Identify and align strategic plans, reports and research relevant to the proposed Trail's development
- Consult with the whole system on potential components, characteristics and issues of the proposed Trail
- Complete draft concept plan and seek comment from whole system
- Adjust draft
- Present to sponsor

#### 2. Project governance structure and responsibilities

- Develop and present proposed governance structure to project sponsor
- Confirm steering group members and agree meeting schedule

#### 3. Objectives for the Master Plan

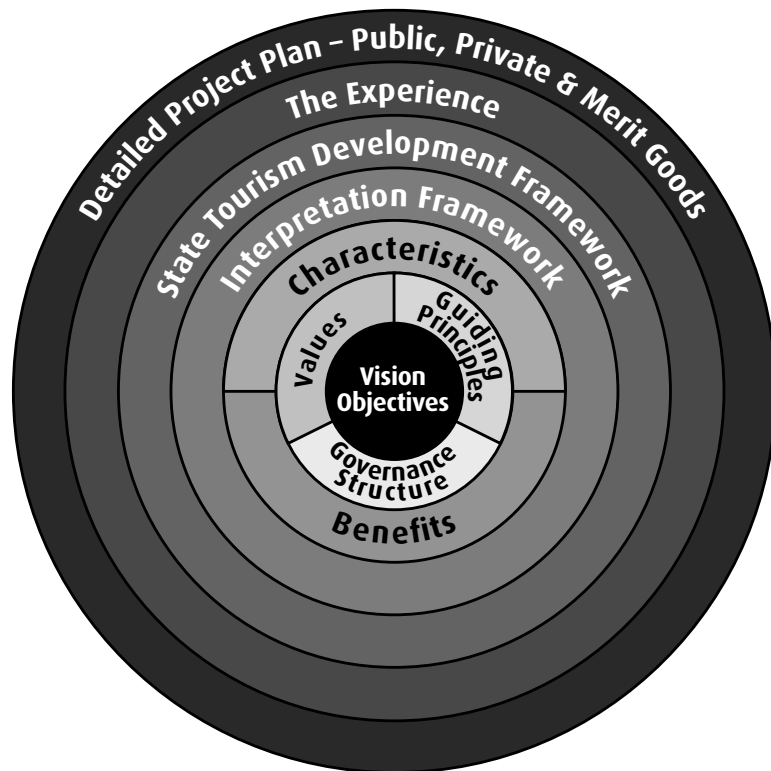
- Work with sponsor and steering group to develop the objectives of the Master Plan

#### 4. Trail Development model

- Using visitor profile information, trends and previous research and develop a model to address the objectives of the Master Plan



| Stage                                                 | Activity                                                                                                                                                                                                                                                 |
|-------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 5. Project plan framework                             | <ul style="list-style-type: none"><li>• With the project steering group and key stakeholders agree to the objectives of the Trail, the tasks, resources and costs underpinning each objective.</li></ul>                                                 |
| 6. Communication plan                                 | <ul style="list-style-type: none"><li>• With the project steering group identify key stakeholders, groups and organisations to influence, engage and promote the project outcomes.</li></ul>                                                             |
| 7. Heritage assessment of key sites                   | <ul style="list-style-type: none"><li>• Using the expertise of the Tasmanian Heritage Commission undertake a heritage assessment of Ah Moy's shop at Branhholm and the burning towers at Moorina and Weldborough.</li></ul>                              |
| 8. Draft Master Plan                                  | <ul style="list-style-type: none"><li>• Present draft plan to steering group and sponsor</li><li>• Incorporate relevant suggestions and clarifications</li></ul>                                                                                         |
| 9. Finalised plan, communication and promotional plan | <ul style="list-style-type: none"><li>• Present finalised Master Plan to sponsor and steering group</li><li>• Present finalised communication and promotional plan to sponsor and steering group. These to include launch, resources and costs</li></ul> |
| 10. Launch                                            | <ul style="list-style-type: none"><li>• Communicate and secure support for the Master Plan and its outcomes</li></ul>                                                                                                                                    |

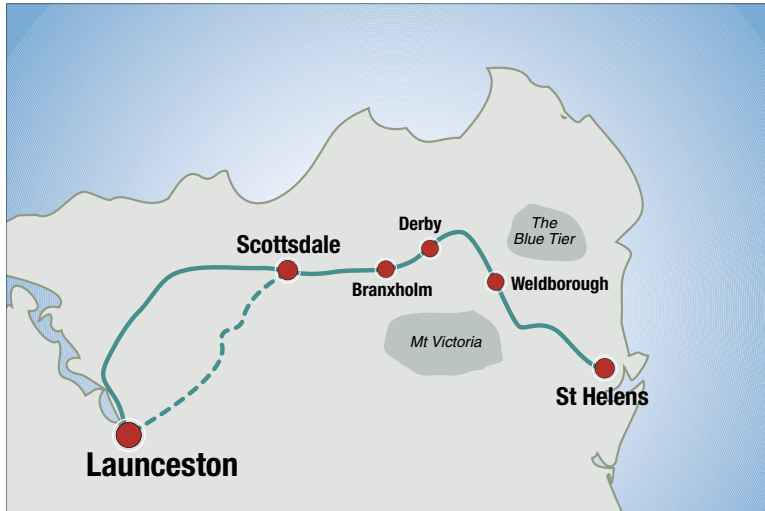


The Master Plan will guide the development of the Trail of the Tin Dragon. It has been developed around the following model to ensure community and stakeholder involvement in its conception and realization.

#### **Trail Development Model**

- At the centre is the Vision – what the experience will be and the Objectives – what it will achieve.
- The Values and Guiding Principles provide the points of reference for decision making throughout the development of the Trail and its associated activities.
- The Governance Structure outlines how the development of the Trail will be managed.
- The Characteristics provide the key reasons and benefits to people travelling or associated with the ongoing development of the Trail
- The Interpretation Framework outlines the objectives and potential methods of delivering the themes, topics and stories that give meaning to the people, place and times and engage the traveller
- The Trail does not operate alone but stands within the State Tourism Framework. The Framework aims to develop touring routes and themed trails that help visitors experience Tasmania's three core appeals – wilderness/nature, heritage/history and food and wine.
- The Experience provides a full description of what you can see and do and where you can see and do it.
- The Project Plan provides a breakdown of each objective of the Trail's development and includes tasks, resources and stakeholder responsibilities. Estimated costs are separately included.

# The Trail



## Vision

The Trail of the Tin Dragon, a living story that develops the community and brings prosperity to North-East Tasmania

## Objectives of the Trail

- For the community of North-East Tasmania to capture the stories and history of the Chinese and mining in the area
- To grow as a community through participation in the project
- To do business from the Trail through increased visitor numbers and length of stay and through developing modern links with China, particularly the province of origin of the immigrants
- To develop improved community and visitor infrastructure

## Master Plan Governance Structure

The project to develop The Trail of the Tin Dragon has wide ranging community support and involvement. The delivery of the Trail will bring community building outcomes as the stakeholders work together, engage with their past and explore opportunities for their future. A steering committee with representatives from the key stakeholders has been formed to guide the development of the Trail. The Master Plan governance structure is set out below:

## Project sponsor

The Dorset Economic Development Group (Dorset EDG).

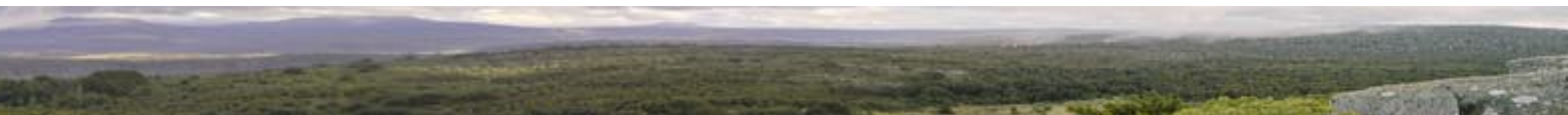
## Key Stakeholders

- Dorset Council
- Break O'Day Council
- Forestry Tasmania

## Partners

- Launceston City Council
- Dorset Tourism Board
- Break O'Day Regional Tourism Association
- Region North
- Tourism Tasmania
- The University of Tasmania
- Tasmanian Heritage Council
- Queen Victoria Museum & Art Gallery
- St Helens History Room
- Tasmanian Employment Advisory Council
- Parks and Wildlife Service
- Sport & Recreation Tasmania
- Scottsdale High School





### **Steering Committee**

Chair: Councillor Yvonne Thorne

Coordinators: Maxine Harris, John McCallum, Eileen Edwards, Katrina Skellern, Nic van den Bosch, Meaghan Newson, John Carswell, Julia Lyons

### **Values & Principles**

A community workshop was held at Derby March 2, 2004 to develop the values and principles to guide the development of the Trail. These are the results.

#### **Values**

The Trail and associated activities will be -

- Unique and Different
- Engaging
- Inspiring
- Authentic
- Adventurous
- Uncomplicated

#### **Principles**

##### **• Planned approach**

- Objectives to deliver social, economic and environmental benefit.
- Agreed purpose between stakeholders & partners
- Staged development
- Project managed
- Budget planned and monitored
- Build on strengths

##### **• Community Building**

- Shared vision throughout North-East Tasmania
- Community pride in heritage
- Stories of the place conserved
- Communities engaged with a capacity building project

##### **• Collaborative Planning**

- Community is involved and consulted
- Stakeholders identified and involved
- Expert advice sought and welcomed



- Appeal
  - Cultural heritage is the focus
  - Other core appeals - nature, wilderness, food and wine
- Interpretation
  - Highest quality
  - Mix of mediums
  - Authentic
  - The story alive and growing
- Industry maturation
  - Area at the beginning of the product maturation cycle
- Conservation
  - Valued

### **Characteristics**

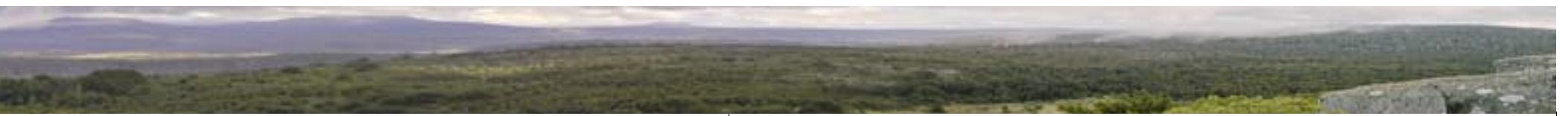
At the same workshop the group looked at the characteristics, the key reason visitors would want to experience the Trail and associated activities.

### **Interpretation**

- Will drive all communication.
- A great story, well told
- The history of the Chinese and European immigrants and their culture
- History shown in the remains of mines, water races and cemeteries
- A story that has been kept alive and is still growing
- Stories told around the main Chinese families

### **Activities**

- Diverse activities offered – nature, forests, coastlines, walks, arts and craft, food and wine
- At centres along the Trail – Scottsdale, Branhholm, Derby, Moorina, Weldborough, St Helens
- Farewelled and welcomed at either Scottsdale or St Helens
- Major feature in middle of Trail so visitors make the commitment to the whole experience
- Celebration of the Tin Dragon
- Connection to the Blue Tier walking trails and festival

**Infrastructure**

- Different levels of accommodation along the Trail
- Signage to make it easy to find your way around
- Visitor comforts – toilets, shelter, stopping/camping ground, lookouts etc available
- Safe roads

**Marketing**

- Marketing plan responds to and attracts the target markets
- The marketing mix is imaginative and innovative
- Trail becomes part of the regional and state marketing profile
- Referrals become main medium of promotion
- The promotional brochure is unique (and may have a tin cover!)
- Merchandise is available at places along the Trail

**Community Building**

- There is a shared vision throughout the Region
- Collaborative approach to planning and implementation
- Community pride in heritage is fostered
- The stories are passed on
- The community is engaged in the process throughout the project

**Benefits**

The workshop participants also identified three potential groups who would benefit from the Trail and its associated activities -

**To the Visitor**

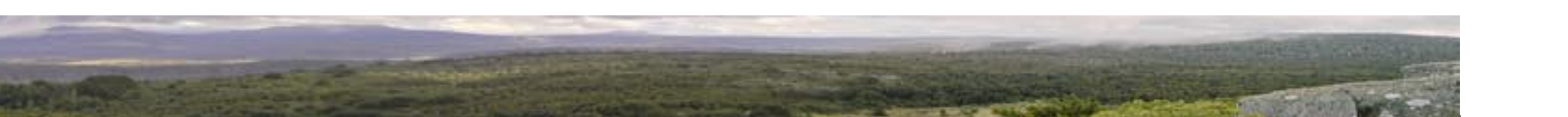
- Three or four days occupied in a beautiful environment without spending a fortune
- Fascinating stories to take home
- Meet interesting local characters
- Expand knowledge – learn a lot
- Surprise and awe of Chinese survival
- Be fascinated and intrigued
- Quality experience
- Something never experienced before
- Healthy outdoor walks and activities as well as history
- Indulge in history
- Better appreciation of life today
- Enriched understanding of Tasmania
- Experience Chinese lifestyle in remote situation
- Have fun
- New perspective on Tasmania
- Take a memento home
- Adventurous holiday fulfilled

**To the Chinese Descendents**

- Involved in project
- Make connection with place
- Understanding of cultural heritage

**To the Region**

- Stronger sense of community identity
- Pride
- Ownership
- Local knowledge used
- Stories captured
- Increased numbers of visitors
- Jobs created
- Yield increased
- Businesses created
- Infrastructure developed



# Interpretation Framework

Today's visitor wants to break outside the 'tourism bubble'. No longer satisfied with passive sightseeing, they want to connect and understand the place, its people, their ideas and times. Interpretation is the way to do this. The Trail of the Tin Dragon will interpret the key themes of Chinese workers and the tin mining industry in North-East Tasmania toward the end of the nineteenth century.

The community is the keeper of the stories of this time. In fact a number of older members have strong memories and experiences that as a matter of urgency need to be recorded. There is also a wealth of photos and artefacts from the early days of the North-East held in care by the Queen Victoria Museum and Art Gallery in Launceston. The Trail will provide the opportunity and infrastructure for many of these mementos to be returned to the area. Of particular note is an original Chinese Temple 'Joss House' from the Weldborough area.

At the first community workshop held at St Helens, February 3, 2004, the following objectives for the Interpretation Plan were developed:

- To tell the stories of the Chinese tin miners in North-East Tasmania, particularly around the themes of -
  - Miners and Market Gardeners – the entrepreneurial, adaptable and enterprising work of the Chinese
  - Myths, Murders, Secrets and Scandals – the stories, beliefs, rumors and tensions between the Chinese and European communities
  - The People, Society and the Times – families, leaders and children – schooling, transport, entertainment, health and medicines
  - Migration – links to China then and now – Why did they come and leave? Where did they come from and go to?
- To use a mix of mediums to tell the stories – signage, displays, movies, oral history, presentations, guides etc. and support the values and guiding principles of the Trails development
- Through a thematic approach, ensure the interpretation is relevant, entertaining and engaging



This Master Plan does not include the Interpretation Plan. However, a number of steps need to be undertaken to ensure these objectives are met.

### **1. The development of the initial concept**

This was completed March 2004. The concept plan identified that a themed touring Trail, consistent with the regional touring strategy, could be developed involving the centres of Scottsdale, Branhholm, Derby, Moorina, Weldborough and St Helens. A key issue of the concept plan was the absence of major Chinese structures or attractions that could be promoted as icons. However, the evidence of mining history is strong and closely linked to the Chinese story. Both stories need to be told together. This reinforces the opportunity of returning the Chinese Temple to Weldborough, its area of origin. The proposed infrastructure at this centre of the Trail would accommodate the temple, providing the right atmosphere, security and interpretation. The initial concept plan also identified the present visitor numbers, projected targets and associated yield confirming the feasibility of the proposal.

### **2. The Interpretation Plan**

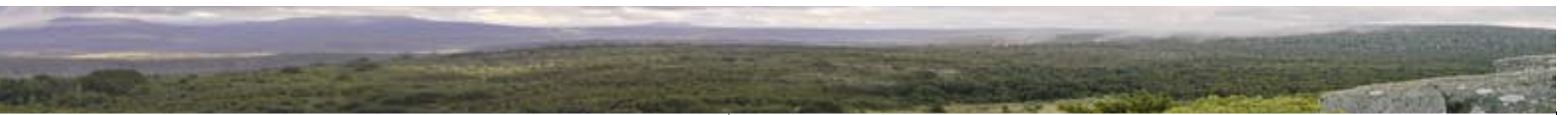
As already noted, two community and stakeholder workshops have been held. These workshops developed the vision, values, guiding principles and the objectives already listed. A full range of medium options were discussed at the workshops. However, how the themes, topics and stories will be presented is what the Interpretation Plan will outline. The development of the plan is a key recommendation of the Master Plan.

### **3. Delivery**

The training and skill development of people interacting with visitors can 'make or break' the experience. It is particularly important that the community, tourism operators and personnel at the centres on the Trail understand the 'big picture' and the role they play in making the Trail an even more memorable experience. Whilst visitors enjoy the 'naturalness' of Tasmanians they have a low tolerance level to poor service or incomplete information. A training and skill development plan will need to be developed and implemented on an ongoing basis.

### **4. Measurement**

There is a need to measure visitor satisfaction to monitor and improve the product.



### **The Tasmanian Tourism Development Framework**

The Master Plan for the Trail of the Tin Dragon sits within the State Government's tourism strategic framework and the tourism development plans of the Councils in the region. Tourism in Tasmania is guided by a number of strategic documents that set the framework for the industry's development. Tourism 21 sets the strategy and directions for both government and industry to reach the objectives of attracting more visitors, increasing yield and creating more jobs – The Conversion Challenge. Tasmania's three core appeals – nature/wilderness, cultural heritage, fine wine & food form the foundation for Tasmania's brand.

### **The Conversion Challenge (2001/04) sets five key strategies to grow tourism in Tasmania**

1. Know our customers, their holiday needs and desires
2. Create holiday experiences to match our customer needs
3. Connect with and convert our customers to visit Tasmania now
4. Satisfy our customers with exceptional holiday experiences
5. Commitment to Brand Tasmania, partnerships and performance.

The Tasmanian Experience Strategy (Nov 2002) stresses the need to combine Tasmania's three core appeals into unforgettable holiday experiences through presentation, interpretation and customer engagement. This strategy goes beyond the traditional focus on place, infrastructure and service. The Tasmanian Development Framework identifies clusters of tourism product in geographical areas around the State, the hubs within the clusters and the key touring routes that connect them.



### **Touring routes exist at two levels**

1. A journey which is the primary themed route between clusters *and*
2. A trail which is a localised special interest themed route within the journey.

Journeys and trails need to be built around Tasmania's three brand appeals to provide experiences that creatively bring together a sense of place, interpretation, service and infrastructure. In Tasmania's north and east there are three clusters of relevance to the Trail of the Tin Dragon.

- Launceston and the Tamar Valley
- Freycinet and the East Coast
- The potential cluster of St Helens and the North-East

The North-East Touring Route connects Launceston, Lilydale, Scottsdale, Branxholm, Derby and St Helens. The Trail of the Tin Dragon is a local themed trail within the North-East Touring Route. Its key focus is cultural heritage (the story of Chinese tin miners in north-eastern Tasmania, a significant part of the Region, State and Nation's cultural heritage) but it will also incorporate the other core appeals of nature/wilderness and food and wine.

The challenge is to encourage more visitors to use the North-East Touring route for the journey between Launceston and the East Coast. Developing the experiences and interpretation of the Trail of the Tin Dragon is a strategy to meet this challenge.

### **The Visitor to the North-East**

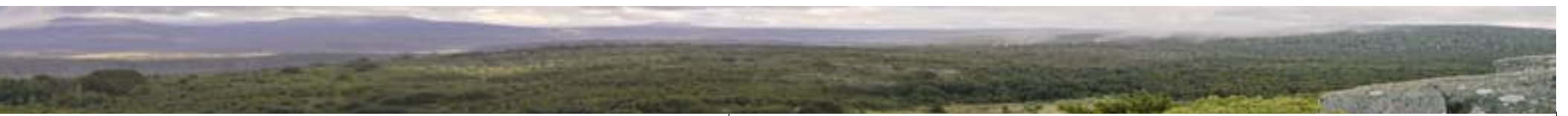
The structure of the Trail is most likely to appeal to the touring holiday visitor with time to pause, explore the region and enjoy a range of activities. Research commissioned by Tourism Tasmania from BDA Marketing Planning using data from the Tasmanian Visitor Survey (YTD – September 2003) identifies three holiday categories relevant to the Trail.

### **The Big Tour – The two week holiday**

31% of Big Tour visitors travel the State in their own car or a hire car broadly sampling what Tasmania has to offer. They are energetic and favourite activities include short bushwalks, visiting national parks and historic sites and shopping for Tasmanian craft and products. This group generates 47% of visitor spending and utilises most forms of accommodation. Visitors taking the big tour come from a wide range of socioeconomic and life stage sectors but 50 % will be couples likely to fit the following profiles-

- Young couples without family
- Affluent couples in the final stages of their career
- Lower income couples with adequate funds on the verge of retirement or retired

62% of visitors on the big tour visited Launceston and 18% visited St Helens. This group has the potential to spend time along the Trail if they can get accommodation.



### **The Short Tour – One week touring holiday**

One week gives sufficient time to hire a car and sample key areas of interest but choices need to be made between alternative attractions. Typically Launceston or Hobart will be the hub of the journey with a choice being made between the East or West Coast. Activities tend to be around nature, historical attractions and some shopping. 52% utilise standard hotels but there is interest in up market accommodation like B&B's and serviced apartments. This group accounts for 22% of visitors and 21% of spending. 49% travel as couples and 28% in family groups. Predominantly they fit the following profiles-

- Middle income independent young solos
- Mature well off solo travellers with established careers
- Lower income couples with adequate funds on the verge of retirement

55% of this group visited Launceston and 9% St Helens. This group is likely to break their journey at one or two attractions along the Trail as they travel between key points on their itinerary. The attractions of the Trail may influence their choice of route.

### **The caravan/camping holiday**

Visitors on a caravan/camping holiday spend an average of 17 nights touring the State. They represent 12% of visitors and 13% of spending. They enjoy short to medium length bushwalks, national parks, and historic sites and are very mobile and flexible. They are largely self sufficient with accommodation with a budget orientation.

They are predominantly couples in the following categories-

- Retired lower income but with adequate funds
- Middle income independent young solo travellers
- Lower income couples with adequate funds on the verge of retirement

42 % of this group visited Launceston and 25% visited St Helens. This group is the most likely to stay overnight or longer at points along the Trail and spend time exploring.



**Visitation**

The following table shows the total number of holiday visitors going to Launceston, Scottsdale and St Helens. It confirms that the potential market will be visitors touring for 4+ nights. At present 78% of this group visit Launceston and 39% visit St Helens. There is potential to redirect touring visitors from Launceston to St Helens via the Trail. This will bring increased visitor numbers to Scottsdale.

| Location   | Total visitors | Total holiday visitors | 1-3 nights | 4+nights |
|------------|----------------|------------------------|------------|----------|
| State      | 693,700        | 379,700                | 58,200     | 320,700  |
| Launceston | 398,100        | 267,500                | 18,400     | 249,000  |
| Scottsdale | 141,500        | 113,900                | 4,900      | 109,100  |
| St. Helens | 158,000        | 129,900                | 4,900      | 124,900  |

|            | % of Total visitors | % of Holiday visitors | %of 1-3 nights | %4+nights |
|------------|---------------------|-----------------------|----------------|-----------|
| Launceston | 57                  | 70                    | 32             | 78        |
| Scottsdale | 20                  | 30                    | 8              | 34        |
| St. Helens | 23                  | 34                    | 8              | 39        |

Data source Tourism Tasmania Current December 2003

The next table shows an incremental increase in the number of vistors to Scottsdale and St Helens of 12,000 per annum over a 5 year period. It also shows the dollar return for each year assuming the new visitors spend \$150 per day along the Trail. Visitors at the end of five years increase by 60,000 which is 20% of the State's present total holiday visitors in the 4+ nights category. This will raise the percentage of 4+ night visitors going to St Helens to 59% and at Scottsdale to 54%. This is still less than the current percentage for Launceston and seems a reasonable target. The return would be \$9m per annum.

| Place      | Present | Year 1  | Year 2  | Year 3  | Year 4  | Year 5  |
|------------|---------|---------|---------|---------|---------|---------|
| State      | 320,700 |         |         |         |         |         |
| Scottsdale | 109,100 | 121,100 | 133,100 | 145,100 | 157,100 | 169,100 |
| St. Helens | 124,900 | 136,900 | 148,900 | 160,900 | 172,900 | 184,900 |

|        | \$        | \$        | \$        | \$        | \$        |
|--------|-----------|-----------|-----------|-----------|-----------|
| Return | 1,800,000 | 3,600,000 | 5,400,000 | 7,200,000 | 9,000,000 |

At present there are 2,139 beds and 655 camp sites in St. Helens. In the North-East there are 400 beds (this includes Scottsdale, Bridport and other towns along the Trail). Clearly the major constraint to achieving the projected yield will be the availability of accommodation in the North-East. An early strategy is needed to increase the supply of beds to meet anticipated demand. Anecdotal evidence at present suggests there is already excess demand for accommodation in centres like Scottsdale.

# The Experience

From the Diary of Jane and Richard Travellers – March 2010

Day 1 – *We arrived in Launceston quite early in the morning. The Bass Strait crossing on the new Spirit II was great. We'd enjoyed a fabulous pinot with our meal and were keen to find the vineyard in the State. Our first stop in Launceston was the Travel and Information Centre. We were told the wine was from the East Coast Region and there were two touring routes we could follow to get there. We chose the NE Touring Route. We were intrigued by the Trail of the Tin Dragon where we'd discover the story of the Chinese and tin mining in the area towards the end of the nineteenth century and a special attraction – the famous Star of Peace building which houses an original Chinese Temple from the area as well as the interpretation of the unique environment of the Blue Tier. Many people make the trip to begin bush walks and to reflect in a very special building in a special environment. We'd heard about it from friends and we wanted to see it.*

*Before we left Launceston we visited the Queen Victoria Museum and Art Gallery. We were amazed to find one gallery dedicated to the story and contributions of the Chinese from the NE who had eventually settled in Launceston. We also learnt about the conservation role the Museum had played in restoring the artefacts from the area that now form part of the Trail's interpretation. The Museum had in care the original Chinese temple from the Weldborough area. When the Trail was developed the Temple was returned to its place of origin and the new building. The pictures of the area were spectacular. Our choice was confirmed.*

## Context - Centres and stops along the way

The Trail of the Tin Dragon connects Scottsdale and St Helens and passes through the municipalities of Dorset and Break O'Day. It directly involves the communities of St Helens, Weldborough, Moorina, Derby, Branhholm, Scottsdale and Launceston. There are associated side journeys and attractions at Bridport, Mount William National Park, The Blue Tier, Gladstone, Pioneer and Ringarooma. It offers a mix of scenic, natural and heritage experiences. The proposed Mt Victoria Bay of Fires Trail intersects at Welborough.



## Launceston

Launceston is a city of 62,000 people and the main service centre for North-East Tasmania. The early miners set out from Launceston on the journey to the tin mines and returned to set up businesses with their earnings. Launceston City Council owns and manages the Queen Victoria Museum and Art Gallery which is presently caring for a Chinese Temple 'Joss House' relocated from Weldborough. The temple has been substantially restored by the museum and is an icon of significant historical interest and relevance to the Trail. The infrastructure development associated with the Trail provides the opportunity for the temple to be returned to its place of origin.

The Museum collections also have objects and photographs from the North East relating to the Chinese and the mining history. The cooperation of the Museum and Launceston City Council in making the materials and information available is integral to the success of the Trail. The museum in Launceston also provides the opportunity for cooperative marketing of the Trail.

70% of Tasmania's holiday visitors go to Launceston during their stay in the State. The challenge will be to persuade visitors to use the Trail to access the east coast from Launceston. This will involve assistance from the Launceston Travel and Information Centre which is also managed by the Launceston City Council.



# Launceston

## Vision

Queen Victoria Museum & Art Gallery

A major display engaging visitors in the concept of the Trail and helping to promote the experience

Launceston Travel and Information Centre

A major partner in promoting the Trail to visitors

## What's there now

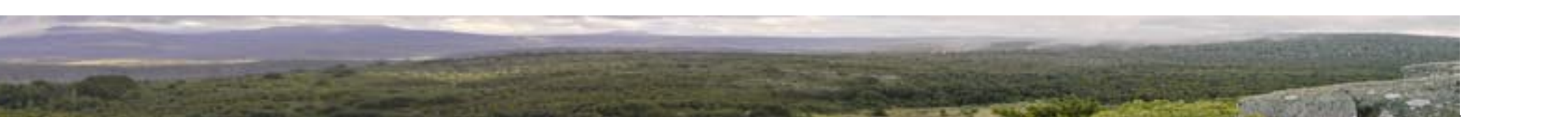
Chinese Temple 'Joss House' at Wellington Street site

No product available on the Trail

## What could be

Chinese Temple relocated to Weldborough to new 'Building'  
Display on the Chinese who settled in Launceston – What they did; What became of them. Display on the role the QVMAG played in the archaeological digs and the restoration of the artefacts

- Distribution of promotional material on the Trail
- Panel display on the Trail and experiences
- Centre and staff become an integral part of the promotion of the Trail



# Scottsdale

*Day 2 – We travelled from Launceston via the village of Lilydale. We were immediately struck by the scenery – small windy roads, rolling hills, mountains, picturesque rural scenes – this was ‘chocolate box’ quality scenery and somehow exhilarating. We took the short walk to the Lilydale Falls just to experience our ‘first ferns’. I’m sure I saw a trout rise but Richard said no! Onto the Lavender Farm. Although not in season, you got the idea of what it must look and smell like in full bloom and the shopping was great.*

*When we arrived in Scottsdale we immediately knew we were about to begin the Trail. Themed ‘Tin Dragon’ signs directed us to the visitor information centre in the middle of the town. We commented on the quality of the urban design in the street and outdoor cafes. The visitor information centre was the old Post Office and Council Chambers. This was the beginning (or end depending on which way you were travelling) of the Trail. There were a couple of outstanding things about this place.*

*Firstly the toilets – yes, the toilets. Apparently several years ago the local arts group got a grant to develop a type of ‘Loo Trail’- toilets with a difference. The one in Scottsdale was in the theme of the Tin Dragon – yes tin and yes dragons, wonderfully put together and a promise of more to come along the Trail.*

*Next was a garden grown in the shape of Chinese characters – again by Tasmanian artists. The garden told us what we were to experience on the Trail – nature, stories, friendship, change. It was beautiful.*

*When we went inside the centre we were ‘gob smacked’! Not only were the people magnificently helpful but the interpretation which included artefacts, oral history recordings (what characters!) merchandise (didn’t know you could make so many things from tin) and the Trail package – a CD and beadsets, map and book – all in a tin box... brilliant! We also watched a short orientation film on a revolving stage which took us through the stages of the Chinese and tin mining in the area. It also instructed you on how best to ‘do’ the Trail and what other activities there were along the way. We were there two hours. I was starving.*

Scottsdale is the largest town in the municipality of Dorset with a population of around 1,880 people. It is a central hub on the North-East touring route being the meeting point of the connections from Launceston via Lilydale and St Helens via Derby / Branxholm. It is also the junction for the alternative routes to Bridport or the Sideling.

## The Key points of Difference

- Service Centre on the proposed North-East Touring Route
- Scenery/diversity of landscapes – mix of mountains, sea, agriculture, lavender farm, seaside villages, pristine beaches and natural features e.g. ferns, wildlife, and waterfalls
- Chinese mining heritage – story yet to be told
- Forest Ecocentre – forest interpretation and visitor information within an innovative designed building (Reference Northern Tasmania Regional Touring Strategy. Inspiring Place May 2003)

For the visitor travelling from Launceston it is the natural stopping point and focal point for the Trail.

However it needs to find a way to deliver this function and it is suggested that three strategies be followed-

1. The provision of information and interpretation
2. An attraction consistent with the Trail of the Tin Dragon
3. Themed signage

Currently visitor information for the North-East is provided at the Forest Eco Centre located at the southern extremity of the town on the road to the Sideling. The Forest Eco Centre is an architecturally striking building that also houses the regional office for Forestry Tasmania. It contains a café, a souvenir and craft shop and forestry interpretation displays. However the touring route for the North-East is via the Lilydale Highway which does not take the visitor past the Eco Centre. There needs to be a focal point in the town that will draw the visitor’s attention to the Trail and provide information.

Dorset Council owns the old Post Office and the old Council Chambers which are currently vacant and centrally located adjacent to public toilet facilities and car parking. The opportunity exists to convert one of the buildings into an information and interpretation centre that features the Trail of the Tin Dragon and other visitor experiences of the touring route.

The capacity of Scottsdale to support two information centres has been raised. The two centres would serve different purposes. The Forest Eco Centre could focus on the forest industry and environmental diversity in the North-East and become an attraction in its own right. The new visitor information centre would provide services to visitors and be a beginning or end point for the Trail of the Tin Dragon.

There is also the potential to develop a supporting attraction in Scottsdale that builds on the theme of the Trail. One suggestion has been a Chinese garden located adjacent to the new visitor centre or at North-East Park on the eastern boundary of the town. North-East Park is also a camping and caravan area.



Day 2 Cont'd. *We could have eaten at the centre but we were keen to explore the attractive main street. I'd heard about the famous Poole's Curly Top Pasties and it lived up to my expectations... plus the coffee was great. Richard was determined to sample all the local wines. All the cafes and restaurants have them by the glass or bottle so it's a little hard to resist (I'm driving). After lunch we visited the Forestry Eco Centre – a striking building. It used to be the visitor centre but was changed to be the focus of forestry and biodiversity and students from Tasmanian and Australia and China come to the centre and to the area to learn about world's best forest practises. The interactive interpretation was fantastic. Another hour slipped away.*

*We needed to look for accommodation. There was choice – everything from beautiful B&Bs to cabins. We opted for the Chinese style village outside town that has its own organic garden and restaurant. The visitor centre rang ahead for both the accommodation and restaurant booking. As we left the town we noticed North-East Park – absolutely full of caravans and campers. There was some entertainment on that night. The Fewcha youth group had organised it. It's a regular feature of park life and these kids are famous for it.*

*Later that night... This Chinese village is amazing – the meal we just had-Chinese organic- was like nothing I'd ever tasted. We found more pinot wines and have fallen in love with Tasmania's rieslings and the local beer. In our cabin there's information on the modern day connections with China – what this area is doing through their sister-city relationship. And in the morning we can get up and join a Tai Chi class by a master from the same region. So glad we chose this experience.*

## Vision

A centre with a renowned and dynamic visitor information interpretation centre, that houses the beginning or end of the Trail of the Tin Dragon.

- A main street of quality urban design cafes and restaurants offering regional specialties, good coffee, information and merchandise.
- Infrastructure that is different – even the toilets!

## What is there now

### Infrastructure

Toilets, camping facilities and parks

### Visitor Information

Visitor centre at the Forestry Eco-Centre  
Two information bays

### Hospitality

Cafes, restaurants and pubs for local market

### Accommodation

## What could be

### Infrastructure

Main Street design and project 'Loos' with a difference

Expanded camping facilities

### Visitor Information

Themed trail signage  
Information centre in the old post office building in the centre of the town with innovative and engaging interpretation using a mix of medium including oral history recordings, displays, artifacts, orientation film and the 'tin box' with Trail CD, map and book

### Hospitality

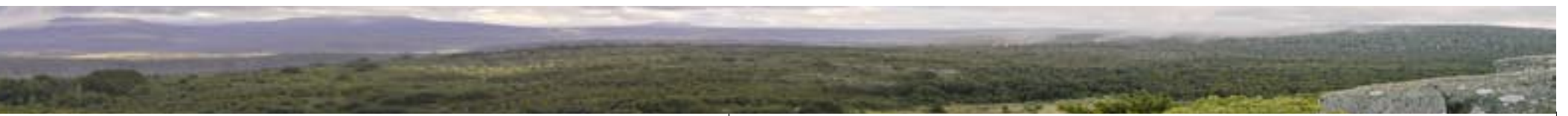
Cafes and restaurants specialising in local produce

### Accommodation

Full range including new development  
Expanded caravan and camping facilities

### Attractions

Forestry and Biodiversity centre  
Chinese Garden  
Forestry Tours



*Scottsdale Post Office*

East from Scottsdale the next hub combines the small rural townships of Branxholm, Derby, Moorina and Weldborough.

**The key points of difference include:**

- Chinese history and mining history – mine sites, water races, cemeteries
  - Slow down, find peace, “take time to smell the daisies,” no one else around, peace and tranquility
  - Diversity of experience – mountains, agriculture, forests, heritage, and water falls.
- (Reference Northern Tasmania Regional Touring Strategy. Inspiring Place May 2003)



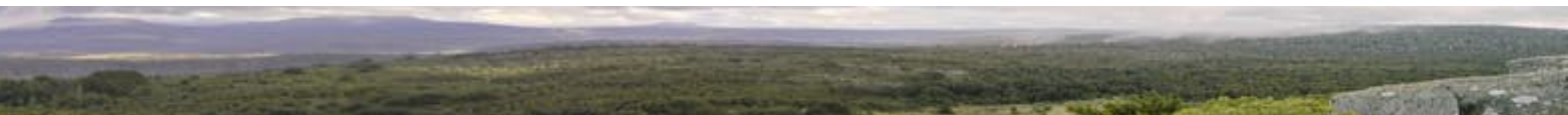
# Branxholm

*Day 3 – We set off early. The first stop was the village of Branxholm. As you turn the corner and come down the hill you're struck by the sight of the red bridge. This was the scene of confrontation between Chinese and European miners. The interpretation panels explained the confrontation. We also learnt that the decorative panels on the bridge were part of a community arts project with the Branxholm School. Near the bridge is Ah Moy's shop. The derelict building was moved and reconstructed in the park. Here we learned about the popular Ah Moy family and bought more of that fantastic Trail merchandise. The people in the shop were very helpful and suggested we have a stretch and take the River walk or part of the Briseis water race. Not only is the walk great but you learn how the water race worked. A great stop!*

Travelling east from Scottsdale the next stop on the Trail is Branxholm, a town of 230 people. Branxholm Bridge was the scene of confrontation between European and Chinese miners. The European miners were angry at the prospect of cheap foreign labour arriving on the mines. Today the bridge has been painted red and marked with decorative panels as a reminder of that event. Also located at Branxholm is Ah Moy's house and shop. The Ah Moy family was well integrated into the community. Today the shop is in disrepair.

The Branxholm community has also commenced work on the development of the Briseis water race walking track. The Branxholm section is a 30 minute round trip.





## Branhholm

### Vision

The bridge, Ah Moy's Shop and the interpretation panels next to each other  
Shopkeeper and staff engaging the visitor and suggesting they try the options of the Briseis walk – either a 15/30/60 minute walk

### What is there now

#### Infrastructure

Toilets, caravan park, BBQ, park

#### Visitor Information

Information bay

#### Attraction

Briseis walk – short walk  
River walk – short walk  
Garden Trail

### What could be

#### Infrastructure

Another loo of the 'Loo Trail'  
Extended caravan park and services

#### Visitor Information

Ah Moy's shop and Centre  
Interpretation panels

#### Attractions

Briseis walks – various lengths

#### Accommodation

Hotel  
Barrier free accommodation

# Derby

*We left Branxholm refreshed after the walk. It was now onto Derby. We'd planned to make this the lunch stop. And we're glad we did. As you come into the town you're captivated by the setting – river, dramatically steep sides, tin mining remnants, the Trail centre, Tin Mine Centre, old school, old bank and a quality streetscape. We parked down by the river, enjoyed another loo experience, walked along the river path to the redeveloped Tin Mine Centre – a replica town where you can have a go at being the shopkeeper, the publican, a miner or whatever takes your fancy and learn more about tin mining and the Chinese miners. . It was great fun and very well done. From the centre we took a guided walk to an old mine site. On the way we were told of the spoils of the river and the Derby River Derby – part of the annual Tin Dragon Festival. We could have hired a raft or been paddled down the river or helped to 'catch our dinner or take a longer mining tour of the old mines' but we were keen to explore the rest of the town.*

*The town is fabulous – outdoor cafes, award winning restaurants and a regional produce centre that used to be the site of the butcher shop of Lonely Planet guide fame – the butcher, mentioned in the guide, now runs the produce centre and is a great wealth of information and stories on the area. We wandered from place to place sampling the local culinary delights – berries, cheeses, meats – all accompanied by good coffee and the local wines. We also wandered in and out of the antique and arts and craft establishments (spent too much of course!). We learnt from the café owner that there is a nightly performance of the events of the 1929 flood and mining disaster. A local writer developed the very clever script and the Fewcha Theatre Troupe perform it. It didn't take us long to make up our mind what we would do. We booked the fishing guide to take us out to 'catch our dinner', registered for the night performance and booked a beautifully renovated miners cottage for the night.*

*The performance was brilliant – very sad in parts but in the end full of hope. It really helped you understand that event and what makes places like Derby and the north-east very special. And the meal that followed – another memorable experience in another memorable day.*

34 kilometres from Scottsdale the township of Derby, population 133, is the site of the now closed Briseis tin mine. The remnant heritage buildings reflect its previous prosperity and influence during the mining era. The town is beautifully set alongside the Ringarooma River and there are a number of short walks that can be taken to the old mine sites. There are also facilities for the caravan and camping market in the town together with two hotels, local shop, on line centre and eating places. The principal attraction at Derby is the tin mining centre built around the old school building. The privately owned centre contains a café coffee shop, a museum of objects, artifacts and photographs from the tin mining era and a recreated mining village. This attraction would benefit from redevelopment.

## Derby Vision

A centre for the food and wine of the area boasting award winning cafes, restaurants and produce outlet where the story of the Chinese and tin mining comes alive with hands on experiences, guided tours and performance.

### What is there now

*Infrastructure*  
Toilets, camping ground, BBQ, park

*Visitor Information*  
Information bay

*Hospitality*  
Café, Two Pubs

*Accommodation*  
Pub, B&Bs

*Attraction*  
Tin Mine Centre  
Arts, crafts and antique outlets

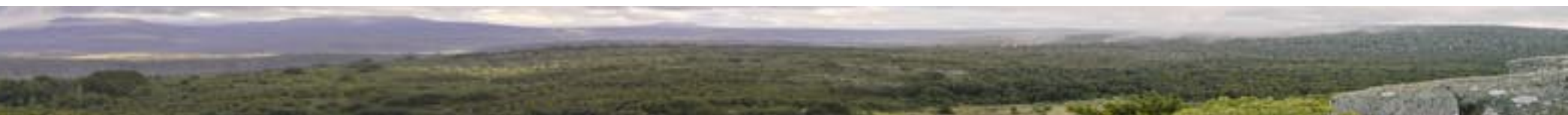
### What could be

*Infrastructure*  
The Loo Trail  
Camping and caravan amenities

*Visitor Information*  
Redeveloped Tin Mine Centre,  
Centre for the Tin Dragon interpretation  
Themed signage  
Guided tours of mines, fishing, canoeing  
Performance

*Hospitality*  
Cafes, restaurant and produce outlet

*Accommodation*  
Choice to include four star renovated mining cottages



# Moorina

Day 4 – About 20 minutes drive out of Derby we came to Moorina. In the cemetery is an original Chinese memorial. The memorial is fully restored and quite fascinating but what caught our attention were the mountains beyond – the Myrtle Forests of the Weldborough Pass and the Blue Tier. We were about to enter a very different environment.



The principal feature at Moorina, previously known as Krushka's Bridge is the cemetery which contains a Chinese memorial consisting of an oven, offering table and memorial stone. The oven was used to burn paper at funerals. Despite previous conservation work the oven is in disrepair and in need of urgent remediation. The memorial is significant and is believed to be one of only four in the nation. One is at Weldborough and the other two are at Maldon in Victoria and Beechworth in NSW.

## Moorina

### Vision

Fully restored and interpreted memorial

### What is there now

Oven  
Offering Table  
Memorial Stone

### Attractions

- Golf course
- Oldest operating hydro power station in the Southern Hemisphere

### What could be

Restored oven,  
table and memorial stone  
Interpretation Panels  
Landscaped paths





# Weldborough

*The drive to Weldborough was magic. When we arrived at the village we saw the redeveloped Weldborough pub, the camping ground beside it (full), the old shed where they run movies at night, café and the famous 'Star of Peace Centre'. It is magnificent, inspirational and unique building – a beautiful structure made from local materials. You know you are going to experience something quite special.*

*We walked in and the attendants directed us upstairs to the Chinese temple. It sits within a large, spacious room (in its own climate controlled environment). You can walk around it and learn the meaning of each piece. The room it sits in provides a magnificent vista of the environment of the Blue Tier. It's like a temple within a temple – one the worshipping place of the Chinese and the other a place of modern contemplation. We learnt that many visitors make the trip to simply be in the space. We immediately knew why. Perched on the magnificent Tasmanian crafted wood benches we stared at the landscape beyond. This was our moment of contemplation – a space that gave you all the time in the world just simply to be still and rejuvenate, an experience I will never forget.*

*Back on the entrance floor the attendants outlined our options in the area – guided tours of the Chinese Temple and the activities of the Chinese in the Weldborough or walking tours of the Blue Tier – anything from an hour's walk to overnight. Also on this level was the Blue Tier interpretation centre. The history of the area, its geology, fauna, flora, mining and forestry activities. We checked out what movies they were running that night at the old hall and decided on a longer walk and to book into the accommodation connected to the centre – (every room with that fabulous view). After spending time in the centre and getting maps we walked in the Blue Tiers for the rest of the afternoon. Sensational! That evening in the Old Hall they ran an old Merle Oberon film and a special documentary piece on the development of the now famous Blue Tier and Tin Dragon Festivals. Another great day!*

Weldborough is in the municipality of Break O'Day and has a hotel and camping ground. It is accessed by a winding highway through the picturesque Myrtle forests of the Weldborough Pass. In the 1880s the majority of Chinese worked the tin mines around the area and Weldborough was their main supply centre and place of recreation.

The mandarin of the people was Maa Mon Chin who organised work, provided stores and also ran a gambling house. However the principal attraction to Weldborough was the Chinese Temple or Joss House which was later relocated to the Queen Victoria Museum and Art Gallery in Launceston for safe keeping. Its return to Weldborough will provide a significant icon for the Trail of the Tin Dragon and a major attraction. Housing the temple will require a purpose built structure. The cemetery at Weldborough also contains a Chinese burning tower which is in urgent need of conservation.

Today Weldborough is where the Trail of the Tin Dragon intersects with the Blue Tier experience. The Blue Tier is a mountain plateau that once swarmed with tin miners. Today it offers a network of walking tracks with a variety of grades and distances. The walks offer access to rainforest areas, scenic views and historic mine workings. Plans are in place to develop a multi day walk from Mt Victoria through to the Bay of Fires on the East coast. This Trail will intersect with the Tin Dragon Trail at Weldborough.

Weldborough is also the venue for the developing Blue Tiers Festival and the future growth of the town seems linked to the potential of the Blue Tier area. A complex containing the Chinese temple and interpretation of the Blue Tier would provide a strong incentive for visitors to take the North-East Touring Route.

## Weldborough Vision

The 'Star of Peace Centre' - the place where the Tin Dragon Trail, the Blue Tier experience and the Mt Victoria, Bay of Fires walk intersect. The centre is to house and secure the Chinese Temple "Joss House" which originally came from the town. It will also interpret the environmental experience of the Blue Tier area.

## What is there now

*Infrastructure*  
Camping ground

*Hospitality*  
Pub

## What could be

*Infrastructure*  
The Loo Trail (with an environmental twist)

Extended camping ground facilities, Signage

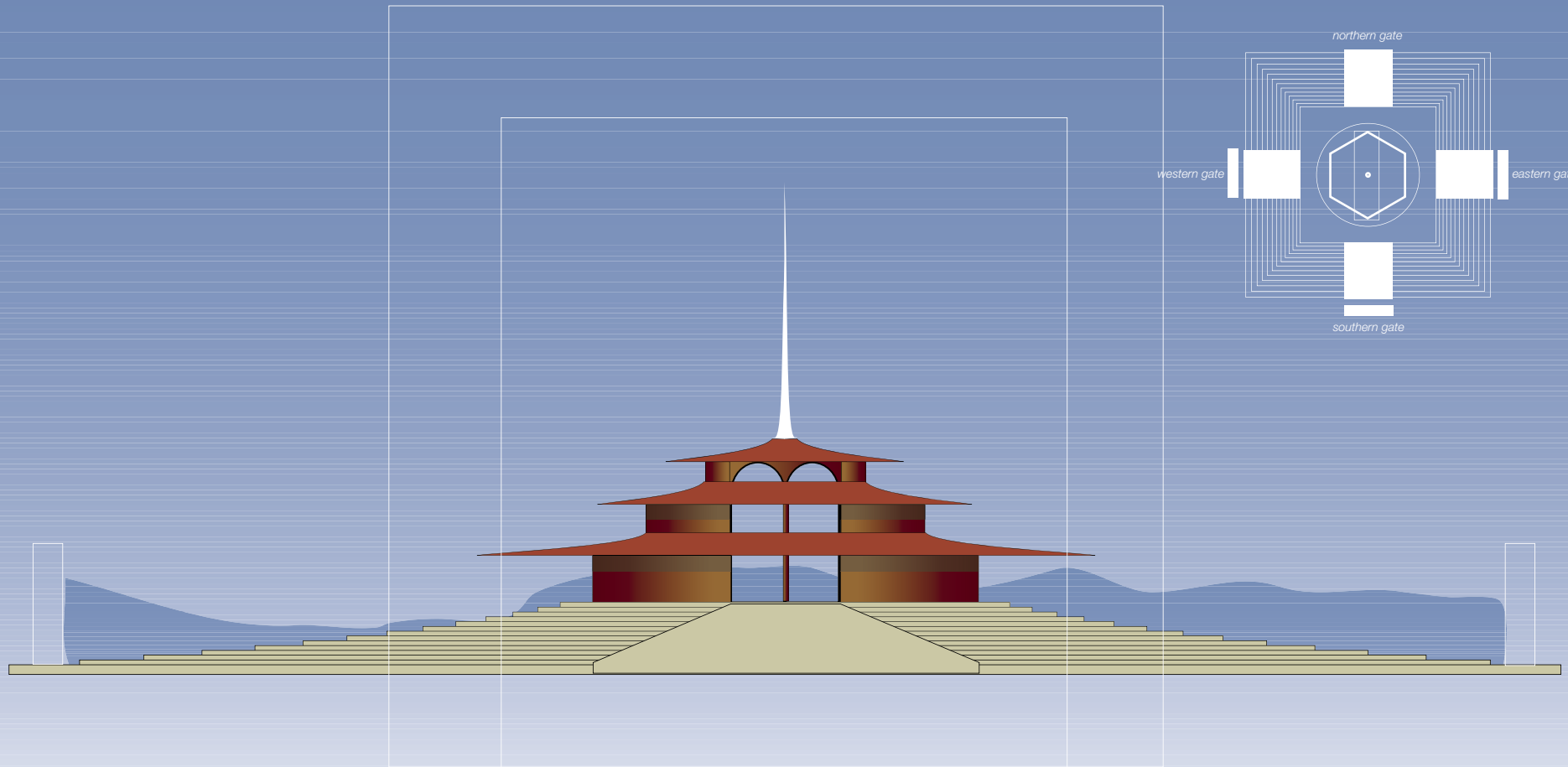
*Visitor Information*  
Purpose built centre housing Chinese Temple and Blue Tier Interpretation

*Hospitality*  
Pub, Café

*Accommodation*  
Attached to centre

*Attractions*  
Movie House  
Walking tracks  
Burning Memorial  
Chintock House

# The Star of Peace Centre



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# St Helens

Day 5 – *In the morning we woke and went to the 'building' to take in that landscape one more time. I wanted to get as much of this experience as I could. We left rejuvenated and headed to the coast to St Helens. It's a big centre and again has that quality urban streetscape. The History Room is where we would end the Trail of the Tin Dragon. As we entered the centre we observed that for others it was the beginning. A part of the History Room tells the story of the Chinese in the area. Having just come from there it was wonderful to see the faces of the people and learn about their lives.*

*It was lunch so we headed down to the wharf to find seafood. We weren't disappointed – fresh fish and chips. Beside us was the tin box we'd carried along the Trail – the CD that helped steer the course for an experience that was a journey of discovery. We knew so much more about the people, the place and the times. As if on cue, the seagulls around us began squawking, demanding the last remaining crispy chips and reminding us that our journey was not over...we still had that winery to find... but not til we'd fully experienced St Helens and all that jazz. Just as we were about to leave we learned that tonight was the final night of the East Coast Jazz Festival and the night in St Helens was quickly organised.*



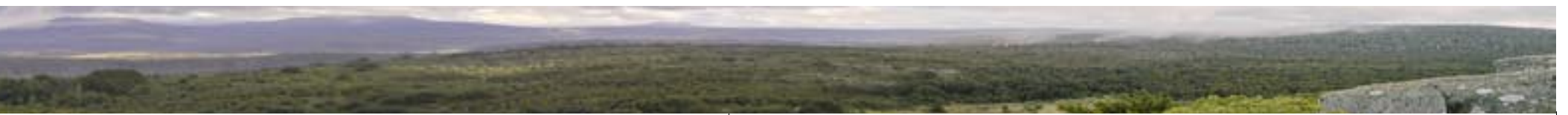
St Helens with a population of approximately 1200 people is the largest town on the East Coast of Tasmania and a tourism hub. It is a fishing port and a popular seaside holiday destination. The town supports a good range of accommodation, shops, services and eating places. It is an emerging cluster under the Tourism 21 framework and attracted 100,600 visitors in 2000/2001 of whom nearly one third stayed over night.

## Key points of difference

- Bay of Fires – outstanding landscape image
- Game fishing – recognised destination for game fishing activities in Tasmania
- St Helens as a major visitor service centre for the East Coast – infrastructure / services, tours, accommodation capacity
- Base to access diversity of activities / attractions – a number of natural and cultural features within close reach of St Helens e.g. Blue Tier, mining history, Mt William National Park, forests, waterfalls

(Reference Northern Tasmania Regional Touring Strategy. Inspiring Place May 2003)

St Helens like Scottsdale can be viewed as the beginning or end of the Trail of the Tin Dragon and needs to feature a point of focus for the Trail. The logical place to provide that emphasis is the St Helens History Room which houses a collection of objects, pictures and artefacts that provide an interesting commentary on the history of the area and the early Chinese settlers in Weldborough. The History Room will be relocated to new premises as part of the new visitor information centre. Completing the new exhibition space is a priority for the History Room.



## **St Helens**

### **Vision**

An exhibition on the Chinese in the area with artefacts and working exhibits

### **What is there now**

#### *Infrastructure*

Toilets, caravan site, signage, BBQ

#### *Visitor Information*

Visitor Centre at St Helens History Room  
Information bays  
Promotional materials

#### *Hospitality*

Cafes, restaurant, pubs

#### *Accommodation*

2,139 beds,  
655 campsites.  
Full range of accommodation  
resorts: Hotels, Motels, B&Bs, Backpacker facilities, Van parks

### **What could be**

#### *Attraction*

An exhibition in part of the space in the St Helens History Room dedicated to the Chinese in the Weldborough area and on the Tin Dragon Trail  
Trail Orientation film as per Scottsdale

#### *Merchandise*

Visitor information Centre a partner in the promotion of the Trail

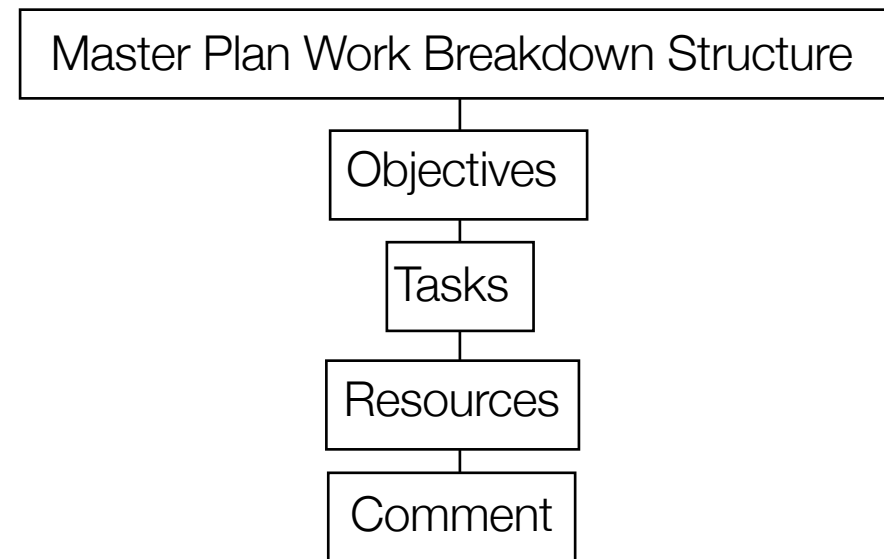


# Detailed project plan

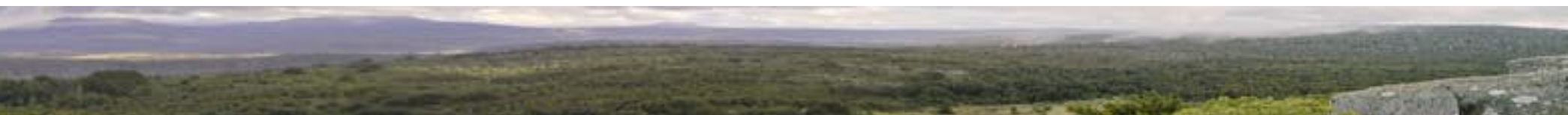
Bringing the Trail of the Tin Dragon into reality is a large scale project requiring a work break down structure that identifies objectives, tasks, resources and costs.

The projects outlined are a combination of public, merit and private goods. The community and visitors have equal access to public goods which should be funded from government sources, e.g. interpretation, signage and toilets. Merit goods require collaboration between the private sector and government and shared funding strategies can be developed, e.g. camp grounds, exhibitions and visitor centres. Private goods are commercial in nature and are funded by the private sector, e.g. restaurants and accommodation.

Investment in public goods should receive priority to provide the infrastructure for the Trail.



Two community workshops were held to guide the development of the project work break down structure.



# Objective 1: Develop an Interpretation Plan

The workshops identified the following objectives within which to group the tasks and resources:

- 1. Develop an interpretation plan including researching and documenting the history of tin mining and the Chinese in the region
- 2. Develop the tourism product
- 3. Market the product
- 4. Build participation, ownership and support for the project from the community, private sector and three levels of government, and with China
- 5. Integrate with relevant State and Regional strategies and plans

| Task                                                                                                                                                                                              | Resources                                                          | Comment                                         |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------|-------------------------------------------------|
| <ul style="list-style-type: none"><li>• Research and record the history and stories of both tin mining and the Chinese in the area.</li></ul>                                                     | Steering group, university students, community members             | Provide administrative support                  |
| <ul style="list-style-type: none"><li>• Develop and catalogue a photographic archive</li></ul>                                                                                                    | Queen Victoria Museum and Art Gallery, community members           |                                                 |
| <ul style="list-style-type: none"><li>• Participate in the Australian Research Council project 'Chinese Imprint on Tasmania and Consequent Connections with China</li></ul>                       | University of Tasmania                                             | This is a PhD research project already underway |
| <ul style="list-style-type: none"><li>• Develop the interpretation objectives, themes, topics and key messages</li></ul>                                                                          | Steering group, stakeholders and community members                 | Facilitated workshop                            |
| <ul style="list-style-type: none"><li>• Develop integrated delivery elements and options - specific messages, stories, mediums, resources, infrastructure, materials required and costs</li></ul> | Steering group and interpretation consultant and design specialist | Facilitated workshop                            |



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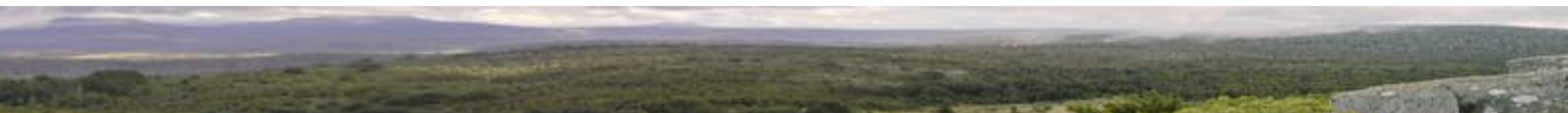
| Task                                                                                                                                                                                                 | Resources                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Comment |
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| <ul style="list-style-type: none"><li>• Appoint design and marketing professionals to implement delivery – mix of medium, presentation etc</li><li>• Conduct staff interpretation training</li></ul> | Steering group<br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br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| Context   | Tasks                                                                                                                           | Resources                                                                                                                                                     | Comment                                                                                                                             |
|-----------|---------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------|
|           | Support the Regional Arts 'Loo Trail' project                                                                                   | <ul style="list-style-type: none"> <li>• North-East regional arts group</li> </ul>                                                                            | Group has applied for initial funding for toilets in Bridport. Extra funding would be needed to expand the concept to the Trail     |
|           | Install two 'pointer' trail signs in to and out of the town directing to the Information and Interpretation Centre              | <ul style="list-style-type: none"> <li>• Steering Group and Dorset Council</li> </ul>                                                                         | Part of the Trail signage                                                                                                           |
|           | Relocate, renovate and interpret Ah Moy's shop. This to become part of the interpretation and a major Trail merchandise outlet. | <ul style="list-style-type: none"> <li>• Tasmanian Heritage Council</li> <li>• Branxholm community</li> <li>• Dorset Council</li> <li>• Site owner</li> </ul> | Building is currently on private land and therefore eventual ownership issues will be less complicated if the building is relocated |
|           | Tell the story of the red bridge                                                                                                | <ul style="list-style-type: none"> <li>• Branxholm community</li> </ul>                                                                                       | Decorative panels on the bridge were part of a community arts project with the local school. This needs interpretation.             |
|           | Complete the Briseis water race walking track                                                                                   | <ul style="list-style-type: none"> <li>• Branxholm community</li> </ul>                                                                                       | Work has commenced on 30 minute walk                                                                                                |
| Branxholm | Complete the River Walk                                                                                                         | <ul style="list-style-type: none"> <li>• Branxholm community</li> </ul>                                                                                       | Work has commenced                                                                                                                  |



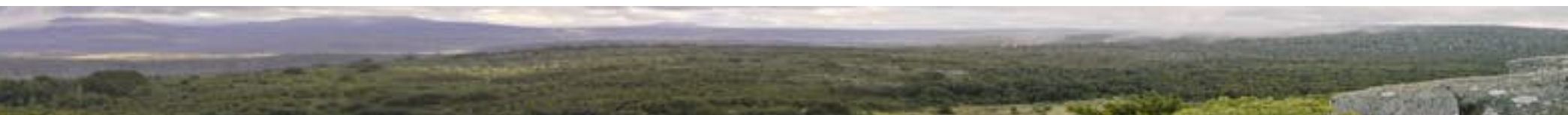
|  | Context | Tasks                                                                                               | Resources                                                                                                                                                 | Comment                                                                                        |  |
|--|---------|-----------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------|--|
|  | Derby   | Mount a new exhibition in the Tin Mining Centre Museum                                              | <ul style="list-style-type: none"> <li>• Owner of the Tin Mining Centre</li> <li>• Steering Committee</li> </ul>                                          | Will require the involvement of the owner. Will need curatorial advice                         |  |
|  |         | Develop camping amenities                                                                           | <ul style="list-style-type: none"> <li>• Dorset Council</li> <li>• Derby Community</li> </ul>                                                             |                                                                                                |  |
|  |         | Undertake a Main Street Development Program                                                         | <ul style="list-style-type: none"> <li>• Dorset Council</li> <li>• Derby Community</li> </ul>                                                             | Development to be done to encourage extra hospitality businesses and outdoor eating areas      |  |
|  |         | Encourage businesses (established and new) to adopt theme and to focus on regional produce emphasis | <ul style="list-style-type: none"> <li>• EDG, Steering Group and Tourism Officer</li> </ul>                                                               |                                                                                                |  |
|  | Moorina | Conserve the Chinese memorial in the cemetery                                                       | <ul style="list-style-type: none"> <li>• Tasmanian Heritage Council</li> <li>• Queen Victoria Museum and Art Gallery</li> <li>• Dorset Council</li> </ul> | Tasmanian Heritage Commission has inspected the site and estimates costs to be around \$10,000 |  |
|  |         | Landscape paths to the memorial                                                                     | <ul style="list-style-type: none"> <li>• Dorset Council</li> </ul>                                                                                        | Pathways need to be accessible                                                                 |  |



| Context     | Tasks                                                                                                                                              | Resources                                                                                                                                                                                                                                                                                                                                           | Comment                                                                                                                                                                                   |
|-------------|----------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Weldborough | Conserve the Chinese memorial in the cemetery                                                                                                      | <ul style="list-style-type: none"> <li>• Tasmanian Heritage Council</li> <li>• Queen Victoria Museum and Art Gallery</li> <li>• Break O'Day Council</li> </ul>                                                                                                                                                                                      | Will need accessible walkways and interpretation                                                                                                                                          |
|             | Return the Chinese Temple 'Joss House' to Weldborough                                                                                              | <ul style="list-style-type: none"> <li>• Steering Group</li> <li>• Chinese Community</li> <li>• Launceston City Council</li> <li>• Queen Victoria Museum and Art Gallery</li> <li>• Tasmanian Heritage Council</li> <li>• State &amp; Federal Governments</li> <li>• Break O'Day Council</li> <li>• Dorset EDG</li> <li>• Dorset Council</li> </ul> | Will require a controlled and secure site                                                                                                                                                 |
|             | Build an interpretation centre for the Trail and the Blue Tier environment – the Tiers Temple to also be the site of the relocated Chinese Temple. | <ul style="list-style-type: none"> <li>• Dorset EDG, Dorset Council</li> <li>• Break O'Day Council</li> <li>• State and Federal Governments, Queen Victoria Museum &amp; Art Gallery</li> </ul>                                                                                                                                                     | This would be a significant icon development for both the Trail and the Blue Tiers environment and walks. It would provide the reason for visitors to commit to the full Trail experience |
|             | Develop the walking trails in the area                                                                                                             | <ul style="list-style-type: none"> <li>• State Government, Forestry Tasmania, Break O'Day community</li> <li>• Region North</li> </ul>                                                                                                                                                                                                              | In particular the walk that connects to the proposed Mt Victoria, Bay of Fires to Poimena                                                                                                 |
|             | Advance the Blue Tier Festival                                                                                                                     | <ul style="list-style-type: none"> <li>• Festival organising committee, Break O'Day Council, Steering Group</li> </ul>                                                                                                                                                                                                                              |                                                                                                                                                                                           |



| Context   | Tasks                                                                                                                                                                                                                                                                                                                                 | Resources                                                                                                            | Comment                                                                                                                                                                                                                                                            |
|-----------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| St Helens | Mount a new exhibition at the St Helens History Room                                                                                                                                                                                                                                                                                  | <ul style="list-style-type: none"> <li>• Break O'Day Council</li> <li>• St Helens History Room committee</li> </ul>  | <p>The History Room is to be relocated with the new visitor information centre. The story of the Chinese in the area will be a feature of the exhibition. The steering committee and other stakeholders fully support the funding proposal for the development</p> |
| All Areas | Design and install Trail signage. There are two types of signs – Pointers – these direct the traveller to the interpretation centres and provide reassurance that they are still on the Trail. Each town has two of these – 12 in all and Interpretation panels – these provide information on a particular theme or place – 4 in all | <ul style="list-style-type: none"> <li>• Steering Group</li> </ul>                                                   | <p>The costings for the signage has been based on the Tasman Trail experience</p>                                                                                                                                                                                  |
|           | Conduct customer service training at food outlets and accommodation                                                                                                                                                                                                                                                                   | <ul style="list-style-type: none"> <li>• Dorset EDG – in consultation with training provider Region North</li> </ul> | <p>A customer service training course needs to be developed to meet the specific needs of the area. Both tourism associations should be involved in the needs assessment and training responses</p>                                                                |



# Objective 3: Market the Product

**Task**

- Undertake a brand development process for the Trail to establish – attributes, benefits, personality, relationships, value proposition, risk, competitor comparison, absolutes, brand position and name
- Develop a visual representation of the brand
- Develop a style manual outlining application of the visual brand to signage, promotional materials and website
- Develop and implement a marketing plan to identify markets, messages, media mix and measurements
- Develop the supporting promotional mix and resources
- Ensure the Trail is integral to the region and State marketing plans and activities

**Resources**

- Steering group with brand development professional
- Steering group with professional designer
- Professional designer
- Marketing professional with Steering group
- Marketing professional with Steering group
- Steering group and Region North

**Process**

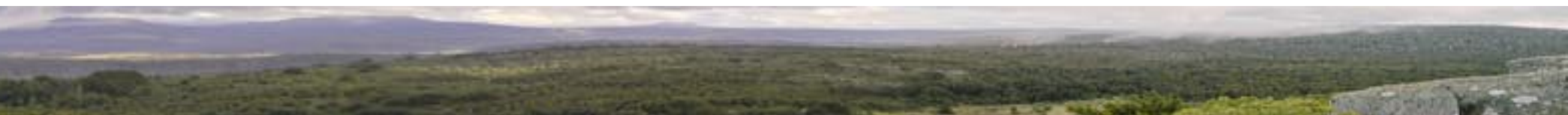
- Facilitated workshop



# Objective 4:

Build participation, ownership and support for the project from the community, private sector, three levels of government and China

| Task                                                                                                                                                                                                                                                                                                                         | Resources                                                                                  | Process                                                                                                                                                                                       |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Establish a communication plan                                                                                                                                                                                                                                                                                               | Steering committee                                                                         | The communication plan to include launch, promotional material and publicity schedule. The material is to be displayed in the two key municipalities – Dorset and Break O’Day                 |
| Brief all local, State and Federal politicians                                                                                                                                                                                                                                                                               | Steering Committee                                                                         | Visits and presentations                                                                                                                                                                      |
| Work with the Chinese Embassy to explore the feasibility of establishing a sister-city relationship with the Chinese provinces of origin. This to include the exploration of economic, social and cultural ties especially in relation to agriculture, education and connection to the Chinese descendents of the immigrants | Dorset EDG, Steering Committee, Dorset Council. Break O’Day Council and Federal Government | Contact has been made with the Chinese Embassy and initial discussions have been held between Embassy officials and Mr. Michael Ferguson representing Senator Barnett’s Office and Dorset EDG |



Objective 5:  
Integrate with relevant  
State and Regional  
strategies and plans  
The following plans  
have been reviewed:

**Plan**

- Tasmania Together
- Touring Route Strategy
- Tasmanian Experience
- Tourism 21
- Tasmanian Attractions Study
- TVI signage strategy
- Regional Recreation Trails Strategy
- Break O’Day Tourism Development Plan
- Dorset Tourism Development Plan
- Dorset Recreation Study
- Dorset Strategic Plan
- Future Dorset Search Conference Report
- Launceston City Council Strategic Plan

**Organisation**

- Tasmania Together Progress Board
- Tourism Tasmania
- Tourism Tasmania
- Tourism Tasmania
- Tourism Tasmania
- Tourism Tasmania
- Region North
- Break O’Day Council
- Dorset Council
- Dorset Council
- Dorset Council
- Dorset Council
- Launceston City Council



# Estimated Costs

| Project/Activity                                | Sub Totals | Total     |
|-------------------------------------------------|------------|-----------|
| <b>Interpretation plan</b>                      |            |           |
| Oral history recordings                         |            |           |
| Thematic workshops (3)                          |            |           |
| Design and cost mix of mediums for presentation | 50,000     | 50,000    |
| <b>Scottsdale</b>                               |            |           |
| Information centre                              | 70,000     |           |
| Interpretation                                  | 120,000    |           |
| Chinese Garden                                  | 30,000     |           |
| Loo Trail                                       | 50,000     |           |
| Main Street                                     | 50,000     | 320,000   |
| <b>Branxholm</b>                                |            |           |
| Ah Moy's                                        | 150,000    |           |
| Loo Trail                                       | 10,000     |           |
| Park redevelopment                              | 50,000     | 210,000   |
| <b>Derby</b>                                    |            |           |
| Interpretation                                  | 50,000     |           |
| Main Street                                     | 10,000     |           |
| Camping                                         | 100,000    |           |
| Loo Trail                                       | 10,000     | 170,000   |
| <b>Moorina</b>                                  |            |           |
| Memorial                                        | 10,000     |           |
| Access paths                                    | 10,000     | 20,000    |
| <b>Weldborough</b>                              |            |           |
| Temple                                          | 1,650,000  |           |
| Relocation Joss House                           | 10,000     |           |
| Memorial                                        | 10,000     |           |
| Track & Signage                                 | 150,000    | 1,820,000 |

## Estimated Costs (Cont'd)

| Project/Activity                                         | Sub Totals | Total            |
|----------------------------------------------------------|------------|------------------|
| <b>St Helens</b>                                         |            |                  |
| History Room                                             | 120,000    |                  |
| Urban Design                                             | 50,000     |                  |
| Stabilise Anchors Stampers and<br>build accessible track | 40,000     | 210,000          |
| <b>Trail Signage</b>                                     |            |                  |
| 4 x interpretation panels                                |            |                  |
| 12 x pointer signs                                       |            | 60,000           |
| <b>Project Management</b>                                | 40,000     | 40,000           |
| <b>Marketing</b>                                         |            |                  |
| Brand development–<br>process, logo, style manual        | 15,000     |                  |
| Marketing plan                                           | 5,000      |                  |
| Promotional materials<br>e.g. brochures, website         | 80,000     | 100,000          |
| <b>Skill Development</b>                                 |            | 5,000            |
| <b>Communications</b>                                    |            |                  |
| Plan                                                     | 1,000      |                  |
| Resources                                                | 4,000      |                  |
| Launch                                                   | 500        |                  |
| Translation                                              | 1,500      | 7,000            |
| <b>Total</b>                                             |            | <b>3,012,000</b> |



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# groupwork

helping groups move from uncertainty to purpose