

Information released with the Request for Tender: Attachment B: TWWHA Tourism Master Plan – Scope of Works¹

Scope Elements

Stakeholder Engagement

Analysis of stakeholders including nature of interest, importance, key issues and identification of engagement requirements; stakeholder consultation on tourism-related presentation of the TWWHA and Visitor Experience Statement Options; SWOT analysis (or similar) of existing and potential tourism-related presentation opportunities based on the natural, Aboriginal cultural, historic heritage, social and recreational values of the TWWHA.

Purpose

The main purpose of the Stakeholder Engagement work is to obtain and analyse the views of stakeholders on tourism-related presentation of the TWWHA as an input to identification and prioritisation of the tourism-related experiences and sites that will be the focus of the TMP.

Outcomes

Through the Stakeholder Engagement project element, stakeholder views on tourism-related presentation of the TWWHA will be documented and analysed. Stakeholders will be asked their views regarding tourism-related experiences and the sites at which those experiences are accessible in the TWWHA.

The views of stakeholders and subsequent analysis will provide guidance in regard to the following:

- a) identifying and prioritising the tourism-related experiences, both existing and potential, that the TMP will focus upon; and
- b) identifying and prioritising the sites, both existing and potential, that the TMP will focus upon.

For the purposes of the Scope of Works, a 'site' may also be taken to mean a larger area with a common feature or set of features relevant to the work which could be described as a 'precinct', 'region', 'zone' etc.

What Will Happen?

Analysis of Stakeholders

An analysis of stakeholders, including nature of interest, importance, key issues and identification of engagement requirements, will be undertaken. The stakeholder analysis will underpin the Stakeholder Engagement work and feed into the development of the Communications Plan for the project.

¹ NOTE – this information relates to a request for tender posted on the government e-tender website on 29 September 2018. The information in the request for tender was to inform submissions to the tender. Project deliverables and timeframes will be informed by the final agreed outputs from tender negotiations, stakeholder engagement and the like.

Review of Existing Information on Stakeholder Views

Existing information on the views of stakeholders on tourism-related presentation of the TWWHA, obtained through consultation during the TWWHA Management Plan process and the visit of the Reactive Monitoring Mission, will be collated and analysed. This information will assist in undertaking engagement on the TMP.

Consultation

A series of public meetings and targeted stakeholder meetings will be convened. At each meeting, background to the development of the TMP will be provided and the relationship between the TWWHA Management Plan and the TMP explained. In setting the scene, a clear articulation of the purpose of the TMP and its scope will be critical. The strategic nature of the TMP and its consistency with the intent and provisions of the TWWHA Management Plan must be highlighted; in particular the role of the TMP in providing a strategic framework for tourism-related presentation of the TWWHA as opposed to focusing on specific proposals will need to be emphasised.

Options for a Visitor Experience Statement for the TWWHA will also be presented at each meeting for discussion. The Visitor Experience Statement options will be developed by the consultant in collaboration with PWS Visitor Strategy Branch and Leadership Group. At each meeting a discussion around (but not limited to) the following broad questions will be facilitated:

Which tourism-related experiences and sites should the TMP focus upon?

In regard to tourism-related presentation opportunities, what is meant by sustainability?

Are there opportunities to enhance existing tourism-related experiences? If so, what actions are necessary to do so?

Are there opportunities for additional tourism-related experiences to be developed? If so, what are these and where should they be located?

Where should further tourism-related development occur in the TWWHA?

Where should tourism-related activities be avoided?

In what ways should tourism-related visitation be improved?

Are there opportunities for tourism-related presentation of Aboriginal cultural heritage in the TWWHA?

Are there opportunities for tourism-related presentation of historic heritage in the TWWHA?

Are there opportunities for tourism-related presentation within the 2013 TWWHA extension?

Are there opportunities to promote the development of gateways/hubs outside the TWWHA to support tourism-related experiences?

How might the broader community support the implementation of the TMP?

Analysis

Using the information obtained through the stakeholder engagement process, a SWOT analysis of existing and potential tourism-related presentation opportunities, based on the natural, Aboriginal cultural, historic heritage, social and recreational values of the TWWHA and consistent with the intent and provisions of the TWWHA Management Plan, will be undertaken.

Key Inputs

- a) Information on the views of stakeholders obtained through consultation during the TWWHA Management Plan process and the visit of the Reactive Monitoring Mission.
- b) Initial set of existing and potential tourism-related experiences within the TWWHA.
- c) Initial set of sites within the TWWHA at which those experiences are accessible.
- d) Visitor Experience Statement Options.
- e) Zoning, management overlay and table of use system specified in the TWWHA Management Plan.
- f) TWWHA Management Plan, Recreation Zone Plans and other subsidiary management plans and statements that apply in the TWWHA.
- g) Relevant situational analysis reports.
- h) Relevant information on natural, Aboriginal cultural and historic heritage values in the TWWHA.

Outputs

Report – Analysis of Stakeholders

A report on the analysis of stakeholders setting out, for each stakeholder, their nature of interest, importance, key issues and identification of engagement requirements.

Report - Stakeholder Engagement

A report on the views of stakeholders regarding tourism-related presentation of the TWWHA will be the main output of the Stakeholder Engagement project element.

The report will contain the following:

- a) a summary of the collated and analysed information on the views of stakeholders obtained through consultation during the TWWHA Management Plan process and the visit of the Reactive Monitoring Mission;
- b) a description of the methodology used to undertake the stakeholder engagement process and the SWOT analysis;

- c) a summary of the views presented by stakeholders on the Visitor Experience Statement Options and in reference to the broad questions set out above;
- d) the results of the SWOT analysis; and
- e) key findings of the analysis of stakeholder views as they relate to the identification and prioritisation of the tourism-related experiences and sites that will be the focus of the TMP.

Who Will be Consulted?

Consultation will be undertaken with stakeholders including, but not limited to, the following.

Tasmanian Aboriginal people

Aboriginal Heritage Council

Tasmanian Regional Aboriginal Communities Alliance

Tasmanian Aboriginal Centre

Community

Tasmanian community (broad public engagement opportunities)

Wildcare groups

Recreational Groups (Bushwalking Tasmania, Anglers Alliance, Climbing Club of Tasmania etc.)

Mountain Huts Preservation Society

Wildcare Groups

Tourism Industry

Local Tourism Associations

Regional Tourism Organisations

Tourism Industry Council Tasmania

Tourism Tasmania

Partner tourism providers

Environment

Environment Tasmania

Tasmanian National Parks Association

Wilderness Society

Bob Brown Foundation

Environmental Defenders Office

Birdlife Tasmania

Tasmanian Conservation Trust

Government

Department of Primary Industries, Parks, Water and Environment Executive (Tasmania)

Department of State Growth (Tasmania)

Department of the Environment and Energy (Commonwealth)

Local Governments

National Parks and Wildlife Advisory Council

Aboriginal Heritage Council

TWWHA Reserve Managers

Tasmanian Parks and Wildlife Service Leadership Group

Advisory Panel Engagement

A specialist Advisory Panel will be established to provide input at critical “gateways” in the project. The Advisory Panel will comprise selected representatives from key stakeholder groups, relevant to the plan. The Consultant will be required to present to and consider the views of this group at each stage in the project

Situational Analyses

Review of best practice approaches to planning and managing sustainable tourism and recreation within protected areas and World Heritage properties.

Review of key concepts, best practice approaches to planning and managing sustainable tourism and recreation within protected areas and World Heritage sites in consultation with PWS.

Nature and cultural based tourism trends analysis.

Review of natural and cultural values presentation and conservation strategic partnerships and recommendations for the future.

Analysis of existing policy, plans and legislation (including TWWHA Management Plan 2016) to ensure appropriate protection of natural and Aboriginal cultural values of the TWWHA and associated levels of sustainable use through tourism.

Outputs

Report – Situational Analysis

A report presenting and synthesizing the analysis described above.

Tourism-related Presentation Opportunities

Identification of tourism-related experiences and sites; site assessment (current status); capacity of sites to meet the full spectrum of tourism-related experiences and related recreational opportunities; opportunities to enhance existing tourism-related experiences and provide new experiences consistent with the intent and provisions of the TWWHA Management Plan; demand and capacity of sites with reference to the experiences they support and the intent and provisions of the TWWHA Management Plan; scope of sites to accommodate further growth and development with reference to the experiences they support and consistent with the intent and provisions of the TWWHA Management Plan; related commercial tourism opportunities; implications for management, planning, services and facilities to meet projected demand and visitor expectations at sites; recommendations on prioritisation of tourism-related experiences and sites in regard to management and planning actions, provision of services and facilities, investment needs and priorities, marketing and opportunities for enhancement of existing experiences, provision of new experiences and sustainable growth in tourism-related visitation and development.

Through the Tourism-related Presentation Opportunities work, tourism-related experiences and sites will be analysed in regard to:

- a) capacity of sites to meet the full spectrum of tourism-related experiences and related recreational opportunities;
- b) opportunities to enhance existing tourism-related experiences and provide new experiences consistent with the intent and provisions of the TWWHA Management Plan;
- c) demand and capacity of sites with reference to the experiences they support and the intent and provisions of the TWWHA Management Plan;
- d) scope of sites to accommodate further growth and development with reference to the experiences they support and consistent with the intent and provisions of the TWWHA Management Plan;
- e) related commercial tourism opportunities; and
- f) implications for management, planning, services and facilities to meet projected demand and visitor expectations at sites.

The information provided through the Tourism-related Presentation Opportunities work will inform the identification of experiences and sites that will be the focus of the TMP and prioritisation of those experiences and sites in regard to management and planning actions, provision of services and facilities, investment needs and priorities, marketing and opportunities for enhancement of existing experiences, provision of new experiences and sustainable growth in tourism-related visitation and development.

The Tourism-related Presentation Opportunities project element will comprise two stages.

Stage 1: Site Assessment – Current Status

Assessment of the current status of sites which support existing and potential tourism-related presentation opportunities.

Stage 2: Experiences and Sites - Prioritisation

Analysis of the capacity of sites to meet the full spectrum of tourism-related experiences and related recreational opportunities, opportunities to enhance existing tourism-related experiences and provide new experiences, demand and capacity of sites, scope of sites to accommodate further growth and development, commercial tourism opportunities and implications for management, planning, services and facilities.

Stage 1: Site Assessment – Current Status

Purpose

The main purpose of the site assessment work is to describe the current status of sites within the TWWHA which support existing and potential tourism-related presentation opportunities as an input to the identification and prioritisation of the experiences and sites undertaken in Stage 2 that will be the focus of the TMP.

Outcomes

Through the site assessment work, information on the current status, as it relates to a set of assessment criteria, of sites which support existing and potential tourism-related presentation opportunities, will be described in a standardised way.

The site assessment work will provide guidance in regard to the following:

- a) identifying and prioritising the tourism-related experiences, both existing and potential, that the TMP will focus upon; and
- b) identifying and prioritising the sites, both existing and potential, that the TMP will focus upon.

What Will Happen?

Development of Assessment Criteria

To describe the current status of sites within the TWWHA which support existing and potential tourism-related presentation opportunities in a standardised way, a set of assessment criteria will be developed. These criteria will focus on a range of site characteristics covering location, size, accessible experiences, services and facilities, commercial operations, visitor numbers, management and planning, permitted uses and relevant, high level aspects of natural, Aboriginal cultural and historic heritage values such as significance, condition and vulnerability.

Site Selection

An initial set of sites, based on existing and potential tourism-related experiences accessible at those sites and the natural, Aboriginal cultural, historic heritage, social and recreational values of the TWWHA will be identified for assessment.

As the Stakeholder Engagement work progresses, should additional sites be identified these will be added for assessment.

Site Assessment

Each of the selected sites will be assessed using the criteria developed (above). For each site, an overall summary of the key characteristics of the site will be compiled, together with the detailed assessment results.

Key Inputs

- a) Initial set of existing and potential tourism-related experiences within the TWWHA including relevant information regarding Visitor Experience Statement Options obtained through the Stakeholder Engagement project element.

- b) Initial set of sites within the TWWHA at which those experiences are accessible.
- c) Relevant information regarding potential additional sites identified through the Stakeholder Engagement project element.
- d) Zoning, management overlay and table of use system specified in the TWWHA Management Plan.
- e) TWWHA Management Plan, Recreation Zone Plans and other subsidiary management plans and statements that apply in the TWWHA PWS Reserve Standards Framework
- f) Relevant situational analysis reports.
- g) Relevant information on natural, Aboriginal cultural and historic heritage values in the TWWHA.

Outputs

Report - Tourism-related Presentation Opportunities Stage 1: Site Assessment – Current Status

A report describing the current status of sites in the TWWHA which support existing and potential tourism-related presentation opportunities will be the main output of the site assessment work.

The report will contain the following:

- a) a description of the methodology used to undertake the site assessment;
- b) a summary of the key characteristics of each of the selected sites;
- c) the results of the detailed assessment undertaken for each of the selected sites; and
- d) key findings of the site assessment as they relate to the identification and prioritisation of the tourism-related experiences and sites that will be the focus of the TMP.

Who Will be Kept Informed?

As the work is progressed, the groups identified in relation to consultation under the Stakeholder Engagement project element will be kept informed, noting that a Communication and Stakeholder Engagement Plan is a component of the TMP Project Plan.

In particular, advice on progress will be provided to the various members of the TMP Project governance structure, as set out in the Project Plan.

Stage 2: Experiences and Sites - Prioritisation

Purpose

The main purpose of the experiences and sites work is to inform the identification and prioritisation of the tourism-related experiences and sites that will be the focus of the TMP.

Outcomes

The experiences and sites work will inform the identification of tourism-related experiences and sites that will be the focus of the TMP and provide recommendations on the prioritisation of those experiences and sites in regard to management and planning actions, provision of services and facilities, investment needs and priorities, marketing and opportunities for enhancement of existing experiences, provision of new experiences and sustainable growth in tourism-related visitation and development.

What Will Happen?

Literature Review

A review of relevant technical information regarding the management of tourism and recreation within protected lands, with particular reference to approaches to assessing projected demand, sustainability and limits of acceptable change.

Analyses

For the tourism-related experiences and sites considered in the stakeholder engagement and site assessment work, a range of analyses will be undertaken. These analyses will include:

- a) suitability of sites to meet the full spectrum of tourism-related experiences and related recreational opportunities;
- b) opportunities to enhance existing tourism-related experiences and provide new experiences consistent with the intent and provisions of the TWWHA Management Plan;
- c) projected visitation demand at sites with reference to the experiences they support and the intent and provisions of the TWWHA Management Plan;
- d) capacity of sites with reference to the experiences they support and the intent and provisions of the TWWHA Management Plan;
- e) scope of sites to accommodate further growth and development with reference to the experiences they support and consistent with the intent and provisions of the TWWHA Management Plan;
- f) related commercial tourism opportunities; and
- g) implications for management, planning, services and facilities to meet projected demand and visitor expectations at sites.

Identification and Prioritisation of Tourism-related Experiences and Sites

Based on analyses, identification of tourism-related experiences and sites that will be the focus of the TMP and provision of recommendations on the prioritisation of those experiences and sites in regard to management and planning actions, provision of services and facilities, investment needs and priorities, marketing and opportunities for enhancement of existing experiences, provision of new experiences and sustainable growth in tourism-related visitation and development.

Key Inputs

- a) Stakeholder Engagement report and data.
- b) Tourism-related Presentation Opportunities Stage 1: Site Assessment – Current Status report and data.
- c) Zoning, management overlay and table of use system specified in the TWWHA Management Plan.
- d) TWWHA Management Plan, Recreation Zone Plans and other subsidiary management plans and statements that apply in the TWWHA
- e) PWS Reserve Standards Framework.
- f) Relevant situational analysis reports.
- g) Technical reports and papers regarding management of visitation on protected lands.

Outputs

Literature Review

A review of technical information regarding management of tourism and recreation within protected lands, with particular reference to approaches to assessing projected demand, sustainability and limits of acceptable change.

Report - Tourism-related Presentation Opportunities Stage 2: Experiences and Sites – Prioritisation

A report identifying the tourism-related experiences and sites that will be the focus of the TMP and providing recommendations on the prioritisation of those experiences and sites. The report will contain the following:

- a) a description of the methodology used for all components of work with reference, as relevant, to the information provided in the literature review;
- b) analysis and description of the capacity of sites to meet the full spectrum of tourism-related experiences and related recreational opportunities;
- c) analysis and description of projected visitation demand at sites;
- d) analysis and description of the capacity of sites;
- e) analysis and description of scope of sites to accommodate further growth and development;
- f) analysis and description of related commercial tourism opportunities;
- g) implications for management, planning, services and facilities to meet projected demand and visitor expectations at sites; and

- h) recommendations on the prioritisation of tourism-related experiences and sites in regard to management and planning actions, provision of services and facilities, investment needs and priorities, marketing and opportunities for enhancement of existing experiences, provision of new experiences and sustainable growth in tourism-related visitation and development.

For each of the analyses undertaken, the report will discuss and provide findings for sites with reference to the experiences they support, sustainability, limits of acceptable change and the intent and provisions of the TWWHA Management Plan.

Prioritisation Workshop

A facilitated workshop to guide decisions on the prioritisation of tourism-related experiences and sites within the TMP in regard to management and planning, provision of services and facilities, investment needs and priorities and marketing as they relate to enhancing, and providing new, tourism-related presentation opportunities.

As the responsibility for these decisions lies with the PWS the workshop will be limited to the various members of the TMP Project governance structure, as set out in the Project Plan.

Who Will be Kept Informed?

As the work is progressed, the groups identified in relation to consultation under the Stakeholder Engagement project element will be kept informed, noting that a Communication and Stakeholder Engagement Plan is a component of the TMP Project Plan.

In particular, advice on progress will be provided to the various members of the TMP Project governance structure, as set out in the Project Plan.

Draft TMP

Stakeholder engagement and analysis of tourism-related presentation opportunities are the key components in developing the draft TMP. Through these project elements, the experiences and sites that will be the focus of the draft TMP will be identified and prioritised in regard to strategically planning and managing tourism-related presentation opportunities in the TWWHA.

Public Comment Period

The draft TMP will be released for a public comment period of three months and review by the Advisory Bodies to the World Heritage Committee (ICOMOS and IUCN). The consultant will be responsible for conducting a limited number of facilitated public forums to assist interested members of the public in understanding the draft TMP.

Output

Draft TMP for public consultation

Draft Tourism Master Plan Public Submission Report

A report summarising the key issues raised through the public submissions received on the draft TMP. The content of the submissions will be summarised and discussed in the report in the form of 'key issues' with a response to each provided, including any recommended alteration to the draft TMP. Individual submissions will also be summarised in a tabulated appendix into individual issues, with each issue responded to, including any recommended change to the draft TMP. The report will be similar in structure and approach to the TWWHA Management Plan 'Director's Report'. The report will be made public.

Final TMP

In consultation with PWS, and incorporating the findings of the Draft TMP Public Submission Report, finalise the TMP.

Output

Final Tourism Master Plan

Linkage and Concurrency of TMP Project Elements

The Stakeholder Engagement work and the first stage (of two stages) of the Tourism-related Presentation Opportunities work (Site Assessment – Current Status) will be undertaken concurrently. Whilst the focus of the stakeholder engagement and site assessment work is quite different, information gathered through the stakeholder engagement work is likely to inform the site assessment work and vice versa. In particular, information obtained through stakeholder engagement is likely to provide validation of existing experiences and sites, identification of potential experiences and sites and opportunities for additional visitation and development at sites. The site assessment work is likely to provide some input into the stakeholder engagement, in particular the analysis to be undertaken as part of that project element.

The outputs of both the Stakeholder Engagement work and the first stage of the Tourism-related Presentation Opportunities work will provide direct input to the second stage of the Tourism-related Presentation Opportunities work (Experiences and Sites – Prioritisation).

Overall, the outputs of the various project elements will feed into the preparation of the draft TMP.

TWWHA Management Plan

The TWWHA Management Plan (2016) is a statutory instrument prepared in accordance with the requirements of the *National Parks and Reserves Management Act 2002*. The Plan was also prepared to meet the requirements of the Commonwealth *Environment Protection and Biodiversity Conservation Act 1999* with respect to management plans for World Heritage properties and the management obligations of the Commonwealth Government arising from the World Heritage Convention.

The TWWHA Management Plan provides for the protection of natural and Aboriginal cultural values in the TWWHA through management actions, monitoring and research priorities and an adaptive management framework.

The TWWHA Management Plan sets out what uses may occur within the TWWHA, where they may occur and under what circumstances they may occur. It includes applicable assessment processes and criteria for activities.

The fundamental mechanism by which the TWWHA Management Plan provides for the protection of natural and Aboriginal cultural values is the specification of a zoning and management overlay system with a table of use. The zones are a reflection of existing and anticipated use of the TWWHA and of the need to control, manage and facilitate usage to ensure that the area's values are protected and management objectives are achieved.

The table of use provides guidance on the activities or uses that are allowed for in each zone. Whilst the opportunity for an activity or use is allowed for, it is not necessarily permitted as a right as it may also be subject to applicable assessment and approval processes and the requirement to obtain an authority in accordance with statutory requirements.

This management regime, and in particular the regulation of use, is highly significant in regard to the scope of the Stakeholder Engagement and Tourism-related Presentation Opportunities project elements. The key principle for both project elements is that the TMP must only contemplate uses of the TWWHA as allowed for by the zoning, management overlay and table of use system specified in the TWWHA Management Plan.

The relevant KDOs set out in the TWWHA Management Plan (refer Attachment A) are also significant in regard to the scope of the Stakeholder Engagement and Tourism-related Presentation Opportunities project elements.

The Stakeholder Engagement and Tourism-related Presentation Opportunities project elements will focus on those areas of the TWWHA specified in the TWWHA Management Plan as Visitor Services Zones and Recreation Zones (including road corridors). These are the areas that provide, or are anticipated to provide, the highest level of developed visitor facilities and where the majority of visitors experience the TWWHA.

Notwithstanding this, recreational activities such as multi-day bushwalking are undertaken in parts of the TWWHA outside the Visitor Services Zones and Recreation Zones. Whilst the focus will be on these zones, the TMP will need to ensure all tourism-related experiences and sites are considered.

In the event that additional uses and/or sites providing future tourism-related presentation opportunities, which are consistent with the intent and provisions of the TWWHA Management Plan, are identified through the stakeholder engagement process, this information will be fed into the tourism-related presentation opportunities work. If inconsistent with the intent and provisions of the TWWHA Management Plan, this information will be documented for potential future consideration.

Reserve Standards Framework

In providing a diversity of visitor experiences in a manner that is consistent with the conservation of natural and Aboriginal cultural values of the TWWHA, its size and variety of landscapes present challenges and provide opportunities for the delivery of a wide range of visitor and recreational activities.

Activities in Tasmania's national parks and reserves are supported by the provision of infrastructure, social context, appropriate thematic interpretation and by management presence and planning. An important aspect of this is the provision of safe and rewarding visitor experiences through the management of public risk.

The PWS Reserve Standards Framework (RSF) policy is a strategic planning tool to facilitate targeted service and facility provision that matches visitors' needs and aspirations and is in balance with the protection and conservation of the natural and cultural values they come to see.

The RSF is highlighted in the TWWHA Management Plan as a key part of the management and planning framework and will provide guidance in determining facility and service needs to support tourism-related presentation of the TWWHA.

Summary of Project Elements

Project Element	Responsibility
Review of key concepts, best practice approaches to planning and managing sustainable tourism and recreation within protected areas and World Heritage sites in consultation with PWS.	Consultant
Nature and cultural based tourism trends analysis.	Consultant
Review of natural and cultural values presentation and conservation strategic partnerships and recommendations for the future.	Consultant
Visitor Experience Statement Options prepared with input from the PWS State-wide Interpretation Framework and Statements of Significance (including Aboriginal cultural statements) for the TWWHA.	PWS with Consultant
Analysis of existing policy, plans and legislation (including TWWHA Management Plan 2016) to ensure appropriate protection of natural and Aboriginal cultural values of the TWWHA and associated levels of sustainable use through tourism.	Consultant
Identify existing and potential commercial opportunities and partnerships with Aboriginal people	PWS with Consultant
Stakeholder Engagement: analysis of stakeholders including nature of interest, importance, key issues and identification of engagement requirements; stakeholder consultation on tourism-related presentation of the TWWHA and Visitor Experience Statement Options; SWOT analysis (or similar) of existing and potential tourism-related presentation opportunities based on natural, Aboriginal cultural, historic heritage, social and recreational values of the TWWHA.	Consultant

Project Element	Responsibility
<p>Tourism-related Presentation Opportunities: identification of tourism-related experiences and sites; site assessment (current status); capacity of sites to meet the full spectrum of tourism-related experiences and related recreational opportunities; opportunities to enhance existing tourism-related experiences and provide new experiences consistent with the intent and provisions of the TWWHA Management Plan; demand and capacity of sites with reference to the experiences they support and the intent and provisions of the TWWHA Management Plan; scope of sites to accommodate further growth and development with reference to the experiences they support and consistent with the intent and provisions of the TWWHA Management Plan; related commercial tourism opportunities; implications for management, planning, services and facilities to meet projected demand and visitor expectations at sites; recommendations on prioritisation of tourism-related experiences and sites in regard to management and planning actions, provision of services and facilities, investment needs and priorities, marketing and opportunities for enhancement of existing experiences, provision of new experiences and sustainable growth in tourism-related visitation and development.</p>	<p>Consultant</p>
<p>Identification of tourism-related experiences and sites that will be the focus of the TMP and prioritisation of those experiences and sites in regard to management and planning, provision of services and facilities, investment needs and priorities, marketing and opportunities for enhancement of existing experiences, provision of new experiences and sustainable growth in tourism-related visitation and development.</p>	<p>Advisory Group, Steering Committee with consultant</p>
<p>Draft TMP: preparation of draft TMP for public consultation and facilitated public presentation session(s).</p>	<p>Consultant</p>
<p>Public comment: analysis and preparation of response to public comment on draft TMP.</p>	<p>Consultant</p>
<p>TMP: taking into account public comment, preparation of TMP for Tasmanian Ministerial approval, Commonwealth Government (State Party) endorsement, as well as submission to the World Heritage Committee at its 44th session in 2020</p>	<p>Consultant, PWS</p>

Key Questions

Key questions to be considered as part of the TMP project include the following.

Policy and Operational

Key commercial opportunities and partnerships with Aboriginal people.

How do we ensure that Tasmanian Aboriginal culture is appropriately presented and explained? How should Tasmanian Aboriginal culture be accessible to tourism operators? How may Tasmanian Aboriginal people be involved in approvals processes for tourism developments in the TWWHA? In what ways can employment benefits, training and incentives for Tasmanian Aboriginal people be leveraged from tourism in the TWWHA? What do Tasmanian Aboriginal people feel are the impediments to their involvement in the presentation of their culture and of the TWWHA? How do we ensure Tasmanian Aboriginal people's consent for and meaningful engagement in achieving these outcomes? *Community involvement*

What is the best approach to ensure a comprehensive engagement process that enables stakeholders to participate and provide input to the development of the TMP? What is the best way to facilitate transparent and inclusive transfer of information relating to the TMP Project? What mechanisms for engagement, feedback and exchange of information should be considered? Which stakeholders should be involved in the engagement process and what is the best means of engagement? How might volunteer organisations or not for profit entities support the implementation of the TMP?

Regulatory, planning and policy considerations

What are the agreed definitions around recreation, tourism, wilderness and other relevant PWS policy matters? Are there specific regulatory, planning and or policy frameworks or positions that should or need to be adopted in relation to: tourism infrastructure; commercial operator activities (leases and licences); specific activities (e.g. cruises, scenic flights); carrying capacity; "Wilderness" and the protection of the OUV; booking systems and parks pass models; operator standards and accreditation?

Analysis of presentation materials and information

Is the interpretation of TWWHA values appropriate and contemporary? What new forms of presentation should be considered and adopted in the digital age? How should the TWWHA be marketed, consistent with other strategic TWWHA sites and tourism destinations in Tasmania? Can the TWWHA leverage off other sites and services or vice-versa?

Data Analysis and Consultation

Research into interstate and international examples of nature and cultural based tourism masterplans and best practice approaches to planning and managing sustainable tourism within protected areas and World Heritage sites.

What has worked and why? How can interstate and international experience be incorporated in developing the TMP? What best practice guidance is available?

Analysis of key tourism economic drivers and demands

What are the emerging markets and trends in tourism? What tourism growth can we predict over the coming 5, 10 and 20 years? Where is this growth and demand likely to come from? How does Tasmania diversify its product to ensure sustainability in tourism market “peaks and troughs” and what role does, and can, the TWWHA play in this?

Analysis of the key values that attract people to Tasmania’s Wilderness World Heritage Area

What are the key principles that must be adopted in any tourism masterplan to protect the TWWHA’s values in perpetuity and provide an international standard experience? How will Tasmania maintain a competitive edge in a global tourism marketplace, what will set Tasmania apart from the rest of the world in 20 years from now and what role will the TWWHA play in this?

Analysis of key nature and cultural based experiences being sought (environment, heritage recreation, education, culture)

What experiences are people seeking? What are the trends in ecotourism², nature based recreation and indigenous/cultural tourism that should be embraced to make Tasmania a must visit destination and leader in ecotourism and what role does, and can, the TWWHA play in this?

Master Planning

Analysis of existing sites and capacity

In regard to tourism-related presentation opportunities, what is meant by sustainability? Is tourism sustainable at existing sites? How does this best maintain the OUV of the TWWHA? Is the desired and appropriate spectrum of tourism-related opportunities being maintained or even met? What actions, including management, planning and investment in services and facilities, are necessary at existing sites to meet projected demand and maintain and enhance visitor experience and “value proposition”? Are sites able to accommodate further growth and development without compromising the values and principles adopted in the TWWHA Management Plan and consistent with World Heritage obligations? At what level of visitation does management, planning and investment in services and facilities need to be ramped up, or visitor numbers capped, and in what form should this be undertaken?

New experiences and sites

What new experiences and sites are necessary to consider in order to satisfy current and projected tourism demand? Where are these sites and what is the product that is expected/demanded? Are there experiences or sites outside of the TWWHA that can deliver on these expectations? Where should tourism-related activities be excluded?

² Ecotourism is ecologically sustainable tourism with a primary focus on experiencing natural areas that fosters environmental and cultural understanding, appreciation and conservation (Ecotourism Australia, <https://www.ecotourism.org.au/>).

Investment in services and facilities

What investment is required in existing and new sites over the next 5, 10 and 20 years? What are the priority sites and is further planning or design required to inform development? What funding models (existing or future) need to be considered and implemented to enable this investment to be achieved?

**Information released as part of the Request for Tender: Attachment C TWWHA Management Plan -
References to the Tourism Master Plan**

Management Plan Section	Page	Text
Executive Summary Presentation	11	<p>A strategic framework is needed to ensure a consistent and coherent approach to providing diverse presentation opportunities to the full spectrum of users, and potential users, of the TWWHA. This framework, formulated as a Tourism Master Plan, will include the following key themes:</p> <ul style="list-style-type: none"> • a coherent marketing strategy that integrates the TWWHA’s promotion and values with state-wide and regional strategies; • current and future visitor expectations, including demand analysis; • Aboriginal cultural presentation; • natural values presentation and conservation partnerships; • historic heritage; • prioritisation of investment in facilities and experiences; • social inclusion; • sustainable use; • interpretation; • commercial opportunities; • opportunities for the support of management through tourism; • strategic data collection and analysis; • access; • staff and operator training and accreditation; • recreation opportunities and a recreation demand analysis; • strategic partnerships.

6. Management for Presentation	125	<p>Management Objective: To provide a diversity of visitor experiences in a manner that is consistent with the conservation of natural and cultural values.</p> <p>KDO 6.1: Presentation of the TWWHA is a management priority that is driven and supported by a coherent, strategic framework.</p> <p>Management Action: Develop a Tourism Master Plan for the TWWHA in consultation with the tourism industry, Tasmanian Aboriginal people and other key stakeholders. Release the plan for public comment.</p> <p>The master plan will include the following elements:</p> <ul style="list-style-type: none"> • protection of natural and cultural values; • development of a coherent marketing strategy for the TWWHA that integrates promotion of the area and its values with other statewide and regional strategies; • examination of current and future visitor expectations, including demand analysis; • Aboriginal cultural presentation; • natural values presentation and conservation partnerships; • historic heritage; • prioritisation of investment in facilities and experiences; • social inclusion; • sustainable use; • interpretation; • commercial opportunities; • opportunities for management support through tourism; • strategic data collection and analysis; • access; • staff and operator training and accreditation; • recreation opportunities and a recreation demand analysis; • strategic partnerships. <p>The Tourism Master Plan will provide additional guidance, context and policy direction for tourism in the TWWHA within the planning framework provided by the statutory management plan. Consideration of the presentation of Aboriginal cultural heritage in the Tourism Master Plan will reflect the policy intent articulated in Section 4.4 (Interpretation and Presentation) and Section 6.5 (Cultural Heritage).</p>
6. Management for Presentation	127	A strategic approach to presentation is required to enable the TWWHA to be a competitive attraction in the tourism market, to meet visitor expectations and to ensure that tourism and recreation in the TWWHA is socially and environmentally sustainable.

Management Plan Section	Page	Text
6.1 Visitation		<p>Regional economies, as well as the overall tourism sector, will benefit from strategies that boost visitation in the TWWHA. It is vital that presentation of the area evolves to ensure that it continues to play an important role in the overall tourism sector in Tasmania, and for Tasmanians and visitors alike to continue to experience the values of the TWWHA. In considering the profile of the TWWHA, it is important to acknowledge that often visitors identify more strongly with a particular location, such as Cradle Mountain, than the area as a whole. The strategic approach outlined in the Tourism Master Plan will ensure that individual areas within the TWWHA are promoted and considered in a complementary way.</p> <p>KDO 6.2: Sustainable visitation to the TWWHA increases at suitable sites consistent with the zoning and protection of natural and cultural values.</p> <p>Management Actions: Provide a strategic approach to improving visitation in the TWWHA through the Tourism Master Plan.</p>
6. Management for Presentation 6.2 Diversity and Quality of Experience	129	<p>KDO 6.3: A diverse and accessible range of quality visitor experiences that are consistent with the protection of values is provided in the TWWHA.</p> <p>Management Actions: Review current visitor experiences through the Tourism Master Plan; identify key gaps in meeting demand for current and trending visitor experiences. Identify opportunities through the Tourism Master Plan for the future delivery of additional visitor experiences. Ensure that appropriate research and quantitative and qualitative data collection, including statistically valid visitor satisfaction surveys, support the delivery of the Tourism Master Plan. Review RSF zones in the TWWHA following completion of the Tourism Master Plan.</p>
6. Management for Presentation 6.6 Historic Heritage	148	<p>KDO 6.10: The profile and value of historic heritage, in the presentation of the TWWHA, increase, including historic heritage of significance to local communities.</p> <p>Management Actions: Through the Tourism Master Plan for the TWWHA, consider regional-based opportunities for presentation of historic heritage, such as those on the Lyell Highway and in the Adamsfield-Florentine region.</p>

Management Plan Section	Page	Text
6. Management for Presentation 6.7 Presentation Within the 2013 Boundary Extension	149	<p>KDO 6.11: Current use and future presentation opportunities within the 2013 extension are identified and facilitated.</p> <p>Management Actions: Through the Tourism Master Plan, identify opportunities for future presentation within the 2013 extension.</p>
6. Management for Presentation 6.10 Information, Interpretation and Education	152	<p>KDO 6.13: The delivery of interpretation and information for the TWWHA is integrated with presentation strategies and supports management objectives.</p> <p>Management Actions: After the Tourism Master Plan is completed, update the Interpretation Framework 2007 to produce a strategic TWWHA interpretation plan that addresses the following key elements:</p> <ul style="list-style-type: none"> • provision of overall direction and coordination of themes and approaches for major interpretive developments; • an implementation and evaluation plan for prioritised sites and programs in the TWWHA; • value-adding to major strategies of the Tourism Master Plan.
6. Management for Presentation 6.11 Summary of Commitments	154	See below.

6 | SUMMARY OF COMMITMENTS

Key Desired Outcome (KDO)	
Management Action	Evaluation
6 1 Presentation of the TWWHA is a management priority that is driven and supported by a coherent, strategic framework.	
Develop a Tourism Master Plan for the TWWHA in consultation with the tourism industry, Tasmanian Aboriginal people and other key stakeholders. Release the plan for public comment.	Within 3 years; subsequent evaluation against outcomes of the strategies in the Tourism Master Plan .
6 2 Sustainable visitation to the TWWHA increases at suitable sites consistent with the zoning and protection of natural and cultural values.	
Provide a strategic approach to improving visitation in the TWWHA through the Tourism Master Plan .	Visitation rates.
6 3 A diverse and accessible range of quality visitor experiences that are consistent with the protection of values is provided in the TWWHA.	
Review current visitor experiences through the Tourism Master Plan ; Identify key gaps in meeting demand for current and trending visitor experiences.	Evaluated outcome of the Tourism Master Plan .
Identify opportunities through the Tourism Master Plan for the future delivery of additional visitor experiences.	Evaluated outcome of the Tourism Master Plan .
Ensure that appropriate research and quantitative and qualitative data collection, including statistically valid visitor satisfaction surveys, support the delivery of the Tourism Master Plan .	Evaluate data collection against identified needs of the Tourism Master Plan .
Review RSF zones in the TWWHA following completion of the Tourism Master Plan .	Within one year of the Tourism Master Plan's completion.
6 5 The road network provides a range of recreational opportunities consistent with the protection of natural and cultural values.	
Conduct a strategic review of the road network's uses for presentation of the TWWHA.	Evaluated outcome of the Tourism Master Plan .

Key Desired Outcome (KDO)	
Management Action	Evaluation
6.10 The profile and value of historic heritage, in the presentation of the TWWHA, increase, including historic heritage of significance to local communities.	
Through the Tourism Master Plan for the TWWHA, consider regional-based opportunities for presentation of historic heritage, such as those on the Lyell Highway and in the Adamsfield-Florentine region.	Evaluate through the Tourism Master Plan ; development of identified opportunities.
6.11 Current use and future presentation opportunities within the 2013 extension are identified and facilitated.	
Through the Tourism Master Plan , identify opportunities for future presentation within the 2013 extension.	Evaluate through the Tourism Master Plan .
6.13 The delivery of interpretation and information for the TWWHA is integrated with presentation strategies and supports management objectives.	
After the Tourism Master Plan is completed, update the Interpretation Framework 2007 to produce a strategic TWWHA interpretation plan.	Within 2 years of the completion of the Tourism Master Plan .

