

23 June 2020

TWWHA Tourism Master Plan Project Manager  
Project Management Office  
PO Box 44  
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Dear Mr Crane

### **Hydro Tasmania's Submission on the Draft Tasmanian Wilderness World Heritage Area Tourism Master Plan**

Hydro Tasmania welcomes the opportunity to be able to comment on the Draft Tasmanian Wilderness World Heritage Area (TWWHA) Tourism Master Plan (the Plan). As a manager of land, recreational and visitor services within and directly adjacent to the TWWHA, we maintain a strong interest in the development of tourism and visitor activities in this area.

The Plan captures visitor experiences, opportunities, and proposed development nodes on Hydro Tasmania land, and as such, we would be interested in discussing how they will be delivered. This collaboration will help inform Hydro Tasmania's strategic approach to visitor management and how we support the tourism and visitor services industry.

By way of example, Hydro Tasmania owns and manages Strathgordon, including the Pedder Wilderness Lodge, and we have developed a good understanding of visitor use and experience of this area. As a 'secondary activity node' under the Plan for which "overnight stays and supporting infrastructure can be provided for in this area (and indeed already are)", Hydro Tasmania would like to actively contribute to how the Plan and the strategies it outlines are delivered. More broadly, Hydro Tasmania welcomes the opportunity to work collaboratively with Parks & Wildlife Service (PWS) to provide consistent or complementary messaging, signage, infrastructure and management of visitors.

Critical to visitor management is the maintenance and improvement of supporting infrastructure. Hydro Tasmania invests significant capital into aspects including public safety and recreation within and adjacent to the TWWHA. In particular, the increased costs of road maintenance associated with increased visitation is a significant burden and may require long-term funding contributions from external agencies such as PWS.

To allow all landowners to effectively plan their response to changes resulting from the Plan, it would be beneficial to understand responsibilities and timing for the delivery of the strategies identified within the Plan, and how significant increases in demand may trigger particular actions. In this regard, *section 7.16 Approach to public infrastructure* should clearly set out the case for increased investment in supporting infrastructure associated with higher levels of visitation. Similarly, it is

important to recognise the potential implications for other land and public asset managers within the TWWHA, and how the management of these assets may change in the future.

We would also like to seek clarification on the following considerations:

- Has Tasmania's next Iconic Walk (likely to be situated on the West Coast) been considered in the nodes or journeys proposed within the Plan?
- How do the journeys proposed by PWS compliment Tourism Tasmania's Tasmanian Journeys Project, in particular the Western Wilds Journey, which covers much of the same areas (and more)?
- Will the management and marketing of the nodes and journeys identified within the Plan be the responsibility of PWS or will other state government entities be developing and managing the journey program, including ongoing management and maintenance?

From hubs to campgrounds, it would be beneficial for the Plan to provide a framework outlining how existing and planned initiatives, relevant stakeholders and PWS could work together to enhance the visitor experience within the TWWHA.

As the development of Hydro Tasmania's Visitor Experience Strategy is underway, albeit in its early stages, we would appreciate the opportunity to work with PWS on these matters in the short term while the Plan is being finalised.

If you would like to discuss our submission further, please contact Lauren Maher on 0449 792 712 or [lauren.maher@hydro.com.au](mailto:lauren.maher@hydro.com.au).

Yours sincerely,



Gerard Flack  
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