

Daryl Connolly

Cradle Coast Authority
1-3 Spring Street, Burnie TAS 7320

Tom Wootton

West by North West
29a Wilson St, Burnie TAS 7320

25th June 2020

Att. Andrew Harvey

Tasmanian Parks and Wildlife Service
GPO Box 1751
Hobart, TAS 7001

Re: TWWHA Tourism Master Plan – Feedback

Dear Andrew,

We are writing in response to your invitation for public comment on the Tourism Master Plan for the TWWHA. This letter represents a joint submission between *Cradle Coast Authority* and *West by North West*, as two organisations representing the same region on matters concerning tourism and economic development. Cradle Coast Authority is also the Regional Natural Resource Management Organisation.

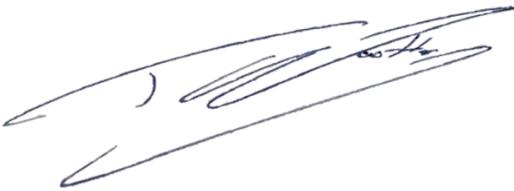
Having read the comprehensive report, our points of feedback are outlined below.

- We are broadly supportive of the four strategic principles identified, particularly the focus on actively facilitating visitation in a manner sensitive to the OUV. Our TWWHA needs the support of people with emotional investment in its future, so enabling visitors to experience its wonder is key to growing that emotional investment.
- Section 4 on Aboriginal Cultural Values Initiatives is of paramount importance. From a tourism perspective, inbound visitors to Tasmania are highly socially aware (more so than other visitor markets) and therefore expect cultural sensitivity as mandatory. More importantly however, from a cultural perspective, both of our organisations are currently intent on building much stronger cohesion with the indigenous community and consider the management of our natural resources to be a critical part of this.
- The 100-page Master Plan is a particularly onerous read for many, so we'd request a simpler 'strategy on a page' version to share across our region (acknowledging the public comment period has now closed).

- There appears to be a lack of hard dates and/or clear measurables within the Master Plan. Perhaps these could be considered in the context of a shortened strategy document.

We thank you again for the opportunity to comment and would welcome discussion on the points above.

Kind regards,



Tom Wootton
Chief Executive
West by North West



Daryl Connelly
Chief Executive
Cradle Coast Authority