

KINGSTON AND ARTHURS VALE HERITAGE AREA

2016 HMP EXTRACTS RE TOURISM

Prepared by

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For

On behalf of



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The following extracts are from the 2016 HMP and relate directly with tourism.

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6.9 Tourism

The KAVHA site is a fundamental part of the Norfolk Island tourism industry; a must-see attraction which is included in virtually every tourist visit. Many Norfolk Island people participate in the tourism industry; often on a part-time or casual basis, depending on seasonality, visitation levels and the nature of tourism events. It is not uncommon to see the same person appear in multiple roles.

Tourist numbers have declined generally over the last decade, but there has been some recent improvement, likely the result of effective marketing by the Norfolk Island Tourism Board. There is a *Norfolk Island Tourism Strategic Plan 2013–2023* which recognises the importance of the KAVHA site and acknowledges the need for greater focus on niche markets, development of new products and experiences, and the role of cultural tourism. At present, the tourism offer available at the KAVHA site is dated in style and limited in range—providing considerable opportunity for development of new products and support for the directions of the *Norfolk Island Tourism Strategic Plan*.

There are limited facilities available for tourist activities within the KAVHA site. There is no formal structure for engagement with participants in the tourism industry in order to identify and address issues. There are considerable opportunities for new tourism based commercial activities, ranging from food and beverage outlets to accommodation, events, or shared information and interpretive resources.

The golf course has potential to be included and more actively managed as part of the 'tourism' offer within the KAVHA site.



7.4 Sustainable Tourism

World Heritage properties may support a variety of ongoing and proposed uses that are ecologically and culturally sustainable and which may contribute to the quality of life of communities concerned.⁵

The key principles are:

- Tourism should provide positive and engaging visitor experiences which communicate heritage values.
- Tourism should support local traditions.
- Tourism should provide benefits to local people.
- Tourism at the KAVHA site should minimise impacts on heritage values.
- The tourism industry should be contributing partners in the conservation and management of the KAVHA site.

Sustainable tourism involves balancing environmental, cultural, social and economic demands to deliver intergenerational equity—that is, to meet the needs of current generations without compromising the needs of future generations.

Tourism at the KAVHA site should provide visitors with information about the values of the place and its conservation, thereby encouraging appropriate visitor behaviour and enhancing visitor experience. The history and significance of the place, including individual elements and related places, should be communicated to visitors in a way that is consistent, coordinated and inspirational. Appropriate experiences should be offered for different markets so that the full range of visitors will have a positive experience that meets, or preferably exceeds, their needs and expectations.



⁵ <<http://whc.unesco.org/en/guidelines>> II.F 119.

Norfolk Island is a recognised international tourism destination and the KAVHA site makes an important contribution as a key attraction. If managed appropriately, tourism can contribute to local economic development and the long-term sustainability of both the site itself and the local community. It is appropriate that tourism within the KAVHA site is perceived as a community resource. It should deliver both economic and social benefits to local people through tourism, alongside community involvement and collaborative partnerships. Activities which support local traditions and cultural expressions, or which can promote economic benefits for local people, should be encouraged.

In the context of tourism at the KAVHA site, sustainability involves a core obligation to look after the place itself. In practice, this means that tourism activities, while welcome, should not adversely impact upon either the natural or cultural environment. Tourism activities should be managed in a way which ensures there is no physical damage to significant historic fabric or cultural traditions, and avoids wider environmental impacts such as erosion or pollution. It is therefore appropriate that tourism is proactively managed through a collaborative and two-way process involving the KAVHA site management and local tourism industry representatives. Consideration of proposals for new tourism activities should have particular regard to potential impact on natural or cultural values.

The tourism industry is a key stakeholder in the conservation and management of the KAVHA site. Representatives from the tourism industry should be actively involved through communication, consultation and collaboration; and should have the opportunity to identify needs and opportunities. Projects which concurrently benefit the KAVHA site and support tourism should be identified and implemented. Equally, the KAVHA site management should partner with the Norfolk Island tourism industry in shaping overall tourism strategies. Arrangements should be instigated for the introduction of a direct financial contribution towards the conservation and management of the KAVHA site from all commercial tourism activities. These arrangements should be developed and introduced through a consultative process.



8.7 Tourism

Tourism within the KAVHA site will be managed to provide visitor experiences that exceed expectations, minimise site impacts and deliver benefits for local people through collaborative partnerships with the tourism industry.

8.7.1 Sustainable Tourism

- Sustainable tourism at the KAVHA site will balance environmental, cultural, social and economic considerations, thereby meeting the needs of current generations without compromising the needs of future generations.
- Tourism at the KAVHA site will be recognised as an essential element of the Norfolk Island economy, as well as contributing to the long-term sustainability of the place itself and the local community.
- Tourism will be actively managed and encouraged within the KAVHA site as an integral aspect of its present and future conservation and management.
- Tourism within the KAVHA site will occur in a way which retains, recognises and interprets natural and cultural heritage values.
- Participants in the tourism industry at the KAVHA site will model best practice behaviours and practices.
- Cross promotion and tourism packages will be explored in collaboration with the other properties which are part of the Australian Convict Sites.

8.7.2 Visitor Experience

- Delivery of positive and engaging experiences, which meet or exceed visitor needs and expectations, will be a primary objective of tourism activity within the KAVHA site.
- Tourism at the KAVHA site will inform visitors about the heritage values of the place and its conservation.
- Appropriate visitor behaviour will be identified and encouraged for all visitors.
- Appropriate experiences will be offered to different tourism market segments, so that the full range of visitors will have a positive experience.
- Regular visitor evaluation will guide and inform the development of tourism products and experiences.
- Inclusion of the KAVHA site as part of the Great Norfolk Walk will be supported.

8.7.3 Conservation

- Requirements for conservation will take precedence over requirements for tourism within the KAVHA site.
- Tourism activities will not cause physical damage to significant historic fabric.
- Tourism activities will not adversely affect the natural environment and will be managed to avoid wider environmental impacts (both on and off site), such as erosion or pollution.
- Tourism activities will respect and not hinder or impede continuing cultural traditions. Where appropriate, cultural traditions will be included within tourism activities.
- Consideration of proposals for new tourism activities or facilities will be preceded by the evaluation of potential impact on natural or cultural heritage values.

8.7.4 Community Benefits

- Tourism within the KAVHA site will be managed as a Norfolk Island community resource.
- Tourism will deliver economic and social benefits to local people through specific partnership arrangements and wider community involvement.
- Tourism activities which support local traditions, and cultural expressions will be encouraged.
- Tourism activities which provide economic benefits for local people will be encouraged.

8.7.5 Communication of Heritage Values

- Tourism will have a vital, ongoing role in communicating the natural and cultural heritage values of the KAVHA site.
- The history and significance of the KAVHA site, including individual elements and related places, will be communicated to visitors, both on and off site.
- Primary research and historical evidence will inform and guide the development of tourism experiences.
- The tourism industry and KAVHA site management will collaborate to ensure that appropriate training and education is available for tourism industry personnel, and that heritage values and other relevant information are communicated to visitors in a coordinated, accurate and consistent manner.
- Cooperative opportunities for promotion of heritage values to visitor markets linked to other properties which are part of the Australian Convict Sites World Heritage property will be explored, as outlined in the *Australian Convict Sites Strategic Management Framework*.

8.7.6 Industry Partnership

- The tourism industry will be recognised as a key stakeholder in the conservation and management of the KAVHA site.
- The Australian Government and KAVHA Manager will participate in, and contribute to the strategic development of the tourism industry on Norfolk Island and the implementation of the Norfolk Island Strategic Plan, as part of their roles in the conservation and management of the KAVHA site.
- Tourism at the KAVHA site will be managed through a collaborative and consultative process involving KAVHA site management and local tourism industry representatives.
- Representatives from the tourism industry will be provided with opportunities to become actively involved through communication and collaboration.
- Representatives from the tourism industry will be consulted to identify their needs and opportunities.
- Participants in the tourism industry will be recognised as contributing partners in the conservation and management of the KAVHA site.
- Projects which concurrently benefit the KAVHA site and support tourism will be identified and accorded implementation priority.
- Provision will be made for a financial contribution towards the conservation and management of the KAVHA site from commercial tourism activities. These arrangements will be developed and introduced through a consultative process so as to minimise impact on the tourism industry and maximise the reinvestment potential of tourism into KAVHA in a sustainable manner for both heritage and tourism.
- Private community events (such as weddings) will be encouraged and financial contributions will only be sought on a cost recovery basis.

9.4 Sustainable Tourism

Policy 6: The heritage values of the KAVHA site will be sustainably managed and utilised to meet the needs of present and future generations.

Policy 7: Tourism within the KAVHA site will be managed to provide visitor experiences that exceed expectations, minimise site impacts and deliver benefits for local people through collaborative partnerships with the tourism industry.

Policy 8: Education and interpretation will stimulate, enchant and enrich visitor understanding and experience of the heritage values of the KAVHA site.

<p>Tourism Industry Consultative Group</p> <p>High 2016</p>	<p>The tourism industry should become active partners in tourism at the KAVHA site.</p> <ul style="list-style-type: none"> • Invite participants from the tourism industry to join a new KAVHA tourism industry consultative group. • Within the tourism industry consultative group itself, agree on the group's 'terms of reference'. • Identify new tourism opportunities and related issues and challenges to be addressed. • Collaborate regarding presentation of information and messages during tourism activities. • Determine workable methods to achieve financial contributions from tourism to conserve the KAVHA site.
<p>Tourism Industry Support</p> <p>High 2016</p>	<p>The KAVHA site is fundamental to the Norfolk Island tourism industry and should actively seek to support Norfolk Island tourism initiatives.</p> <ul style="list-style-type: none"> • Continue liaison with the Norfolk Island Tourist Board. • Support implementation of the Norfolk Island Tourism Strategic Plan. • Identify required and desirable tourism facilities in consultation with KAVHA staff, the Norfolk Island Tourism Board, tourism industry consultative group and Norfolk Island Planning Office.
<p>Commercial Development EOI Process</p> <p>Medium 2016–2017</p>	<p>Sympathetic commercial development within the KAVHA site should be encouraged and guided by an open EOI process.</p> <ul style="list-style-type: none"> • Seek advice from public sector land management and conservation agencies on appropriate principles and processes for new commercial development. • Identify opportunities for new commercial development within the KAVHA site, which are consistent with the use and development guidelines of the proposed DCP. • Determine appropriate legal arrangements (lease/licence) for commercial ventures within the KAVHA site. • Prepare a prioritised list of potential new commercial opportunities. • Prepare a standard Expression of Interest package, including arrangements for probity, due process and contracts. • Implement an Expression of Interest program to encourage and facilitate appropriate commercial development. • Consider a food and beverage outlet as a potential initial prototype.
<p>New Tourism Products</p> <p>Medium 2016–2018</p>	<p>Development of new tourism products should be actively encouraged</p> <ul style="list-style-type: none"> • Proactively engage with the Norfolk Island Tourism industry through the tourism industry working group and Norfolk Island Tourism Board. • Review and benchmark tourism products against comparable cultural sites within Australia and around the world. • Prepare and promote a prospectus which identifies new types of tourism products that are desirable within the KAVHA site.

10.8 Tourism

Recommendation	Priority	Suggested Timing	Resources/Responsibilities
47. The Australian Government and KAVHA Manager should participate in and contribute to the strategic development of the tourism industry on Norfolk Island and the implementation of the Norfolk Island Strategic Plan, as part of their roles in the conservation and management of the KAVHA site.	High	Immediate	Australian Government, KAVHA Manager
48. A tourism consultative group should be convened comprising representatives from the KAVHA site and the tourism industry. This group should meet at least every six months.	High	1 year	KAVHA Manager, plus KAVHA Tourism and Museum staff, Norfolk Island Tourism Board <i>Norfolk Island Tourism Strategic Plan</i>
49. A financial contribution should be introduced for commercial tourism activities within the KAVHA site, in consultation with the tourism industry.	High	1 year	Tourism Consultative Group, KAVHA Manager and Norfolk Island administration
50. A new food and beverage outlet should be provided within the KAVHA site.	High	1 year	KAVHA Manager to manage EOI process with external consultant
51. A Code of Conduct should be prepared for tourism industry operators and visitors to the KAVHA site which specifies appropriate visitor behaviour and industry practices.	High	2 years	KAVHA Manager or external consultant
52. Relevant information including the Code of Conduct should be collated and made available for visitors, online and through tourism operators, prior to their visit.	High	2 years	KAVHA Manager, KAVHA Tourism staff and Norfolk Island Tourism Board
53. A program should be developed for the training of tourism industry personnel in the history, heritage value and management of the KAVHA site so as to facilitate the delivery of consistent, accurate messages.	High	2 years	KAVHA Manager, KAVHA Tourism staff and Norfolk Island Tourism Board
54. Community events (such as weddings) should be encouraged within the KAVHA site and financial contributions should only be sought on a cost recovery basis.	Medium	2 years	KAVHA Tourism and Norfolk Island Museum staff
55. As additional resources are available, the opening hours and availability of tourist attractions within the KAVHA site should be extended.	Medium	2 years	KAVHA Manager, KAVHA Tourism and Norfolk Island Museum staff
56. A prospectus should be prepared which identifies new types of tourism products that are desirable within the KAVHA site, particularly including appropriate cultural traditions and activities.	Medium	3 years	KAVHA Manager, Tourism Consultative Group, plus KAVHA Tourism and Museum staff, Norfolk Island Tourism Board <i>Norfolk Island Tourism Strategic Plan</i>
57. Provision should be made for including the KAVHA site as part of the proposed Great Norfolk Walk.	Medium	2–4 years	KAVHA Manager, Tourism Consultative Group, Norfolk Island administration and Great Norfolk Walk proponents
58. Visitor satisfaction should be monitored through an ongoing survey program.	Medium	3 years	KAVHA staff, in conjunction with Norfolk Island Tourism Board