

From: council@circularhead.tas.gov.au
Sent: Tue, 21 Nov 2023 08:40:18 +1100
To: chc@connect.t1cloud.com
Subject: PSA 2023/1 Representation Received [ID:1505629]
Attachments: CHTA - CHC submission on scenic protection 21.11.23.pdf

PSA 2023/1 Representation Received [ID:1505629]

Planning Scheme Amendment to LPS (PSA2023/1) Representation Form

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Your comments: Please refer attached submission from Circular Head Tourism Association
Attach File 1: CHTA - CHC submission on scenic protection 21.11.23.pdf, type application/pdf, 537.5 KB
Attach File 2: No file uploaded

#ECMBODY

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#QAP PSA 2023/1 LPS Amendment - Scenic Protection



21st November 2023

Vanessa Adams
General Manager
Circular Head Council

Re: Circular Head Local Provisions Schedule Draft Amendment No. PSA 2023/1

Thank you for providing Circular Head Tourism Association (CHTA) with the opportunity to provide feedback on the proposed Scenic Protection Provisions. Our landscape in Circular Head is unique in Tasmania and as such a huge visitor drawcard for our tourism industry.

We have reviewed the report and recommendations and provide this letter and the attached information as our submission. In our submission we have also reviewed the most visited and popular locations of the Parks in our area and feedback of visitor demand from Kim Bailey, Manager of our local Visitor Centre.

We are also working with Regional Tourism Organisation West by North West in attracting key funding to the North West region to draw tourists to the region. The Northwest was identified as one of the regions that needs a boost in tourism visitation and protecting our existing high value scenic assets is important as well as diversifying to create new visitor experiences in the future.

The value of our landscapes is also recognised by Tourism Tasmania in their T30 strategy “Our vision is that, by 2030, the visitor economy will be valued by Tasmanians for its positive impact to our environment, prosperity and way of life, and Tasmania will be valued by visitors for being a genuinely different experience. To do this, we will promote and protect Tasmania through a visitor economy that champions our natural environment, grows our prosperity, and empowers visitors to make a positive impact to island life”.(ref: <https://www.tourismtasmania.com.au/industry/2030-visitor-economy-strategy/>)

Regards,

Clint Walker
President – Circular Head Tourism Association

1.1 BACKGROUND

CHTA agree with the report findings that describe the landscape as a tourism drawcard and as a core element of the municipality's brand, and the importance of this landscape to locals and tourists, especially the comments.

Circular Head's landscape is highly diverse and much admired for its spectacular, rugged natural beauty and productive landscapes. The scenery of the place is loved and valued by locals and visitors alike and is a core element of the municipality's brand. Therefore, the local community want due consideration given to any development that might irrevocably impact the scenic values of the region.

Stanley is one of the most iconic destinations in the region and is known for 'The Nut', a solidified lava lake of a long – extinct volcano and is popular with tourists, it boasts perfectly preserved colonial buildings, genteel cafés and quality B&B cottages, arts and cultural boutiques, and historical points of interest, all sheltering in the imposing shadow of the Nut.

The most North-western point of the Tasmanian mainland is a place called Cape Grim, it was a place of great calamity, shipwreck and dispossession of native tribes, and renowned for the freshest air and cleanest water in the world.

The Tarkine (Takayna) is the newest tourism experience within this region. The 447,000 hectare Tarkine Wilderness Area is Australia's largest tract of unprotected temperate rainforest and it contains vast forests of myrtle, leatherwood and pine trees. It is home to one of the greatest concentrations of Aboriginal cultural and heritage sites in Australia.

Feedback from Stanley visitor centre is that the most popular attractions tourists are seeking in the area are (listed in order of popularity):

- 1 The Nut/Nut Chairlift – approx. 100,000 visitors per year (TICT)
- 2 Trowutta Arch
- 3 Edge of the world
- 4 Dip Falls and the big tree
- 5 Tarkine drive
- 6 Highfield Historic site
- 7 Rocky Cape National Park
- 8 Godfrey's Beach Penguin viewing at the Nut
- 9 Sumac Lookout
- 10 Western explorer

2. GUIDING PRINCIPLES

The CHTA agree with the guiding principles utilised in the report:

Four broad guiding principles provide an overall context for Council to consider when assessing opportunities for managing scenic values within the municipality, guiding principle:

- 1 The scenery of Circular Head is loved, esteemed and celebrated by locals and visitors alike, values that need to be carefully considered when change is proposed and requires careful consideration if it is to be managed wisely. Guiding Principle

- 2 The scenic values of landscapes and their sensitivity to change varies across the municipality and should be assessed accordingly.
- 3 Alterations that permanently or temporarily deviate from the existing character are considered visual impacts which need to be managed.
- 4 There are multiple tools available to manage scenic values that require appropriate application to the task.

3. TOOLS FOR MANAGING SCENIC VALUES

The practical opportunities for managing scenic values were identified as follows:

1. adoption/use of zones and codes provisions within the Tasmanian Planning Scheme - Circular Head;

CHTA agree as this is a prescriptive approach which has planning scheme authority and can be managed in accordance with Circular Head Council Planning scheme.

2. the recognition of scenic values within the actions outlined in management plans

CHTA agrees and it is presumed these relate to the management plans of State and national parks and reserves. They provide sound guidance on protections, but once would assume are somewhat limited more broadly as usually would only have powers within the reserve or park and not more broadly or even adjacent to.

3. the requirement for landscape visual impacts assessments (LVIA) for major projects

CHTA agrees that this is a good approach for understanding potential impacts and would assist with point 1. The value of such a report would decline if it had no practical application other than of interest, rather than being measured against criteria in a planning scheme or management plan. Some aspects of major projects may be considered by the epa and it could also have some bearing in these cases.

4. establishing or supporting collaborative arrangements with landowners to manage scenic values.

CHTA agrees that this is a good approach and would work well when collaborative arrangements can be reached. It lacks the rigour of regulated approach as requires voluntary agreement and would be seen as of lesser value than changes to the planning scheme or management plans within parks and reserves.

4. KEY RECOMMENDATIONS

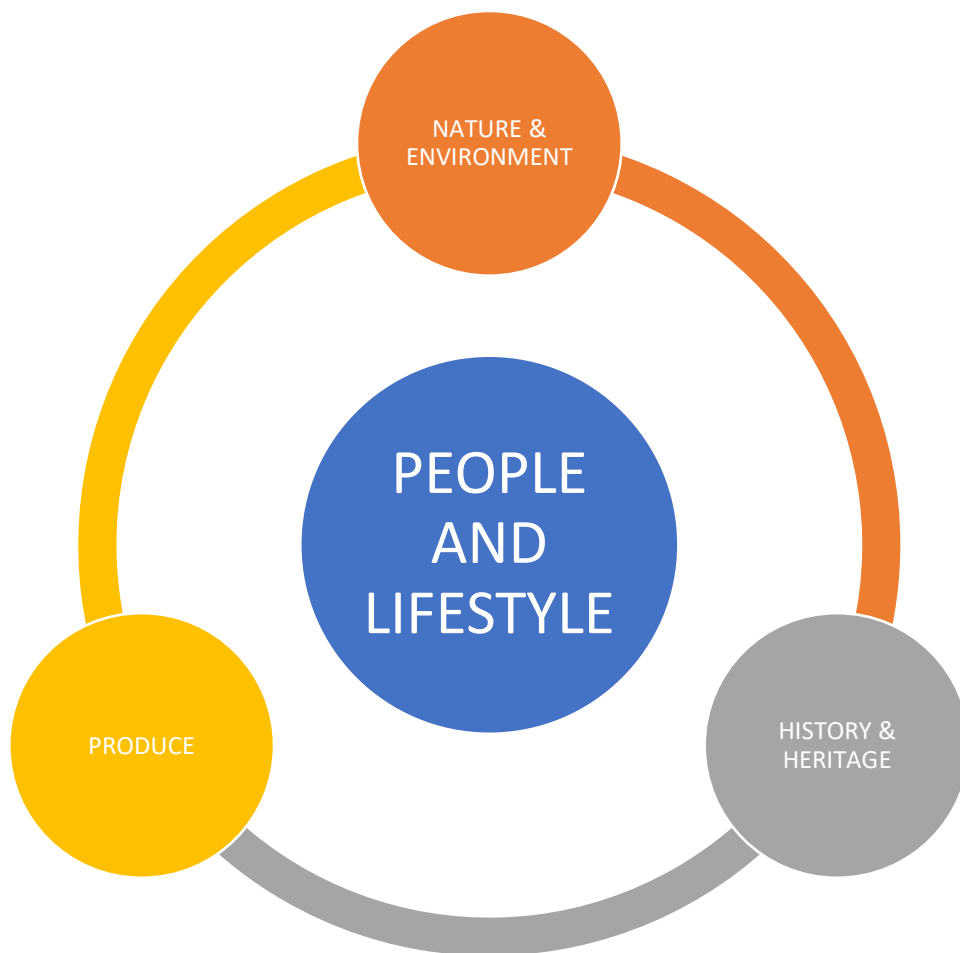
CHTA agrees with the key recommendations of Circular Head Council to adopt/use of zones and codes provisions within the Tasmanian Planning Scheme - Circular Head; to:

- amend CIR-Table C8.1 Scenic Protection Areas by
- removing CIR-C8.1.1 Green Hills, Stanley
 - including CIR-C8.1.1 Stanley Peninsula
 - including CIR-C8.1.2 Marrawah
 - including CIR-C8.1.3 Coastal Estuaries and Islands

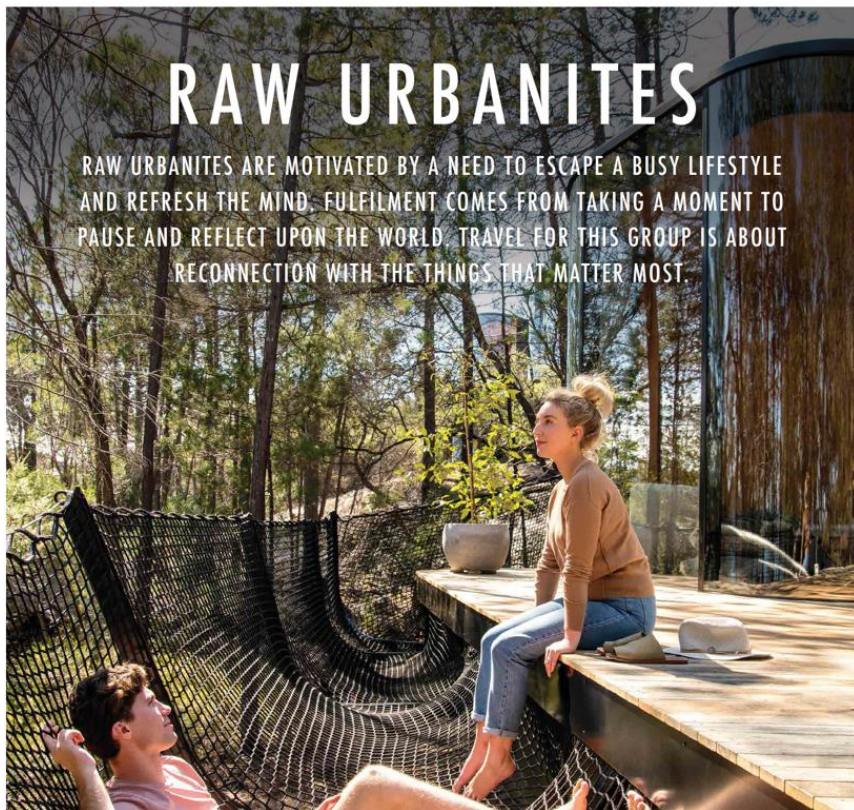
- including CIR-C8.1.4 Eastern Gateway
- including CIR-C8.1.5 Sumac Lookout
- To remove CIR-Table C8.2 Scenic Road Corridor
- To amend the Scenic Protection Area Code Overlay Map
- To remove the Scenic Road Corridor Code Overlay Maps

The recommendations align with visitor expectations of high scenic landscapes within the Circular Head region. The CHTA brand strategy incorporates the following aspects of people and lifestyle and these can all be enhanced with scenic protection of nature & environment, history and heritage and produce producing areas of the growing agritourism visitor experience.

CHTA believes the recommendations of the Inspired Place Report will align with these.



The CHTA strategy highlights the raw urbanite as one of the key travellers for the Northwest target market. This market wants to see natural features and attractions and wildlife in its natural habitat. Experiences that connect with locals and nature are important to them and immersion in the culture of a place.



TRAVEL NEEDS/MOTIVATIONS:

Back to basics.

Travel is about intimacy with self and others, simple and natural experiences that nurture mind and soul.

Need to escape the rat race, but have a more pronounced need for quietude and simplicity.

Travel with others.

Partners, family and friends.

Need to pause and reflect.

While peace and quiet are paramount, travel is more about reconnection than about isolation – connecting with self, with nature, and with other people including locals.

MEDIA HABITS/BEHAVIOUR:

Internet and free-to-air TV most prevalent.

Mobile internet also very common.

Social media is more important to this group, given the need to stay connected; Facebook, YouTube and Instagram are common, as well as a heavy usage of WhatsApp.

Streaming TV services also a strong preference.

PRODUCT OFFERINGS THAT APPEAL:

Drawn to Nature. When they travel and when they relax, Raw Urbanites see green – bushwalking/hiking, natural features and attractions and watching wildlife in its natural habitat are all desired.

Authenticity. Authentic local experiences and immersion in the culture of a place.

Indigenous experiences.

'DIY' tourism. e.g. camping, cooking for yourself or fishing.

PROFILING:

Younger. The need to reconnect and escape is prevalent among all genders and ages but there is a strong cohort of 30-39 year olds with young families.

Metro. Raw Urbanites tend to live in metropolitan areas, but they are also typical of the general population of Australia, with most living in New South Wales, Victoria and Queensland.

Mix of kids/no kids. Raw Urbanites are more likely to have kids, and their travel habits are driven by the need to take a step back and refresh – with or without the family in tow.

CHTA agrees that the recommendations of the Inspiring Place report align with the target market expectations.