



# National Cultural Heritage Tourism Experience Framework

November 2017

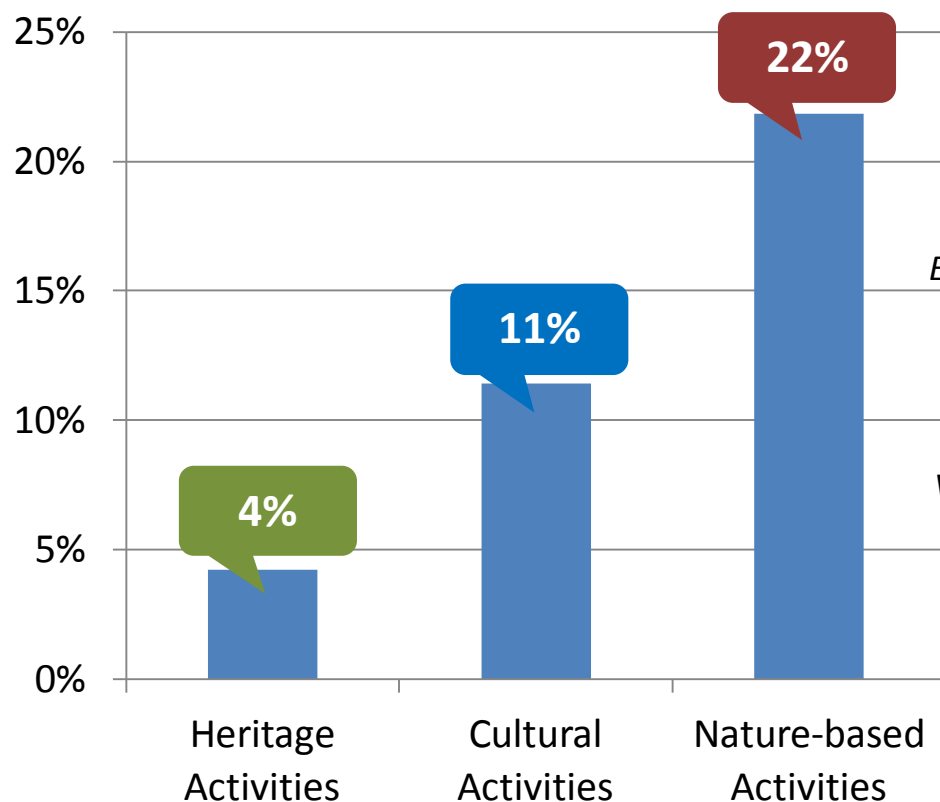




**75% OF  
MILLENNIALS WANT TO  
KNOW THE STORY  
BEHIND THE  
EXPERIENCE**

# Heritage is in the Mix

## What activities visitors to Australia connect with...



### **Cultural Activities**

*Attend theatre, concerts or other performing arts*

*Visit museums or art galleries*

*Visit art / craft workshops / studios*

*Attend festivals / fairs or cultural events*

*Experience aboriginal art / craft and cultural displays*

*Visit an aboriginal site / community*

### **Heritage Activities**

*Visit history / heritage buildings, sites or monuments*

### **Nature Activities**

*Visit national parks / state parks*

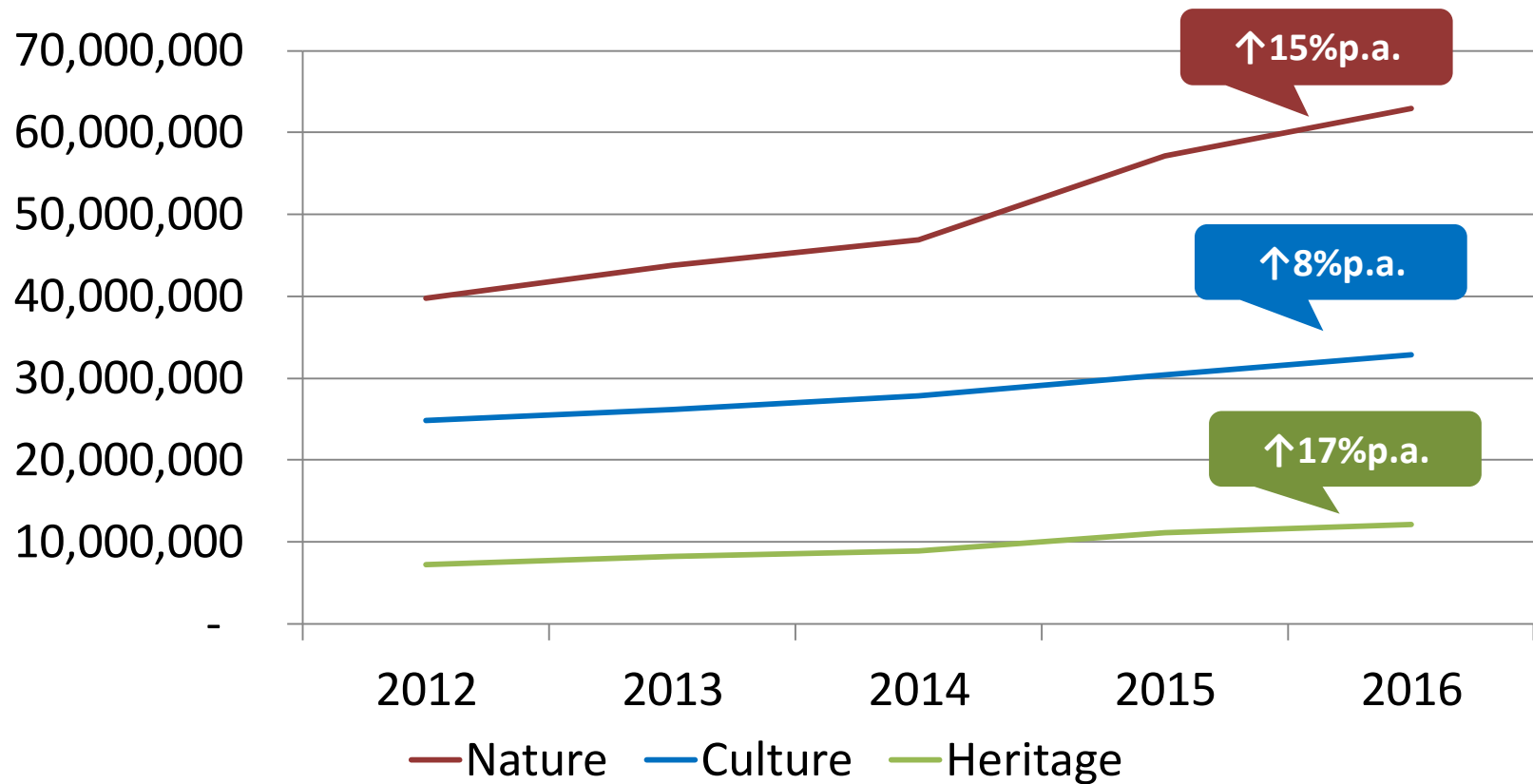
*Visit botanical or other public gardens*

*Go whale or dolphin watching*

*Bushwalking / rainforest walks*

# Growing faster than nature

## Visitors Participating in Nature, Culture and Heritage Activities (Australia)



**“TO DRIVE A NATIONAL DISCUSSION ON  
THE UNTAPPED POTENTIAL OF CULTURAL  
AND HERITAGE TOURISM IN AUSTRALIA”**



# The Vision

Be recognised  
as the  
custodians  
of authentic  
Australian  
Stories





# Themes and USPs

## Connecting guests to people and place

### Connection

- Historical 'aha' moments
- Clear story lines linking people and places
- Opportunities to engage with locals
- Sharing iconic stories

### Immersion

- Be a part of the experience
- Learning life-long skills
- Turning on all the senses
- Unique collaborations

### Authenticity

- Real stories, real places
- Supporting conservation / restoration of important places
- Experience behind the scenes (remove the rope)

**Inspiring ambassadors of  
authentic Australian Stories**

# Hero Experiences



1

*Stay with a story in luxury or on a budget in a property with provenance or **welcomed as a guest** into an original homestead and take part in the activities*



2

*Go behind the scenes for a once in a lifetime experience with a guide that is fun, well-informed and engaging*



3

*Take your place in the setting for an iconic part of an Australian story*



4

*Be taken on an **adventure** or part of discovering and uncovering amazing stories*



5

*Learn a new skill or a quirky fact about the people and places of the Australian stories*



6

*Showcasing local **products** and the story connecting them with people and place*



7

*Give something back to the Australian story, through your time, your connections or your story*



8

*Be a part of a unique **collaboration** between contemporary and historic stories*



# The Experience Development Process

## Customer Focussed Review

- Background Research on history / story
- State & Region themes and Target Markets
- State & Region Linkages
- Site Social Media Review

## Site Visit & Engagement

- Interviews with key people
- Site Visit with guides and story-tellers
- Roundtable on USPs, Themes, Stories and Hero Experiences
- First cut story map and experiences

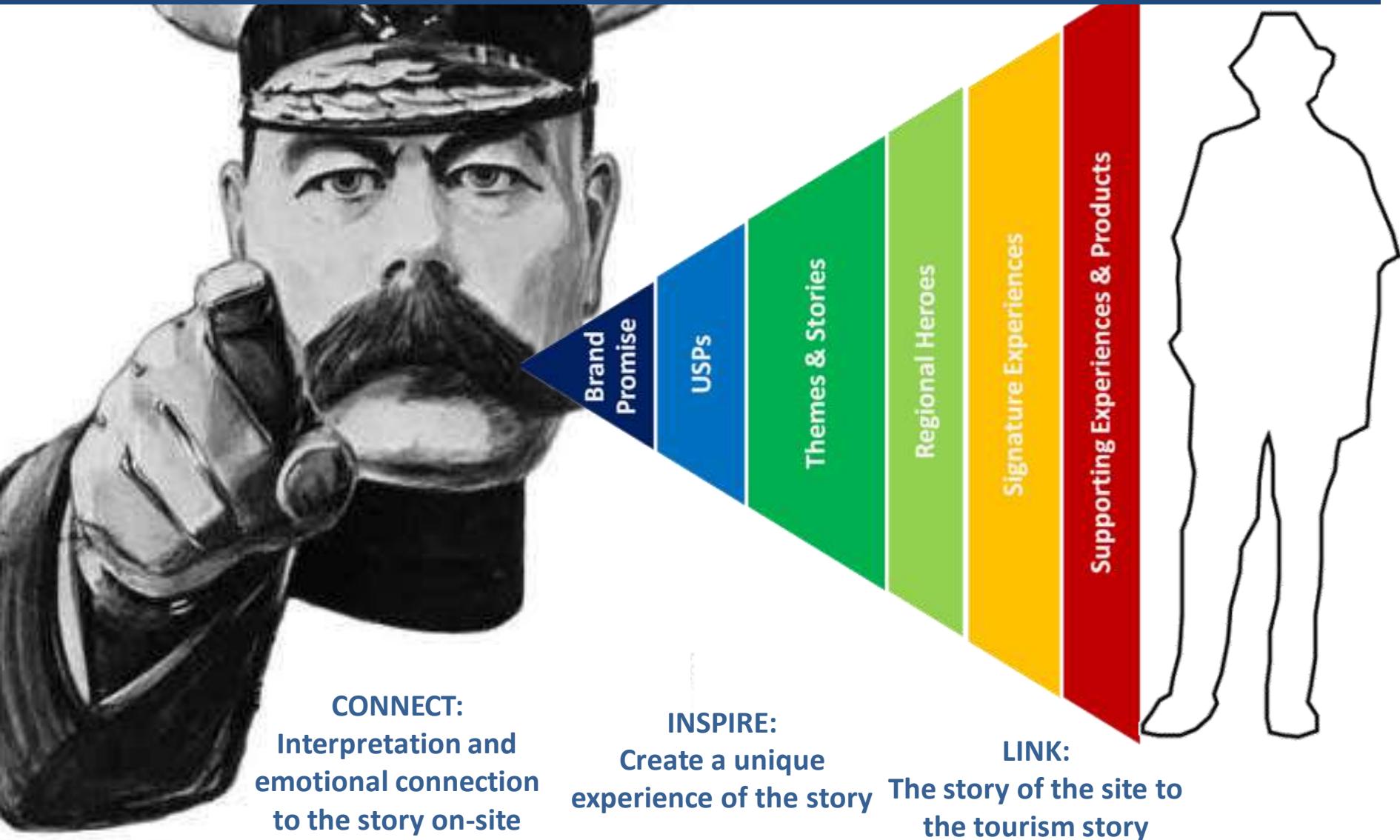
## Themes & Experiences

- Alignment to Tourism messaging
- Discussion and refinement of themes and experiences
- Industry-testing of concepts
- Finalisation of Themes, USPs, Hero Experiences

## Experience Development Plan

- Themes, USPs, Hero Experiences, links to Interp.
- Action Plan
- Measures of success for next Customer Review

# Applying the Framework



# Location USPs



## Clarendon

- One of the most flexible grand homestead experiences available to the public
- Accessible and flexible site and property for everyday and event experiences



## Woolmers

- World heritage listed for its role in convict assignment
- Provenance of the artefacts
- Family home that helped to build foundations of the new nation



## Brickendon

- World heritage listed working farm with seven generations of continuous connection to present
- Significant buildings from convict assignment and work

**The turning point in the convict story: Experience the optimism and enterprise that set the foundation a new nation**

# Story Foundations

## Brand Promise

**Experience firsthand the optimism and enterprise that contributed to the birth of a new nation**

## Guests: Think

**A daring social experiment, Entrepreneurs and founders of a new nation, experimenting with traditions in a new place**

## See

### Privilege

- Grand homesteads and important events
- The appearance of wealth
- Luxury items

### Prosperity

- Scale of the properties / buildings
- Food bowl and export
- Hard work
- Fair treatment of convict labour

### Personal connections

- The humanity of the system compared to the penal system
- Stories of success
- Family history links

## Feel

**Optimistic and energised to explore with new skills,  
Connected to the foundations of Australia,  
Privileged to experience the good life**



# New Experiences (Planned)



1

**Stay with a story**  
at Woolmers,  
sharing the stories of  
the convicts



2

**Staff Training** in  
creating one-off  
unique experiences



3

**Take your place** at  
the table in  
Clarendon



4

**Develop a venues**  
**guide** to promote  
the locations for  
events



5

**Learn a new skill**  
like fly fishing with  
partner guides



6

**Showcasing local**  
**products** starting  
with the new visitor  
centre at Woolmers



7

**Sheep Sheering** at  
Woolmers



8

**Be a part of a**  
**unique**  
**collaboration**



# Next Steps

State Pilot  
Projects

National Brand  
Standard

National  
Roundtable

Toolkit &  
Training

Press Packs /  
PR suggestions

Guide  
Recognition

Data Collection  
& Results

Commercial  
Assessment  
Tool

Ambassadors  
Program

# Making Heritage Ambassadors

1

**STOP** Data Dumping  
and Start Storytelling

2

Be the gateway to deliver  
Australia's stories

3

Make every guest a custodian  
of an Australian story

**Welcome each customer as a guest,  
and seek to understand their needs  
and exceed their expectations**



C 7

L F

CUSTOMER FRAME

# THANK YOU

Sueanne Carr



EARTHCheck