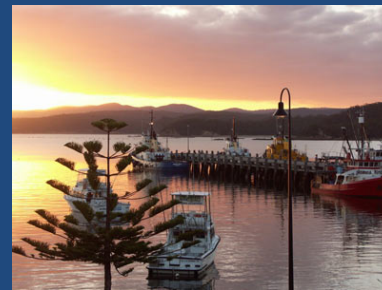
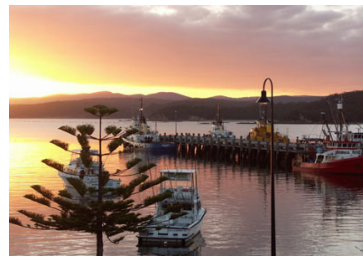




Sapphire Coast Heritage Tourism Strategy

2011 -2015





EXECUTIVE SUMMARY

The Sapphire Coast forms a significant part of Australia's Coastal Wilderness, one of the National Landscapes being promoted by Tourism Australia and Parks Australia. Targeting the international "Experience Seeker" planning to travel to Australia's Coastal Wilderness, Sapphire Coast Tourism (SCT) has identified the opportunity to provide a range of new heritage experiences that can encourage visitors to stay longer and spend more in the Sapphire Coast.

Jointly funded by Sapphire Coast Tourism and the Australian Government, the aims of this Heritage Tourism Strategy are to:

- Deliver a plan to progress **heritage tourism** in the Sapphire Coast;
- Leverage the **Australia's Coastal Wilderness (ACW) National Landscape's**; and
- Further develop **the region's rich historic and cultural heritage**, coastal wilderness and scenery.

The development of the Sapphire Coast Heritage Tourism Strategy was guided by the Sapphire Coast Cultural Heritage Working Group. This Strategy is not intended to be a comprehensive review of all of the heritage products, stories and experiences available in the region rather those that have the greatest potential for attracting the international "Experience Seeker" as a catalyst for growth in other markets. The region is home to a wide range of cultural and natural heritage experiences, attractions and stories however there is a need to clearly interpret and promote these in a way that is meaningful and accessible to the visitor. This is facilitated by the selection of 'iconic stories' that can set the region apart, build strong consumer awareness and deliver a world class experience.

The first stage of the Strategy development identified the top ten heritage stories for the Sapphire Coast. Using agreed selection criteria, the Sapphire Coast Cultural Heritage Working Group discussed and agreed on three 'iconic stories' to take forward. The Working Group also identified two additional stories, Naturally Inspired and the Bundian Way, that are emerging heritage stories for the region requiring further research and development before they are 'visitor ready'.

The three agreed 'iconic stories' are:

- **Killers of Eden** - is a story that has significant potential to attract and entertain the international "Experience Seeker". The stories behind the Killer Whales incorporate both Indigenous and European culture and link directly to some of the region's most popular tourism ventures.
- **In the Shadow of the Mountains** – is a story that interprets the geological, natural and cultural history of the fertile valleys, rugged coastline and the mountains that created them. With links to Australian Indigenous and Europeans stories of the three mountains – Gulaga (Mt Dromedary), Mumbulla and Balawan (Mt Imlay) the magnetic attraction of the region is explored.
- **Meeting of the Waters** – is a story of two ocean currents doing battle on the Sapphire Coast producing one of the richest marine playgrounds on earth and just a hint of mystery. The Meeting of the Waters story highlights the maritime history of the region, its enterprises and attractions and features some of the mysteries that remain unanswered.

The challenge for the Sapphire Coast is to match the stories to the experiences in a way that keeps the visitor in the region longer. Key gaps in the existing suite of collateral, visitor information and experience delivery include:

- **Specific information linking stories**, attractions, products and experiences;
- **Consistent stories** and information on where stories can be experienced in-region
- **Itinerary based maps or guides** for iconic heritage experiences;
- **Story-tellers** of Indigenous and European heritage and culture; and
- **Linking places and attractions** together to create trails through interpretation.

A gap analysis has been completed for each of the 'iconic stories' and recommended strategies to further develop these stories in a way that will deliver world class experience for the visitor are provided. The success of the strategy rests with local businesses and the community and their willingness to buy-in to the stories and bring them to life.



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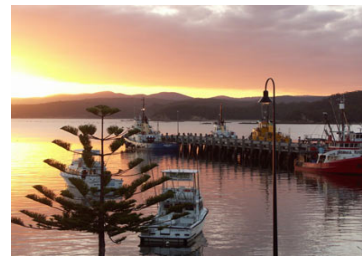


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BACKGROUND

Project Overview



The Sapphire Coast forms a significant part of Australia's Coastal Wilderness, one of the National Landscapes being promoted by Tourism Australia and Parks Australia. Targeting the international "Experience Seeker" planning to travel to Australia's Coastal Wilderness, Sapphire Coast Tourism (SCT) has identified the opportunity to provide a range of new heritage experiences that can add value to the visitor's experience.

With the knowledge that "Experience Seekers" value learning and engaging experiences of local cultures, the Sapphire Coast is seen as an ideal destination to target this market. SCT believes that, within the ACW National Landscape's core experiences, there is a further suite of outstanding attractions in the region that will be of particular interest to this market, including natural, historic and cultural heritage experiences, stories and products.

Jointly funded by Sapphire Coast Tourism and the Australian Government, the aims of this Heritage Tourism Strategy are to:

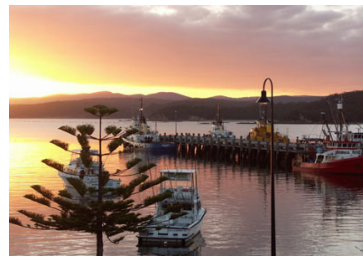
- Deliver a plan to progress **heritage tourism** in the Sapphire Coast;
- Leverage the **Australia's Coastal Wilderness (ACW) National Landscape**; and
- Further develop **the region's rich historic and cultural heritage** and coastal wilderness and scenery.

The development of a Sapphire Coast Heritage Tourism Strategy is consistent with Sapphire Coast Tourism's Mission:

'To identify and promote the region's compelling visitor experience to maximise the social, cultural, environmental and economic well being of the community through sustainable tourism'

The key deliverables of the Sapphire Coast Heritage Tourism Strategy are:

- A strategy that delivers heritage tourism and leverages the **Australia's Coastal Wilderness brand**, in order to encourage additional visitor markets to the destination;
- Identification of **key heritage tourism experiences** that align with the needs of the "Experience Seekers" target market to extend visitor's length of stay and dispersal across the region;
- A suite of **strategies to effectively deliver, develop, market and manage key experiences** that are distinctive for the Sapphire Coast and create a competitive edge for the destination.



Guiding Principles



The development of the Sapphire Coast Heritage Tourism Strategy has been based on a number of key guiding principles to ensure that the final strategy is practical and feasible. The guiding principles of this strategy include:

- The aim of the Sapphire Coast Heritage Tourism Strategy is to **identify key heritage tourism stories** that will inspire the “Experience Seeker” market to visit the region and extend their length of stay and increase spend in the local economy;
- The Sapphire Coast is home to a wide range of cultural and natural heritage products, experiences, attractions and stories however there is a need to **clearly interpret and promote** these in a way that is meaningful and accessible to the visitor;
- In this way, the Strategy does **not attempt to provide a history of the region** and identify every heritage tourism story, product or experience. The strategy has instead identified **key ‘iconic stories’** that can set the region apart, build strong consumer awareness and deliver as world class experience.
- There are a wide range of personal experiences and interpretation of historical events and stories. Everyone has the right to tell their own stories from either their personal experience or family connections. While some stories may be debated the **stories identified in the strategy have been confirmed and agreed** by a number of different sources to ensure their accuracy;
- The interpretation and delivery of **Australian Indigenous heritage and cultural stories** is designed to provide only a ‘taste’ of the story – with the full stories and IP being protected and only told by Aboriginal people if appropriate. The stories and beliefs presented in this strategy have been **endorsed by the Traditional Owners**; and
- The Sapphire Coast Heritage Tourism Strategy provides a **‘story architecture’** that is **designed to evolve over time** as new stories are created and historical stories are debated from different perspectives.

While not every heritage story is captured in this Strategy, it is important that all stories are documented and discussed. The Sapphire Coast Heritage Tourism Blog - <http://sapphirecoastculturaltourism.blogspot.com/> provides a forum on which community and industry stakeholders can share their own stories of the history and culture of the region.

Appendix 1 in this report also provides a summary of the Local Tales and Stories that have been collected as part of this project. Feedback and discussion on the accuracy of these stories and recommendations on additional stories is encouraged through the Sapphire Coast Heritage Tourism Blog.

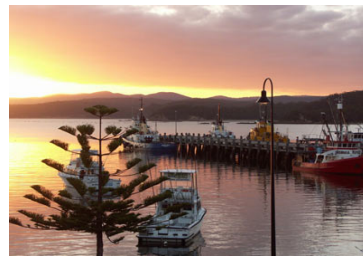


Figure 1. Project Methodology

PHASE 1: Mobilisation

Working Group Workshop
Collection of relevant plans and strategies
Desktop review of possible heritage stories
Short Stakeholder Survey
Phase 1 Progress Report

PHASE 2: Stories, Products & Experiences Review

Exploration of stories, products and experiences
Stakeholder phone interviews
Matching Stories and Experiences Report
Working Group Meeting

PHASE 3: Onsite Meetings & Gap Review

Onsite Meetings / stakeholder workshops
Identification of gaps and opportunities

PHASE 4: Draft Strategy & Communications Plan

Draft Strategy and Communications Plan
Working Group Meeting
Public consultation
Internet ready web material
Heritage grant program package

PHASE 5: Final Strategy & Communications Plan

Incorporation of feedback into strategy
Presentation of final strategy

Project Methodology

The Sapphire Coast Cultural Heritage Working Group acted as the Steering Committee for this project and provided guidance and input throughout the process (see Appendix 2 for Working Group members). The methodology adopted by the Working Group for the Sapphire Coast Heritage Tourism Strategy is a ‘story-based’ approach, focusing on the development of iconic heritage stories for the region (see Figure 1 to the left). The project methodology was a five stage process that incorporated extensive stakeholder consultation and review to produce an agreed strategy and actions. Stakeholder consultation throughout the project has included:

- **Working Group meetings / reports** at each stage of the project;
- **Individual stakeholder consultation** with key stakeholders to discuss stories, products and experiences;
- **Onsite meetings** with key stakeholders to review key heritage elements and stories;
- **Public consultation** on the draft Heritage Tourism Strategy through the Sapphire Coast Heritage Tourism Blog.

Appendix 2 also provides a list of the stakeholders consulted throughout the project.



Oswald Brierly (England; Australia, b.1817, d.1894) Whalers off Twofold Bay, New South Wales



REGIONAL OVERVIEW

Australia's Coastal Wilderness

Located in South Eastern Australia is a relatively untouched stretch of wilderness coastline that offers a unique opportunity for tourists to be immersed in nature's playground. Australia's Coastal Wilderness is a *National Landscape* that stretches over 300 kilometres through New South Wales and Victoria and is home to a World Biosphere Reserve and some of the world's richest diversity of flora and fauna. Managed by Tourism Australia and Parks Australia, the *National Landscapes* program identifies places of national significance that offer distinctive Australian natural and cultural experiences, beyond an individual National Park or Government boundary, to deliver conservation, social and economic outcomes while offering unforgettable experiences to lure the international "Experience Seeker" to the region. This philosophy is epitomised in the Australia's Coastal Wilderness positioning statement:

'This hidden pocket of Australia's endless coastline is where you can get close and share your love of nature. Immerse yourself in the natural beauty of tall forests, lakes and beaches in this unspoilt coastal wilderness'

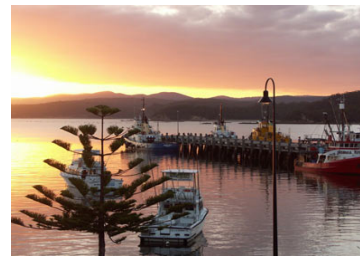
The Sapphire Coast Region

The Sapphire Coast forms a significant part of Australia's Coastal Wilderness. The region has rich history and cultural heritage that is often overshadowed by the stunning scenery and coastal wilderness. The region has a suite of heritage attractions that can value add to the coastal experiences and would be of real interest to the "Experiences Seeker" target market. The purpose of the Heritage Tourism Strategy is to bring together the key heritage stories and experiences of the region that can be developed and interpreted for visitors.

The Sapphire Coast is a tourism destination within the broader South Coast Region of New South Wales. The boundaries for the purpose of this strategy follow natural rather than Local Government boundaries, however they are closely aligned with the Bega Valley Shire Local Government Area. The most recent data available is from 2007, when the Shire received 491,000 domestic and 21,000 international visitors as well as 312,000 domestic day visitors. Based on visitor nights in 2007, the region attracts approximately 6,500 visitors per day. This accounts for approximately 23% of all overnight visitors to the South Coast Region. In 2008/09 11% of all domestic visitors to the South Coast participated in a culture / heritage experience while 74% of international visitors participated in a culture / heritage experience and 27% participated in an Indigenous experience.

Over the next 10 years, it is expected that domestic tourism in Australia will have relatively flat growth of 0.1% per annum in domestic visitor nights and 1.3% in domestic overnight trips (TRA, 2008). Tourism Australian research also shows a forecast growth of 1.7% per annum in cultural / heritage activities in the domestic market to 2020. This growth is the largest average annual growth of all tourism activities.





Culture and Heritage Visitors – South Coast Region

In the 2008/09 year:

- 11% of domestic visitors participated in a culture / heritage experience;
- 74% of international visitors participated in culture / heritage experiences; and
- 27% of international visitors participated in Indigenous experiences.



The continued steady growth of visitor markets and solid growth in the cultural heritage market is an opportunity for the Sapphire Coast Region. The challenge for the Sapphire Coast will be the delivery of quality heritage products and experiences in a way that is desirable to the target market.

Heritage Tourism in the Sapphire Coast

The Sapphire Coast has a wide range of existing cultural and natural heritage experiences. The region's heritage experiences range from museums, historic buildings and sites, art and cultural attractions to National Parks, marine tours and attractions and walking trails, through to events and festivals, lookouts and scenic drives. Appendix 3 provides a summary of the key heritage tourism attractions, tours and sites in the Sapphire Coast based on the work completed by the Sapphire Coast Heritage Working Group and desktop review.

In addition to these physical products and locations, the Sapphire Coast's cultural and heritage is underpinned by numerous stories, heroic tales, folklore and both Indigenous and European culture and beliefs. It is through these stories that heritage tourism in the Sapphire Coast can be brought to life, providing a high-quality experience for the visitor. A glossary of some local tales and heritage stories is provided as Appendix 1.

Outlined below is a summary of the key challenges and opportunities for the development of heritage tourism in the Sapphire Coast and the delivery of heritage stories and experiences to the visitor.

Challenges	
<ul style="list-style-type: none"> • The link between heritage stories and tourism products is weak • The region lacks unified stories • Broad local knowledge of stories is limited • Information available to consumers does not readily translate into planning a trip • Physical evidence and interpretation of stories • Compelling and distinctive stories / experiences need to be identified that can be developed • Funding required for restoration of heritage sites • Councils and tourism bodies working together 	<ul style="list-style-type: none"> • Development of a food and wine culture required • Encouraging locals to have an outward outlook and to value cultural heritage sites • Local parochialism and apathy • Unlocking local experiences e.g. dairy farms • Knowledge of history and stories by locals • Proactive engagement with Indigenous people • Hearing the stories first hand – few tour 'guides' • Getting the message across without it becoming boring



MEETING VISITOR NEEDS

As a destination, the Sapphire Coast has a lot to offer international “Experience Seekers”, however it captures only a small number of nights from their passing through. One of the key challenges for the region is how to effectively communicate and deliver a unique experience that is differentiated from other destinations on the Sydney to Melbourne drive. Through a better understanding of the needs of this target market, their characteristics, behaviours and motivations, the region will be better positioned to influence the visitor decision-making and planning processes. Provided below is a summary of the “Experience Seeker” market characteristics and their decision making process.

“Experience Seekers are, by definition, looking for unique, involving and personal experiences from their holidays”.
www.tourism.australia.com

The “Experience Seeker” Market

While the heritage products and experiences of the Sapphire Coast will appeal to a range of domestic and international consumers, the focus of the Heritage Tourism Strategy is to identify and develop experiences that are suited to the needs of Tourism Australia’s target market, the “Experience Seeker”.

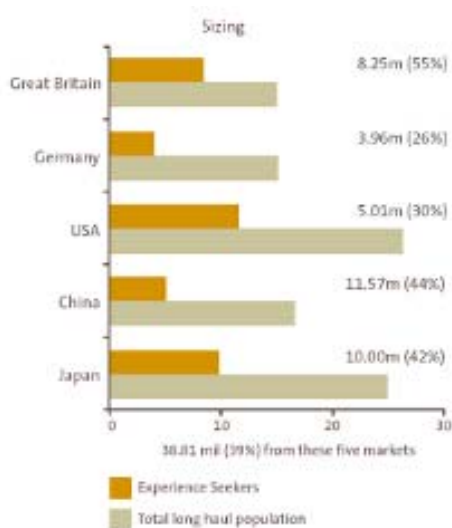
“Experience Seekers”:

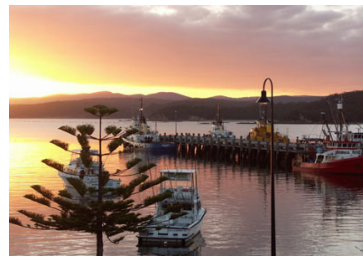
- Are experienced international travellers who see travel as an **important part of their lifestyle**;
- Investigate holiday options thoroughly and as such **are knowledgeable consumers**;
- Seek out and **enjoy authentic personal experiences** they can talk about, involve themselves in holiday activities, are sociable and enjoy **engaging with the locals, environment and culture** to come away having **learnt something**;
- Are **somewhat adventurous** and enjoy a variety of experiences. They **do not enjoy being seen as tourists**;
- Place **high importance on value** and hence critically balance benefits with costs;
- Place **high value on contrasting experiences** (i.e. different from their everyday lives).

They typically:

- Spend more and come from households that have **higher than average household income**;
- Are **tertiary educated**, are open-minded and have an interest in world affairs;
- Are **selective about their media** consumption;
- Are **opinion leaders** within their peer and social groups;
- **Are not characterised by nationality**, preferred holiday style/mode or age;
- Are substantial **consumers of non-traditional and mainstream media** and higher than usual consumers of cable television, cinema, international news and current affairs and the internet;
- Understand how brands work and operate and **expect messages to be succinct**, focused on their motivations and **provide a compelling message**.

Figure 2. Size of the Experience Seeker Market





Tourism Australia research shows that the “Experience Seeker” segment comprises at least 26% of all potential long haul outbound travellers, with the average around 40%. Figure 2 on the previous page shows the potential size of the “Experience Seeker” market from key Australian markets. “Experience Seekers” can be from all demographic segments including:

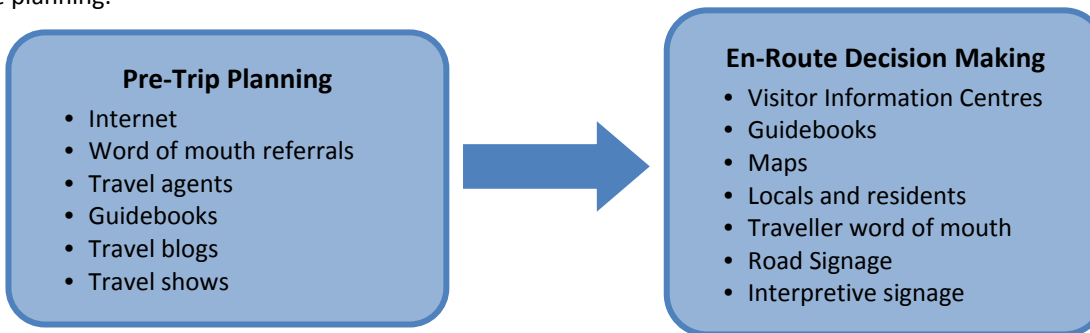
- Young, affluent 25–35 couples childless; or
- Affluent families 30–45 (with children); or
- Older, affluent couples (children independent) 45–65 +; and they are ‘aspirational’, with a high net worth.

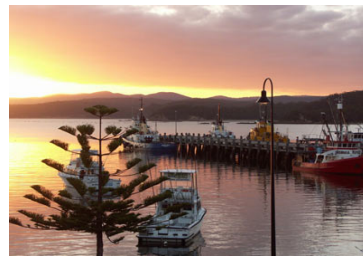
Visitor Decision-Making

In order to effectively meet the needs of visitors, destination managers on the Sapphire Coast need to clearly understand the visitor decision-making process and how this affects both destination and product or experience choice. When planning a holiday and choosing a destination or experience, a visitor’s decision-making process can be influenced by a wide range of factors. A visitor’s preference for a destination or experience may be influenced by:

- Marketing variables – product, price, promotion and place;
- Traveller variables – previous experience, demographics, lifestyle and values;
- Travel purpose and motivations;
- Destination / product awareness, image and brand.

Visitor decision making is also influenced by the visitor information that is available to them both for pre-trip planning and en-route decision making. Provided below is a summary of the sources of information commonly used by visitors in pre-trip and en-route planning.





Communicating the Message

“Memorable experiences engage the head, the heart and the hands”.

Geraldine Doogue, ABC National Radio

Based on the needs of the “Experience Seeker” market, the iconic heritage stories and their promotion needs to engage the:

- **Head** – differentiated from other places and in contrast to their life;
- **Heart** – provide a learning opportunity with authentic local interaction that builds a connection; and
- **Hands** – not just heard about but personally experienced.

Planning a trip is influenced by word of mouth (and ‘word of mouse’, the effect of new online social media), media stories, documentaries, advertising and available information – especially information that is available online. This is a critical stage to raise destination awareness, convert visitation and help the visitor to plan their trip, navigate their route and seek out the experiences they desire. The actual delivery of the experience to the visitor en-route, through interpretation, story-telling and education is then crucial in ensuring overall visitor satisfaction which in turn creates positive post-trip reflection and word of mouth to influence others to choose the destination.

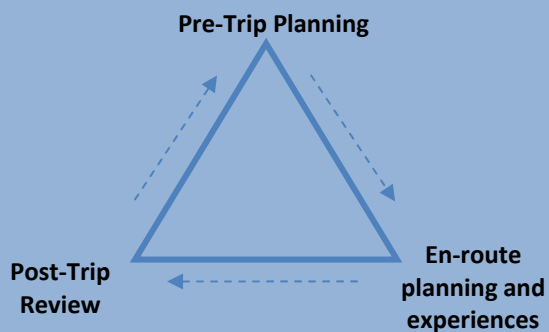
There is a range of existing collateral and information that is available for visitors to the Sapphire Coast, including pre-trip planning and en-route decision making (please refer to Appendix 4). The majority of these resources are destination guides for the Sapphire Coast and do not provide detailed information on heritage tourism experiences in the region. The iconic heritage stories of the region are partially referenced however this is neither consistent nor linked to available products and experiences.

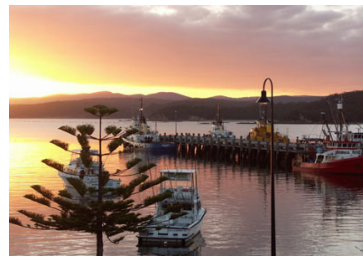
Key gaps in the existing suite of collateral, visitor information and experience delivery include:

- **Specific information linking stories and tourism attractions**, products and experiences;
- **Consistent stories** and information on where these stories can be experienced in-region;
- **Itinerary based maps or guides** for iconic heritage experiences;
- **Story-tellers** of Indigenous and European heritage and culture available in the region at present; and
- **Linking places and attractions** together to create trails through interpretation.

Some of the key enablers and opportunities for the Sapphire Coast in effectively reaching and communicating with the target market are illustrated in Figure 3 on the following page.

Visitor information and the experiences need to translate through the three stages of a holiday:





Training Package Development

One of the key enablers of success in communicating the heritage stories of the Sapphire Coast is high quality heritage tourism guides. Visitors are increasingly seeking to have a hands-on and spiritual experience through a tour with an Aboriginal person or a culturally trained tour guide.

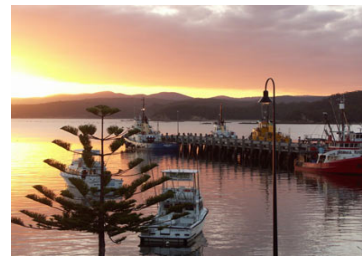
A key project for the implementation of the Sapphire Coast Heritage Tourism Strategy should be the development of a training package for each of the three 'iconic heritage stories'. This package would include:

- A story **fact sheet** for each iconic story;
- Map of **stories and locations**; and
- Identification of **key people** involved in the interpretation of the stories.

A partnership with TAFE and NPWS could be investigated to establish a training program for heritage tourism guides. Establishment of the Sapphire Coast Marine Discovery Centre, Jigamy Farm and Umbarra Aboriginal Cultural Centre as training facilities should also be investigated. Cultural awareness training for potential guides could be provided by the Local Aboriginal Land Councils (LALC). This could align with the Community Rangers program being investigated by the LALC and be supported by the NPWS Eco Pass.

Figure 3. Enablers of Success – Marketing and Communication





DELIVERING A WORLD-CLASS EXPERIENCE

Sapphire Coast Heritage Stories Selection Criteria

- **Consumer focussed** – those stories that clearly deliver the experiences or products most desired by the international “Experience Seeker”;
- **Differentiated** – those stories that most clearly differ from what you can experience and hear about elsewhere;
- **Linked to wilderness** – those stories that reflect and embody the essence of Australia’s Coastal Wilderness;
- **Connected** – those stories that link a number of experiences and market ready (or soon to be) products to deliver a complete story; and
- **Supported** – those stories with strong local / grass-roots support.
- **Culturally Inclusive** – those stories that incorporate both Indigenous and European culture, stories and products.

Sapphire Coast Heritage Stories

With a wide range of existing cultural and natural heritage products, the Sapphire Coast needs to be able to draw these products together as stories or experiences that can bring to life the heritage of the region for the visitor. This requires the effective interpretation of the stories and experiences that can be delivered in a way that is meaningful and accessible for the visitor. Through the stakeholder consultation process, the Top Ten Heritage Stories for the Sapphire Coast were as future opportunities for the development of heritage tourism in the region. The Top Ten Heritage Stories were:

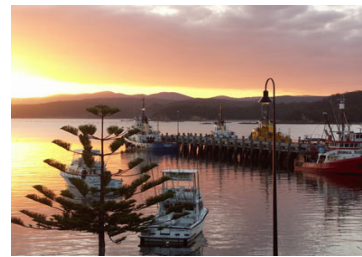
- Meeting of the Waters
- Naturally Inspired
- Killers of Eden
- The Tyranny of Distance
- Out of Sight, Out of Mind
- Inspiring Endeavours
- The Bundian Way
- In the Shadow of the Mountains
- Against All Odds
- Paradise Found

Further details on these ten heritage stories and the selection process can be found in the *Matching Stories and Experiences* report prepared as part of the Sapphire Coast Heritage Tourism Strategy project.

Selection Criteria

While all of the Sapphire Coast’s heritage stories provide an insight into the natural and cultural heritage and culture of the region, the need to identify those key stories that can help to set the region apart and build strong consumer awareness was recognised by stakeholders. This required a focussed effort on a core set of ‘iconic stories’ while recognising the importance of all stories. Focusing on just three heritage stories allows for a greater depth of development and interpretation for the visitor and ensures that the visitor does not become overwhelmed by the range of activities and attractions available.

Selection criteria were developed in order to assess the ten identified heritage stories and determine the three key ‘iconic stories’ to be taken forward as part of this Sapphire Coast Heritage strategy. The selection criteria that was used to assess the identified heritage stories and determine the key ‘iconic stories’ are provided on the left.



Identifying 'Iconic Stories'

Based on the selection criteria assessment, the following three heritage stories were recommended to be taken forward as the key 'iconic stories' for heritage tourism in the Sapphire Coast:

- **Killers of Eden**
- **In the Shadow of the Mountains**
- **Meeting of the Waters**

At the Sapphire Coast Cultural Heritage Working Group Meeting held in April, the group discussed and agreed on the recommended three 'iconic stories'. The Working Group also identified two further heritage stories that had potential for development and interpretation - the **Bundian Way** and **Naturally Inspired** stories. Investigation into the development of these stories was undertaken as part of the extension of the Sapphire Coast Heritage Tourism Strategy project, detailed in the Emerging Story Development section of this report.

Each of the three identified 'iconic stories' are discussed in further detail throughout this report including the identification of key gaps and opportunities in the development of these stories as heritage experiences for the Sapphire Coast.

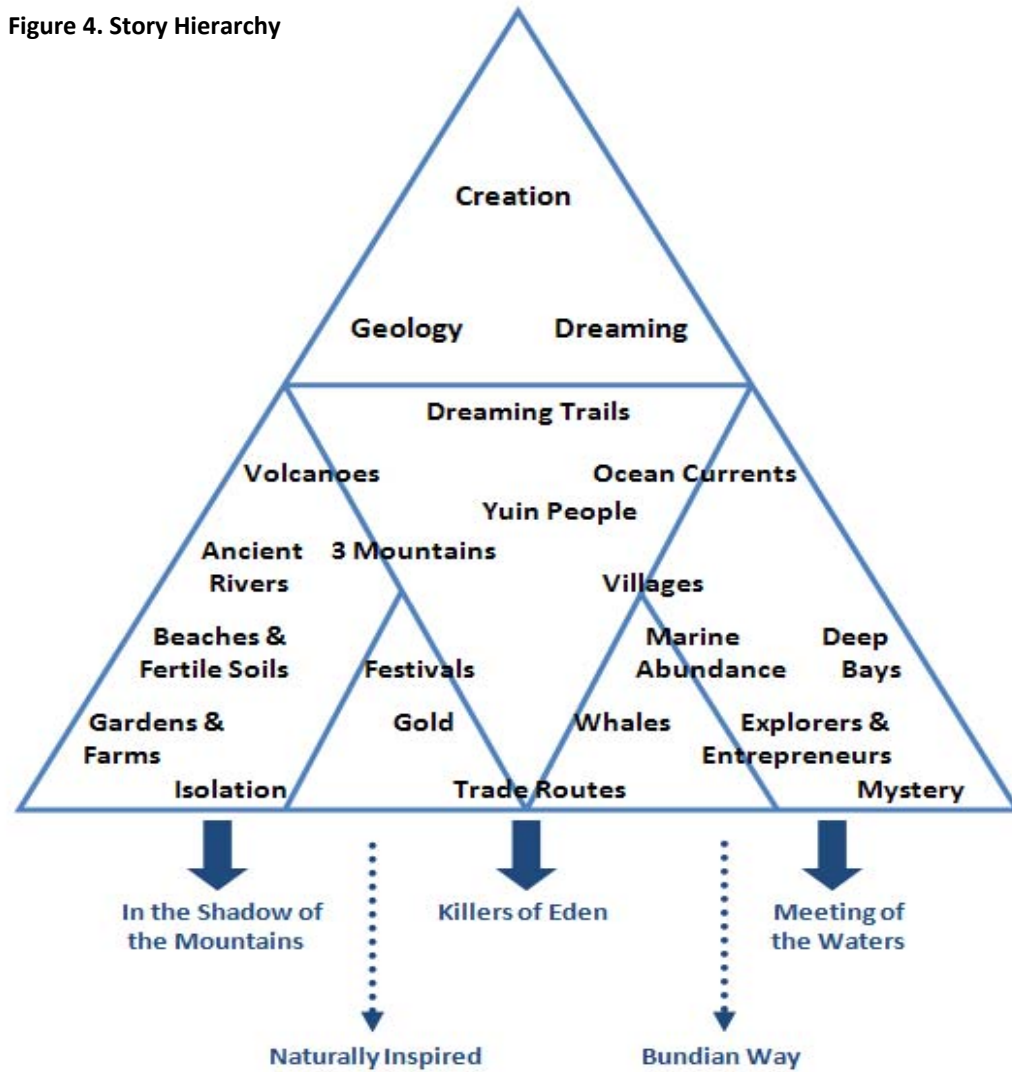
Story Hierarchy

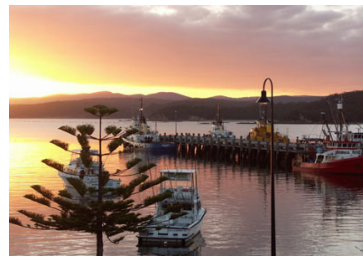
Stakeholder consultation revealed a wide range of stories, folklore and cultural beliefs relating to heritage in the Sapphire Coast Region. All of these stories have been documented in the local tales and stories glossary (see Appendix 1) and from this the key story themes have been selected and used to develop a 'Story Hierarchy'. This hierarchy triangle (Figure 4 on the following page) plots the key heritage themes of the Sapphire Coast to show the relationship between the wide range of stories and the three selected 'iconic stories'. The hierarchy shows that while the three 'iconic stories' are the key focus of this Heritage Tourism Strategy, each story is underpinned by a number of themes and a range of additional stories and experiences.





Figure 4. Story Hierarchy





Iconic Story #1: KILLERS OF EDEN

Story Overview

The Killers of Eden is a story that has significant potential to attract and entertain the international “Experience Seeker”. The stories behind the Killer Whales incorporate both Indigenous and European culture and link directly to some of the region’s most popular tourism ventures. Many people whose families were involved in the story still live in the area.

Indigenous Heritage

Collaboration between the local Thawa people and the Killer Whales is the oldest recorded human and wild animal hunting partnership. Indigenous oral history tells of a partnership where Killer Whales assisted the Indigenous people in hunting and killing baleen whales and the tribe provided payment of whale tongue to the Killer Whales for their help. It is said that the Thawa people had a long established co-operative relationship with the Killer Whales, whom they called "Beowas" and revered as reincarnated warriors reborn to the sea from the Dreaming.

European Heritage

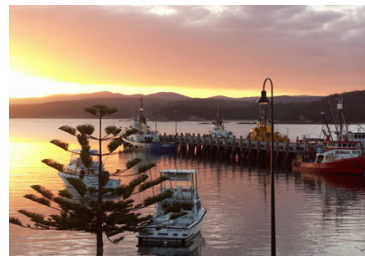
The Killers of Eden story continues with three generations of the Davidson family working with local Aboriginal people and the killer whales that herded other whales into the bay to be hunted. There are even stories of whaling boats being towed out to sea and around Twofold Bay by ‘Old Tom’, the region’s most famous Killer Whale.

In 1857 Alexander Walker Davidson, a carpenter for Ben Boyd, built a whaling station on the shores of Kiah Inlet to the south of Eden using timber from the wrecked ship the *Lawrence Frost* which had been run ashore and abandoned nearby. With equipment purchased from Benjamin Boyd's earlier whaling business, Alexander established the most notable of the shore-based whaling enterprises of Twofold Bay. It is said that Otaheiti Bill established the first whaling station at Kiah Inlet in the 1840s however, by 1857, the Davidson family had taken over the whaling industry in the area. Davidson’s success is said to attributable to the Indigenous whaling crew that the family employed to work on the boats with them and their excellent regional knowledge and connection with the Killer Whales. Three generations of the Davidson family continued whaling into the late 1920's, before the last of the pod of killer whales who had assisted them died. The Eden Killer Whale Museum displays the skeleton of the Killer Whale ‘Old Tom’ as well as artefacts, equipment and information about Eden's whaling days.

The Killers of Eden story has been documented in a hundred years worth of Australian newspapers, police records, court transcripts, diaries, postcards, Australian Government Hansard, journals and books and, for an additional 75 years, in oral history accounts and tape and video recordings. The events are said to have been viewed by hundreds of eyewitnesses, members of government, leaders of industry, priests and ministers. Copies of a 1910 film produced on the story were destroyed by a fire in the Bega bank in 1913 and only a few frames have survived.

THE KILLERS OF EDEN
Products, Experiences and Attractions

- Eden Killer Whale Museum
- Sapphire Coast Marine Discovery Centre
- Davidson Historic Whaling Station
- Eden Rotary Lookout
- Coastal lookouts
- Boyd’s Tower
- Boydtown
- Eden Whale Festival
- Eden Historical Cemetery
- Jigamy Farm - Monaroo Bobberrer Gudu Cultural Heritage Keeping Place
- Whale watching cruises



The story of the Eden Killers has recently been made into a spectacular, award winning documentary, *Killers in Eden* by the ABC Natural History Unit as well described in a number of published and unpublished books including writing by American writer Zane Grey. Not all interactions between the Indigenous and non- Indigenous people were cooperative and these stories need to be documented and told.

While today Killer Whales are rarely seen in the same number or frequency in the region, the stories continue to be told and capture the imagination of visitors.

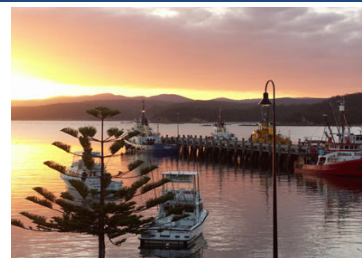
Gap Analysis

There are a number of locations, attractions and experiences in the Sapphire Coast that can interpret and develop the Killers of Eden story. Provided below is a summary of the key gaps and opportunities for the development and delivery of the story for international “Experience Seekers” visiting the region.

Gaps

- Interpretation of the Killers of Eden story at the Sapphire Coast Marine Discovery Centre
- Interpretation of Indigenous heritage and stories in the Eden Killer Whale Museum
- Limited interpretation of the stories behind the Davidson Whaling Station eg. the history of the family and their success in the whaling business in cooperation with Indigenous people
- Lack of collateral or visitor information on where the Killers of Eden story can be experienced
- Lack of interpretive signage (aside from the Eden Killer Whale Museum) where the story is explained eg. there is no signage at the Eden Rotary Lookout regarding the Killers of Eden however this is one of the best locations in Eden to ‘see the story’ – Twofold Bay, the Davidson Whaling Station and the Eden Killer Whale Museum
- Lack of Indigenous connections in the Eden Whale Festival

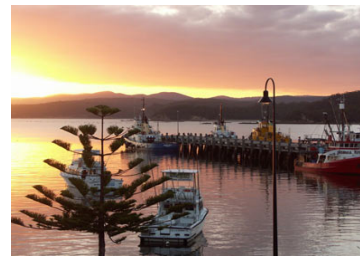




Strategies and Actions

Provided below is a summary of the recommended strategies and actions to further develop and deliver the Killers of Eden Story to visitors. An indicative potential of each action to be taken forward is provided based on the timeframe and barriers for implementation – a rating of Immediate / Mid-Term / Long-Term is provided along with proposed responsibilities.

Strategies and Actions	Potential	Responsibilities
Engagement with the Indigenous community to better interpret the stories and relationships between the Indigenous hunters and the Killer Whales	Immediate	<ul style="list-style-type: none"> Sapphire Coast Tourism Indigenous groups
Development of interpretive signage at Eden Rotary Lookout to tell the Killers of Eden Story and provide specific information on the Indigenous connection with the Killer Whales and their hunting partnership	Immediate	<ul style="list-style-type: none"> Bega Valley Shire Council Rotary Indigenous groups
Development of an interpretive panels for the Visitor Information Centres with a map and interpretation of the Killers of Eden story	Immediate	<ul style="list-style-type: none"> Sapphire Coast Tourism Bega Valley Shire Council
Development of simple collateral for visitors explaining the Killers of Eden Story and providing a map of where the story can be experienced eg. downloadable brochure	Immediate	<ul style="list-style-type: none"> Visitor Information Centres Sapphire Coast Tourism
Training workshops with whale watching tour operators to educators operators on the Killers of Eden Story, Indigenous beliefs and how that can be delivered to visitors	Mid-Term	<ul style="list-style-type: none"> Sapphire Coast Tourism Commercial operators Indigenous groups
Interpretation of the Killers of Eden story in the Sapphire Coast Marine Discovery Centre and Eden Killer Whale Museum , focusing on the partnership between the hunters and the whales and linking to current whale research	Mid-Term	<ul style="list-style-type: none"> Sapphire Coast Marine Discovery Centre Eden Killer Whale Museum
Interpretation at the Davidson Whaling Station to better interpret the history of the Davidson family the connection between Ben Boyd and Alexander Davidson and the family's success	Mid-Term	<ul style="list-style-type: none"> Davidson Whaling Station National Parks and Wildlife Service
Interpretation of the links between Ben Boyd, the Davidson's and Killers of Eden at the Seahorse Inn at Boydtown	Long-Term	<ul style="list-style-type: none"> Sapphire Coast Tourism Seahorse Inn
Development of interpretive signage at Boyd's Tower to tell the history of Ben Boyd and his part in the whaling heritage of the region.	Long-Term	<ul style="list-style-type: none"> National Parks and Wildlife Service Sapphire Coast Tourism
Introduction of a Traditional Indigenous Welcoming Ceremony for the Killer Whales as part of the Eden Whale Festival (if it continues)	Long-Term	<ul style="list-style-type: none"> Indigenous groups Event organisers
Interpretation of the Indigenous connection with the Killer Whales at suitable locations	Long-Term	<ul style="list-style-type: none"> Sapphire Coast Tourism Indigenous groups



Story Map

VICs

- Interpretive displays

Eden Killer Whale Museum

- Old Tom
- Whaling history
- Davidson Family
- Indigenous culture

Eden Whale Festival

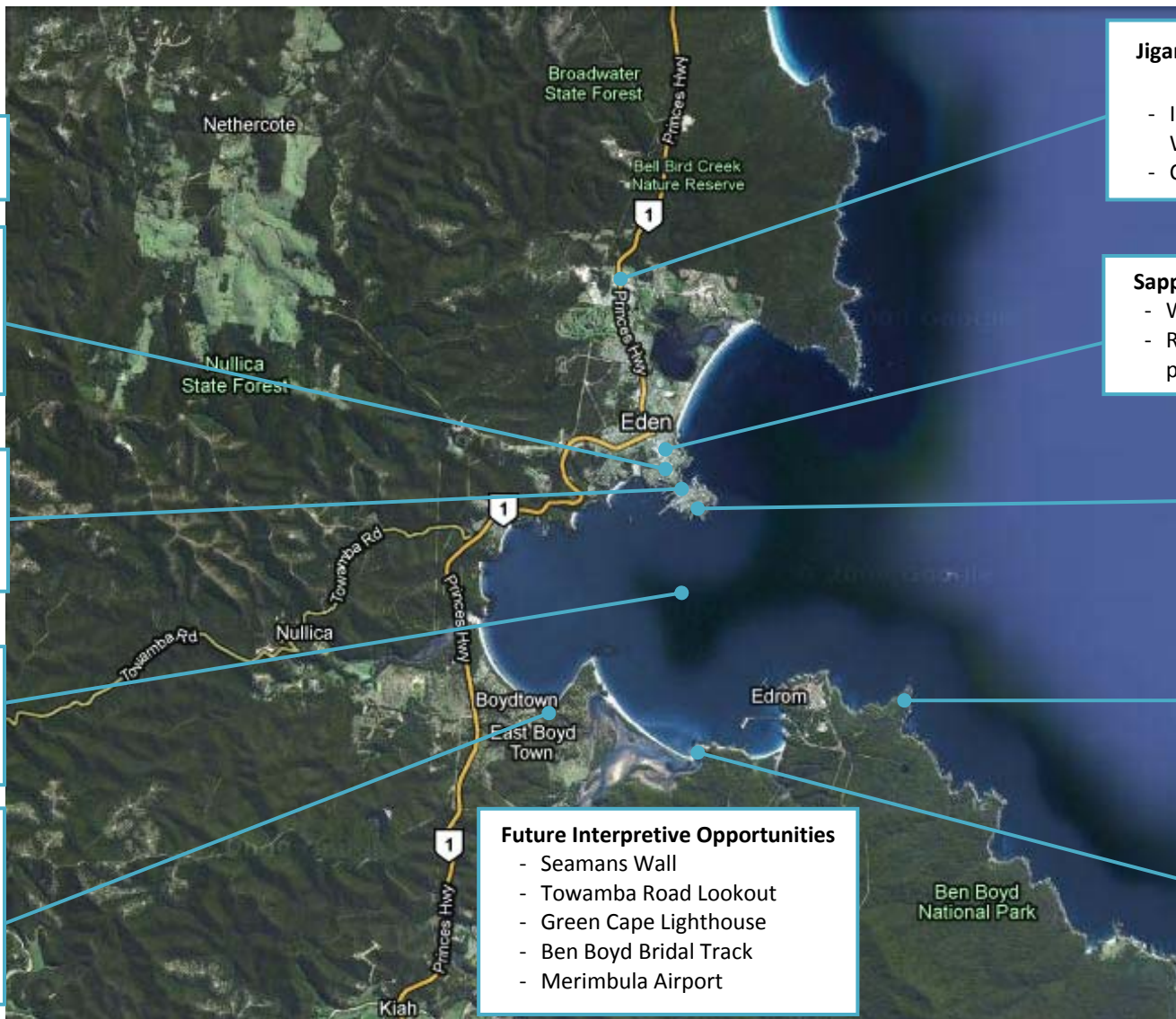
- Indigenous traditions and ceremonies
- Killers of Eden stories

Whale Watching Tours

- Killers of Eden stories
- Indigenous and European culture

Boydton and Seahorse Inn

- Boyd's and the Davidson's family history
- Whaling history



Jigamy Farm - Monaroo Bobberrer Gudu Cultural Heritage Keeping Place

- Indigenous connection with Killer Whales
- Ceremonies and traditions

Sapphire Coast Marine Discovery Centre

- Whale migration
- Research on human and whale partnerships

Rotary Lookout Eden

- Killers of Eden story
- Thawa people partnerships with Killer Whales

Boyd's Tower

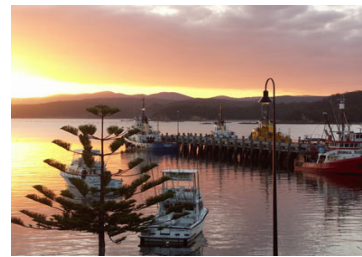
- Whaling history including Boyd and the Davidson family
- Whale migration

Future Interpretive Opportunities

- Seamans Wall
- Towamba Road Lookout
- Green Cape Lighthouse
- Ben Boyd Bridal Track
- Merimbula Airport

Davidson Whaling Station

- Family history and Boyd connection
- Whaling history
- Indigenous connection



Iconic Story #2: IN THE SHADOW OF THE MOUNTAINS

Story Overview

There is a local saying that, “if you sleep in the shadow of the mountains you are destined to return”. This story explores the magnetic attraction of the region’s geological, natural and cultural history, the fertile valleys, rugged coastline and the magnificent mountains that created them. With links to Indigenous and Europeans stories of the three mountains – Gulaga (Mt Dromedary), Mumbulla (Biamanga National Park) and Balawan (Mt Imlay) - the Shadow of the Mountains story is supported by a number of natural and cultural heritage attractions. These include:

- National Parks and Reserves, walking trails and other natural assets;
- Bega Cheese and local agricultural enterprises; and
- Various museums and heritage sites.

Geological History

Since ancient times the mountains of **Gulaga (Mt Dromedary), Mumbulla and Balawan (Mt Imlay)** have dominated the landscape. A previously active volcano Gulaga, the Mother mountain, stood over 3km high and lava flowed from her peak as a result of three tectonic plates colliding. The Balawan (Mt Imlay) landscape was also formed through volcanic activity with clouds of lava floating on charged particles over the landscape to rest in colossal pillars by the current shore line. Ancient rivers flowed from the mountains' steep sides, eroding the slopes and depositing fertile soils into the landscape. These rivers carved valleys; deep river mouths became deep harbours; lakes were formed and rivers of gold came to rest on golden sands. The ancient coastline, now submersed, was potted with caves, bays and hills that have become islands formed through this dynamic process.

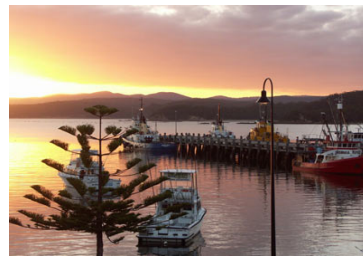
This dramatic transformation has seen Gulaga erode to one third of her original height. There is said to be a lava tube connecting Gulaga and Burunguba (Montague Island), now covered by sea, and the natural links to Mumbulla and Balawan have become modern highways. Ancient Dreaming trails are our guide to the stories and connections of the three mountains. Such dominant features have been a part of the region's story from the beginning. Renamed by Captain Cook and recently returned to their traditional owners (Gulaga and Biamanga), the mountains have an almost mystical quality as the last light of the day casts long shadows over the land.

Visitors are drawn to them, their influence on the landscape is omnipresent in the fertile soils, the ancient rivers, the spectacular coastline and its freshwater escape routes. Along with their beauty the mountains hold many mysteries and have played an important role in ceremonies of initiation, in story telling and in teaching about the land. Their heavily timbered slopes are home to unique flora and fauna (which is why they became National Parks) and the mountains inspired a conservation movement that is still strong today. The Shadow of the Mountains is a story of creation, transformation and of an ancient journey that teaches us about the land and how to respect it.

IN THE SHADOW OF MOUNTAINS

Products, Experiences and Attractions

- Gulaga (Mt Dromedary)
- Balawan (Mt Imlay)
- Mumbulla (Biamanga National Park)
- Wallaga Lake
- Burunguba (Montague Island)
- Nadgee Nature Reserve
- Kangarutha Walking Trail
- Tilba Tilba
- Regional farms and gardens
- Enterprises eg. Bega Cheese, Montreal Goldfields
- Bundian Way
- Aboriginal Lands eg. Jigamy Farm
- Bega and Merimbula Museums
- Green Cape Lighthouse Precinct



Agriculture and Enterprise

From the mountains to the sea, the region's fertile soil, abundant marine life and spectacular geology has inspired a number of outstanding endeavours and enterprise development throughout history. The fertile soils of the Bega Valley, Cobargo and around Tilba Tilba that came off the volcanos have, over millions of years, resulted in the perfect landscape for agriculture and pastoral activities in the region, as demonstrated by Bega Cheese and other successful agricultural enterprises.

The mountain ranges of the region and the geological processes that formed them are also responsible for the Gold Rush in the 1880's. Gold originally deposited at the top of Gulaga and was part of the alluvial run-off of an ancient river down the mountain. Thousands of years later gold was found in shingle on the beaches around Bermagui on the coast, one of only two places in the Southern Hemisphere that this has happened. The Montreal Goldfields that were founded on the riverbanks leading to the sea and are Australia's only seaside goldfield.

Mysteries and Fascinating Facts

In the Shadow of the Mountains also interprets the mysteries of special natural places such as Gulaga, Mt Imlay and Biamanga National Parks and Lake Wallaga which hold significant Indigenous and European stories and culture. In Aboriginal dreaming, Gulaga and Biamanga and the surrounding natural landscape were sites for both female and male rites of passage. These two sites are sacred to the Yuin people and Gulaga Mountain itself symbolises the mother or grandmother and provides a basis for Aboriginal spiritual identity, for Aboriginal women and men. In the Dreaming, Gulaga had two sons Najanuga (Little Dromedary) and Barunguba (Montague Island) and is pregnant with a third child.

Mumbulla Mountain is a sacred place for ceremonies and rituals and 'the law comes from the mountain'. The tribal law was given to the Indigenous people by Darama, the Creator Spirit and this is passed down to boys as part of their initiation on the mountain. The boys are led to the sacred pool at the end of the Dreaming Track on Mumbulla to wash away the red ochre of their initiation. They then return to their people, not as boys, but as men.

Biamanga National Park is identified with "King Biamanga", or John "Mumbler", the last so-called (by settlers) Aboriginal "King" of Wallaga Lake. Biamanga was the name of a local tribal group. Aboriginal middens and artefacts such as cutting stones are also found at Wallaga Lake. The mountain ranges of the Sapphire Coast also link to the stories and heritage relating to the ancient Bundian Way, an Indigenous trade route that connects the coast and the mountains.





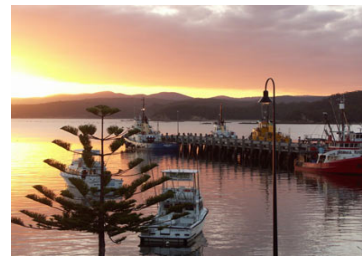
Gap Analysis

There are a wide number of locations, attractions and experiences in the Sapphire Coast that can be used to interpret and develop the In the Shadow of the Mountains story, however, currently, this story is told only in part through chance meetings with locals. Provided below is a summary of the key gaps and opportunities for the development and delivery of the story for visitors to the region.

Gaps

- Limited interpretation of the In the Shadow of the Mountains stories across the region
- Limited interpretation of the Indigenous culture and stories relating to the significance of the mountains
- Lack of collateral or visitor information on where the story can be experienced
- Lack of interpretive signage where the stories are explained (aside from the Montreal Goldfields and existing National Park signage)

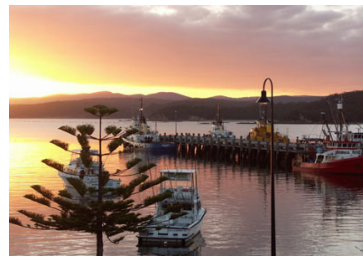




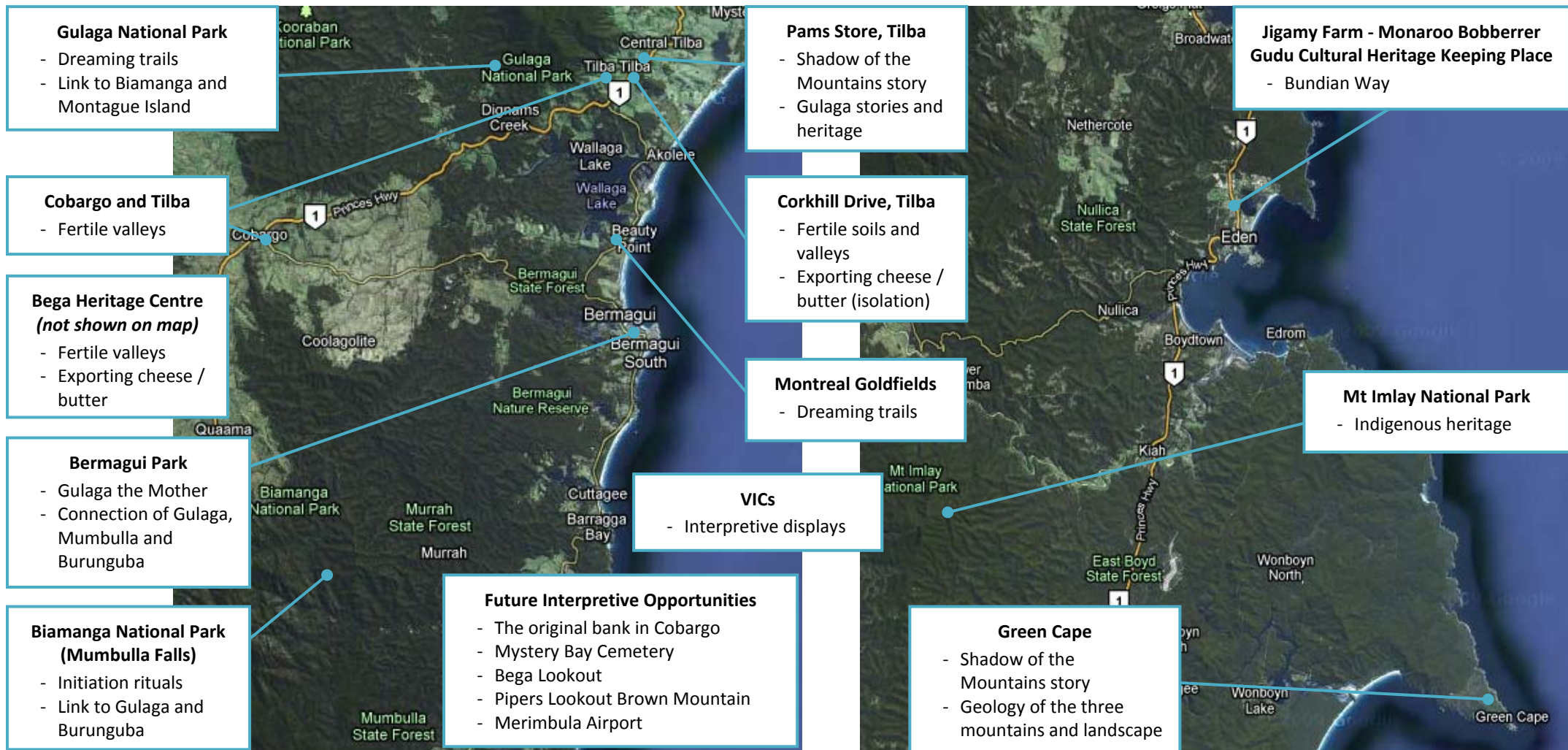
Strategies and Actions

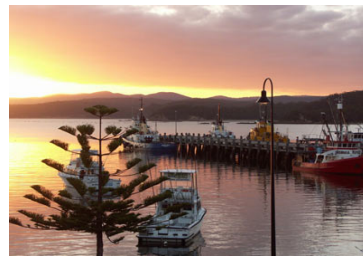
Provided below is a summary of the recommended strategies and actions to further develop and deliver the In the Shadow of the Mountains story to visitors. An indicative potential of each action to be taken forward is provided based on the timeframe and barriers for implementation along with proposed responsibilities.

Strategies and Actions	Potential	Responsibilities
Engagement with the Indigenous community to better interpret the stories and culture relating to the mountains and surrounding landscape	Immediate	<ul style="list-style-type: none"> • Sapphire Coast Tourism • Indigenous groups
Artistic interpretation of Gulaga in Bermagui Park to interpret the Indigenous cultural beliefs about the mountain and the connection with the surrounding mountains and landscape. Existing artwork may be available from local Aboriginal artists that depicts the lives and stories of Aboriginal people in the area	Immediate	<ul style="list-style-type: none"> • Bega Valley Shire Council • Indigenous groups
Development of interpretive panels for Visitor Information Centres with a map and interpretation of the In the Shadow of the Mountains story	Immediate	<ul style="list-style-type: none"> • Sapphire Coast Tourism • Bega Valley Shire Council
Interpretative signage at Bega Heritage Centre, Tilba and Cobargo to interpret the stories surrounding the fertile valleys	Immediate	<ul style="list-style-type: none"> • Commercial operators • Bega Valley / Eurobodalla Shire Council
Seeking support from the Indigenous Round Table to re-establish Umbarra Aboriginal Cultural Centre and create a hub for training Indigenous guides and guides telling local stories	Mid-Term	<ul style="list-style-type: none"> • Indigenous Round Table • Bega Valley Shire Council
Construction of a shelter next to Pam's Store in Tilba Tilba to interpret the Shadow of the Mountains story and in particular the Gulaga stories and heritage	Mid-Term	<ul style="list-style-type: none"> • Bega Valley / Eurobodalla Shire Council • Indigenous groups
Further investigation and documentation of the Bundian Way trade route history and stories and interpretation at Jigamy Farm	Mid-Term	<ul style="list-style-type: none"> • Sapphire Coast Tourism • Indigenous groups
Interpretive signage in Tilba to interpret the stories of the fertile valleys, farms and gardens of the region. The cattle farm on Corkhill Drive provides a good location with Gulaga as the backdrop.	Mid-Term	<ul style="list-style-type: none"> • Bega Valley Shire Council • Land owners
Interpretive signage in Biamanga National Park to interpret the Indigenous cultural beliefs and male initiation ritual trail between Gulaga and Mumbulla	Mid-Term	<ul style="list-style-type: none"> • Indigenous groups • National Parks and Wildlife Service
Development of an partnership between Council and the South East Arts Region to foster an art and history connection for the region	Mid-Term	<ul style="list-style-type: none"> • Bega Valley Shire Council • South East Arts Region
Interpretive signage at Green Cape to interpret the geology of the three mountains and the surrounding landscape (all three mountains can be seen from this point)	Long-Term	<ul style="list-style-type: none"> • Sapphire Coast Tourism • National Parks and Wildlife Service
Interpretive signage in Mt Imlay National Park to interpret Indigenous stories and culture of Balawan	Long-Term	<ul style="list-style-type: none"> • National Parks and Wildlife Service • Indigenous groups



Story Map





Iconic Story #3: MEETING OF THE WATERS

Story Overview

The Meeting of the Waters story links both the geological and cultural history of the region to its enterprises and attractions. The picturesque coastline, popular with holiday makers for generations, holds a secret just below the surface. The warm ocean currents from the Coral Sea meet the Antarctic waters from the Bass Strait at the place where three tectonic plates meet. This unique combination explains why the region has the most abundant marine life outside the Great Barrier Reef and is a Mecca for marine researchers the world-over. However it has also left a number of unsolved mysteries.

This diverse marine ecosystem supports a wide range of business, activities and tourism opportunities for the region including:

- Scientific research into the geological and marine environments including climate change research and dedicated programs through the Sapphire Coast Marine Discovery Centre;
- Fishing and seafood industries;
- Marine education and built attractions;
- Whale watching tours and marine wildlife tours;
- Interpretation of marine stories including both Indigenous and European stories and history; and
- Coastal attractions including lookouts, walks and viewing points.

Marine Diversity

The meeting of the East Australia Current from the north and the cold southern ocean waters of Bass Strait on a volcanic fault line where three tectonic plates join and the proximity of the shoreline to the continental shelf have created a geological and ecological phenomenon in the Sapphire Coast. It has resulted in one of the world's most diverse marine ecosystems and has been the subject of extensive international marine research and investigation. The Sapphire Coast experiences a broad fluctuation in sea surface temperatures ranging from as low as 12°C in winter to as warm as 25°C in summer due to the influence of the East Australian Current. This wide range of sea surface temperatures has created a rich local marine flora comprised of both cold and warm water species. The region is recognised as the busiest 'hotspot' of whale activity in Australia, with 16 species of cetacean (whales and dolphins) and other marine mammals known to inhabit these waters.

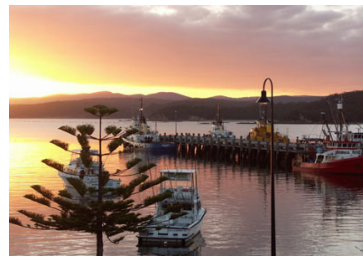
Coastal Tragedy and Mystery

The Sapphire Coast marine environment and coastline has been the source of a number of mysteries and tragedies. The Tathra and Bermagui Road coastlines have been victims of the sea on many occasions, including numerous shipwrecks (of which some materials are displayed in the Eden Killer Whale Museum), fishermen's tales of angry seas and battering of the Tathra wharf and Bermagui Blue Pool.

MEETING OF THE WATERS

Products, Experiences and Attractions

- Sapphire Coast Marine Discovery Centre
- Bermagui Blue Pool and Lookout
- Bermagui Fishing Co-op
- Tathra Rotary Park
- Tathra Wharf
- Tathra Surf Life Saving Club
- The Old Coast Road (Tathra to Bermagui Road)
- Murunna Point
- Allan Gibson Boardwalk / Maritime Heritage Walk
- Eden Heritage Walk
- Pambula River
- Coastal ecotours
- Whale watching / Dolphin cruises
- Diving tours
- Mimoso Rocks National Park



The locals tell of one seemingly calm, storm-free night where the dressing sheds at the Blue Pool in Bermagui were mysteriously destroyed by an envious sea. The Old Coast Road between Tathra and Bermagui has also slowly been reclaimed by the sea showing the continued geological and natural processes at work along the coastline. The 'Bermagui Mystery' tells the story of the disappearance of Lamont Young and four others on a boat trip back from the Montreal Goldfields across the since named Mystery Bay.

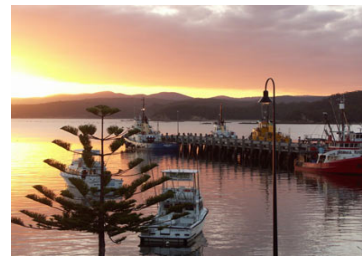
Indigenous Culture

The earliest Indigenous inhabitants of the Sapphire Coast region enjoyed an abundant harvest from both the land and sea. Hunters commonly fished from bark canoes in the many local waterways and would also hunt whales including Humpback and Minke whales with the assistance of Killer Whales. Sea salt and other marine produce were also commonly traded by Indigenous with other communities from further inland. The Pambula River and Wallaga Lake are home to the largest Aboriginal middens in Australia and highlights the marine abundance and population that the region can support.

European Culture

The diverse marine life and coastline of the Sapphire Coast has resulted in numerous enterprises developing in the region including whale-watching tours during the annual southern migration of Humpback Whales from October to December, whale-watching from Green Cape lighthouse and other coastal walks and lookouts, reef & game fishing tours, diving tours and oyster farming. Bermagui is famous for its game fishing for marlin, tuna and sharks as it is one of the closest ports to the Continental Shelf. Two books have been written by once resident American writer Zane Grey about the thrill of big-game fishing in Bermagui. Due to the proximity of the continental shelf to the land along the Tathra and Bermagui coastlines, migrating whales come very close into shore and it is common to see the whales from the window of the hairdresser in Tathra.

The Tathra Surf Club was the second surf club ever started in New South Wales and recently celebrated its centenary. The original need for the surf club was due to the fact that the Tathra Beach is a popular swimming beach with dangerous rips created by the battling ocean currents of the region.



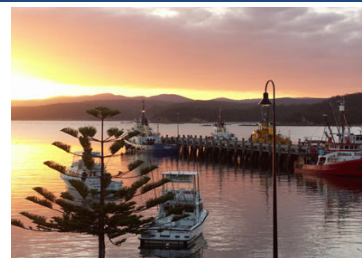
Gap Analysis

There are a number of coastal locations, attractions and experiences in the Sapphire Coast that can be used to interpret and develop the Meeting of the Waters story however currently this story not interpreted or told anywhere in the region. Provided below is a summary of the key gaps and opportunities for the development and delivery of the story for visitors to the region.

Gaps

- No interpretation of the Meeting of the Waters stories
- Lack of collateral or visitor information on where the story can be experienced
- Lack of interpretive signage where the stories are explained (aside from the Sapphire Coast Marine Discovery Centre)
- Need for interpretation of the stories surrounding the Continental Shelf, ocean currents and the whale migration
- Need for interpretation of the coastal tragedies and mystery that have resulted from the ocean currents and the 'cruel sea'
- Need for interpretation of the Indigenous culture relating to marine abundance

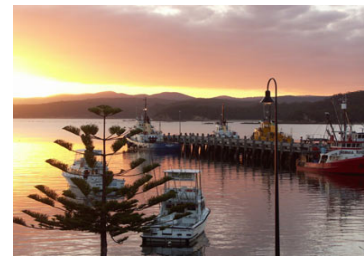




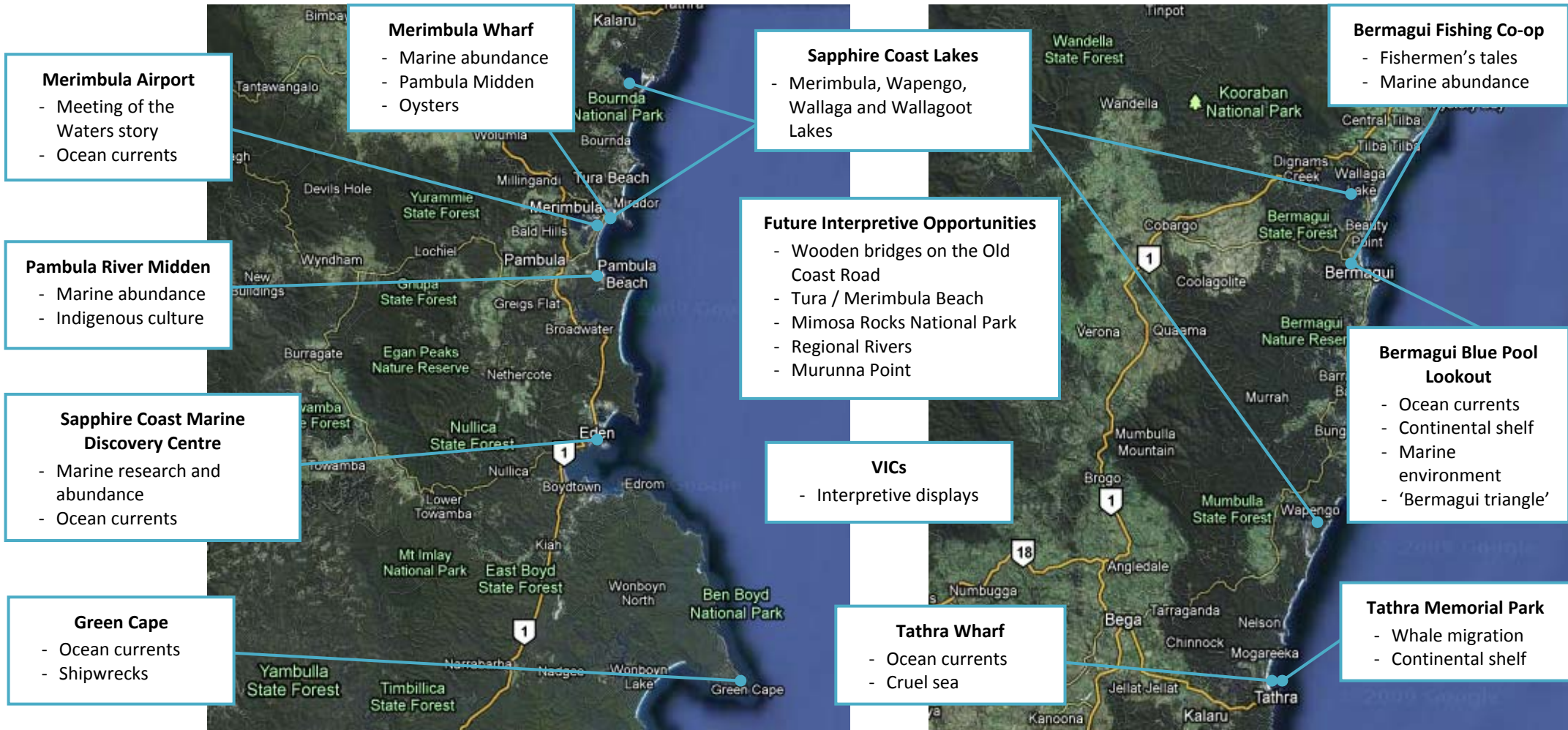
Strategies and Actions

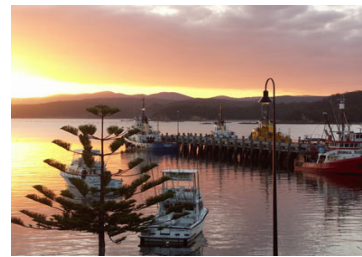
Provided below is a summary of the recommended strategies and actions to further develop and deliver the Meeting of the Waters story to visitors. An indicative potential of each action to be taken forward is provided based on the timeframe and barriers for implementation along with proposed responsibilities

Strategies and Actions	Potential	Responsibilities
Development of interpretive signage at the Blue Pool lookout to interpret stories relating to the continental shelf, whale migration and the mysteries of the sea – the ‘Bermagui triangle’	Immediate	<ul style="list-style-type: none"> • Sapphire Coast Tourism • Bega Valley Shire Council
Development of an interpretive panels for the Visitor Information Centres with a map and interpretation of the Meeting of the Waters story	Immediate	<ul style="list-style-type: none"> • Sapphire Coast Tourism • Bega Valley Shire Council
Use of the Tathra Wharf for the interpretation of the ocean currents and ‘the cruel sea’ stories with an interactive display of the currents	Immediate	<ul style="list-style-type: none"> • Sapphire Coast Tourism • Wharf management
Interpretation of local fishing stories in the Bermagui Fishing Co-op including stories of the marine abundance of the region	Mid-Term	<ul style="list-style-type: none"> • Sapphire Coast Tourism • Bermagui fishing Co-op
Construction of a lookout and interpretive signage at the Tathra Memorial Park on Bega Street to interpret the whale migration	Mid-Term	<ul style="list-style-type: none"> • Sapphire Coast Tourism • Bega Valley Shire Council
Development of interpretive displays or signage at the Merimbula Airport to interpret the Meeting of the Waters story	Mid-Term	<ul style="list-style-type: none"> • Sapphire Coast Tourism • Airport Management • Commercial flight operators
Engagement with the Indigenous community to better interpret the stories and culture relating to the marine environment including the Pambula River Midden	Mid-Term	<ul style="list-style-type: none"> • Sapphire Coast Tourism • Indigenous groups
Interpretative signage at the Merimbula Wharf to interpret the marine abundance stories including the Pambula River Midden and oysters of the region	Mid-Term	<ul style="list-style-type: none"> • Sapphire Coast Tourism • Indigenous groups
Development of signage and collateral to tell the story of the Old Coast Road (Tathra to Bermagui Road) and its battle with the sea and freshwater lakes	Long-Term	<ul style="list-style-type: none"> • Sapphire Coast Tourism • Bega Valley Shire Council
Interpretive signage at Green Cape to interpret the ocean currents story and the subsequent shipwrecks along the coastline.	Long-Term	<ul style="list-style-type: none"> • Sapphire Coast Tourism • National Parks and Wildlife Service
Interpretive signage at the region’s Lakes - Merimbula, Wapengo, Wallaga and Wallagoot	Long-Term	<ul style="list-style-type: none"> • Bega Valley Shire Council



Story Map



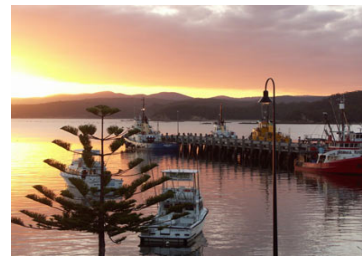


COMMUNICATION PLAN

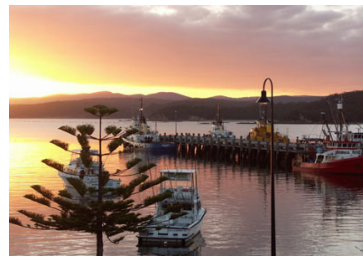
Provided below is a series of strategies for the promotion and communication of heritage tourism experiences in the Sapphire Coast region designed to reach the “Experience Seeker”, and promote the experiences related to the iconic stories.



Strategies and Actions	Potential	Responsibilities
Invite the Traditional Owners to recommend representatives to form part of the Sapphire Coast Cultural Heritage Working Group and form an Indigenous Roundtable to guide projects on Indigenous Cultural Heritage	Immediate	<ul style="list-style-type: none"> Sapphire Coast Tourism Gulaga and Biamanga Boards of Management LALCs
Development of an interactive webpage and map for the SCT website that highlights the key locations and products that interpret the three ‘iconic stories’ linked to the <i>National Landscapes</i> website	Immediate	<ul style="list-style-type: none"> Sapphire Coast Tourism
Create three posters / interpretive displays , one for each iconic story with motivational images, maps highlighting points of interest and local characters relating the stories	Immediate	<ul style="list-style-type: none"> Sapphire Coast Tourism
Prepare an Interpretive Signage Plan to develop the range of signage recommended to interpret the ‘iconic stories’. Ensure alignment with the Brand Application pilot project being undertaken by the Australia’s Coastal Wilderness National Landscape Steering Committee	Immediate	<ul style="list-style-type: none"> Bega Valley Shire Council ACW National Landscape Steering Committee
Identification of potential grant funding programs to assist in the implementation of strategies including interpretive signage development, heritage research, Indigenous enterprise development and training programs. Please refer to Appendix 5 for a summary of potential funding opportunities.	Immediate	<ul style="list-style-type: none"> Sapphire Coast Tourism Bega Valley Shire Council Indigenous Enterprises
Continue the Sapphire Coast Heritage Tourism Blog as a forum for community and industry stakeholders to share and discuss heritage and cultural stories and opportunities. Support for the development of additional regional Blogs such as the ‘Bermagui Stories’ Blog.	Immediate	<ul style="list-style-type: none"> Sapphire Coast Tourism



Strategies and Actions	Potential	Responsibilities
Work with New South Wales NPWS in the development of the Indigenous Employment and Training Strategy to incorporate opportunities for Indigenous heritage guide training	Immediate	<ul style="list-style-type: none"> • NSW National Parks and Wildlife • Sapphire Coast Tourism
Work with New South Wales NPWS in the development of the tourism component of the Gulaga and Biamanga Plans of Management to ensure alignment of strategies	Immediate	<ul style="list-style-type: none"> • NSW National Parks and Wildlife • Sapphire Coast Tourism
Development of linkages with the Australia's Coastal Wilderness webpage to promote the region's cultural and heritage attractions	Mid-Term	<ul style="list-style-type: none"> • Sapphire Coast Tourism • Tourism Australia
Development of simple collateral with itineraries that link the 'iconic stories' to specific products and locations across the region with supporting maps eg. downloadable maps	Mid-Term	<ul style="list-style-type: none"> • Sapphire Coast Tourism • Bega Valley Shire Council
Create 'You Tube' short stories for each storyline through a local event / competition for local students or filmmakers	Mid-Term	<ul style="list-style-type: none"> • Sapphire Coast Tourism • Bega Valley Shire Council
Work with South Coast RTO to develop media factsheets around the stories and include information on their website	Mid-Term	<ul style="list-style-type: none"> • Sapphire Coast Tourism • South Coast Tourism
Create a viral marketing campaign around 'Solving the Bermagui Mystery' using Google Maps to post clues	Mid-Term	<ul style="list-style-type: none"> • Sapphire Coast Tourism
Partner with Bega Cheese to include stories with their products	Mid-Term	<ul style="list-style-type: none"> • Bega Cheese
Facilitation of a workshop to bring together Indigenous enterprises (existing and new) to discuss collaborative opportunities. Where possible business development support should be provided to established facilities such as Umbarra, Jigamy Farm and the LALCs to build capacity and facilitate product development and marketing.	Mid-Term	<ul style="list-style-type: none"> • Indigenous Enterprises • LALCs • Sapphire Coast Tourism
The Indigenous Round Table should provide support for Indigenous tourism business and encourage new business development and youth job creation. The aim is to create jobs for Aboriginal people through tourism (but not necessarily in tourism) and not just train people.	Mid-Term	<ul style="list-style-type: none"> • Indigenous Enterprises • LALCs • Sapphire Coast Tourism



Strategies and Actions	Potential	Responsibilities
Development of a training package for heritage tourism guides and partnerships with training organisations and facilities. This should link to the NSW NPWS Indigenous Employment and Training Strategy and Eco Pass program and leverage established facilities such as Umbarra, Jigamy Farm, Sapphire Coast Marine Discovery Centre and the LALCs	Mid-Term	<ul style="list-style-type: none"> • Training Organisations • Sapphire Coast Tourism • Potential training facilities • NPWS
Establishment of Local Talking Circles to bring together stakeholders to share heritage stories and develop linkages between the stories for heritage tourism. A local champion will be required to lead this project.	Mid-Term	<ul style="list-style-type: none"> • Bega Valley Shire Council • Sapphire Coast Tourism
Development of a Story Telling training program through the Local Talking Circles to encourage locals to become ambassadors for heritage tourism within their region.	Mid-Term	<ul style="list-style-type: none"> • Bega Valley Shire Council • Training Organisations
Engage with regional schools, clubs, events and arts facilities to embrace and promote the iconic heritage stories through their work. This could include the development of competitions, dedicated events or performances and printable material and displays.	Long-Term	<ul style="list-style-type: none"> • Schools, Clubs, Events and Arts facilities • Bega Valley Shire Council • Sapphire Coast Tourism
Further engagement with the hinterland region to encourage story development, training and story-telling programs and interpretation of heritage.	Long-Term	<ul style="list-style-type: none"> • Sapphire Coast Tourism
Investigation of pod-casting of local oral history	Long-Term	<ul style="list-style-type: none"> • Sapphire Coast Tourism
Ongoing review of the online toolkits such as the web-copy, itineraries and maps to ensure consistency with the stories and to allow the interpretation of stories to evolve over time.	Long-Term	<ul style="list-style-type: none"> • Sapphire Coast Tourism



EMERGING STORY DEVELOPMENT

The Sapphire Coast Heritage Tourism Strategy aims to develop and deliver a range of new experiences for the international “Experience Seeker” market, encouraging them to stay and spend money on the Sapphire Coast. The strategy has identified three iconic stories that have the greatest potential to attract the “Experience Seeker” and that can be developed into a high quality visitor experience. A range of strategies and actions have been identified that are required in order to develop and deliver these heritage tourism experiences. Recommended actions are centred around product development, interpretation and collateral development, heritage guide training, community engagement, marketing and communication.

In addition to the three iconic stories, an additional two stories are emerging, with the potential to attract the “Experience Seeker” – Naturally Inspired and the Bundian Way. While these two stories have significant potential for heritage tourism development further research and development is required before they are visitor ready. The purpose of the extension of the Sapphire Coast Heritage Tourism Strategy is to identify the key strategies and actions required to:

- **Link stories to a demonstrated market need;**
- **Research and consolidate the story** and identify key themes for interpretation;
- Development of appropriate **products and experiences** linking the story across the region that can provide a world-class heritage tourism experience for the visitor; and
- Effectively **communicate and market the unique elements of the stories**, products and experiences to the International “Experience Seeker” market.

The Bundian Way

The Bundian Way is an ancient trading route and pathway that runs over 260km from the highest part of the continent, the Australian Alps, to the coast at Twofold Bay in Eden. Thought to be over 40,000 years old, the Bundian Way and the network of ancient pathways of the region are thought to predate the Silk Road, the Roman roads and other ancient trade routes. The Bundian Way passes from Kosciuszko, through Delegate and the village of Towamba, finishing at Bilgalera (Fisheries Beach) near Boydtown on Twofold Bay (see map on following page).

The Bundian Way has a remarkable shared history linking both natural and cultural heritage, Aboriginal values and European history. The network of pathways crossing Yuin, Ngarigo, Jaitmathang and Bidawal country connected the people and their ceremonies (Blay 2005) as well as Dreaming Tracks and trade routes across the continent (Kabaila 2005). The Bundian Way takes many individual sites including ceremonial places, stone arrangements, marked trees, whale places, moth places and provides connections between them. The pathways were used by Aboriginal tribes for trading of food and goods, to attend the whaling and springtime ceremonies in Twofold Bay (Turemulerrer), go moth hunting in the high country at Mount Kosciuszko (Targangil) in summer and visit other ceremonial places.





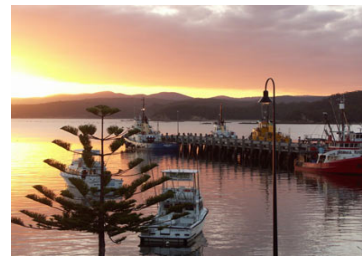
In the mid-nineteen century the Aboriginal people showed European ‘explorers’ the pathways and permitted use of the country in the earliest days by shepherds, who were often Scots, and the horsemen, cattlemen, squatters and merchants who followed (Watson, 1984). Shared use of pathways resulted in exploration and development of the south east coast between Bega and Mallacoota, as well as on the Monaro and into Gippsland. The Aboriginal people showed the first Europeans how the country could be used, and today researchers and scientists have documented the changes to the landscapes since European arrival. In 1842 Oswald Brierly was shown the way up to Towamba by Budginbro and he kept a journal and sketched scenes.

The Bundian Way provides a range of diverse and spectacular landscapes along its length, ranging from alpine ash forests in the high country to tall coastal forests, woodlands and treeless plains. The region is the most diverse of the world’s areas dominated by sclerophyll forest formation (Costin & Mosley 1992) and a high density of arboreal mammals and overall biodiversity. The variety of landscapes along the Bundian Way also shows how traditional Aboriginal land management has helped to shape the complexity of the landscape and its vegetation patterns (Gammage 2002, 2005).

Today you can still walk all the way along the Bundian Way through wild country including National Parks, Wilderness or State Forests or minor country roads and there are still signs of the pathway in undisturbed wilderness areas. Sections of the Bundian Way have formed the basis for a number of today’s roads. The Bundian Way area is listed on the National Heritage List however is not currently eligible for inclusion in the Australian Heritage Council future work plan.



Source: http://www.netspeed.com.au/seforests/bundian_way.htm



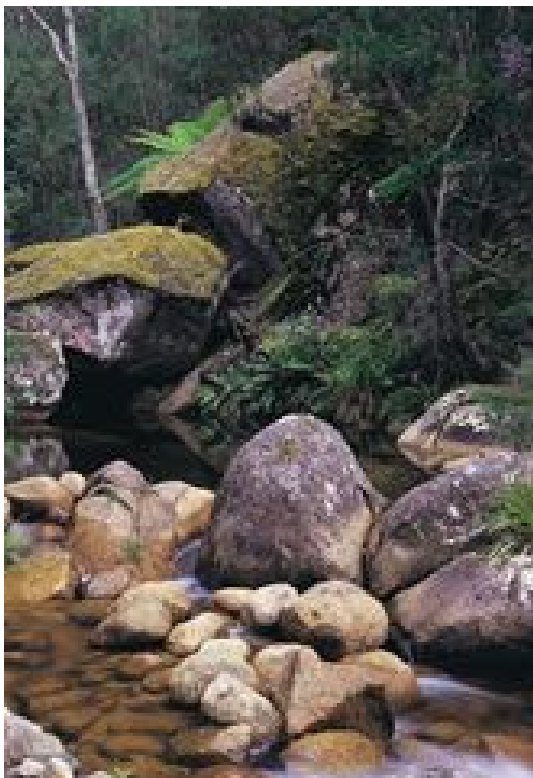
Story Consolidation

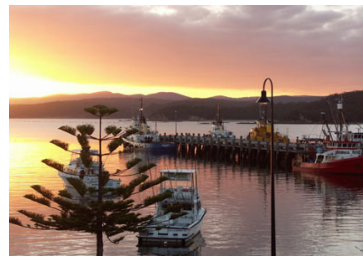
The Bundian Way is part of long standing proposals by the Eden Local Aboriginal Land Council to acknowledge East-West routes through the mountainous country inland of Eden. It was also identified in the 1990's as part of a landmark study by Costin and Mosley on the natural and cultural significance of the Kosciusko to Eden corridor. A report prepared for the Bega Valley Shire on Aboriginal Cultural Heritage Sites in the Shire in 2005 also identified Bundian Way as a key link of significant cultural sites throughout the region. Since then, the development of the Bundian Way as a heritage tourism experience was identified as a priority project in the Australia's Coastal Wilderness Tourism Master Plan in 2009 and was also identified as a significant development opportunity in the recent Sapphire Coast Heritage Tourism Strategy. The Bundian Way story creates a tangible connection between the coastal and alpine landscapes, interpreting both Aboriginal and European heritage and culture. This story provides good opportunity for development of products and experiences that will appeal to the International "Experience Seeker" market.

The first stage in the development of the Bundian Way as an iconic heritage story is the consolidation of the story and agreement on the key themes and individual stories that can be told and interpreted for the visitor.

Key steps in consolidating the story include:

- Undertaking a **survey of the Bundian Way** to identify potential tourism opportunities including potential links to other trails including those linking the mountains. In 2010, the Eden Local Aboriginal Land Council received funding from the Australian Heritage Council to undertake a Bundian Way survey. The project will survey the ancient Aboriginal route between Mt Kosciuszko and Twofold Bay on the south coast of NSW and record Indigenous, historical and natural heritage values. The survey will also include consulting with agencies on a tourist route that can be followed and interpreted for tourism activities. It is expected that the survey will be completed by April 2011;
- **Documentation of stories** associated with the Bundian Way including review of both existing reports and documents and provision of a forum for individuals and groups to provide their own input and share their own personal experiences. The Bundian Way survey and other existing publications will form the basis of documenting the stories however the Sapphire Coast Heritage Tourism Blog can be used to provide a forum for stakeholders to share and discuss any additional stories;
- Establishment of a **Local Talking Circle** where the Bundian Way can 'have a home' and provide a forum for discussion and agreement on the key themes and stories that can be shared with the visitor as part of the Bundian Way experience. The Monaroo Bobberer Gudu Keeping Place managed by the Eden LALC provides an ideal location for a Local Talking Circle where all the stories, sites and experiences of the Bundian Way can be brought together. Both Indigenous and non-Indigenous stakeholders should be involved in the Local Talking Circle depending on their own personal experiences;





- Agreement, through the Local Talking Circle, on a **set of protocols** on which particular Bundian Way stories and cultural beliefs can be shared with visitors and how these stories should be interpreted. Wide agreement on the accuracy of the stories should be sought and Traditional Owner agreement will be required on all Indigenous stories;
- Identification of **key themes and storylines** that can be used in interpretive and marketing collateral for the Bundian Way. Key themes for the Bundian Way may include:
 - The connection between Aboriginal tribes and the Bundian Way pathways;
 - The traditional ceremonies and gatherings that brought Aboriginal tribes together in celebration and trade;
 - The sharing of knowledge with European Explorers and their subsequent use of the Bundian Way; and
 - The significant biodiversity values of the pathways; and
- Identification of the **connection between the Bundian Way story and the Killers of Eden story** that was one of the three iconic stories developed as part of the Sapphire Coast Heritage Tourism Strategy. The opportunity to link these two stories and cross-promote should be explored with relevant stakeholders and through the Local Talking Circle.

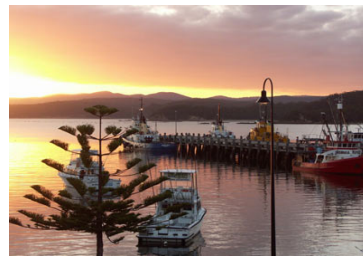


Product Development

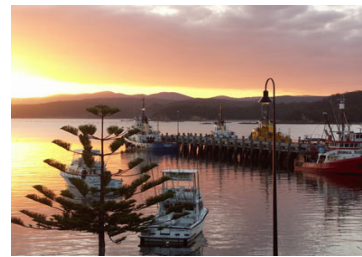
Once there is an agreed set of stories and themes on which the Bundian Way heritage story is based, tourism product and experience development opportunities can be identified. While few visitors will want to experience all 260km of the Bundian Way, the opportunity exists to deliver a series of commercial and self-guided tourism experiences. As an exceptional international tourism product development opportunity, the Bundian Way also has the potential to be a catalyst for the development of viable Indigenous tourism businesses throughout the entire region.

One of the key recommendations of the Australia's Coastal Wilderness Tourism Master Plan was to develop a Master Plan to interpret and develop the Bundian Way as an Indigenous tourism journey linking Eden to the Alps. There are a number of key product and experience development opportunities for establishing the Bundian Way as an iconic world-class heritage experience including:

- Establishment of the **Monaroo Bobberer Gudu Keeping Place** as a gateway for the Bundian Way story. The Keeping Place provides can provide a connection between the individual culturally significant sites along the Bundian Way and bring them all together to serve as a story interpretation, information and education precinct. The Keeping Place would also serve as the hub for ongoing research surrounding the Bundian Way.
- Development of **interpretive signage** at the Keeping Place to interpret key stories and identify locations where visitors can experience the Bundian Way;



- Development of a **Heritage Guide Training Program** for Bundian Way interpretive guides. As a key strategy from the Sapphire Coast Heritage Tourism Strategy, a partnership with TAFE and NPWS could be investigated to establish a training program for heritage tourism guides. Establishment of the Keeping Place and Umbarra Aboriginal Cultural Centre as training facilities could be considered and cultural awareness training for potential guides should be provided by the Local Aboriginal Land Councils (LALC). Lobbying for the continuation of the Keeping Place and the re-establishment of the Umbarra Cultural Centre for visitation and education purposes is required;
- Development of **interpretation hubs** along key sections of the route where the stories can be told from. This includes the development of lookouts and stopping places for visitors to experiences the stories;
- Development of a **Bundian Way Walking Track** on key sections of the route. The walking trails would need to be progressed in stages with iconic sections developed first with a graded trail and interpretation, with more remote or difficult sections left to the more experienced walkers with marked but not graded trails. Assessment of the land tenure and agreement over ownership will need to be agreed between Local and State Government, Aboriginal Land Councils and property owners;
- The development of **guided walking tours** along sections of the Bundian Way Walking Trail. These sections will need to be less strenuous, graded and have some interpretation points. Guided walking tours could be led by trained Indigenous Heritage Guides;
- Development of the **'Bundian Way Tourist Drive'** Loop that links key sites along the journey and provides an alternative side-loop to a trip along the Sydney-Melbourne Coastal Drive. The 'Bundian Way Tourist Drive' could follow sections of original trail that are now sealed including the Towamba Road (south of Eden) and Imlay Road to create a sealed driving loop linking to sections of the proposed walking track;
- Development of **interpretive panels** for the **Visitor Information Centres** with a map and interpretation of the Bundian Way story;
- Establishment of the **Indigenous Round Table** for employment in tourism to encourage business development and youth job creation;
- Development of an **annual event or series of small events** around the Bundian Way story, to celebrate natural and cultural heritage in the region;
- Leverage the Bundian Way through the proposed DECC Interpretation Plan for the Davidson Whaling Station; and
- Investigation of **grant funding options** for heritage business / product development in particular Indigenous small business development funds. A number of these grant funding programs were identified as part of the Sapphire Coast Heritage Tourism Strategy.

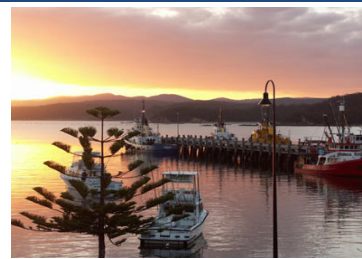


Marketing and Communication

Effectively marketing and communicating the Bundian Way story and experiences to potential visitors will be crucial to engaging interest and encouraging visitation to the Sapphire Coast. Many of the marketing activities outlined below can be developed in conjunction with the strategies identified in the Sapphire Coast Heritage Tourism Strategy:

- Development of a Bundian Way Marketing and Communication Toolkit that includes:
 - A story **fact sheet**;
 - Map of **stories and locations**;
 - A **downloadable brochure** including the fact sheet and map; and
 - Identification of **key people** involved in the interpretation of the stories including trained guides;
- Development of **interactive web copy and map** for the SCT website that highlights the key locations and products that interpret the Bundian Way story linked to the *National Landscapes* website;
- Development of **linkages with the Australia's Coastal Wilderness and the Australian Alps National Landscapes webpages** (once developed) to promote the region's cultural and heritage attractions;
- Work with **South Coast RTO to develop media factsheets** around the story and include information on their website;
- Host **journalist familiarisations** with an Indigenous guide;
- **Ongoing review** of the online toolkits such as the web-copy, itineraries and maps to ensure consistency with the stories and to allow the interpretation of stories to evolve over time; and
- Investigation of opportunities to **promote the Bundian Way through media** and magazines.

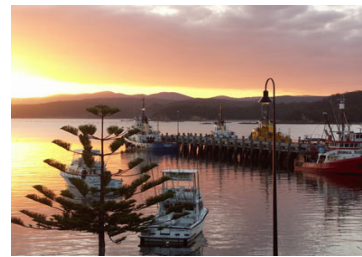




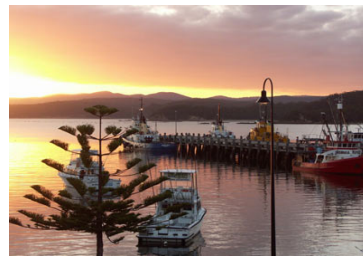
Action Plan

Provided below is a summary of the key actions required to develop the Bundian Way as an iconic heritage tourism experience. Project potential and responsibilities are also indicated.

Actions	Potential	Responsibilities
Project Management		
Establishment of a Project Reference Committee and appointment of a Project Manager to provide guidance and manage the implementation of actions. Broad representation from Government, industry, community and Indigenous groups should be sought in the establishment of this group. Regular meetings should be undertaken and agreed goals and protocols developed	Immediate	Eden LALC / Indigenous Groups / Sapphire Coast Tourism / Bega Valley Shire Council / Monaroo Bobberer Gudu Keeping Place / NPWS
Story Consolidation		
Completion of the Bundian Way Survey and identification of potential tourism opportunities	Immediate	Eden LALC / Sapphire Coast Tourism
Documentation of stories associated with the Bundian Way and continuation of the Sapphire Coast Blog	Immediate	Eden LALC / Indigenous Groups / Sapphire Coast Tourism
Establishment of a Local Talking Circle where the Bundian Way can 'have a home' and provide a forum for discussion and agreement on the key stories	Immediate	Eden LALC / Bega Valley Shire Council / Monaroo Bobberer Gudu Keeping Place
Agreement on a set of protocols on which particular Bundian Way stories and cultural beliefs can be shared with visitors	Immediate	Eden LALC / Indigenous Groups / Sapphire Coast Tourism
Identification of key themes and storylines that can be used in interpretive and marketing collateral for the Bundian Way	Immediate	Sapphire Coast Tourism / Tourism Australia
Identification of the connection between the Bundian Way story and the Killers of Eden story	Immediate	Sapphire Coast Tourism / Bega Valley Shire Council
Product Development		
Establishment of the Monaroo Bobberer Gudu Keeping Place as a gateway for the Bundian Way story	Immediate	Monaroo Bobberer Gudu Keeping Place / Eden LALC / Sapphire Coast Tourism
Development of interpretive signage at the Keeping Place	Immediate	Monaroo Bobberer Gudu Keeping Place / Sapphire Coast Tourism
Development of a Heritage Guide Training Program for Bundian Way interpretive guides	Mid-Term	Eden LALC / Training Organisations
Development of interpretation hubs along key sections of the route where the stories can be told	Mid-Term	Bega Valley Shire Council / Sapphire Coast Tourism



Actions	Potential	Responsibilities
Development of a Bundian Way Walking Track on key sections of the route	Mid-Term	Bega Valley Shire Council / Land owners
Development of guided walking tours along sections of the Bundian Way Walking Trail	Mid-Term	Sapphire Coast Tourism / Operators
Development of the ' Bundian Way Tourist Drive ' Loop that links key sites along the journey	Mid-Term	Bega Valley Shire Council / Sapphire Coast Tourism / State Government
Development of interpretive panels for the Visitor Information Centres	Mid-Term	Bega Valley Shire Council / Sapphire Coast Tourism
Establishment of the Indigenous Round Table for employment in tourism	Long-Term	Eden LALC / Bega Valley Shire Council
Development of an annual event or series of small events around the Bundian Way story	Long-Term	Bega Valley Shire Council / Sapphire Coast Tourism / Eden LALC
Investigation of grant funding options for heritage business / product development in particular Indigenous small business	Long-Term	Bega Valley Shire Council / Sapphire Coast Tourism / Eden LALC
Marketing and Communication		
Development of a Bundian Way Marketing and Communication Toolkit that includes: <ul style="list-style-type: none"> ○ A story fact sheet; ○ Map of stories and locations; ○ A downloadable brochure ○ Identification of key people involved in the interpretation of the stories 	Mid-Term	Sapphire Coast Tourism / Bega Valley Shire Council / State Government
Host journalist familiarisations with an Indigenous guide	Mid-Term	Sapphire Coast Tourism / Eden LALC
Development of interactive web copy and map for the SCT website	Long-Term	Sapphire Coast Tourism / Bega Valley Shire Council
Development of linkages with the Australia's Coastal Wilderness and Australian Alps National Landscapes webpages	Long-Term	Bega Valley Shire Council / Sapphire Coast Tourism / Eden LALC
Work with South Coast RTO to develop media factsheets	Long-Term	South Coast Tourism / Sapphire Coast Tourism
Ongoing review of the marketing toolkit to ensure consistency and allow for development over time	Long-Term	Sapphire Coast Tourism / Eden LALC
Investigation of opportunities to promote the Bundian Way through media and magazines	Long-Term	Sapphire Coast Tourism / Media



Naturally Inspired

The Sapphire Coast is a destination known locally for its creative culture; a culture that has been inspired by nature. The concept of Naturally Inspired seeks to embrace the region’s creative energy and to engage visitors to become inspired by the region’s unique natural environment. The Sapphire Coast’s stunning coastline and marine environment, combined with fertile soils, stunning scenery and National Parks provides a creative energy and inspiration for artists and visitors to the region. Nature has inspired music, arts and culture; food and wine and events for generations. Today, many creative people, including sculptors, designers, painters, poets, writers, filmmakers, photographers and musicians, have made their home in the Sapphire Coast.

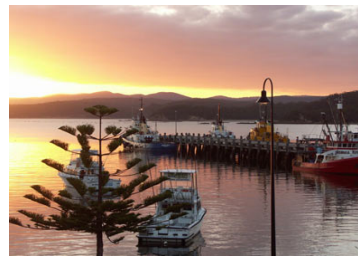
Being Naturally Inspired is part of the region’s history, present and future. The Yuin people were inspired by nature and this is reflected in their dreaming stories and traditions. The region’s stunning scenery attracted artists throughout the 19th century including Oswald Brierly, a marine and landscape painter employed by Ben Boyd in the 1840’s, who is said to have designed Boyd’s Tower. After returning to the UK, Brierly became a marine artist for Queen Victoria. In more recent times the region has been home to a number of well-known poets and writers including Arthur Upfield (author of Napoleon Bonaparte books, one of which ‘The Mystery of Swordfish Reef’ was written about Bermagui and District), Rodney Hall, Olga Masters and Dorothy Hewett (for a short time), all inspired by nature.

Today the Naturally Inspired story lives on as part of the culture and lifestyle of the region and is a real contributor to why people choose to move to the Sapphire Coast. The lifestyle of the region is enhanced by its art, culture and a connection to nature, which forms part of the social fabric of the Sapphire Coast and enhances the region’s identity as one still involved in the humble endeavours of primary industry. This creates the sense of an authentic community that would attract and engage the “Experience Seeker”.

The Naturally Inspired story is supported by a range of existing products, experiences and attractions across the Sapphire Coast Region including:

Festivals and Events		Markets
<ul style="list-style-type: none"> • Four Winds Festival (biennial) • Sculpture on the Edge • Bermagui Seaside Fair • Bermagui Easter Art Exhibition • Cobargo Folk Festival • Shorelines story-telling festival Bermagui • Merimbula Jazz Festival • Eden Whale Festival • 100 mile Bemboka Feast • Taste of Tathra 	<ul style="list-style-type: none"> • Wallaga Lake Bridge Milestone Celebrations • Wharf to Waves Tathra • Billy Tea and Damper – Montreal Goldfields • Art and Craft by the Sea • Tilba Easter Saturday Festival • Art in the Garage • Candelo Village Festival (biennial) • Living Artist Art Auction 	<ul style="list-style-type: none"> • Eden Markets • Candelo Markets • Old Bega Hospital Markets • Pambula Markets • Pambula Lodge Centre Markets • Bega Famers Market • Pambula Town Hall Markets • Merimbula Seaside Market • Merimbula Twyford Hall Markets • Nethercote Markets • Wyndham Village Markets • Cobargo Markets • Bermagui Markets





Art Galleries and Studios		Performing Arts Groups
<ul style="list-style-type: none"> The Art Trail Tanja Artist Open Studios Australian Pottery at Bemboka Spiral Gallery Robert Hayson Photography Bega Regional Art Gallery Bilyara Gallery The Crossing Gallery Cobargo Showroom Gallery Narek Galleries 	<ul style="list-style-type: none"> Boardwalkart Sam Nerrie Photography Peter Dunne Artist and Studio Gallery Pambula Toad Hall Ivy Hill Gallery Art on Imlay Essential Object Tathra Art Co-op <p style="text-align: right;">and many more....</p>	<ul style="list-style-type: none"> Fling Performing Arts Groups Candelo Arts Society Theatre Onset Footprint Theatre Spectrum Theatre Sapphire Coast Music Society
Natural Attractions	Indigenous Culture and Arts	Complementary Experiences
<ul style="list-style-type: none"> Mount Imlay National Park (Balawan Mountain) Gulaga National Park (Gulaga Mountain) Biamanga National Park (Mumbulla Mountain) Mimosa Rocks National Park 	<ul style="list-style-type: none"> Jigamy Farm (Monaroo Bobberer Gudu) Cultural Heritage Keeping Place Umbarra Cultural Centre 	<ul style="list-style-type: none"> Tilba Wines Mimosa Wines Belgrave Park Wines Local produce, cafes and restaurants Boutique accommodation



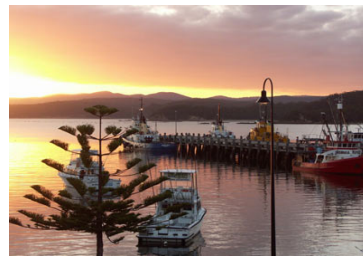
Story Consolidation

The story is about a community that is naturally inspired and encourages its visitors to get involved. The vision is to not just be known as a creative destination but to actively engage visitors in a creative lifestyle that is authentic to the community, in a way that few tourism destinations do. The aspiration is to be a welcoming community that encourages and enables its visitors to be naturally inspired and to find a way to express that inspiration. The aim is to attract “Experience Seekers” who have an interest in nature, culture and arts and provide experiences that encourage creativity through their holidays.

In order to attract these visitors to the region there is a need to deliver outstanding and inspiring natural experiences and provide an outlet for this creativity. While the Sapphire Coast region offers a wide range of attractions and experiences that would attract and engage visitors there is a need to bring these stories and experiences together.

Key steps in consolidating the Naturally Inspired story include:

- Development of **an online and published calendar of events** highlighting workshops and classes for all forms of artistic endeavor;
- **Review and update the SEAR Art Trail brochure and Research Map** to recognise existing products, attractions and experiences and identify Art Trails and short visitor itineraries;



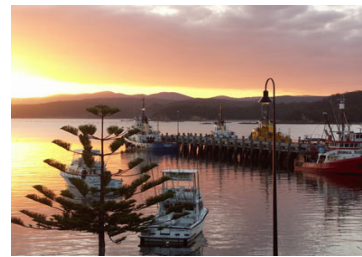
- Establishment of an **Arts and Culture Round Table including Indigenous representatives** to provide a forum for discussion and agreement on opportunities for further development of existing products and events to engage the visitor and create a cultural experience; and
- Identification of **key themes and storylines** that can be used in interpretive and marketing collateral for the Naturally Inspired. Key themes for Naturally Inspired may include:
 - Hands-on art and culture experiences with local artists;
 - Indigenous connections to nature expressed through art and cultural traditions;
 - Events and festivals that engage the senses and visitors;
 - Local story-telling; and
 - Visitors creating their own part of the Naturally Inspired story – ‘leaving their mark’ through art and culture.



Product Development

The development of the tourism experiences needed to support the Naturally Inspired story will centre around value-adding to existing products. The focus should be on developing spaces and locations where visitors can have a hands-on experience of nature and culture. There key product and experience development opportunities for establishing the Sapphire Coast as an iconic cultural destination include:

- Focus on the development of three types of arts and cultural spaces:
 - **Encourage the further development of existing permanent art spaces** such as art galleries and studios where visitors can see and experience natural inspiration and cultural creativity. There are a number of existing permanent spaces across the region however these need to have well publicised opening hours and be encouraged to provide hands-on experiences for visitors;
 - **Encourage the development of temporary art spaces** that are not dedicated or regular visitor attractions but that can provide a space for workshops, training or events. Temporary spaces could include existing art workshops, craft / farmers markets or the development of regular artist’s hubs. Further development of these spaces in the wilderness eg. Bega Valley Regional Gallery’s art workshops at Penders (Bithry Inlet) should be encouraged;
 - **Events development and integration** throughout the community including multi-arts events. Existing events in the region are static and fixed in location however there is the opportunity to create community-wide events where there are smaller associated events and activities occurring across the region. The Four Winds Festival for example could engage school groups, local cafes and artists across the region to develop additional events and musical performances at different location during the festival. This concept is similar to that of the Edinburgh Fringe Festival where activities and performances occur in multiple venues across the city from people’s homes to cafes, streets and dedicated venues; and
 - A **comprehensive calendar of events** should be developed for the region surrounding culture and arts ranging from workshops to small one-off local events / markets and annual regional events;
- Facilitation of operator training and capacity building workshops to further develop business and professional management skills within the industry;
- Development of **hands-on experiences** for visitors throughout a range of arts and cultural spaces. This could include art classes and workshops as well as the concept of legacy tourism. **Legacy tourism** provides the opportunity for visitors to leave their mark on a destination and give something back rather than just experiencing and then leaving.



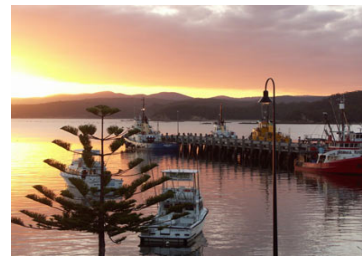
Legacy tourism for the Sapphire Coast could include encouraging visitor to write a poem, make a sculpture or plant a tree – something that can be left behind as part of their contribution to the art and culture of the region;

- Development of **interpretation hubs** at key locations across the region where the stories can be told through interpretive collateral and signage including maps and events calendars. Locations could include Visitor information Centres, Art Galleries, Jigamy Farm and the Umbarra Cultural Centre;
- Investigate the feasibility of **multi-function theatre and events venues** to cater for arts and cultural events as well as other community uses;
- Investigation of the opportunity to develop a **Regional Conservatorium for Music** in the South Coast or Sapphire Coast region;
- Development of a **story telling training program** to encourage locals to become ambassadors and interpreters for heritage and cultural tourism within their region. Story-telling festivals such as the Shorelines festival Bermagui could be expanded to include art and culture;
- Establishment of the **Indigenous Tourism Round Table** to support and mentor Indigenous tourism businesses and to encourage business development and youth job creation. This could link to a **Heritage Guide Training Program** recommended in the Sapphire Coast Heritage Tourism Strategy. Jigamy Farm and Umbarra Cultural Centre should become a hub for interpretation of Indigenous culture and heritage in the region and should be supported by appropriate training and education programs. A university **research partnership** should be established to further research and develop Indigenous cultural and heritage stories as well as potential linkages between visual art and science through schools; and
- Investigation of **grant funding options** for arts, culture and event development in particular Indigenous small business development funds. A number of these grant funding programs were identified as part of the Sapphire Coast Heritage Tourism Strategy.

Marketing and Communication

Effectively marketing and communicating the Naturally Inspired story and experiences to potential visitors will be crucial to engaging interest and encouraging visitation to the Sapphire Coast. Many of the marketing activities outlined below can be developed in conjunction with the strategies identified in the Sapphire Coast Heritage Tourism Strategy:

- Development of a Naturally Inspired Marketing and Communication Toolkit that includes:
 - A story **fact sheet**;
 - A map of **products and inspiring locations**;
 - A **downloadable art trail brochure** including the fact sheet and map; and
 - Identification of **key people** involved in the interpretation of the stories including artists and trained story tellers;
- **Promotion of the Sapphire Coast Events Calendar** through on the Sapphire Coast Tourism website and development of an online brochure in partnerships with SEAR;
- Further **promotion of the Art Trail and associated itineraries** in partnership with SEAR;
- Development of **partnerships with rural and regional media** including the ABC to further promote the Naturally Inspired story;
- Further development of the **partnership with Eurobodalla Shire** through SEAR to develop and promote a regional approach to arts and culture;
- Development of **interactive web copy and map** for the SCT website that highlights the key locations and products that interpret the Naturally Inspired story linked to the *National Landscapes* website;
- Development of online media opportunities to communicate the story eg. Four Winds You Tube Channel, image / video libraries etc;
- Development of **linkages with the Australia's Coastal Wilderness webpage** to promote the region's cultural and heritage attractions;

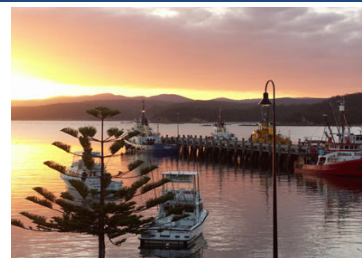


- Work with **South Coast RTO to develop media factsheets** around the story and include information on their website; and
- **Ongoing review** of the online toolkits such as the web-copy, itineraries and maps to ensure consistency with the stories and to allow the interpretation of stories to evolve over time.

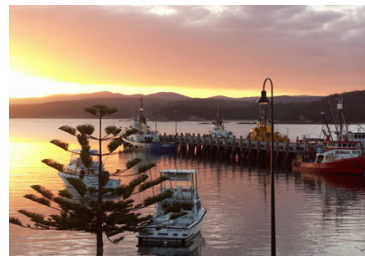
Action Plan

Provided below is a summary of the key actions required to develop the Naturally Inspired story as an iconic heritage tourism experience. Project potential and responsibilities are also indicated.

Actions	Potential	Responsibilities
Project Management		
Establishment of an Arts and Culture Round Table and appointment of a Project Manager to provide guidance and manage the implementation of actions. Broad representation from Government, industry, community and Indigenous groups should be sought in the establishment of this group. Regular meetings should be undertaken and agreed goals and protocols developed for the group.	Immediate	Sapphire Coast Tourism / Bega Valley Shire Council / SEAR / Indigenous Groups / Industry operators
Story Consolidation		
Development of an online and published calendar of events highlighting workshops and classes for all forms of artistic endeavor	Immediate	Sapphire Coast Tourism / Indigenous Groups / SEAR
Review and update the SEAR Art Trail brochure and Research Map and identify Art Trails and short visitor itineraries	Immediate	SEAR / Sapphire Coast Tourism / Bega Valley Shire Council
Identification of key themes and storylines that can be used in interpretive and marketing collateral	Immediate	Sapphire Coast Tourism / Bega Valley Shire Council / SEAR
Product Development		
Encourage development and value-adding to existing permanent art spaces with hands-on visitor experiences and well publicised operating hours	Immediate	Industry operators / SEAR
Encourage development of temporary art spaces that can provide a space for one-off or semi-regular workshops, training or events	Mid-Term	Industry operators / SEAR / Bega Valley Shire Council
Development of existing and new events that are integrated throughout the community	Mid-Term	Event organisers / SEAR / Bega Valley Shire Council
Facilitation of operator training and capacity building workshops to further develop business and professional management skills within the industry	Immediate	SEAR / Industry operators / Bega Valley Shire Council



Actions	Potential	Responsibilities
Development of hands-on experiences for visitors throughout a range of arts and cultural spaces including legacy tourism opportunities	Immediate	Industry operators / SEAR / Bega Valley Shire Council
Development of interpretation hubs at key locations across the region where the stories can be interpreted with signage and collateral	Immediate	Sapphire Coast Tourism / Industry operators / Bega Valley Shire Council
Investigate the feasibility of multi-function theatre and events venues to cater for arts and cultural events as well as other community uses	Mid-Term	SEAR / Bega Valley Shire Council
Investigation of the opportunity to develop a Regional Conservatorium for Music in the South Coast or Sapphire Coast region	Long-Term	SEAR / Regional Councils / Sapphire Coast / South Coast Tourism
Development of a story telling training program to encourage locals to become ambassadors and interpreters for heritage and cultural tourism	Long-Term	Training organisations / Bega Valley Shire Council
Establishment of the Indigenous Tourism Round Table and link to a Heritage Guide Training Program	Long-Term	Indigenous Groups / Training organisations / LALCs / Bega Valley Shire Council
A research partnership with universities and schools should be established to further research and develop Indigenous cultural and heritage stories	Long-Term	Indigenous Groups / Four Winds Festival
Investigation of grant funding options for arts, culture and event development	Long-Term	Bega Valley Shire Council / Indigenous Groups / Sapphire Coast Tourism
Marketing and Communication		
Development of a Naturally Inspired Marketing and Communication Toolkit that including a fact sheet , map of products and locations , downloadable brochure and identification of key people involved in the interpretation of the stories	Mid-Term	Sapphire Coast Tourism / Bega Valley Shire Council
Promotion of the Sapphire Coast Events Calendar through online marketing	Mid-Term	Sapphire Coast Tourism / Bega Valley Shire Council / SEAR
Further promotion of the Art Trail and itineraries in partnership with SEAR	Immediate	SEAR / Sapphire Coast Tourism / Bega Valley Shire Council
Development of partnerships with rural and regional media to further promote the Naturally Inspired story	Mid-Term	Sapphire Coast Tourism
Further development of the partnership with Eurobodalla Shire to develop and promote regional arts and culture	Mid-Term	Bega Valley Shire Council / Eurobodalla Shire Council / SEAR



Actions	Potential	Responsibilities
Development of interactive web copy and map for the SCT website	Immediate	Sapphire Coast Tourism / Bega Valley Shire Council
Development of online media opportunities to communicate the story eg. Four Winds YouTube Channel, image / video libraries etc	Immediate	Sapphire Coast Tourism / Bega Valley Shire Council
Development of linkages with the Australia's Coastal Wilderness webpage	Mid-Term	Sapphire Coast Tourism / Australia's Coastal Wilderness National Landscape Steering Committee
Work with South Coast RTO to develop media factsheets around the story and include information on their website	Long-Term	Sapphire Coast Tourism / South Coast Tourism
Ongoing review of the online toolkits to ensure consistency and allow evolution over time	Long-Term	Sapphire Coast Tourism

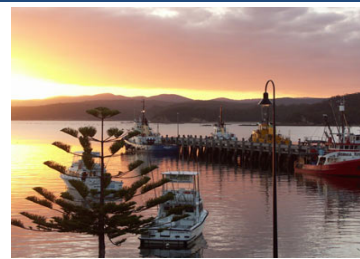




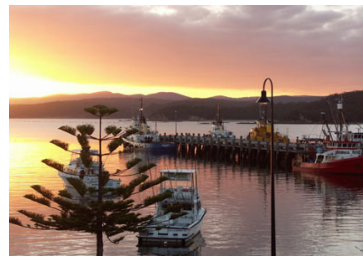
APPENDICES

Appendix 1: Local Tales and Stories

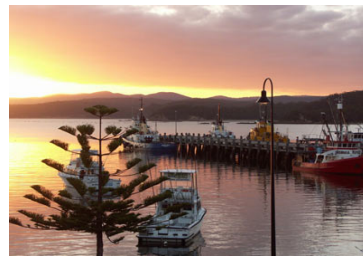
Bermagui and Surrounds	
Story Theme	Storyline
Sleeper Cutting	Timber from Bermagui and surrounds was cut for railway sleepers and exported to India and worldwide.
Gulaga Culture	In Indigenous culture, Gulaga symbolises the women figure or mother. Driving towards the mountain, the shape of Gulaga looks like the profile of a pregnant women lying down. Gulaga is also reputed to have healing powers in Indigenous culture.
Tilba's Fertile Soils	The rich volcanic soils in Tilba and the surrounding region have produced the perfect landscape for dairy farming and are responsible for the lush scenery and spectacular gardens seen throughout the region.
Gold Shipping	Gold that was mined in the Bermagui region was shipped from the port at Bermagui but was stored in the bank at Cobargo. At the time, Bermagui was only a port, not a town.
Zane Grey Big Game Fishing	Bermagui is famous for its game fishing for marlin, tuna and sharks. Two books have been written by American writer Zane Grey about the thrill of big-game fishing in Bermagui.
Bermagui Blue Pool	The Blue Pool is the most southerly rock pool for swimming on the East Coast of Australia. The pool was originally a natural hole before the Dickson Family from the Monaro Tablelands donated funds for the construction of the pool that is seen today. WR Dickinson was a bachelor and Bermagui's benefactor from the late 1930s to 1956.
Continental Shelf	Bermagui is the closest point on the East Coast of Australia to the Continental Shelf. For this reason the development of Bermagui has been based around its port facilities and shipping and fishing industries.
Longevity	In 1938 Bill Dickinson noticed that the average life span of settlers buried in Bermagui Cemetery was between 80 and 90 years. From this, a myth that residents of Bermagui lived longer developed and this attracted many new settlers. This story is documented on the wall in the Cobargo doctor's surgery and is shown in the Bega Cemetery.
Japanese Submarines	It was well known that Japanese submarines used to pull up on the beach just south of Bermagui to replenish fresh water supplies from one of the streams. Some residents have witnessed these submariners on shore and one resident in Tathra even has a Japanese slipper said to have been left by the visitors. There were also many sightings of vessels burning at sea after being sunk by Japanese submarines.
Shipwrecks	The Sapphire Coast has been the source of a number of mysteries and tragedies including numerous shipwrecks along the coast.
Arrival of the Fishing Fleet	As a tradition, wives and mothers of fisherman in Bermagui would await the return of fleet after their trip. The women would look to see how low in the water the boats were as an indication of the size of the catch.
Story Telling	Bermagui has a strong history of story telling. Stories have be shared through poets such as Arthur Upfield (author of Napoleon Bonaparte books, one of which 'The Mystery of Swordfish Reef' was written about Bermagui and District) and Dorothy Hewett as well as in festivals and events such as the Shorelines story-telling festival at the Bermagui slipways. 'The Man Who Sued God' movie was filmed in Bermagui. Bob and Dolly Dyer were



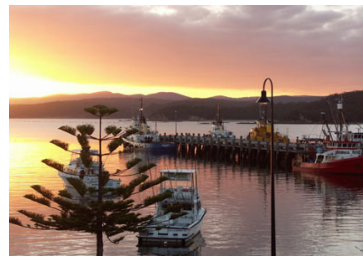
	record breaking big game fishers from Sydney who were well-known for their 'Pick a Box' radio show in the 1950's.
Connection to the Mountains	In Aboriginal dreaming Gulaga, Mumbulla and Montague Island off the coast north of Bermagui are all connected and fresh water on the Island actually comes from Gulaga.
Sea Level Rises	Thousands of years ago when the sea level was 120 meters lower, the Yuin people lived in caves on the Continental shelf and Montague Island was still connected to the mainland.
Old Coast Road	The Old Coast Road between Bermagui and Tathra has slowly been reclaimed by the sea showing the continued geological and natural processes at work along the coastline.
Bermagui Mystery	In 1880, a geologist, Lamont Young, and four others disappeared while on a boat trip from Bermagui and were never found. Their boat was found near Mystery Bay, which is about 15 kilometres north of Bermagui and is the how the Bay was named.
Gulaga Volcano	Over 60 million years ago Gulaga was an active volcano and its peak was around three kilometres high. Today it is less than 1000m high but still dominates the regional landscape. It is closely connected to the well known Black Cockatoo story.
Mysteries of the Mountains	European folklore tells of cameras that do not work when hikers reach the top of Mt Dromedary. European heritage also links to the mountains and natural surrounds of the region with stories of unmarked graves and old abandoned shacks and houses hidden in the mountains
Gold Rush	The Montreal Goldfields are the only goldfields in Australia that extend into the sea. Gold was discovered on the beach in September 1880 and a real gold rush soon occurred with miners mainly travelling from Sydney on the cargo boats. The Gold Rush only lasted 3 years but within 3 weeks of the discovery of Gold there were an additional 2000 people living in the region. Matthew Munn's son invested most of his wealth into the Pambula Goldfields and went broke.
Rivers of Gold	Gold originally formed at the top of Gulaga and formed part of the alluvial run-off of an ancient underground river down the mountain. Thousands of years later shingle gold was found on the beaches around Bermagui having been washed down the underground river. This region is only the second place in the Southern Hemisphere where shingle gold has been found and is a type of gold found in stones on the coastline. Back from the coast where the stones were found is where the Montreal Goldfields were founded.
Tathra, Bega and Surrounds	
The Cruel Sea	The Tathra and Bermagui coastlines have been the victim of the sea on many occasions, including numerous shipwrecks, fishermen's tales and battering of the Tathra wharf. One seemingly calm, storm-free night, the dressing sheds at the Blue Pool in Bermagui were destroyed by the seas.
Tathra Wharf	The Tathra Wharf is the only surviving open sea wharf on the East Coast of Australia.
Whale Spotting	Due to the proximity of the continental shelf to the land along the Tathra and Bermagui coastlines, migrating whales come very close into shore. It is common to see the whales in Horseshoe Bay from the window of the hairdresser and the hotel.
Tathra Surf Club	The Tathra Surf Club was the second surf club ever started in New South Wales and recently celebrated its centenary. The original need for the surf club was due to the fact that the Tathra Beach is a popular warm swimming beach however there are dangerous seas created by the ocean currents of the region.
Pig and Whistle	The term 'pig and whistle' was used by mariners who worked on the shipping vessels transporting pigs. If the wind was blowing in a particular direction, the workers would hear the whistle of the wind followed by the distinctive smell of the pigs below. Another common story is that the steam ships blew their whistle coming into port and the pigs squealed in retaliation.
Regional Trade	Regional trading between the Sapphire Coast and the settlers on the Tablelands was a common occurrence that lasted for many generations. The



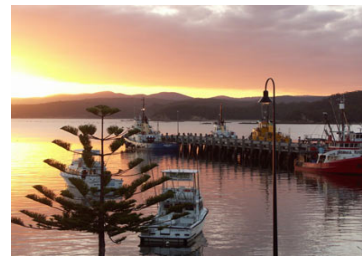
	money to build Tathra is said to have come from Government after much agitation from local land owners who had paid money to the Government for the Crown Land they had bought at auction. Merimbula was also a major freight route to the Monaro as it was a more direct route than Tathra.
Fertile Bega Valley	From the 1860's independent farmers from a range of backgrounds used the well watered hills and valleys of the Bega Valley to create a farming community based on the production of butter, cheese, beef and pork products.
Merimbula and Surrounds	
Matthew Munn	Matthew Munn originally settled Merimbula as his own 'private' township. Over time the town was gradually developed under the Robertson Land Act which allowed the chance of selection of smaller farms for settlers. Matthew Munn's success in growing corn in Merimbula was followed by the failure of the Imlay brothers in growing wheat.
Coastal Wilderness	The Merimbula area is considered to be the true coastal wilderness of the region. Three in four Australian bird species are said to be found in the Sapphire Coast region.
Pambula River	The Pambula River is home to one of the largest Aboriginal middens in Australia, highlight the marine abundance and large population that the region can support.
Eden and Surrounds	
Davidson Family and the Killers of Eden	The Killers of Eden story of killer whales in TwoFold Bay that co-operated with humans to hunt baleen whales is one of the significant heritage stories of the region. Four generations of the Davidson family are said to have worked with the killer whales that herded other whales into the bay to be hunted.
Old Tom	There are stories of whaling boats being towed out to sea and around Twofold Bay by 'Old Tom'. The Eden Killer Whale Museum displays the skeleton of the killer whale 'Old Tom' as well as artifacts, equipment and information about Eden's whaling days.
Indigenous Cooperation with the Killers of Eden	The Killer Whales assisted the Indigenous people in hunting and killing the baleen whales and the hunters were then required to give back the whale tongue to the killer whales as 'payment' for their help. It is said that the local Indigenous tribe - Thawa had a long established co-operative relationship with the Killer whales, whom they called "Beowas" and revered as reincarnated warriors reborn to the sea from the Dreaming.
Eden, the Nation's Capital	Following Federation in 1901 the Eden township was considered as one of the two possible locations to become the Nation's capital however was overlooked in the end in favour of 'Limestone Plains', now Canberra.
Benjamin Boyd	Benjamin Boyd was a well known entrepreneur of the time who settled in Eden and built nearby Boydtown and was known for his achievements, controversy and eventual demise. He had interests in both the whaling and shipping industries as well as owning vast grazing properties on the Monaro Tablelands and in the Riverina. Boyds Tower, originally designed as a lighthouse by Benjamin Boyd, was built in 1847.
Boyd's Vision	Benjamin Boyd designed Boyd Town with 300m ² town blocks before the concept of town planning was considered. It is said that Boyd had a vision for Boydtown to become the Nation's Capital and be settled as a large township.
Davidson History	Alexander Davidson was a carpenter who worked for Benjamin Boyd in the 1840's to build the Seahorse Inn and worked on the Presbyterian church in Eden. Following the failure of Boyd's financial empire, Boyd's tower was taken over by the Davidson family who used it to spot whales for their whaling operations at Kiah Inlet. Other people involved in early whaling included Thomas Raine and the Imlay Brothers.
Davidson's Success	The success of the Davidson family in the whaling business is often attributed to the Indigenous whaling crew the family employed to work on the boats with the Davidson crew. The Indigenous whalers had excellent knowledge of the region and a connection with the Killer whales that visited.



	It is said that the Indigenous whalers worked with the Davidson crew and they were all paid the same wage.
Sir Oswald Brierly	Oswald Brierly, a marine painter and amateur artist was an employee of Ben Boyd's in the 1840's and is said to have designed Boyd's Tower. Brierly acted as manager of Boyd's pastoral and whaling business, living at Twofold Bay where he was appointed a magistrate. After returning to the UK Brierly became a marine artist for Queen Victoria.
Volcanic Activity	Volcanic activity in the Eden area has been responsible for the formation of the mountains and ranges in the area, including the formation of Mt Imlay. The mountains were shaped not by lava flows, but the eventual hardening of large balls of magma formed with a cloud of ionised particles.
Yuin Inhabitants	It is said that there were Yuin people still living in traditional ways at Wonboyn Lake until recent times.
Formation of Twofold Bay	In geological history, Twofold Bay was the gorge at the river mouth of an ancient underground river that flowed from the mountains.
G.A Robinson	In mid August 1844 G.A Robinson wrote 'this evening went on shore in South Twofold Bay and witnessed a very interesting corroboree by the Maneroo Natives, they were on a visit to their coast friends to introduce it, was composed and arranged by Al.mil.gong, an Omeo Black from Tongio-mungie. There were about 60 or 70 Blacks present including the Twofold Bay. Number of whales were on shore...
Other Regional Stories	
Bundian Way	The Bundian Way is an ancient Indigenous trade route thought to be one of the oldest trade routes on the planet. The Bundian Way links both Indigenous and European heritage and is a trade route linking the coast to the mountains. Trade between the coastal people of Twofold Bay, the Gippsland and sites from the Snowy Mountains is unique and is thought to predate the Silk Road, the Roman Roads and other ancient pathways.
Whistling Jack	Bullock train drivers believed that the Bundian Way was haunted as their bullocks used to get spooked by a whistling noise as they travelled along the pathways. The noise was subterranean water flow running from the ancient underground rivers to the sea.
Indigenous Harvest	The earliest Indigenous inhabitants of the Sapphire Coast region enjoyed an abundant harvest from both the land and sea. Hunters commonly fished from bark canoes in the many local waterways and would also hunt whales including Humpback and Minkie whales with the assistance of Killer Whales.
Whale Migration	The region is recognised as the busiest 'hotspot' of whale activity in Australia, with around 16 species of cetaceans (whales and dolphins) and other marine mammals known to inhabit these waters. The diverse marine life and coastline of the Sapphire Coast has resulted in numerous enterprises developing in the region including whale-watching tours during the annual southern migration of humpback whales from October to December, northern migration in May-July and whale-watching from Green Cape lighthouse and other coastal walks and lookouts. Today, satellite tracking of whale migration is also being undertaken.
Whale Feeding Patterns	Photos taken in Eden of migrating whales feeding on large schools of plankton has disproved the scientific theory that whales do not feed during their migration.
The 'Right' Whale	The Right Whale gets its name from the whalers who targeted these whales as the 'right' ones to catch due to their high oil to blubber ratio. Right Whales commonly used Twofold Bay as a breeding site and were therefore an easy kill for the whalers.
Ocean Currents	The meeting of the East Australia Current from the north and the cold southern ocean waters of Bass Strait on a volcanic fault line where three tectonic plates join has created a geological and ecological phenomenon in the Sapphire Coast. This has resulted in one of the world's most diverse marine ecosystems and has been the subject of extensive international marine research and investigation.
Indigenous Connection with Nature	In Indigenous heritage, Gulaga and Biamanga and the surrounding natural landscape, form part of a both female and male initiation rites for their people. These two sites are sacred to the Yuin people and Gulaga itself symbolises the mother.



Star-Gazing	The Sapphire Coast is said to be the best place on the Eastern Coast of Australia for star gazing and astronomy, owing to the region's low population density and limited light intrusion.
Creative Energy	The combination of stunning natural assets across the region has provided a creative energy for many artists and visitors to the region which has inspired music, arts and culture; food and wine and events. Today, many creative people, including artists, poets, writers, filmmakers, photographers and musicians, have made their home in the Sapphire Coast.
Poets	The Sapphire Coast is said to be the birthplace of Australia's first published poet and has been home to a number of well-known poets and writers including Arthur Upfield, Rodney Hall, Olga Masters and Dorothy Hewett (for a short time).
Preservation Island Shipwreck	The journey of a group of sailors from Preservation Island after they were shipwrecked and their raft was beached near Point Hicks and they were forced to continue on foot along the coastline to Port Jackson. The sailors' journey through a harsh and secluded landscape was aided by help from Indigenous communities and the abundant coastal wilderness through which they were travelling.
Back Door to NSW	The Sapphire Coast was a secluded region that was often forgotten during the European settlement. The 'Back Door to NSW' history tells of an untouched and unregulated area with flourishing illegal trade activities.
The First Settlers	Townships across the Sapphire Coast were first settled by whalers and pastoralist squatters long before land settlement was made legal.
Paradise Found	From the 1970's on many people have found their own 'Garden of Eden' on the Sapphire Coast with its natural beauty and relaxed lifestyle. With its secluded and pristine landscape and coastline, undeveloped and uncrowded towns, the Sapphire Coast Region provides an escape for many visitors and residents.
Magnetic Attraction	The Sapphire Coast region is said to have a magnetic force that attracts visitors to experience the region. As described by a local resident – "If you sleep in the shadow of the mountains, one day you will return."
Indigenous Ownership	Biamanga and Gulaga National Parks are important places to the Yuin people and in 2006 were returned to their Aboriginal owners. These parks were the third and fourth parks to be returned to Aboriginal ownership in NSW and the first on the eastern seaboard.
Connection to New Zealand	In geological history, the Sapphire Coast region is one of the final parts of Australia to be separated from New Zealand and New Caledonia. This indicates that the region is relatively young in geological terms.
Fish Fossils	The Sapphire Coast region provides some of the best preserved examples of fish fossils in the world. People travel from around the globe to discover more about these fossils and the geological and biological history they hold.
Mutton Bird Migration	Mutton bird pacific migration occurs at the same time as the whale migration and the birds arrive on the Sapphire Coast in their millions to nest. The mutton birds provided good eating for Indigenous people and early whalers, however snakes in the bird's nesting holes created problems in hunting the birds.
Battle of the Forests	The competition between a growing population and rising awareness of environmental sustainability has created a battle for the numerous National Parks and green spaces in the region.
Wattle Barking	In the 1860's tons and tons of wattlebark were taken out of the Sapphire Coast region to be used for leather tanning for harnesses. The tannins in <i>Acacia mearnsii</i> (black or green wattle) bark, a local wattle species was found to create a high quality leather and wattle barking for exporting was an important part of the economy from the 1860's to 1950's when chemical tannins took over. There was a tannery right on the edge of Bega town operating until the 1950's. Cobargo's first name was Wattleton Junction.
Against All Odds	The Sapphire Coast has a history of hardships and heroic tales including floods, and fires. The natural disasters show how nature has continued to shape the landscape of the Sapphire Coast.



Appendix 2: Stakeholders Consulted

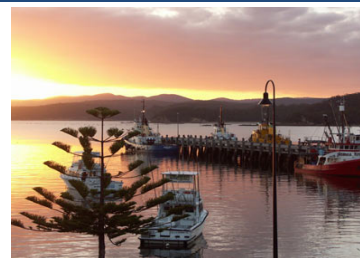
Sapphire Coast Cultural Heritage Working Group

- Gordon Beattie - *Sapphire Coast Tourism*
- Samantha Smith - *Sapphire Coast Tourism*
- Rob Bell – *Sapphire Coast Tourism*
- Penny Amberg - *Bega Valley Shire Council*
- Megan Bottari - *Bega Regional Gallery*
- Gretel Bodian - *Montreal Goldfields*
- Fiona Firth - *Historian*
- Judi Hearn - *Montreal Goldfields*
- Rosemary Millard - *Gourmet Chef*
- Olwen Morris - *Merimbula - Imlay Historical Society*
- Robyn Kesby – *National Parks and Wildlife Service NSW*
- Jenny Robb - *Sapphire Coast Marine Discovery Centre*
- Jody White – *Eden Killer Whale Museum*
- Tim Shepherd – *National Parks and Wildlife Service NSW*
- Andrew Gray – *SEAR (South East Arts Region)*
- Sheena Boughen - *Four Winds Festival*
- Karen O’Cleary - *Narek Galleries*

Moving forward, the Sapphire Coast Cultural Heritage Working Group will also include representation from the Gulaga and Biamanga Boards of Management.

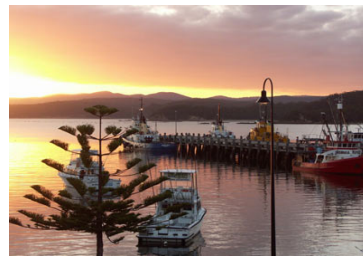
Regional Stakeholders

- Cheryl Davison
- Allan Gibson – *Gibsons by the Beach*
- Ben Cruse – *Eden LALC*
- Ossie Cruse – *Eden LALC*
- Jan Dowling – *Bega LALC*
- David Costello – *National Parks and Wildlife Service NSW*
- Don Goodridge - *Montreal Goldfields*
- John - *Montreal Goldfields*
- Carol Carmody – *Bermagui Area Chamber of Commerce and Tourism*
- Eroll Masterson - *Bermagui Historical Society*
- Dave - *Bermagui Historical Society*
- Will Hanrahan – *Ocean Wilderness Sea Kayaking*
- Keith Crook - *ANU*
- Anne Felton – *ANU*
- Jenny Drenkhahn – *Eden Killer Whale Museum Committee*
- Denise McGlasham
- Janette Neilson
- Phillip – *Green Gables B&B*
- Stewart – *Green Gables B&B*
- Rob White – *Tathra Beach House Holiday Apartments*
- Gordon Barclay
- Lorraine Naylor – *Merrimans LALC*
- Eric Naylor - – *Merrimans LALC*
- John Mumbler
- Mary Duroux
- Trisha Ellis - *NPWS NSW*
- Preston Cope - *NPWS NSW*

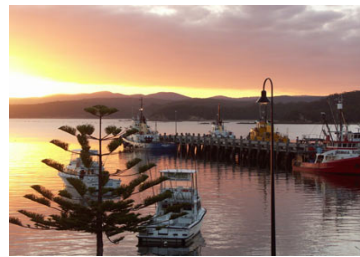


Appendix 3: Heritage Tourism Products

Category	Products, Attractions and Sites			
National Parks and Reserves	<ul style="list-style-type: none"> Ben Boyd National Park Bournda National Park Mimosa Rocks National Park 	<ul style="list-style-type: none"> Mount Imlay National Park Gulaga National Park Biamanga National Park Tathra Forest Wildlife Reserve 	<ul style="list-style-type: none"> Nadgee Nature Reserve Wadbilliga National Park Wallaga Lake Bemboka National Parks Murrah River 	<ul style="list-style-type: none"> South East Forests Panboola Wetlands Pambula River Montague Island Bega River
Lookouts and Walking Trails	<ul style="list-style-type: none"> Warren's Walk Eden Eden Rotary Lookout Brown Mountain Indian Head Numbugga Walls 	<ul style="list-style-type: none"> Allan Gibson Boardwalk / Maritime Heritage Walk Brogo Wilderness Pigeon Box 	<ul style="list-style-type: none"> Light to Light Walk Kangarutha Walking Trail Murunna Point Bemboka Peak 	<ul style="list-style-type: none"> Tathra Coastline Walk Mogareeka Cycle / Walkway Brogo Dam
Tours	<ul style="list-style-type: none"> Far South Coast Birdwatchers Oakland Trail Rides 	<ul style="list-style-type: none"> Staples Riding School Pender Lea Trail Rides NPWS Discovery 	<ul style="list-style-type: none"> Wheeler's Oyster Farm Sapphire Coast Ecotours 	<ul style="list-style-type: none"> Montreal Goldfields Eden Killer Whale Museum
Built Attractions	<ul style="list-style-type: none"> Sapphire Coast Marine Discovery Centre Eden Killer Whale Museum Tathra Rotary Park Eden Rotary Lookout 	<ul style="list-style-type: none"> Davidson Whaling Station Old School Museum Seahorse Inn Boydtown Tathra Surf Life Saving Club 	<ul style="list-style-type: none"> Merimbula Aquarium Bega Pioneer Museum Boyds Tower National Timber Workers Memorial 	<ul style="list-style-type: none"> Merimbula Museum Bermagui Fishing Co-op Bega Heritage Centre Green Cape Lighthouse
Other Cultural and Heritage Sites	<ul style="list-style-type: none"> Bermagui Blue Pool and Lookout Eden Historical Cemetery National Timber Workers' Memorial 	<ul style="list-style-type: none"> Jigamy Farm (Monaroo Bobberr Gudu) Cultural Heritage Keeping Place Eden Seamen's Wall Montreal Goldfields Historic timber buildings 	<ul style="list-style-type: none"> Boat launching facility Quarantine Bay Navy/multi purpose wharf Twofold Bay Bundian Way 	<ul style="list-style-type: none"> Haycock Point Tathra Wharf Brogo mud brick houses and stone fire places Greencape Lighthouse



Art and Culture	<ul style="list-style-type: none"> • Spiral Gallery • Robert Hayson Photography • Australian Pottery at Bemboka • Bega Regional Art Gallery 	<ul style="list-style-type: none"> • Bilyara Gallery • The Crossing Gallery • Cobargo Showroom Gallery • The Art Trail • Narek Galleries • Tilba Wines 	<ul style="list-style-type: none"> • Boardwalkart • Sam Nerrie Photography • Mimosa Wines • Belgrave Park Wines • Hand built houses by local artists 	<ul style="list-style-type: none"> • Peter Dunne Artist and Studio Gallery • Pambula Toad Hall • Ivy Hill Gallery • Art on Imlay • Essential Object Tathra
Adventure	<ul style="list-style-type: none"> • Merimbula Divers Lodge • Merimbula Air Services 	<ul style="list-style-type: none"> • East Coast Heli Tours • Air Sapphire 	<ul style="list-style-type: none"> • Coastlife Adventures • Brogo Wilderness Canoes 	<ul style="list-style-type: none"> • Ocean Wilderness Sea Kayaking
Cruises and Fishing	<ul style="list-style-type: none"> • Merimbula Marina • Freedom Charters • Connemara Fishing Charters 	<ul style="list-style-type: none"> • Cat Balou Cruises • Headland Charters 	<ul style="list-style-type: none"> • Rathlin II Fishing Charters • Bermagui Charters 	<ul style="list-style-type: none"> • Reel Affair Charters • Fishpen Charters
Events and Festivals	<ul style="list-style-type: none"> • Merimbula Jazz Festival • Eden Whale Festival • Easter Art Exhibitions • 100 mile Bemboka Feast 	<ul style="list-style-type: none"> • Cobargo Folk Festival • Bermagui Seaside Fair • Taste of Tathra • Wallaga Lake Bridge Milestone Celebrations 	<ul style="list-style-type: none"> • Sculpture on the Edge • Four Winds Festival • Wharf to Waves Tathra • Billy Tea and Damper – Montreal Goldfields 	<ul style="list-style-type: none"> • Art and Craft by the Sea • Tilba Easter Saturday Festival
Markets	<ul style="list-style-type: none"> • Eden Markets • Candelo Markets • Old Bega Hospital Markets • Pambula Markets 	<ul style="list-style-type: none"> • Pambula Lodge Centre Markets • Bega Famers Market • Pambula Town Hall Markets 	<ul style="list-style-type: none"> • Merimbula Seaside Market • Merimbula Twyford Hall Markets • Nethercote Markets 	<ul style="list-style-type: none"> • Wyndham Village Markets • Cobargo Markets • Bermagui Markets
Tourist Drives	<ul style="list-style-type: none"> • Tourist Drive No. 8: Cobargo – Bermagui – Tilba Tilba • Tourist Drive No. 9: Tathra – Bermagui – Wallaga Lake 	<ul style="list-style-type: none"> • Tourist Drive No. 10: Candelo – Wyndham – Towamba – Eden • Wallagaraugh Forest Drive 	<ul style="list-style-type: none"> • Tourist Drive No 11: Bega – Tathra – Merimbula – Pambula 	<ul style="list-style-type: none"> • The Coast Road: Tathra – Tanja – Wapengo – Murrah - Bermagui



Appendix 4: Existing Collateral and Information Sources

Brochures and Guides

- Sapphire Coast Official Visitor Guide
- Sapphire Coast Tourism Magazine - Bega / Tathra
- Sapphire Coast Tourism Magazine - Bermagui / Cobargo
- Sapphire Coast Tourism Magazine - Eden
- Sapphire Coast Tourism Magazine - Merimbula
- Sapphire Coast 2010 Attractions Guide
- Terror and the Scenic Coast
- Gem Attractions Guide
- Tracking through the SouthEast forests of NSW
- Birdwatching on the Far South Coast
- iMag Far South Coast Magazine and iMag Gallery Trail
- Local brochures, history guides and Indigenous books
- Far South Coast Natural and Cultural Experiences
- NPWS Guides

Visitor Information Centres

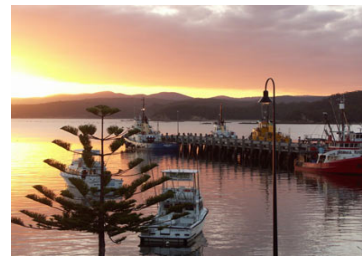
- Eden Gateway Visitor Information Centre
- Merimbula Visitor Information Centre
- Bega Visitor Information Centre
- Cobargo Tourist Information Centre
- Bermagui Visitor Information Centre

Maps

- Sapphire Coast Region Map 1
- Sapphire Coast Region Map 2
- Eden Town Map
- Pambula Town Map
- Pambula Beach Town Map
- Merimbula Town Map
- Tura Beach Town Map
- Tathra Town Map
- Bega Town Map
- Bermagui Town Map
- Cartoscope Maps
- Local maps
- Touring Maps 8-11

Websites

- www.sapphirecoast.com.au
- www.southcoast.net.au
- www.southcoast.com.au
- www.bermagui.net
- www.merimbulatourism.com.au
- www.sapphirecoast.info
- www.begavalley.nsw.gov.au/Visitors/Visitors.htm
- [www.visitnsw.com/area/Bega Sapphire Coast and Surrounds.aspx](http://www.visitnsw.com/area/Bega_Sapphire_Coast_and_Surrounds.aspx)
- www.merimbula.com.au
- www.edentourism.com.au
- www.australia.com/nl
- www.nationalparks.nsw.gov.au
- www.visitcobargo.com



Appendix 5: Heritage Grant Program Package

BACKGROUND

The Sapphire Coast Heritage Tourism Strategy aims to develop and deliver a range of new heritage experiences for the international “Experience Seeker” market, encouraging them to stay and spend money on the Sapphire Coast. The strategy has identified three iconic stories that have the greatest potential to attract the “Experience Seeker” and that can be developed into a high quality visitor experience. A range of strategies and actions have been identified that are required in order to develop and deliver these heritage tourism experiences. Recommended actions are centred around product development, interpretation and collateral development, heritage guide training, community engagement, marketing and communication. In order to take forward and implement these key actions, the opportunity to apply for grant funding programs exists for Sapphire Coast Tourism and other regional partners.

GRANT FUNDING PROGRAMS

There are a range of different grant funding programs that would be relevant for the Sapphire Coast in the implementation of the Heritage Tourism Strategy and its recommended actions. The types of grant funding programs that would be applicable for the Sapphire Coast include:

- Heritage tourism development
- Heritage interpretation and signage
- Natural heritage preservation and interpretation
- Indigenous heritage and small business development
- Training and skills development
- Heritage site conservation
- Heritage research
- Marketing and promotion
- Events and arts

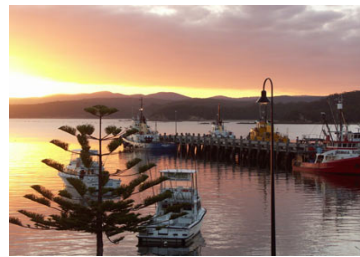
Table 2 provides an overview of some of the relevant grant funding programs under each of these categories including details on eligibility, timing and key criteria.

KEY FUNDING OPPORTUNITIES

From a review of the available grant funding programs, there are three grants that provide the best opportunity for the Sapphire Coast in securing funds to take forward the key actions of the Heritage Tourism Strategy (see Table 1 below). Further details on the programs are provided in Table 2.

Table 1. Sapphire Coast Grant Funding Opportunities

Grant Program	Application for the Sapphire Coast
Community Strategic Products and Services – Heritage Branch NSW	<p>This program provides funds for the delivery of state heritage focused strategic heritage products and services. Funds can be provided for the development and delivery of sustainable heritage products and services, state or local government non-core & non-statutory heritage products and services, building of ongoing partnerships, commercial heritage products and services, leadership heritage projects, innovative and cutting edge heritage products and services or heritage advocacy and outreach services.</p> <p>The next funding round will be called in late 2010 and matched funds grants of up to \$60,000 or 2 year interest-free loans of \$60,000 for commercial projects are available. Individuals, businesses, community organisations can apply as well as State or local government. An application could be made by Sapphire Coast Tourism for funding for the implementation of key actions identified in the Sapphire Coast Heritage Tourism Strategy. The focus of the application will need to be on the delivery state-wide heritage benefits.</p>



Grant Program	Application for the Sapphire Coast
<p>Aboriginal Heritage Projects – Heritage Branch NSW</p>	<p>This program provides funding for Aboriginal heritage projects that conserve, promote and increase understanding of Aboriginal heritage. Funding can be to assist in the interpretation of culturally significant Aboriginal places, oral history recording or provision of on-ground site interpretation for socially significant places/sites such as walkways, signs, trails, mapping of tracks or places.</p> <p>Applications are open all year round and provide matching funds up to \$75,000. Aboriginal organisations or local councils can apply for funding. Many of the stories and experiences identified in the Sapphire Coast Heritage Tourism Strategy relate to Indigenous sites and stories. An application by Council or a Local Aboriginal Land Council could be made for funding to implement identified strategies such as interpretive signage at significant Aboriginal heritage places, oral history recording and guide training.</p>
<p>Local Government Heritage Management Program – Heritage Branch NSW</p>	<p>This program provides funding for the delivery of local government heritage management. Funds are available for local councils to undertake heritage planning studies and establish a Local Heritage Fund to provide incentive funding for small heritage projects for places listed on the heritage schedule of the Local Environment Plan. A Local Heritage Fund can be used to fund heritage projects such as conservation, adaptive reuse, interpretation and urban design.</p> <p>Applications are called annually however applications for the 2010-2011 have now closed. Funding is available with matched funds for up to \$8,500 per year (years 1 to 4) for a Local Heritage Fund. All NSW Local Councils are eligible to apply. There are a number of sites identified in the Sapphire Coast Heritage Tourism Strategy that are listed on the Bega Valley Local Environment Plan. The Bega Valley Shire Council could apply for funding to establish a Local Heritage Fund to implement some of the actions identified in the Tourism Strategy.</p>

KEY SELECTION CRITERIA

The three identified grants programs are all available from the Heritage Branch NSW. The key criteria that the Heritage Branch uses in assessing funding applications are projects that have:

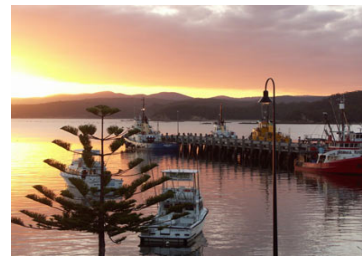
- Sustainable long term heritage benefits
- Public benefit and enjoyment
- Innovation and leadership
- Capacity and commitment to undertake and complete the project
- Funding equity and cost effectiveness

Provided below is a summary of the key information that should be included in a funding application and important points in addressing each of the selection criteria.

Project Background

In 2010, Sapphire Coast Tourism and its regional partners developed a Sapphire Coast Heritage Tourism Strategy to guide the future direction of heritage tourism development in the region. The Sapphire Coast forms a significant part of the Australia’s Coastal Wilderness, one of the National Landscapes being promoted by Tourism Australia and Parks Australia. Targeting the international “Experience Seeker” planning to travel to Australia’s Coastal Wilderness, the opportunity to provide this market with a range of new heritage experiences was identified in order to encourage visitors to stay and spend money on the Sapphire Coast. The objectives of the Sapphire Coast Heritage Tourism Strategy were to:

- Develop a strategy that delivers heritage tourism and leverages the **Australia’s Coastal Wilderness brand**, in order to encourage additional visitor markets to the destination;
- Identify **key heritage tourism experiences** that align with the needs of the “Experience Seekers” target market to extend visitor’s length of stay and dispersal across the region;



- Identify a suite of **strategies to effectively deliver, develop, market and manage key experiences** that are distinctive for the Sapphire Coast and create a competitive edge for the destination.

The Sapphire Coast Heritage Tourism Strategy identifies three iconic heritage stories that can set the region apart, build strong consumer awareness and deliver a world class experience. The three agreed ‘iconic stories’ are:

- **Killers of Eden** - The Killers of Eden focuses on the special relationship that developed between the local Thawa people and the Killer Whales of Twofold Bay that resulted in a highly successful hunting partnership for both the Indigenous tribes and the later whaling enterprises including the Davidson family drawing on indigenous traditional knowledge
- **In the Shadow of the Mountains** – This story explores the local saying that ‘if you sleep in the shadow of the mountains you are destined to return’. The story interprets the geological, natural and cultural history of the fertile valleys, rugged coastline and the mountains that created them. With links to Australian Indigenous and European stories of the three mountains – Gulaga (Mt Dromedary), Mumbulla and Balawan (Mt Imlay) the magnetic attraction of the region is explored.
- **Meeting of the Waters** – Two ocean currents do battle on the Sapphire Coast producing rich marine life and some unexplained mysteries. The Meeting of the Waters story parallels the history of the region, its enterprises and attractions with abundance, isolation and mystery.

The Sapphire Coast Heritage Tourism Strategy identifies key gaps in the existing suite of collateral, visitor information, products and experiences for the delivery of the three iconic stories:

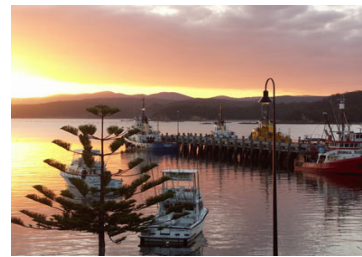
- Specific information linking stories, attractions, products and experiences;
- Consistent stories and information on where stories can be experienced in-region
- Itinerary based maps or guides for iconic heritage experiences;
- Story-tellers of Indigenous and European heritage and culture; and
- Linking places and attractions together to create trails through interpretation.

Project Summary – Sapphire Coast Heritage Tourism Development Project

This Sapphire Coast Heritage Tourism Development project will aim to develop and deliver a core range of heritage tourism experiences in the Sapphire Coast. Based on the recommendations of the Sapphire Coast Heritage Tourism Strategy, this project will implement a range of strategies and actions to develop three iconic heritage stories supported by relevant products, experiences, services and collateral. Key actions to be implemented include:

- Development of **interpretive signage** at key heritage sites across the Sapphire Coast;
- Development of **posters / interpretive panels** at Visitor Information Centres;
- Development of **web-based and hard copy collateral** for each of the three iconic stories;
- Development of **community training programs** for heritage tourism guides; and
- Implementation of a **web-based marketing strategy**.

The result of this project will be a suite of heritage stories and experiences that will attract the International “Experience Seeker” market to visitor the Sapphire Coast region. The “Experience Seeker” market is the core international target market for Australia and represents significant potential for not only the Sapphire Coast region but the State of New South Wales in developing heritage tourism.



Sustainable Long Term Heritage Benefits

The Sapphire Coast has a wide range of existing cultural and natural heritage experiences. The region's heritage experiences range from museums, historic buildings and sites, Indigenous sites, art and cultural attractions to National Parks, marine tours and attractions and walking trails, through to events and festivals, lookouts and scenic drives. The region is home to the Davidson Whaling Station and the Tathra Wharf, two of the State-significant heritage items along with a number of National Trust and Register of the National Estate sites and properties. In addition to these physical sites and locations, the Sapphire Coast's cultural and heritage is underpinned by numerous stories, heroic tales, folklore and both Indigenous and European culture and beliefs. Two of the key stories of State and National significance are the Killers of Eden story which has been documented and interpreted through a range of media including books and film and also the Bundian Way Indigenous trading route that begins in the Sapphire Coast and is thought to be one of the oldest trading routes in the world.

In order to capitalise on these heritage assets and ensure their long term sustainability, there is the opportunity to further develop heritage tourism within the region. In the 2008/09 year in the South Coast tourism region (including the Sapphire Coast):

- 11% of domestic visitors participated in a culture / heritage experience;
- 74% of international visitors participated in culture / heritage experiences; and
- 27% of international visitors participated in Indigenous experiences.

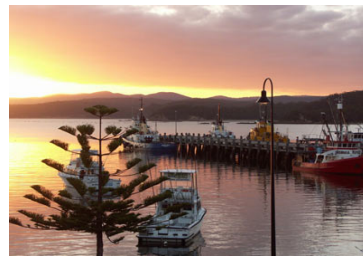
Over the next 10 years, it is expected that domestic tourism in Australia will have relatively flat growth of 0.1% per annum in domestic visitor nights and 1.3% in domestic overnight trips (TRA, 2008). However Tourism Australian research also shows a forecast growth of 1.7% per annum in cultural / heritage activities in the domestic market to 2020. This growth is the largest average annual growth of all tourism activities. The international market and day trip market in Australia have also seen growth in cultural / heritage activities between 2000 and 2008 and this trend is likely to continue along with the domestic market.

With expected growth in cultural heritage tourism over the next 10 years, the Sapphire Coast has the opportunity to not only promote the heritage tourism assets and experiences of the region but engage both visitors and locals in education and conservation of the region's significant heritage and culture. Engaging visitors and locals through the interpretation of heritage stories and the delivery of collateral and interactive experiences will provide a hands on experience and encourage increased length of stay and expenditure within the region. Encouraging heritage tourism in the region will assist in ensuring that the project will become self-funding over time and create tourism benefits that flow on through the region and the State.

Of particular significance is the interpretation and preservation of Indigenous cultural and beliefs. The Sapphire Coast has a number of Indigenous groups each with culturally significant sites and traditional beliefs that can be interpreted for the International visitor. Engagement with the Indigenous community and development of heritage stories, experiences and collateral will assist in allowing visitors to gain a greater understanding of Aboriginal beliefs and an appreciation of the importance of conserving these sites and traditions.

Public Benefit and Enjoyment

The Sapphire Coast forms a significant part of the Australia's Coastal Wilderness Region one of the National Landscapes being promoted by Tourism Australia and Parks Australia. The region has rich history and cultural heritage that is often overshadowed by the stunning scenery and coastal wilderness. The region has a suite of heritage attractions that can value add to the coastal experiences and would be of real interest to the International visitor as well as residents and domestic visitors. The project aims to bring together the key heritage stories and experiences of the region that can be delivered and interpreted for visitors and residents alike.



The development of interpretive signage, collateral and web-based materials for key heritage stories and sites will provide access for visitors and residents to learn about and experience the natural and cultural heritage of the region and engage them in the stories and cultural beliefs that have shaped the region today. In addition, the implementation of a community training program to develop the skills of locals is one of the key enablers of success in communicating the heritage stories of the Sapphire Coast. A community heritage training program, in partnership with TAFE and NPWS will be developed in order to train high quality local heritage tourism guides. This includes training of Indigenous guides to interpret key stories and cultural beliefs of local Aboriginal groups. Community training will aid in education and awareness raising of heritage in the region and develop local champions for tourism.

Innovation and Leadership

Leveraging the international reputation of Australia's Coast Wilderness, Sapphire Coast Tourism and its regional partners identified the opportunity to provide the International visitor market with a range of new heritage experiences on the Sapphire Coast. The Sapphire Coast Heritage Tourism Strategy was not intended to be a comprehensive review of all of the heritage products, stories and experiences available in the region but rather the identification of those that have the greatest potential for attracting the International "Experience Seeker" market. The region is home to a wide range of cultural and natural heritage products, experiences, attractions and stories however there is a need to clearly interpret and promote these in a way that is meaningful and accessible to the visitor. The strategy therefore took the innovative approach of identifying key 'iconic heritage stories' that can set the region apart, build strong consumer awareness and deliver a world class experience.

These iconic stories will need to be supported by a range of visitor attractions, experiences and interpretation, providing a common linkage between heritage assets across the region. Based on the needs of the International visitor market, the development of the iconic heritage stories and their associated assets will engage the:

- **Head** – differentiated from other places and in contrast to their life;
- **Hands** – not just heard about but personally experienced;
- **Heart** – provide a learning opportunity with authentic local interaction that builds a connection.

This aim of the project is to provide the required interpretive signage, collateral, training and resources for these heritage stories to be told and experienced by visitors and residents across the Sapphire Coast.

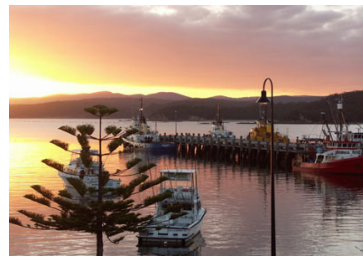
Capacity and Commitment to Undertake and Complete the Project

The Sapphire Coast Heritage Tourism Strategy and its recommendations were developed through extensive consultation with stakeholders across the region including Government, tourism operators, industry associations, Indigenous groups and community representatives. There is a strong level of support for the implementation of the recommendations within the strategy through this Sapphire Coast Heritage Tourism Development project. This project will therefore be developed as a partnership, bringing in the skills and expertise of a wide range of stakeholders.

The Sapphire Coast Cultural Heritage Working Group who oversaw the development of the Heritage Tourism Strategy will form the Project Management Team for the implementation of this project. The Cultural Heritage Working Group is chaired by Sapphire Coast Tourism and there is a strong commitment and engagement to take forward the recommendations identified in the Heritage Tourism Strategy. The Project Management team will have the required financial and business management skills necessary to implement the Sapphire Coast Heritage Tourism Development project.

Funding Equity and Cost Effectiveness

The Sapphire Coast Heritage Tourism Development project will ensure cost-effectiveness in the expenditure of grant funds through the leveraging of in-kind support, existing regional partnerships and resources. Matched funds will also be provided through a range of regional partners. While some components of the Sapphire Coast Heritage Tourism Development project may continue



without the grant funding, to successfully deliver a world-class experience for visitors a consistent suite of experiences must be provided. In this regard, the grant funds are essential in ensuring the timely and effective delivery of heritage tourism for the Sapphire Coast.

The grant funding will be expended on activities designed to develop heritage tourism experiences that have the greatest potential to attract visitors, encouraging extended length of stay in the region and increased expenditure. In this way the project aims to become self-funding over time and create tourism benefits that flow on through the region and the State. In becoming self-funding and generating revenue for existing heritage attractions there will be increased capacity for heritage conservation and education activities over time.

Project Plan and Costings

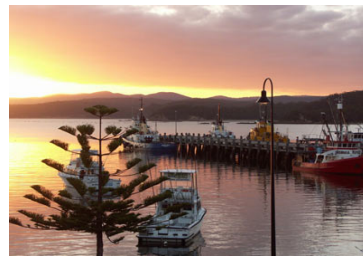
A full project plan and associated costings will need to be developed based on the actions and strategies recommended in the Sapphire Coast Heritage Tourism Strategy. Further consultation with key stakeholders will be required to identify cost synergies and partnership opportunities.

NEXT STEPS

- Contact the Heritage Branch New South Wales to discuss the Sapphire Coast Heritage Tourism Development project and confirm the most appropriate funding program;
- Determine the most appropriate organisation / group to make the funding application dependant on the requirements of the particular funding program;
- Drafting of the funding application including development of a full project plan and costings for the required activities to be undertaken;
- Identification of the Project Management Team and Project Manager for the project;
- Sourcing of letters of support and any required matching funds or in-kind support; and
- Submission of application.

Table 2. Review of possible Sapphire Coast Grant Funding Opportunities

Heritage Tourism Development	
Grant Program	Details
Community strategic products and services – Heritage Branch NSW	<p>Status: Every 2 years</p> <p>Eligibility: Funding for the delivery of state heritage focused strategic heritage products and services with measurable impacts and heritage outcomes. This could include the development and delivery of sustainable heritage products and services, state or local government non-core & non-statutory heritage products and services, building of ongoing partnerships but not ongoing funding dependency with the Heritage Branch, commercial heritage products and services, leadership heritage projects, innovative and cutting edge heritage products and services, heritage advocacy and outreach services that build community capacity leading to best practice heritage management. Businesses, community groups and governments can apply.</p> <p>Funding: Up to \$60,000</p> <p>Sapphire Coast Application: Funding for the development and interpretation of significant heritage places including those listed on the Register of the National Estate and State Heritage Register</p> <p>http://www.heritage.nsw.gov.au/02_subnav_01_2009_org.htm</p>



Local government heritage management program – Heritage Branch NSW

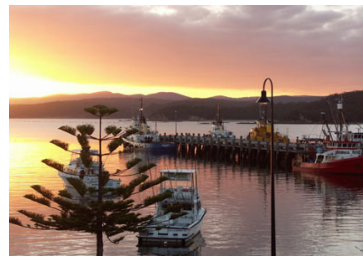
Status: Annual applications
Eligibility: Funding for the delivery of local government heritage management. Funds are available for local councils to undertake heritage planning studies and establishment of a local heritage fund to provide incentive funding for small heritage projects for places listed on your heritage schedule of the Local Environment Plan. Heritage studies could include community-based heritage studies, reviews to identify, promote and assist the management of heritage items in your area or Aboriginal heritage studies to identify, promote and assist with management of Aboriginal heritage items in your area.
Funding: Matching funds up to \$15,000 depending on project type
Sapphire Coast Application: Funding to undertake a comprehensive heritage study and establish a local heritage fund for ongoing heritage projects and initiatives.
http://www.heritage.nsw.gov.au/02_subnav_01_2010_lgp.htm

Heritage Interpretation and Signage

Grant Program	Details
<p>On ground interpretation works – Heritage Branch NSW</p>	<p>Status: Every 2 years Eligibility: Targets funding towards innovative best practice projects that communicate and present heritage values to the community through interpretation. Major heritage sites or precincts listed on the State Heritage Register are eligible, or sites of State significance that are either listed as a state heritage item in a Local Environmental Plan, or supported by the local council's heritage advisor or other heritage specialist as being of state heritage significance; and an interpretation plan has been completed. Priority for heritage items that are included in a state, regional or local tourism strategies. Owners and managers of State Heritage Register and state significant heritage items must apply (not State Government agencies) Funding: Matching funds up to \$20,000 Sapphire Coast Application: Funding for on-ground interpretation at heritage sites including Davidson Whaling Station and Tathra Wharf (existing State Heritage Register sites) http://www.heritage.nsw.gov.au/02_subnav_01_2009_int.htm</p>

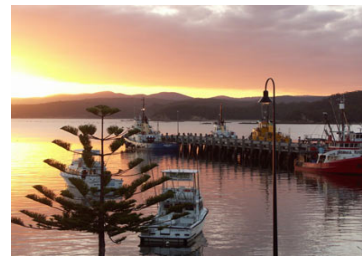
Natural Heritage Preservation and Interpretation

Grant Program	Details
<p>Protecting our Places Grants – DECC NSW</p>	<p>Status: Annual applications Eligibility: The aim of the program is to protect land that is culturally significant to Aboriginal people and to support education projects about the environment and its importance in Aboriginal life. The Objectives of the Protecting Our Places Program are to restore or rehabilitate Aboriginal land or land that is culturally significant to Aboriginal people and to educate Aboriginal and other communities about the local environment and the value Aboriginal communities place on their natural environment. Aboriginal community groups or organisations may apply. Funding: Between \$2,000 and \$35,000 Sapphire Coast Application: Funding for further interpretation of Indigenous natural heritage places http://www.environment.nsw.gov.au/grants/pop.htm</p>



Indigenous Heritage and Small Business Development

Grant Program	Details
<p>Indigenous Cultural Support – Department of Environment, Water, Heritage and Arts</p>	<p>Status: Annual applications</p> <p>Eligibility: Funds activities that encourage culturally vibrant Indigenous communities and contribute to the cultural wellbeing of Indigenous individuals and communities. The program supports activities that maintain Indigenous culture through community involvement, support new forms of Indigenous cultural expression, increase public awareness of Indigenous culture, including through the presentation and exchange of culture and support the sustainable development of community organisations involved in cultural activities.</p> <p>Funding: Up to \$250,000</p> <p>Sapphire Coast Application: Funding for training programs for Indigenous heritage guides or further development and interpretation of Indigenous heritage places http://www.arts.gov.au/indigenous/ICS</p>
<p>Aboriginal Heritage Projects – Heritage Branch NSW</p>	<p>Status: Year round applications</p> <p>Eligibility: Funding for Aboriginal heritage projects that conserve, promote and increase understanding of Aboriginal heritage. Funding can be to assist in the interpretation of culturally significant Aboriginal places, encourage communities to record oral histories and collections to increase understanding between generations and communities, provide on-ground site interpretation for socially significant places/sites such as walkways, signs, trails, mapping of tracks or places. On-ground interpretation is a priority. Aboriginal organisations or local councils can apply for funding.</p> <p>Funding: Matching funds up to \$75,000</p> <p>Sapphire Coast Application: Funding for interpretive signage at significant Aboriginal heritage places, oral history recording and guide training http://www.heritage.nsw.gov.au/02_subnav_01_2009_ind.htm</p>
<p>Indigenous Heritage Program – Department of Environment, Water, Heritage and Arts</p>	<p>Status: Unknown</p> <p>Eligibility: Funding for conservation of a place/s of Indigenous heritage significance, identification of an Indigenous place/s for heritage protection, heritage listing or conservation planning, heritage planning, sharing Australia's Indigenous Heritage, including projects that interpret or explain a significant Indigenous heritage place/s to promote the knowledge and understanding of Indigenous heritage, or facilitate the active teaching of traditional knowledge and understanding of customary responsibilities to future generations or construction of keeping places. Indigenous organisations, local councils and not-for-profit organisations can apply.</p> <p>Funding: Not specified</p> <p>Sapphire Coast Application: Funding for training programs for Indigenous heritage guides or further development and interpretation of Indigenous heritage places http://www.environment.gov.au/heritage/programs/ihp/supported-activities.html</p>

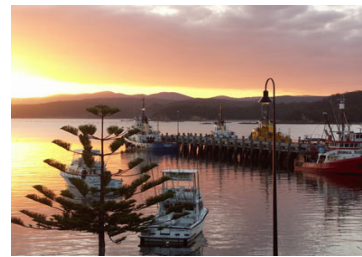


Training and Skills Development

Grant Program	Details
Education Small Grants Program – The Myer Foundation	<p>Status: Year round applications</p> <p>Eligibility: The Education Small Grants Program aims to provide a quick response to community needs, and supports projects in educational settings that have educational goals and that address at least one of the following priority areas - Innovative ideas, Disadvantaged young people, Culturally and Linguistically Diverse young people, Young people in rural and regional communities. Individuals and organisations can apply – Tax Concession Charities preferred</p> <p>Funding: Up to \$10,000</p> <p>Sapphire Coast Application: Funding for Indigenous heritage guide training and education programs http://www.myerfoundation.org.au/programs/overview.cfm?loadref=19</p>
Community Development and Support Expenditure Scheme – Clubs NSW	<p>Status: Annual applications</p> <p>Eligibility: Provides funding for community projects and services from gaming machine revenue. Category 1 expenditure provides fund for community development and education programs. Priority projects are those that provide support for the seven mandatory target groups as identified in Bega Valley Shire Council's Social Plan 2006-2011 including children, young people, older people, aboriginal community, people with a disability, women and culturally and linguistically diverse people.</p> <p>Funding: Not specified</p> <p>Sapphire Coast Application: Funding for development of community education and training programs around heritage guiding and story-telling http://www.clubsnsw.com.au/</p>

Heritage Site Conservation

Grant Program	Details
National Historic Sites Funding - Department of Environment, Water, Heritage and Arts	<p>Status: Annual applications</p> <p>Eligibility: The National Historic Sites (NHS) program is an Australian Government grants program that provides assistance to protect and conserve Australia's most significant historic heritage. To be eligible for funding a place must be listed, or be actively considered for listing, on the National Heritage List; or be a historic heritage place of national significance (generally already included on a state heritage list or the Commonwealth Heritage List). Funding for conservation or restoration activities, development of management or master plans or improved management arrangements or building the sustainability of sites through planning and development of facilities to enhance visitor understanding and access. Owners or managers of sites must apply.</p> <p>Funding: Not specified</p> <p>Sapphire Coast Application: No current sites on the National Heritage List; however there are a number of site on the Register of the National Estate that could secure funding for development of visitor facilities and interpretation http://www.environment.gov.au/heritage/programs/ihp/supported-activities.html</p>



Heritage Research

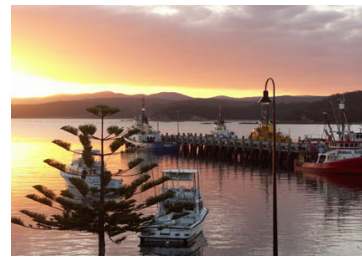
Grant Program	Details
Historical research and local archive projects - <i>Heritage Branch NSW</i>	Status: Annual applications Eligibility: Funding for historical research and presenting a local history; preparing a local archives collections management plan, or preparing a local photographic collections management plan. Community organisations and individuals can apply however Local Governments can be project partners Funding: Matched funds up to \$4,500 Sapphire Coast Application: Funding for further historical research into the Bundian Way or other regionally significant stories http://www.heritage.nsw.gov.au/02_subnav_01_2009_lha.htm

Marketing and Promotion

Grant Program	Details
Community Development and Support Expenditure Scheme - <i>Clubs NSW</i>	Status: Annual applications Eligibility: Provides funding for community projects and services from gaming machine revenue. Category 2 expenditure provides fund for community development and support services including tourism promotion and cultural activities. Funding: Not specified Sapphire Coast Application: Funding for development of marketing collateral for promotion of heritage tourism http://www.clubsnsw.com.au/

Events and Arts

Grant Program	Details
Arts Funding Program – Communities Arts NSW	Status: Annual applications Eligibility: Organisations may apply for program funding (Triennial and Annual) and project funding including applications for capital, performing arts touring, creation and/ or presentation, strategic industry development, screen audience development, ConnectEd Arts and quick response Funding: Between \$3,00 and \$100,00 depending on application type Sapphire Coast Application: Funding for events and arts programs relating to the Naturally Inspired story http://www.arts.nsw.gov.au/FundingOpportunities/2011ArtsFundingProgram/tabid/80/Default.aspx
Regional Arts Fund – Regional Arts New South Wales	Status: Annual applications Eligibility: Grants supporting arts and cultural activities in regional NSW that are sustainable, have long term cultural, economic and social benefits, develop partnerships and cultural networks and provide skills development opportunities. Funding: Up to \$20,000 Sapphire Coast Application: Funding for events and arts programs relating to the Naturally Inspired story http://www.regionalartsnsw.com.au/grants/raf.html



**Festivals Australia Funding –
Department of Environment,
Water, Heritage and Arts**

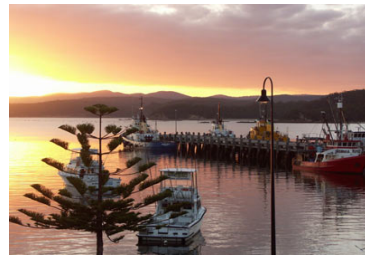
Status: Two application rounds per year

Eligibility: Applications must be made by organisations that manage regular festivals. Eligible organisations include local governments and councils, cultural organisations and regional arts councils that manage festivals. Festivals Australia funds Australian regional and community festivals to present quality cultural projects. To be eligible for funding, an activity must not have been previously presented and must be one that could not be afforded without the funding.

Funding: No maximum

Sapphire Coast Application: Funding for festival and event development surrounding one of the iconic stories

http://www.arts.gov.au/arts/festivals_australia



This is an Australian Government funded initiative under TQUAL Grants with joint funding from Sapphire Coast Tourism



Australian Government
Department of Resources, Energy and Tourism

