



Bruny Island Interpretation Plan 2008-2011

Huon Valley-Channel region



Australian Government
Department of Resources
Energy and Tourism



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1. Introduction

1.1 BACKGROUND

Bruny Island is one of five interpretive areas identified as part of the Huon Trail Brand Implementation Project, which seeks to improve interpretation to deliver a better visitor experience and one that is aligned to the region's brand.

The island has a permanent population of about 600 but this swells to a peak of about 2,000 during summer, when shack-owners take up residence for their holidays.

A vehicle ferry operates on a regular timetable between Kettering and the island's Roberts Point terminal, which is a 15-minute crossing.

Bruny Island has a small tourism industry but it is nonetheless an important contributor to the island's economy.

1.2 PURPOSE

The overall purpose of this Interpretation Plan is to provide direction for development of Bruny Island interpretation that strengthens the visitor experience. It recognises that visitors seek to make connections with a place and its people and that effective interpretation must be targeted to their needs.

Specifically it aims to:

- improve the visitor experience;
- ensure that interpretation is focused on the local story as relevant to the visitor market; and
- provide a catalyst for ongoing interpretation development on Bruny Island.

1.3 ROLE OF INTERPRETATION IN TOURISM

The *Tasmanian Experience Strategy*¹ defines a visitor experience as one that integrates four layers – place, infrastructure, services and interpretation – in a way that aligns to the State's tourism brand and regional brands such as the Huon Trail as well as remaining true to the values of the destination.

Interpretation alone does not constitute a visitor experience but must be combined with the other three layers. While the connection to place, quality of infrastructure and personalised service are all important to visitors, the *Tasmanian Experience Strategy* indicates that visitors place the highest value on engagement through interpretation.

Experience development occurs at the level of tourism products and also across the destination. Bruny Island's tourism industry is a fledgling one and its challenge over

¹ Available at www.tourismtasmania.com.au/tasind/experiencestrategy/index.html

time will be to manage the visitor experience so that it drives increased value from the tourism market. That includes opportunities for visitors to pay for interpretation-centred experiences.

Public interpretation, such as signage, contributes to experience creation through providing a context and by provoking visitors to think about and find their own sense of meaning in regard to the destination.

1.4 SCOPE

While this Interpretation Plan is for Bruny Island as a whole, the focus for static interpretation is on The Neck and Adventure Bay. These have been identified as priority locations due to their high volume of visitor use, particularly by the majority of visitors, who are day visitors largely out of Hobart.

1.5 METHODOLOGY

Interpretation aims to be “a means of communicating ideas and feelings which enrich people’s understanding and appreciation of their world and their role within it”². Its intent is to reveal new perspectives in an enjoyable way and not merely to provide entertainment or facts that may be quickly forgotten.

This Interpretation Plan uses the world best practice approach of Thematic Interpretation, which is based on 20 years of communications psychology research and recognises that the most powerful impressions people take away with them from a site are the conclusions – or meanings – they have drawn from the facts presented. While the provision of information is important, the information itself is tailored to assist visitors in understanding the local place in a way that informs their own lives.

Thematic interpretation is a strategic communications approach to interpretation. It makes it easy for visitors to form strong meanings and connections to a place and its people by interpreting through the use of themes, which are ‘take-home’ messages designed to get visitors thinking.

The methodology for developing this document has included:

- a review of background documents and publications;
- an on-site familiarisation, including discussions with tourism industry members;
- research to scope potential interpretation and interpretive features;
- theme development;
- identification of interpretive audiences;
- scoping of desired audience experiences based on tourism research and local customer knowledge; and
- media selection for delivery of themes to audiences.

² Interpretation Australia Association, 2004

2. Context

2.1 HUON TRAIL BRAND

The Huon Trail Brand underpins all marketing activity for the touring route. The brand's essence is about "finding your own personal adventure", drawing on the appeal of waterways, boutique producers, unspoilt nature and adventures that range from thrill-seeking to gentle exploration and discovery.

The brand is focused on the region's authenticity – its diversity, natural and down-to-earth people, and a sense of intimacy in the way that visitors can get to know the area, make their own discoveries, and create their own adventures.

As the brand is driving the way the region is presented to the market, it is important that Bruny Island interpretation be true to the brand, to achieve maximum impact.

The current Huon Trail campaign has been developed to boost the region's market share for overnight stays. It supports brand positioning by focusing on "4 inspiring adventures" – Bruny Island Charters eco-cruise, Tahune AirWalk, Hastings Thermal Pool and Caves, and Peppermint Bay regional food centre.

2.2 REGIONAL DIFFERENTIATION

The Bruny Island Interpretation Plan is consistent with the *Huon Valley Regional Tourism Strategy* (SEMF Pty Ltd, 2008), which provides a wider tourism context. While the Huon Valley strategy does not directly address Bruny Island's tourism development needs, it provides insight into the existing market environment, challenges and future direction of Bruny's neighbouring region.

In particular, the strategy centres on differentiated experience categories across the region's hubs at Huonville, Franklin, Cygnet and Geeveston.

They are:

- Huonville, the apple industry and heritage;
- Cygnet, the arts;
- Franklin, water and maritime heritage; and
- Geeveston, forest town.

While Bruny also offers experiences relating to water and maritime heritage and the arts, its differentiation from the market's perspective is likely to lie in its island qualities, including the mystique and romanticism of life on an island that is off an island.

2.3 FRIENDS OF ADVENTURE BAY INC.

Friends of Adventure Bay is an active community group whose members are mainly professionals who are retired from or continue to work in pursuits that range from marine science to conservation, teaching and cartography. The group has a passion for local history and natural values.

It has been highly successful in attracting grant funding for projects that include production of a brochure on natural and cultural highlights along Adventure Bay's

foreshore; and publication in 2006 of a soft cover book, *Following Their Footsteps: Exploring Adventure Bay*.

The group also works to protect natural and recreational values, including management of an Envirofund project in 2005-06 to rehabilitate sand dunes on the Adventure Bay foreshore.

An *Adventure Bay Foreshore Management Plan* commissioned by the group and prepared by Inspiring Place Pty Ltd was released in November 2007.

2.4 ADVENTURE BAY FORESHORE MANAGEMENT PLAN

The plan covers the section of Adventure Bay from Coal Point in the north to East Cove at the southern end of the bay and is largely limited to land between Adventure Bay Road and the shoreline.

2.4.1 Precincts

The management plan identifies two precincts:

- one with strong natural values – from Coal Point to Quiet Corner; and
- the second with a focus on recreational values – from Quiet Corner to the foreshore at the southern end of the Adventure Bay Caravan Park.

2.4.2 Priority Sites

Within these two precincts, six priority site master plans have been developed for:

- Dunkels-Hanssons Beach;
- Two Tree Point;
- Quiet Corner;
- the commercial hub of Adventure Bay;
- Blighs Creek; and
- East Cove.

A range of implications for interpretive planning that arise from the *Adventure Bay Foreshore Management Plan*, and particularly the six priority sites, will be addressed in *Section 7 Interpretation Delivery* of this document.

3. Current Situation

3.1 VISITOR PROFILE

3.1.1 Visitor figures

According to the Tasmanian Visitor Survey, administered by Tourism Tasmania, Bruny Island had a total of 46,100 interstate leisure visitors for the year ending December 2007. By far the majority of these are day visitors, generally out of Hobart though some would originate from other sub-regions on the Huon Trail.

Of the total, 21,200 were holiday and VFR (Visiting Friends and Relatives) visitors on a day trip exploring the island. A further 8,800 were recorded as “passing through (not stopping)” – it is likely that those who nominated this category were Bruny Island Charters’ customers who used the ex-Hobart bus transfer for the start of the cruise and therefore had no opportunity for exploration beyond the cruise.

The remaining 16,000 holiday and VFR visitors stayed at least one night on the island. Of the total, 10,800 were holiday visitors and therefore would have stayed in commercial accommodation or caravans/campervans.

It should be noted, however, that the TVS sample size for small towns and localities, resulting in Bruny statistics, is small. A better indication of visitation may be the fact that the major tourism operator for the island, Bruny Island Charters, had about 23,000 passengers for the 2007-08 season. Anecdotal evidence indicates that the cruise captures the largest share of the island’s visitor market, although passenger numbers include Tasmanian visitors.

Tourism Research Australia’s Tourism Profiles for Local Government Areas in Australia indicates that Kingborough attracted a three to four-year average of 4,000 international visitors to June 2007. It is likely that Bruny Island attracts only a small number of these international visitors.

The intrastate market has not been surveyed for about six years. However, recent work by Kingborough Council and numbers on the ferry service suggest that the level of intrastate visitation is about 40,000 – the same as interstate and international combined.

The intrastate market is dominated by Tasmanians with holiday properties on Bruny and a significant proportion of them will be visiting their own property.

3.1.2 Travel and accommodation patterns

The common travel pattern for self-drive visitors to Bruny Island is to head from the Roberts Point ferry terminal to The Neck and on to Adventure Bay, the departure point for Bruny Island Charters’ three-hour cruises.

Day visitors who do a cruise have limited time to explore beyond Adventure Bay and The Neck.

Other day visitors – more likely to be those who do not take a cruise – travel as far afield as Cloudy Bay and South Bruny National Park in the south or Dennes Point in the north, while overnight visitors usually travel to both “points of the compass” on the island.

Overnight stays are a small proportion of the island’s visitation and are limited by the availability and range of Bruny Island accommodation.

According to a product audit conducted for the *Huon Valley Regional Tourism Strategy*, of the island's 24 accommodation providers, most are centred around Adventure Bay, Alonnah and Lunawanna, with the majority offering four or fewer beds per establishment. Almost all of the island's total capacity is self-contained. Accommodation also includes shacks offered as holiday rentals.

A further 40% of accommodation capacity is represented by facilities at the island's two campgrounds, where visitors need their own caravan, camper or tent.

3.1.3 Market segments

Bruny Island has traditionally attracted touring visitors, who like to see everything and are generally in Tasmania for a longer period than other visitors and therefore have the time to get into the regions and explore widely.

However, recent restructuring of the Tasmanian visitor market, driven principally by low-cost airfares, has seen the emergence of a new segment, the Getaways.³ This segment stays up to one week but unlike the touring market, explores one region and stays in accommodation within that regional destination.

The touring market is predicted to continue its decline of recent years and it is expected that the Getaway segment will continue to grow. The initial success of the Huon Trail's Four Inspiring Adventures campaign indicates that the region has appeal for this segment.

3.1.4 Desired Visitor Experience

Touring visitors seek discovery, learning and value for money.⁴ Within the touring market, the Lower Older group (lower income: 45-60 years) seeks variation while the Affluent Older (higher income: 45-60 yrs) want to 'broaden their horizons'.

Tourers want a good standard of interpretation that is relevant, entertaining and not too challenging – making it easy to gain insight into, and a sense of connection with, the local place and story.

Day visitors, whether originating from Hobart or within the Huon Trail, have limited time on the island and want to know that, once on the island, they have 'arrived' at a destination. Currently, the journey to The Neck and Adventure Bay provides that sense of an arrival point, although this could be further strengthened.

Also, day visitors require interpretation that is clearly 'packaged' so that it minimises their effort and maximises their time, is easily accessible, and can be readily understood.

Overnight visitors, either those touring or in the Getaway segments, seek out a wider range and depth of interpretation as they have more time to immerse themselves in the Bruny Island experience.

As the majority of intrastate visitors stay in their own shacks and houses for the purposes of a relaxing beachside holiday, they are unlikely to seek out interpretation though they may consume it as an incidental activity or as part of hosting visiting friends and family.

While coastal nature is a lead appeal for visitors to the island, Bruny's key point of difference – a magical, remote island and its island lifestyle – is currently not actively

³ *Huon Valley Regional Tourism Strategy*, SEMF Pty Ltd, 2008, p.4

⁴ Quantum Market Research for Tourism Tasmania, 2004

integrated into the experience offered to visitors. Interpretation can assist in strategically drawing this out for visitors.

Tourism operators report that visitors are keen to understand why and how people live on the island, which may be a matter that is self-evident to islanders but is a source of fascination for visitors.

Allied to island lifestyle is the growing number of specialty food producers, which provide an opportunity to build the 'flavours of Bruny' and associated lifestyle into the visitor experience and extend its depth and meaning.

While Bruny Island, as one tourism operator puts it, is "a microcosm of Tasmania", it must capitalise on its own distinctive positioning for the tourism market within the wider region's positioning.

3.2 EXISTING INTERPRETATION

3.2.1 Face-to-face

Tours and other forms of personal interpretation currently on offer are:

- Bruny Island Charters' eco-cruise;
- Inala Nature Tours, which attract the special interest market from interstate and overseas, particularly for bird-watching;
- Bruny Island scenic farm tours, full day, half-day or evening;
- Bruny Island Ventures' guided tours;
- Bruny Island Cheese Co. tastings;
- Get Shucked Oysters' farm gate-style operation;
- Ol' Kid Fishing Charters from Adventure Bay;
- Wayaree Estate cellar door tastings of Bruny Island Premium Wines;
- Alonnah Paddle Boats and Kayaks, operating kayaking tours out of Adventure Bay;
- Cape Bruny Lighthouse tours, available on request;
- Tasmanian Parks and Wildlife Service presentations, as part of the Discovery Ranger program; and
- Roaring 40s kayaking tours ex Kettering.

3.2.2 Static

Four sites have interpretive panels that form part of the original Huon Trail concept – Dennes Point, adjacent to the public toilets; The Neck, adjacent to the car park; East Cove, on the edge of the car park near the start of the Fluted Cape walk; and Mavista picnic area and lookout, off Resolution Road. While these panels are reaching the end of their life – they have begun to fade and the materials and design are somewhat dated – they are still of interest to visitors.



East Cove panel, Captain Cook

With the exception of Huon Trail panels, almost all of Bruny Island's existing static interpretation has been produced by the Tasmanian Parks and Wildlife Service. Other interpretive signage includes:

► **The Neck** – panel on Truganini



– panel on Little Penguins and shearwaters



- **East Cove** – 60 Great Short Walks trackhead sign for Penguin Island/Fluted Cape walk



- **Dunkels/Hansons Beach** – warning on shorebirds



- **Adventure Bay foreshore** – rehabilitation project information



– shorebird nesting interpretation



– a Furneaux memorial, erected by the community.



- **Cloudy Bay** car park – Aboriginal interpretation, style consistent with Truganini interpretation at The Neck



- **Jetty Beach** – 60 Great Short Walks trackhead sign for Labillardiere Peninsula circuit walk
- **Track to Penguin Island** – interpretation panels on whaling industry

3.2.3 Other

Other visitor information includes a DL brochure produced by Friends of Adventure Bay as a self-guided touring tool, covering The Neck to Penguin Island. However, for the brochure to function as an interpretive tool, it will need to be reviewed to address visitor needs. For example, if it is designed to encourage visitors to do a foreshore walk, it will need to include walking times. In addition, outcomes of recommendations in the *Adventure Bay Foreshore Management Plan*, may necessitate an update.

The Bligh Museum of Pacific Exploration, at Adventure Bay, features a collection of maps, photographs, stamps, coins, extracts from explorers' journals and other historic materials.

3.3 INTERPRETIVE POTENTIAL

3.3.1 Observable features

From an interpretation perspective, Bruny Island has a range of strong observable features. They include:

- views of sea cliffs and dramatic coastline;
- a multitude of beaches, including surf beaches such as the one at Cloudy Bay;
- the unique population of white Bennetts Wallabies at East Cove;
- other wildlife, including Little Penguins, shearwaters, echidnas, Eastern quolls and all of Tasmania's 12 endemic bird species;
- the ferry, *Mirambeena*, and ferry crossing;
- food production, which includes publicly-accessible sites such as Get Shucked Oysters, Bruny Island Cheese Co., a fudge retail outlet at Hiba, and a cellar door at Wayaree Estate; and private properties that include extensive cherry orchards, near Roberts Point ferry terminal.

3.3.2 Local artists and art

The island has an active arts community, with about 65 artists and craftspeople.⁵ They exhibit at the annual Bruny Island Art Exhibition at Adventure Bay and have also participated in the annual Tasmanian Living Artists Week.

3.3.3 Murrayfield

The Indigenous Land Corporation runs Murrayfield property on North Bruny, producing merino sheep as well as Murrayfield lamb. It is the island's largest farming property, with more than 4,000 ha and a spectacular 16 km oceanfront.

⁵ Anecdotal, Bruny Island tourism operator, Rachael Gunton.

Murrayfield has considerable potential for interpretation of Tasmanian Aboriginal culture and Bruny Island's natural and cultural heritage. Currently the property hosts school groups, which stay in bunkhouse accommodation and are introduced to Aboriginal cultural heritage.

Having this farm shows that Aboriginal culture and farming can live together, that they can work together. And I think it's a very good example here that, while protecting sites, you can still run a business." – Rodney Dillon, transcript from SBS TV *Living Black* series, August 2006.

The property aims to demonstrate best practice management for conservation of natural as well as indigenous cultural values. About half the property has native vegetation that includes threatened plant species and the southernmost population of grass trees in Australia.

Hundreds of Aboriginal artefacts have been identified in recent years. The property is also the heritage-listed site of an Aboriginal mission set up by George Augustus Robinson at Variety Bay and has the ruins of a church, graveyard and one of the earliest pilot stations in Australia. Convicts made the pilot station bricks.

As indicated in the *Aboriginal Tourism Development Plan for Tasmania*, released by the State Government in May 2007, there is a strong demand for tourism products that give insight into Tasmanian Aboriginal cultural heritage. The plan acknowledges that a critical factor in face-to-face interpretation of this cultural heritage is that Aboriginal Tasmanians present tours or other personal interpretation.

Options for Murrayfield include stand-alone interpretive tours or activities or interpretation provided in conjunction with accommodation.

3.3.4 Scope of potential interpretive topics

Initial research was undertaken to scope topics as a basis for interpretation, particularly the development of themes. The following list of wide-ranging topics also includes a review of physical, biological and cultural values listed in the *Adventure Bay Foreshore Management Plan*.

Topics are:

TOPICS	SUPPORTING INFORMATION
Aboriginal heritage	<ul style="list-style-type: none"> › Rich cultural heritage of the Nuenonne band, including Truganini › Murrayfield Aboriginal property and Variety Bay Aboriginal mission site › Meetings between Nuenonne of Bruny Island and early Europeans › The South East Tasmanian Aboriginal Corporation is playing an important role in assessment and rehabilitation of cultural sites
European heritage	<ul style="list-style-type: none"> › Bruny Island was part of the great voyages of discovery into the unknown and first stop after the long voyage from South Africa › Visiting explorers started in 1642 with Abel Tasman, followed in the 1700s by Captain Tobias Furneaux, Captain James Cook, Captain William Bligh, Rear Admiral Bruni D'Entrecasteaux and in 1802, Captain Nicolas Baudin. › Whaling industry in the 1800s › Coal-mining from 1876-1891

TOPICS	SUPPORTING INFORMATION
	<ul style="list-style-type: none"> › Early timber industry and sawmills – including Clennetts Big Mill site at Cuthberts Rd, Lunawanna. It is the most intact steam sawmill engine/boiler precinct in the Southern Forests and possibly one of the best preserved in Tasmania.⁶ › Settlers and characters of Bruny Island › Shipwrecks and maritime connections › Cape Bruny Lighthouse (see South Bruny National Park)
Landscapes/scenery	<ul style="list-style-type: none"> › Mainly coastal but some forest, rural and settlements
Geology	<ul style="list-style-type: none"> › Gondwanan links › Sea caves, cliffs, dolerite columns › Coal at Coal Point
Climate change vulnerability	<ul style="list-style-type: none"> › “Presently accelerating trends suggest storm waves might first wash over The Neck in perhaps as little as just 50 years.” – <i>Following Their Footsteps: Exploring Adventure Bay</i>, p.84 › Potential impact on beaches and low-lying areas illustrates world-wide concerns about rising sea levels.
Marine environment	<ul style="list-style-type: none"> › Kelp beds around Coal Point and Penguin Island for good diving › Waters around Bruny support abalone, rock lobster, octopus and wide-ranging fish species › Migrating whales pass along the shoreline, as well as schools of dolphins and there is a seal haul-out at The Friars.
Recreation	<ul style="list-style-type: none"> › Much of it is water-related e.g. fishing, kayaking, boating, sailing, surfing. Bruny’s sheltered bays are popular anchor spots for yachts. › Wide-ranging coastal, bush and historic walks › Popular for camping and family holidays
Island lifestyle	<ul style="list-style-type: none"> › An authentic island lifestyle, where people are connected to the land and the sea › Modern technology enables some residents to live on the island but work/commute elsewhere – Hobart, Australia and the world. › Active community – with a permanent population of about 600 people, the island has about 26 clubs or organisations listed on an island website, providing one organisation for every 23 people on the island! › Growing number of producers producing cherries, cow’s and goat’s milk cheeses, gourmet home-made ice-creams, wood-fired breads, relishes, olives (expected to have first production soon), varieties of honey, fudge, oysters, lamb, pinot and chardonnay wines. Some produce exported. › Island artists and artistic inspiration; live theatre/circus productions › Stories of people who sailed in or arrived for a visit and “never left” › “People want the personal story How did you end up here and why? There’s a kind of mystique they see in living on an island this size” – tourism operator › Legacy of resourcefulness, typical of an island community, continues today › Tourism products like Bruny Island Charters and Bruny Cheese Co. provide an opportunity to engage directly with local lifestyle

⁶ From the Register of the National Estate list on <http://www.aussieheritage.com.au>

TOPICS	SUPPORTING INFORMATION
	<ul style="list-style-type: none"> › Pace of life appealing – many visitors report that they find it easy to “wind down” on the island › More chance to relate to local people than in a bigger place e.g. accommodation provider: “I can loan you a fishing rod and point you in the direction of the best fishing spots”
Passion for place	<ul style="list-style-type: none"> › Generational residents, newcomers and ‘sea-changers’ share a passion for the island – “the reason we all live here is because it’s real!” › Commitment to conservation of island values as illustrated by the work of Friends of Adventure Bay Inc, Coast Care Group, Tonia Cochrane and her Inala conservation property, and others
South Bruny National Park	<ul style="list-style-type: none"> › Coastal scenery and rainforest › Cape Bruny lighthouse was designed by colonial architect, John Lee Archer, and built with convict labour › Walks including Fluted Cape and Labillardiere Peninsula circuit
Wildlife	<ul style="list-style-type: none"> › White Bennetts wallabies – normally a rare colour mutation but southern Adventure Bay (on the edge of South Bruny National Park) has more than 100, many existing alongside their grey counterparts › Other wildlife includes echidnas, Eastern quolls, possums, and antechinus › Birdlife is prolific and includes Tasmania’s 12 endemic species and the island is a stronghold for the endangered forty-spotted pardalotes. A total of 142 bird species have been recorded on Bruny › Viewing of Little Penguins is popular from a tailor-made platform at The Neck. The site also has a rookery for short-tailed shearwaters.
Flora	<ul style="list-style-type: none"> › Significant areas of native vegetation run directly to the foreshore, a feature rapidly disappearing around the world › Special place of Bruny eucalypts in national history – two blue gums that give Two Tree Point at Adventure Bay its name appear in a painting by Lieutenant Tobin on Bligh’s 1792 voyage; also samples of stringybark collected on Cook’s third voyage to Australia became the first species of eucalyptus officially described. (cairn at Mavista Nature Reserve) › Other key plants include silver banksias, tea-tree, melaleuca, casuarinas. Much of Bruny’s forests are mixed forests › The Labillardiere Peninsula is known for its wildflowers in spring and early summer › Native orchids in South Bruny National Park
Industries	<ul style="list-style-type: none"> › Farming, mainly sheep-farming and cattle grazing › Food production, as noted above › Tourism › High proportion of residents are self-employed
Weather	<ul style="list-style-type: none"> › Sense of exposure on a small island – greater ‘closeness’ to power of the sea and wind in particular

4. Audiences

Market segments define certain groupings of visitors for the purpose of knowing how and where to communicate with them and influence their holiday purchase decisions.

However, once visitors are on-site, for the purposes of interpretation planning we need to look at the groupings differently and identify them based on the way customers move about at the destination and on any significant differences in the way they self-select into activities or interests.

For interpretation to succeed, it needs to communicate with visitors 'in time and space'. For this reason, interpretive audiences tend to be more general than market segments.

In considering the visitor profile and travel patterns for Bruny Island visitors, they fall into three interpretive audiences as follows.

4.1 ECO-CRUISE VISITORS

This audience is primarily on Bruny Island to undertake an eco-cruise from Adventure Bay and may be self-drive or using the bus transfer ex-Hobart. It is by far the biggest audience.

Because of the cruise duration, combined with travel time from Hobart or elsewhere in the Huon Trail region, there is limited time for exploration for those who are travelling independently and virtually none for those using the bus.

However, it is in the interests of island tourism to engage with this audience through interpretation as these tourists may – in connecting with the island – be encouraged to return or recommend an overnight stay to others.

Reaching this audience will necessitate the development of a strong partnership with the cruise operator.

4.2 DAY VISITORS

These visitors do a day trip to Bruny Island but do not participate in a cruise. They are mainly interstate visitors, though a small number are internationals. The focus of their journey is Kettering, the ferry crossing, The Neck and Adventure Bay, though some will explore more widely and are likely to travel as far afield as Cloudy Bay and/or Dennes Point.

They have more time than Eco-cruise Visitors. However, excluding travel time while on the island, they are still relatively limited in what they can do during their visit. For this reason, they need experiences that are readily identifiable and 'packaged' and interpretation that is easy to absorb.

4.3 OVERNIGHT STAYS

Overnight visitors will have time to explore more widely and engage with interpretation at a range of levels. They will have the opportunity for greater immersion in island experiences that give them meaningful insight into what makes the island 'tick'. This audience is likely to include special interest visitors, who may be seeking specific interpretation in relation to bird-watching, surfing, bushwalking etc.

5. Goals

The following table identifies interpretive goals for Bruny Island and the outcomes expected for interpretive audiences when the goals are successful.

The successful achievement of goal outcomes is directly linked to the delivery of themes, outlined in Section 6.

GOALS	AUDIENCES	GOAL OUTCOMES
1. Enhance visitor experiences	Eco-cruise Visitors Day Visitors Overnight Stays	<ul style="list-style-type: none"> Visitors report that overall the interpretation contributed to their experience in a positive way. Visitors report that they found interpretation relevant and meaningful. Visitors will report a desire to engage in word-of-mouth recommendation of the Bruny Island interpretive experience.
2. Ensure that Bruny Island interpretive experiences support Huon Trail's brand positioning	Day Visitors Overnight Stays	<ul style="list-style-type: none"> Visitors have an understanding of what is distinctive about the Huon Trail as demonstrated by Bruny Island. Visitors have a greater understanding and appreciation of the distinctiveness of Bruny Island.
3. Encourage higher visitor spend	Eco-cruise Visitors Day Visitors Overnight Stays	<ul style="list-style-type: none"> Visitors will buy merchandise and souvenirs that remind them of the interpretive experience.
4. Foster tourism industry and community support for development of the Bruny Island experience	Day Visitors Overnight Visitors	<ul style="list-style-type: none"> Tourism industry members will seek out opportunities to link to the Bruny Island interpretive experience and add to the depth of the interpretive provision. Tourism industry and community members will recommend the Bruny Island interpretive experience to visitors.

6. Themes

Thematic Interpretation defines themes as the over-riding ideas or take-home messages of an interpretive program. They are at the heart of successful interpretive communication.

Themes bring focus to interpretation and provide a doorway that makes the meaning of the subject matter readily accessible to visitors.

Themes are also valuable in ensuring that key messages can influence the pre-visit communication occurring as part of marketing activities and in ensuring that key messages are consistently delivered on-site.

The following themes draw on research for and scoping of topics and supporting ideas, as outlined in Section 3.

Themes are presented with examples of underpinning ideas that illustrate the capacity for flexibility and creativity in content for each theme. Each theme enables a layering or inter-weaving of information that crosses topic boundaries and can be adapted to the location, observable features and selected delivery media.

It is noted that the way in which themes are expressed here aims to convey the intent of each theme. The actual language and tone chosen to communicate the themes is dependent on what works best for the audience and the setting.

Themes are:

1. Bruny Island might be tiny on a global scale but it's a giant in terms of its richness of natural features.

- The island has wild coastline with towering sea cliffs and native vegetation that runs down to the shoreline.
- Dramatic landscapes and ocean scenes, including South Bruny National Park, contrast with inland forests and peaceful rural scenes.
- It has a rare population of white Bennetts wallabies as well as threatened or endangered species of animals and birds, and rookeries for Little Penguins and short-tailed shearwaters.
- Bruny Island eucalypts have a special place in Australia's history. Samples of stringybark collected on Cook's third voyage to Australia became the first species of eucalyptus – such a key part of Australia's identity – officially described in the known world.
- The island, like mainland Tasmania, has Gondwanan links.
- On Bruny, it's easy and exhilarating to feel the power of nature, particularly the sea and wind.
- A wide range of walks give you a chance to have direct encounters with scenery, wildlife and marine life.

2. Bruny Island is only 45 minutes from a capital city but its lifestyle is a world away.

- The pace of life is shaped by the rhythm of nature and the scale of the community.
- Its legacy of remoteness has fostered resourcefulness and creativity that shows up in the growing number of food producers, from cheese to oysters, honey to lamb, and Bruny Island Premium Wines.
- The island inspires a passion for place in those who live here; it has compelled others to make a 'sea change' by moving here; and it fosters artistic endeavours. There are many fascinating stories about islanders who are part of generations to live here, as well as those who came for a visit and never left.
- You can feel yourself start to unwind from the beginning of the D'Entrecasteaux Channel crossing on the vehicle ferry.
- It's an island off an island, which for decades has made it a wonderful escape for visitors and shack-owners.
- Its remoteness has also protected it from development that has encroached on the natural values of other places.

3. The sea around Bruny Island is a place for work, play and survival – even for humans!

- Bruny is surrounded by habitat, including kelp beds, that enables wide-ranging marine creatures to survive and thrive – from whales to dolphins, rock lobster and abalone to jellyfish.
- Humans, too, work and play on and in the sea – connection to commercial fishing grounds and fishermen, including cray fishermen; and water-related recreational activities, from boating to surfing, kayaking, recreational fishing, diving, sailing, swimming.
- Survival may be a daily concern for marine life but these waters were once a place of danger for early explorers and settlers and the island's many shipwrecks are proof of the challenges in staying safe.
- Its extensive coastline makes it vulnerable to encroachment by the sea as part of ongoing climate change, particularly at The Neck.

4. The character of this island has been shaped by resilient people over thousands of years.

- It has taken immense resourcefulness to live on Bruny Island – a resourcefulness that lives on today in the lifestyles of islanders.
- The island was for thousands of years home to original inhabitants, the Nuenonne band, part of the South East Tribe of Aboriginal Tasmanians. They followed seasonal food supplies around the

island and travelled to mainland Tasmania on rafts and in bark canoes.

- While early European settlement had a disastrous effect on the Nuenonne, the strong Aboriginal connection to Bruny continues today through the Murrayfield property and South East Tasmanian Aboriginal Corporation's work to rehabilitate important Aboriginal sites.
- The island was an important part of the mythical voyages of discovery into the unknown by European explorers, providing shelter and sustenance.
- Survival here has seen industries come and go, from the whaling industry of the 1800s to coal-mining and early sawmills.
- It has also seen industries continue, including farming and forestry.

7. Interpretation Delivery

7.1 INTERPRETATION PRECINCT AS A PLATFORM

The Neck to Adventure Bay and East Cove is the main island destination precinct for the majority of Bruny Island visitors, making it the key interpretive hub for all audiences, particularly in relation to static interpretation.

The *Adventure Bay Foreshore Management Plan* states, as one of the management principles, that it is important to:

*Communicate the historical and natural significance of Adventure Bay through quality and innovative interpretation.*⁷

However, given the significance of the precinct for tourism visitors, it is essential that interpretive messages delivered in the precinct not be limited to Adventure Bay. The precinct should be considered a platform for delivery of interpretation that connects visitors meaningfully to what is distinctive and meaningful about Bruny Island as a whole, with particular reference to features of The Neck-Adventure Bay.

7.2 SIGNAGE ISSUES

7.2.1 Alternatives

Given the appealing lack of overt development on Bruny Island that is in keeping with its overall values and pace of life, it is recommended that the use of interpretive signage in the natural environment be minimised due to its capacity for visual intrusion.

Where possible, portable interpretive media such as audio tours and face-to-face interpretation should be a priority. Where static interpretation is the best solution due to cost-effectiveness, remoteness etc, it should be designed and located with a view to minimising any impairment of the natural aesthetic.

7.2.2 Approach to existing signage

It is recommended that a review of existing signage be conducted, in conjunction with Huon Trail and the Tasmanian Parks and Wildlife, to develop a program that identifies the life of existing signage, a timetable for phasing out out-dated or weather-affected examples, and any plans or budget for replacing signs. Replacement should take into account the design concepts developed for new Bruny Island signage.

7.3 PACKAGING INTERPRETIVE EXPERIENCES

Bruny Island is currently presented to visitors as a 'shopping list' of activities and natural attractions. With the exception of guided tours, there is no packaging of interpretive experiences.

Opportunities to address this include:

⁷ *Adventure Bay Foreshore Management Plan*, Inspiring Place Pty Ltd, 20067, p63

7.3.1 Murrayfield

The development of interpretive tourism product at Murrayfield, focusing on Tasmanian Aboriginal cultural heritage in a stunning coastal landscape and including interaction with members of the Tasmanian Aboriginal community.

7.3.2 Food and lifestyle-related tourism experiences

Island food production could provide the focus for interpretive tourism products that combine food, location and interaction with locals, revealing the quality of the island lifestyle. While this may involve cellar door-type experiences, it may ultimately form the basis of one or more packaged tour products where visitors taste food and meet the makers, with a chance to go behind the scenes and get an insight into island life.

There is also capacity for the island to develop a food event that highlights the island's strengths, not only in its emerging food industry but also incorporating location and lifestyle. Bruny Island Cheese Co. owner and cheesemaker, Nick Haddow, is working with other Tasmanian producers on the adoption of an American concept, "Outstanding in the Field", where a mobile kitchen and dining facilities are set up in a superb location and chefs prepare and feature local food. "It could, for example, involve a stunning lunch on the beach at The Neck," he says.

7.3.3 Adventure Bay foreshore walk

The development of an Adventure Bay foreshore walk and associated infrastructure, as outlined in priority site master plans in the *Adventure Bay Management Plan*, provides an opportunity to develop an experience that integrates interpretation with natural and cultural features.

Recommendations of the *Adventure Bay Foreshore Management Plan* with implications specific to interpretation are:

- improvements to the start of the Penguin Island/Fluted Cape Walk, including redesign of the car park layout, and access to the boundary of South Bruny National Park;
- incorporation of Aboriginal interpretation at key foreshore locations, through a partnership with the South East Tasmanian Land and Sea Council;
- interpretive installations at Two Tree Point (focusing on the significance of the site as a resupply location for European explorers/Tobin's painting); at Coal Point (with a focus on midden site/coal mining history); and at East Cove (incorporated into proposed toilet structure);
- improved Fluted Cape trackhead facilities and information; and
- a potential new viewing deck at Quiet Corner, near the old quarry site, incorporating interpretation.

Development of an interpretive walk would be enhanced by the availability of a self-guided brochure that presents the walk as an entire experience, with sections for those lacking the time, interest or mobility to undertake the full walk.

7.3.4 Guided tours

Other guided tours may be developed as an adjunct to existing businesses (e.g. white wallaby guided walk, little penguin tours).

7.4 ORIENTATION

Orientation is an essential component of the interpretation offering, giving visitors a context for interpretation and supporting their decision-making.

Two key opportunities for orientation currently exist, at the Kettering ferry terminal and/or on the ferry itself, and at Adventure Bay.

A high proportion of visitors, including those on buses en route to a cruise, leave their cars during the D'Entrecasteaux Channel crossing to explore the vessel and enjoy the views. It may be possible to negotiate with the ferry operator, North-West Bay Shipping, to install an orientation panel on the vessel. The peak tourism period also provides a key opportunity for informal 'roves' on the vessel, organised around a volunteer roster. Individuals would engage with visitors and provide orientation information. Given the challenges of staffing a volunteer roster, the possibility of using tourism students could be explored.

An orientation panel is important for Adventure Bay, giving a context for the island and making it easy for visitors to identify what to do in The Neck-Adventure Bay area and beyond.

In considering the site for an orientation panel, the need for availability of parking nearby, easy physical access to the panel, visibility and relevance to visitor movement should be taken into account. On the basis of this criteria, the recommended site is on the grassed area of reserve at Quiet Corner, adjacent to existing picnic tables and facing towards the road. The panel would be easy to see as visitors drive towards the corner on the approach to the main straight at Adventure Bay.

7.5 NON SITE-SPECIFIC INTERPRETATION

Interpretive needs for visitors who disperse more widely than The Neck and Adventure Bay can be met through the use of self-guided interpretive products, such as audio podcasts.

Podcasts are relatively cheap to produce, compared to signage and printed materials, and can be downloaded from websites in advance of a visit or at visitor centres or a designated local computer kiosk. Anecdotal evidence in Tasmania is that the State's older visitor demographic has had a relatively strong take-up of the technology. The touring market, in particular, has a propensity to research extensively pre-visit and to use the web for this purpose.

7.6 PARTNERSHIPS

Bruny Island has a small tourism industry and attracts a relatively small share of the visitor market so it is critical that it capitalises on partnerships in developing an interpretive program.

Key partners include:

- › Bruny Tourism Inc.

- Friends of Adventure Bay Inc
- Tasmanian Parks & Wildlife Service
- Kingborough Council
- Huon Trail
- South East Tasmanian Aboriginal Corporation
- Kettering Visitor Centre
- North-West Bay Shipping

7.7 MAPPING INTERPRETATION DELIVERY

The following media matrices provide a 'road map' for delivery of interpretation. They ensure that themes are targeted to each audience in a purposeful way through provision of identified delivery media.

AUDIENCE – Eco-cruise Visitors

MEDIA	Theme 1 Nature	Theme 2 Island life	Theme 3 Maritime	Theme 4 People/history
PRE-VISIT				
Update content on websites to reflect themes – Totally South, Huon Trail, discovertasmania, Bruny Island sites. Strong focus on personality profiles to highlight fascinating lifestyles	✓	✓ ✓	✓	✓
Ensure that content in regional marketing brochure and Bruny Island Touring Map and Guide is consistent with themes	✓	✓	✓	✓
Cross-referrals during booking process to other experiences: verbal/pre-arrival materials?	✓	✓	✓	✓
ON-SITE				
Ferry – <ul style="list-style-type: none"> ‣ Orientation panel ‣ Face-to-face roves in peak season 	✓	✓	✓	✓
Brief cruise operator/guides and explore possibility of themes being incorporated into cruise	✓	✓	✓	✓
Self-guided brochure on Adventure Bay Foreshore Walk	✓	✓	✓	✓
Postcard merchandise series – characters of the island (past and present)		✓		✓

AUDIENCE – Day Visitors

MEDIA	Theme 1 Nature	Theme 2 Island life	Theme 3 Maritime	Theme 4 People/history
PRE-VISIT				
As for Eco-cruise Visitors				
ON-SITE				
As for Eco-cruise Visitors but with the addition of the following:				
Foster the development of interpretation-centred tours/experiences (see <i>Section 7</i>)	✓	✓	✓	✓
Encourage operators with food experiences to incorporate lifestyle interpretation e.g. personality profile 'vignettes' on tasting menu; personal stories on operator and Bruny Island/Huon Trail websites; display materials at point of sale for food		✓		
Orientation panel at Adventure Bay reserve	✓	✓	✓	✓
Interpretation panels in conjunction with proposed upgrade of facilities on Adventure Bay foreshore walk:				
‣ Two Tree Point	✓			✓
‣ Coal Point			✓	✓
‣ Quarry lookout	✓	✓		
‣ East Cove	✓			✓
The Neck:				
‣ Liaise with Tasmanian Parks & Wildlife Service to explore the possibility of upgrading interpretation and incorporating it into one integrated installation.	✓			✓
‣ Interpretation to include cross-linking to other key nature walks/activities to encourage understanding of a broader Bruny experience.	✓			

AUDIENCE – Overnight Stays

MEDIA	Theme 1 Nature	Theme 2 Island life	Theme 3 Maritime	Theme 4 People/history
PRE-VISIT				
As for Eco-cruise Visitors				
Accommodation operators provide self-guided Adventure Bay foreshore walk brochure with booking confirmation	✓	✓	✓	✓
Availability of downloadable audio tour podcast on Bruny Island and Huon Trail websites	✓	✓	✓	✓
ON-SITE				
Introductory podcast (see above) available from accommodation provider websites	✓	✓	✓	✓
As funds become available, special interest podcasts may be developed using island specialists and/or characters e.g. bird-watching featuring Tonia Cochrane	✓			
In conjunction with special interest podcasts, develop a series of A4 special interest interpretive flyers ⁸	✓	✓	✓	✓
Develop interpretive materials to be supplied to accommodation providers, including caravan parks e.g. tear-off pads with basic interpretation and itineraries/self-drive tour	✓	✓	✓	✓
Develop itineraries for www.brunyisland.org.au focused on themes e.g. landscape, wildlife, birdlife produce/lifestyle heritage	✓	✓	✓	✓
Events – art exhibitions, community events etc		✓		

⁸ These can be prepared relatively cheaply by developing a common electronic masthead/template for the series and producing PDF files.

8. Implementation

8.1 ACTION PLAN

Key steps for implementation are:

REQUIREMENT	ACTIONS
Source funding	<ul style="list-style-type: none">Identify funding sources and budget
Responsibility	<ul style="list-style-type: none">Identify roles and responsibilities
Signage	<ul style="list-style-type: none">Develop signage style for visual consistency across all signage/interpretive elementsLiaise with stakeholders to develop a plan for phase-out and/or replacement of existing signage
Develop concept for self-guided brochure and tear-off pads	<ul style="list-style-type: none">Align proof of concepts to Huon Trail brand identity
Partner liaison	<ul style="list-style-type: none">Negotiate with North-West Bay Shipping, Tasmanian Parks & Wildlife Service and South East Tasmanian Aboriginal Corporation re. recommendations
Prepare overall interpretation delivery plan	<ul style="list-style-type: none">Determine priorities for interpretation implementationprepare delivery plan for interpretive products, including timelinesprepare briefs as required

8.2 EVALUATION

It is recommended that a survey be conducted once new interpretation is in place to gauge reaction to it, identify any gaps or opportunities, and improve the ongoing delivery of interpretation that is focused on visitor needs.

An initial survey will also provide a benchmark for ongoing monitoring and improvement.