



BRUNY ISLAND

Placemaking and Experience Part 1: Key Findings Report

July 2016





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Acknowledgments

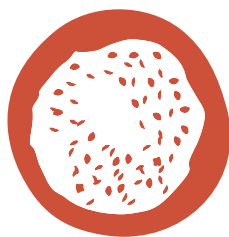
Village Well wish to acknowledge the Island as the land known to hundreds of generations of the Nuenone peoples as Lunawannalonnah; lands which provided a rich abundant environment for the nomadic Nuenone tribes.

Village Well also wish to acknowledge the generous time and input from members of the Bruny Island community who invited us into their homes, workplaces and community spaces to discuss their unique natural environment, the local culture and what makes Bruny Island special to them and those who visit.



This report was originally produced by Village Well in July 2016 for the Crown in Right of Tasmania (Crown) as represented by the Department of State Growth, and updated by Bruny Life in conjunction with Village Well in December 2017, for the purpose of updating information and concepts to ensure they reflect the local context.

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INTRODUCTION

Visitor Experience in the Context of Placemaking

This report and the process so far is guided by a Placemaking approach. Placemaking, as its name suggest, is about understanding how a place is experienced, the elements that make people want to stay and enjoy a place and ultimately how people feel connected, comfortable and attached to a place.

Understanding how to connect to a place is embedded in the understanding of visitor engagement (term used interchangeably with experience throughout this report). The core of our Placemaking work focuses on activating places in ways that enhance and create meaningful experiences for visitors and locals alike.

Our lens: Village Well uses our own lens to ensure aspects of place are equally captured. We do this through our '5Ps of making great places' - People, Programming, Physical Environment, Product, and Planet.

Who is Village Well?

Village Well is a Placemaking consultancy focusing on ways to enhance the quality of experience for locals and visitors alike through a deep understanding of the uniqueness of a place. Village Well's Placemaking process highlight narratives of a place (the stories unique to its people, history and physical environment) through creative and meaningful engagement processes. Ultimately this is about building the community's capacity and to explore community development opportunities.

Work Completed to Date

Our work builds on the Draft Bruny Island Tourism Strategy (April 2016) and is recommended as an action within the Draft Destination Action Plan (June 2016).

In particular, the Draft Bruny Island Tourism Strategy provides a comprehensive summary of the local residential and visitor profile and perspectives, the infrastructure issues facing the Island due to increased visitation, and the objectives and goals for tourism in Bruny Island. The fundamental goal for tourism involves increasing tourism yield rather than visitor numbers through increasing the length of trips from day trips to multi-day trips, encouraging visitation beyond peak periods and dispersing activity to areas beyond the existing main sites.

About the Project

This Pilot Project is about trialling a Placemaking process to help improve visitor and local experience on Bruny Island. Visitors often search for moments and activities from the perspective of a local, aiming to gain a glimpse into the lifestyle of the people who call this place home. In this vein, creating a quality visitor experience is inherently about reflecting core community values and enhancing or providing access to what makes it special.

Our process for engagement and the development of recommendations is spread across the following stages:

Stage 1: Understanding the Place

Our team seeks to rapidly embed themselves in the place - by trying to uncover the quirks and listen to stories about the local culture, the environment and its history. Undertaking more than 15 one-to-one conversations with a diverse range of people who know the place well, participants were able to share what they love about the Island, some key challenges and what they see as opportunities for the future experience on the Island, we were able to paint a picture that tells the story of the place.

Key findings from discussions, as well as research and on-the-ground site visits and the workshop have informed the direction of the opportunities (concepts) within this report.

Stage 2: Placemaking and Visitor Engagement Workshop (Place Lab) with Invited Stakeholders

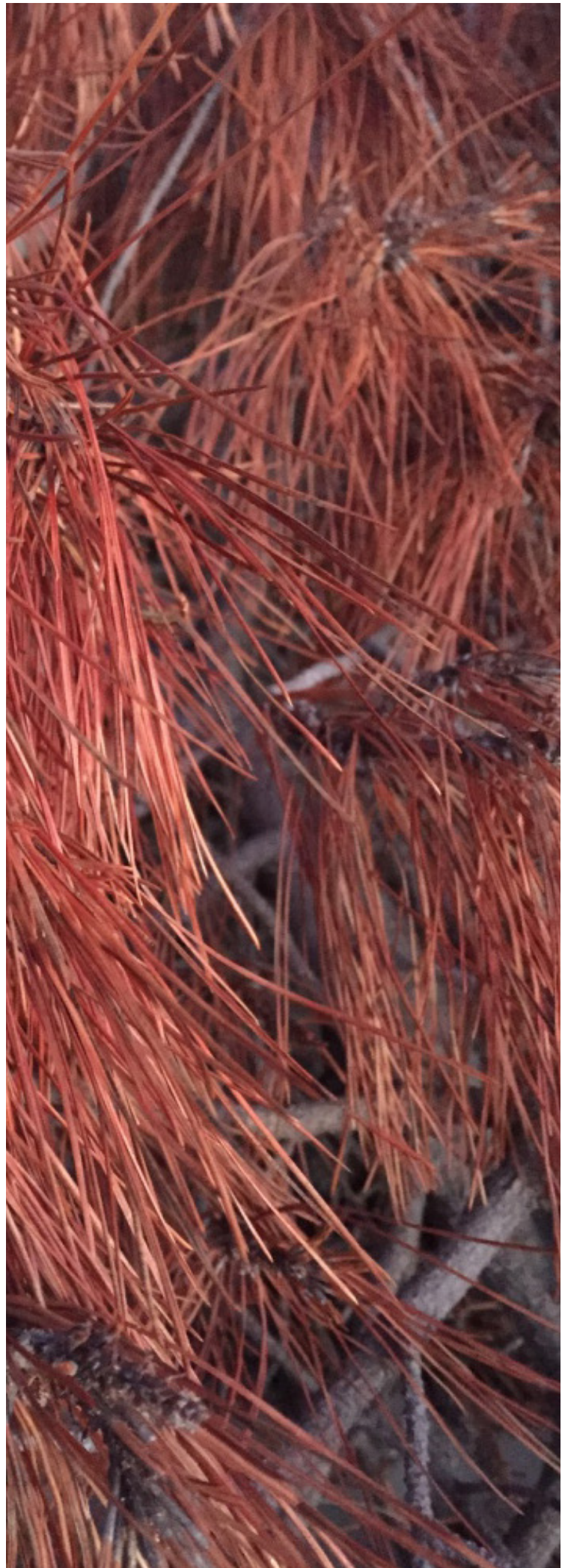
Village Well prides itself on creative and genuine community engagement and facilitation of Place Labs (our creative workshops). The Bruny workshop was held on 1 July 2016 and attended by community, Council, Tourism and State Government representatives. The workshop aimed to test key concepts within this report to inform the final strategy.

The specific purpose of the Place Lab was to:

- Collaboratively engage with the project team and invited stakeholders, encouraging creativity and bold thinking;
- Develop a shared Place-based Vision for Local and Visitor Engagement and to explore key ideas to deliver this experience;
- Develop contextually-rich ideas that build upon opportunities highlighted in this report;
- Prioritise opportunities which the group sees as essential to improving the overall experience;
- Deep-dive into priority ideas, exploring key elements/features of the idea, potential timing, potential costs and/or support needed and highlight partnership opportunities.

Stage 3: Placemaking and Visitor Engagement Strategy

The final stage will refine and build on ideas and opportunities presented and tested in the Place Lab. The strategy will be presented as a series of tangible concepts to improve local and visitor experience.





UNDERSTANDING BRUNY ISLAND

With a character distinct to its Southern Tasmania locale, Bruny Island is characterised by a remoteness and sense of isolation that has drawn new residents over decades as well as generations of permanent and one-off visitors.

This section highlights some of these unique characteristics, key visitor sites and locally-loved places, and a snapshot of the current locals' and visitors' experiences (what is and what is not working).





WHAT MAKES BRUNY ISLAND SPECIAL?

Bruny is characterised by a sense of remoteness - derived from its dramatic coastline and rugged, windswept wilderness - that has drawn and nurtured a passionate, caring and connected community who want visitors to share in the unique stories that underpin the character of the place.

These images are a testament to the spirit, textures and colours that greets people on arrival to the Island.





PLACE AUDIENCE

The success of tourism, as well as Placemaking, is for visitors to enjoy the exploration of a place like a local; accessing the unique and diverse aspects that make the place special, and avoiding the creation of a divide such as ‘their place’ or ‘our place’. The aim, therefore, is to create a harmonious relationship between the diverse *place audiences*.

Broad feedback from Bruny’s diverse community noted varied opinions around the desired interaction between locals and visitors. While some prefer not to have a direct relationship with visitors, many see tourism as key to sustaining the local economy with job creation, population growth and support for essential services.

The following pages detail the key *place audience* groups who have a relationship with Bruny’s visitor economy.

Long-term residents

The most active group within the community, they undertake the majority of volunteer roles and are active in community groups. Residents value a small-scale yet resilient local economy that encourages a diversity of jobs. Residents support visitation by those who respect and contribute to the protection of the natural environment, with a key concern being around potential negative impacts to the environment from increased visitor numbers. Stress on essential services which drain local resources during peak visitation periods is also regarded as high priority.

Ultimately, long-term residents have chosen to live on Bruny due to its unique remote characteristics, and in turn, want visitors to understand and empathise with them. They aspire for visitors to have a better understanding of local stories and character elements and improving sharing opportunities around visitor exchange.

Part-time ‘shackies’

This cohort has an emotional connection to the Island, visiting on weekends and longer-periods throughout the year and warmer months, something which in many cases they have been doing since they were young. Due to their divided residential status, shackies have reduced participation in community groups and volunteer roles, however they do attend some events, participate in recreational activities and contribute to community development activities when they can. They are said to “not need as much from the Island”.

Opportunity exists for ‘shackies’ to become more socially engaged and connected to the permanent Bruny community. Equally the generational aspect of the ‘shackie’ community ensures families and children regularly return to the island and may one day aspire to call Bruny home.

Small Local Businesses (on-the-ground):

These businesses are the face of the Island to many visitors and locals, supporting the everyday commercial needs for both locals and visitors. They are essential to the local economy and support population numbers. Many small businesses within the hospitality and tourism industry noted difficulty in accessing and retaining staff due to limited opportunities on the Island for people at working age.

There is a great opportunity for these businesses to creatively rethink their model for local and visitor engagement, in order to enhance their business and the overall experience and in turn welcome and encourage more of the 'smaller players' in the local economy.

Larger Local businesses (with office connection to Hobart):

Similar to the smaller businesses, they provide purpose and income to much of the Island's working population. Many of these businesses are contextually-based and focus on the 'Bruny brand'. There is at times a discrepancy between those that cater for all or solely to the visitor economy, however their economic contribution to the local economy and awareness of Bruny itself is integral. Equally these businesses are typically using modern technologies to improve process, and some connect to Hobart through the 'cloud' or remote offices to support staff work-lifestyle needs.

It will also be essential to incorporate a shared understanding and definition of what the 'Bruny' brand and how their products and provisions could more holistically address community needs and partner with small local businesses.

Residents connected to Hobart ('cloud-based' or at a part time city office):

This group is connected to both Bruny and Hobart often for family needs for schooling or job opportunities, given the reasonable proximity of Hobart. They benefit from the flexibility of work-lifestyle needs that often drives the modern workplace.

The growth of this portion of the population will be paramount to increasing the younger population demographics. Flexible work arrangements and suitable telecommunications infrastructure will enhance the reliability and potential for 'cloud-based' and part time residents to stay on Bruny long term.

Itinerant workers (short to long-term):

Bruny attracts a number of itinerant workers who help to 'scale up' local capacity and the economy during peak holiday periods and for agricultural work. These communities are keen explorers and in the case of WOOFers (Willing Workers on Organic Farms) include many international travelers, all of whom are interested in better understanding the place, its community and the environment more intimately. This all becomes part of what is ultimately skill-sharing opportunities, where in return for learning new skills or contributing their skills to the local population, they enjoy a culture-share experience and many receive free accommodation or attend community activities and events.

They also act as Bruny ambassadors and inject new life and ideas for their extended periods of stay. Understanding how they perceive Bruny and ways of welcoming similar types of visitors could provide untapped opportunities that add to the local and visitor experience.

Organised Tour visitors (school groups, local and international University groups, food tours, and wildlife tours):

While most tours are day-trips, there are also a number of short 2-3 day tours. Longer stay tours are often associated with educational experiences, which provide an opportunity for visitors to enjoy a greater connection with the Island and potentially offer something back (i.e. share studies, or contributing to land conservation activities).

Tours offer a great way to see and learn interesting aspects of a place in a short amount of time. They are a great option for those who don't want to independently visit the Island and are managed and operated by people who know the place intimately.

Domestic and international independent visitors (day-trippers):

A large cohort throughout the year, this group has a steady visitation in peak seasons, and bolster the shoulder season. Many are drawn to the 'Bruny' brand including its spectacular landscape and its well-known Island food producers. Aside from this, many day-trippers have little information about the people and place. Many arrive early in the morning, head toward Adventure Bay or the lighthouse, stopping at a number of the local produce outlets on their journey. With a jam-packed day, many visitors hurry back to the ferry in the late afternoon or early evening. Thus, their experience is very limited and their knowledge of Bruny scant, with little understanding of the size of the Island and road conditions.

Opportunity exists to educate day-trippers about conditions and the true Bruny character prior to arriving on the Island so that they can pace their trip better or consider extending their visit to multiple days. Equally, moving typical day-trippers to a multi-day itinerary will provide greater economic, social and environmental benefits for locals. The provision of essential facilities would also greatly improve their experience.

Domestic and international independent visitors (multi-day to week long):

These groups are often return visitors to Bruny, seeking to explore the Island further; visiting walking tracks and seeking a relaxed low-key getaway in the natural environment.

Accommodation needs vary with hotel, Airbnb and B&B, shack and house rentals, and camping is at capacity during Summer. They generally come well-stocked, though often seek access to local produce and meals out on occasion. In the past, some members of the camping population have been described as lacking respect for the natural environment, although an introduction of modest payments for campsites has seen a change in visitor groups (mainly an increase in the number of families) and improved behaviour and respect. The multi-day travel group is less likely to try to rapidly see everything on the Island, and take the Island in at a slower pace. This group is seen as the preferred visitor type by many local residents.

There is untapped potential in the multi-day visitor cohort. Success in improving the visitor economy will depend on the ability to move 'day-trippers' into the multi-day visitor category. These visitors are diverse in their background and interest, seeking diverse and holistic itineraries that allow them to uncover Bruny - the authentic, localised experience beyond the well-known 'Bruny brand'. These are predominately visitors that broad Tourism Tasmania strategies have targeted.



KEY BRUNY ISLAND SITES

Bruny Island is made up of a collection of unique places and settlements determined by their North and South orientations. This map provides a preliminary snapshot of these key locations.

Main Settlements

The majority of Bruny's population are located in a series of 'village' set amidst the Island's swathes of agricultural and forested land. This is a preliminary snapshot of these key settlements. Smaller communities are located nearest these areas and generally rely on the same amenities.

1. Alonnah

Located on the Western channel-facing side of South Bruny, Alonnah is a small township facing the Channel and acts as the civic heart of Bruny. Bruny Island District School, the police station, Alonnah Hall, post office, pharmacy, general store and Hotel Bruny (Australia's southern-most pub) are all located here and play a central role in connecting the community.

2. Adventure Bay

With spectacular ocean views, Adventure Bay is in South Bruny and has an active community who care for and protect the environment. There is interpretive information to learn about the place history and it is a start point to a number of walking tracks such as the Fluted Cape walk. During Summer the neighbourhood is teeming; with activities such as the market, movie nights and simple walks to the general store.

3. Lunawanna

Lunawanna is a significant residential townships of Bruny Island. It is distinguished by a vibrant identity and is a gathering place for people who live off Lighthouse Road and down to Cloudy Bay. The township is also close to water recreation places at the idyllic Daniels Bay and Little Taylors Bay.

4. Great Bay

Situated on North Bruny, Great Bay is also home to a sizable residential population and is the site of two major visitor destinations - Bruny Island Cheese and Get Shucked, which draw crowds of visitors daily.

5. Dennes Point

Dennes Point is channel-facing at the Northern-most point of North Bruny. With unsealed roads, it is off-the-beaten track for many day-trippers. With beautiful beaches and streets lined with shacks, the Jetty Café and community centre tie the community together through a well-loved local meeting place. The gallery plays an important role in providing an outlet for local artists to showcase their work to a broader audience.

Key Visitor Sites

Visitors, whether single-day, multi-day or longer-term, frequent a number of key sites across the Island. The following provides a brief snapshot of some of Bruny's more well-known attractions.

6. Ferry terminals

The 'ferry experience', which includes the Kettering and Robert's Point terminals, the journey experience (approximately 20 minutes) and the bookends at Bruny Island Gateway Café (formerly Mermaid Café), Robert's Point shop and the smokehouse roadside stall (Summer cherry stall), are regarded as a major issue for locals and visitors alike. Tour groups, however, use the wait in peak periods to explore the marina and discuss the history of the Island. The 20 minute journey provides an opportunity to gain attention of visitors, educating them about Bruny - what makes it special, places to see and what to expect.

7. The Neck

As one of Bruny Island's most iconic attractions, the Neck experiences significant visitation during peak periods, making it a current pressure point and key location of residents concern. Major infrastructure upgrades were completed in November 2017.

8. Lighthouse

This is one of the most popular attractions on Bruny with key experiences include walking up to the lighthouse, joining the organised lighthouse tour, accessing one of the walking tracks or visiting the museum. Considering its remote location, there are opportunities to increase the length of stay by visitors and raise revenue for its management. Road management strategies should be considered to mitigate safety and capacity issues.

9. Bruny Island Quarantine Station

The Bruny Island Quarantine Station is managed by Parks and Wildlife services, Friends of Bruny Island Quarantine Station and a nominated rotation of volunteer caretakers. Together they have worked to enhance the visitor experience through interpretation and refurbishment of buildings. The site holds significant history and could become a major destination for the Island to achieve the goal of spreading visitor activity.

Other Notable Sites

Further sites should be recognised as providing vast untapped opportunity for enhancing the visitor experience and sharing some key aspects of important to the local community. These sites should be explored and built on by the community as part of providing a holistic visitor and local experience.

10. Murrayfield Station

Murrayfield is the largest landholding on Bruny and a significant asset for the Indigenous Land Corporation in Tasmania which acquired the land in 2001. It is unique for its coordinated relationship between the Weetapoon Aboriginal Corporation and the Parks and Wildlife Service. As a working farm, Murrayfield provides agricultural training to Indigenous apprentices and generating income that helps to care for the unique environment. It is home to a significant number of Nuenone Aboriginal cultural heritage sites, as well as a populations of three threatened bird species. These aspects have drawn local and international university groups and local school groups.

While accessible by appointment at present there are vast untapped opportunities in making Murrayfield more accessible and therefore increasing culture share experiences for locals and visitors.



SNAPSHOT OF THE CURRENT LOCAL AND VISITOR EXPERIENCE

Bruny Island is full of stories, anecdotes and reminiscences from its diverse community, many of whom have called Bruny home for a long time. The stories shared are captured in the section below. This includes some quotes and a summary of elements that are ‘working well’ as well as those that are ‘not working well’. Note: this is a preliminary snapshot and is intended to be part of a continuing discussion with the local community in the next phase of engagement.

What is Working Well?

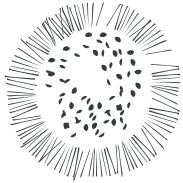
These are aspects of the tourists and locals’ experience that are currently successful and working well. They should be celebrated, acknowledged and built upon, and should be shared as stories of community building with visiting tourists.

- The community is proud of their place.
- The community is happy to share the Island with those who want to enjoy it with them in a respectful way.
- A caring and active resident base who provide volunteer services for the Island.
- Island ethos is about ‘preservation of the natural environment’.
- Pennicott Wilderness Journeys, the largest employer on the Island, is renowned locally and nationally having won multiple Australian and Tasmania Tourism Awards.
- Access to well-established and well-known tour companies that provide quality experience and rapid access to a handful of ‘must-see’ tourism aspects of the Island, all of which primarily focus on the natural environment and the food experience over one to two days. Tour buses alleviate the pressure of increased vehicles on the road due to increased visitor numbers, and they provide an option for those who aren’t confident driving on dirt roads to be able to access the Island.
- Access to the wilderness, including views to the channel and the ocean with its rugged coastline, unique flora and fauna habitats.
- A place rich in history for the Nuenone people and a significant asset in Murrayfield to learn this history, albeit extremely limited access at this point.
- Access to walking tracks, some with unique historical features yet to be fully discovered by walkers.
- Variety of visitor accommodation types; short-stay house or shack rentals, B&Bs, Airbnbs and WOOFing.
- Access to quality Island food producers, including Bruny Island Cheese, Get Shucked oysters, Bruny Island Premium Wines, cafés and restaurants who also support local producers and provide access to visitors (i.e. Hotel Bruny, Jetty Café and Produce Store).
- There is an established ‘milk-run’ route, which provides regularity to businesses on the route - a sample is provided on [A Taste of Travel Blog](#) which is a typical ‘tourist route’.

“A QUALITY VISITOR EXPERIENCE IS INHERENTLY ABOUT REFLECTING COMMUNITY VALUES”




“MOST OF US WERE
TOURISTS AT SOME
STAGE, THEN WE
MOVED HERE”



“BEING
COMMUNITY
ENGAGED IS
IMPORTANT”

- Access to well-established tour companies that focus on high-quality experience and typically for longer stays are often highly focused and offer an off-the-beaten track Bruny experience, for example Bruny Island Long Weekend and Inala Nature Tours. These tours provide greater access to small-scale producers (most not on the main tourist route) and access to outdoor experiences on private properties.
- Successful events that bring together a diversity of groups across the Island. Notably the Bruny Island Bird Festival brings the entire community together - arts, environmental, produce and more - through a not-for-profit partnership between Bruny Island Environment Network, Inala Nature Tours and BirdLife Tasmania. Other events include the annual Easter “Woodchop” at Alonnah, which has a marvelous country fair atmosphere and is a favourite for locals, shackies and visitors alike; and the biennial Bruny Island Art Prize, which is establishing itself as an arts event of national significance.
- Exciting research projects such as the Solar panel research project assist with Island self-sufficiency.
- Universities from around the world come to Bruny to study the wildlife and natural habitats.
- The local art community partnered with MONA FOMA in 2016 to host an event at the Alonnah Hall, this attracted diverse audiences lured to this staple Hobart-based event.
- Having won the Telstra Australian Business Awards in 2013, The Bruny Island Cheese Company is a role model for artisan food businesses in the 21st Century, with a focus on quality, customer experience and engagement, both online and onsite, innovation from ‘paddock to plate’ and care for suppliers, staff, the local community and the environment.
- Dennes Point’s Jetty Cafe and General Store is a significant and poignant story of community building. Now a hireable and well used community hall, produce store, art gallery shop, café and ultimately a gathering place. The Jetty Café should be shared and celebrated as an example of community will from initiation, to design and construction, creating a cherished community asset.

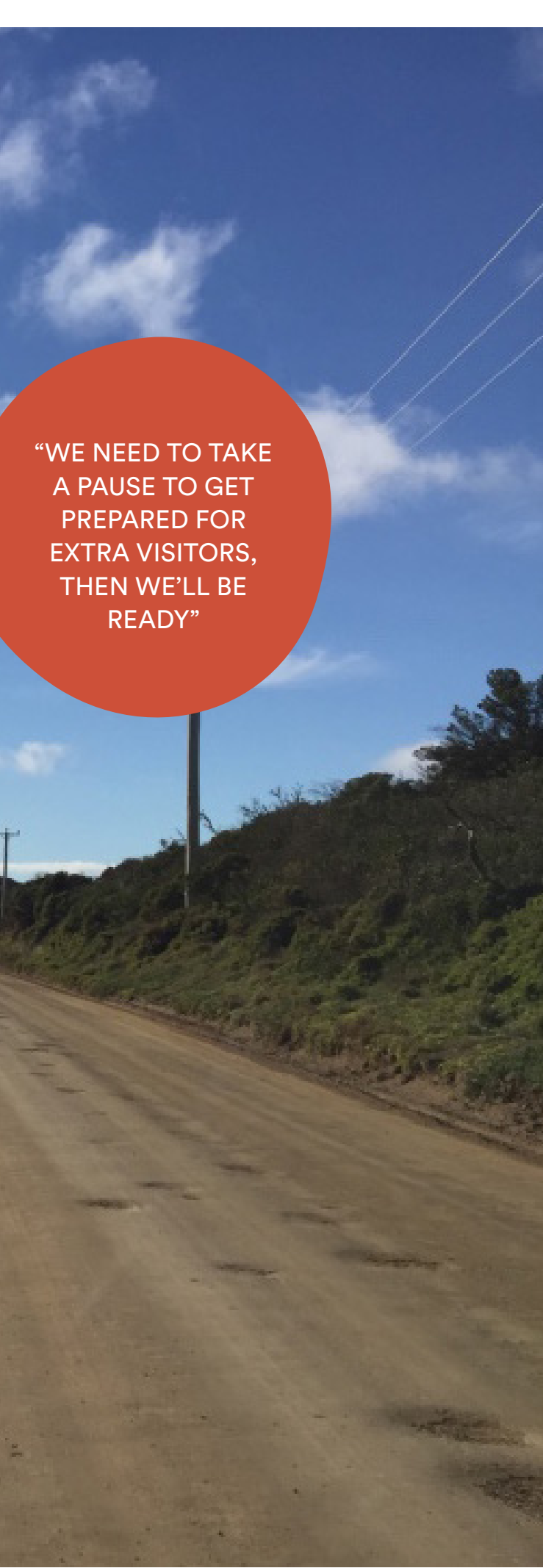




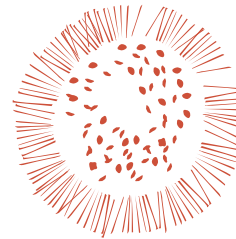
**“WE NEED TO ENSURE
TOURIST MONEY [FOR THE
ENVIRONMENT AND LOCAL
COMMUNITY] STAYS
ON THE ISLAND”**

**“WE’RE NOT ANTI-TOURISM, WE’RE JUST WORRIED
ABOUT POSSIBLE NEGATIVE IMPACTS ON THE ENVIRON-
MENT AND LOCAL LIFE. THIS NEEDS TO BE MANAGED.”**

**“WE’RE ALSO WORRIED ABOUT THE SAFETY OF VISITORS
COMING HERE, THEY OFTEN AREN’T PREPARED FOR THE
SIZE OF THE ISLAND, SO RACE AROUND TO MAKE IT IN
TIME FOR THE FERRY... AND SOME HAVE NEVER DRIVEN
ON DIRT ROADS BEFORE.”**



“WE NEED TO TAKE
A PAUSE TO GET
PREPARED FOR
EXTRA VISITORS,
THEN WE’LL BE
READY”



What is Not Working Well?

These are aspects of tourist and locals’ experience that are currently not working well. These challenges present themselves with opportunities and are used as the basis for the section that follows. Ultimately they will be about creating a cohesive experience that blends the needs of locals with the needs of visitors.

- Limited access to emergency services in peak season when visitor numbers increase, as the Island relies on local volunteers for emergency services struggle to support numbers above the resident population). Key risks include burnout of volunteers due to increasing pressure during peak season, reduced access to assistance in emergencies and associated resulting health impacts due to delay of assistance.
- Reduced levels of road safety due to unsafe driving on unsealed roads.
- Lack of visitor understanding of the size of the Island, how long it takes to explore and challenging driving conditions.
- Limited access to engage with locals (as visitor and local experience can be quite separate at times). This could be the local place to get a morning coffee, buy food at the produce shop, or enjoy community activities and events.
- Limited access to Aboriginal history and understanding of Aboriginal culture on the Island, as well as challenges around access to Aboriginal guides.
- Limited visitor amenities such as toilets and bins (though planned capital works and PPP projects are underway to improve this).
- Perception of limited share of Tourism Economy throughout the Island (i.e. residents feeling that those who benefit most financially from Tourism should give back to the community, for instance, helping to fund visitor amenity improvements).
- Limited ability to age in place with population numbers and people of working age unable to support aged care services and facilities.
- Ferry departure and arrival experience has not been maximised, despite access to a captive audience during long waiting periods. Unrealised potential to provide better access to information about the Island and stipulating requirements in the renewal of the ferry contract.



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This section explores opportunities centred around general themes that emerged from one-on-one discussions with local residents and tested during the community workshop. This presents opportunities within each theme and case studies for inspiration further detailed exploration.
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OPPORTUNITIES FOR BRUNY

**PRIORITISE COMMUNITY
& SOCIAL INFRASTRUCTURE**

BUILDING THE COMMUNITY'S CAPACITY

**MOVEMENT THROUGH THE
ISLAND & GATEWAY EXPERIENCE**

**SHARING LOCAL STORIES
& DISPERSING VISITOR ACTIVITY**

**MARKETING THE BRUNY
ISLAND EXPERIENCE**

PRIORITISE COMMUNITY & SOCIAL INFRASTRUCTURE



Community & Social Infrastructure

Social infrastructure is a vital first step. It provides dual purpose as it caters for visitors equally as for locals. The strain on these services during peak holiday period places an enormous pressure on the local community, particularly as they are often run voluntarily.

While infrastructure spending is often focused on the development of physical infrastructure, notably road networks, water, electricity and communications supplies, community and social infrastructure is often most pressing. For example, where the focus of road accidents is squared at road design, the emergency response is equally important.

Priority projects should focus on developing and supporting existing social infrastructure, notably in regards to emergency response during peak periods. The stress in time and well being put onto volunteers, particularly the volunteer ambulance service, is of some of the greatest concern. Access to emergency services could drastically impact visitor experience during emergency situations.

OPPORTUNITIES

- Volun-tourism provide the potential to support the need for emergency services and ambulance staff during peak periods.
- Pool community resources and community groups to provide greater linkage, collaboration and amalgamation of volunteer organisations with a shared portfolio.



Community groups combining to create a multi-disciplinary workshop for visitors, for example furniture making



Shared facilities provide spaces for community members to provide workshops and skills-share to visitors and locals

Shareable Facilities

The culture of sharing and sharehood is about providing access to facilities, tools and concepts for all as well as improving the ability to get to know people in your local area and reducing overall financial costs. Broadly, creating a shared business culture, which may include shared transporting of goods to Hobart, will be important to implementing a wider sharing culture. Dennes Point's Jetty Café and General Store is a good example of pooling multiple uses into one point and creating a community heart that is expressive of all facets of the diverse community - artists, producers and community groups. These are equally places that visitors want to stop by and enjoy.

OPPORTUNITIES

- Provide more shared facilities which are otherwise very expensive to build and operate individually, particularly for small scale farms and operators, for example shared abattoir facilities.
- Given the propensity towards self-employment, ability to work remotely and flexible work arrangements, the provision of a co-working space (the use of an office or other working environment to share equipment, ideas, and space) that caters to the shack community and companies with Hobart and Bruny staff.
- Expand the use of the Alonnah Hall's new industrial kitchen facilities to ensure access to a wide membership base for small scale local producers and growers.
- Provide tools and equipment hire and access for artists and hobbyists. They may also be used for hosting workshops and skills-share opportunities.

CASE STUDIES

- The 'Co-working Visa' network lists hundreds of independent co-working spaces across the world and offers members opportunities to find 'on-the-move office space' for those working and traveling.

BUILDING THE COMMUNITY'S CAPACITY



Community markets and Working Bees cater to locals and visitors

Welcoming Everyone to Local Events

Community Group culture on the Island is strong. Airbnb and Woofing communities often attend community events and activities. Some of these include: 10 Days on the Island event, Art Event MONA FOMA, wood chopping (500-600 people) and games (three-legged races), bird festival, art exhibitions, Lunawanna Jamboree, boat festival, winter solstice celebration, film nights, health centre initiatives (yoga, pilates), book launches and Men's Shed projects. It will be important to improve on the current activities and experiences of Bruny Island, while also creating opportunities for locals to interact with visitors.

OPPORTUNITIES

- Expand the Adventure Bay Market, with its focus on local produce, every month in summer, in particular expanding to an evening celebration and as a food market.
- Ensure Bruny News (a monthly newsletter with events, groups, business directory, birthdays / celebrations) is more easily and readily accessible to visitors and the 'shack' population.
- Engage with 'shackies' to better understand how they want to contribute to community building and collaboration.
- Host summer event nights dinner during peak periods that strongly encourage everyone to get involved.





Expanding the Volunteer Network

The Island currently has a very active volunteer community and a large number of community groups, however they are currently stretched to capacity with limited capacity to focus their attention on visitors as much as locals, particularly during peak season. Volun-tourism is an emerging popular sector of the tourist industry with tourists looking to enrich their life experience through short-term rewarding projects in beautiful locations, particularly with the opportunity to meet locals and get involved in the locals' way of life.

If or when the opportunity to host visiting volunteers arises, a new set of concerns are raised. In particular, the skills and time to manage volunteers proves equally pressing on the local community. None of this is to state the lack of interest in volunteering, however it is about improving the support and means to provide support to volunteers and volunteer programmes.

OPPORTUNITIES

- Create visitor volunteer programs including building on the existing program of bringing in external volunteers to help the visitor experience, where accommodation could be offered in exchange.
- Provide volunteer opportunities for one-off sustainable building projects where volunteer visitors learn the skills and techniques involved in small-scale sustainable low-carbon building projects.
- Expand 'Woofing' programmes including those where woofers are already undertaking short term volunteering work such as supporting visitor engagement initiatives at Murrayfield or the Ferry experience.
- Create an emergency service volunteer network during peak periods by exploring potential connections to Australian-wide university medical and services programmes.
- Build on the Tasmania Parks & Wildlife Service's well-established and successful 'Green Guardians' programme.

CASE STUDIES

- Sustainable volunteer build projects provided by ThePOOSH (ThePOOSH.org) "promotes the exchange of labour, knowledge, skills and community values and encourages sustainable self-build projects to offer food and accommodation for volunteer members." This database promotes and provides the opportunity for volunteers to explore sustainable building projects and a platform for build project hosts to post their opportunity. This is only one such example of many available databases offering a similar opportunity.



Celebrate success, share key learnings and create an open dialogue for community-wide discussion

Abbotsford Convent's Christmas Pop-up community initiative (see following page)



Capacity Building for Obtaining Grants

Build the capacity of locals to source and apply for grants and funding assistance - both through public and private means. This is about facilitating opportunities for grants and greater awareness of current successful grants. This is necessary to improve skills sharing and provide education around how to find, access and apply for grants.

OPPORTUNITIES

- Create a centrally accessible database with a list of known annual or one-off grants available for all types - art, environment, social, and so on. Greater assistance from Council would help with access to some of this information. The Business Tasmania website is a portal for small businesses, with a link to grants and funding assistance, and would therefore provide a good starting point.
- Encourage those who have been involved in successful grant writing and application processes to share their learnings and mentor others in the community.
- Seek resourcing assistance from Council and/or a State Government body from the start (writing and application) to implementation and evaluation phases.
- Explore the use of crowd-funding campaigns to fund community initiatives, campaigns would be ideally undertaken during peak tourism periods.
- Lobby Council or State Government to match crowd-funding money raised.
- Explore micro grants and micro financing as sources of revenue raising, with the option to borrow from a larger pool of financial resources for community-benefiting projects.
- Encourage pursuing public / private partnerships (PPPs) which provide co-funding models.

CASE STUDIES

- ioby ('in our backyards') is a crowd-resourcing platform that helps neighbourhood advocates turn ideas for their community into a reality through a web-based tool – combining crowd-funding and resource organising to support resident-led projects. Erin Barnes, ioby Co-Founder and Executive Director noted, "We believe that residents have this really important bundle of information about their own neighborhoods. They know about the built environment, they understand the social fabric, and they can make better decisions about how to use public spaces than anyone else... They've got history, they've got knowledge, and they're going to be around to steward those places in the long-term too."
- Victorian Government's Threatened Species Protection Initiative 'Community Volunteer Action Grants'. These grants match State Government funding with Crowd-sourced fundraising.
- City of Port Phillip in metropolitan Melbourne champions the 'Small Poppy Neighbourhood Grants', which connects local people to good ideas and action (Local people + Good ideas + Action = A better neighbourhood). These grants for 'small groups of neighbours' supports community driven projects that are 'planned, delivered and managed by and for the neighbourhood community'.



Connect small businesses to forge partnerships and a collaborative business environment

Connecting and Supporting Small Businesses and Organisations

Larger businesses (Pennicott Wilderness Journeys, Hotel Bruny and Inala) are supporting modern working needs (work-life balance), with use of the 'cloud', small offices in Hobart, and selling opportunities (for example, produce sold in Salamanca). Vital to the broader economic development of all residents on the Island is the development and support for smaller businesses and organisations. Measures to explore pooling resources and facilities for joint use and exposure will be integral. This is about bringing everyone in the community together - not just like-minded community members - to explore shared business opportunities that provide dual function and optimise the use of spaces across busy and quiet periods.

OPPORTUNITIES

- Connect small operators to Bruny digital and physical collateral and on 'what's on in Bruny Island' boards at the ferry terminals.
- Create a 'Favourite Places' list or network for each industry and business to share with visitors. The network could connect aligned operators, assisting them to get to know each other and share in the promotion of other businesses to visitors.
- Cross-connect industries such as accommodation, farms, food and tours, similar to Ross O' Meara catering all Inala Nature Tours.
- Encourage businesses to cross-promote their operations, for example a guided walking guide recommends a visit to the local oyster farmer.
- Connect community groups to visitors, including building on the film society shows screenings that are attended by both locals and visitors.
- Come together to create a Bruny shop that sells local produce and products, co-run by the producers and makers themselves. This should be a setup similar to the Dennes Point café and community building however at a centrally located point which is at a key point along the main tourist trail.
- Develop a strong business network including word of mouth recommendations that provide an effective way to direct visitors to other retailers, attractions, accommodation and activities and help extend the length of their stay. Visitors love to hear 'local knowledge' and often value word of mouth tips more than advertising brochures.
- Embed opportunities and practices for younger businesses to encourage younger demographics to come to the Island, stay on the Island and contribute to the economy.

CASE STUDIES

- Pumphouse Point in Lake St Clair recommends a list of their favourite places to visit on the trip from Launceston or Hobart airports. The list includes good places to get a coffee, the most picturesque routes and places of interest.
- Abbotsford Convent's Christmas Pop-up is a community initiative where artists and makers within the convent community organise, fit out and manage a 6 week Pop-up shop in the convent. Artists and makers are invited to contribute work to the shop and if they contributed to the management of the shop they gain close to 100% of the sale of their own works. Contribution from artists included working in the shop for 4 hours per week, meaning that the shop was continually operated by the artists and makers themselves. The shop provided artists access to an audience of potential buyers which they hadn't had before and a low-cost way to showcase their works. It also helped to build the community spirit and connection to each other.
- The Aranda shops in Canberra are an example of friends coming together to make a small village; including a small coffee roaster, coffee shop, a wine bar and library, yoga studio and workshop spaces.
- Sydney Economic Development Program saw the partnering of non-like minded operators to help build a supportive neighbourhood culture and access to broader audience. A barber was partnered with an emerging clothing retailer, together they used the one space - the barber during the day and on Thursday and Friday nights, the barber would stay open and the clothes shop bumped-in. Both businesses found success in this model by working together.

MOVEMENT THROUGH THE ISLAND & GATEWAY EXPERIENCE

Large and well designed signage as a simple entrance statement to visitors disembarking the ferry



Individualised and locally-built stall selling (and showcasing) local produce



Entry Experience and Ferry Gateway

The experience at key entrances and gateways sets the tone for everyone; not least the visitors who experience their first taste of the Island, but equally locals who regularly make the trip. The ferry is key to this experience as this the first point of entry (Kettering) and last point of contact (Robert's Point) with the Island and the community. At present there is an overwhelmingly sense of dissatisfaction with the way in which this experience is managed and how tourists can be better informed about the Island from this starting point. Improving this experience is an integral first step, and lobbying State Government to stipulate requirements in future contracts with the ferry operator should be a priority.

OPPORTUNITIES

- Communication between visitors at both ferry terminals could be a novel way to improve the experience. Visitors could share on a 'Favourite Places' list while waiting to leave the Island, which is then displayed in the ferry waiting line in Kettering.
- Providing a lane for locals and possibly tour operators could be a way to alleviate these concerns. Potential conflict between visitors in the standard queue and the locals lane would need to be assessed, however if the locals lane was clearly delineated and sign posted, it may not pose an issue.
- The land near the Robert's Point ferry terminal where the Smokehouse currently has a stall that could be an ideal site for a permanent visitor centre (or visitor experience). This may also be a café and produce store for local Bruny Island goods, providing revenue for the centre. Consider alternatively locating a uniquely designed 'entry kiosk' as this location as an orientation and interpretive information point.
- Improve the waiting experience at both Kettering and Robert's Point terminals with outdoor bench seating that doesn't require people to walk to the terminal building. During busy periods, have roaming visitor information guides (potentially visitor volunteers) speaking with visitors.

CASE STUDIES

- London's Festival of Architecture 2016 tasked architecture consultancies with a brief to create unique structures, some of which included a pavilion in Greenwich which could be played like a giant musical instrument.



'Wide Brown Land' sculpture on a Canberra hilltop

Bespoke and quirky navigation signage that brings a bit of (Grounds of Alexandria, Sydney)



Navigation Around the Island

Navigation across the Island could be improved. This will go hand-in-hand with signage and wayfinding strategies, however navigation also provides an opportunity to become part of the unique Bruny experience. Bringing in an artistic touch, points of interest and quirky sculptures may be used as markers to signify points along the journey. This is about creating unique and artistic 'wayfinding' (information systems that guide people through a physical environment and enhance their understanding of the space) opportunities that are cohesive across the whole Island and connected and embedded in centralised marketing and information brochures.

OPPORTUNITIES

- Unused farming machinery and recycled objects may be displayed along the roadside with the possibility of providing a marker for drivers navigating the roads. The Historical Society may explore displaying artifacts or objects in their collection for such purposes.
- Use other markers and points of interest as part of a game for children and visitors as part of an 'eye spy' game that is incorporated as part of a map and brochure for the Island.
- Provide clearer and more distinctive signage to assist visitors looking for significant tourist sites, including the Neck and the Quarantine Station.
- Improved wayfinding at the beginning of trails would encourage more people to undertake walks.

CASE STUDIES

- Shadows of the past silhouettes in steel along the Midland Highway share the story of Tasmanians convict roots with the varied sculptures located at intervals along the roadway. They are located at a reasonable distance from the road so as to not obstruct vehicles and cast a striking silhouette that provides visual interest along the otherwise insignificant roadway.
- Sculpture parks or significant sculptures that reflect the local culture and become significant moments in the landscape are at Naoshima Island (Japan), Hakone Open Air Museum (Japan), Heide Museum of Modern Art (Melbourne) and Montalto Winery (Mornington Peninsula, Victoria). Sydney's Sculptures by the Sea Sculpture trail is an annual drawcard for visitors to admire the unique pieces in the landscape.
- Japan's Naoshima 'Art Island' with its collection of public art pieces and underground galleries. While the scale of this project is large, its intent is a lesson in creating a sense of discovery and fun that encourages visitor interaction in the natural environment.



Vehicle Movement and Accessibility

Dangers on the road during peak periods from the sheer number of drivers who are not experienced in driving along unsealed roads are regularly cited as a significant issue for the Island. Recent campaigns, including the 'Bobbie the Bear' road safety campaign, have sought to remedy these challenges. However, education road safety education needs to start early, with the ferry being an important first point of contact.

Equally the encouragement of alternative forms of transport would help alleviate these issues and limit the number of cars on the Island.

OPPORTUNITIES

- Fund a regular Bruny Public Bus useable by locals and tourists alike with stops to all of the Island's main settlements and attractions. Focusing effort to access key sites that currently experience safety or capacity issues such as the Lighthouse.
- Acknowledge that unsealed roads offer an opportunity to slow vehicle movement and speeds. Bruny's gravel roads also blend seamlessly with the natural landscape.
- Create more parking bays and slow vehicle turnouts which allow visitors to safely stop on the side of the road and pause along their journey so they can enjoy the scenery, read interpretive signage and plan the next location in their journey.
- As noted in 'Navigation around the Island', navigation and markers should be incorporated into planning for vehicle movement.



Natural features of Friendly Beaches Lodge, sitting subtly in the Freycinet National Park



Access to and Diversity of Accommodation

Accommodation options on the Island are a combination of rentable ‘shacks’ or homestays, Airbnb listed homes and camping opportunities. Many Tasmanians have holidays homes on Bruny Island while other visitors may be included to rent a home for longer periods during the summer seasons. Camping has also become popular for families with a stark increase in this demographic coming to the Island for this purpose. Many have noted the need to upgrade and improve these camping facilities. As has also been mentioned, many visitors come to the Island for only a one day stopover, thus not looking to stay on the Island. Herein presents an opportunity to explore accommodation opportunities that will encourage visitors to stay on the Island (contributing to a more diverse and well-understood Bruny Island experience as well as contributing more to the local economy).

OPPORTUNITIES

- Community owned, shared and built accommodation facility should be considered as an opportunity to raise money that goes directly back into community services and facilities. This type of accommodation may be built as part of a sustainable build project as previously discussed.
- Investigate creating a campsite at the Quarantine Station to alleviate the overcrowding of campsites during summer, which would also serve as a source of revenue for managing the site. Explore unique camping opportunities that reference the pitched canvas tents used by returning soldiers.
- Significant resources could be raised for managing the national park by creating a one off or periodical, high-end stay at the lighthouse. This temporary luxury stay could create a truly unique experience and raise awareness of Bruny Island as a destination for high yield visitors.

CASE STUDIES

- Renmark Hotel in South Australia is said to be the British Empire’s first community owned hotel. To this day the hotel is owned and operated by the community with profits returned to the community through donations and sponsorships. Equally the Loxton Hotel in the same region is a community owned hotel, channeling profits back into local charities, projects and events.
- Cockatoo Island in Sydney and Huon Bush Retreat’s deluxe teepees offer walk-in campsites with the option to complement existing sites. Cockatoo Island’s campsite would provide a good reference point for potential camping opportunities at the Quarantine Station that reference its history.
- Curinga Farm’s Farm Experience and Farm Stays (north west of Hobart) gives visitors a taste of life on a working sheep farm, including learning techniques and enjoying the setting.
- Friendly Beaches Lodge and experience walks in Freycinet National Park offer 4-day Tasmanian adventures with a chance “to be off the grid, out of touch with the world”. The lodge itself appears invisible in the landscape, blending seamlessly into its surroundings.
- Feynan Ecolodge in Jordan, is an eco-tourist lodge that premised on contributing to the local economy (in this case local Bedouin tribes with limited employment opportunities), conservation of nature, and sustainable travel. All staff employed at the lodge are from the local Bedouin tribes and guests pay individually (at minimal cost) for guided walks, cooking classes, art lessons, cultural activities and nighttime star gazing; all of which are lead by locals guides. The architecturally designed mud brick building is powered by solar panels for communal areas and hot water, with private rooms lit by candle light only.

SHARING LOCAL STORIES & DISPERSING VISITOR ACTIVITY



Bruny Arts Community

Bruny Island has a flourishing arts scene, with more than 60 artists and craftspeople that live on the Island and around 40 who exhibit in projects and exhibitions. Currently resourcing to manage projects and acquiring additional funding is proving a struggle, as there is opportunity for many more events than what actually occur. There are a number of high-caliber artists and community artists, causing issues as to whether to put limited resources into high-profile exhibitions for a few artists or larger community projects. Both could be accommodated if more resources were available.

OPPORTUNITIES

- Further partnerships with Tas Regional Arts and Kingborough Council to improve arts resourcing and programming on the Island.
- Build on courses and events offered by Bruny island Arts Inc and support expansion of the regionally renowned Bruny Prize which has become a major arts event for the Kingborough region.
- Look to funding and partnership opportunities with UTAS School of Art and other cultural organisations to create a 'sculptures in the paddocks' outdoor sculpture exhibition. This may be a week long event that brings a diversity of groups across the Island together, much like the Bruny Island Bird Festival.



Shared workshops run by local artists and creatives encouraging visitors interested in learning skills



Kurunga Native Nursery, Melbourne

Indigenous Story

Bruny Island has a rich Indigenous history, including significant sites and artifacts across the Island. The tragic story of Truganini is explained through interpretive signage at the Neck, however there is enormous potential for more of the Indigenous story to be told. A wealth of Indigenous knowledge and heritage exists on the Island and tourism can play an important role in its protection if it is done in an inclusive way and local Indigenous groups and individuals drive the process.

This builds on a broader Australian Government tourism Indigenous experience strategy which is looking to explore experiences beyond the typically themed activities.

OPPORTUNITIES

- Create regular Indigenous walking tours of Murrayfield which provide the potential to play a key role in telling the Indigenous stories of Bruny Island through walks and tours for visitors.
- Lobby for greater funding assistance to weetaapoon Aboriginal Corporation to enable them to employ more Indigenous guides and expand access to and development of sites of cultural significance at Murrayfield.
- Build on the current partnership with Tas TAFEs Tour Guide Training program (Certificate III in Guiding) where students spent four days at Murrayfield Station where students tested their leadership skills as guides.
- Diversify Murrayfield's offer, complementary to farming. Consider the opportunity to include a native plant and bush food focus with the cultivation of native seeds and plants and the opportunity for visitors interested in horticulture to learn more about rare, endemic plant species. Explore a model that complements the cultural aspects and can run a business component to further extend access.
- Organise workshops with Aboriginal Elders, partnering with the Aboriginal Elders Council of Tasmania, including learnings around painting, woodcraft and obtaining ocher.
- Work with the T2E to develop a program for Bruny, offering real training to employment for Indigenous people on a bigger scale in remote areas than most industry groups can provide, simultaneously assisting Indigenous people and helping to fill skill shortages for industry. Trainees are recruited via pre-vocational courses and engagement with local communities.

CASE STUDIES

- CERES in Melbourne organise long-stay culture share programs for 10 days or more to Arnhem land as a culture share opportunity.
- St Kilda Indigenous Nursery Co-operative (Melbourne) is a community run and led nursery that grows and sells local native plants from the sandbelt area of Melbourne, propagating a wide range of coastal, heathland, woodland and grassland species. The nursery also offers environmental consulting, seed collecting, contract growing, garden advice, landscape design, landscaping, and garden maintenance. Their Village Nursery Program offers Aboriginal and/or Torres Strait Islander people the chance to build skills in horticulture, community leadership and climate change leadership.
- Kurunga Native Nursery at the foothills of Melbourne's Dandenong Ranges is a nursery that displays the most amazing range of Australian native plants. Home also to the famous Paperbark Café which uses fresh local produce and native bushfood.
- The Grampians Brambuk the National Park and Cultural Centre (Victoria) offer day-trip experiences that teach visitors about the spiritual significance of the area. Learn also from Koomal Dreaming's (Western Australia) and Venture North's (Northern Territory) cultural tours.
- Look at the Blak Markets in La Parouse Sydney. Run quarterly markets, browse stalls in search of Aboriginal paintings, jewelry and designs, tuck into a bush-tucker infused meal, do a workshop or watch an Aboriginal cultural performance, while checking out the view around you.



Natural Environment Story

Bruny Island's distinct and stunning natural environment is the most frequently cited highlight by locals and visitors alike, seen through a lens of being a wild coastal landscape. A strong conservation movement exists amongst local residents including "Land for Wildlife", the resident community caring for wildlife, the active Bruny Island Environment Network (BIEN) and the Inala program of removing road kill, rescuing babies and moving carcasses to safe places from birds of prey.

The Island features a wealth of local flora and fauna and some are well promoted such as the Island's 12 endemic bird species. Inala attracts bird watchers from around the world and the wider public have been exposed to them through the Bruny Island Bird Festival that is organised by BIEN. There are opportunities for many other stories of the Island's special natural assets to be shared with visitors in a similar way.

OPPORTUNITIES

- Night tours of Bruny Island wildlife could provide educational opportunities of the Island's unique fauna and further connect visitors with locals. Two potential tours include the quolls that are the only stable population in the state and the penguins at the Neck.
- Improve guided walks as the walks on Bruny Island are currently considered a favoured experience for visitors. Guided walks by local groups or organisations could help raise revenue for maintaining tracks.
- Improve self-guided walking tracks that cater equally for moderate fitness levels (for example families). Look to improve the simple tracks straight away, including the Labillardiere Peninsula Walk and the Flute Cape Walk (noted in the '60 Great Walks' guide) as they are in adequate condition, however they need better promotion and signage. Once these tracks prove successful the ability to apply for more funding for other tracks may be easier.
- Create a Citizen Forester Program or similar, to protect and manage park environments for visitors.

CASE STUDIES

- The Tasmanian Walking Company's multi-day walking experience embed an Ecotourism and Sustainable Tourism ethos, with the team providing comfortable accommodation and creature comforts along the self-guided walking trails. Ultimately it provides people from all fitness levels the opportunity to participate.
- Look to the City of Melbourne's Citizen Forester program as an example. It offers citizen volunteers the opportunity to participate in urban forest data collection projects, helping to gather information on vegetation in parks and gardens.



Flametree Food Co-operative, NSW

Summer food and beverage stalls at key tourists sites will increase capacity and provide back to local small businesses during peak periods



Food Story

Bruny's food 'brand' carries a strong narrative with domestic visitors, many of whom come to the Island to experience these unique delicacy highlights. This is an drawcard second only to the Island's unique natural environment. However while renowned for artisan food, significant opportunity exists to build on its food story, connect with small scale producers and diversify and increase food options that cater to both locals and visitors. This is also a story of agriculture which is key to Bruny's character and an important part of its post-European settlement history.

Locals have expressed their desire for more day and evening food options and currently only the Bruny Hotel is regularly open for dinner. Outside of the peak summer period, the opening hours of some cafés are unreliable, making it hard to find good coffee or simple meals. Opportunities for increasing sales of locally produced foods will not only enhance the visitor experience, but can also raise revenue for local producers and local initiatives.

OPPORTUNITIES

- Create a Co-op Café supported by volunteers, providing quality and affordable meals using Island produce for breakfast, lunch, dinner, and pre-prepared meals.
- Further utilise the commercial kitchen in the Alonnah Hall and host large dinners that could be held over peak periods and are run by well-known Bruny and Tasmanian chefs. Build on the previously successful Bruny Island Slowjourn, part of Slowfood Hobart, bringing together the Islands producers and growers. Locals and visitors should be invited to attend with proceeds going back into the community.
- Enhance the 'Made on Bruny' identity with a Bruny Island food story beyond the high profile producers, raising awareness of smaller scale producers. A retail outlet selling products made by smaller producers would provide a platform for those already creating food related goods on the Island.
- Establishing a series of farm gate self service roadside stalls that sell local products and produce. The Men's Shed may be commissioned to construct the stalls.
- Building on past rituals, a mobile 'Made on Bruny' van could travel the Island to various camp sites, caravan parks and towns to sell locally made goods, similar to Trevor Adams' father who had a moving butcher selling meat across the island.
- With limited options for food retail on the Island, accommodation hampers consisting of local and regional produce could be delivered to accommodation.
- Food classes and farming workshops would provide an incentive for visitors to learn about food production and get them to stay for longer periods of time. This would also provide revenue for small scale producers, not just the large operators.
- Expand Food experiences across the Island. For example, Bruny Oysters could take people on boats out to the oyster farm.
- Explore food retail in or around the Lighthouse. In the short term, trial a simple solution such as allowing a food truck to operate over summer. Alternatively offer picnic packages using local produce such as cold meats and cheeses. For inspiration look to 'The Rocket' - a small 2m x 2m roadside stall in Southport.

CASE STUDIES

- Flametree Food Co-op in Illawarra NSW offers local and sustainable growers and producers the opportunity to package their produce or products in boxes delivered to members. Flametree operates through a community-owned business model with volunteers who assist offered significant discounts. Friends of the Earth in Melbourne provide rostered workers in their food co-op a 15% discount on their shopping after their shift.
- Ye Olde Organic Shop in Oyster Cove showcases a huge variety of the produce grown locally, that meet the daily essential needs of locals. It is equally a great stop for curious tourists who love to explore the unique local produce and is a popular photo opportunity for visitors on the road to Hobart.
- The Collingwood Children's' Farm Café in Melbourne offers patrons access to produce collected fresh from the farm on their menu. The rustic and compact setting of the café amidst the farm setting has become equally popular for brunches and weddings.
- Hobart's Farmgate market is a drawcard for food tourism inspiration with the central ethos premised on the concept "if you couldn't eat it, drink it, grow it or meet the producer, then you wouldn't find it at the market".



European Explorer and Settlement Story

Bruny Island's history of European settlement and exploration plays a key role in the Island, Tasmanian and ultimately the country's colonial history. Early maritime exploration of the Tasmanian coast and the extensive whaling industry is full of characters and stories, many of whom are reflected in place names. These stories are equally reflected in Bruny's settlements and physical vestiges of times gone by. This background also plays into stories of dispossession of the Nuenone people. Ultimately early European narratives play hand-in-hand with all of Bruny's layers, referencing the artistic, Indigenous, natural environment, food and agricultural aspects.

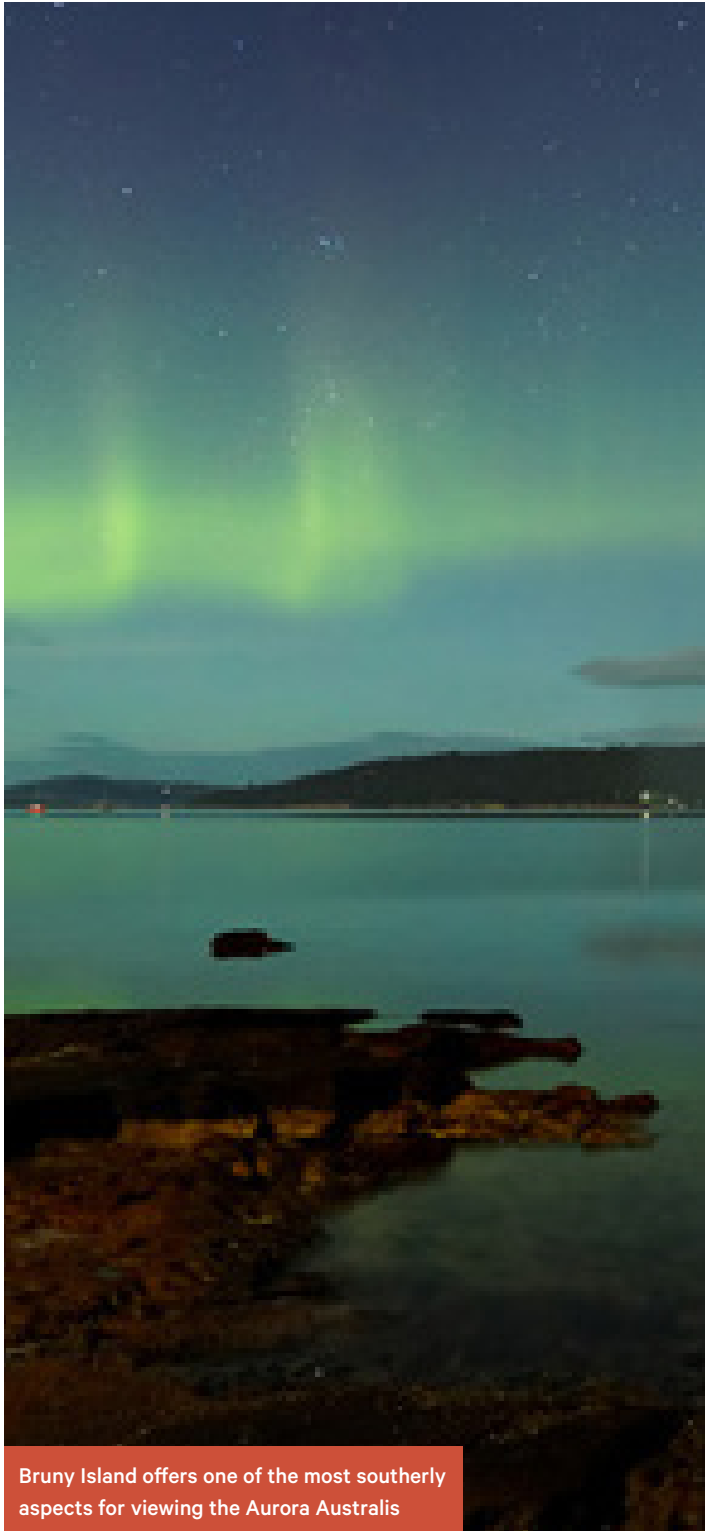
Many of these stories, however are minimally reflected in interpretation, other than a few key sites including the Quarantine Station and The Bligh Museum at Adventure Bay. Stories need to equally be told in written form, and it is how this understanding of the past is reflected in communication and marketing material for visitors that is integral. Therefore, there is significant opportunity to build on this early settlement story.

OPPORTUNITIES

- Explore with the Historical Association new opportunities and ways of displaying artifacts or objects from their collections. Partner this approach with the 'Navigation Around the Island' opportunities for markers in the landscape.
- Encourage partnerships between Bruny's artistic community, the Historical Society and local 'storytellers' to assist in reimagining how visitors access information around Bruny's European heritage. This should also encourage partnerships with Hobart or mainland Australian-based digital designers to help create a more in-depth and accessible historical archive for the Island.
- Incorporate European settlement stories into Bruny marketing collateral and a central digital database (non-commercially affiliated website) that shares this information.
- Bruny's agricultural uses were a key tenet of early European history, therefore provide wider culture share opportunities to celebrate this aspect. For example, farm stays (referenced in 'Access to and Diversity of Accommodation').
- Explore placing a series of external exhibit boxes throughout the Island (including on the ferry or at the ferry terminals), managed by the Bligh Museum. Alternatively this may take place in the form of a programme of small exhibitions, displayed throughout unique Bruny locations. Partnerships on the mainland would be integral for 'hosting' a number of exhibits to help share the Bruny story.
- Provide greater interpretation around the legacy of French navigation of Bruny and the Channel, notably stories of Bruni d'Entrecasteaux and the relationship with Indigenous peoples of the Island.



MARKETING THE BRUNY ISLAND EXPERIENCE



Bruny Island offers one of the most southerly aspects for viewing the Aurora Australis

Promote the Shoulder Season and Off-Season

It is important to diversify the visitor offering and celebrate the off-season with new experiences. This is particularly important given the strain placed on resources and infrastructure during peak periods. The Island offers equally beautiful experiences during colder months and these assets should be celebrated along with the opportunity to enhance existing winter experiences. Above all else this would help support local retailers and tourism based operators in the shoulder season and off season.

OPPORTUNITIES

- Create a campaign that highlights activities and local events. A coordinated approach would be needed to develop such a campaign that could include special food events and activities.
- Embed Bruny places and creative talents into the Dark Mofo event programme, which is in itself an example of creating visitor's interest in the low tourist season. Explore events or festivals similar to the Huon Mid Winter Festival to showcase the jewels of the island in the off-season.
- Ensure marketing material reflects the changing character of the Island between winter and summer with equally unique offerings during winter.

CASE STUDIES

- 'High Country Harvest' is a well designed brochure and campaign that promotes food events across the alpine region of Victoria during shoulder seasons.



Communication and Marketing

Visitors are keen to access the 'real' Bruny. With most brochures filled with advertising material and little information about the character of place, stories and special gems that make it unique, many visitors are rejecting Bruny collateral due to obvious commercial bias and opting to explore the island on their own. 'Word of Mouth' is critical, as well as unbiased reviews. Marketing the 'real' Bruny - its mix of wilderness, food, history, arts and culture, and shared community values will have greater potential to tap into Visitor interest.

Additionally, one of the most common issues raised is improving the communication available to visitors about what they are exposed to and what to expect while on the Island. It is often cited that visitors do not understand the large size of the Island, the time it takes to reach different areas and the dangers of driving on the unsealed roads. With many visitors attempting to experience the Island in a day trip, they don't sufficiently immerse themselves in the Island; as they do not give themselves enough time appreciate all its qualities.

OPPORTUNITIES

- Marketing material should encourage multi-day visits by focusing on the enormous amount to see and do on the Island. The emphasis on multi-day trips could be prominent on brochures, visitor information advice and on websites.
- The ferry crossing provides an opportunity to welcome and offer advice to visitors about what to do and where to go and how long it takes to get everywhere, and safety information covering the dangers of driving on unsealed roads and avoiding unsafe stops in the middle of the road.
- Consolidate the varied Bruny Island brochures into one central community generated brochure that represents a bipartisan interpretation of the Island and avoids overt commercial advertising.
- Explore combining the centralised community-generated brochure with an accompanying website with similar graphics and informations. A central website should provide a consistent voice in lieu of the three main website results on Google that exist, including brunylsland.com; brunylsland.org.au; brunylsland.net.au.
- Encourage tourism operators to refer visitors to other operators and interesting attractions to create a greater culture of collaboration. Consolidate this information into the above noted brochure and website.
- Provide spaces for regularly updated 'What's On' or community noticeboards.
- Consider consistent style for signage and bespoke handmade solutions such as engaging the Men's Shed to develop handmade signs. Signage may include 'where to from here' information at key locations. These may also be located in vehicle pullovers.
- Conditions warning signage (i.e. distances between key locations such as "1 hour to the lighthouse along dirt roads") should be added throughout Bruny's road network.
- Convey the importance of protecting the environment through messages on signage in key areas such as camp sites and frequently visited locations.
- Build on the Tourism Tasmania's successful Instameet initiative on the Island and use as an opportunity to build up a Bruny image bank and continue to share their stories.

CASE STUDIES

- [Canberra's Human Brochure Campaign](#) which received much acclaim as the self-proclaimed "world's first living, breathing travel brochure created by real humans - just like you!" Locals were invited to this online platform to share new things and their flair for telling stories.
- The [Visit Iceland](#) website provides clear and well presented information for Iceland with the layout allowing you to search for different categories of information on the Island by a list or on an interactive map.
- Meredith music festival in Victoria offers all festival goers a hand-delivered small booklet about the farm, its values, how to dispose of rubbish (plus rubbish bags), and good behaviour. This information is given by volunteers at the festival.
- Hello Sandwich Tokyo Guide is a local's guide to exploring place. Void of commercial interest and advertising, the guide introduces the character and 'feel' of a place, key elements that make it special, favourite places to eat, beautiful landscapes to see and people to meet.

