

Woolmers Estate

Site Plan

DRAFT

April 2014

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1.0 EXECUTIVE SUMMARY

1.1 Woolmers Estate: Introduction

Woolmers Estate is located in Longford Tasmania and is part of Brickendon-Woolmers Estate World Heritage Site which is one of eleven sites that make up the Australian Convict Sites World Heritage Property. The Outstanding Universal Values (OUV) surrounding the listing are related to the contribution Brickendon and Woolmers make to story of transportation and settlement on a global scale.

Woolmers contains rare collections of colonial buildings, artefacts, furnishings, farm machinery and equipment dating from 1817 that form a significant contribution to the national and state historic heritage estate. The property had been in the same family from settlement in 1817 to the passing of Thomas William Archer in 1994.

The estate is managed today by a Board and has a General Manager with some full and part time staff supported by a significant number of volunteers. There is a selection of focus committees that support their point of interest – for example the marketing committee.

The estate is open to visitors and provides a number of facilities:

- Accommodation
- Restaurant
- Self-guided tours and
- Guided tours.
- National Rose Garden
- Miscellaneous events through the year.

Woolmers Estate has identified flora and fauna that is considered rare and/or endangered. Those values are recognized and documented by the Department of Primary Industries Parks Water & Environment, Northern Midlands Council and Natural Resource Management North.

1.2 Operational Environment & Future Needs

In 2014 Woolmers Estate is working toward a future of increased profile on a National and International platform. The Board is looking to increase its income to provide for:

- the protection and promotion of its historic heritage and natural values,
- management and maintenance of the heritage building stock and associated collections,
- a sufficiently resourced and highly skilled management structure that is able to grow the business to cater for future demands
- the visitor to the estate, offering a range of cultural experiences that are layered, informative and exciting that also provides choices to suit individual

expectations.

The estate is planning a major initiative in 2014. The construction of the new Nigel Peck Centre and Frances Mary Archer Peck Gallery will provide an entrance to the estate that takes it into the next 50 years providing for flexibility of visitor services, experiences, protection of historic materials and in particular a point of awe and inspiration that prepares the visitor for what they are about to be a witness to.

A number of other initiatives are being considered by the Board that require a clearer understanding of the constraints and opportunities governed by legislation and regulations. The Board recognises its responsibility to ensure values are not impacted in a negative way through lack of information.

1.3 Recommendations

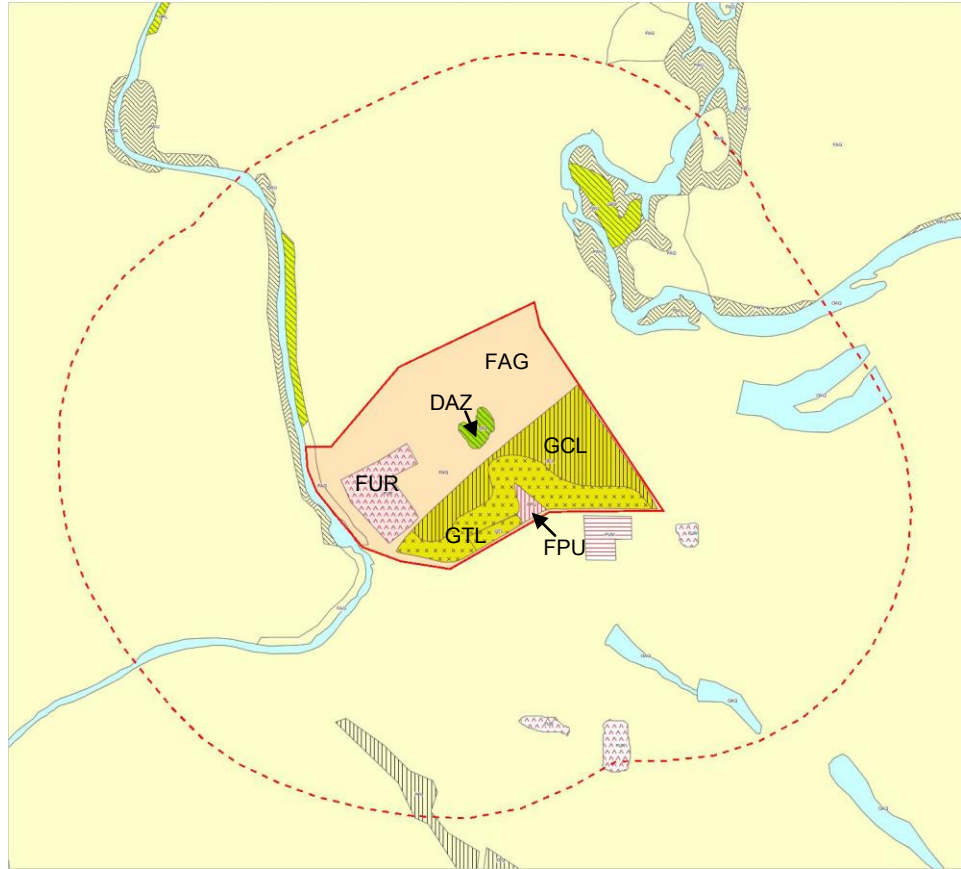
a: The Estate is divided into clear precincts that define areas purpose:

- Historic Heritage Precinct
- Visitor Services Precinct
- Natural Values Precinct
- Agricultural Production Precinct
- Commercial Precinct
- Infrastructure Precinct

b: All activities within the boundary of Woolmers Estate is in recognition of the following regardless of the precinct definition:

- The Outstanding Universal Values associated with the Australian Convict Sites World Heritage Property listing cross all precincts as the whole site is included in the listing.
- The historic, social and landscape connections with its WH partner, Brickendon, are protected and not compromised in any form, which is the visual connection, interpretation of the WH story, the access to the walkway and future planning should be in consultation with Brickendon.
- The potential Aboriginal Heritage values are respected and protected and all efforts are made to follow due process and principles as defined under the *Aboriginal Relics Act 1975* which is under review in 2014. Future management of Aboriginal Heritage to comply with the new legislation when enacted by Parliament. An Aboriginal Heritage assessment is recommended to provide development certainty.
- That commercial endeavors are in keeping with historic activities employed on the Estate over its history and structures and supporting infrastructure reflects scale and form of historic buildings – while may be contemporary but to not overshadow the heritage site in architectural style.
- The natural values are assessed and updated and management structure put in place to support their level of protection as defined by DPIPW (or responsible Government Agency at the time).
- There is no creep of activity from one precinct into the other. For example the Commercial boundaries must not broaden into the Agricultural Precinct. There will be consideration for the boundaries indicated in the main body of this

report that may not at first be clear.



Natural Values Atlas - 2014

Code Community Emergent Species

GTL (GTL) Lowland Themeda triandra grassland

FPU (FPU) Unverified plantations for silviculture

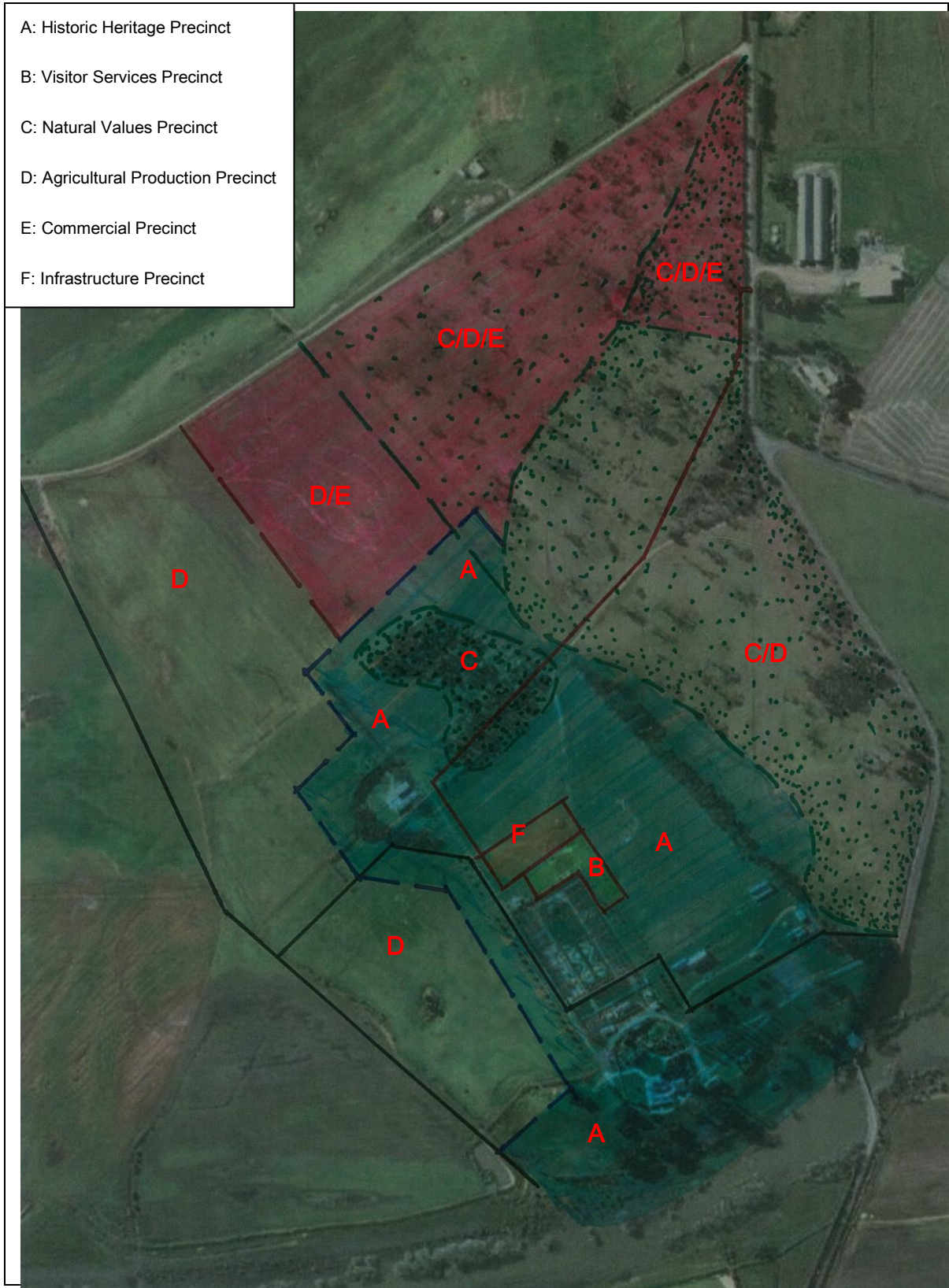
FAG (FAG) Agricultural land

FUR (FUR) Urban areas

GCL (GCL) Lowland grassland complex

DAZ (DAZ) Eucalyptus amygdalina inland forest and woodland on Cainozoic deposits

Precinct Division



A: Historic Heritage Precinct:

Retain the historic heritage values as defined by the World Heritage listing, National Heritage List and the Tasmanian Heritage Register. Refer to Section 3.2.

The precinct has been defined by a number of considerations such as the recommended significance placed on spaces within the boundary of Woolmers Estate in the following documents:

- *Woolmers Estate Longford, Tasmania. Conservation Management Plan. 2008.* Clive Lucas, Stapleton & Partners Pty Ltd.
- *Woolmers Historical Study.* 1996. Scripps. L.
- *Volume 1 Executive Summary of Volumes 2 & 3.* 2007 Sheridan G.
- *Volume 2. The Historical Landscape of Woolmers and the Norfolk Plains to 1856. October 2006.* Sheridan G.
- *Volume 3. Gardens Grounds & Pattern Languages Woolmers 1857-2006 December 2006.* Sheridan .G.
- Tasmanian Heritage Register, Woolmers Estate, 658 Woolmers Lane Longford. 5077
- National Heritage List, Woolmers Estate, 658 Woolmers Lane, Longford.
- Australian Convict Sites World Heritage Property listing and Nomination 2010.
- *Woolmers Visitor Centre & Gallery, Statement of Archaeological Potential & Archaeological Method Statement 2013.* Austral Archaeology.

Issues such as historical sight lines to and from distant views, Brickendon and other parts of the Estate have been recorded in archival documents and in paintings and illustrations over the years. It is critical to retain those views without the intrusion of other structures on the property. This precinct is not to have any more development except the already approved Nigel Peck Centre and Frances Mary Archer Gallery (Visitor Centre) and associated infrastructure – refer to B&F.

The buildings, gardens and cultural landscape within this precinct must take priority in protection and maintenance into the future. The new Visitor Centre will work towards better management of the historic fabric, collections and artefact material.

B: Visitor Services Precinct:

The precinct is tightly defined by the Visitor Centre building boundary and access paths. The Visitor Centre development was designed within the World Heritage site and accepted as contributing to the values. The building will provide

- a venue for the protection of Woolmers collections,
- a launch platform for the visitor experience
- a venue for initiatives that will assist the financial future of the Estate.

Given the sensitive location for the Visitor Centre there will be no further construction within this precinct.

C: Natural Values Precinct:

Natural Values have been recognized and identified by Northern Midlands Council and DPIPW. The Natural Values associated with Woolmers requires a new assessment which is recommended in the Site Plan. While the area of DAZ is potentially to be protected without the destructive influences of stock grazing, some of the area defined actually includes grazing as part of its management regime, therefore there may be a multi-purpose definition:

- C: to be re-assessed by relevant professionals for the values in place and the management structure recommended.
- C/D: recognized for the natural values but potentially where grazing is part of the management regime.
- C/D/E: as per C/D but also with relevant approvals, Planning Approvals and “permit to disturb” from DPIPW, may be disturbed for the purposes of commercial development. Such development, while must be in keeping with agricultural practices and be of built form and scale in keeping with the historical values, may be constructed within this precinct.

D: Agricultural Production Precinct:

Woolmers Estate has traditionally been an agricultural based property. The practices of farming, sheep, wool and orchards should be encouraged and could be a significant source of income from the by-products. The Agricultural Precinct if restricted to grazing and wool production only will not impinge on the sight lines of the heritage precinct and will ensure a sustainable use for the land. Any discussion about re-instatement of orchards must be in consideration of where the historic orchards were located.

E: Commercial Precinct:

To ensure Woolmers Estate has the opportunity to reach its potential financially, it must be provided with the information to make wise decisions as to where and what it may develop commercially, without compromising the existing heritage and natural values. The precinct off Point Road and a small area off the Woolmers Lane entrance will enable that development. This is however within some of the area recognized by DPIPW Natural Values Atlas and will require the appropriate approvals to disturb. With sound management practices for the remainder of the Natural Values areas Woolmers will demonstrate an intention to protect and promote those values.

Developments within this precinct must retain the values of the rest of the Estate and be presented in appropriate scale and form and supported by environmentally sustainable

infrastructure. Whilst this precinct is defined within this report, based on research and the belief that the precinct will not adversely impact the values of the Estate, the individual projects will still need to be presented to local, state and Commonwealth governments for approvals.

F: Infrastructure Precinct:

The Visitor Centre has a number of infrastructure developments to support its operations. There are a number of new initiatives that are recommended for the Estate at the same location to ensure the operation is sustainable into the future.

The Visitor Centre car-park and drive are located in this precinct. An area dedicated to the repositioning of the water tanks and installation of new solar panel array will also be housed within an earth bund which has lowered the height of tanks and panel structure as well as hiding them behind an earth wall that is sculptured into the hill to appear like the normal landscape. This will render them invisible from the main homestead and outbuilding as well as Woolmers Cottage and the drive in from Woolmers Lane.

1.4 Conclusion:

The recommendations within the Executive Summary are based on the research and analysis found in the main body of the report. The fine detail as to how the Estate will operate within the precincts requires further work outside the scope of this report. There are a number of studies that will be required to give clarity such as:

- Interpretation Plan
- Natural Values Assessment for 2014
- Business Plans for any new proposed initiative with analysis of potential impact on Estate values.
- Aboriginal Heritage Values analysis carried out
- Archaeological assessment of the entire Estate to provide indication of areas of sensitivity.

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General

Aboriginal Heritage

Historic Heritage

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Commercial Enterprises

Agriculture

6. REFERENCE MATERIAL

2.0 INTRODUCTION

Woolmers Estate is located in Longford Tasmania and is part of Brickendon-Woolmers Estate World Heritage Site which is one of eleven sites that make up the Australian Convict Sites World Heritage Property. Woolmers Estate was developed as a colonial property, designed and owned by the Archer family from 1817 to 1994 with the death of Thomas William Archer. The estate was developed throughout the convict assignment period by the convicts responsible for the construction of most of the buildings at Woolmers until after the cessation of assignment period in the mid 1800's. Woolmers Estate is of exceptional cultural significance at Local, State, National and International levels.

Aboriginal Heritage sites are located in the proximity of Woolmers Estate and are recorded on the Tasmanian Aboriginal Site Index managed by Aboriginal Heritage Tasmania, Department of Primary Industries, Parks, Water and Environment.

Woolmers Estate is recognized by the Tasmanian Government, Northern Midlands Council (NMC) and Natural Resource Management (NRM) for natural flora and fauna habitat values.

Woolmers Estate is currently managed by the Woolmers Estate Foundation. The board of management is under the stewardship of a Chair, and members representing local business, Archer family, municipal council, marketing.

2.1 About This Plan

Purpose:

The purpose of the Site Plan is to protect and promote the extraordinary values attached to Woolmers Estate. Through informed guidelines and recommendations, management decisions to support ongoing maintenance and protection by way of future development of wealth generation and innovative initiatives may be carried out with certainty. The Site Plan will explore current legislative obligations, management structure and systems, identify land use precincts compatible with identified values, and provide guidelines and recommendations to assist with the management and growth of those precincts.

Author:

Jo Lyngcoln principal of JLHM has been associated with Woolmers Estate since 1994 as a heritage consultant and project manager for conservation works that have led to

World Heritage status.

2.2 Land Tenure

Property:

Woolmers Estate

658 Woolmers Lane,

Longford. Tasmania 7301.

Real Property Description:

Lot 1&3. Title Reference: 135619

PID: 2037800, 2037771

Heritage Listings:

World Heritage list

National Heritage List

Tasmanian Heritage Register

National Trust of Australia (Tas)

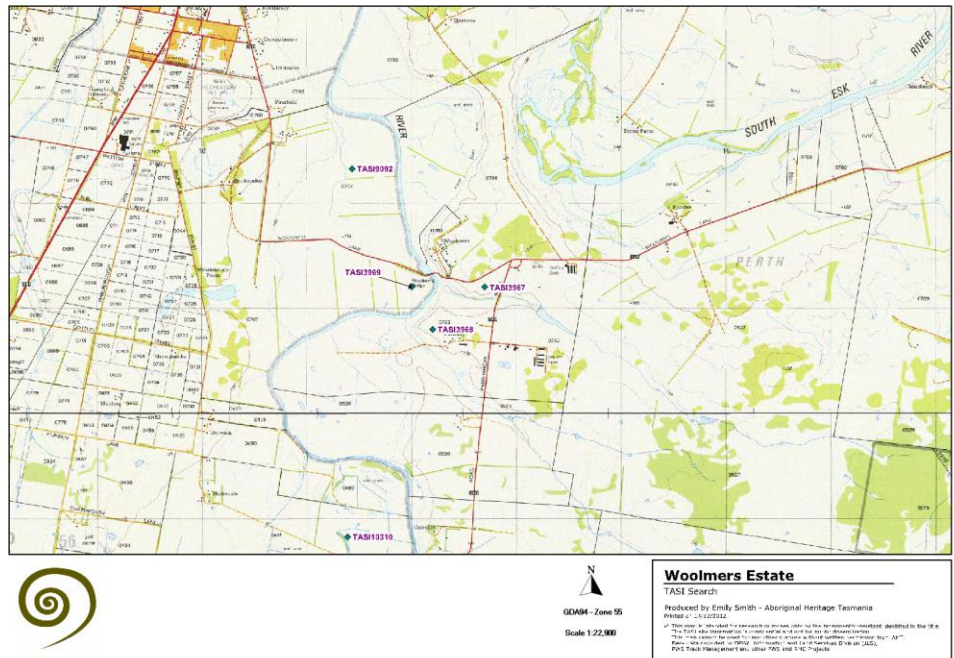


3.0 UNDERSTANDING THE PLACE

3.1 Context

a. Aboriginal Heritage

The assessment of Aboriginal cultural heritage and associated values is beyond the scope of this document. It must however be acknowledged that evidence exists around the Estate of activity in the form of recorded Aboriginal heritage sites. Refer to TASI map provided by Aboriginal Heritage Tasmania.



As the map indicates there has been pre- European settlement and potentially post, activity all around Woolmers. The legislative obligations and procedures will be identified within this plan, however all new developments must include a Statement of Historical Archaeological Potential & Archeological Method Statement that addresses Aboriginal heritage values.

b. Historic Heritage

Woolmers has a layered history with levels of significance that meet both the very specific criteria for World Heritage listing for its contribution to the convict transport story and the National Heritage list for a number of themes, the convict story, development of a rural estate and the collections that have been accumulated during its ownership by six generations of Archers between 1817 and 1994.

Woolmers is an 82 ha property set beside the Macquarie River in Longford Tasmania. The initial parcel of 800 acres was granted to Thomas Archer in 1817. Thomas Archer (1790-1850) was the most prolific developer of Woolmers and during his time he added to the estate through grants and purchases during 1820's. The estate went from 5 assigned convicts and 10 Merino rams in 1820 to 40 convicts and 6000 sheep by 1826. At its height the property was 12,000 acres and 60 convicts plus non-convict labourers worked the land in crops of wheat, barley, oats and potatoes. The 1840's saw an agricultural depression that left Thomas Archer with significant debts. This resulted in the need to mortgage parts of the estate with other properties. Thomas was closely involved in the campaign to abolish transportation. After abolition Thomas was one of the first to import free emigrants for his establishment. Upon the return of son William from England as an architect a fine Italianate front and Servants Kitchen wing was added. Upon Thomas's death in 1850 the estate went to grandson Thomas Chalmers Archer whose father, Thomas William had died in 1844. As Thomas Chalmers Archer was only 10 years old at the time the property was managed by trustees until 1865. The death of Thomas began the decline of the Woolmers estate. The property was cut up and managers appointed as Thomas Chalmers, Thomas Cathcart (1862-1934), Thomas Edward Cathcart (1892-1974) and finally Thomas William Archer (1917-1994) demonstrated little farming interest, lived away from the property or entered into a diversion of crops such as apple orchards on much reduced acreage.

During Thomas Archers period from 1817 to 1850 Woolmers was recorded to engage 51 convicts in 1830, 60 in 1832, 64 in 1833 and 45 in 1845. During the assignment period Woolmers took shape. Convicts were engaged in agricultural and building activities. Female convicts were engaged in domestic chores in the house, kitchen and laundry. Woolmers today has the potential to be a demonstration of the distinction between master and servant, the grand resident and formal gardens in contrast with convict workplaces such as the woolshed, blacksmiths shop, stables convict chapel. Woolmers was one of the largest privately owned properties in the southern colony. It contains an outstanding range of buildings, fittings, furnishings and artefacts from the 19th and 20th centuries, including rare collections of botanical slides, photographic slides and books to mention a few.



c: Post 1995 Archer Management

The 1892-1974 saw the time of Thomas Edward Cathcart Archer (Thomas IV), the father of the last Thomas William Archer (Thomas V). This period saw the Estate subdivided with just over 2000 acres under direct control of Thomas IV, excluding 34 acres of Homestead Area. Thomas IV and his wife Marjorie lived in Woolmers Cottage until the death of Thomas III in 1934 when they then acquired ownership of the whole property and moved into the main homestead.

After Government acquisition of all but 34 acres around the homestead in 1947 under the Soldier Settlement Scheme, Thomas IV purchased 698 acres to the north, west and east (Lot 2a) in 1954.

Thomas V inherited the property in 1974 after the deaths of his mother in 1969 and father in 1974. He lived alone at Woolmers until his death in 1994. His will bequeathed the estate to the Archer Foundation, later the Woolmers Foundation Inc.

The property is managed by a Board comprising Chair and eight directors including members of the Archer family, representatives of the local community groups and Northern Midlands Council. A Site Manager reports to the Board and is responsible for the organisation and day to day operation of the estate. There are a number of committees that operate beneath the Site Manager and Board and are made up of Board members and volunteers. Examples being the Collections Committee, Marketing Committee and volunteers who work in the National Rose Garden, House Gardens and grounds.

d: Norfolk Plains Region

“In 1813 members of the abandoned Norfolk Island community were resettled on flats along the South Esk River about 15 kilometres from Launceston. Governor Lachlan Macquarie christened these flats the Norfolk Plains. They belonged to the Panninher Aboriginal people. Tribal Aboriginals were dispossessed of their hunting grounds, on which European settlers placed wheat, sheep and assigned convict workers. Longford, Cressy, Perth and Bishopsbourne developed as community hubs and supply centres for one of the richest agricultural districts in Tasmania. Today Norfolk Plains are famous not just for their farming produce, but for their convict heritage, Georgian buildings, picture perfect scenery and their enterprising, creative people.” The Norfolk Plains, Nic Haygarth.

This caption from *The Norfolk Plains A History of Longford, Cressy, Perth and Bishopsbourne, Tasmania*. Nic Haygarth, captures beautifully the background to the setting upon which Woolmers Estate sits.

Whilst the land is rich and fertile the communities continue to weather the storms of international and local financial changes which have a direct impact upon the viability of farm holdings, local industries and the towns that service them.

The Northern Midlands Council (NMC) is the local municipal authority and is very active in the promotion of the region and the management of the infrastructure it is responsible for. A representative from the NMC is on the Woolmers Estate Board.

The region relies on Tourism to contribute to the financial viability of its townships and a number of rural properties tap into the tourism industry to assist in supporting their farming endeavours. Brickendon-Woolmers Estate as World Heritage Sites provide an extra-ordinary opportunity for the Region to leverage off the World Heritage status. A closer engagement with the Norfolk Plains region through volunteer groups, open days and festivals, would assist in promoting the Outstanding Universal Values identified through the World Heritage listing.

e: Tourism

Woolmers Estate is primarily operated as a tourism destination. The World Heritage status, collections of historic buildings and artefacts, a history of generations of the same family from settlement to present day along with the convict experience all set the property up to benefit from tourism on a significant scale. The future construction of a purpose built visitor centre and gallery will assist to promote the values of the Estate and to manage the site well into the future.

Despite the opportunities the Estate provides the tourism numbers are steadily declining as indicated in the following figures provided by the Estate:

2007/08	22,257
2008/09	18,338
2009/10	18,812
2010/11	18,540
2011/12	17,624
2012/13	16,194

The Estate engages with a number of events on an annual basis to encourage increased visitation. Events such as the Rose Garden festival which is focussed on the National Rose Garden, located on the property, draws many visitors from the local region and beyond.

The Estate has a Marketing Committee that is charged with the task of presenting and promoting Woolmers in a changing environment that is driven by external forces such as political climate, global financial whims, state tourism marketing etc. There are a significant number of new events proposed for 2014 as these are seen by the Marketing Committee as one of the major sources of income and promotion in the future for Woolmers.

The Site Plan looks to provide flexibility for the Estate to plan into the future for income generating initiatives while protecting the very values that make it such a marketable product.

3.2 Site Values

a: Aboriginal Heritage Values

Aboriginal heritage values must be identified by the Aboriginal Community beyond this report to contribute to the management guidelines of Woolmers Estate.

b: Historic Heritage Values

Refer to the *Woolmers Estate Conservation Management Plan Jan 2008* Clive Lucas Stapleton & Partners Pty Ltd, Section 5 Statement of Significance for the full description, the following is an overview from the Executive Summary:

With a continuous ownership by one family from 1817 to 1994, which has enabled the place to remain largely intact, Woolmers Estate is of outstanding cultural significance in demonstrating the early settlement and establishment of a large pastoral holding in Australia. The extant outbuildings, workshops, cottages, houses, and contents of the main house (including Archer family papers) are a very rare record of the scale and range of operations of a substantial colonial pastoral estate.

Established during the convict assignment period in Van Diemen's Land (where transportation was suspended in 1852), the Woolmers Estate grew to be one of the largest land holdings in Tasmania, and was influential in the development of the Tasmanian wool industry. Associated with William Archer, Tasmania's first native-born architect, the estate was re-created in the Picturesque mode in the 1840s. The estate remains a fine example of estate planning based on English estate ideals (as set out by writers like Loudon) in Australia, containing numerous buildings of outstanding architectural merit and demonstrating the separation of working aspects of the estate from the life of the landed gentry

World Heritage Listing:

Brickendon-Woolmers Estates World Heritage Site as one of eleven sites that make up the Australian Convict Sites World Heritage Property.

Criterion Values:

<p>Criterion (iv)</p> <p>Collectively, the Australian Convict Sites are an outstanding example of an architectural ensemble which illustrate a significant stage in human history, that of the forced migration of convicts. Through these buildings the Australian Convict Sites demonstrate the main features of the global systems of transportation and convictism. These were:</p>	<p>Brickendon-Woolmers Estate</p>
<p>➤ use of transportation as a strategic tool to expand the home state's spheres of influence. Many state powers used convicts to build new colonies in order to expand their economic, military and political influence across the world;</p> <p>(expanding geo-political spheres of influence)</p>	<p>Meet this criteria</p>

<p>> use of transportation by nation states as a mechanism for the control of law and order. The establishment of penal colonies to punish criminal offenders and deter crime in the home state was an immediate and long-term objective of transportation systems; (punishment & deterrence) and</p>	
<p>> use of transportation by state powers to reform the criminal elements of humanity. Penal systems were introduced to rehabilitate criminals into productive citizens and integrate them into the new colonies or for their return to the home state. (reformation of convicts)</p>	<p>Meet this criteria</p>

<p>Criterion (vi)</p> <p>The Australian Convict Sites are of outstanding universal significance for their association with global developments in ideas and beliefs about punishment and reform of the criminal elements of humanity in the modern era. These included:</p>	<p>Brickendon-Woolmers Estate</p>
<p>> consolidation and expansion of the transportation system as one of the dominant models of punishment of crime by European powers in the 19th century; (penal transport as a dominant model)</p>	
<p>> emergence of new forms of punishment including the shift from corporal punishment to psychological punishment, and the development of segregated prisons for female and juvenile criminals; (shift in the punishment of crime in modern era from punishing the body to psychological punishment) and</p>	<p>Assignment System</p> <p>Meet this criteria</p>
<p>> influence of transportation on the rise of national penitentiary system in Europe. Leaving family and homeland behind, convicts start their journey to a foreign land. (influence on emergence of national penitentiary system).</p>	

National Heritage Listing

Commonwealth of Australia Gazette

No. S239 23 November 2007

Woolmers Estate:

About 82ha, 2km south east of Longford, Woolmers Lane, comprising the whole of Lots 1 & 3 Title Reference 135619 are recognized in the NHL.

There is no overarching Statement of Historic Heritage Significance within the NHL. The table below are the values for which Woolmers is entered on the National Heritage List.

Criterion Values

<p>(a) the place has outstanding heritage value to the nation because of the place's importance in the course, or pattern, of Australia's natural or cultural history.</p>	<p>Woolmers Estate is a pre-eminent example of a property established on an 1817 land grant which exemplifies the use of convict labour in the assignment system to establish a large pastoral estate.</p> <p>The assignment system was set up to provide convict labour to settlers in exchange for food and clothing, and the government saw the employment of convicts as a cost effective measure to develop colonial infrastructure and assist settlers in establishing rural and commercial enterprises, while at the same time reforming the convict through industry. The large country estate quickly became established as the archetypal symbol of the assignment system. Estate architecture was regarded as vital in achieving the aims of the system.</p> <p>The development of Woolmers is nationally significant as the homestead group provides important evidence of the use of an assigned convict labour force in the evolution of a pastoral property based on wool production. The place contains convict workplaces such as the blacksmith shop, stables, gardens and paddocks, as well as the woolshed, which is one of the oldest in Australia. It</p>
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	<p>contains the former chapel built for convicts to provide for their reformation. The layout and architecture of the estate makes a strong distinction between master and servant which the colonial authorities believed was an important aspect in the reformation of convicts.</p> <p>Woolmers is outstanding for the longevity of ownership in one family and the retention of buildings, artefacts, and records which provide an important insight into the evolution of the estate as a pastoral property over the course of the 19th and 20th centuries.</p> <p>Woolmers is rare as a surviving 19th century agricultural homestead group developed during the convict era, along lines to facilitate the convict “assignment” system. Many large farming estates were established during the assignment period in NSW and Tasmania. However Woolmers is uncommon for the degree of intactness, and range of buildings combined with the continuity of family ownership.</p> <p>Woolmers remains as an uncommon representative of an early 19th century colonial rural homestead group, comprising complexes with houses, formal gardens and outbuildings which demonstrate a high degree of integrity. The range of buildings still extant at Woolmers is outstanding. These extant outbuildings, workshops, cottages, plant and artefacts are a rare record of the scale and range of operations of a substantial colonial pastoral estate owned by wealthy colonial pastoralists.</p>
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<p>(b) the place has outstanding heritage value to the nation because of the place's possession of</p>	<p>Unlike many other colonial houses, Woolmers is also uncommon for the range of related movable cultural objects. It is uncommon in its survival as a largely intact colonial homestead with an unbroken chain of family occupancy, allowing the survival of a</p>
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<p>uncommon, rare or endangered aspects of Australia's natural or cultural history.</p>	<p>range of significant buildings, interior features, and artefacts of every period of its history to the present.</p> <p>Woolmers is a pre-eminant and rare example of the large rural homestead groups which evolved during the assignment period and which retain a range of buildings which demonstrate the evolution of a highly successful agricultural and pastoral property based on a convict labour force during this period.</p>
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<p>(c) the place has outstanding heritage value to the nation because of the place's potential to yield information that will contribute to an understanding of Australia's natural or cultural history.</p>	<p>Woolmers contains an outstanding array of buildings, fittings, furnishings, associated collection of movable cultural heritage and extensive documentary and pictorial evidence, from the early 19th century assignment period to the late 20th century.</p> <p>Records associated with Woolmers provide the opportunity to reconstruct life during successive periods at Woolmers. Many of the early 19th century farm workers at Woolmers were convicts and they can be identified from surviving musters, farm diaries, correspondence and conduct records. This enables the reconstruction of a large and important part of the working population of the property. When combined with the high degree of integrity of the remaining built fabric and the large number of in situ artefacts, the integrity of the assemblages and their inter-relationships makes Woolmers a rich source for future study, and presents significant research opportunities.</p> <p>The place also has a high degree of archaeological potential, as no archaeological excavations have yet been undertaken. This has the potential to yield nationally significant information on aspects of the living and working conditions of convicts during the assignment period.</p>
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TASMANIAN HERITAGE REGISTER

Status – Permanently Registered

Tier – State

THR ID Number – 5077

Date Listed – 07 October 1998

Statement of Significance

Woolmers Estate, a colonial farm established by Thomas Archer in the early nineteenth century, demonstrates many aspects of early pastoralism and agriculture in colonial Australia. It also illustrates the economic significance of convict labour in the first half of the 19th century. Convict and 'ticket of leave' labour was critical to development, early operation and prosperity of Woolmers Estate.

The 1820s Woolmers' Woolshed is believed to be Australia's oldest woolshed still in use. The history of the woolshed illustrates the important economic contribution that Woolmers - and the other Archer family properties in northern Tasmania - made to the development of the State's wool industry.

The buildings and collections of Woolmers, including farm machinery, internal furniture and fittings, documents, and utilitarian and decorative objects provide an important historical record, documenting the management of the farm and the lives of the Archer family and others associated with the estate over two centuries. They comprise a rare record of a substantial colonial pastoral estate.

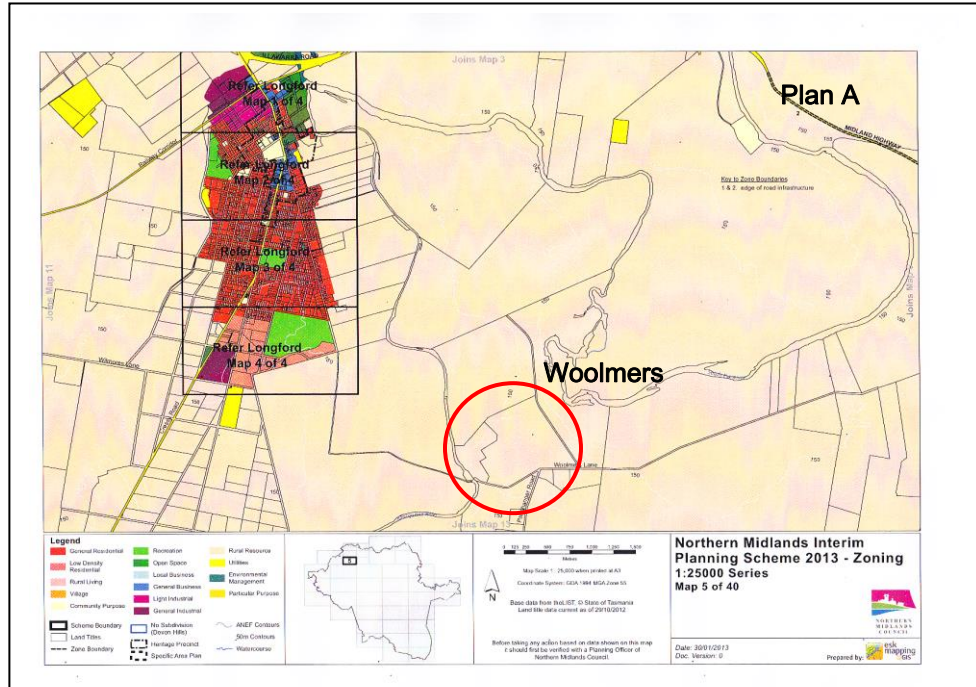
As well as members of the Archer family, Woolmers has associations with a number of notable people, including some distinguished identities who visited the Estate.

c: Natural Values

Northern Midlands Council Planning Scheme:

Rural Resource Zone:

The Northern Midlands Interim Planning Scheme 2013 Zoning Plan identifies Woolmers Estate as located within Rural Resource Zone. Refer Plan A:



Historically Woolmers has operated within different agricultural regimes both separately and together:

- Grazing & wool production,
- cropping,
- orchards,
- cider production.

The Estate has the opportunity to continue historical practices within a defined precinct that is in keeping with the values that are identified in World Heritage, National and State listings and the NMC Interim Planning Scheme 2013, as well as the agricultural, historic and natural values without negative impact.

In discussion with the Planning Section of NMC the question was asked by the author whether commercial development was possible in this zoning. As identified in the NMC Interim Planning Scheme (NMCIPS) Section 6 Limited Exemptions p. B-17-18 and discussed, it is believed that a commercial enterprise is possible within Rural Resource zoning if compliant with the conditions described in the planning scheme. NMCIPS Section 26.1.5. The main point of interest for Woolmers is the association between a new enterprise and an agricultural use.

It must be noted that, as will be revealed in subsequent sections of this report, there are a number of other values that will affect alternative use planning within the boundaries of the Estate into the future, that go beyond the NMC Interim Planning Scheme.



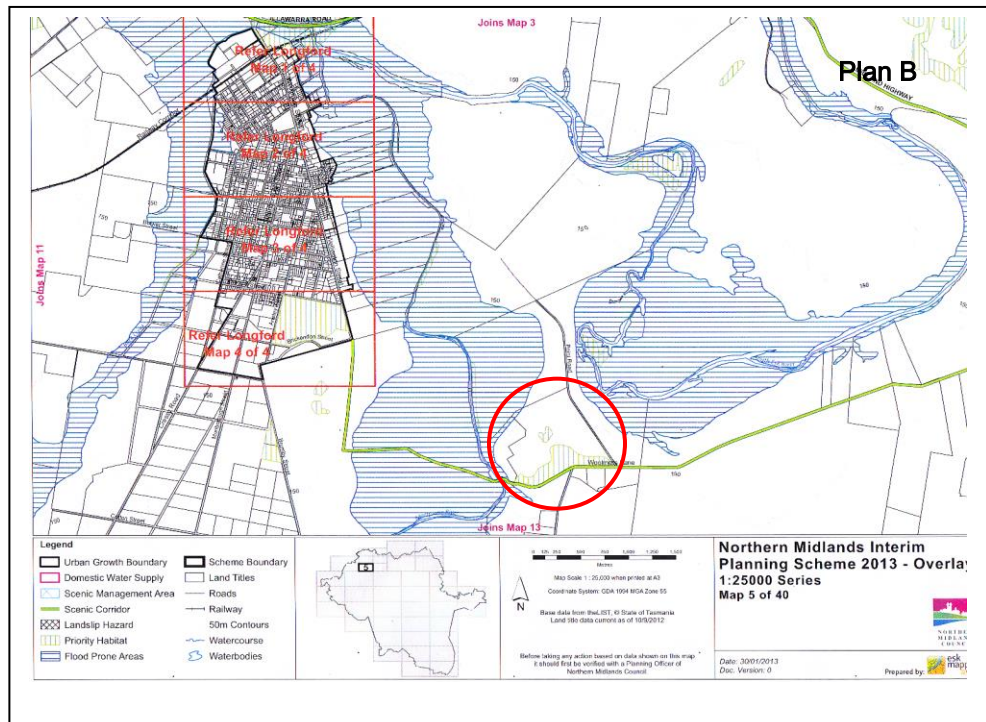
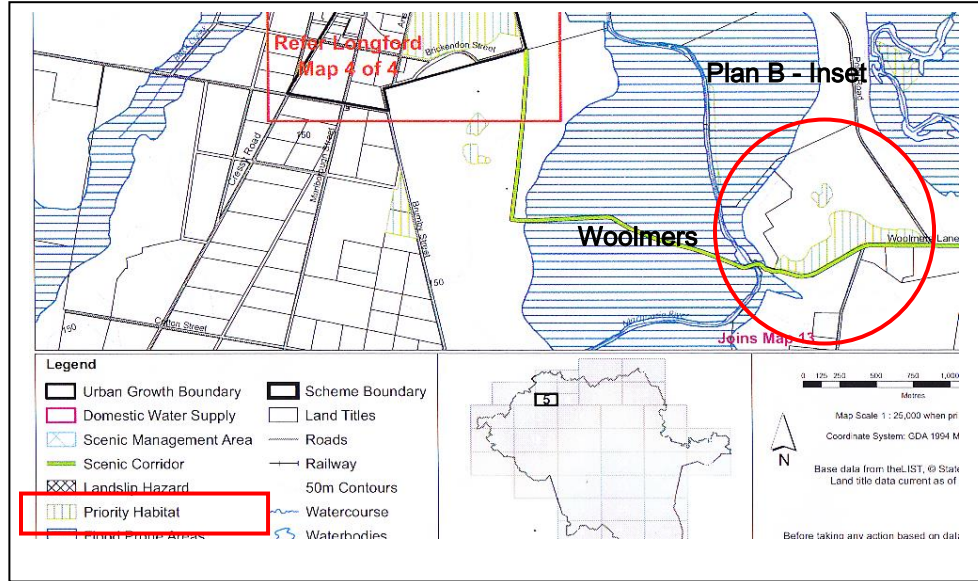
Woolmers Cider Press – Building constructed 1840's.



Woolmers Shearing Shed – Woolshed 1820

Priority Habitat

The Interim Planning Scheme also identifies two Priority Habitat areas within the boundary of Woolmers Estate. Refer Plan B & Inset (Northern Midlands Council Interim Planning Scheme 2013 – Overlays Map 5 of 40)



The area identified was raised by the author with the officer for Natural Resource Management North (NRM North) located at the municipal offices in Longford, with regards to management and maintenance of the habitat zone. While advice for management and cyclical maintenance of the habitat area was available there did not appear to be any physical assistance available for the protection and care of the habitat. NRM does provide the opportunity for grants to carry out work and will provide advice as to the best ways to move forward with conservation work, but there does not appear to be a regular regime of monitoring the condition of the area, unless initiated by the property owner.

The area was identified in the NMC Interim Planning Scheme for its native grassland values. Upon discussions with NRM North and subsequently with DPIPWE there were values beyond those in the planning scheme that must be taken into consideration in the management framework of Woolmers Estate.

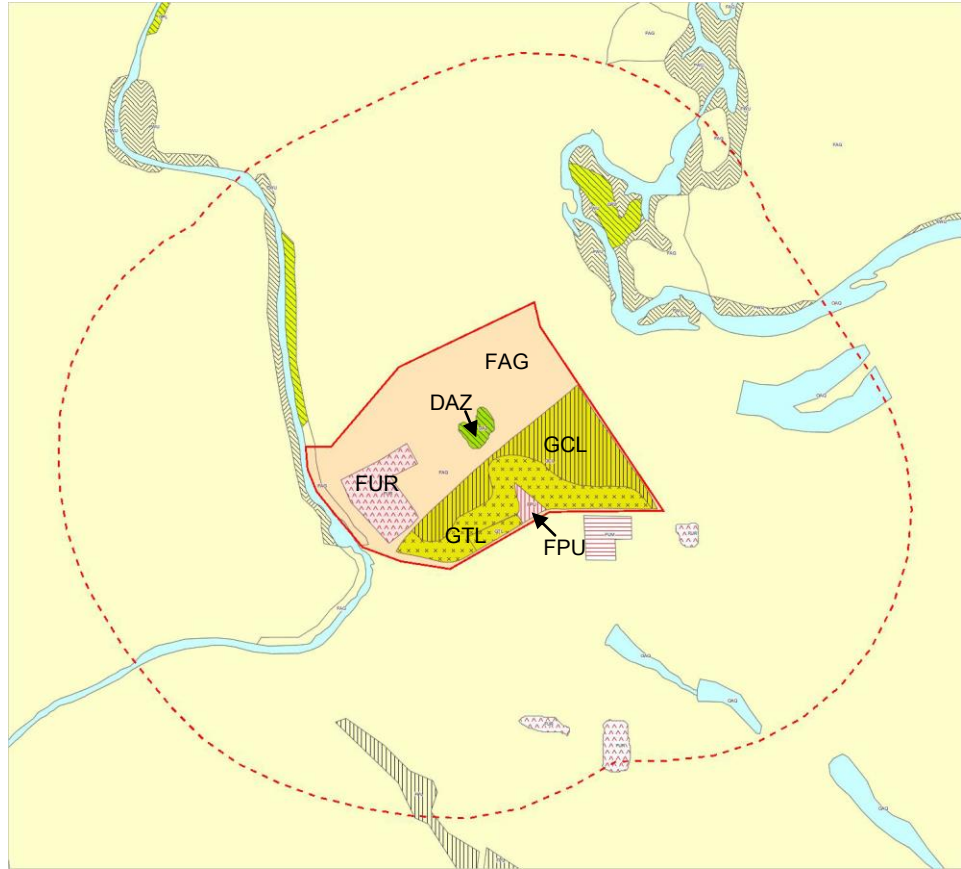
Department of Primary Industries Parks Water & Environment (DPIPWE):

DPIPWE produced the Natural Values Atlas Report (NVAR) to identify the locations of sightings for:

- TASVEG
- Raptors
- Threatened Flora
- Threatened Fauna
- Threatened Communities

In reference to Report No 60045 dated 06 March 2014, which defined the boundaries of Woolmers Estate to draw down the known locations of Threatened Species – Flora & Fauna within 0metre and 5000metre buffer zone, inside and outside the boundary the following information was obtained:

TASVEG 3.0 Communities within 1000metres:



Code Community Emergent Species

GTL (GTL) Lowland Themeda triandra grassland

FPU (FPU) Unverified plantations for silviculture

FAG (FAG) Agricultural land

FUR (FUR) Urban areas

GCL (GCL) Lowland grassland complex

DAZ (DAZ) Eucalyptus amygdalina inland forest and woodland on Cainozoic deposits

Raptors:

A raptor nest has been sighted on Brickendon, which is an immediate neighbor, which falls within the 5000metre perimeter centred at Woolmers.

Threatened Flora:

The *Caesia calliantha* (blue grasslily) was sighted in 1848 by William Archer in the area the National Rose Garden is now located. An assessment of Natural Values is recommended in this report to verify the existence of listed species in the NVAR.

A total of 24 species have been identified and located within the 5000metre perimeter of Woolmers Estate. Refer to the NVAR.

Threatened Fauna:

Based on Habitat Mapping to inform the NVAR there are 7 threatened species that exist on Woolmers Estate which are:

- *Catadromus lacordairei* (green lined ground beetle)
- *Perameles gunnii* (eastern barred bandicoot)
- *Dasyurus maculatus* (spotted tailed quoll)
- *Pseudemoia paganstecheri* (tussock skink)
- *Litoria raniformis* (green and gold frog)
- *Sarcophilus harrisli* (Tasmanian devil)
- *Galaxias fontanus* (swan galaxias)

There are 16 sightings identified and located within the 5000metre perimeter of Woolmers Estate.

3.3 Management Framework

a: Woolmers Estate Foundation

Woolmers is an Incorporated Foundation governed by a Board of Management. The Board is made up of eight members including the Chairperson Peter Rae, Vice Chairperson Ian Goninan, Secretary Lorraine Green and Treasurer Pam Goldshmeid. The other Board members currently are Pixie Lowe, Kaye Pickett, Geraldine Flood and Robin Archer.

The Estate has a Site Manager, Damian Saunders and 20 full and part time employees and approximately 20 volunteers.

The Estate is operating under a Strategic Business Plan prepared in 2011 by WHK Business Growth.

The Woolmers Estate Conservation Management Plan was prepared in 2008 by Clive Lucas, Stapleton & Partners Pty Ltd in 2008. The CMP contains evidence supporting the Statement of Significance and the policies and obligations arising from the Statement of Significance.

The four volume Landscape Report by Gwenda Sheridan is another important document that guides the management of the property. That was prepared in 2007.

b: Legislative Obligations

Woolmers Estate is obligated to adhere to a number of Acts of Parliament. Those known to the Author are:

- *Aboriginal Relics Act 1975*
- *Environment Protection and Biodiversity Conservation Act 1999*
- *Historic Cultural Heritage Act 1995*
- *Work Health & Safety Act 2012*
- *Work Health & Safety Regulations 2012*
- *Building Act 2004*
- *Building Act Regulations 2004*
- *Australian Standards*
- *Building Code of Australia*

There are Acts of Parliament that as an Incorporated Foundation the Estate is obligated to.

The Estate also responds to the Northern Midlands Council Interim Planning Scheme.

c: Resources & Funding

Refer to *Strategic Business Plan for Woolmers Estate November 2011* WHK Business Growth and Section 4: Values Assessment & Management Issues.

d: Stakeholders

Woolmers Estate is an important site on an International, National and State wide basis for its Historic Heritage values and associated social significance. New development proposals must follow a consultation process with stakeholders that include but are not exclusive to:

➤ **Australian Government:**

The Estate contributes to the Australian Convict Sites World Heritage Property through its collection of buildings and artefacts that speak to the assignment system. With its partner Brickendon they are exemplary examples of rural holdings, in part still within the same family from settlement. Both properties were subject to the assignment of male and female convicts for their labour and support in developing the region.

➤ **Tasmanian Government:**

The Tasmanian Government agencies that are responsible for the values recognised on the Estate such as:

- Tasmanian Heritage Council and Heritage Tasmania for the Historic Heritage Values.
- Department of Primary Industries, Parks, Water & Environment for the Natural Values

➤ **Museums and Teaching Institutions:**

The Estate is highly significant as a research facility for academics across the country, students of agriculture, architecture, politics, engineering, photography, fine arts, museology to mention a few.

➤ **The Archer Family:**

The descendants and relatives of the original settlers remain an important contribution to the ongoing history of the Estate and have contact with present day management through family representation on the Board of Management.

➤ **NHP Holdings:**

As a major philanthropic contributor to the Estate NHP Holdings is a significant Stakeholder.

➤ **Brickendon:**

Brickendon Estate, World Heritage Site partner, is Woolmers neighbor on the Macquarie River boundary. Brickendon also hails back to Archer ownership and still retains that link today. It is possibly the most important stakeholder through the World Heritage connection, the historic relationship, the physical location and the potential impact that Woolmers Estate developments could have on Brickendon and visa versa.

➤ **Australian Convict Sites World Heritage Property members:**

The Tasmanian members of the World Heritage listing are stakeholders that require consultation through any proposals to be engaged with and these include:

- Brickendon – Richard and Louise Archer
- Port Arthur Historic Site – Port Arthur Historic Site Management Authority (PAHSMA)
- Cascades Female Factory Historic Site – PAHSMA
- Coalmines Historic Site – PAHSMA
- Darlington, Maria Island National Park – Tasmanian Parks & Wildlife Service

The remaining Australian members of the World Heritage listing if deemed by the Australian Government requiring consultation:

- Fremantle Prison WA– State of Western Australia
- Cockatoo Island NSW– Commonwealth of Australia
- Kingston and Arthur's Vale Historic Area Norfolk Island – Commonwealth of Australia
- Old Government House NSW – State of New South Wales

- Hyde Park Barracks NSW – State of New South Wales
- Old Great North Road NSW – State of New South Wales

➤ **Aboriginal Community:**

The Tasmanian Aboriginal Community, being the first people across the Norfolk Plains have a close interest in the development processes of Woolmers and must always be given the opportunity to comment on proposals that may affect their interests. There are a number of Aboriginal sites in the immediate proximity of Woolmers Estate providing evidence of pre-settlement activity.

➤ **Northern Midlands Council (NMC):**

The Northern Midlands Council is responsible for the Planning Scheme under which Woolmers Estate must adhere to for any future developments or proposals. NMC are represented on the Board of Management and have been very supportive in the past. Through the NMC a number of community organisations may be accessed under a consultation process.

➤ **Natural Resource Management (NRM) North:**

NRM are housed in the council chambers in Longford and are available to provide advice on the management processes for the Estate natural values. They are also a source of funding for specific projects.

➤ **Woolmers Estate Staff and Volunteers:**

Without the support of the staff and volunteers the Estate would not function. The expertise and enthusiasm drives the future of the Estate. They are a critical dimension in any future management or development proposals and will have a significant contribution to make.

➤ **Local Community:**

The local community spreads across the Norfolk Plains and has many groups, committees and interest groups that can contribute to the success of the Woolmers operation. Through the NMC representative on the Board there should be a conduit to the community. The local community also includes the immediate and close neighbors to Woolmers Estate and the township of Longford.

4.0 VALUES ASSESSMENT & MANAGEMENT ISSUES

The fact that Woolmers Estate is a World Heritage Site, National Heritage Site and Tasmanian Heritage Site cannot be emphasized or repeated enough. These values override everything and the protection, conservation and promotion of those values must be the driving force for any management decisions made. Part of the value assessment is the sub-surface deposits that contribute to the cultural heritage collection. At all times, whether a Commercial Enterprise development, infrastructure project or agricultural development, processes must be engaged with that protects archaeology, above and below ground.

4.1 Cultural Heritage

a: Background

This section is a précis of the values identified in Section 3.2 Site Values and discusses the current issues around managing those values.

i: Aboriginal

Refer to the statement in Section 3.2: *Aboriginal heritage values must be identified by the Aboriginal Community beyond this report to contribute to the management guidelines of Woolmers Estate.*

ii: Historic

World Heritage Values:

The values are reflected in the Estates (Brickendon-Woolmers) capacity to demonstrate the Outstanding Universal Value:

- *As “an outstanding example of a type building, architectural or technical ensemble or landscape which illustrates a significant stage in human history”.* Woolmers Estate through the collection of historic buildings, historic collections, cultural landscapes connecting it to Brickendon demonstrate the values identified in the World Heritage Listing. *“Brickendon-Woolmers are a significant material record of the vital role of assigned convict labour for the economic development and expansion of the colonies.”*
- *“Associated with events or living traditions, with ideas or beliefs, with artistic literary works of outstanding universal significance.”* The global influence of enlightenment on the punishment of crime was demonstrated by the

Brickendon-Woolmers experience of Lieutenant-Governor Arthur's ideals for the scientific control and religious reformation of convicts. Private masters were expected to be exemplary role models and were selected by him to foster rehabilitation in their charges.

In summary the collection of archaeological deposits, buildings, gardens and cultural landscape, the collection of convict artefact materials including objects, art and documents all contribute to the World Heritage Values and must be protected and maintained as per the obligations under the EPBC Act 1999.

National Heritage Values:

The National listing is based on the Estate independent to Brickendon. Woolmers is recognised for the following:

- Use of convict labour in the assignment system and the survival of the buildings/cultural landscape/collections associated with that period.
- Its evolution as a pastoral property based on wool production with convict workplaces including blacksmiths, stables, woolshed, gardens and paddocks.
- The longevity of single ownership.
- Its capacity to yield information for research from records, documents, art and archaeological deposits.

Tasmanian Heritage Values:

The Tasmanian Heritage register also recognises Woolmers Estate for the same values as the National Heritage listing such as:

- Demonstration of early pastoralism and agriculture
- The economic significance of convict labour for Woolmers Estate development
- Contribution to the development of the State's wool industry
- The contribution of the collections to the historical record of the State.
- The association with notable people.

b: Management

i: Aboriginal

Today

Without an Aboriginal Heritage assessment or pro-active engagement with the Aboriginal Community it is impossible for the Estate to manage the values apart from ensuring their obligations under the *Aboriginal Relics Act 1975* are met. This can be done through the appropriate Tasmanian Government agencies when any projects, developments and or significant ground disturbances are proposed.

Future:

It is recommended that engagement through dialogue is begun with the local Aboriginal communities to develop a positive relationship at ground level. There is an opportunity to tell the pre-settlement stories relating to Woolmers and if appropriate the region, for the community at the new Visitor Centre. To assist in the future development of Woolmers and to demonstrate its maturity as a Norfolk Plains community leader, the commissioning of an Aboriginal Heritage Survey and development of an advisory committee would progress that goal.

It must be noted that all future developments must continue to respond to the obligations under the *Aboriginal Relics Act 1975*.

ii: Historic

Today:

The responsibility of management of historic heritage is currently carried out by the Site Manager. The Estate has a heritage advisor that is available on call and provides advice on issues as they are raised. This system is reactionary and does not provide for forward planning or input at the genesis of development proposals. The Estate was granted a significant amount of money in 2007 to attend to catch-up maintenance, interpretation and presentation for the World Heritage nomination. That funding saw urgent works carried out that were identified in the late 1990s.

There is cyclical maintenance system in place but this is limited due to a lack of funds. Currently there are many buildings and structures that are at risk due to lack of basic maintenance. The Estate is limping through, doing the most urgent work as it reaches crisis. There is no plan for significant catch-up maintenance program of work into the future. The Estate is so under resourced in funding and staff it is only able to respond to the immediate, and the immediate is building to a crisis point where the condition of

the buildings will work against their tourism enterprise as visitors recognize they are visiting a degraded site.

The Estate has invested in the development of a staff member to carry out curatorial management of the furnishings and artefacts in the main homestead. This has been fruitful as it is looking after some of the most valuable and rare of the Woolmers collection. The Site manager has been trained in cultural heritage management and is constantly mindful of the obligations that come with World Heritage listing. There is a collections management committee manned by Board members and volunteers who have worked for many years to protect the house collections. Engagement with the Roving Curator program run by Queen Victoria Museum & Art Gallery and Conservation Volunteers Australia has resulted in the collation and temporary protection of artefact material in the homestead.

The Association for Preservation Technology (Aust Chapter) runs an annual workshop series called the Longford Academy. The focus is to expose members of the APT and industry participants to conservation methods through practical demonstration. The Estate benefits through the involvement of Australia's finest conservation practitioners and the projects they undertake as part of the workshops. The level of advice and observation is generous and should be encouraged and supported into the future.

The link to Brickendon Estate is strengthened by the construction of a walking trail between the two sites.

Future:

For the purposes of the Site Plan objectives the following Historic heritage policies are recommended:

- That while the entire Estate is designated World Heritage Site, an Historic Heritage Precinct is acknowledged that will define a specific area for the purpose of exclusive historic heritage management. There will be no other activity within the Precinct boundary.
- That cultural heritage advice is galvanized in the genesis of any proposals recommended by the Board of Management and the Site Manager. Woolmers core business is the protection, promotion and maintenance of its Cultural Heritage values.
- That an archaeological assessment is carried out across the entire property to provide certainty for future developments, conservation works and agricultural infrastructure projects. The assessment will identify areas of graded sensitivity and provide processes for mitigation against impact.

- That processes are in place to plan for annual maintenance and conservation projects which includes targeted funding, appropriate trades people, engagement with Museums and Universities to access training programs. Urgent stabilization projects such as the Pumphouse, Homestead cellars, Free Settlers and Coachman's cottages and the Coach House require action now or they will degrade to the point of collapse.
- That a Collections Management Plan is developed to ensure there is a structured approach to the facilities provided by the Visitor Centre when constructed. The movement of collections around the site will need to be under a management system recording condition, movement and curatorial practices to ensure they are protected and original locations are secured.
- That a Historic Precinct Management Plan is developed for the future management and use of the buildings and landscape. The construction of the Visitor Centre will remove visitor services and infrastructure from buildings and grounds that will have an impact that requires careful and informed planning to ensure the protection and security of the historic fabric. A planned approach that includes future use, conservation and interpretation must be carried out prior to the event. At that time a review of condition and appropriate remediation works should be planned for.
- That associated activities in designated precincts on the Estate are contributing to the historic heritage values, reflecting historic activities that are recognised in the values stated in listings such as agriculture, wool production, cider production and cropping.
- That sight lines to and from Brickendon are not compromised by any activity or development proposed by Woolmers and Brickendon is consulted and their views are taken on board throughout the planning of any future developments to ensure the World Heritage partnership is transparent and secure.
- That future activities and events based on the heritage values, such as APT Longford Academy are encouraged and supported by Woolmers.
- That policies are developed that provide guidelines for event planning that reflect the Estate heritage values.
- That future tours and activities are developed in consideration of historic fabric and potential for rotation to rest vulnerable elements.
- That the World Heritage story is promoted in the new Visitor Centre and promotion of the walkway between Woolmers and Brickendon.

4.2 Natural

a: Background

To date Woolmers has been unaware of the extent of Natural Values that are present on the Estate. Through the research of the Site Plan process it was revealed that a significant area of land has been identified by the NMC Interim Planning Scheme and DPIPWE that is designated to endangered or threatened flora and fauna.

b: Management

Today:

Natural values at Woolmers have been acknowledged in a very limited way to date due to the focus being on Historic Heritage. The recognition of a small parcel of native grassland on Woolmers Lane frontage has been managed by way of fencing it off from stock grazing or inadvertent farming activities. There has been a history of leasing parcels of land to neighboring farmers that would have potentially put the area at risk.

Future:

Mapping of the areas designated to threatened and endangered species, flora and fauna is now available to Woolmers Estate in this document. It is recommended that:

- That a Natural Values Precinct is acknowledged for the specific management of those values currently and in the future identified by NMC Interim Planning Scheme and DPIPWE. Refer Precinct Plan.
- That a Natural Values Assessment is commissioned to update the information that does or does not support the value judgment of NMC and DPIPWE. It is possible that conditions have changed and there could be a lesser area that needs to be taken into consideration for management of those values. Within this premise it is also recommended that Woolmers approaches the state Government or NRM North for funding to carry out such an assessment.
- That the values identified by NMC Interim Planning Scheme and DPIPWE are included in Woolmers maintenance program for management.
- That all proposed developments and/or works within the designated precinct adhere to approvals as prescribed by DPIPWE Threatened Species Unit.

4.3 Tourism & Visitor Services

a: Background

Woolmers Estate relies on tourism for its income through site entry, guided and self-guided tours, gift shop and accommodation in its historic cottages. The site also has restaurant facilities and the National Rose Garden. Special events and activities outside the normal day to day site activities are organized on an annual basis.

Visitor services and associated infrastructure is embedded in the historic buildings. While the insertion of facilities such as restaurant kitchens, gift shops, toilets and administration offices have been carried out in a sensitive manner it is placing unreasonable stresses on the vulnerable historic fabric as intrusions are made and the impact of visitor numbers on, for example, door thresholds is increased and eventually reaches the point of over load and irreparable damage.

b: Management

Today:

Visitors are predominantly managed through specific guided tours and self-guided tours by way of a brochure. Visitor numbers have been declining since 2009/10 and the numbers are not having a major impact on the site or stretching resources to capacity yet. That being said planning for higher numbers is being planned with the construction of the new Visitor Centre. The visitor arrives today at the car-park at the bottom of the site, with clear view of the outbuildings and grounds. There is not a great deal of incentive to walk to Reception and book in for the guided tours and no indication there is a restaurant or gift shop to draw the visitor in. Temptation to do a quick whip around the outbuildings is strong.

Visitor activity is around the homestead gardens, outbuildings and Rose Garden. The vast majority of the property is missed including Woolmers Cottage, except for those brave enough to venture up the driveway.

The walkway link between Woolmers and Brickendon is not promoted so the opportunity to promote the World Heritage story through a tactile and physical activity is currently not being taken advantage of.

Despite these issues the Estate is loved and enjoyed by those who take full advantage of what is currently on offer, so there is a strong foundation to build on.

Future:

There are some areas that require improvement, apart from enriching the visitor experience, in order to meet legislative obligations:

- The Visitor Services Precinct is acknowledged as defined around the perimeter of the new Visitor Centre. No visitor services activities to go outside that boundary.
- The Work Health and Safety procedures require upgrading. A WHS Plan and record system is needed to ensure staff, contractors and visitors are kept safe and protected.
- The Building Act 2004 has obligations to be met by any property open to the public. The Building Act regulations must be adhered to with records of regular monitoring of fire services, exits, entry points, to name a few being check, maintained and recorded with the required certification annually.
- The Visitor Centre will provide a whole new experience for the visitor, as well as for staff as the focus for presentation of the site values will be from this point. The visitor will be launched from this building and will have a number of options available to them for their Woolmers experience.
- The buildings once hidden by infrastructure to support visitor services that are now available as the suite of historic structures to be conserved and integrated in an Interpretation Plan that presents the World Heritage story.
- The Visitor Centre will highlight the connections with Brickendon as well as the Norfolk Plains development to engage not only the tourist but also the local community.

4.4 Infrastructure

a: Background

The Woolmers infrastructure is based on self-sufficiency in water supply and sewerage. The visitor accommodation is provided in historic cottages that while they have been upgraded to modern fixtures and fittings, are still relying on old septic systems and agricultural water supply that is subject to failure due to age.

b: Management

Today:

The infrastructure in place today is:

- Water supply – provided by pumping from the Macquarie River to two tanks on the top of the rise behind the Rose Garden. From this point it is gravity fed to the site below. The system is under-designed.
- Septic disposal – individual buildings have their own septic tanks, some much older than the two systems installed to service the Servants Kitchen and public toilets over the past 5 years.
- Electricity – supplied to a transformer located behind the Woolshed. Power is then distributed to almost all buildings across the site.
- Heating – Cottages are heated by a combination of electric panel heaters and wood fired heaters. Wood is gathered from the Estate.
- Security – a system supplied to the homestead and a number of other buildings deemed to be vulnerable. This goes back to the service provider.
- Roads and Car-parks – Entry is from Woolmers Lane on the bend above the Macquarie River, to a gravel car-park that has informal parking. The drive continues along historic routes through the Estate. There is a staff car-park on the northern side of the Homestead.
- Paths – unless it is a historic path there are no new formed paths except to the Chapel and a disabled access across the rear of the Woolshed.
- Walkways – the Woolmers Brickendon walkway ambles from the top of the hill to the north of the Homestead, down the hill to the edge of the Macquarie River and across the river by way of a swing bridge. The swing bridge is a shared facility between

Woolmers and Brickendon. Each property is responsible for the maintenance of the walkway on their property.

Future:

It is recommended that:

- The water supply and any new infrastructure for the Visitor Centre will be placed within the designated Infrastructure Precinct and that purpose is acknowledged.
- The Infrastructure Precinct will not increase in size and will house the water storage/solar panel bund, visitor centre car-park and any other infrastructure required by the new development.
- All existing infrastructure within the Historic Precinct will be removed if not required or if required will be upgraded to ensure capacity to perform and not place heritage fabric at risk if fails.

4.5 Commercial Enterprise

a: Background

Woolmers Estate is challenged, as are all historic sites, by the reality that they cannot be financially self-sustaining based on tourism alone. Research has proven this to be the case across the world. In a local context, Port Arthur Historic Site with annual visitor numbers reaching 300,000 at its best can still not support itself without significant government support. The financial impost of conserving and maintaining historic buildings and grounds, collection management, visitor services and infrastructure, places Woolmers Estate on the back foot before it can start. Woolmers World Heritage partner, Brickendon, operates under a very different dynamic. As a family enterprise operating an agricultural business in the first instance, the tourism operation around the historic farm precinct and accommodation in historic cottages delivers a different product with much reduced overheads. Brickendon is also challenged by the costs of maintenance and operating a modern farming practice within a heritage environment.

Woolmers have engaged with income generating activities and events such as the National Rose Garden, gallery and special events at Woolmers Cottage, upgrading special tours and open days for the community.

It is envisioned the Visitor Centre will ramp up the visitor experience and will provide opportunities for a much higher level of interpretation. The visitor will be offered a range of product and ways to enjoy all that Woolmers has to offer, but the product will be offered in a way that draws them back looking to discover more.

Woolmers needs the opportunity to branch into other areas that it can generate income from. While retaining historic connections to the activities carried out by the Archers, commercial enterprises that build on the Woolmers label will assist the Estate to find their way into the future.

b: Management

Today:

Woolmers is engaged in a number of initiatives:

- The National Rose Garden (NRG) while being a feature for the site is very much a seasonal attraction and is all consuming in funds to maintain it. The Estate relies on volunteers to manage the garden. The NRG is not a core business for Woolmers. There have been a couple of periods of leasing the NRG out to independent business operators but they have not been successful. Refer to the WHK Business Plan.
- Woolmers Cottage has undergone a significant upgrade that has installed public toilets, commercial kitchen and caretakers accommodation. This facility is not utilised and remains vacant and once again at risk of deteriorating. Without occupation, that involves internal heating and air movement and routine maintenance a building will start to deteriorate at a much faster rate than one in use.
- Servants Kitchen Restaurant has had a history as a restaurant, a café under lease agreements and operated by the Estate. While popular for visitors to the Estate who are there for the sole purpose to tour the property, it does not attract clientele in its own right.
- The accommodation on the Estate is available in the historic cottages. The cottages are quaint and enjoyed by visitors. They are in need of catchup maintenance and some require structural stabilising. The standard of accommodation is acceptable but will need to be upgraded to compete with others in the region.
- The House tours are limited and fail to present the Estate in any context with the region or its international status. This is understandable as there is a time constraint and the Estate tends to try and tell all in one tour. The opportunity to let the story unfold from the global context down to the collections could be taken up with a multitude of tours drawing repeat visits. The Estate has so many stories to tell that the

individual visitor could be drawn to without any reference to the Archers or World Heritage values.

- Gift Shop is physically restricted due to its location and feels as if it is a second thought. The opportunity to leverage off the World Heritage product and Woolmers Brand is missing.

Future:

A number of the issues discussed above will be transformed with the Visitor Centre. Facilities such as the Gift Shop, Restaurant and tour design will be moved to the Visitor Centre offering an upgrade and redesign at the same time.

It is recommended that:

- The Commercial Enterprise Precinct is acknowledged with the proviso that any new enterprise engaged with is in keeping with the historic activities of Woolmers and provides a regular income to Woolmers Estate to assist with the maintenance and protection of the heritage values.
- That commercial endeavors are in keeping with historic activities employed on the Estate over its history and structures and supporting infrastructure reflects scale and form of historic buildings – while may be contemporary but to not overshadow the heritage site in architectural style.
- That all new proposals are put through a business planning process and a review process that at the early stages engages with historic heritage practitioners and works through a consultation process with the identified stakeholders.
- That precinct boundary will not expand beyond those defined. Refer to the Precinct Plan.
- That the precinct boundary is surveyed to ensure compliance.

4.6 Agriculture

a: Background

Woolmers Estate has a long history of successful farming enterprise, however that has been diminished over many decades back into the Estates rich history. Everything about the property speaks to agriculture and yet there is no tangible evidence of current practice.

b: Management

Today:

The agricultural practice today is:

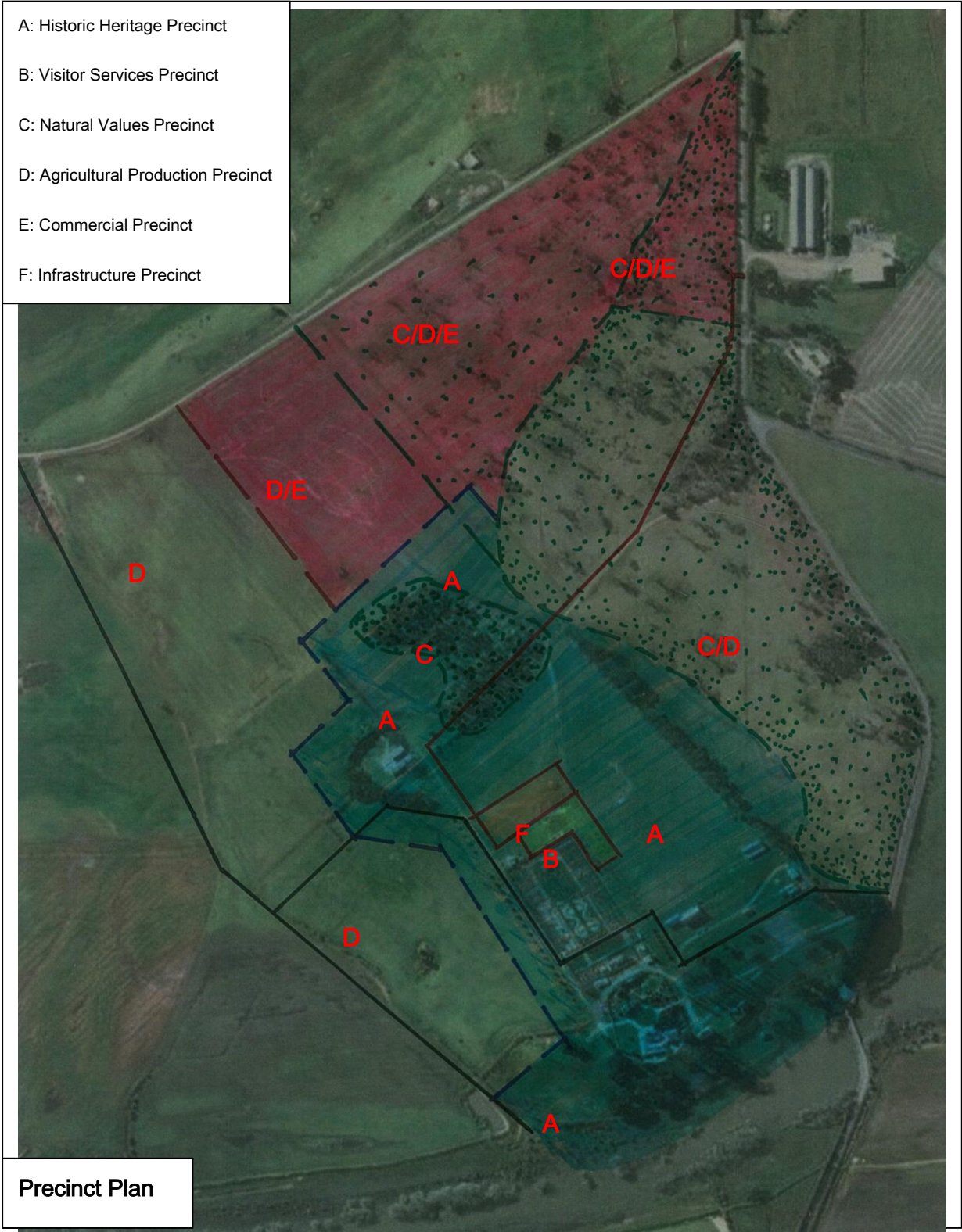
- Land is leased to farmers in the region to provide management of paddocks and a small income.
- There are no agricultural practices entered into by Woolmers Estate

Future:

It is recommended that:

- The Agricultural Precinct is as indicated, refer to the Precinct Plan, and is acknowledged as contained in the defined boundary.
- The Agricultural Precinct is possibly the most fluid of all Precincts recommended in this document. It is possible that the activity of sheep grazing is used in Natural Values management, upon advice, maintaining a healthy landscape during fire seasons around the historic precinct taking archaeological deposits into consideration and the use of grazing in and around the Commercial Enterprise Precinct, depending on eventual use.
- Woolmers Estate analyses the opportunities afforded by engaging with wool production, cider production and orchard development, workhorse activities, farming demonstrations and displays.

5.0 RECOMMENDATIONS



DRAFT

This section places in tabled format the recommendations in précis made throughout the document for easy reference.

General

No.	Recommendation	Reference
1.0	That the property be managed according to Precincts identified on the Precinct Plan	
2.0	All new developments must include a Statement of Historical Archaeological Potential & Archeological Method Statement that addresses both Historic Heritage and Aboriginal heritage values.	3.1.b.
3.0	A closer engagement with the Norfolk Plains region through volunteer groups, open days and festivals, would assist in promoting the Outstanding Universal Values identified through the World Heritage listing.	3.1.d.
4.0	New development proposals must follow a consultation process with stakeholders identified in this document and beyond.	3.3.d
5.0	At all times, whether a Commercial Enterprise development, infrastructure project or agricultural development, processes must be engaged with that protects archaeology, above and below ground.	4.0
6.0	That an Interpretation Plan is prepared for Woolmers Estate.	

Aboriginal Heritage

6.0	It is recommended an Aboriginal Assessment is prepared for Woolmers Estate to provide certainty for future development proposals, Agricultural work and conservation works.	4.1.b.i
7.0	Ensure all obligations under the <i>Aboriginal Relics Act 1975</i> are met. This can be done through the appropriate Tasmanian Government agencies when any projects, developments and or significant ground disturbances are proposed.	4.1.b.i
8.0	It is recommended that engagement through dialogue is begun with the local Aboriginal communities to develop a positive relationship at ground level.	4.1.b.i

Historic Heritage

9.0	That cultural heritage advice is galvanized in the genesis of any proposals recommended by the Board of Management and the Site Manager	4.1.b.ii
10.0	That processes are in place to plan for annual maintenance and conservation projects which includes targeted funding, appropriate trades people, engagement with Museums and Universities to access training programs.	4.1.b.ii
11.0	That a Collections Management Plan is developed	4.1.b.ii
12.0	That a Historic Precinct Management Plan is developed	4.1.b.ii
13.0	That associated activities in designated precincts on the Estate are contributing to the historic heritage values	4.1.b.ii
14.0	That sight lines to and from Brickendon are not compromised by any activity or development proposed by Woolmers, and that Brickendon is consulted and their views are taken on board throughout the planning of any future developments to ensure the World Heritage partnership is transparent and secure	4.1.b.ii
15.0	That future activities and events based on the heritage values, such as APT Longford Academy are encouraged and supported by Woolmers.	4.1.b.ii
16.0	That policies are developed that provide guidelines for event planning that reflect the Estate heritage values.	4.1.b.ii
17.0	That future tours and activities are developed in consideration of historic fabric and potential for rotation to rest vulnerable elements.	4.1.b.ii
18.0	That the World Heritage story is promoted in the new Visitor Centre and promotion of the walkway between Woolmers and Brickendon.	4.1.b.ii

Natural Values

19.0	That a Natural Values Assessment is commissioned to update the information that does or does not support the value judgment of NMC and DPIPWE.	4.2
20.0	That the values identified by NMC Interim Planning Scheme and DPIPWE are included in Woolmers maintenance program for management.	4.2
21.0	That all proposed developments and/or works within the designated precinct adhere to approvals as prescribed by DPIPWE Threatened Species Unit.	4.2

Visitor Services

22.0	A Work Health and Safety Plan is prepared in accordance with the Work Health & Safety Act 2013 to ensure staff, contractors and visitors are kept safe and protected.	4.3
23.0	The Building Act 2004 has obligations to be met by any property open to the public. This must be addressed in order to comply.	4.3
24.0	The buildings once hidden by infrastructure to support visitor services that are available through the construction of the Visitor Centre as the suite of historic structures to be conserved and integrated in an Interpretation Plan that presents the World Heritage story.	4.3
25.0	The Visitor Centre will highlight the connections with Brickendon as well as the Norfolk Plains development to engage not only the tourist but also the local community.	4.3

Infrastructure

26.0	The designated Infrastructure Precinct and its purpose is acknowledged	4.4
27.0	The Infrastructure Precinct will not increase in size and will house the water storage/solar panel bund, visitor centre car-park and any other infrastructure required by the new development.	4.4
28.0	All existing intrusive infrastructure within the Historic Precinct will be removed if not required or if required will be upgraded to ensure capacity to perform and not place heritage fabric at risk due to failure.	4.4

Commercial Enterprise

29.0	That commercial endeavors are in keeping with historic activities employed on the Estate over its history and structures and supporting infrastructure reflects scale and form of historic buildings – while may be contemporary but to not overshadow the heritage site in architectural style.	4.5
30.0	That all new proposals are put through a business planning process and a review process that at the early stages engages with historic heritage practitioners and works through a consultation process with the identified stakeholders.	4.5
31.0	That the precinct boundary is surveyed to ensure compliance.	4.5
32.0	That precinct boundary will not expand beyond those defined. Refer to the Precinct Plan.	4.5

Agriculture

33.0	The Agricultural Precinct is as indicated, refer to the Precinct Plan, and is acknowledged as contained in the defined boundary.	4.6
34.0	Woolmers Estate analyses the opportunities afforded by engaging with wool production, cider production and orchard development, workhorse activities, farming demonstrations and displays.	4.6

6.0 REFERENCE MATERIAL

- *Woolmers Estate Longford, Tasmania. Conservation Management Plan. 2008.* Clive Lucas, Stapleton & Partners Pty Ltd.
- *Woolmers Historical Study.* 1996. Scripps. L.
- *Volume 1 Executive Summary of Volumes 2 & 3.* 2007 Sheridan G.
- *Volume 2. The Historical Landscape of Woolmers and the Norfolk Plains to 1856.* October 2006. Sheridan G.
- *Volume 3. Gardens Grounds & Pattern Languages Woolmers 1857-2006* December 2006. Sheridan .G.
- *Assessing historic heritage significance for Application with the Historic Cultural Heritage Act 1995* DPIPWE 2011
- *Environmental Protection and Biodiversity Conservation Act 1999.*
- *Historic Cultural Heritage Act 1995*
- Tasmanian Heritage Register, Woolmers Estate, 658 Woolmers Lane Longford. 5077
- National Heritage List, Woolmers Estate, 658 Woolmers Lane, Longford.
- *Australian Convict Sites World Heritage Property listing and Nomination 2010.*
- *Woolmers Visitor Centre & Galler, Statement of Archaeological Potential & Archaeological Method Statement 2013.* Austral Archaeology.
- *Northern Midlands Interim Planning Scheme 2013*
- *Australian Convict Sites World Heritage Nomination 2008* Commonwealth of Australia
- *Natural Values Atlas Report* DPIPWE
- *South Esk Report Land Capability Survey of Tasmania* DPIPWE 1996
- *Strategic Business Plan for Woolmers Estate 2011* WHK Business Growth.