

2019-20 PRE-BUDGET SUBMISSION

TRANS TARKINE TRACK

BOB BROWN FOUNDATION

1 February 2019

Portfolios

- Treasury (Economy)
- Prime Minister and Cabinet (Indigenous affairs)
- Environment and Energy (Environmental policy and programs, Heritage)
- Foreign Affairs and Trade (Tourism)

Expenditure

\$21,071,959

Expenditure breakdown

Item	Costing
Track and campsite construction	\$20,692,452
Assessment of wilderness loss/gains associated with track	\$26,400
Undertake field trips/research and training	\$58,025
Develop marketing plan	\$52,750
Project manager salary (inc on costs)	\$114,783
Set-up of booking and information webpages page	\$31,650
Consultants (marketing, media, business)	\$52,750
Training and development for rangers	\$43,150
Aboriginal cultural values assessment carried out by Tasmanian Aboriginal Centre endorsed Heritage Officers	Not costed
Additional costs for Tasmania	
Signage, vegetation clearing at campsites and optional upgrades to roads and a Pieman Head Jetty	Not costed



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Summary

The Australian Government would provide \$21,071,959 to the Tasmanian Government, to fund the construction of a ten-day, 100km, world-class tourism track in the takayna / Tarkine region of North West Tasmania.

The Trans Tarkine Track would provide significant benefits for Tasmania, focused in the economically-challenged North West of the state:

- Direct employment of 15 equivalent full-time positions
- Empowerment of the Tasmanian Aboriginal Community, through 4 indigenous ranger positions and enhanced, international profile of culture and history
- Indirect economic activity from visitors staying in the region



Benefits

The Trans Tarkine Track would be an internationally-significant project. It would provide a 10 day walk, that could be done as separate 5 day walks, opening up the experience to a wide range of walkers. It would enhance Tasmania's appeal to international and domestic tourists and boost the state economy.

It would provide a cultural and economic boost to the Aboriginal community of Tasmania. Aboriginal Tasmanians would be encouraged to apply for the new roles, in particular as rangers and part-time commercial guides. It is envisaged that an Elder would attend one day or night of the walk, to provide a cultural experience for guests. This would be a 'journey of learning' for non-Aboriginal walkers and a source of pride in Aboriginal culture and history.

Patronage projections suggest the Track would attract about 5,670 walkers in year 1, rising to 10,530 walkers in year 3. About 5% of these would be paying additionally for a commercial operator, who would run guided walks, providing a high degree of amenity, at \$2,000 for a 10 day walk and \$3,600 for a 10 day walk. The commercial operation would be viable by year three.

When the Track is built, Parks & Wildlife Services revenues are expected to be just over \$1 million in year 1, rising to over \$2 million in year 3. All walkers would purchase a National Park Pass for \$30 and pay a daily fee to Parks & Wildlife Services of \$25 for adults and \$10 for children.



Background

The Bob Brown Foundation has invested \$140 000 in design and economic studies that explore the benefits of the Trans Tarkine Track. These studies have been drawn on for this submission and are appended as supporting documents.

PricewaterhouseCoopers Indigenous Consulting is the majority Indigenous owned, led and staffed consulting firm in the PwC group. It has produced a preliminary draft of the Business Case for the Trans Tarkine Track. The final Business Case will be provided to the Bob Brown Foundation on 15 February 2019.

The draft Business Case finds that the Track is a commercially viable project that would have significant benefits for Tasmania's Aboriginal community and the broader economy.



There is a preliminary survey and design (May 2016) for the Trans Tarkine Track. It was written by Martin Hawes, a leading designer of tracks in Australia, based on 70 days of fieldwork, satellite imagery and an aerial survey.

The Hawes design comprises two five-day sections, suitable for moderately fit walkers with limited overnight experience. It could be done in one ten-day walk. The carrying capacity of the track would be determined by the campsite designs.

The Hawes design was used as the input for a demand study (May 2018), by Instinct and Reason, a travel and tourism marketing research agency. They commissioned a nationally representative survey of 1500 Australians and found:

- 75% of Australians see the Trans Tarkine Track as an important walk for Tasmania
- An accepted means of converting this to actual walkers, the Juster probability scale, suggests that 19% of walkers may actually do the walk, which translates to 9% or 1.75 million Australians
- Basic extrapolation suggests the Track could bring at least an extra \$8 million to the Tasmanian economy per year.

Stakeholder and public support

There is broad support for the Track, both across the Tasmanian community and from stakeholders.

The Tasmanian Aboriginal Centre and Aboriginal Land Council of Tasmania are partners with the Bob Brown Foundation in proposing the Trans Tarkine Track. Since 2015 a consortium of stakeholders has supported the Track, including the major tourism bodies operating and / or located in the Tarkine. These include Corinna Wilderness Lodge, Tarkine Wilderness Lodge, Tarkine Trails and Bonorong Wildlife Sanctuary.

In November 2018, a group of 15 tourism operators, concentrated in the North West of Tasmania, signed a statement calling for the Federal Government to fund the Trans Tarkine Track and the Tasmanian Government to lead its development. Ken Boundy, former Managing Director of Tourism Australia, said “The Trans Tarkine Track is a world-class proposal and deserves support as a national tourism industry priority for Australia.”

A ReachTEL survey of 700 residents across the federal seat of Braddon (Friday 6 July 2018) found 60% support for Next Iconic Walk being used to fund the Track (with 10% undecided).



Relationship to Tasmanian Government proposal

The Tasmanian Government is taking submissions for its Next Iconic Walk program. This will provide \$20 million for a multi-day, hut-based, iconic walk.

In early January 2019, Bob Brown Foundation put forward the Trans Tarkine Track as a submission to the Tasmanian Government’s Next Iconic Walk program.

The Australian Government should commence discussions with the Tasmanian Government about the Trans Tarkine Track. It could proceed as a joint project, supporting the Next Iconic Walk program.