



**Wilderness
Society**

Life. Support.

Wild about Tasmanian Wilderness:

**How the Tasmanian Community is Helping the
Tourism Industry by Protecting Wilderness
against Tourism Development.**

The Tasmanian Wilderness World Heritage Area



The Tasmanian Wilderness World Heritage Area: The best of the best



(I'll explain why)





And why it's under threat





About Tasmania's World Heritage Area

- Inscribed in 1982
- Extensions: 1989, 2013
- 1,584,233 hectares
- One of world's last expanses of temperate wilderness
- 10 national parks & reserves
- Rich Tasmanian Aboriginal cultural heritage



10 World Heritage Selection Criteria

Six Cultural Criteria

- (i) masterpiece of human creative genius;**
- (ii) important interchange of human values, over a span of time or within a cultural area of the world**
- (iii) unique or exceptional testimony to a cultural tradition or civilization**
- (iv) outstanding example of building, architecture or landscape of significant stage(s) in human history**
- (v) outstanding example of traditional human settlement**
- (vi) from events or living traditions of outstanding universal significance.**

Four Natural Criteria

- (vii) superlative natural phenomena and natural beauty**
- (viii) outstanding examples of major stages of earth's history**
- (ix) outstanding examples on-going ecological and biological processes**
- (x) important and significant natural habitats of biological diversity.**



Tasmania's Unique 7 World Heritage Selection Criteria

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Mt Taishan, China

7 WH Criteria (6 cultural, 1 nature)

Nowhere else has Tasmania's combination of 7 WH Crite



What's wilderness?

Big - huge landscapes

Undisturbed by modernity

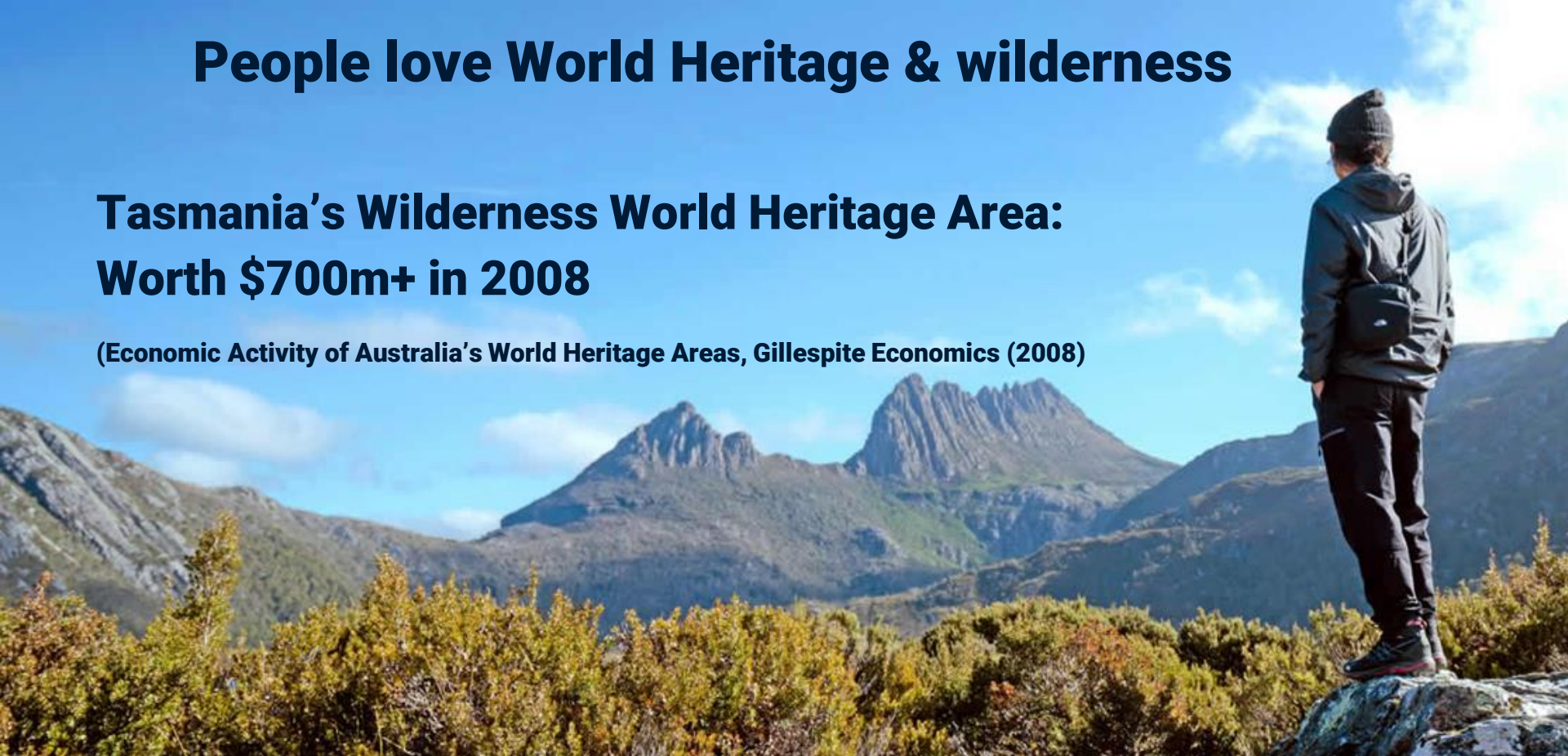
Remote - away from roads - and helicopters



People love World Heritage & wilderness

Tasmania's Wilderness World Heritage Area: Worth \$700m+ in 2008

(Economic Activity of Australia's World Heritage Areas, Gillespite Economics (2008))





People love wilderness - a lot!

Research by Tasmania's tourism industry:

- “wilderness integral to Tasmania’s brand and appeal as a total tourism destination
- wilderness the greatest trigger to influence intention to visit Tasmania,
- All market segments ranked wilderness as having the highest appeal and being a uniquely Tasmanian experience.”



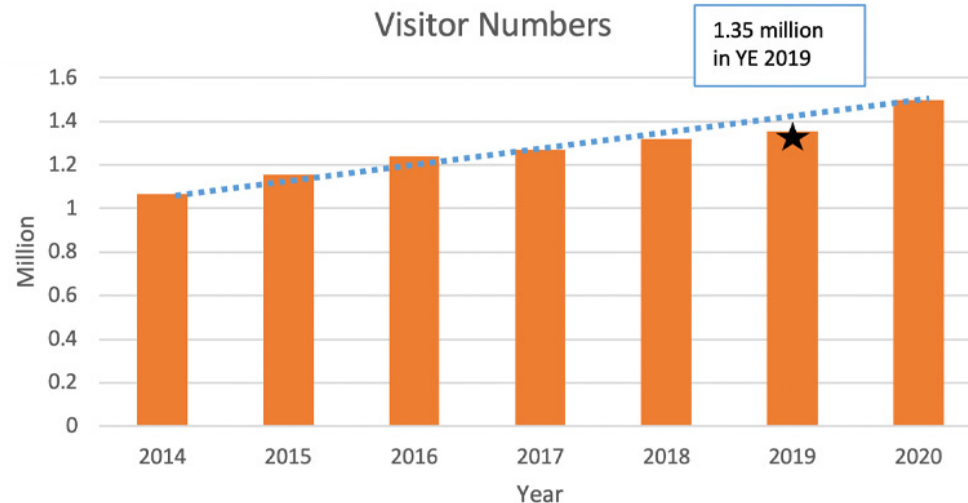
Tasmanian Government Tourism Policy

Single aim:

More tourists - 1.5 million by 2020

No mention of wilderness

'Unlock the Parks' policy - parks privatisation plan





Tasmanian Government Tourism Policy also includes

**Plans to develop & privatise areas of
national parks throughout Wilderness
World Heritage Area.**

**“Unlocking the potential in our Parks”
policy**



An aerial photograph of Lake Malbena, showing several islands and peninsulas covered in dense forest. The water is a deep blue, and the surrounding land is covered in lush green and yellow trees, suggesting an autumn or early spring setting. The text is overlaid on the image in white, bold font.

Lake Malbena

Halls Island

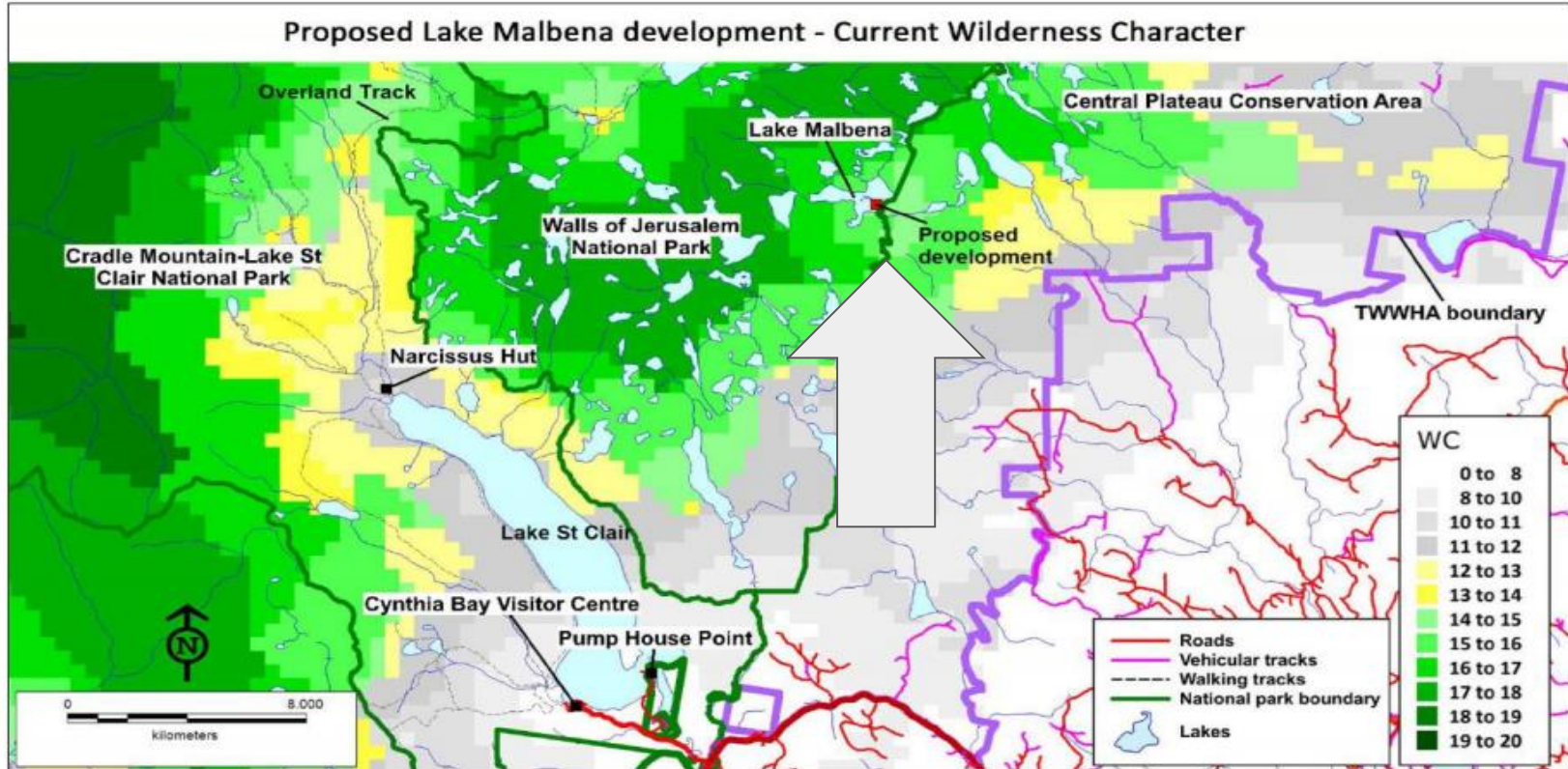
Inside Walls of Jerusalem National Park

Island already privatised

**Trying to build helicopter-accessed
luxury accommodation for helicopter**



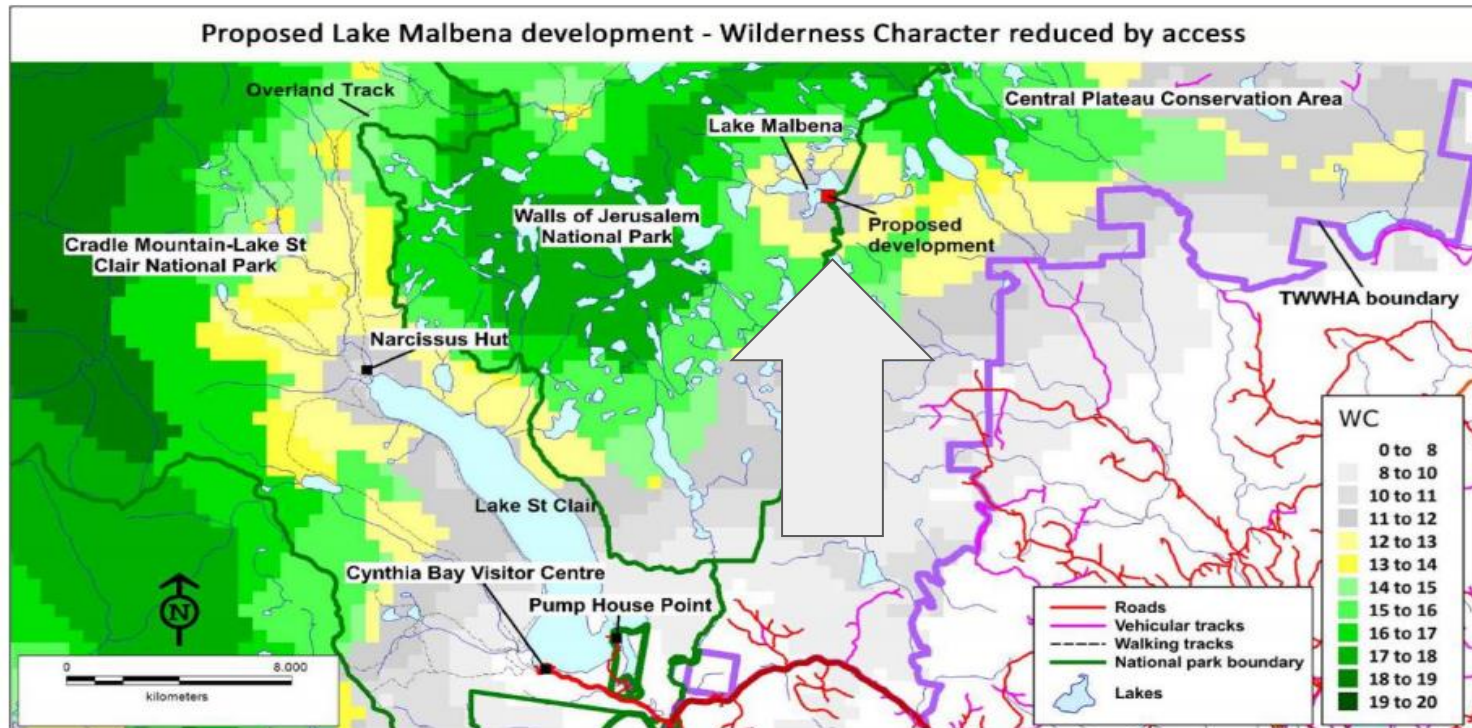
Mapping wilderness



Map 2. Current wilderness character in the vicinity of Lake Malbena



Shows Lake Malbena would degrade wilderness character



Map 3. Projected wilderness character following construction and operation of the Lake Malbena development, ignoring the impact of overflights



Key advisory groups oppose proposal - as well as everyone else

"There should be no approval for the current proposal by Wild Drake. We believe that it is your obligation as Minister to not approve this project proposal."

**Aboriginal Heritage Council
Tasmania on Lake Malbena**



"The proponent does not address the fundamental concern that the proposal is for a development with several buildings, not a 'standing camp'. A structure of the type proposed cannot be considered as a standing camp and is incompatible for the Self-reliant Recreation Zoning"

**National Parks and Wildlife
Advisory Council on Lake Malbena**



"The cumulative impact on world heritage and natural heritage values would be considerable, particularly noting the impact of helicopters on the outstanding natural aesthetic value of the wilderness area in which it is situated."

**Australian Heritage Council
on Lake Malbena**





Lake Malbena campaign going well



bit.ly/WildernessDefenceFund

Supreme Court hearing: Oct 2

Developing away & privatising Tasmania's national parks has no social licence:

- July 2018: 99% of the 886 submissions opposed proposal
- 2019: 1,346 public submissions - three in favour
- 2020: 2,300 people signed petition supporting wilderness values



“How the Tasmanian Community is Helping the Tourism Industry by Protecting Wilderness against Tourism Development”

- **Protecting wilderness in tourism industry's long-term interest - it's the reason people visit Tassie**
- **This is why our campaign against the wilderness privatisation policy Big Tourism supports - is actually in the industry's best interests.**
- **Hope to see the day when Tasmania's Big Tourism and conservation movement work together.**



Win-Win:

- **Keep wilderness public, unspoiled & thriving**
- **Encourage regen tourism outside National Parks & World Heritage Areas.**



Tasmania could be world leader in regenerative tourism

“Regenerative tourism enables a place to be left better than it was found” - Anna Pollock

- Purpose
- People
- Place

- Protection
- Pull
- Pace & proximity
- Performance



Even better - enhance wilderness



**takayna/Tarkine - future World Heritage Area
extension**



