

One Journey, One Hundred Stories

Heritage Highway

A story book prototype has been developed with each story book telling a character driven story, focusing on themes, using humour, quirkiness and images.

If this story book venture is actioned, funding permitting, it will result in story books being installed at key locations in the region.



Hangman's Walk

Oatlands

This concept provides a delivery mechanism for a self-guided walk linking buildings and places related to the life and duty of Solomon Bay, the Van Diemen's Land hangman.



Ross Bridge Site Concept Plan

Ross



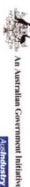
This concept plan could be used to guide future interpretation and development in the vicinity of the historic Ross Bridge.

The Heritage Highway Tourism Region extends from Pontville in the south to Breadalbane in the north and from the great Western Tiers to the Eastern Tiers.

The Heritage Highway Interpretation Strategy was developed to create a set of interpretive experiences with strong visitor appeal, focused on key Heritage Highway towns and villages. This pamphlet showcases these innovative experiences, some of which are already produced and available on the market, others are in the process of being designed and produced, and others are prototypes for future production consideration.

For product availability visit the Heritage Highway website.

The development of this Interpretation Strategy was funded under the Australian Tourism Development Program, assisted by Heritage Highway Tourism Region Association funds.



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Heritage Highway Tourism Region Association

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Bush Nursing Heritage

Avoca

A bush nursing feature on display in Boucher Park, on the verge of the highway through Avoca.

This eye-catching feature, due for installation in late 2008, incorporates bush nursing memorabilia and story snippets that capture the lives of these extraordinary pioneer women who worked as bush nurses in the harsh environment of the Fingal Valley in the 1900s.



Gateway to the World

Campbell Town

Information disks are to be installed in the footpaths in prime congregation areas of the town.

Many colourful characters and high achievers came from, or ended up in Campbell Town.

The disks provide snapshot stories and snippets on these people and the town's achievements.

Campbell Town hosts the oldest sheep show in the Commonwealth
Local Irish butcher to agree, 1850's customer.
When you buy the land
You buy the stones
When you buy my meat
When you buy my bones

Christ Church - Voices from the Graves

From here to eternity

Longford

A high quality heritage style themed envelope holds a brochure and booklet that provides rich information on the Christ Church precinct and a tour of the graveyard, with thirteen of the people buried in the graveyard, speaking to the visitor.

Their stories reflect five strong themes: Burying the slain, In heaven as on earth, Norfolk Islanders, Instant England and From the cradle to the grave.

It encourages visitors to explore Christ Church and the town of Longford, following these voices from the grave.



Land & Landscape

Artists of the Heritage Highway Region Postcard Series

A heritage style themed envelope holds twelve high quality postcards, each depicting a painting by a famous Heritage Highway artist, past and contemporary.

On the reverse side of the postcards there is information about the artist and the painting.

Visitors are encouraged to visit sites across the Heritage Highway region that are associated with each painting.



Law & Order

Oatlands

A high quality heritage style themed envelope holds a brochure and booklet that reveal law lives in colonial Oatlands, and the reason why Oatlands was developed in this location.

It encourages visitors to explore the town on foot in order to follow these stories in stone.



Community Road Safety Venture

Heritage Highway

Coffee cup holders that communicate information about the attractions of the Heritage Highway Tourism Region along with a road safety message to travellers.

From late 2008 these cup holders will be in cafes along the Heritage Highway.

Examples of messages on the cup holders

Don't be History

On the Heritage Highway Concentrate and focus on the drive

Don't Be History

On the Heritage Highway Slow down and keep under the limits

Antiques, Art & Architecture

Northern Midlands

A tour of the Northern Midlands.

The northern end of the Heritage Highway region is rich in colonial architecture, art and antiques. This tour of map outlines a day trip through the northern midlands, showcasing these estates and businesses.

These are available in visitor centres and businesses in the region, and are proving highly popular with visitors.



Heritage Highway website

www.heritagehighway.com.au

This contemporary website engages visitors and stimulates interest in the Heritage Highway region. Sophisticated and visually rich, with stunning, exciting imagery, at the head of every page, the site uses intriguing stories, events and packages to connect with visitors.



Aiming to market the Heritage Highway as a must see destination, the site encourages visitors to establish contact with product operators to the region, with the intention of increasing visitor numbers to the region.

Tom Roberts Interpretive Display Board

Longford

Many visitors to Longford ask about Tom Roberts, founder of the Heidelberg School of Art, painter of the famous "Shearing of the Rams", and buried at Christ Church Illawarra near Longford.

This display board, to be installed in the Longford Visitor Information Booth by November 2008, provides information on Tom Roberts, his linkage to Tasmania through his marriage to two Tasmanian women, and the burial of his ashes in his second wife's family plot (with a map to guide visitors to the grave).



Tasmania's

Heritage Highway Tourism Region Interpretation Strategy



Launched September 2008

iWalk, iDrive: MP3, iPod Tours

Heritage Highway

The World Travel Club via the Go Australia Card partnered with the Heritage Highway Tourism Region Association to produce nine audio tours that educate and entertain visitors to our region.

Visitors leave with an enduring memory of their experience of the rich heritage and intriguing stories of the Heritage Highway region.

Shadows of the Past

Folklore & History of the Heritage Highway

There are twelve quirky silhouettes along the middle section of the Midland Highway.



Many visitors to the Heritage Highway Visitor Centre in Oatlands ask about the silhouettes and as a result information and stories on the silhouettes are included on the Visitor Centre website, www.heritagehighwaytasmania.com.au.

Here visitors can learn the story of the characters in the silhouettes, find out where they are and kids can download colouring in activities.