

City of Hobart submission to Wellington Park Visitor Recreation Strategy

January 2023

Introduction

Wellington Park and kunanyi/Mt Wellington is an iconic feature of Hobart and is a place of immense cultural and recreation value for the community. This community value is reflected in the City of Hobart's Community Vision and Capital City Strategic Plan which includes working with the community to protect and enhance core elements of Hobart's identity including kunanyi/Mt Wellington, as well as creating opportunities for people to connect to place.

The Park is also a key driver of the visitor economy for Hobart and the region. According to the 2022 Quarter 3 TVS data, 78 per cent of visitors to Tasmania visited Hobart, while 28 per cent of all visitors to Tasmania visited kunanyi/Mt Wellington, supporting a range of jobs and economic opportunities.

The City of Hobart is a key land and infrastructure manager of Wellington Park with an estimated 90 per cent of the Park's visitors visiting City of Hobart owned land across the eastern face of the mountain.

The City of Hobart currently manages infrastructure assets in excess of \$35 million (excluding roads and buildings) with an annual spend of approximately \$3 million in operational and capital investment. This commitment has been further strengthened by recent investments in renovated, rejuvenated or new visitor facilities including the Great Short Walk – Organ Pipes / Pinnacle Track, renovations to Fern Tree Park and mountain bike trail planning and construction.

Collaboration and partnership

The City of Hobart recognises that the Trust is uniquely positioned to bring together relevant stakeholders from across government, business and community.

As a partner in the Trust and a significant Wellington Park land management agency, the City of Hobart is keen to ensure Wellington Park continues to provide visitors with the cultural and recreational experiences that make the Park a special place for many.

In this spirit, the City of Hobart welcomes the opportunity to provide feedback on the draft strategy and would like to collaborate closely with the Trust in both the finalisation of the strategy and its ongoing implementation.

Data and evidence collection

The City of Hobart is committed to ensuring that its decision making is informed by robust data and evidence. As the draft strategy identifies, Wellington Park management challenges are often amplified by a lack of reliable data. It is therefore pleasing that the draft strategy identifies that need for robust data and evidence collection to form the basis for decision making.

As a management partner, the City of Hobart also has a key role to play in the collection and analysis of data in relation to Wellington Park. The current sharing of NEAR data in order to create visitor segments for Wellington Park is a good example of how collaboration between the Trust and the City of Hobart can leverage the relative strengths of both organisations and support improved evidence-based decision making to underpin future planning, asset and facilities management. The

City of Hobart welcomes this initiative and is keen to strengthen its collaboration with the Trust through this strategy.

A spatial masterplan

The draft strategy identifies the importance of considering the inter-relationship between infrastructure and facilities both within the Park and beyond the Park in planning, investment, and management decisions. The City of Hobart agrees that an integrated approach is required and suggests that a spatial master plan that encompasses the key visitor areas across the whole park be developed. This would help ensure that individual projects or developments at a particular site are considered in terms of user experience and flow on implications for the Park as a whole.

Community engagement

Wellington Park is a place of immense significance for the communities of greater Hobart, as well as the broader Tasmanian community. As the tier of government closest to the local community, the City of Hobart seeks to have community engagement as core to what we do. With this in mind, the City of Hobart recommends that the strategy brings forward the development of a stakeholder and community engagement strategy from the five year time horizon to be an earlier priority. A commitment to genuine community engagement can foster a shared sense of ownership among the community, including community members, businesses and other stakeholders, which will be foundational to the success of the strategy in realising its objectives.