



# Waratah Falls Walk Concept Plan

A report submitted to the Waratah Wynyard Council  
by Jen Evans Design & Consulting November 2020

# Waratah Falls Walk Concept Plan

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Cover image: *Winter is here! Waratah is a winter wonderland*, The Mushroom at Waratah

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## Part 1 Introduction

### 1.1 Project background

#### 1.1.1 Project scope

The Waratah Falls Walk Concept Plan has been commissioned by the Waratah Wynyard Council (WWC). The plan describes the concept design and project estimate costs for a new walk located at the Waratah Falls, Tasmania, Australia. This concept plan is a revision of a previous plan for the Waratah Falls commissioned by the Waratah Wynyard Council in 2009<sup>1</sup>.

#### 1.1.2 Project deliverables

The Waratah Falls Walk Concept Plan has four project deliverables:

1. The conceptual design of a walk to the base of the Waratah Falls,
2. A site map indicating the general location of the walk and staged project implementation,
3. An explanation of the of the design principles that underpin the conceptual design of the walk. This is informed by matching the unique selling points of the site with desires of the key visitor markets,
4. Project estimate costs for the design and installation of the walk.

#### 1.1.3 Structure of the project plan

The Waratah Falls Walk Concept Plan is structured in five parts; the first part (introduction) provides background information on the Waratah Falls and its surrounds, its locality and generic description of its history, tourism product experience and broad market appeal. The second part (methods) explains the design principles used to review the previous plan and principles for the creation of engaging interpretation messages. The third part (results) provides details of the conceptual design for the walk and the estimates of costs for construction. The fourth part (discussion) reviews the unique selling points of the site, the desires of the key visitor markets and how these inform the conceptual design and interpretation themes and messages. The last section of this plan (conclusion) summarises the design elements of the Waratah Falls Walk experience.

### 1.2 Waratah Falls

Located in the centre of the town of Waratah in North Western Tasmania, the Waratah Falls (the site) is a locally significant landmark (Figures 1.1 and 1.2). The Waratah Falls feature a north facing rock cliff of approximately 10 metres in height, flooded by the running waters of the Waratah River. The Waratah Falls has been described by visitors as ‘a real gem... absolutely beautiful... amazing...’<sup>2</sup> and ‘...an amazing large waterfall that drops down into a gully below...’<sup>3</sup>. The Waratah Falls can be viewed from the western side of the Main Street

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<sup>1</sup> Evans, J 2009, *Tarkine projects Waratah Tasmania, a gateway for nature lovers*, Waratah Wynyard Council. Wynyard, Tasmania.

<sup>2</sup> Trip Advisor 2020, *Waratah Falls*, Trip Advisor LLC, viewed 10 November 2020, <[https://www.tripadvisor.com.au/Attraction\\_Review-g1576760-d12334714-Reviews-Waratah\\_Falls-Waratah\\_Tasmania.html#REVIEWS](https://www.tripadvisor.com.au/Attraction_Review-g1576760-d12334714-Reviews-Waratah_Falls-Waratah_Tasmania.html#REVIEWS)>.

<sup>3</sup> Waterfalls of Tasmania 2020, *Waratah Falls, Waratah, Tasmania, Waterfalls of Tasmania*, viewed 10 November 2020, <[https://waterfallsoftasmania.com.au/waterfalls/waratah\\_falls](https://waterfallsoftasmania.com.au/waterfalls/waratah_falls)>.

near the pub. An existing gravel walking track of approximately 280 metres provides access to the base of the falls from the eastern side of the Waratah River accessed from a gravel road off Annie Street (Figures 1.3 and 1.4).



Figure 1.1 – Locality plan.



Figure 1.2 – Site plan.





Figure 1.3 – View of the Waratah Falls from the western side of main Street<sup>4</sup>.



Figure 1.4 – Existing gravel walking track to the base of the falls<sup>5</sup>.

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<sup>4</sup> Waterfalls of Tasmania 2020, *Waratah Falls, Waratah, Tasmania, Waterfalls of Tasmania*, viewed 10 November 2020, <[https://waterfallsoftasmania.com.au/waterfalls/waratah\\_falls/](https://waterfallsoftasmania.com.au/waterfalls/waratah_falls/)>.

<sup>5</sup> World of Waterfalls 2020, *Waratah Falls*, viewed 10 November 2020, <<https://www.world-of-waterfalls.com/waterfalls/australia-waratah-falls/>>.

### 1.2.1 History of noeteeler country and Waratah

The Waratah Falls is on *noeteeler*<sup>6</sup> Country (Hampshire Hills) and acknowledged as the traditional lands of the *palawa* people (Tasmanian Aboriginal people), the traditional owners of *lutruwita*/Tasmania. *noeteeler* Country is part of the traditional lands of the North Nation, including four clans, and had intense Aboriginal occupation until ‘...at least 300 Aborigines were killed by the settlers in this area between 1826 and 1834...’<sup>7</sup>. Nearby St Valentines Peak is one of the most important ochre mines<sup>8</sup> in *lutruwita*.

The town of Waratah has been described as a gateway<sup>9</sup> into *takayna* Country (the Tarkine). *takayna* Country is part of the traditional lands of the North-West Nation, including eight clans<sup>10</sup>. *takayna* Country, holds cultural values that provides strong and continuing significance to the Tasmanian Aboriginal community<sup>11;12</sup>. Like all of *lutruwita*, *takayna* Country has important values for *palawa* people who have continuously occupied this island for over 42,000 years.

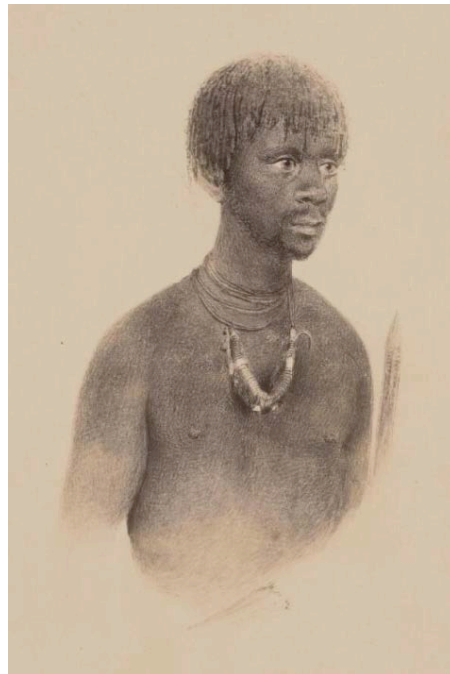


Figure 1.5 – Aboriginal Tasmanian man Jimmy of [noeteeler Country] Hampshire Hills, 1880<sup>13</sup>

<sup>6</sup> Ryan, L 2012, *Tasmanian Aborigines a history since 1803*, second edition, Allen & Unwin, Crows Nest, NSW.

<sup>7</sup> Ryan, L 2012, *Tasmanian Aborigines a history since 1803*, second edition, Allen & Unwin, Crows Nest, NSW, pp. 24.

<sup>8</sup> Ryan, L 2012, *Tasmanian Aborigines a history since 1803*, second edition, Allen & Unwin, Crows Nest, NSW.

<sup>9</sup> Evans, J 2009, *Tarkine projects Waratah Tasmania, a gateway for nature lovers*, Waratah Wynyard Council, Wynyard, Tasmania.

<sup>10</sup> Ryan, L 2012, *Tasmanian Aborigines a history since 1803*, second edition, Allen & Unwin, Crows Nest, NSW.

<sup>11</sup> Evans, JD 2019, 'Giving Voice to the Sacred Black Female Body in *Takayna* Country', in J Liljebald and B Verschuuren, *Indigenous perspectives on sacred natural sites*, Routledge, London.

<sup>12</sup> Bob Brown Foundation & The Tasmanian Aboriginal Centre 2016, *Takayna: Country, culture, spirit*, Bob Brown Foundation and Tasmanian Aboriginal Centre, Hobart, Tasmania.

<sup>13</sup> Beatie, W 1880 to 1889, Aboriginal Tasmanian man Jimmy of Hampshire Hills, Tasmania / J. W. Beatie, National Library of Australia, viewed 10 November 2020, <<https://catalogue.nla.gov.au/Record/6453205>>.

As a consequence of British colonisation, *takayna* Country and the lands of the *noeteeler* were invaded and possessed by the British during the Black War (1824-31)<sup>14</sup>. In the early 1830's parts of *noeteeler* and *takayna* Country were granted to the VDL company by the British for sheep grazing. Prospector James Smith found a tin deposit at Mt Bischoff in 1871<sup>15</sup> and a mining boom followed that permanently altered *noeteeler* Country (figures 1.6 and 1.7). Much later, the Tasmanian Government developed a forest industry, with mechanised forest production being established in the 1970's.



Figure 1.6 – Photograph of the mine at Waratah and the Waratah Falls, Tasmania 1860<sup>16</sup>.

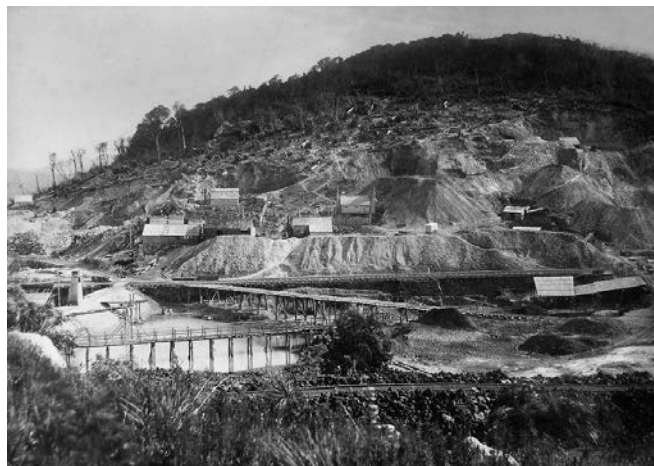


Figure 1.7 – Photograph of the mine at Waratah, Tasmania 1883<sup>17</sup>.

<sup>14</sup> Clements, N 2014, *The Black War*, University of Queensland Press, Brisbane.

<sup>15</sup> Haygarth, N 2004, *Baron Bischoff, philosopher smith and the birth of Tasmanian mining*, Nic Haygarth, Perth, Tasmania.

<sup>16</sup> Libraries Tasmania 2020, *Libraries Tasmania online collection, Miscellaneous collection of photographs 01 January 1860*, viewed 10 November 2020, <[https://libriesttas.ent.sirsidynix.net.au/client/en\\_AU/tas/search/detailnonmodal/ent:\\$002f\\$002fARCHIVES\\_DIGITISED\\$002f0\\$002fARCHIVES\\_DIG\\_DIX:PH30-1-250/one?qu=ARCHIVE\\_915%3D%22PH30%2F1%2F250%22%3E](https://libriesttas.ent.sirsidynix.net.au/client/en_AU/tas/search/detailnonmodal/ent:$002f$002fARCHIVES_DIGITISED$002f0$002fARCHIVES_DIG_DIX:PH30-1-250/one?qu=ARCHIVE_915%3D%22PH30%2F1%2F250%22%3E)>.

<sup>17</sup> Haygarth, N 2020, *Looking across from the Stanhope (Walker and Beecraft) lease to the Mount Bischoff Co's Bellhouse Dam and Slaughteryard Gully Face, c1883*, Photo courtesy of the late John Shepherd, Nic Haygarth, viewed 10 November 2020, <<http://nichaygarth.com/?s=Waratah+Falls>>.



## 1.3 Tourism product and market appeal

### 1.3.1 Guiding documents

There are two key documents that identify the tourism product and market appeal of the Waratah Falls Walk Concept Plan, they are:

1. *The Tarkine Tourism Development Strategy 2008*<sup>18</sup>
2. *Tarkine projects Waratah Tasmania, a gateway for nature lovers 2009*<sup>19</sup>

### The Tarkine Tourism Development Strategy 2008

Although over a decade has passed since *The Tarkine Tourism Development Strategy 2008* (TTDS) was published, it remains as a relevant and key document for guiding tourism investment in *takayna*/Tarkine. The TTDS provides an aspirational experience statement that illustrates current and future potential of tourism products and market appeals. The TTDS promotes a tourism vision for the *takayna*/Tarkine as providing a ‘unique, intense and powerful nature based experience[s] that are well managed and sustainable’<sup>20</sup>.

*“Creating the Tarkine visitor experience... The Tarkine has many faces – diverse, wild places that powerfully affect, inspire and change people, from Aboriginal inhabitants to people today.”*

*“The Tarkine represents a delicate ecosystem; a wild and sacred place... but it is also a ‘peopled frontier’, with an extraordinary heritage of human activity.”<sup>21</sup>*

The Tarkine brand model (figure 1.8) communicates the underpinning values of the *takayna*/Tarkine brand. The flagship attributes of the brand model are particularly relevant to this project:

- Globally significant temperate rainforest
- Aboriginal and European heritage
- Dramatic diverse places (wild rivers, rugged coastline, mountains, expansive views)
- Accessible wilderness
- Rare and threatened species

The Waratah Falls Walk, due to its proximity to both natural and human modified environments, has the potential to address all the above flagship attributes and their intersections. A class one, lookout walk over the

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<sup>18</sup> Mackey, J, Lebski, S & Evans, J 2008, *Tarkine Tourism Development Strategy*, Cradle Coast Authority, Burnie, Tasmania.

<sup>19</sup> Evans, J 2009, *Tarkine projects Waratah Tasmania, a gateway for nature lovers*, Waratah Wynyard Council, Wynyard, Tasmania.

<sup>20</sup> Evans, J 2009, *Tarkine projects Waratah Tasmania, a gateway for nature lovers*, Waratah Wynyard Council, Wynyard, Tasmania, np.

<sup>21</sup> Evans, J 2009, *Tarkine projects Waratah Tasmania, a gateway for nature lovers*, Waratah Wynyard Council, Wynyard, Tasmania, np.



Waratah Falls was recommended as a project for consideration in the TTDS.

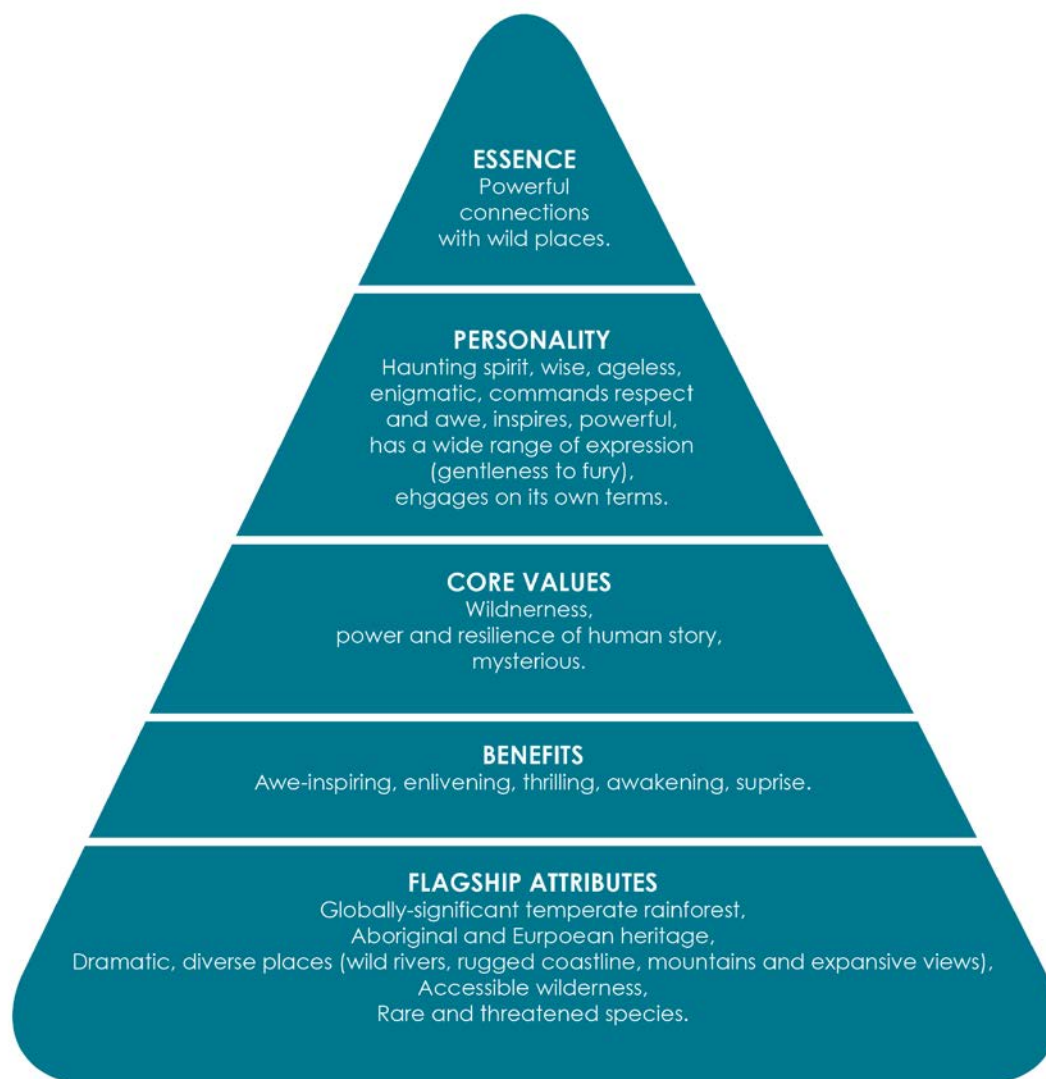


Figure 1.8 – Tarkine brand model<sup>22</sup>

### The Tarkine projects Waratah Tasmania a gateway for nature lovers 2009

The *Tarkine projects Waratah Tasmania a gateway for nature lovers 2009* (TPW) provides a vision and objectives for the development of five authentic nature based experiences in and around Waratah. The five experiences proposed were<sup>23</sup>:

<sup>22</sup> Mackey, J, Lebski, S & Evans, J 2008, *Tarkine Tourism Development Strategy*, Cradle Coast Authority, Burnie, Tasmania, pp. 40.

<sup>23</sup> Evans, J 2009, *Tarkine projects Waratah Tasmania, a gateway for nature lovers*, Waratah Wynyard Council, Wynyard, Tasmania, pp. 3.

- Waratah Falls Walk
- Mt Bischoff Walk
- Power House Walk
- Magnet Walks
- Huskissons River and mountain bike track

These experiences were designed to build on the *takayna*/Tarkine brand using the tag line ‘Tarkine’s gateway for nature lovers’<sup>24</sup>. This tag line was further fleshed out in the *TPW*, to communicate the following experience aspirations:

*‘Look deeper and you will see how nature repairs herself... Everywhere, the relics of a bygone era are overtaken by moss, ferns and rainforest contradicting time and space... the power of nature on show for the whole world to see...*

*Waratah has long been a Tarkine gateway for nature lovers... grand views from mountain summits and paths into ‘primeval’ nature... Waratah remains a stepping stone into the wild country of the Tarkine...’<sup>25</sup>*

In the *TPW*, the Waratah Falls Walk was described as:

- Class one (wheel chair accessible) short walk (40 minutes) from the center of Waratah town to the base of the Waratah Falls,
- 650 metres of elevated boardwalk along abandoned Mt Bischoff tramway to the base of the falls
- 300 metres of renovated Class two track to a new car park area and then on into town to the Stamper Mill and Athenaeum Hall,
- Weed clearing and rehabilitation of the cliff face adjacent to the falls,
- New pedestrian bridge crossing over the Waratah River at the base of the falls, and
- Quality interpretation at the beginning, at the viewing platform at the base of the falls and the car park, providing insight into the mining heritage and the route that the water has taken from the great rainforest at the heart of the Tarkine.

The estimated costs for the above project in 2009 totaled just over \$1.56 million<sup>26</sup>.

The experience aspirations stated in the *TPW* (above) are still relevant as is the concept of the Waratah Falls Walk. However, an improved approach to respectful acknowledgement and interpretation of *palawa* connections to *noeteeler* and *takanaya* Country is required.

### 1.3.2 Tourism product and broad market appeal

The Waratah Falls and its surrounds has natural attributes used to create a memorable visitor experience. These include:

- Aesthetically dramatic waterfall that has flowing water for most of the year,

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<sup>24</sup> Evans, J 2009, *Tarkine projects Waratah Tasmania, a gateway for nature lovers*, Waratah Wynyard Council. Wynyard, Tasmania, pp. 11.

<sup>25</sup> Evans, J 2009, *Tarkine projects Waratah Tasmania, a gateway for nature lovers*, Waratah Wynyard Council. Wynyard, Tasmania, pp. 11.

<sup>26</sup> Evans, J 2009, *Tarkine projects Waratah Tasmania, a gateway for nature lovers*, Waratah Wynyard Council. Wynyard, Tasmania, pp. 17.

- Proximity to the town to facilitate comfortable pedestrian movement between existing attractions such as the Athenaeum Hall and Tarkine Interpretation Centre, Stamper Mill, Waratah Museum and local food and accommodation businesses,
- Aesthetically pleasing north vista down the forested Waratah River Valley,
- Derelict calciner plant that can be interpreted as a feature on the walk,
- Multiple access points allowing for several walk options other than a loop walk experience,
- Access to the Waratah River and varied nature experiences,
- Suitable topography to develop an accessible walkway for many visitor markets,
- Variable climate and seasons, Waratah is a favoured haunt for locals when it is snowing, providing a diverse experience

Waratah hold attributes worthy of interpretation, including messages about Aboriginal cultural heritage, European heritage, biology, ecology, natural history, threatening processes, flora and fauna in context to natural habitats and the changing world we live in. There are many opportunities for lookouts and rest spots provide logical and convenient supporting infrastructure to locate interpretive signage and engaging art works.

The Waratah Falls walk has the potential for broad market appeal to four identified visitor types. These include the *lifelong learner*<sup>27</sup>, the *nature enthusiast*<sup>28</sup>, the *nature-based tourist*<sup>29</sup> and the *Chinese leisure traveller*<sup>30</sup>. These market segments are considered complimentary for the site, as they share nature and wildlife as their most commonly desired experiences. The combined preferences for these market segments when choosing their destination are:

- interesting places with less crowds
- interesting experiences that help them explore the world and themselves
- experiences that give them a sense of adventure, stimulation and achievement
- being able to be close to nature and natural beauty
- experiences in world-class natural areas, with minimal sign of human activity
- high quality bushwalks, rainforest, and waterfall experiences and breathtaking views and vistas
- intensive placed-based nature experiences
- eager to learn about biology, ecology, natural history, flora and fauna in context to natural habitats
- more satisfied if their experience is infused with educational messages
- safety and security
- world-class beauty in its natural environments

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<sup>27</sup> Correspondence with Tanya Trost, Regional Tourism Coordinator, Northwest, Tourism Tasmania, Department of Economic Development, Tourism and the Arts, 14 May 2014.

<sup>28</sup> EMDA, Moore Consulting & SCA Marketing 2007, *The Tarkine – Latent Demand Quantification, Phase 1 Consumer Segments*, Cradle Coast Authority, Burnie Tasmania.

<sup>29</sup> Ardoin, N, Wheaton, M, Bowers, AW, Hunt, CA & Durham, WH 2015, 'Nature-based tourism's impact on environmental knowledge, attitudes, and behavior: a review and analysis of the literature and potential future research', *Journal of Sustainable Tourism*, pp. 1-21.

<sup>30</sup> Tourism Tasmania 2016, *Chinese Visitor Snapshot*, Department of Tourism, Arts and the Environment, Tasmanian Government, Hobart, Tasmania.

## Part 2                      Methods

### ***2.1 Review of the previous Waratah Falls walk design***

The earlier concept design for the Waratah Falls Walk (see TPW) was reviewed. The following modifications were made:

- A more detailed analysis of the route and topography of the Class one (wheel chair accessible) elevated walkway section of the walk. This ensured adequate incline on the walkway to meet expected accessible guidelines (at a concept level). The elevated walkway now has an approximate length of 770 linear metres,
- Inclusion of a construction road and rehabilitation on the Western side of the Waratah River to enable the construction of the elevated walkway,
- A review of the renovated Class two track (stage two) on the eastern side of the Waratah River, now has an approximate length of 770 linear metres,
- Inclusion of the renovation and interpretation of the abandoned calciner plant as part of stage three,
- Inclusion of a walking track linking the elevated walkway (stage one) to the eastern track (stage two), with an approximate length of 400 linear metres,
- Alternative location for the pedestrian bridge over the Waratah River, and
- A review of the interpretation to consider the unique selling points of the site and alignments with key market segments and branding programs.

### ***2.2 Review of the previous project cost estimates***

The earlier cost estimates for the Waratah Falls Walk (see TPW) were reviewed. Local Engineering company Danmor provided construction estimates based on the revised walkway location and concept design. The remaining estimates were adjusted using general increased construction costs (a discount rate of 3.3%<sup>31</sup> per annum, over the 12 years since previously estimated was applied).

### ***2.3 Review of the previous interpretation concepts***

The concept design for the Waratah Falls Walk (see TPW) included recommendations for interpretation along the Waratah Falls Walk. This has been reviewed to provide a more specific design framework. This report includes the identification of the unique selling points of the site and alignments with key market segments and branding programs, along with suggested interpretation themes and messages. This next section explains the methodology used to carry out the work described above.

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<sup>31</sup> Australian Bureau of Statistics 2020, 8752.0 Building activity Australia Dec 2019, Australian Bureau of Statistics, Canberra, ACT, viewed 3 July 2020, <<https://www.abs.gov.au/AUSSTATS/abs@.nsf/featurearticlesbyCatalogue/CD409379BD228908CA258321000B96CA?OpenDocument>>.



### 2.3.1 Interpretative design principles

The Tasmanian Thematic Interpretation Planning Manual<sup>32</sup> provides best practice for the development and design of interpretation in the Tasmanian natural area context. The manual recommends an interpretive planning and design process based on identifying interpretation goals and audiences (Figure 2.1).

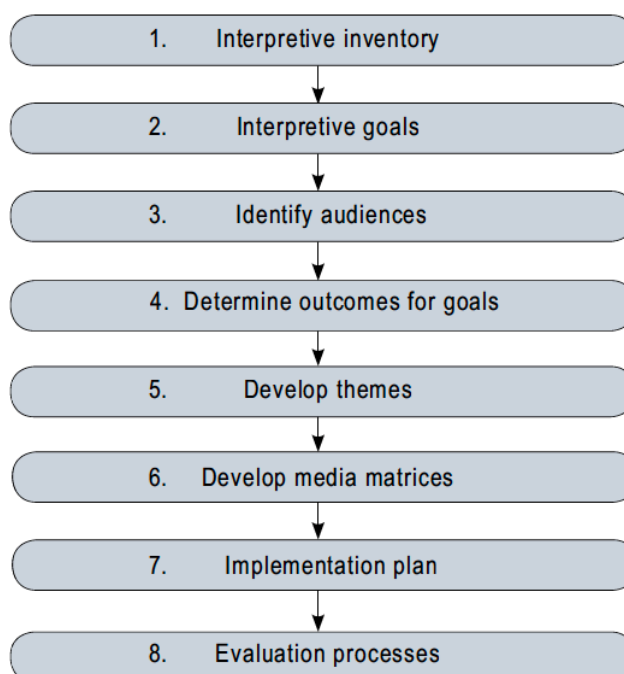


Figure 2.1 – Interpretive planning process.

In order to define the interpretation goals, first the unique selling points of the site must be matched with desires of the key market segments (audience). Defining the interpretation goals involves a four-step approach:

1. Identify the unique selling points of the Waratah Falls (what does the site offer the visitor that is special and unique?),
2. Identify the desires of the key market segments (what are visitors looking for in their experience at the Waratah Falls, what is important for them in making their visit memorable and satisfying?),
3. Match the unique selling points of the Waratah Falls with what the visitor is looking for (what unique aspects of the Waratah Falls align with the visitors' desires),
4. Define interpretation goals that reflect the matching of the unique selling points with visitor desires

The stepped process of identifying interpretation goals based on communicating the unique selling points of the Waratah Falls that appeal to visitor desires is described below (Figure 2.2).

<sup>32</sup> Ham, H, Housego, A, Weiler, B 2005, *Tasmanian Thematic Interpretation Manual*, Tourism Tasmania, Hobart, Tasmania.



Figure 2.2 –The design process of identifying interpretive goals.

### 2.3.2 Communicating interpretation themes and messages

Once the interpretation goals are established, they need to be developed into interpretation themes, then interpretation messages. It is recommended that each interpretation message meet specific requirements for structure, language, audience and style<sup>33</sup>. In order to communicate the theme and message clearly and meaningfully, the messages should address four levels of messages and adhere to strict word and reading time limits.

### 2.3.3 Interpretation message structure

Interpretive messages should be designed to:

- provoke visitors to do their own thinking,
- reveal meanings about the cultural and natural resources of the site and the world beyond, and
- offer opportunities for the visitor to relate what they have read to themselves; their experience and personality<sup>34</sup>

### 2.3.4 Interpretation language

The interpretation signs should use language that communicates:

- specific educational and/or management learning
- behavioural messages
- emotional messages
- address the whole message; illustrate a higher theme or message
- have unity; use graphics, colours, textures, design elements to support the theme of the message
- touches of humanity; use first person quotations
- make references to people's common experiences
- warmth and emotion
- encourage visitor involvement (emotional or behavioural objectives)
- use colourful language (metaphors, puns, quotations, etc.)
- make the interpretive panel contact with the visitor
- enjoyable so they will be drawn to look for other panels<sup>35</sup>

<sup>33</sup> Ham, S 1992, *Environmental interpretation: a practical guide for people with ideas and small budgets*, CO Fulcrum Publishing, Golden.

<sup>34</sup> Beck, L & Cable, T 2011, *The gifts of interpretation fifteen guiding principles for interpreting nature and culture*, third edition, Sagamore Publishing, Urbana, IL.

<sup>35</sup> Vererka, J 2018, *Interpretive master planning philosophy, theory and practice*, MuseumEtc

### 2.3.5 Interpretation audience

The *lifelong learner*, *nature enthusiast*, *nature-based tourist* and *Chinese leisure traveller* visitor have been identified as the complimentary visitor markets for the Waratah Falls project. As in most interpretative contexts, two distinct audience types are present; families and knowledge seekers. These audience types exist within the identified market segments and are independent from them. Families are seeking immersive interactive experiences that are fun, compared to knowledge seekers who want information. The main difference between the families and knowledge seekers is willingness to read information<sup>36</sup> (Figure 2.4). Children's trail should be designed to focus on the needs of family audiences, such as interactivity, entertainment with concise emotive content.

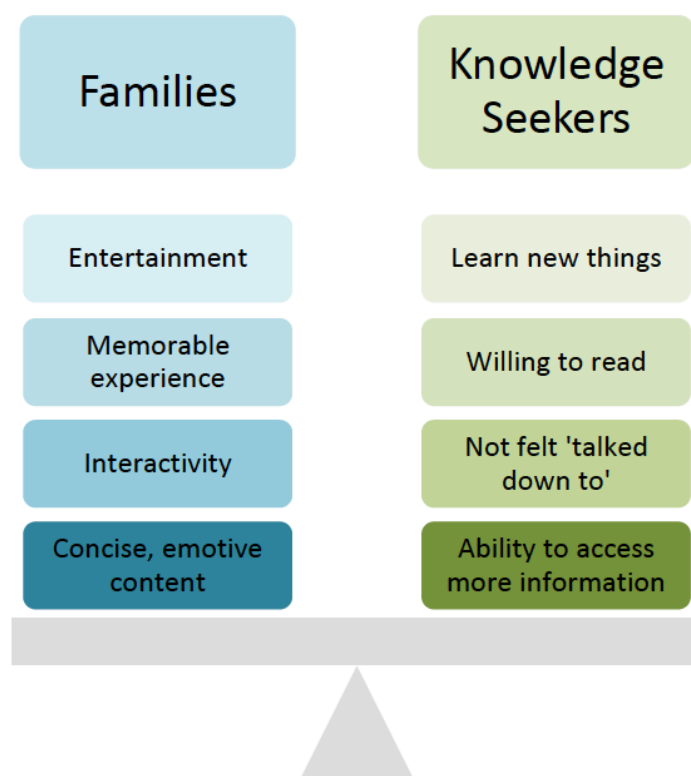


Figure 2.3 – Audience needs – balancing families and knowledge seekers<sup>37</sup>

<sup>36</sup> Rhodes, A, Perry, J & Westwood, R 2014, *Collections in the landscape interpretation plan*, Debyshire County Council, Buxton.

<sup>37</sup> Rhodes, Perry & Westwood 2014, *Collections in the landscape interpretation plan*, Debyshire County Council, Buxton, UK.

## Part 3 Results

### 3.1 Conceptual design for the Waratah Falls walk

The following project stages are suggested for the site (Table 3-1). The key goal of the conceptual design is to enhance the visitor experience in a creative and thought-provoking way to allow the visitor to connect to the primary values of the site.

Table 3-1 – Interpretation goals and communication modes

Project stage	Description
Stage one:	Waratah Falls walk (Class 1 wheelchair standard) elevated wheelchair accessible walk way to the base of the waterfall.
	Interpretation of the local living culture and history, flora, fauna and mining to be communicated through interpretative signs along the walk way.
	Artwork and sculptures to be located along the walk way to enhance the interpretation experience.
Stage two:	Renovated (Class 2) track from a new car park to the base of the waterfall.
	Complementary interpretative signs along the walk way and directional signs.
Stage three:	New walking track linking stage one and two via a new bridge across the Waratah River.
	Renovation of the calciner plant to include safe access and interpretation of the mining history of Waratah.



Figure 3.1 – Flue dust chamber, abandoned calcining plant, Mount Bischoff<sup>38</sup>

<sup>38</sup> Kostoglou, P 1998, *Archaeological survey report 1998/03, an archaeological survey of the historic Mount Bischoff calcining plant*, Mineral Resources Tasmania, Department of Infrastructure, Energy and resources, Government of Tasmania, Hobart, Tasmania, pp. 26.



### 3.2 Conceptual design Waratah Falls walk



**Waratah Falls walk:**  
Elevated wheelchair accessible walk way to the base of the waterfall.



## Waratah Falls Walk

### Stage one:

Waratah Falls walk (Class 1 wheelchair standard) elevated wheelchair accessible walk way to the base of the waterfall.

Interpretation of the local living culture and history, flora, fauna and mining to be communicated through interpretative signs along the walk way.

Artwork and sculptures to be located along the walk way to enhance the interpretation experience.

### Stage two:

Renovated (Class 2) track from a new car park to the base of the waterfall.

Complementary interpretative signs along the walk way and directional signs.

### Stage three:

New walking track linking stage one and two via a new bridge across the Waratah River.

Renovation of the Calciner plant to include safe access and interpretation of the mining history of Waratah.



## Waratah Falls Walk

Concept plan  
June 2020



Figure 3.2 – Conceptual design Waratah Falls



### 3.3 Estimates of costs for construction

#### 3.3.1 Adjustments to previous cost estimates

The cost estimates from 2009 (see TPW) for stage one was \$2,131,198, the revised estimates produced an estimate of \$3,129,473 for stage one. This was due to an increase in costs for the construction of the elevated walkway and the inclusion of an access road to install the elevated walkway totalling (\$671,781).

These increased costs then affected the overall cost, due to items such as overheads, contingencies, remote area loading, preliminaries and some professional fees, which are estimated using percentages of the overall project cost.

#### 3.3.2 Summary of estimated costs for each stage

The table below summarised the total estimated projects costs for each stage of the Waratah Falls Walk project (table 3.2).

Table 3-2 – Summary of estimated total project costs per stage

<b>Stage one: elevated boardwalk</b>	3,129,473
<b>Stage two: renovated eastern track</b>	280,752
<b>Stage three: calciner &amp; bridge connector</b>	281,969
<b>Total for all three stages:</b>	<b><u>3,692,194</u></b>

Table 3-3 – Summary of estimated total project costs for stage one

Stage one: elevated boardwalk	Quantity	Unit	Rate (\$)	Amount (\$)	Sub total (\$)
Allowance for preliminaries (5%)	1	item	5%	112,555	<b>112,555</b>
<b>Professional fees and expenses</b>					
Professional design & documentation (4%)	1	item	4%	90,044	
Natural / cultural values assessments	1	item	10,000	10,000	
Feature survey	1	item	5,000	5,000	
Lease / license options	1	item	3,000	3,000	
Development approvals	1	item	5,000	5,000	
Project management	1	item	30,000	30,000	<b>143,044</b>
<b>Site preparation</b>					
Allowance for clearing, earthworks, drainage	60	hours	500	30,000	
Allowance for construction access road (2.5m wide) and rehabilitation	2000	linear metres	45	90,000	<b>120,000</b>
<b>Elevated boardwalk</b>					
Boardwalk (FRP on galv. steel) monowills handrail & balustrade (including supports)	516	linear metres	2,988	1,541,681	
Boardwalk (FRP on galv. steel) monowills handrail only (including supports)	254	linear metres	2,230	566,643	
Viewing platform at base of falls	18	square metres	1,265	22,775	<b>2,131,099</b>

<b>Subtotal for construction costs</b>					
Site preparation + elevated boardwalk					<b>2,251,099</b>
<b>Interpretative experience</b>					
Interpretative plan	1	item	5,000	5,000	
Interpretation text & editorial per sign	1	item	800	-	
Graphic design per sign	1	item	800	-	
Images / art work per sign	1	item	200	-	
Sign printing	1	item	500	-	
Sign structure	1	item	500	-	
Interpretation sign (cost each)	1	item	2,800	-	
Total number of signs	15	item	2,800	42,000	
Silhouettes	5	item	2,000	10,000	
Restore small mining trolley	1	item	3,000	3,000	<b>60,000</b>
<b>Special provisions</b>					
allowance for contract contingency (10%)	1	item	10%	225,110	<b>225,110</b>
allowance for remote area loading (15%)	1	item	15%	337,665	<b>337,665</b>
<b>Stage one total</b>					<b><u>3,129,473</u></b>



Table 3-4 – Summary of estimated total project costs for stage two

Stage two: renovated eastern track	Quantity	Unit	Rate (\$)	Amount (\$)	Sub total (\$)
Allowance for preliminaries (5%)	1	item	5%		<b>7,640</b>
<b>Professional fees and expenses</b>					
Professional design & documentation (4%)	1	item	4%	6,112	
Natural / cultural values assessments	1	item	10,000	10,000	
Feature survey	1	item	5,000	5,000	
Lease / license options	1	item	3,000	3,000	
Development approvals	1	item	5,000	5,000	
Project management	1	item	30,000	30,000	<b>59,112</b>
<b>Site preparation</b>					
Allowance for clearing, earthworks, drainage	60	hours	500	30,000	
Allowance for weed clearing	240	hours	70	16,800	<b>46,800</b>
<b>Track work &amp; signage</b>					
Compacted gravel track	600	linear metres	60	36,000	
Track directional signs	5	item	500	2,500	
Gravel pavement for car park	450	square metres	60	27,000	
Asphalt seal	450	square metres	90	40,500	<b>106,000</b>

<b>Subtotal for construction costs</b>					
Site preparation + track work					<b>152,800</b>
<b>Interpretative experience</b>					
Interpretative plan	1	item	5,000	5,000	
Interpretation text & editorial per sign	1	item	800	-	
Graphic design per sign	1	item	800	-	
Images / art work per sign	1	item	200	-	
Sign printing	1	item	500	-	
Sign structure	1	item	500	-	
Interpretation sign (cost each)	1	item	2,800	-	
Total number of signs	5	item	2,800	14,000	
Silhouettes	2	item	2,000	4,000	<b>23,000</b>
<b>Special provisions</b>					
allowance for contract contingency (10%)	1	item	10%	15,280	<b>15,280</b>
allowance for remote area loading (15%)	1	item	15%	22,920	<b>22,920</b>
<b>Stage two total</b>					<b><u>280,752</u></b>

Table 3-5 – Summary of estimated total project costs for stage three

<b>Stage three: calciner &amp; bridge connector</b>	<b>Quantity</b>	<b>Unit</b>	<b>Rate (\$)</b>	<b>Amount (\$)</b>	<b>Sub total (\$)</b>
Allowance for preliminaries (5%)	1	item	5%		<b>5,969</b>
<b>Professional fees and expenses</b>					
Professional design & documentation (4%)	1	item	4%	4,775	
Natural / cultural values assessments	1	item	10,000	10,000	
Feature survey	1	item	5,000	5,000	
Lease / license options	1	item	3,000	3,000	
Development approvals	1	item	5,000	5,000	
Project management	1	item	30,000	30,000	<b>57,775</b>
<b>Site preparation</b>					
Allowance for clearing, earthworks, drainage	60	hours	500	30,000	
Allowance for weed clearing	240	hours	70	16,800	<b>46,800</b>
<b>Track work &amp; bridge</b>					
Compacted gravel track	400	linear metres	60	24,000	
Bridge (FRP on galv. steel) including balustrade	20	linear metres	1,979	39,580	
Bridge supports	10	square metres	650	6,500	

Track directional signs	5	item	500	2,500	<b>72,580</b>
<b>Subtotal for construction costs</b>					
Site preparation + bridge					<b>119,380</b>
<b>Interpretative experience</b>					
Interpretative plan	1	item	5,000	5,000	
Interpretation text & editorial per sign	1	item	800	-	
Graphic design per sign	1	item	800	-	
Images / art work per sign	1	item	200	-	
Sign printing	1	item	500	-	
Sign structure	1	item	500	-	
Interpretation sign (cost each)	1	item	2,800	-	
Total number of signs	5	item	2,800	14,000	
calciner plant renovation allowance	1	item	50,000	50,000	<b>69,000</b>
<b>Special provisions</b>					
allowance for contract contingency (10%)	1	item	10%	11,938	<b>11,938</b>
allowance for remote area loading (15%)	1	item	15%	17,907	<b>17,907</b>
<b>Stage three total</b>					<b><u>281,969</u></b>

## Part 4 Discussion

### 4.1 Unique selling points of the Waratah Falls Walk

The Waratah Falls has several unique selling points:

- Aesthetically dramatic waterfall that has flowing water for most of the year
- Proximity to the town of Waratah and associated key visitor attractions
- Aesthetically pleasing north vista down the forested Waratah River Valley,
- Proximity to derelict mining infrastructure suitable for engaging interpretation
- Multiple access points allowing for several walk options other than a loop walk experience
- Access to the Waratah River and varied nature experiences

The site has a good range of environs that are ideally suited to visitors getting close to learn about and view the waterfall, geology, forest, flora, fauna and human impacts on nature through mining. The topography of the site facilitates easy access to the base of the falls and walks beyond to the Waratah River and the abandoned calciner plant. This will allow for multiple lookouts and rest spots for convenient infrastructure such as interpretive signage and art works.

The site has natural attributes that are suited to interpretation messages about biology, ecology, natural history, threatening processes, in context to natural habitats and Aboriginal cultural heritage.

### 4.2 Desires of the key market segment

#### 4.2.1 Broad market appeal

There are four key market segments that would be attracted to the Waratah Falls Walk experience. These are; the *lifelong learner*, the *nature enthusiast*, the *nature-based tourist* and the *Chinese leisure traveller*. The *lifelong learner* has been identified by Tourism Tasmania<sup>39</sup> as our key target-market who seek touring-based experiences. This group is socially and environmentally aware and health conscious. They prefer less crowded, more interesting places, and are willing to try new things and pay for quality. *Lifelong learners* seek out new and interesting experiences that help them explore the world and themselves.

Complementary to the *lifelong learners*, are the *nature enthusiasts*<sup>40</sup> who seek experiences that give them a sense of adventure, stimulation and achievement. Being able to be close to nature and natural beauty is a core appeal for the *nature enthusiast*. *Nature enthusiasts* also desire experiences in world-class natural areas, with minimal sign of human activity. They

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<sup>39</sup> Correspondence with Tanya Trost, Regional Tourism Coordinator, Northwest, Tourism Tasmania, Department of Economic Development, Tourism and the Arts, 14 May 2014.

<sup>40</sup> EMDA, Moore Consulting & SCA Marketing 2007, *The Tarkine – Latent Demand Quantification, Phase 1 Consumer Segments*, Cradle Coast Authority, Burnie Tasmania.



want high quality bushwalks, rainforest, and waterfall experiences and breathtaking views and vistas.

Similar to the *nature enthusiast* market, is the *nature-based tourist* market. The *nature-based tourist* is a global market of people who are seeking intensive place-based nature experiences<sup>41</sup>. These tourists are sympathetic to environmental issues and are eager to learn about biology, ecology, natural history, flora and fauna in context to natural habitats. The *nature-based tourist* is more satisfied if their experience is infused with educational messages.

Tourism Tasmania and Tourism Australia have identified a growing visitor market from China, referred to as the *Chinese leisure traveller*<sup>42</sup>. The *Chinese leisure traveller* is seeking a travel destination that is safe and secure, with world-class beauty in its natural environments. Good food and wine, interesting attractions and world-class coastlines are also very important to the *Chinese leisure traveller*. Wildlife is rated as the most preferred 'Australian experience' among this visitor market.

There is consistency between the aspirations of the *lifelong learner*, the *nature enthusiast*, the *nature-based tourist* and the *Chinese leisure traveller*. These market segments are therefore considered complimentary for the Waratah Falls Walk, as they share nature and wildlife as their most commonly desired experiences.

#### 4.2.2 Brand placement

There are four destination brands that are relevant to the site:

- *Be Tasmania*<sup>43</sup>
- *Make Yourself At Home*<sup>44</sup>
- *Tasmania – Come Down for Air*<sup>45</sup>
- *Unordinary Adventures*<sup>46</sup>

The *Be Tasmanian* – brand tells the story of Tasmanian individuality, overcoming the obstacles and hardship in the pursuit of the extraordinary. The key message of the brand is; 'Tasmanians tell a story of individuals working against impossible odds to quietly pursue the extraordinary. They tell it humbly and understand that "being different" – being Tasmanian –

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<sup>41</sup> Ardoin, N, Wheaton, M, Bowers, AW, Hunt, CA & Durham, WH 2015, 'Nature-based tourism's impact on environmental knowledge, attitudes, and behavior: a review and analysis of the literature and potential future research', *Journal of Sustainable Tourism*, pp. 1-21.

<sup>42</sup> Tourism Tasmania 2016, *Chinese Visitor Snapshot*, Department of Tourism, Arts and the Environment, Tasmanian Government, Hobart, Tasmania.

<sup>43</sup> Brand Tasmania 2020, *Tasmanian strategic plan 2019-2024 Brand Tasmania*, Tasmanian Government, Hobart Tasmania, viewed 13 November 2020, <<https://www.brandtasmania.com/publications>>.

<sup>44</sup> Tourism Tasmania 2020, *Tasmania make yourself at home a toolkit for industry June 2020*, Tourism Tasmania, Tasmanian Government, viewed 13 November 2020, <<https://www.tourismtasmania.com.au/marketing/campaigns/make-yourself-at-home>>.

<sup>45</sup> Tourism Tasmania 2020, *Tasmania – come down for air*, Tourism Tasmania, Tasmanian Government, viewed 13 November 2020, <<https://www.tourismtasmania.com.au/marketing/campaigns/brand-launch>>.

<sup>46</sup> Tourism Tasmania 2020, *Unordinary adventures*, Tourism Tasmania, Tasmanian Government, viewed 13 November 2020, <<https://www.tourismtasmania.com.au/marketing/unordinary-adventures>>.

is positive, in a world that feels increasingly beige. And it is all happening in a pristine and wild environment, powered by one hundred percent renewable energy.<sup>147</sup>

*Make Yourself At Home* is a marketing campaign to support the tourism industry in reopening of business during COVID-19. The campaign promotes ‘...shows Tasmanians that their home state is the perfect place to relax in safe, familiar surroundings. It reminds people of the world-class experiences in their own backyard to encourage day trips, weekend getaways and staycations across the state...deliberately reflective of the Tasmanian story – our traits uniqueness...it’s where you can feel like yourself again. It’s where you can feel human.’<sup>148</sup>

*Tasmania – Come Down for Air* celebrates everything Tasmanian by inviting visitors to ‘...take a break from the stress and routine of their everyday lives. When everywhere can feel generic – our potential visitors are encouraged to feel more than human on an island of difference. Here in Tasmania we have a unique perspective on life and we’re inviting others to join us.’<sup>149</sup>

*Unordinary Adventures* is a promotional program aimed at the visitor who seeks ‘...work-life balance to pursue their interests and create greater enjoyment and meaning in their lives’.<sup>50</sup> The key message of the program is; ‘Our Unordinary Adventures can be enjoyed the world over. However, we believe that there is no better place on earth to enjoy them than in Tasmania. Our unique hospitality and our stunning environment elevates these adventures to go beyond just ordinary. Enthusiasts that come to Tasmania for golf, fly fishing, walking or mountain biking will experience their passion in a way like never before. Unordinary Adventures speaks to this and our belief that enjoying the Tasmanian version of our visitors’ passion will leave a profound and lasting impression on them.’<sup>51</sup>

Some of the elements of the four destination brands are consistent with the aspirations and expectations of the *lifelong learner*, *nature enthusiast*, *nature-based tourist* and *Chinese leisure traveller*. These include: wild and stunning environments, natural beauty, quality and authentic experiences. The Waratah Falls Walk can be positioned as a dramatic, and natural experience by leveraging its scenic beauty in combination with authentic Tasmanian stories. This allows scope for rich interpretive material most likely to appeal to the *lifelong learner*, *nature enthusiast*, *nature-based tourist* and *Chinese leisure traveller*.

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<sup>47</sup> Brand Tasmania 2020, *Tasmanian strategic plan 2019-2024 Brand Tasmania*, Tasmanian Government, Hobart Tasmania, viewed 13 November 2020, <<https://www.brandtasmania.com/publications>>, pp. 17.

<sup>48</sup> Tourism Tasmania 2020, *Tasmania make yourself at home a toolkit for industry June 2020*, Tourism Tasmania, Tasmanian Government, viewed 13 November 2020, <<https://www.tourismtasmania.com.au/marketing/campaigns/make-yourself-at-home>>, pp.7.

<sup>49</sup> Tourism Tasmania 2020, *Tasmania – come down for air*, Tourism Tasmania, Tasmanian Government, viewed 13 November 2020, <<https://www.tourismtasmania.com.au/marketing/campaigns/brand-launch>>.

<sup>50</sup> Tourism Tasmania 2020, *Unordinary adventures*, Tourism Tasmania, Tasmanian Government, viewed 13 November 2020, <<https://www.tourismtasmania.com.au/marketing/unordinary-adventures>>, pp. 3.

<sup>51</sup> Tourism Tasmania 2020, *Unordinary adventures*, Tourism Tasmania, Tasmanian Government, viewed 13 November 2020, <<https://www.tourismtasmania.com.au/marketing/unordinary-adventures>>, pp. 2.

### 4.2.3 Interpretation messages and their alignment with key visitor markets

The following table reviews the unique selling points of the site, the desires of the key visitor markets and how these align with the interpretation messages (Table 4.1). All the interpretation messages align with the desires of the key market segments and match the unique selling points of the site.

Table 4-1 – Interpretation themes and their alignment with key visitor markets

Interpretation themes		Alignment with key market segments			
Unique selling points	Messages	Lifelong learner	Nature enthusiast	Nature-based tourist	Chinese leisure traveller
Aesthetically dramatic waterfall that has flowing water for most of the year.	See first-hand and close-up the waterfall, reflect on the journey of the water and where it came from and how the waterfall was formed. Take in the fresh air and expansive views from base of the fall. Read informative interpretation about biology, ecology, natural history, threatening processes, in context to natural habitats and Aboriginal cultural heritage.	Is environmentally aware.	Wants to be close to nature and natural beauty.	Is sympathetic to environmental issues and are eager to learn about biology, ecology, natural history, flora and fauna, infused with educational messages.	Is seeking world-class beauty in its natural environments.
Proximity to the town of Waratah and associated key visitor attractions.	Take time to stroll around the town and find out more about the history of the place. See historic mining machinery and learn about their past and how the environment was treated. Linger at lookouts with varied views over the valley, river and town to gain an insight to the current local human values.	Is socially and environmentally aware.	Desires breathtaking views and vistas.	Seeks experiences infused with educational messages.	Is seeking world-class beauty in its natural environments.

Interpretation themes		Alignment with key market segments			
Unique selling points	Messages	Lifelong learner	Nature enthusiast	Nature-based tourist	Chinese leisure traveller
Aesthetically pleasing north vista down the forested Waratah River Valley.	Think about the ingenious and proud <i>palawa</i> (Tasmanian Aboriginal people) and their ongoing links to this amazing Country and cultural landscape. Reflect on the importance of the forests in this climate changing world.	Is socially and environmentally aware.	Wants quality bushwalks, and breathtaking views and vistas. Wants to be close to nature and natural beauty.	Seeks experiences infused with educational messages. Wants intensive placed-based nature experiences.	Wants to experience world-class beauty in its natural environments.
Proximity to derelict mining infrastructure suitable for engaging interpretation.	Take time along the walk and at the lookouts to enjoy this unique and location, scattered with remnants of a bygone era when mining was booming. See how nature take over and wins the battle of survival.	Wants to explore the world and themselves.	Is seeking a sense of adventure, stimulation and achievement.	Seeks experiences infused with educational messages. Are sympathetic to environmental issues.	Wants interesting attractions.
Access to the Waratah River and varied nature experiences.	Connect with river life, it's flora and fauna and have rest and reflect before completing the walk.	Wants to explore the world and themselves.	Is seeking a sense of adventure, stimulation and achievement.	Are eager to learn about biology, ecology, natural history, flora and fauna in context to natural habitats.	Wildlife is rated as the most preferred 'Australian experience' among this visitor market.

## Part 5 Conclusion

### 5.1 Summary of Waratah Falls Walk visitor experience

This section provides a summary of the project stages, project costs and key interpretation themes for the Waratah Falls Walk.

#### 5.1.1 Summary of project stages

The following project stages are suggested for the site (Table 3-1). The key goal of interpretation is to enhance the visitor experience. Words and graphics will be used in a creative and thought-provoking way to allow the visitor to connect to the primary values of the site.

Table 5-1 – Interpretation goals and communication modes

Project stage	Description
Stage one:	Waratah Falls walk (Class 1 wheelchair standard) elevated wheelchair accessible walk way to the base of the waterfall.
	Interpretation of the local living culture and history, flora, fauna and mining to be communicated through interpretative signs along the walk way.
	Artwork and sculptures to be located along the walk way to enhance the interpretation experience.
Stage two:	Renovated (Class 2) track from a new car park to the base of the waterfall.
	Complementary interpretative signs along the walk way and directional signs.
Stage three:	New walking track linking stage one and two via a new bridge across the Waratah River.
	Renovation of the calciner plant to include safe access and interpretation of the mining history of Waratah.

#### 5.1.2 Summary of project costs

Table 5-2 – Summary of estimated total project costs per stage

Stage one: elevated boardwalk	3,129,473
Stage two: renovated eastern track	280,752
Stage three: calciner & bridge connector	281,969
<b>Total for all three stages:</b>	<b><u>3,692,194</u></b>



### 5.1.3 Summary of key interpretation themes

The following interpretation themes are recommended for future interpretation at the Waratah Falls Walk:

- See first-hand and close-up the waterfall, reflect on the journey of the water and where it came from and how the waterfall was formed. Take in the fresh air and expansive views from base of the fall. Read informative interpretation about biology, ecology, natural history, threatening processes, in context to natural habitats and Aboriginal cultural heritage.
- Take time to stroll around the town and find out more about the history of the place. See historic mining machinery and learn about their past and how the environment was treated. Linger at lookouts with varied views over the valley, river and town to gain an insight to the current local human values.
- Think about the ingenious and proud *palawa* (Tasmanian Aboriginal people) and their ongoing links to this amazing Country and cultural landscape. Reflect on the importance of the forests in this climate changing world.
- Take time along the walk and at the lookouts to enjoy this unique and location, scattered with remnants of a bygone era when mining was booming. See how nature take over and wins the battle of survival.
- Connect with river life, it's flora and fauna and have rest and reflect before completing the walk.



Figure 5.1 – Waratah is a winter wonderland<sup>52</sup>

<sup>52</sup> The Mushroom at Waratah, *Winter is here! Waratah is a winter wonderland*, The Mushroom at Waratah, viewed 13 November 2020, <<https://the-mushroom-at-waratah.business.site/posts/5259961553049817337?hl=en-GB>>.