



Wellington Park  
Management Trust

# A PARK FOR EVERYONE: WELLINGTON PARK VISITOR AND RECREATION STRATEGY

2023 – 2033

*March 2023*



A PARK FOR EVERYONE: WELLINGTON PARK  
VISITOR AND RECREATION STRATEGY

### Acknowledgement.

The Wellington Park Management Trust acknowledges and pays respect to Tasmanian Aboriginal people as the traditional and original owners and continuing custodians of this land, and acknowledges Elders past, present and emerging.

The Trust would like to thank and acknowledge the contribution of everyone who has contributed to the development of this Visitor and Recreation Strategy (Strategy). This includes over 1,000 people who completed surveys; the 78 people who participated in workshops, and the representatives of stakeholder groups who have participated in various meetings and consultations.

### Photo Credits.

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### Disclaimer.

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### Abbreviations.

**Park** Wellington Park  
**Trust** Wellington Park Management Trust  
**Strategy** Wellington Park Visitor and Recreation Strategy

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A PARK FOR EVERYONE: WELLINGTON PARK  
VISITOR AND RECREATION STRATEGY

## FOREWORD

A Strategy to build  
an inspiring,  
integrated and  
connected visitor  
experience of the  
Park for all whilst  
preserving or  
protecting its  
natural, Aboriginal  
and cultural heritage  
values.

WELLINGTON PARK  
MANAGEMENT TRUST

Wellington Park, and particularly kunanyi / Mount Wellington, is an iconic destination, loved for its majestic presence, commanding views, diverse landscapes, ecological diversity, Aboriginal values and cultural heritage.

Hobart's first inhabitants cleared vegetation in kunanyi's foothills and hunted in the Wellington Range. Tasmanian Aboriginal people have an ancient and continued relationship with kunanyi. Tasmanian Aboriginal people's experience of 'the Mountain' is informed by the thousands of generations that have gone before them, and their aspirations are bound to the thousand generations that are yet to be born.

kunanyi / Mount Wellington is a deeply special place for many people, bringing peace, orientation, spiritual connection, challenge and an opportunity to breathe in the air and space of the vast landscape of the Park.

For the people of Hobart, Wellington Park is critical to mental and physical wellbeing – a place of connection with nature, retreat, peace, art studio and health spa. The people of Hobart today live, work and play on and around the Park in many different ways and for many different reasons.

kunanyi / Mount Wellington is Tasmania's most visited natural attraction by international and interstate tourists, serving as a way of orienting people in the region, providing vistas and views to share with friends and families, and providing an opportunity for people to engage with alpine landscapes within a short drive of a capital city.

The *Wellington Park Act 1993* (The Act) established Wellington Park and the Wellington Park Management Trust, and defines the Park's use and management. It states that the Park is reserved for the provision of recreational and tourism uses and opportunities consistent with the preservation or protection of the fauna, natural beauty, cultural heritage and water catchment values.

The Park is managed cooperatively by the Trust, City of Hobart, Glenorchy City Council, the Tasmania Parks and Wildlife Service and TasWater. As well as undertaking on-ground management of their areas of the Park, these Park Management Agencies contribute technical and management expertise critical to the running of the Park.

Staying true to the values of Wellington Park whilst providing an inspiring, seamless and connected visitor experience for all is at the heart of this Strategy. We have spoken with over 1,000 people in its preparation, including managers, users and visitors, and we are proud to present a Visitor and Recreation Strategy for Wellington Park.



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## ACKNOWLEDGEMENT OF TRADITIONAL CUSTODIANS

The Tasmanian  
Aboriginal People  
are acknowledged  
as the traditional  
custodians of the  
land in Wellington  
Park.

We acknowledge and pay respect to Tasmanian Aboriginal people as the traditional and original owners and continuing custodians of this land.

We recognise that we have much to learn from Aboriginal people today, who represent the world's oldest continuing culture.

Tasmanian Aboriginal people's cultural way of being, that expands across generations, is reflected in the way Aboriginal people express their connection and aspirations for kunanyi.

Key desired outcomes for Aboriginal heritage in the Wellington Park Management Plan 2013 are that:

- Aboriginal heritage is recognised in management as a fundamental value of the Park;
- All Aboriginal heritage values are protected and conserved; and
- Aboriginal heritage management is undertaken co-operatively with Tasmanian Aboriginal people.

As part of the review of the Wellington Park Management Plan to be undertaken from 2023-2025, Tasmanian Aboriginal people will be meaningfully engaged in planning for all aspects of Park management.

# A PARK FOR EVERYONE: WELLINGTON PARK VISITOR AND RECREATION STRATEGY

## SUMMARY ACTION PLAN

### Actions – 2 years

1.1 Evolve partnerships with key partners to leverage the Wellington Park core values in communications and marketing.

1.3 Create a detailed and defined identity for Wellington Park and its unique values, culture and history.

2.1 Map the visitor journey for each visitor group.

2.3 Develop a strategy for engaging with commercial operators and managing commercial usage of the Park.

2.4 Develop a comprehensive information and interpretation plan.

2.5 Identify barriers to developing cultural experiences.

2.6 Develop a comprehensive facilities and services development plan.

4.1 Expand the Trust's ability to operate as a focal point for data collection, communication and education.

5.1 Review and revise the Mount Wellington Sustainable Transport System (2009).

5.2 Complete the master planning process for The Springs.

7.1 Build a visitor group reference panel.

7.2 Develop a comprehensive and reliable methodology to baseline and track visitation.

7.3 Complete the visitor risk management framework.

8.2 Revise the WP Bike Strategy and WP Walking Strategy as part of a broader Tracks and Trails Strategy for Wellington Park that incorporates the needs of all trail user groups including trail runners, rock climbers and horse riders.

9.1. Build a resourcing model for the Park in line with an Investment Strategy for the VRS.

### Actions – 5 years

1.2 Engage with tourism agencies to include Wellington Park as an iconic offering.

2.2 Build a stakeholder and community engagement strategy.

3.1 Identify possible areas for infrastructure development to improve visitor dispersal.

5.3 Identify and fill gaps in the track and trail network and its interface with other infrastructure.

5.4 Build and/or evolve masterplans for high use areas of the Park to build the visitor experience.

6.1 Undertake an inclusivity assessment of key visitation areas in the Park.

6.2 Undertake a feasibility study into alternative transport arrangements for Pinnacle Road.

6.3 Build inclusivity into communications and infrastructure planning.

8.1 Implement an adaptive management cycle.

9.2 Maintain the Visitor and Recreation Strategy as a living document.

Inspiring

Integrating

Connecting

Enabling

## STRATEGIC GOAL

### Goal of the Strategy.

Research and consultation undertaken in 2019-20 identified a number of key strategic responses to the challenges and opportunities for the Park. These create the goal of the Strategy:

**To build an inspiring, integrated and connected visitor experience of Wellington Park for all whilst preserving or protecting its natural, Aboriginal and cultural heritage values.**

### Inspiring visitor experience.

Inspiration drives people to visit, share their experiences and return.

The research underpinning this Strategy indicated that the natural beauty, ecology, Aboriginal values and cultural heritage of the Park are its most inspirational assets. Curating the visitor experience with sympathetic designs and a low visual impact, as well as managing sustainable visitor numbers and flows to minimise visitor conflicts is the foundation of an inspiring visitor experience.

### Integrated visitor experience.

At the heart of the integrated visitor experience is a consistency of message and experience across the visitor journey. This spans from the idea or inspiration of visiting the Park to finding information, navigating to where you want to go and doing what you want to do.

An integrated experience is one where the wayfinding, information and imagery provided about the Park matches what is delivered.

### Connected visitor experience.

Connectivity is a fundamental requirement of visitors in the Park and underpins their experience. Management of the physical infrastructure of roads, tracks, trails and how these intersect influences flows of visitation and enables effective dispersal.

The foundation of the connected visitor experience is connectivity through well-managed hubs of high visitor flow that effectively disperse visitors more efficiently throughout the Park.

## 9 UNDERPINNING PRINCIPLES OF THE STRATEGY

The core management principle of the Park is set in the Act. In this Strategy nine underpinning principles of visitor management emerged through understanding visitor values and needs in the context of the management challenges facing the Trust. Six of these principles directly deliver the strategic goal of the Strategy and four enable the goals to be achieved.

Core management principle.

### **PRESERVE OR PROTECT, AND ENHANCE VALUES**

The natural, Aboriginal and cultural heritage values of Wellington Park are the key attractors to the Park and are also protected by the *Wellington Park Act 1993*. Preserving or protecting these values whilst seeking opportunities to enhance the visitor experience underpin every objective and action in this Strategy.

Inspiring visitor experience.

### **1. BUILD RECOGNITION OF THE WELLINGTON PARK CORE VALUES**

Building recognition of the Wellington Park core values through authoritative, trustworthy and inspiring communication to reflect the Park's position as an iconic, special place.

Integrated visitor experience.

### **2. DESIGN FOR THE VISITOR EXPERIENCE**

The end-to-end journey for all visitor groups of Wellington Park starts with the idea of the Park in people's minds and ends with the feeling they have when they leave. Building this journey to be inspiring, integrated, inclusive and connected underpins a number of actions of this Strategy.

### **3. DISPERSAL OF VISITORS**

The opportunity to disperse visitation across the Park and reduce peak loads at high-pressure sites, including The Pinnacle and The Springs, needs to be balanced with the challenge of not over-crowding or putting pressure on the areas of the Park that are currently highly valued for their remoteness.

### **4. BUILD THE TRUST AS A STRATEGIC FOCAL POINT**

The Trust has an opportunity to redefine its role in the Park as a strategic focal point for coordinating education, messaging about Park values, information, and commercialisation activities in a more visible, proactive and leaderful way so that the vision for the Park is achieved through a cohesive and coordinated approach. This opportunity has resource implications, but an investment in skills and capacity would allow a greater harmonisation of contributions of the stakeholders and Park management agencies, and build the understanding and reputation of the core values of the Park to the level of other Tasmanian nature-based attractions such as Cradle Mountain, Freycinet NP and the Three Capes Walk.



## 9 UNDERPINNING PRINCIPLES OF THE STRATEGY

### Connected visitor experience.

#### **5. BUILD CONNECTIVITY WITHIN AND OUTSIDE THE PARK**

Maintaining and enhancing connectivity within the Park and with regional recreational nodes is critical to the dispersal of visitors, the visitor experience and recreational use across the Park to take pressure off high use areas.

The Park's connectivity with urban and small regional centres; other parks, reserves and natural features; and its interrelationship with the region's key visitor facilities and attractions are significant. These connections take various forms. There are physical connections via roads, tracks, trails and routes, and there are visual connections – kunanyi / Mount Wellington is a dominant element on the horizon from a significant area of the region. There are also public transport connections and routes commonly traversed by tourist operators as they give visitors a broad experience of Southern Tasmania.

The development of key visitor 'hubs' outside the Park at Halls Saddle and Tolosa Park in the short-term and other nodes in the longer term, will better facilitate access to the Park. This is because the Park is one part of the regional visitor experience and the visitor experience of coming into the Park as part of their other activities/excursions needs to be more seamless. This 'visitor-hub' model is supported by strategic interconnecting tracks, trails and transport routes and 'stacked loops' tracks and trails to facilitate access to a range of activity types, durations and intensities. Quality access will enable people to have a better experience of the Park.

#### **6. IMPROVE ACCESSIBILITY**

The major impediments to a positive visitor and recreation experience are the occasional difficulties accessing The Pinnacle and Springs areas by vehicle along Pinnacle Road. Existing data (and additional resources) will allow the Trust to work with the City of Hobart to continue to proactively manage vehicle traffic flows in peak times, improving access and supporting a diversity of transport options. Access for particular groups of visitors, including people with a disability, can also be improved at key visitor nodes.

## 9 UNDERPINNING PRINCIPLES OF THE STRATEGY

### Enablers.

#### **7. MONITOR THE VISITOR EXPERIENCE**

A comprehensive visitation and visitor-experience monitoring and evaluation system will allow Park Management Agencies and the Trust to make strategic and tactical decisions about how to plan and provide facilities and visitor services into the future in a way that minimises risk, conflicts between activities and maintains a positive user experience. It will also help to control illegal activities within the Park.

#### **8. IMPLEMENT ADAPTIVE MANAGEMENT**

Learning from implementation is the approach taken in the Wellington Park Management Plan for managing the complex, dynamic and large natural area that is Wellington Park. The adaptive management approach involves a continuous cycle of planning, implementing, monitoring, and learning with improvements made at the end of each cycle and monitored in the next.

#### **9. STRATEGIC LEADERSHIP**

The Trust is committed to maintaining a curatorial approach to the facilities required to meet the needs of visitors and deliver a positive experience in partnership with Park Management agencies.



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## ACTION PLAN

In keeping with the adaptive management philosophy of the Trust, additional actions will be identified for implementation beyond 5 years. Actions will be reviewed towards the end of 2023 and re-prioritised if required.

The Trust's ability to deliver on these actions will be contingent on enablers such as funding, resourcing, partnerships and data provision.

### Inspiring. 1. BUILD RECOGNITION OF THE WELLINGTON PARK VISITOR MANAGEMENT CORE VALUES

- ACTION 1.1**  
Short term: 2 years Evolve partnerships with key partners including Park Management Agencies, commercial tourism operators, Destination Southern Tasmania and Tourism Tasmania to leverage the Wellington Park core values in communications and marketing.
- ACTION 1.2**  
Medium term: 5 years Engage with tourism agencies to include Wellington Park as an iconic offering and key asset in the visitor economy through provision of appropriate imagery and stories for use.
- ACTION 1.3**  
Short term: 2 years Drawing on visitor journey mapping, Tasmanian Aboriginal people and visitor reference groups, create a detailed and defined identity for Wellington Park and its unique values, culture and history that can be communicated with the Tasmanian community, visitors and Park users.

### Integrated. 2. DESIGN FOR THE VISITOR EXPERIENCE

- ACTION 2.1**  
Short term: 2 years Map the visitor journey for each visitor group, considering drivers of visitation, values, expectations and barriers to enjoying the Park.
- ACTION 2.2**  
Medium term: 5 years Drawing on the core values, build a stakeholder and community engagement strategy with an emphasis on key recreational user groups.
- ACTION 2.3**  
Short term: 2 years Develop a strategy for engaging with commercial operators and managing commercial usage of the Park.
- ACTION 2.4**  
Short term: 2 years Drawing from the visitor journey mapping, develop a comprehensive information and interpretation plan.
- ACTION 2.5**  
Short term: 2 years Identify the practical and physical limitations and barriers for developing cultural experiences for visitors (Aboriginal and non-Aboriginal).
- ACTION 2.6**  
Short term: 2 years Drawing from the visitor journey mapping, develop a comprehensive facilities and services development plan for the next 10 years.



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## ACTION PLAN

### Integrated.

#### 3. DISPERSAL OF VISITORS

- ACTION 3.1** Use the visitor journey mapping and visitor monitoring to identify possible areas for infrastructure development to improve visitor dispersal.  
**Medium term: 5 years**

#### 4. BUILD THE TRUST AS A STRATEGIC FOCAL POINT

- ACTION 4.1** Expand the Trust's ability to operate as a focal point for data collection, communication and education, and coordinate information flows to Park Management Agencies, Tasmanian Aboriginal people and stakeholders to create a more strategic and connected approach to Park management.  
**Short term: 2 years**

### Connected.

#### 5. BUILD CONNECTIVITY WITHIN AND OUTSIDE THE PARK

- ACTION 5.1** Review and revise the Mount Wellington Sustainable Transport System (2009) including the establishment of strategic transport hubs within and outside the Park.  
**Short term: 2 years**
- ACTION 5.2** Complete the master planning process for The Springs emphasising its role as an 'internal node' within the Park and focusing on its role as a 'trail head' for walking and cycling (both road and mountain bike).  
**Short term: 2 years**
- ACTION 5.3** Use the visitor journey mapping and visitor monitoring to identify and fill gaps in the track and trail network and its interface with other infrastructure; visitor services; transportation and the ability to link with alternative transport offerings.  
**Medium term: 5 years**
- ACTION 5.4** Build and/or evolve masterplans for high use areas of the Park, such as the Pinnacle and Junction Cabin areas, to build the visitor experience.  
**Medium term: 5 years**

#### 6. IMPROVE ACCESSIBILITY

- ACTION 6.1** Use the visitor journey mapping and visitor monitoring to undertake an inclusivity assessment of key visitation areas in the Park in consultation with Park Management Agencies and stakeholders to identify key accessibility points for priority development.  
**Medium term: 5 years**
- ACTION 6.2** Undertake with the City of Hobart a feasibility study into alternative transport arrangements for Pinnacle Road between Halls Saddle and the Pinnacle.  
**Medium term: 5 years**
- ACTION 6.3** Drawing on the accessibility assessment of key visitation areas in the Park, build inclusivity into communications and infrastructure planning.  
**Long term**



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## ACTION PLAN

### Enablers.

#### 7. MONITOR VISITATION AND THE VISITOR EXPERIENCE

**ACTION 7.1**  
**Short term: 2 years** Build a visitor group reference panel that represents visitor groups engaging with the Park through quarterly meetings for ongoing live feedback to be fed into the adaptive management cycle.

**ACTION 7.2**  
**Short term: 2 years** Develop a comprehensive and reliable methodology to baseline and track visitation across the whole Park.

**ACTION 7.3**  
**Short term: 2 years** Complete the visitor risk management framework to implement the Wellington Park Visitor Risk Management Policy and ensure that all facilities in the Park meet appropriate current safety and access standards and requirements.

#### 8. IMPLEMENT ADAPTIVE MANAGEMENT


**ACTION 8.1**  
**Medium term: 5 years** Implement an adaptive management cycle with formalised reporting on insights from research and reference group panels, within the themes of inspiring, integrated and connected delivery for visitor groups.

**ACTION 8.2**  
**Short term: 2 years** Revise the WP Bike Strategy and WP Walking Strategy as part of a broader Tracks and Trails Strategy for Wellington Park that incorporates the needs of all trail user groups including trail runners, rock climbers and horse riders.

#### 9. STRATEGIC LEADERSHIP

**ACTION 9.1**  
**Short term: 2 years** In line with the Investment Strategy for the VRS, build a collaborative resourcing model for the Park, considering stakeholder contributions, Commonwealth and State government funding, grants, licence and permit fees and other funding options.

**ACTION 9.2**  
**Long term** Maintain the Visitor and Recreation Strategy as a living document to reflect and balance the needs of visitor groups seeking different experiences – some requiring refined infrastructure and some requiring minimal infrastructure.



A PARK FOR EVERYONE: WELLINGTON PARK  
VISITOR AND RECREATION STRATEGY

## BACKGROUND

Until now, a comprehensive and consultative Visitor and Recreation Strategy has been the missing piece.

At 18,011 hectares, Wellington Park is one of the biggest natural reserved areas in Tasmania outside the Tasmanian Wilderness World Heritage Area. A recreational treasure trove and a sanctuary for flora and fauna hidden in plain sight; the scenic backdrop of Hobart is Tasmania's second most visited tourist destination, and likely Tasmania's most-visited natural area reserve.

In 2022, it is estimated that Wellington Park received around 1.6 million visits from 385,000 local, interstate and international visitors, eclipsing all of Tasmania's other natural assets in popularity.\*

Until now, a comprehensive and consultative Visitor and Recreation Strategy has been the missing piece of strategic thinking about how to best cohesively enjoy, conserve, sustain and celebrate the Park and particularly the summit of kunanyi / Mount Wellington, The Pinnacle, which is the Park's peak visitor destination.

This Strategy has been developed with input from the community, stakeholders and Park Management Agencies in a process to identify the issues impacting on the visitor experience of the Park. Existing visitation data was collated and new data gathered to fill gaps in current knowledge and to identify trends and issues. This process commenced in July 2019, facilitated by a project manager employed by the Trust, and resulted in a number of significant insights that underpin this Strategy.

The Strategy is designed to be an adaptive and agile document that is implemented, assessed and updated regularly to ensure the vision and mission of the Park are strategically delivered. It is a starting point for the Trust to achieve its vision for Wellington Park to be a special place, inclusive and enjoyed by all for its prominent landscape, Aboriginal values, natural and cultural diversity and community value.

\*This figure has been calculated using data from the Tasmanian Visitor Survey, Hobart City Council road traffic counter data and the Wellington Park Visitor/Recreational User Survey.

'Visits' represents the total number of entries to the Park.

'Visitors' represents the number of individuals visiting the Park.

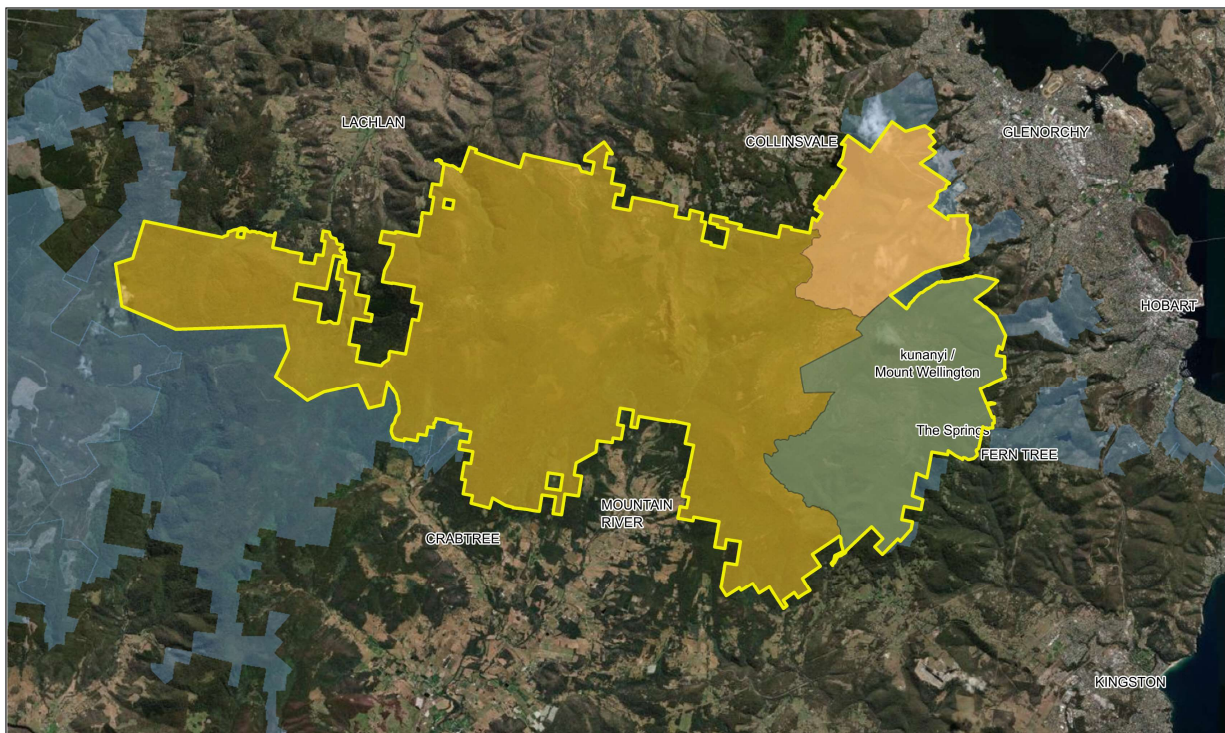
# A PARK FOR EVERYONE: WELLINGTON PARK VISITOR AND RECREATION STRATEGY




## BACKGROUND: WELLINGTON PARK MANAGEMENT PLAN (2013)

The Plan divides the Park into zones based on their values

The Wellington Park Management Plan is a statutory plan developed by the Trust in accordance with the *Wellington Park Act 1993* to “indicate the purposes for which, or the manner in which, Wellington Park, or any part of Wellington Park, is to be protected, used, developed or managed”.

The current version of the Management Plan was completed in 2013, with an amendment in 2015. The Management Plan divides the Park into various management zones according to their inherent qualities and the values they provide. Each zone has a management objective and a set of allowable activities which are intended to protect the environmental, cultural heritage, tourism, recreation, and water catchment values of the Park. These zones are Recreation, Drinking Water Catchment, Natural and Remote.



- Park management area:
-  Parks and Wildlife Service
  -  Glenorchy City Council
  -  City of Hobart



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## BACKGROUND: WHAT SUCCESSFUL MANAGEMENT LOOKS LIKE

It's 2032 and  
Wellington Park is  
an iconic experience  
inspiring locals and  
visitors alike.

**The natural and cultural heritage values of Wellington Park are preserved or protected, and enhanced.**

The ecology, Aboriginal values and cultural heritage of the Park remain protected and cared for. The Park continues to provide safe and clean drinking water. Nearby residents and visitors to the Park enjoy access to kunanyi / Mount Wellington and the tracks, trails, views, wilderness and recreational opportunities in the Park.

**The stories of kunanyi and the other peaks of the Wellington Range are alive.**

Stories of the mountain inspire people to connect more deeply with its nature, Aboriginal values and cultural heritage.

**There is a connected network of access in the Park.**

Visitors to the Park continue their access to kunanyi / Mount Wellington, and the tracks, trails, views and wilderness of the Park.

Walking, running, mountain biking and climbing access tracks and trails are well built, connected and managed. All-abilities access provide multiple touchpoints to inspire all users. Tracks are reliably and consistently classified in terms of use, degree of difficulty, length and quality. The access network is mapped for use on paper and online. Pinnacle Road is managed to ensure safe access with minimal congestion during peak visitation periods.

**Beautifully designed and connected hubs focus visitor activity.**

High-use areas are masterplanned to inspire and connect visitors to the Park, providing a seamless experience. These provide a transport nucleus, toilets, information, food and beverage and possibly commercial operators.

**Visitors have a seamless and inspiring experience across all interactions with the Park.**

The Park experience is distinctive, connected to place and people and well loved. Information is clear, aligned to core values and readily available prior to visiting the Park. Planning a visit is assisted with online tools and information, including bookings, weather and traffic information. Experiences match the expectations and information available.

**There is a shared commitment to implementing the Strategy**

The Trust, Park Management Agencies and other stakeholders are committed to working together to achieve the goal of this Strategy. Park managers and partners are connected and work together with clear purpose. Strategic planning is aligned and respectful of the needs of visitors and stakeholders. Feedback can be provided and is responded to.





A PARK FOR EVERYONE: WELLINGTON PARK  
VISITOR AND RECREATION STRATEGY

## BACKGROUND: PARK MANAGEMENT

### Wellington Park Management Trust.

The *Wellington Park Act 1993* establishes the Wellington Park Management Trust as the managing authority for Wellington Park. The Trust is responsible for strategic planning and regulation.

Membership of the Trust comprises an independent chairperson together with: the Director-General of Lands (or nominee); the Director of National Parks and Wildlife and the Chief Executive Officer of Tourism Tasmania (or their nominees); two representatives nominated by City of Hobart; and one nominee each from Glenorchy City Council and TasWater.

Core to the strategic planning and management of the Park is the voice of the Tasmanian Aboriginal people, community and park visitors. Building better relationships with these groups to develop effective strategic management is one of the foundations of this strategy.

### Park Management Agencies.

Although overseen by the Trust, the on-ground management of the Park is undertaken by City of Hobart, Glenorchy City Council and the Parks and Wildlife Service in their respective areas of the Park, and TasWater in maintaining water harvesting infrastructure in the Park.

### Wellington Park Visitor Management Core Values.

Wellington Park is an outstanding mountain landscape, an iconic feature of the natural and cultural environment in south eastern Tasmania, and highly valued by the Tasmanian community for its natural and recreational values. In Wellington Park:

- Visitors are provided with opportunities for activities, relaxation, contemplation, enjoyment and educational experiences based on and compatible with Park values.
- Visitors are provided with opportunities to be informed about and experience the natural, Aboriginal and cultural heritage values of the Park.
- Opportunities to experience Park values are available for visitors of differing abilities, ages, and physical capacities without significantly degrading the experience of other users.
- Natural, Aboriginal, scenic and cultural heritage values are preserved or protected, and enhanced for the benefit of all.
- Access within the Park is unrestricted except for drinking water catchment areas.

# A PARK FOR EVERYONE: WELLINGTON PARK VISITOR AND RECREATION STRATEGY

## BACKGROUND: VISITOR NUMBER PROJECTIONS

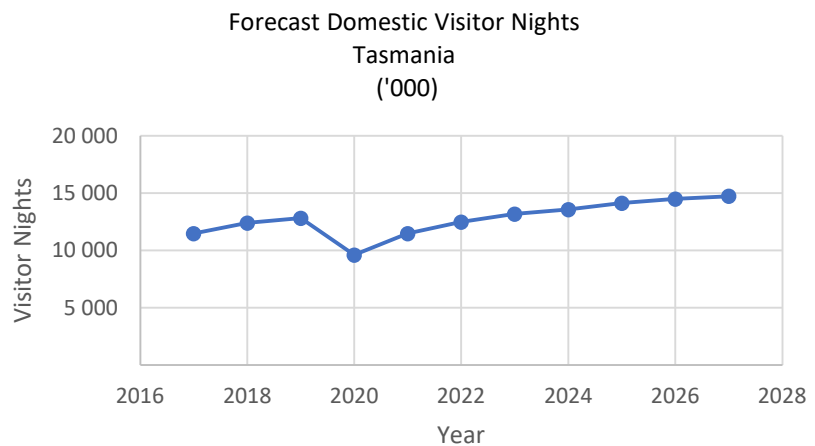
### Visitor trends.

This Strategy aims to facilitate the sustainable growth of the tourism industry in Wellington Park. To do so, it will be necessary to ensure the quality of the visitor experience by protecting and enhancing park values, facilitating appropriate development and providing for necessary public infrastructure.

These actions are informed by an understanding of the projected visitation into the future.

Worldwide, nature-based tourism is growing at a rate of 10-30% each year. Particularly in the post-COVID era, there will be increased demand for experiences in open spaces and wild places as travellers look to escape crowds, regenerate and re-connect with themselves, family, friends, the environment and the world around them.

In Tasmania, international visitor arrivals are expected to top pre-pandemic arrivals by 2025, and domestic visitor nights are predicted to increase beyond those of 2019 (pre-pandemic) in 2023.\*



Local visitors to Wellington Park can also be expected to increase. The 2022 Australian Population Statement projects a Tasmanian population of 646,000 by 2032-33, an increase of 13%. Of this number, 46% (34,262 people) are expected to be living in Hobart. This equates to 3,500 additional Hobartians each year.

\*Tourism Research Australia, *Tourism Forecasts for Australia 2022 to 2027*, 2022.



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## BACKGROUND: PARK VALUES


### Wellington Park Values.

Wellington Park was established to protect the values of kunanyi / Mount Wellington and the rest of the Wellington Range. As such, preserving or protecting and enhancing the values of the Park is central to this Strategy.

These values are protected and managed by the Trust in co-ordination with Trust member agencies, stakeholders and the community. They are defined as:

- **Recreation and tourism values**  
Extensive opportunities for appropriate tourism and recreation.
- **Natural values**  
Natural values represent the non-living and living, including varied and endemic flora and fauna, and geodiversity.
- **Landscapes**  
Landscapes of major aesthetic importance including significant landmarks for Tasmanians and visitors.
- **Aboriginal and cultural heritage values**  
Rich cultural landscapes representing Aboriginal inhabitants and European colonists.
- **Water catchment**  
Good quality drinking water supplied to the greater Hobart area.

The Act specifies that recreation and tourism uses are permissible if they are consistent with all other values.



## A PARK FOR EVERYONE: WELLINGTON PARK VISITOR AND RECREATION STRATEGY

### BACKGROUND: UNDERSTANDING OUR VISITORS

Understanding the motivations of Park visitors and their patterns of engagement with the Park is central to the planning and development of the Park infrastructure.

#### Recreation values.

The research underpinning this Strategy identified key recreation values held by visitors to the Park. In order of importance to visitors, these values are:

1. Being surrounded by nature.
2. Having space, peace and quiet, and freedom from the impacts of other people.
3. Freedom to pursue recreational activities.
4. Learning about the natural values, nature and environment of the place.
5. Facilities and infrastructure that are inclusive.
6. High quality facilities and infrastructure.

#### Tourism.

As Tasmania's most visited natural attraction, kunanyi / Mount Wellington is of critical value to the Tasmanian tourism experience and brand. As Australia's only mountain city, with kunanyi providing significant amenity and opportunities for view finding and image sharing, much of Hobart's character and appeal is based on the integrity of the mountain landscape.



Visitors enjoying  
the recreation  
values of the  
Park

Image: Tourism  
Tasmania and Glenn  
Gibson





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## BACKGROUND: UNDERSTANDING OUR VISITORS

### What our visitors like to do.

One of the key values of Wellington Park, particularly to locals, is that it is an accessible place of natural beauty, tranquillity and inspiration. These values are all based on the relative 'naturalness' and sense of 'wild-ness', even wilderness.

The ability to 'escape' from day-to-day life, be exposed to the elements, immerse oneself in nature, is very important to a proportion of the population who are attuned to the power of these experiences in positively influencing their health and wellbeing. Indications suggest that this is even more important in the COVID era.

Key drivers of visitation to the Park, in order of popularity are:

1. Appreciate the views and nature
2. Be in nature/peace/solitude/mindfulness/restore my senses
3. Fitness (walking, running, riding)
4. Get away from work/life/busy-ness
5. Photography/art
6. Socialise with other people
7. Nature study/pursuing specific interests

### Activities people enjoy in the Park.

#### ● View Finding

The views from the Pinnacle are by far the most important driver of the high visitation rate for the Park as a whole. 'Appreciating the views' and 'taking in nature' are the most often cited reason for people wanting to visit Wellington Park, with around 84% of people selecting this response in the research underpinning this Strategy.

#### ● Picnicking and Family Outings

The Park is an important place for families, friends and community groups to enjoy time together. The picnic areas around The Springs are important nodes for these types of activity, but much of the social interaction also occurs whilst walking, running or riding the tracks and trails.

#### ● Nature Appreciation.

Nearly 50% of survey respondents said they visited Wellington Park specifically to undertake some form of nature appreciation, including bird-watching, photography, art and/or to pursue a specific interest including pursuing interests in botany or geology/geo-heritage.

The many waterfalls, waterways and rock formations (such as Organ Pipes, Lost World, Wellington Falls, Cathedral Rock, Sleeping Beauty) and oddities like Disappearing Tarn feature highly in peoples' lists of things they enjoy about the Park.

## BACKGROUND: UNDERSTANDING OUR VISITORS

### Active pursuits people enjoy in the Park.

#### ● **Walking**

Walking is the most popular of the active recreational activities undertaken in the Park. All survey respondents mentioned that they enjoy walking in the Park and 48.9% of them mentioned this as their most common activity in the Park. In particular, there is an increasing demand for dog walking in the Park, with Tasmanians having the highest incidence of dog ownership in Australia.

#### ● **Mountain Bike Riding**

The Glenorchy Mountain Bike Park is located within the Glenorchy City Council managed section of the Park and was the first purpose-built mountain bike park in Tasmania. The City of Hobart has also released a 'Riding the Mountain' Plan to progressively develop a network of mountain bike trails and trailhead facilities in the Park's eastern foothills. Six operators are licensed to operate bike tours in the Park and one is licenced for bike transport. The burgeoning popularity of the sport, suitability of terrain, success of Tasmania on the world stage in mountain biking and the proximity to Hobart all make Wellington Park a popular place for regular local riding.

#### ● **Road Cycling**


Although not growing at the rate of mountain biking, road cycling is increasingly popular in Hobart. Huon Road and Strickland Avenue are popular routes. Pinnacle Road is appealing but is considered dangerous when sharing with vehicles.

#### ● **Trail Running**

Trail running is growing globally at a rate of around 15% per year. 34% of respondents to the visitor and recreational user survey said they ran trails within Wellington Park. The Park has previously hosted the Australian Mountain Running Association national championships, the kunanyi Mountain Run, and numerous local events.

#### ● **Snow Play**

The proximity of kunanyi / Mount Wellington to the suburbs of greater Hobart means that the Park offers some of the most accessible snow in Australia. The 'tradition' of driving to kunanyi/Mount Wellington to play in the snow, make a snowman and bringing back a ball of snow on the front of your car is widely and strongly held by locals. Traditions like this are key factors influencing resistance to any restriction of accessibility during 'snow days'. Snow days are a key cause of congestion on the Pinnacle Road, representing eight out of the ten busiest days of traffic recorded on Pinnacle Road. Pinnacle Rd is managed by City of Hobart and can be closed at any time due to unsafe conditions or traffic congestion.



A PARK FOR EVERYONE: WELLINGTON PARK  
VISITOR AND RECREATION STRATEGY

## BACKGROUND: UNDERSTANDING OUR VISITORS

Active pursuits  
people enjoy in the  
Park.

### ● **Rock Climbing/Abseiling**

The Organ Pipes are a nationally and internationally recognised rock climbing venue, drawing significant amounts of local, interstate and international visitors. Nearly a third of survey respondents included rock climbing as one of the recreational activities they undertake in the Park. As well as recreational rock climbers, two licences are currently held for commercial climbing tours within the Park.

### ● **Photography/Art**

The Park is popular with both professional and amateur artists and photographers. A number of commercial photography tours operate in the Park.

### ● **Natural Science**

The Park is popular with bird watchers and visitors with an interest in observing and photographing flora (particularly fungi and orchids), fauna and geological features.

### ● **Other Activities**

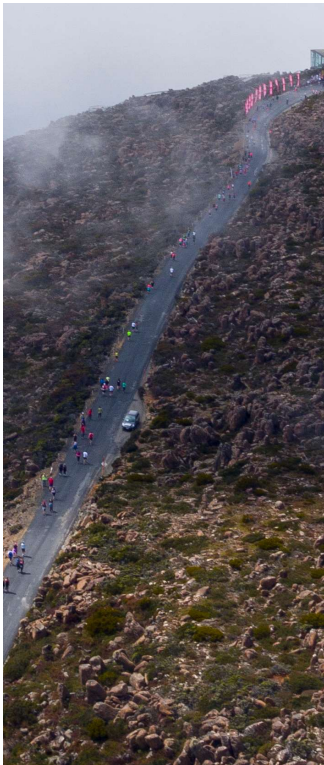
Other activities carried out in the Park include hang gliding and paragliding, horse riding and recreational 4 wheel driving (all require permits). Popular and well-used 4 wheel driving tracks in the Park include Jeffery's Track, White Timber Track and the East-West Track (limited access by permit).

# A PARK FOR EVERYONE: WELLINGTON PARK VISITOR AND RECREATION STRATEGY

## BACKGROUND: UNDERSTANDING OUR VISITORS

### Events in the Park.

The Park hosts a diverse range of recreational, arts and cultural heritage events each year. Events present an opportunity to build the core values of Wellington Park and to communicate with participants or attendees *en masse* about the values of the Park and the role of the Trust. Events that are held in the Park by organisations not represented on the Trust must obtain a permit from the Trust.



Runners finishing the Point to Pinnacle race.  
Image: Point to Pinnacle

#### ● Point to Pinnacle

The largest annual event in the Park is the Point to Pinnacle fun run with over 4,500 participants in 2019.

#### ● Ceremonial Experiences

The Nayri Niara Centre for the Arts and Healing conducted a series of public Aboriginal ceremonial connective experiences in the Park up to winter 2019.

#### ● kunanyi Challenge

The annual Challenge is a popular road bike race that starts at Longley and finishes at The Pinnacle.

#### ● Ten Days on the Island

The Ten Days on the Island Festival held one of its events ('Bushland') at the Upper Springs from March 22-24 2019.

#### ● MONA FOMA

Two MONA FOMA events were held in the Park in January 2021.

#### ● Mountain Biking

Mountain bike events in the Glenorchy Mountain Bike Park were regular and very well attended in the early years of the GMBP's development. The number of events held in more recent years has waned.

#### ● kunanyi Trail Series

The kunanyi Trail Series runs 3 to 4 trail running events in the Park each year.

#### ● Tasmanian Gravity Enduro Series

KingMillar Events regularly run a round of the annual Tasmanian Gravity Enduro Series in the Park.

#### ● Tour of Tasmania

In the past stages of the Tour of Tasmania multi-stage bike race have been run in the Park.

#### ● Australian Mountain Running Association National Championships

The Park hosted the national championships of the Australian Mountain Running Association in 2018.

#### ● kunanyi Mountain Run and Mountain Cultural Festival

First held in 2022, organisers plan on this event becoming an annual fixture.





A PARK FOR EVERYONE: WELLINGTON PARK  
VISITOR AND RECREATION STRATEGY

## BACKGROUND: UNDERSTANDING OUR VISITORS

### Understanding our visitors.

Understanding the motivations of Park visitors and their patterns of engagement with the Park is central to the planning and development of Park facilities and infrastructure.

Visitor research has identified five key visitor segments. Visitor motivations determine the duration of their stay within the Park (dwell time), where they go within the Park (dispersal) and what defines their experience and informs their perceptions. Understanding visitor personas assists in prioritising the goals for the Trust and stakeholders arising from the Strategy, and potential trends in visitation.

# A PARK FOR EVERYONE: WELLINGTON PARK VISITOR AND RECREATION STRATEGY

## BACKGROUND: UNDERSTANDING OUR VISITORS



**Local Hosts**

Local Hosts are Greater Hobart residents (and other Tasmanian locals, often 'new Tasmanians'), who proudly 'show off' the Park to their visitors from interstate and overseas.

Local Hosts also include commercial operators who showcase the Park to paying customers. Some of these operators spend longer than others engaging with their visitors in the Park, although on the whole visits are shorter rather than longer.

### **Drivers of visitation**

- Ease of access - drive to Pinnacle, Springs
- Overview of Hobart, southern Tasmania
- Changing (seasonal, time of day) views from the summit
- Tracks and trails
- Connection to nature

### **Expectations**

- Access - free, 'easy'
- Seasonal access
- Clean facilities
- Car parking available within relatively close proximity

### **What they need**

- Access to information on road status
- Beautiful facilities that they can be proud to share with their visitors

### **What they do**

- Sightseeing
- Picnicking
- Short walks

### **What they value**

- Natural heritage values
- Cultural heritage values
- Showing off their region

# A PARK FOR EVERYONE: WELLINGTON PARK VISITOR AND RECREATION STRATEGY

## BACKGROUND: UNDERSTANDING OUR VISITORS



**View Finders**

View Finders want to go to the Pinnacle to orient themselves within the Greater Hobart Region and take in the views. They'll spend 10 minutes and 'bag' the photo they were looking for; get their bearings and perhaps a small percentage of them will plan to come back and explore later in their trip.

### **Drivers of visitation**

- Proximity to city
- Accessibility
- Views
- Clear weather

### **Expectations**

- Access – easy from the city
- Car parking available within relatively close proximity of view points
- Clean, accessible and inclusive facilities

### **What they need**

- Signage and wayfinding
- Indications of key viewpoints
- Access to information on road status

### **What they do**

- Sightseeing
- Drive to the Pinnacle, often in a hired car
- May undertake short walks

### **What they value**

- Quality interpretation
- Good weather
- Access to nature
- Aesthetic design
- Contrast of a 'wild' landscape compared to an urban experience

# A PARK FOR EVERYONE: WELLINGTON PARK VISITOR AND RECREATION STRATEGY

## BACKGROUND: UNDERSTANDING OUR VISITORS



### Local Recreators

Local Recreators tend to value the recreational experience (fitness, adrenalin) values before the 'place'. They value Wellington Park but are also equally happy to visit and recreate in any other place that provides the physical experience, a connection to nature and a variety of landscapes and conditions.

#### Drivers of visitation

- Proximity to home/work
- Networking of tracks and trails
- Setting & connection to nature
- Wilderness experience

#### Expectations

- Access – free and easy
- Variety
- Loops
- Tracks & trails maintained
- Challenge/new tracks
- The challenge of further/harder/longer/more remote
- Clean, accessible and inclusive facilities

#### What they need

- Comprehensive track and trail information to help them plan their experiences
- A clear understanding of the Track Users' Code
- An appreciation of the natural and cultural heritage values of the Park to understand that it is not 'just' a place of recreation.
- Opportunities to volunteer in track care and building.

#### What they do

- Walking and dog walking
- Trail running
- Mountain bike riding
- Rock climbing

#### What they value

- Challenging their skills and fitness
- Connection with nature
- Enjoying time with friends and family on the tracks and trails

# A PARK FOR EVERYONE: WELLINGTON PARK VISITOR AND RECREATION STRATEGY

## BACKGROUND: UNDERSTANDING OUR VISITORS



**Park Lovers**

Park Lovers are deeply connected to the Park, particularly the Mountain, and pursue a range of recreational activities because it enables them to build their mental and physical health through a connection with nature.

### **Drivers of visitation**

- Connection to nature and place, love the mountain
- Appreciation of cultural heritage and natural values
- Sense of place
- Network of tracks and trails
- Wilderness experience

### **Expectations**

- Access – free and easy
- Keep the same
- Un-develop – don't want/need facilities and services
- Peace and quiet
- Separation of user groups

### **What they need**

- Ensure no encroachment of development/insensitive development.
- Do not 'tidy-town' and 'sanitise' everything; keep most tracks and trails 'rough around the edges'.
- Be seen to be enforcing regulations particularly around track usage (this segment are often intolerant of mountain bikes sharing trails, for example).

### **What they do**

- Walking and dog walking
- Nature appreciation
- Volunteering
- Photography
- Exploring

### **What they value**

- Connection with nature
- Connection with cultural heritage
- Mental health
- Physical health
- Natural scenery
- Volunteering

# A PARK FOR EVERYONE: WELLINGTON PARK VISITOR AND RECREATION STRATEGY

## BACKGROUND: UNDERSTANDING OUR VISITORS



### Adventure Tourists

Adventure tourists are visitors who are seeking to explore Tasmania's natural environments. Wellington Park gives them an accessible 'taster' and opportunity to orient themselves for the rest of their travels. People in this segment are key targets of broader strategies of the tourism and visitor economy interests across the State and there are opportunities to encourage them to extend their stay in Hobart, as part of their broader travels across the State.

May be visitors from other parts of Tasmania, but commonly from mainland Australia and overseas.

#### Drivers of visitation

- Proximity to city
- Accessibility
- Network of tracks and trails
- Setting – ability to connect to nature
- Wilderness experience

#### Expectations

- Easy access, particularly from the city
- Interpretation facilities
- Information - before arriving.
- Quality way-finding

#### What they need

- Current information on operators, tracks, trails and facilities
- Information on staying safe
- Good transport services
- Quality interpretation facilities

#### What they do

- Walking
- Sightseeing
- Mountain bike riding
- Trail running
- Rock climbing

#### What they value

- Connection with nature
- Connection with cultural heritage
- Wilderness/wildness
- Exploration/new experiences
- Physical health

# A PARK FOR EVERYONE: WELLINGTON PARK VISITOR AND RECREATION STRATEGY

## BACKGROUND: MANAGEMENT CHALLENGES

Not everyone values Wellington Park in the same way or for the same reasons and not all of the ways people enjoy the Park are compatible. This extends from different types of track use to commercial development in the Park.

The research supporting this Strategy identified a number of management challenges facing the Trust. Many of these challenges are amplified by a lack of reliable data, leading to a diminished capacity to project future impacts on visitor facilities and services. Some of the challenges can be mitigated through appropriate resourcing to be able to accurately project future demand, trends, facilities and services. Comprehensive planning of recreational use and the adoption of an adaptive management approach will enhance the capacity of the Trust and Park Management Agencies to continue to manage these challenges more effectively.

### Dispersal of visitors.

Over 90% of visitation to Wellington Park occurs in less than 10% of the Park. Key sites of The Pinnacle, The Springs and the eastern slopes of Kunanyi / Mount Wellington generally are areas with a high concentration of natural and cultural heritage values and receive the majority of visitation.

Most of the time, visitation levels are not yet at the levels that might impact negatively on the visitor experience. However there is a need to commence planning to achieve more sustainable dispersal across the other places and sites of interest across the Park and take the pressure off the key sites.

#### **Sustained and concentrated visitation.**

In the absence of appropriate management and monitoring, there is a risk that popular areas like The Pinnacle and The Springs will become over-used, negatively impacting the values of tranquillity and wilderness that are so revered by locals and visitors and creating a deterrent to visitation and recreation.

#### **Crowding.**

Popular attractions like heavy snowfalls and the filling of Disappearing Tarn lead to traffic congestion on Pinnacle Road and parking areas in and outside the Park. Large numbers of visitors trying to access particular locations in the Park has significant impacts for visitor experience, access, safety and the preservation of places where visitors can simply 'be' on the mountain. Data shows that key pressure times are on 'snow days', which are generally a fine weekend after a heavy snowfall.



Disappearing Tarn  
on a busy day  
Image: David Sinclair

## BACKGROUND: MANAGEMENT CHALLENGES

### Conflicting visitor needs and values.

The potential impact of developments that are considered to be incompatible with peoples' enjoyment of the peace and 'naturalness' of the Park can be perceived as threats to the social, Aboriginal, cultural heritage and environmental values of the Park. Ongoing demand for sightseeing and recreational activities brings demand for development and supporting infrastructure, and these have to be measured against the values of the Park and community sentiment.

Unmitigated growth of some recreational activities without the capability to manage and provide appropriate facilities can lead to conflict between user groups. For example, without additional infrastructure and attention to the management of user behaviours, the increasing popularity of mountain biking in the Park has given rise to increasing reports of conflict between walkers and mountain bikers on popular shared use tracks.

### Activities conflicting with Park values.

Recreational use of the Park, particularly in vulnerable areas, is a potential threat to the natural values of the Park. Threats include degradation or damage to flora, fauna, geo-heritage, cultural heritage and/or built heritage assets. Careless or malicious damage by visitors, such as lighting fires, needs to be managed and mitigated.

Maintaining the quality of water in the Park's drinking water catchments is critical, particularly as there is no facility to treat the water other than disinfection. Ongoing management and monitoring of the impacts of visitors on water quality in drinking water catchments is a key priority and the Trust needs to be resourced to manage these issues in order to minimise contamination risks.

### Bushfire risk.

Bushfires are a major risk for the Park. They directly impact Park values as well as visitors' experience of the Park. Bushfires may damage and destroy visitor assets and prevent user access to affected areas for considerable lengths of time. Hazard reduction burns designed to mitigate the effects of bushfires may in themselves affect user access for a period of time or affect the visitor experience, for example, if regrowth is poor or there is significant tree death. Visitor access is also affected by other bushfire risk management measures such as closure of the Park during periods of Extreme or greater Fire Danger.

### Visitor safety.

As managers and controllers of land, the Trust and Park Management Agencies owe a duty of care to visitors. As stated in the Trust's Visitor Risk Management Policy, the scope of the duty of care is to take reasonable care to avoid foreseeable risks of injury to visitors. This responsibility is made more complex by the fact that the goal of many visitors is to challenge themselves. It is important that in managing risk the Trust does not take away visitors' sense of freedom and adventure or unnecessarily restrict access. Therefore the management of visitor risk in the Park is a partnership between the Trust, Park Management Agencies and visitors.



## BACKGROUND: MANAGEMENT CHALLENGES

### Lack of research and data.

Although this Strategy is built from researching the needs and preferences of over 1,000 people, responses have highlighted a need for ongoing data collection around usage of the Park in both real time and over time.

Without adequate data on usage and impact, infrastructure lifecycle projection is difficult, especially when it is overlaid with diverse stakeholders with specific carriage rather than as part of a whole-of-Park approach with central co-ordination of needs. Likewise, planning for services to meet the tourist and local demand is reactive and can easily fail to meet/adapt to emerging trends and needs from a visitor perspective.

### Unauthorised activities.

A range of activities are prohibited in the Park in order to protect Park values or for the safety of other visitors. These activities are noted in the Management Plan and the *Wellington Park Regulations 2019* and include lighting fires in the open, dumping rubbish, cutting or damaging vegetation, riding trail bikes on tracks and trails, and geocaching. Geocaching involves hiding a “geocache”, usually a small container with objects and/or a log book, for others to find using GPS. This is not an allowable activity in the Park as it can damage Park values, but is difficult to control. In particular, there is concern that geocaching activities can negatively impact Aboriginal values and European cultural heritage values.

Other activities are only permitted in certain areas or on certain tracks (e.g. mountain bike riding, dog walking). Permits may be issued for some activities prohibited in the Regulations. The Trust has established the Regulations Awareness Programme (RAP) to educate visitors about protection of Park values and ensure the proper care, control and management of the Park. The RAP is implemented jointly by the Trust and Park Management Agencies.



A PARK FOR EVERYONE: WELLINGTON PARK  
VISITOR AND RECREATION STRATEGY

## APPENDIX A: GLOSSARY

### Explanation of Key Terms

**Adaptive management** means learning from implementation. The adaptive management approach involves a continuous cycle of planning, implementing, monitoring, and learning with improvements made at the end of each cycle and monitored in the next.

**Locals** are defined as anyone visiting the Park who lives within Tasmania's Southern Region. In terms of the visitor groups, locals are most likely to be Local Recreators, Park Lovers, or Local Hosts (see visitor groups).

**Recreation** can be active (e.g. mountain bike riding, running, bushwalking) or passive (e.g. picnicking, observing nature, 'forest bathing' and/or as a setting for socialising with family and friends).

**Stakeholders** include anyone with an interest in the management of the Park. Key stakeholders of the Park include the Park Management Agencies, State Government, visitor groups, commercial operators, locals, and special interest groups (eg. trail runners, hang gliders, naturalists, mountain bikers). The Tasmanian Aboriginal people are the traditional custodians of the land that is now included in Wellington Park.

**Tourists** include anyone visiting the Park who does not live within Tasmania's Southern Region. In terms of the visitor groups (see below), tourists are most likely to be View Finders or Adventure Tourists, and are often, but not always, hosted by Local Hosts. Tourists may be intrastate (within Tasmania but outside the Southern Region) domestic (from within Australia), or international (from outside Australia).

**Visitation** is the total number of entries to the Park, not the number of individuals visiting the Park. Visitation is a more useful measure than the number of unique visitors because it infers a quantum of impact.

**Visitor** includes any person who visits the Park. This includes (but is not limited to) people participating in tourism and recreation. This Strategy talks about visitors rather than users to embed a philosophy of mutual respect between the Park and the people who engage with it.

**Visitor facilities** are hard infrastructure, including the roads, tracks and trails, directional and interpretive signage, toilets, seats, tables, shelters, boardwalks, lookouts and other built elements provided to facilitate access and recreational use.

**Visitor groups** are the five visitor segments identified in the research for the Strategy, based on the time they spend in the Park and the depth of their connection to the Park. These are defined as:

**Local Hosts** – Locals who show off the Park to friends or family, who are usually tourists.

**View Finders** – Usually tourists but also locals who like to capture images on kunanyi and orient themselves in the region.

**Local Recreators** – Locals who regularly use the Park for recreation.

**Park Lovers** – Locals who are deeply connected to their mountain and pursue a range of recreational activities to connect with it.

**Adventure Tourists** – Tourists seeking to explore Tasmania's natural environment through adventure activities near Hobart.

**Visitor services** include transportation options, maps and guides, and visitor information. These are soft infrastructure designed specifically to facilitate ease of use of the Park.



A PARK FOR EVERYONE: WELLINGTON PARK  
VISITOR AND RECREATION STRATEGY

## APPENDIX B: PLANNING CONTEXT

### Wellington Park Act (1993).

The *Wellington Park Act 1993* establishes Wellington Park and defines the Park's use and management. With a range of land tenures throughout the Park, the Act provides for a regional, cross-boundary approach.

In legislation, Wellington Park is set aside as a reserve for the following purposes:

- a) the provision of recreational and tourism uses and opportunities consistent with the purposes specified below;
- b) the preservation or protection of the fauna or flora contained in or on the land;
- c) the preservation or protection of the natural beauty of the land or of any features of the land of natural beauty or scenic interest;
- d) the preservation or protection of any features of the land being features of historical, Aboriginal, archaeological, scientific, architectural or geomorphological interest; and
- e) the protection of the water catchment values of the land.

This Strategy uses the term 'preserve or protect' to reflect the requirements of the Act. These terms indicate that not all values are able to be preserved, nor may it be desirable for these to be preserved, in which case protection may be more appropriate. As an example, it is not possible to 'preserve' a decaying log, but it can be protected from human disturbance.

The Act sets up the Wellington Park Management Trust as the managing authority for the Park. Its functions include preparation of a management plan for the Park and ensuring that the activities of Park Management Agencies are consistent with the management plan and the Act.

The Park comprises fourteen separate parcels of land with classifications and ownership including Crown land (managed by the Parks and Wildlife Service), freehold land (held by the two city councils of Hobart and Glenorchy) and Crown land vested in the City of Hobart for water supply purposes. TasWater manages water harvesting infrastructure in the Park.

Due to the provision in the Act in relation to "the provision of recreational and tourism uses and opportunities", visitation and recreational planning is 'core business' for the Trust. However, as recognised in the Management Plan, a comprehensive Visitor and Recreation Strategy has been a 'missing piece' in the Trust's capacity to strategically and comprehensively fulfil this core role.



A PARK FOR EVERYONE: WELLINGTON PARK  
VISITOR AND RECREATION STRATEGY

## APPENDIX B: PLANNING CONTEXT

### Existing plans and strategies for the Park.

Wellington Park has a number of plans and strategies already in existence that have been prepared in consultation with stakeholders and in accordance with the Wellington Park Management Plan.

Each of these impact visitation and recreation in the Park:

- Wellington Park Walking Track Strategy 2003
- Wellington Park Bike Strategy 2005 (with amendments to February 2021)
- Wellington Park Fire Management Strategy 2006
- Wellington Park Design and Infrastructure Manual 2007
- Wellington Park Signage Manual 2014 (amended June 2020)
- Wellington Park Sustainable Transport System 2009

In addition, a number of location specific plans and strategies have been completed, including:

- Fern Tree Park Visitor Node Masterplan 2017
- Myrtle Forest Site Development Plan 2004

The Trust has also endorsed the relevant sections of the Greater Hobart Mountain Bike Masterplan 2011, and has worked with City of Hobart on the Riding the Mountain masterplan and with Glenorchy City Council on the Glenorchy Mountain Bike Park Masterplan. Both these masterplans include areas outside the Park. City of Hobart has also developed a visitor infrastructure prospectus, One Mountain Many Stories, that will significantly influence the visitor experience to that part of the Park owned by City of Hobart.

Revision of The Springs Specific Area Masterplan 2008 has commenced but has been delayed. Completion of the revision is considered a high priority.

The integration and/or evolution of these plans in the broader masterplanning of the Park is a key action of this strategy.