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| **Do you support the proposed vision?***“by 2030 Fort Queenscliff will offer a vibrant heritage based visitor experience integrated with and integral to Queenscliff as a successful and sustainable tourism destination”*The vision statement is both realistic and aspirational. We are all passionate about our community and surrounds as has been evidenced in the work surrounding the Lighthouse Reserves.The foundations for a dynamic and historically interesting experience are already in place.The challenge lies in growing a vision that is shared by all, both residents and those who visit to see, and “live’ the Queenscliff experience, whether for one day or a longer visit, young and old alike. Critical will be maintaining the village feel of the township so that it truly remains a unique destination not an over commercialised version of its historical self.What is it that is unique, will pique curiosity and place Queenscliff on the map as an accessible destination? What is the point of difference? Clearly the Fort precinct is the lynch pin but any development must be sympathetic to and honour what exists now.There are already opportunities in abundance to capitalise on; the vision needs to build on and strengthen those factors already in play and grow the community’s capacity to promote and develop those things that make it unique. | **Do you support the guiding principles?**There are 8 guiding principles focussing on the revitalisation of the Fort precinct and terminology is at times vague or open to interpretation such as adapted for use, appropriate mixThe term “adapted for use” implies that heritage areas could be used for accommodation and food, the oft lauded solution to economic woes and councils’ vision for moving the community forward in the Borough, a better framing would be heritage, education and experience.It is difficult to make comment on a term such as “appropriate mix” so a definition would be useful. However we do agree with the need to incorporate the present and existing town with other developments rather than an “island/stand alone Fort experience” Placing this project in the context of an overall Tourism strategy rather than a stand alone one would be beneficialThere appears to be no recognition or consideration of the expertise of community groups who work across the areas of interest covered by the project and would provide valuable input. The planned establishment of a community based reference group is conspicuously absent.Economic progress goals need to be gauged in context of the current and past situation of business success and failure. Discussion with successful businesses may provide insight into viability factors and identify gaps in the market. Bigger is not always better, the personal approach is often the key factor in return visits and thus sustainability. |
| **Are there other principles you think should be included?**A significant gap in the consultation document is in the area of interpretation, because a clever and meaningful interpretive strategy will make the vision real. There are numerous experts in the field of interpretation but the work of Freeman Tilden is a worthwhile starting point. Freeman Tilden’s six principles * Any interpretation that does not somehow relate what is being displayed or described to something within the personality or experience of the visitor will be sterile
* Information, as such, is not interpretation. Interpretation is revelation based on interpretation. But they are entirely different things. However all interpretation includes information.
* Interpretation is an art, which combines many arts, whether the materials are presented as historical, scientific or architectural. Any art is in some degree teachable.
* The chief aim of interpretation is not instruction, but provocation
* Interpretation should aim to present a whole rather than a part and must address itself to the whole man rather than any phase.
* Interpretation addressed to children should not be a dilution of the presentations to adults but should follow a fundamentally different approach. To be at its best it will require a separate program.

 “Freeman Tilden: Interpreting our Heritage” University of Nth Carolina Press 2007These principles can easily be applied to this project to best realise the potential of such a historically rich and storied site. Children and their interests may well be the key to return visits and sustainability. | **What other ideas for use for the Fort Queenscliff precinct would you consider complement the vision and principles?** The Fort precinct is part of the Queenscliff township, the township is part of the Borough of Queenscliffe and so the vision, if it is truly to be part of a big picture strategy, should consider the Borough as a whole and its place within the wider story. There does not appear t be an overall strategy linking all sites to the wholeThe document seems not to reflect the wealth of historical factors that add to the richness of the “story” and so an audit of all historical, military, maritime and social contributions to the community and by the community over time should be conducted. This would be a perfect opportunity to really engage the community in shaping the next steps perhaps in an asset mapping task to unpack stories less well known to the broader community and pin point those that add value to the project. Find the unique points of difference, the anchor points, for the strategy.Consider:- the Fort history, people, museum, tours etc the museums the lighthouses, shipwrecks and maritime history Queenscliff in art Queenscliff in literature (read Henry Handell Richardson’s  description of Shortlands Bluff, the first few chapters of Cyril  Pearl’s Morrison of Peking, Governor Latrobe’s diaries and many  more)Look to the work of David Wilson in Oamuru N.Z and elsewhereThe development, management and marketing of the fishing village of Peggy’s Cove in Canadaand on a cautionary note look to the over -commercialisation of Niagara as a destination and read “The Last Fish Tale by Mark Kurlansky   |