

MEDIA RELEASE

NEWS FROM THE UNIVERSITY OF TASMANIA

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ATTENTION: Chiefs of Staff, News Directors



Voices from the graves bring Heritage Highway alive

A new era of heritage tourism is being launched for the Heritage Highway this week.

The launch will be heralded with haunting organ music from Longford's beautiful Christ Church and voices from the colonial graves of Zimiram Youran and Mary Ann Wise, as they 'return' to reveal their stories.

Actors Jane Johnson and David Quinn have accepted this unique assignment from the UTAS Community, Place & Heritage Research Unit to mark the release of tourism products it has developed for the Heritage Highway Tourism Region Association.

"The project has involved a collaboration between UTAS and the community to create some exceptional visitor products," Director of the Community Place & Heritage Research Unit Professor Henry Reynolds said.

"As well as enjoying the beauty of Tasmania, today's tourists are seeking meaningful experiences. The many layers of history in the area we refer to as the Heritage Highway make it a perfect place to create these experiences, with well researched and presented products."

Eminent Tasmanian artists have supported the project. Bea Maddock, Philip Wolfhagen, Michael McWilliams and Julie Gough have contributed images of their art works to create a series of postcards from the region called *Land & Landscape*.

UTAS has brought together the work of academics, artists, interpretation and graphics consultants and community historians to create a unique series of products, including self guided tours of Longford's Christ Church graveyard

and of Oatlands, which will be available at visitor centres and selected galleries in Tasmania.

“The products are developed with visitors in mind but I wonder if locals will snap them up first,” Coordinator of the UTAS Community, Place & Heritage Research Unit Anne Fitzgerald said.

“They’ll certainly get people talking – and that’s a good thing, because we will be needing community support and involvement to extend the project, and create new ways to engage with the moving, powerful stories that lie just under the surface of our communities in Tasmania.”

Launch details

Wednesday 5 November 2008, 4pm at Christ Church, Wellington Street Longford.

Media welcome from 3pm - Jane Johnson & David Quinn at the Longford Christ Church.

For more information contact Anne Fitzgerald 0400 054 175

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