

City-wide passion for industry



Focusing the visitor experience for an entire city?
No problem!

Burnie is well under way with a process that began in 2004 and continues today despite a disastrous fire that destroyed a centerpiece of its tourism experience development.

The city began with a tourism development plan that identified its industrial heritage as its primary attribute, supported by nature. It adopted a tourism brand strategy incorporating authenticity, creativity and visitor engagement “in the passion of industry that is distinctly Burnie” and a tagline of City of Makers.

The city's approach centred on two precincts – a cultural precinct incorporating paper-making, and a waterfront precinct emphasising, as Mayor Alwyn Boyd says, the “beach at the bottom of the main street”.

In 2005 it adopted a city-wide interpretation framework to guide public interpretation, Burnie City Council's tourism facilities and provide a focus for commercial tourism ventures.

At the same time, the council obtained State and Federal funding to redevelop its waterfront and relocate its signature attraction, Creative Paper Tasmania, nearby.



Sadly, the new multi-million dollar building burned to the ground in April 2007, just weeks short of its opening. Creative Paper continues to operate in a revamped building adjacent to the commercial paper-making factory.

The experience development process has included a rolling program of developing static interpretation at identified sites across the city; improvements to Fernglade Reserve, noted for its platypus-viewing opportunities; and development of tools such as an interpretation resource to support volunteer guides at the Little Penguin Viewing Centre. Its marketing has shifted to a story-based approach of Meet the Makers.



No-one is saying that it's been easy. "At times it seemed like we were taking two steps forward and one back, but because Burnie's positioning is so authentic it has struck a chord with locals and visitors. It helps create a better understanding of Burnie," Marketing and Events Manager, Jenny Cox, says.

However, it's certainly been worth it. Once attracting the description of Australia's most polluted city, Burnie is now widely acclaimed for its revitalisation and new direction.

