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Ian M Davidson

## The Business of Conservation

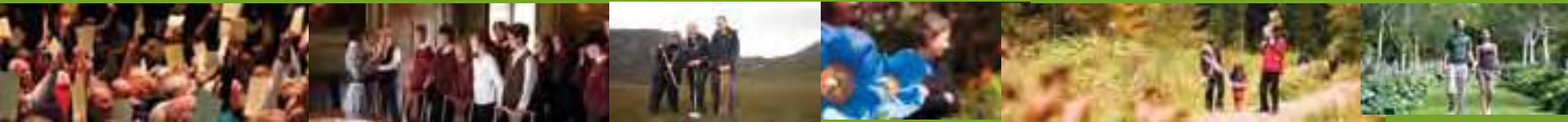


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# Organisational Improvement Through International Staff Exchanges

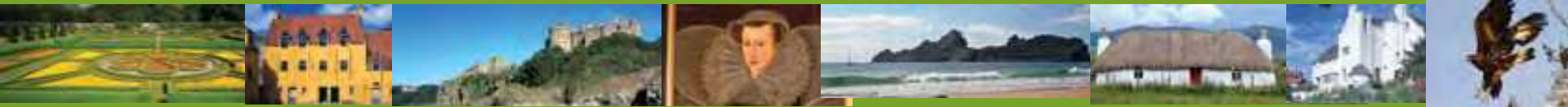
- The National Trust for Scotland was founded in 1931
- It has 300,000+ members and is the largest conservation charity in Scotland



# Organisational Improvement Through International Staff Exchanges

The NTS cares for;

- 129 heritage properties
  - Castles, Great Houses and Estates
  - Mills and Birthplaces
- 200,000 (81,000 Ha) acres of Countryside
  - 394 miles of mountain footpath
  - 248 miles of coastline and 16 islands
  - 35 major gardens



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# Benefits of International Exchanges – The Employer

- Staff that are better trained, motivated and committed
- Retention of staff with corporate knowledge and experience
  - Cost saving in recruitment
- Overall lift in staff moral when they are seen to be valued



# Benefits of International Exchanges – The Employee

- Develop specialist knowledge
- Share knowledge with others
- Develop awareness of good practice
- Career development



# Benefits of International Exchanges

1991 and '93 – Estonia



Eesti Muinsuskaitse Selts

- Heritage was a lever in the struggle for independence
- Estonian Heritage Society was established in 1987

At the time it benefited from a benign neglect. Its historic core still largely intact



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# Benefits of International Exchanges – Experiences

- Present Estonian internationalism to an uninformed international community



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## Benefits of International Exchanges – Experiences



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# Benefits of International Exchanges – Experiences



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# Benefits of International Exchanges – Experiences



Other statues were to be removed !



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# Benefits of International Exchanges – Effect on Policy

In 2003 the Trust prepared its Conservation Principles,,

My experiences helped shape this policy - Principle 3

*the historical association rather than the fabric ... is fundamental to its significance...  
Conserving intangible associations will usually involve protection of physical remains,  
interpretation and safeguarding of an atmosphere or a setting likely to evoke a  
particular response*

Today I have my doubts. My experience in Australia has guided  
me



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# Benefits of International Exchanges – Effect on Policy

2009 Perth WA,



National Trust WA has a highly motivated team caring for their properties.



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# Benefits of International Exchanges – Effect on Policy



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## The Golden Pipeline Heritage Trail



The trail takes visitors to sites of interest, including aboriginal  
heritage



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# Benefits of International Exchanges – Effect on Policy

Albany Aboriginal Fish Trap, in NT care for many years.



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# Benefits of International Exchanges

On Rottneest island is the museum building restored under Trust guidance in 1979.



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# Benefits of International Exchanges –

National Trust WA is a leader in understanding this heritage.



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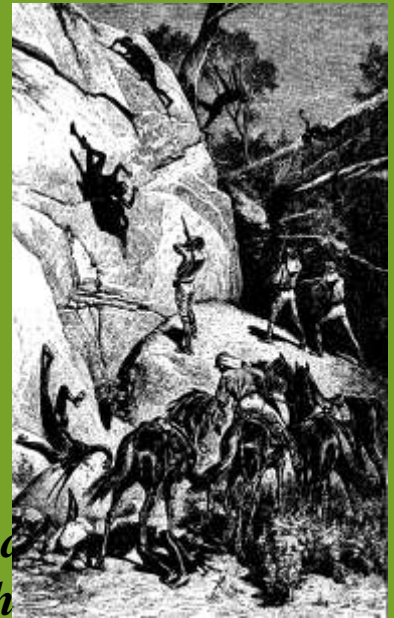
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# Benefits of International Exchanges

North of Perth lies the Burrup or Murujuga where there is the largest concentration of aboriginal petro glyphs in the world.

The challenge here is immense and Trust is one of the few institutions to engage with these issues stating on its website

*The National Trust believes that a win/ win solution is possible that reconcile the competing interests of industrial development and the heritage significances of this place.*



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## Benefits of International Exchanges

The effect of my experiences in Estonia and Australia has developed my understanding of heritage significance

Conservation cannot stand apart from society as the experience with newly independent Estonia and the First Nation culture of WA demonstrated

My limited if improved understanding of intangible heritage continues to affect my work in Scotland



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# Thank you



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