

Economics of Heritage forum supports bid

A forum convened by RDA Barossa has examined the business value of the region's heritage assets.

And as excitement builds with the Mount Lofy Ranges World Heritage bid, the Barossa Council and Light Regional Council representatives together with other interested parties welcomed the event held at The Farm Function Centre, Nuriootpa.

Presented in collaboration with Barossa Grape & Wine, Barossa Food and Tourism Barossa, the forum explored the economics of heritage and its value for tourism.

Mrs Angela Heuzenroeder, of Tanunda was among those to learn from the four speakers on the day.

The local historian, author and member of the Heritage Advisory Group with the World Heritage Bid, remains positive about the bid

which she believes will highlight the Barossa as a place of cultural and agricultural significance.

"We were listening to keynote speaker, James Rubank's experiences as an advisor to UNESCO and also his experiences on the committee that is making a bid to have the Lakes District in the north of England a World Heritage listed area," she said.

Along with this case study, speakers offered practical ideas on what is needed for success. The importance of architecture, art and culture, landscaping and land use and the need to develop a strategic and sustainable plan.

"For example, to have a business centre... upgrade the roads and the sign posting," said Angela.

"Have people who are passionate about telling our story to visitors

and to make the story authentic so that they talk about what we have here and how it arose out of the early settlement and became the culture it is today.

"Be proud of that heritage and show all the minute details of it. Make it a high class tourist destination because that's how people earn a lot of money and if they can attract wealthy tourists because it is a World Heritage place, the standard of living in the Barossa itself will go up," explained Angela.

Fellow Heritage Advisory Group member, Mr Chris Payne of Mount Pleasant also attended the forum which he said gave him further clarity about what the process of World Heritage listing means for the local area.

"I think, by being able to look at other World Heritage sites, it clarifies what it is we've got which is so special and should make the bid successful.

"It also helps us realise that we've got to preserve what we have...and we need to recognise threats. It might be open cut mining, it might be developers... residential development taking up farm land. It might be things like fracking, there are all sorts of issues out there that could really threaten what it is we have.

"The whole clean and green image, that pristine environment

that we value so much... We have to really protect all these things and the World Heritage bid will help us do that. It doesn't preclude development in any way, but it makes the focus on sustainable, right sized, good, viable development," said Chris.

RDA Barossa CEO, Ms Anne Moroney said the forum set a strong case for leveraging, not diminishing, our heritage assets.

"In times of fiscal austerity and sustainability challenges, it is timely to examine the opportunity and opportunity cost of heritage assets," she said.



Economics of Heritage guest speakers, Matt Roff, Tim Horton, James Rebanks and Matt Davis with Anne Moroney, RDA Barossa CEO.



Attending the Economics of Heritage forum presented in collaboration with Barossa Grape & Wine, Barossa Food and Tourism Barossa were (front): Deborah Hage-Neyl, of Melbourne; Felicity Hage, Barossa Arts Council; Angela Heuzenroeder, Heritage Advisory Group with the World Heritage Bid. Back: Tania Paull, The Barossa Council; Fiona Koch, Mocolta and Chris Payne, Tohness Carters Yard and Heritage Advisory Group with the World Heritage Bid.

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