

Minutes

- Attendees:**
- Adelaide Hills Council**
 - Bill Spragg, Mayor
 - Marc Salver, Director Strategy & Development
 - Mike Flehr, Senior Strategic & Policy Planner
 - Alexandrina Council**
 - Keith Parkes, Mayor
 - Peter Dinning, CEO
 - Sally Roberts, Manager Planning & Development
 - The Barossa Council**
 - Bob Sloane, Mayor
 - Ian Baldwin, Director Development & Environmental Services
 - Paul Micken, Principal Planner
 - Mount Barker Council**
 - Anne Ferguson, Mayor
 - Greg Sarre, Senior Adviser Strategy & Policy
 - City of Onkaparinga**
 - Lorraine Rosenberg, Mayor
 - Adam Mrotek, Manager Projects and Development Policy
 - Divya Bali Dogra, Built Heritage Planner
 - Barossa RDA**
 - Anne Moroney, CEO

 - Stephanie Johnson, Project Manager

Apologies:

- Adelaide Hills Council**
 - Andrew Aitken, CEO
- Alexandrina Council**
 - Kym McHugh, Mayor
- Barossa Council**
 - Martin McCarthy, CEO
- Mount Barker Council**
 - Andrew Stuart, CEO
 - Greg Waller, General Manager - Planning & Development Services
- City of Onkaparinga**
 - Mark Dowd, CEO
- DC Yankalilla**
 - Mayor Glen Rowlands
 - Adrian Skull, CEO
 - Matt Robertson, Strategy & Policy Planner

Meeting start: 10:07 am
Meeting close: 12:45+ pm

1. **Welcome and Apologies**

- Mayor Spragg welcomed members and staff and noted the apologies.

2. **Appointment of Chair Person**

MOTION: That Mayor Spragg continues as Chair for this meeting.

Moved: Mayor Ferguson

Seconded: Mayor Sloan

Carried unanimously

3. **Adoption of Previous Minutes from 14 August, 2014.**

MOTION: That minutes of the 14 August, 2014 meeting of the Project Steering Group be adopted

Moved: Mayor Ferguson

Seconded: Mayor Spragg

Carried unanimously

4. **Matter Arising from the Previous Minutes**

None

5. **Adoption of Revised Terms of Reference for the PSG & PMG**

MOTION: That the proposed changes to the Terms of Reference of the Project Steering Group and the Project Management Group to the effect that the Chairperson of each Group shall be appointed for a period of two, rather than one, years and that the Council of which the Chairperson of the Project Steering Group shall provide the Chairperson of the Project Management Group and the Executive Officer for both Groups for the term of that appointment.

Moved: Mayor Rosenberg

Seconded: Mayor Ferguson

Carried unanimously

6. **An Update on the Status of the Bid by the Project Management Group (Marc Salver)**

Mr Salver spoke to the following topics:

- a) The PMG has been meeting monthly.
- b) Updates on the activities of the Six Advisory Groups are attached to the Agenda
- c) Presentation to AMLRNRMB – there is clear alignment with this project
- d) Lack of State Funding – no grants have been gained therefore the PMG is suggesting that private fundraising options and consequent changes to this project's governance structure be investigated (which is discussed in more detail later in this meeting)
- e) The Bid's Marketing Strategy has been prepared courtesy of Onkaparinga Council
- f) The Engagement Strategy has been implemented through the 6 Advisory Groups, the Prof. Amar Galla and James Rebanks visits, the Landscape Heritage Seminar @ the Waite (Drs Jane Lennon, Valeria Paul & Elisa Palazzo, and Prof. Malcolm Cooper having presented at the meeting), and strong advocacy through the McLaren Vale Grape Wine & Tourism Assoc.
- g) Intangible Heritage Seminar @Hahndorf (Prof Randy Stringer, Bruce Munday & Margaret Lehman presented at the meeting)
- h) Project Manager attended the 18th International ICOMOS Conference in Milan and the IFLA (International Federation of Landscape Architects) meetings, world congress and scientific symposium on Heritage and Landscape as Human Values in Florence in late 2014.
- i) Development of University partnerships underway
- j) Planning Statement for the Bid being prepared

- k) PMG appreciate that the project is a little behind the intended schedule, as it has taken longer to progress using pro-bono resources as a result of not being successful with obtaining anticipated grant funding for the necessary research
- l) PM now preparing skeleton outlines of the two bid documents (i.e. National and World Heritage bids) to guide future project planning, resource allocation and to provide guidance for the Advisory Groups

Comments:

Why have the grant applications failed?

It is understood that the State Govt. have concerns about potential impact of Commonwealth EPBC legislation, and lack experience/understanding with non-environmentally based heritage bids (ours is culturally based). Farm sector fear of more regulation and sovereignty issues but this is from a very small minority.

Are we looking at Economic Benefits into the future?

Yes, the Feasibility Study contains an Economic Analysis undertaken by EconSearch, and the Economic Advisory Group are further developing the Bid's economic potential.

Without the State Government on board we won't succeed – who do we need to talk to stop any 'negative lobbying'.

We are lobbying Government in the background. We have incentive to get private sector funding and to lobby government. Dept. Environment is uncertain about the project, but have funded University Research, and their AMLRNRM has a strong commitment to the Bid.

University research will also need to engage on the ground.

The Bid is slowly building the concept of a regional economy rather than a local commodity based community.

The Bid needs to establish political support first. If we can't get that then the PSG decides whether to pull the plug and this issue is well understood by the PMG.

7. Project Manager's Update (Stephanie Johnston)

- Noted that half the benefits of this project will be spent in Metropolitan Adelaide. The new Lord Mayor is receptive and sees how this Bid can help the City and well as the region to be listed.
- The Project Plan is about a year behind schedule, but it took much of the first year to appoint a project manager. We are doing well given the lack of resources and funding.
- This is the first year that the Bid can really progress. The Heritage and Landscape AGs are key to preparing the bids. The Economic AG is working on how to get the best benefit from the Bid.
- Currently we are successfully piggy backing on other events to pad our budget.

Comments:

There was discussion of ways and potential to get State Government support. We need to make sure that Government Ministers 'get it' and that this project matches the Government's strategic goals.

Australia has a strong influence within ICOMOS which directly informs UNESCO on World Heritage.

Broken Hill has achieved World heritage listing – with the support of the community and the mining industry, which affects private land (a first in Australia). This bid was directed by Adelaide's Liz Vines. That Bid's circumstances speak well for this Bid.

The options for private fundraising and resultant governance options was discussed but was deferred for discussion later in the meeting.

Key lesson from Italy – “heritage is the successful management of change”.

Keep the reason for listing simple.

Suggested that the Bid starts small then potentially look at adding areas, rather than include it all and see bits excluded.

8. Project Plan and Budget (Paul Mickan)

MOTION: That Project Steering Group adopts the revised Project Plan and Budget attached to the Agenda Papers.

Moved: Mayor Ferguson

Seconded: Ian Baldwin

Carried unanimously

9. Annual Financial Statements for 2013/14 Financial Year (Marc Salver)

MOTION: That Project Steering Group accepts the Annual Financial Statements attached to the Agenda papers.

Moved: Mayor Rosenberg

Seconded: Mayor Sloan

Carried unanimously

10. State Government Funding Support (Stephanie Johnston)

- Discussed in Item 7 above.
- It was suggested that it may be useful to take a Minister and his opposite number to Italy on a tour organised by Mike Rann to demonstrate this Bid’s potential benefits.

12. Use of the World Heritage Brand prior to achieving World Heritage Status – Councils and private supporters (Marc Salver)

MOTION: That the Project Management Group establish criteria for the management of the MLRALWH Bid brand and investigate how the brand/logo can be protected, and report to the PSG at its next meeting.

Moved: Mayor Spragg

Seconded: Mayor Rosenberg

Carried unanimously

13. Advisory Group Update (Refer to Attachment A to the agenda)

- It was pointed out that we are lucky to have this calibre of independent members on the various AGs.
- It is noted that their contributions are pro-bono.

11. Proposed Private Fundraising Strategy & evolution of the Governance Structure (Marc Salver & Stephanie Johnston)

- Current structure has worked well to this point, but will need to evolve as external funding increases, and a more purpose built governance structure will be required. Private funding may be needed so we don’t lose momentum and lose support and the existing skills-base.
- Options are covered in the two reports attached to the agenda.

Comments:

The position of Local Government with at least 3 members should be set in any new Constitution.

Don't want to lose momentum as a Council driven process before completion, but there is a need to explore the changing landscape with partner Councils, and to explore the "LG subsidiary model with its own board" option. With a new structure, Local Government has the option to withdraw if it wishes to.

It will be easier to attract funding/patrons if we have a draft bid (a document/product) to show them.

Is it cheaper to stick a minimum number of criteria to focus the research on for the bid and therefore reduce the associated costs?

ACTION: PMG to investigate preferred governance structures for the future public/private operation of the Bid including regional subsidiary, tax free status, and their integration into a new constitution.

AC TION: PMG to prepare a draft constitution with direction to be set by Local Government prior a Board being set up as a form of public/private partnership.

It is noted that private enterprises won't contribute money to a government activity. The intent is that Local Government will do the work to prepare the bid and brand, and will ensure controls over that brand are maintained.

AC TION: PMG to prepare a discussion paper regarding setting criteria around the use of and management of the brand and then call a special PSG meeting to workshop this.

MOTION: PSG hold a special meeting to set criteria around the use of and management of the brand.

Moved: Mayor Spragg **Seconded:** Mayor Rosenberg **Carried unanimously**

SJ left the meeting at 12:20

The scope of this work seems to be broader than was envisioned.

More Councils have only added to the cost for 'area-based' work.

We only have to satisfy one criterion – what is required to fund "It".

"Local Government gets the listing, and regional development is business's business".

"We are not sure what research is required or why"

Somebody needs to manage the brand

We need a Gantt Chart working backwards to now, to outline and manage the process.

Scope and breadth of the Bid work needs to be limited, as does who controls the process.

MOTION: Acknowledging the current limited financial position of the Project, that each contributing Council be requested to increase their annual contribution to \$15,000 in order to expedite the progression of the Project.

Moved: Mayor Ferguson **Seconded:** Mayor Rosenberg **Carried unanimously**

14. Any other business

- Extend an invitation to the Lord Mayor of the City of Adelaide to attend the next PSG meeting as part of an approach to Adelaide City Council to be part of this Bid.
- Following on from the initial discussion of Item 2: "Appointment of Chairperson"

MOTION: That Mayor Rosenberg take up the position of Chair of the Project Steering Group for 24 months commencing from the next meeting on 13 May 2015.

Moved: Mayor Ferguson **Seconded:** Mayor Spragg **Carried unanimously**

15. Date of Next meeting – Wednesday May 13, 2015 from 10am until 12 noon.

Venue: West Wing Conference Room, Adelaide Hills Council Offices, 63 Mt Barker Rd Stirling

Bill Spragg

Chair, Project Steering Group