



## FACT SHEET #2

## INFORMATION FOR PRIMARY PRODUCERS

### Why make the Mount Lofty Ranges a UNESCO World Heritage area?

The high quality landscapes of the Mount Lofty Ranges are the product of a distinct agricultural system under threat. Uncertainty and global change (climate change, population growth and economic uncertainty) are making our rural systems vulnerable to physical threats (fire, drought, rising temperatures and limited water supply), economic pressures and the impacts of urban expansion.

Locals and experts agree that agriculture in the ranges cannot be left to a “business as usual” approach. Many ingredients will be needed to keep farming viable in the long term, and experience elsewhere indicates that UNESCO World Heritage listing could be the key to unlocking our region’s potential.

As a global brand, World Heritage status provides opportunities for new markets and products, which can provide better and more secure incomes for the farm sector. Combining these opportunities with an increase in tourism numbers and more options to value-add to products, farm businesses and agricultural services businesses will help secure the region as a viable farming region and community.

### How is this World Heritage listing different?

In the past World Heritage listing has been about keeping a building, structure or place in much the same condition that made it significant.

This Bid, on the other hand, is about maintaining the area’s significance as a working, evolving ‘cultural landscape’ by managing and promoting its fundamental character as a viable agricultural region. The viability of agriculture and the towns and villages of the region will be supported through a flexible approach that allows farming to flourish, and the landscapes to evolve and adapt over time.

Nobody will be told what colour they can or can’t paint their front door, and nobody will be compelled to be a part of the Bid. Rather, the Bid will bring opportunities for farmers, for town and agricultural businesses, and the region’s various communities to take advantage of or otherwise.

The World Heritage ‘cultural landscape’ classification recognises that regions like ours survive and thrive by evolving and changing, and that this evolution doesn’t have to change the basic character that makes the area unique and an ideal place to live and to farm.

### What are the benefits of UNESCO World Heritage listing to the agricultural sector?

Other agricultural regions such as Val D’Orcia, Cinque Terre, Alto Douro, Champagne and Burgundy have shown that UNESCO listing brings instant increased global profile. Combined with our ‘clean and green’ image, this profile could open premium global, national and niche markets for local high-quality fruit, grain, beverages, vegetables, meat and processed foods. For example, Cinque Terre’s lemons became a gourmet product attracting premium prices throughout Europe after UNESCO listing.

The initial benefits of this listing come through branding, product development and tourism:

- a) World Heritage is a highly regarded and safe global brand. Food and drink products from a World Heritage area which is also recognised as ‘clean and green’ can access luxury and premium markets around the world, with easy recognition and acceptance coming from the World Heritage brand.
- b) Product development to suit a wider range of premium markets can be a complicated and lengthy process, but it can bring significantly better prices for farmers. It can be undertaken by agricultural industry groups on behalf of their members, with assistance from various levels of government grants and private investment.
- c) Tourism can be a key benefit as World Heritage brings the attention of global tour operators and a distinct and often wealthy segment of the global tourist market. Those tourists bring investment in the region’s tourism products, which can often be farm based, for example farm stay, eco-tourism, agricultural tourism, Bed and Breakfast. Increased tourism also brings further investment in tourist attractions, specific retail outlets and the various types of accommodation needed to service a mature tourism market.



d) Conservative estimates of the potential economic impact of World Heritage listing predict 3044 new jobs in the agriculture and tourism sectors, \$321m increase in GRP and \$155m increase in household income over 10 years.

Over time, as the region's economic activities mature, further opportunities will arise from the co-operation and creative thinking needed to meet the initial market, branding and product development opportunities.

## Will listing add another layer of 'red tape' to planning processes?

No.

The state's planning system will continue to provide the legislative controls over development. Current policy directions to strengthen agricultural and associated value adding activities, and better integrate tourism activities are likely to continue, and be further developed with the Bid process supporting these amendments.

The World Heritage bid area will continue to be managed primarily through state and local government legislation and in particular council development plans. UNESCO will have no legal role in the establishment or management of the World Heritage area; its only role is to confer or withdraw the World Heritage listing should the agricultural values identified be fundamentally compromised.

## Why are six councils supporting the World Heritage bid?

The region's councils see World Heritage listing as a way to improve the region's economy, and to provide economic strength and stability for its communities. The councils are aware that the number of farmers is decreasing and that agriculture, which underpins their local economies, can benefit from this Bid in terms of new markets and products to improve farm productivity. Councils are also aware that the regional tourism offer has much room to grow, and that agriculture and tourism can be operated together to benefit themselves and the surrounding communities.

Councils can continue with their current efforts to strengthen their local economies in the face of overwhelming external trends and pressures, or they can combine their efforts to help agriculture to succeed in wider markets, to help provide a solid basis for growing the tourism market, and to help provide the foundations for a strong and stable economy to underpin the region's communities.

## What are the boundaries of the proposed World Heritage site? Is my property in or out?

The boundaries for the World Heritage area have not yet been finalised as they are dependent on the outcomes of academic work currently being undertaken, ongoing consultation with government and the community, and ongoing consideration of future management options. It is important to get the boundaries right, and this may involve establishing core and buffer areas, or including a wide area, or just selected areas. This is not a process that can, or should be rushed.

## How can I get involved?

The bid is currently being progressed by a consortium of six councils in partnership with Regional Development Australia Barossa and the University of Adelaide.

If you would like to be involved or have any further questions please either visit our website [www.mountloftyranges.org](http://www.mountloftyranges.org) or contact one of the participating partners.