



## WE NEED YOUR SUPPORT

### through National Heritage listing...

National policy dictates that to be eligible for World Heritage listing, we must first be included on the National Heritage list. We are currently seeking the support and involvement of landowners, businesses and community members in this first step in the process, which will also require bipartisan support at the state and federal level. Then, with the help of the federal government, we intend to apply for UNESCO listing.

### through networks and connections...

Individuals, businesses and organisations interested in being involved in the bid are invited to contact us.

### through resources...

The delivery of the bid is a resource intensive process currently funded by local government with some state and private industry support. We invite you to support our fundraising efforts and inform us about any potential funding sources.

## FOR MORE INFORMATION

### Stephanie Johnston

Project Manager

Email: [stephaniejohnston@adam.com.au](mailto:stephaniejohnston@adam.com.au)

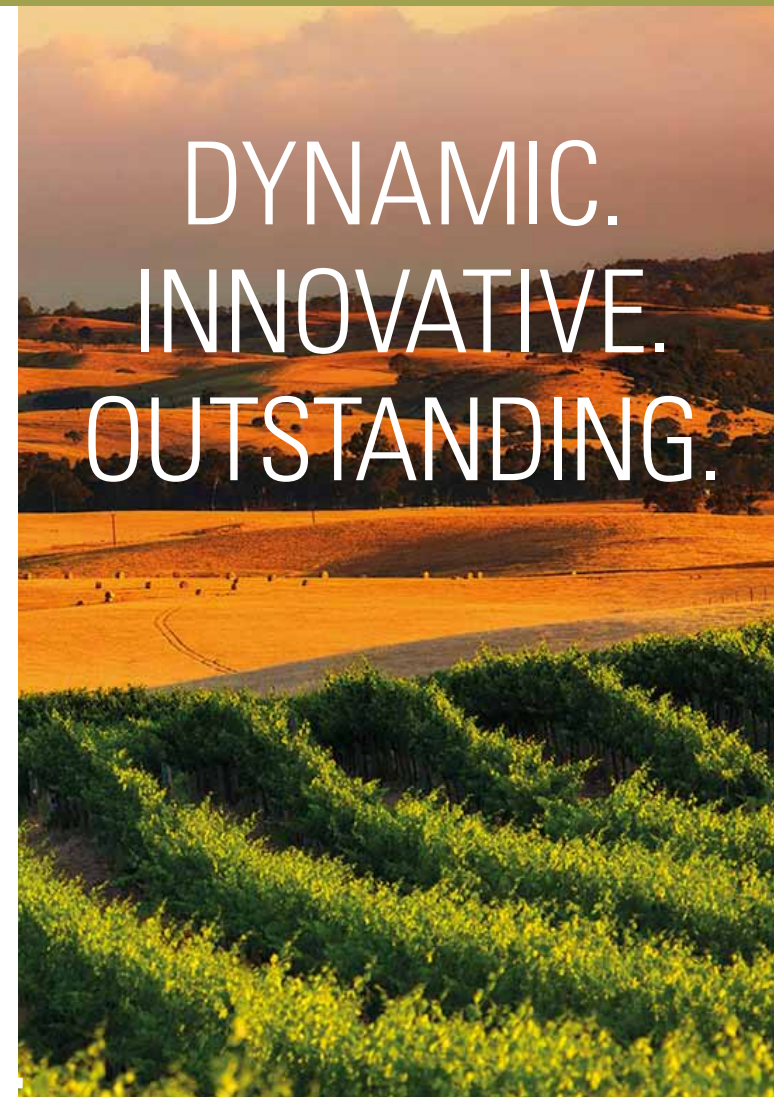
Mobile: (0)400 738 844

or visit our website at  
[www.mountloftyranges.org](http://www.mountloftyranges.org)

“UNESCO World Heritage listing of the Mount Lofty Ranges working agricultural landscape will put us on the world stage for the long term benefit of our world-renowned food, wine and tourism industries. We are hopeful that with your support we can achieve this bold ambition for our region, state and nation.”

### Mayor Lorraine Rosenberg

City of Onkaparinga, Chair, Project Steering Group



DYNAMIC.  
INNOVATIVE.  
OUTSTANDING.



## POTENTIAL BENEFITS OF UNESCO WORLD HERITAGE LISTING

Global profile. Premium markets.  
Smart farming. Business innovation.  
Tourism investment.

- Biggest global branding opportunity the region will ever have
- More jobs - an economic driver for the whole state
- PR boost for our world-class food, wine and tourism destinations
- Premium and 'high-value niche' value-add to export products
- Raise the region's profile with overseas investors
- Stimulate agribusiness and tourism innovation
- Attract investment to regional infrastructure
- Better financial return per hectare of land for farmers
- Strengthen resilience in the face of drought and fire risk
- Support 'red tape' reduction for farmers and business
- Enhance and complement planning policy reform
- Business catalyst effects and spin-offs globally and locally
- 50% of economic benefit to Adelaide CBD businesses

## WHY MAKE THE MOUNT LOFTY RANGES A UNESCO WORLD HERITAGE AREA?

South Australia's utopian origins were shaped by some of the greatest thinkers of the colonisation era. Colonisation theorist and entrepreneur Edward Gibbon Wakefield, free market economist John Stuart Mill and philosopher Jeremy Bentham all had a say in the founding of the state. The international significance of that colonisation history forms the basis of our UNESCO bid, as we show how the innovations of the era continue to be reflected in the contemporary landscape, settlement patterns and evolving rural land use policies of the Barossa, Adelaide Hills, McLaren Vale and Fleurieu Peninsula.

UNESCO World Heritage listing would celebrate our diverse and dynamic agricultural landscapes and allow them to evolve and develop under local and state planning control.

If successful, we would join an elite global club that includes landscapes in Tuscany, Cinque Terre, Champagne and Burgundy. Managed by a consortium of six councils in partnership with Regional Development Australia Barossa and the University of Adelaide, the bid has a core ambition to deliver real and lasting economic, cultural and environmental benefits to the region, regardless of the outcome.

