



mount
lofty
ranges

WORLD
HERITAGE
BID

Annual Report July 2014 - April 2015

PROJECT PARTNERS



The District Council of
Mount Barker



CITY OF ONKAPARINGA 

PROJECT SPONSORS



CONTENTS

FOREWORD

ABOUT THE BID.....	1
GOVERNANCE.....	2
ENGAGEMENT AND PROMOTION.....	5
AWARDS, EVENTS AND PROJECTS.....	7
CONCLUSION.....	8

List of Figures:

Cover page. Painting by Dorrit Black, *The Olive Plantation*, 1946, reproduced courtesy of the Art Gallery of South Australia

Figure 1. Governance Model

Figure 2. Banner for poster presentation at 18th ICOMOS Conference, Florence Italy

Figure 3a. Promotional flyer (page 1) highlighting potential benefits of World Heritage Listing

Figure 3b. Promotional flyer (page 2) highlighting potential benefits of World Heritage Listing

Images are courtesy the Adelaide Hills Council, The Barossa Council, Christo Reid, Beerenberg Farm, Leo Photography, the McLaren Vale Grape Wine and Tourism Association, the District Council of Mount Barker, and the City of Onkaparinga.

FOREWORD

The Mount Lofty Ranges World Heritage bid commenced the 2014 financial year with the highly successful visit of World Heritage expert economist James Rebanks. His visit generated significant positive publicity around the potential economic benefits of the bid, including cover stories in the Advertiser, numerous interviews on national and local radio, and a comprehensive report on the ABC's 7.30 report. James presented at the events organised by participating councils in McLaren Vale, the Barossa and Adelaide city. These events consolidated partnerships between the six founding council partners, industry bodies, State Government agencies, the Barossa Regional Development Authority, UniSA's Hawke Centre and Adelaide University.

Subsequent public engagement events included an industry-sponsored presence on the City of Onkaparinga stand at the Royal Adelaide Show, a Landscape Symposium at the Waite Institute, and a seminar on intangible heritage sponsored by HorseSA. We also had a display at the 18th ICOMOS General Assembly and Scientific Symposium in Florence, around the theme 'Heritage and Landscape as Human Values'.

Despite considerable financial contributions from our various partners, we have been challenged by the lack of anticipated matching State Government funding. We have therefore been exploring opportunities for a possible new governance structure to build and facilitate partnerships with corporations and industry bodies in the private sector and to deliver our fundraising strategy over the next two years. We are also working to address the concerns of the state government agencies with regard to perceived planning and sovereignty issues and government resource impacts around National and World Heritage listing.

In 2014, there was significant progress with the establishment of six expert advisory groups covering the areas of Aboriginal and European heritage, community engagement, economic monitoring of the potential benefits of the bid, landscape planning, and management of the future site. The level and diversity of expertise and experience within these volunteer groups is extraordinary, and we look forward to building on feedback from a recent combined meeting of the advisory group chairs to progress our project plan, and to focus on the National Heritage list nomination over the next two years, while preparing for World Heritage nomination.

We also appreciate the University of Adelaide's contribution through research projects in the Barossa and McLaren Vale that will build on local knowledge, and also on our growing international networks, to underpin the nominations.

Mayor Lorraine Rosenberg (City of Onkaparinga)
Chair Project Steering Group



ABOUT THE BID



INTRODUCTION

Mount Lofty Ranges World Heritage Bid spans the world-renowned food, wine and tourism regions of the Barossa Valley, the Adelaide Hills, McLaren Vale and the Fleurieu Peninsula. The Adelaide Hills, Alexandrina, Barossa, Mt Barker, Onkaparinga and Yankalilla councils are collaborating with Regional Development Australia Barossa and Global Food Studies at the University of Adelaide to pursue National Heritage listing of the region's agricultural landscapes. Following successful National Heritage listing, the councils involved will consider lobbying the Australian Federal Government to pursue World Heritage listing with the United Nations Educational, Scientific and Cultural Organisation (UNESCO).

The World Heritage list seeks to encourage the identification, protection, preservation and promotion of cultural and natural heritage around the world that is considered to be of outstanding value to humanity.

We are pursuing listing for the heritage values associated with a ground-breaking 19th century model of colonisation. South Australia was the first place in Australia to be planned and developed by free settlers without the use of convict labour, and possibly the first place in the world to apply the 'systematic colonisation' model developed by Edward Gibbon Wakefield, John Stuart Mill, Jeremy Bentham and members of the British-based 'National Colonisation Society.' According to Wakefield, it was 'the first attempt since the time of the ancient Greeks to colonise systematically'.

The region's links to this unique philosophical movement of universal significance, and the continuing reflection of utopian ideals in the contemporary landscape form the basis of the World Heritage bid.

The potential World Heritage area is yet to be defined but could stretch

from the Fleurieu Peninsula in the south to the Barossa Valley in the north.

The feasibility report provides evidence that strongly supports the proposition of it being worthy of World Heritage status (WHS) for the values that are encapsulated within the region and through its evolution to the present day.

The Economic Impact Study (EIS) undertaken by EconSearch (Julian Morison) details the potential benefits to agriculture, wine and food production and tourism for the regions as a result of World Heritage Listing (WHL).

A feasibility report and economic impact study presenting the argument and rationale for WHS listing can be accessed at the project website (www.mountloftyranges.org).

GOVERNANCE

The participating councils have adopted a specific project oriented governance structure (Fig 1). The activities undertaken by each tier of the governance framework are briefly mentioned below.

PROJECT STEERING GROUP

The Project Steering Group (PSG) which comprises Mayors and CEOs of the participating Councils met on 14 August 2014 and 12 February 2015 and discussed the following matters:

- renewal of the Project Manager’s contract
- election of City of Onkaparinga’s Mayor Lorraine Rosenberg as the new Chairperson of the Project Steering Group for a two year period commencing 12 February 2015
- review of recommendations proposed by a consultant on future governance and fundraising structure.

PROJECT MANAGEMENT GROUP

The Project Management Group (PMG) is responsible for governance, management and progression of the project bids, as well as employing and managing the Project Manager.

At present, this group comprises nominated staff representatives of each council, a representative of RDA Barossa, Adelaide University and the Project Manager.

The PMG meets monthly to progress the National Heritage Listing Bid, which forms the first phase of the broader project.

ADVISORY GROUPS

Six advisory groups were established in April 2014 and the following activities have been undertaken by each group:

Aboriginal Advisory Group

The Aboriginal Advisory Group met twice in April and October 2014.

The highlights of the group’s work include:

- review of the inventory initiated by the Heritage Advisory group
- providing suggestions for the values and physical attributes significant from Aboriginal heritage perspective
- preparation of a background paper to summarise the key elements of the Aboriginal story to act as a starting point for discussion amongst each of the Aboriginal communities within the bid area.

Heritage Advisory Group

The Heritage Advisory Group met in May, July, October and November 2014. The highlights of the group’s work include:

- review of the National and World Heritage listing criteria and identified the criteria that may be relevant to the listing of Mount Lofty Ranges Agrarian Landscape



Figure 1 - Governance Structure

GOVERNANCE

- setting of timelines and list of tasks to be achieved between May 2014 and May 2015
- commencement of an inventory of documents related to heritage, history and planning of the Mount Lofty Ranges region and South Australia
- discussion regarding the themes relevant to the National and World Heritage listing criteria
- discussion of the values and physical attributes of the region proposed to be listed
- agreement to undertake case studies of Bethany and Macclesfield to assist in identifying the gaps in existing research and areas of further research
- discussion on collated information on Bethany and Macclesfield and possible national comparative studies.

In 2015, the group aims to compile information on Bethany and Macclesfield and initiate further research, establish the boundary of the potential area for National and World Heritage listing and draft the preliminary National Heritage listing nomination.

Landscape Advisory Group

The Landscape Advisory Group met four times in 2014. The group has developed a work plan which identifies three focus areas:

1. Values: to identify, prioritise and describe the high priority values of the Mount Lofty Ranges Landscape.
2. Knowledge and information: to collate, disseminate and review relevant data, information and knowledge that contributes to further the understanding of the Mount Lofty Ranges landscape values.
3. Threats and Opportunities: to identify possible threats and

opportunities to the landscape values and provide advice and support in managing and/or mitigating these threats and opportunities.

Management Advisory Group

The Management Advisory Group met in August 2014 and January 2015. The highlights of the group's work include:

- drafting a 'planning statement' to explain the anticipated effect of Commonwealth legislation and the associated legal framework, identifying situations or development proposals that may require referral and assessment and associated procedures that need to be followed
- clarifying through the planning statement that listing will not impose any additional obligations for primary production and common development activities.



GOVERNANCE

Economic Advisory Group

The Economic Advisory Group met three times in 2014 and has met once in 2015 to date. The highlights of the group's work include:

- drafting a Research and Action Plan to identify the context for assessing the state of the current economy, identify potential impacts of the EPBC Act on economic activities and addressing the rural community's general lack of awareness of the potential economic benefits of World Heritage listing
- discussing brand strategy and entitlement
- preparing (particularly in the context of fundraising) a paper on 'Initial Notes on a Framework for Quantitative Measures of Economic Impact for WHS Bid' to guide the

group's discussion on the unique economic aspects that can underpin the National and World Heritage Bids

- collecting stories that can be used in press items and in tracking economic progress over time
- preparing an inventory of relevant books, studies and other references.

Community Advisory Group

The Community Advisory Group met five times in 2014. The key focus areas of the discussions were:

- stakeholder mapping with the group recording the various networks represented by its members
- feedback on the Engagement Strategy and Marketing and Communication Plan

- assisting the Heritage Advisory Group in determining the pilot case studies for National Heritage listing nomination
- need to secure private sector support for the bid and involvement in fundraising
- community engagement through initiating the bid's participation at the Royal Adelaide Show and 'Intangible Heritage' event in Hahndorf.
- defining community values and desired benefits of the bid with the group identifying the need for a rural approach to planning in the region rather than an urban approach including the need to identify the barriers/impediments to agriculture and food production and work to remove these over time and build consistency between the council areas.



ENGAGEMENT AND PROMOTION



Outcomes of presentations by James Rebanks, an adviser to the United Nations Educational Scientific and Cultural Organisation (UNESCO) - June 2014

- James Rebanks visited the region and provided a number of information sessions regarding the benefits of the listing.

Presentations by James Rebanks included:

- World Heritage the journey - reaping the benefits of pursuing UNESCO listing' at Chapel Hill Retreat, McLaren Vale
- Supporting farmers and producers through UNESCO listing at Waite Institute, Urrbrae
- World Heritage - is there opportunity for economic gain? at Allan Scott Auditorium, University of South Australia City West campus, Hawke Building, Adelaide
- The Economics of Heritage at Maggie Beer's Farm Function Centre, Barossa
- His presentations highlighted the potential of both the World Heritage

bid process and the listing for the food, wine and tourism economy of the Mount Lofty Ranges region

- The presentations were well attended by members of public including representatives from the agriculture, food, wine and tourism industry and community representatives from participating councils.

Showcase at Royal Adelaide Show – August 2014

- The project was showcased at the Royal Adelaide Show at the City of Onkaparinga stand
- The promotional banner used was sponsored by McLaren Vale Grape Wine and Tourism Association.

Landscape symposium – September 2014

- The event featured international experts, in cultural landscapes and World Heritage listing from Australia, Japan, Italy and Spain
- The event was well attended by primary producers, Elected Members and officers from participating councils.

Intangible Heritage Seminar – November 2014

- The consortium councils, RDA Barossa and University of Adelaide supported the event organised by Horse South Australia (Horse SA).
- The seminar included a public discussion, led by Professor Randy Stringer from University of Adelaide, to explore the intangible heritage of the Mount Lofty Ranges
- Other guest speakers included Margaret Lehmann and Bruce Munday from Dry Stone Wall Association.

Partnership with University of Adelaide

- University of Adelaide has secured funding from Australian Research Council (ARC) to undertake cross-disciplinary studies in McLaren Vale and the Barossa.
- The studies will develop methodologies to support the national and world heritage nominations.

ENGAGEMENT AND PROMOTION

Building partnership with University of South Australia and Flinders University

- The School of Environment at Flinders University has shown keen interest in participating in the project through research and technical assistance to host Geographic Information System (GIS) data.
- The University of South Australia has assisted the bid through hosting events, at the Hawke Centre, involving James Rebanks (June 2014) and Professor Amareswar Gala (April 2014).

Engagement with International Council of Monuments and Sites (ICOMOS)

- The Project Manager self-funded a trip to Italy in November 2014 to attend ICOMOS meetings in Milan and Florence to present a paper at the 18th ICOMOS General Assembly and Scientific Symposium (with the theme Heritage and Landscape as Human value) in Florence.
- During her time in Italy, she also visited three World Heritage listed agricultural sites and gathered important information to inform the bid.
- A short article on the case for the World Heritage Listing of the Barossa/Mount Lofty Ranges was published in *Historic Environment* (Volume 26 Number 2 -2014), Australia ICOMOS Journal.

Advisory Group meeting (10 April 2015)

The consortium councils organised a meeting between the chairs and deputies of Advisory Groups.

The Project Manager presented the components of the project plan and role of each advisory group for preparing National Heritage listing nomination.



WORLD HERITAGE BID

WORLD HERITAGE NOMINATION AS AN INTEGRATED LANDSCAPE PLANNING TOOL AND REGIONAL DEVELOPMENT TOOL

STEPHANIE JOHNSTON
B ARCH ST MURP MPIA M. ICOMOS, ADELAIDE, SOUTH AUSTRALIA

The Mount Lofty Ranges Agricultural Landscape World Heritage Bid has a core ambition to underpin the landscape values by delivering real and lasting socioeconomic and environmental benefits regardless of the ultimate outcome of the proposed nomination.

MOTIVATIONS FOR WORLD HERITAGE LISTING

- Celebration of heritage value
- SOS: Saving of heritage
- Quality logo and branding
- Place-making tool

Figure 1: Rebanks (2010) identified four kinds of motivation for World Heritage listing.



Figure 2: Spanning the world renowned Barossa Valley, Adelaide Hills and McLaren Vale wine regions in South Australia, the (agri)cultural landscape encompasses a visually appealing mosaic of cultivated and pastoral areas, timber plantations, and new and old native forests visually punctuated with colonial settlements and transport routes. Photograph courtesy of Dragan Rodocaj.

Project Steering Group
Comprising Mayors and CEOs of the participating Councils - meets a few times a year to endorse the Project Plan

Project Management Group Comprising Council representatives and key stakeholders who meet regularly to manage the Project Plan (and its implementation)	Project Manager Works with the Project Management Group and liaises between all groups to implement the Project Plan
Heritage Advisory Group	Economic Advisory Group
Landscape Advisory Group	Community Advisory Group
Aboriginal Advisory Group	Management Advisory Group

Figure 3: Based on UNESCO's World Heritage Resource Manual, the bid's governance structure encompasses a Project Steering Group, a Project Management Group, and six advisory groups made up of locals and experts.

New identity destination image	Media value	Culture and creativity	Education
High quality of life	Cultural space / new interpretation	Regeneration	Professionalism of heritage USP
Coordinating investment through strategy	Better/worse services	Business	Quality infrastructure

Figure 4: The Project Management Group is using the list of twelve potential opportunities for benefits identified by Rebanks (2010) as the reference point for tracking socioeconomic benefits that might arise from inscription. Source: Rebanks (2010).

OUTSTANDING UNIVERSAL VALUE (OUV)

The case for Outstanding Universal Value (OUV) is based on the landscape's association with a ground-breaking 19th century model of colonisation developed by Edward Gibbon Wakefield, John Stuart Mill, Jeremy Bentham and members of the British-based National Colonization Society.

PROJECT PLAN

The bid is using best practice models to pursue listing as (i) an integrated landscape planning tool, and (ii) a stimulus for socioeconomic development. The proposed nomination aims to develop an enhanced identity for the region and to engender a program of research, actions and investment to fundamentally influence its future socioeconomic trajectory.

WORLD HERITAGE NOMINATION AS AN INTEGRATED LANDSCAPE PLANNING TOOL

The Mount Lofty Ranges World Heritage bid is taking a "landscape approach" to integrate the management of agricultural production with environmental conservation and to bring together numerous partners, agencies and land owners who are facing similar challenges. The bid is seen as a "no regrets" policy as the mere prospect of nomination is already influencing the way the area is promoted, managed and protected.

WORLD HERITAGE NOMINATION AS A REGIONAL DEVELOPMENT TOOL

By setting clear socioeconomic and environmental objectives, the Mount Lofty Ranges nomination is putting in place the tools to monitor and evaluate achievement of those objectives in the context of a future strategic management framework involving local communities.

CONCLUSION

The pursuit of World Heritage designation based on South Australia's unique colonial history and (agri)cultural heritage aims to develop an enhanced identity for the region that will influence its economic, cultural and environmental trajectories regardless of the outcome of the proposed nomination.

The choices being made are quite profound, and have the potential to build on 175 years of colonisation history—and some 40,000 years of Aboriginal heritage—to shape this rich and productive cultural landscape for generations to come.



Figure 5: Painting by Donitt Black, The Olive Plantation, 1946, reproduced courtesy of the Art Gallery of South Australia.

www.mountloftyranges.org/

Figure 2- Banner for Poster presentation at 18th ICOMOS Conference, Florence, Italy

AWARDS, EVENTS AND PROJECTS

PLANNING INSTITUTE OF AUSTRALIA (SOUTH AUSTRALIAN CHAPTER) AWARDS

The Mount Lofty Ranges World Heritage Bid received a commendation in the Best (Large) Planning Idea Award at the South Australian Planning Institute Awards in November 2014.

The judging panel acknowledged the bid as an innovative initiative that provides a unique opportunity to assist integrated planning and development at the landscape and regional level.

FORTHCOMING EVENTS

Australia ICOMOS National Conference (5-7 November 2015)

The Project Manager is proposing to host a field trip to Mount Lofty Ranges for the Australian ICOMOS Committee and ICOMOS members to gain support for the bid.

ICOMOS is the body that assists UNESCO in reviewing the project bids for World Heritage Status. ICOMOS cannot advocate on behalf of the project but can provide advice and guidance in preparing the World Heritage Bid.

FORTHCOMING PROJECTS

Mount Lofty Ranges scenic quality evaluation (May - June 2015)

Dr Andrew Lothian of Scenic Solutions is preparing a study to measure and map the scenic quality of Mount Lofty Ranges.

The study would provide understanding of the factors that contribute to the scenic attractiveness and measure the level of scenic attractiveness in different parts of the ranges as viewed by community participants.

The study would inform measures to protect, manage and enhance the scenic qualities of the Mount Lofty Ranges.



CONCLUSION

SUMMARY OF ACHIEVEMENTS

The advisory groups, comprising of highly skilled and experienced pro-bono members, celebrated one year of establishment on 10 April 2015 at the Advisory Groups Chairs workshop. The advisory groups are keen and enthusiastic to provide their support to the project and assist with the National Heritage listing nomination.

Stakeholder engagement progressed through an industry-sponsored presence on the City of Onkaparinga stand at the Royal Adelaide Show, a Landscape Symposium at the Waite Institute, and a seminar on intangible heritage sponsored by Horse SA. The project was showcased to an international audience through a display and Project Manager's attendance at the 18th ICOMOS General Assembly and Scientific Symposium in Florence, around the theme 'Heritage and Landscape as Human Values'.

We are building partnership with the Universities in South Australia predominantly with University of Adelaide. University of Adelaide is undertaking a project that would develop a methodology for World Heritage nomination.

NEXT STEPS

In the forthcoming months, we would be exploring the possibility of transitioning into a new governance structure that would facilitate funding from corporations and industry bodies. Another key focus area would be engagement with the land owners, state government and federal government.

We would build on the feedback and support of advisory groups. The heritage advisory group and landscape advisory group would assist in preparing the draft nomination for National Heritage Listing. The aboriginal advisory group would provide advice on the aboriginal values, stories and sites.

The management advisory group would assist in understanding the potential implications of the EPBC act and sovereignty issues if the site is National Heritage listed. The economic advisory group would assist in identifying the qualitative and quantitative economic values for the landscape. The community advisory group would assist with on-ground engagement with the landowners.





Piccadilly Valley, Adelaide Hills – photographer: Dragan Radocaj

UNIQUE. UNSPOILT. WORLD CLASS.

IT'S A BEAUTIFUL AFTERNOON
IN THE ADELAIDE HILLS.
YOU'RE ENJOYING A GLASS OF
FINE LOCAL WINE, PREMIUM
CHEESE AND THE BEST IN
LOCAL PRODUCE. THE FOOD,
THE WINE, THE SCENERY...
ALL WORLD CLASS.
SHOULDN'T WE
MAKE IT OFFICIAL?

The Adelaide Hills, from the Barossa to the Fleurieu, is cherished and enjoyed by South Australians and the thousands who visit each year.

Spanning the world-renowned Barossa Valley, Adelaide Hills, McLaren Vale and Fleurieu Peninsula, the Mount Lofty Ranges Agrarian Landscape is one of Australia's most distinctive food, wine and tourism regions.

Excitement is building as South Australia launches a bid for UNESCO World Heritage listing in an effort to internationally recognise our agricultural landscape as being of 'outstanding universal value'.

The bid is based on the region's utopian origins as the first place in the world to apply the principles of 'systematic colonisation' - where development was planned according

to detailed surveys rather than the usual 'everyman for himself' approach.

World Heritage status will help protect, preserve and promote the region, securing its future. It also has the potential to significantly boost the viability of agriculture and tourism, creating jobs and a wealth of economic opportunities.

The bid is supported by six councils in partnership with the University of Adelaide, RDA Barossa and the McLaren Vale Grape Wine and Tourism Association and is underpinned by the state government's strategic priority of 'premium food and wine from our clean environment'.

We think our region is world class, how about you?
www.mountloftyranges.org

mount
lofty
ranges

WORLD
HERITAGE
BID

Figure 3a- Promotional flyer (page 1) highlighting potential benefits of World Heritage Listing

THE POTENTIAL BENEFITS OF WORLD HERITAGE LISTING

<p>RAISE GLOBAL PROFILE</p> <p>Global branding and PR boost</p>	<p>Biggest branding opportunity the region will ever have</p> <p>Barossa, Adelaide Hills, McLaren Vale and Fleurieu brands will become more powerful around the world</p> <p>Clear narrative of global significance underpins provenance of food and wine products</p> <p>Global quality marks matter in Asian markets</p> <p>UNESCO brand endorsed by 190 countries</p>
<p>INCREASE VIABILITY OF FARMING</p> <p>Premium and 'uber-premium' value-add</p>	<p>Higher financial returns per worker, per hectare and per megalitre of water</p> <p>Contemporary resonance for farming and viticulture</p> <p>Integrated and coordinated planning of landscape and infrastructure</p> <p>Sustain a working, evolving landscape under local planning controls</p> <p>Promote economic, aesthetic and cultural values of landscape</p> <p>Protect and enhance natural resources</p> <p>Reinforce SA's 'clean and green' food and wine image</p>
<p>UPGRADE TOURISM ECONOMY</p> <p>Cultural tourism and story-telling</p>	<p>Cultural tourism will become a growth sector</p> <p>Attract international visitors</p> <p>Attract higher spend and longer stay</p> <p>Improve products and experiences</p> <p>Drive, ride, walk, drink and eat in the landscape</p> <p>Stimulate agritourism enterprise</p> <p>Link KI to the Flinders with the Heysen trail and road route through a World Heritage area</p> <p>Economic benefits shared equally with City of Adelaide as the 'gateway'</p>
<p>ATTRACT INVESTMENT</p> <p>Raise profile with investors</p>	<p>Point of difference to other food and wine regions</p> <p>Attract investments, grants and funding in local infrastructure</p> <p>Encourage unique and high quality architecture and design</p> <p>Increase leverage for federal funding</p> <p>Attract funding to primary production</p> <p>Attract interstate and overseas investors</p>
<p>ATTRACT AND RETAIN TALENT</p> <p>Attract talent to Adelaide and region</p>	<p>Focus on livability for a highly skilled workforce</p> <p>Increased employment options and opportunities to retain local talent</p> <p>Sense of identity as an investment location</p> <p>Education, learning and cultural benefits</p> <p>Reinforce positive heritage perceptions of Adelaide</p> <p>Creates a sense of place and becomes a place-making tool</p>
<p>BUSINESS OPPORTUNITIES</p> <p>Catalyst effects for business</p>	<p>Partnerships for economic and cultural development</p> <p>New visitor attractions</p> <p>New visitor experiences</p> <p>Tour Down Under spin-offs</p> <p>High value itineraries and packages</p>
<p>JOIN AN ELITE GLOBAL CLUB</p> <p>Global partnerships</p>	<p>Overseas partners in agriculture and tourism</p> <p>Worldwide showcase for innovative agribusiness</p> <p>Collaborative research with overseas universities</p> <p>International spotlight on rural heritage</p> <p>Access to international fundraising programs</p>



Figure 3b- Promotional flyer (page 2) highlighting potential benefits of World Heritage Listing