

## WELCOME TO THE WINTER 2017 EDITION OF THE MOUNT LOFTY RANGES WORLD HERITAGE BID NEWSLETTER.



*City of Onkaparinga Heritage Planner Divya Bali with the national nomination.*

### National Heritage Nomination

The Mount Lofty Ranges Bid consortium of ten councils submitted our national heritage nomination to the federal Department for Environment and Energy in mid-February. Letters of support were provided by key wine, tourism, and cultural organisations, including state umbrella bodies the South Australian Wine Industry Association, the History Council of South Australia and the Adelaide and Mount Lofty Ranges Natural Resources Management Board.

Corporate and community leaders who provided letters of support included Barossa Grape and Wine, Adelaide Hills Tourism, McLaren Vale Grape, Wine and Tourism, Maggie Beer, Margaret Lehmann, Jacob's Creek owners Pernod Ricard, Seppeltsfield Winery, Jurlique International, Coriole Vineyards and many more.

Unfortunately the state environment minister failed to provide written support for the national nomination in a timely fashion, however the bid consortium is in the process of securing a letter from the state government to the federal government which will include an offer of technical support for developing the next phase of the project - World Heritage nomination.

We will also undergo discussions with all members of Cabinet to build better understanding of the amount of work and investment conducted by the consortium to date, the extent of community support, and the cultural, environmental and economic motivations behind our long-term ambition for Unesco World Heritage recognition.

State government support is an important factor in the federal government decision-making processes, so we will be working hard to secure multi-partisan support ahead of the 2018 state election.

### Event at Parliament House, Canberra

At the instigation of the Member for Mayo Rebekha Sharkie, MP, a highly successful cocktail function was held at Parliament House in Canberra in late March, to which state and federal politicians, corporate supporters and heritage sector advocates were invited.

Attended by over 100 politicians, staffers and supporters, the event showcased the Mount Lofty Ranges World Heritage Bid, and the Heysen Foundation initiative to build a cultural centre

continued on 2 ...



*From left: Mayor Spragg, Stephanie Johnston, Mayor Ferguson, Mayor Rosenberg, Rebekha Sharkie, Adam Mrotek and James Sexton at the Canberra event.*

continued from 1 ...

at The Cedars, Hahndorf.

Outgoing Project Steering Group (PSG) Chair Mayor Rosenberg spoke at the event, and the SA Minister for Tourism and Agriculture Leon Bignell responded. Meetings were held with senior advisors to Minister Josh Frydenberg, and with senior members of the federal Department for Environment and Energy, to build awareness and understanding around the basis of the national nomination, national assessment processes and the process

for nominating a place for Tentative World Heritage listing. We also sought advice on future roles and partnerships with the Department of Environment and Energy. The event was supported by Maggie Beer Products, Jurlique International, Jacob's Creek/Pernod Ricard, Peter Lehmann Wines/Cassella Family Brands, the Lenswood Coldstores Cooperative, Beerenberg, Woodside Cheesewrights, Bird in Hand, The Lane Vineyard and Coriole Winery, whose products were all on display.

## Adelaide and Mount Lofty Ranges NRM workshop

A workshop held with the Adelaide and Mount Lofty Ranges Natural Resource Management (NRM) Board in late February was attended by outgoing PSG Chair Mayor Lorraine Rosenberg, incoming Chair Mayor Bill Spragg, Professor Randy Stringer from the University of Adelaide's Global Food Studies Centre, and members of the project management team.

NRM Board members raised questions around the basis for the nomination, and put forward arguments for the inclusion of the role of the geomorphology of the region in shaping its Aboriginal and European history.

Alignments between the nomination area and bid objectives, and the NRM Board boundaries and NRM Plan were highlighted, in particular the facilitation of co-ordinated planning around landscape management and economic development.

A subsequent letter from NRM Board Chair Chris Daniels has confirmed the Board's desire to participate in the governance and implementation of the world heritage nomination phase of the project.

## Post project evaluation and scoping of the next stages

A number of industry and community groups who felt unable to speak for their constituents at the time of the submission deadline never-the-less encouraged the bid consortium to continue with our endeavours.

An internal post-project evaluation of Stage One advocated ongoing engagement with those groups, with all tiers of government, and with the corporate sector to build and broaden support for the next phase of the project.

The review also examined how successfully project management practices kept the project on track to achieve its objectives in a timely fashion.

Successes and achievements were identified, as well as those techniques and approaches that didn't work so well. The review also recommended surveying project advisory group members for their views on the strengths and weaknesses of the implementation of Stage One.

continued on 3 ...



*The diverse produce of the region's many corporate and family brands was on display at the Canberra event.*



*The bid consortium is working to secure multi-partisan support at all levels of government. From left: James Sexton, Nick Xenophon, Mayor Rosenberg, Minister Leon Bignell and Rebekha Sharkie at the Canberra event.*

continued from 2 ...

A further scoping exercise outlined the objectives for future stages of the project, and identified project activities for the forthcoming transition phase from national heritage listing nomination and assessment to UNESCO nomination.

## Advisory Groups Acknowledgement

The national heritage nomination benefited from an enormous number of hours of pro bono contribution from highly qualified members of the project's six expert advisory groups over the past three years. We thank all those who contributed for their input, and invite group members to celebrate the milestone of National Heritage nomination at a lunch at the Uraidla Hotel on Thursday 25 May. Professor Randy Stringer will be the guest speaker. If you would like to attend, please contact Project Manager Stephanie Johnston on 0400 738 844 or email [stephaniejohnston@adam.com.au](mailto:stephaniejohnston@adam.com.au).



*Project Steering Group and Project Management Group members celebrate the national nomination milestone at Stirling.*

## Spring Boardroom Lunch

Corporate sector and local business support is becoming an increasingly important element of the Bid, so to further those relationships and possibilities, Jurlique International will host a spring boardroom lunch at Ukaria Cultural Centre, to which corporate and business friends and potential supporters will be invited. If you are interested in this initiative please contact Stephanie Johnston on the contacts provided above.

## Australia ICOMOS NSC Meeting and Public Seminar in November

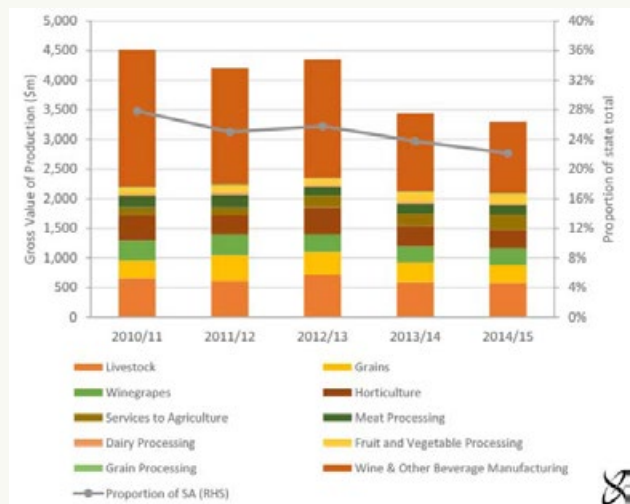
The Australia ICOMOS National Scientific Committee (NSC) on Cultural Landscapes and Cultural Routes annual regional meeting, workshops and public seminar will be held November 3-7 2017 in the Mount Lofty Ranges region, with a public seminar on the challenges of listing and managing cultural landscapes proposed for the afternoon of Friday November 5th. Friends and associates of the Mount Lofty Ranges bid will be welcome to attend.

## DEWNR-funded Adelaide University Study

An important aspect to the national and world heritage nominations are the supporting research and supporting projects that need to occur in tandem with the formal nomination process. One such project is the University of Adelaide research into "The roles of Agricultural Biodiversity in the McLaren Vale Landscape", which was funded by the Department for Environment, Water and Natural Resources (DEWNR) with additional funding from the City of Onkaparinga. The associated technical report can be found [here](#).

## PIRSA-funded economic impact study

The compilation of baseline economic data and monitoring of economic trends in the region's tourism and agriculture sectors is being undertaken by Dr. Julian Morison of Econsearch, in consultation with the bid's Economic Advisory Group (EAG). The final version of that report will soon be made public through the bid website. However, what started out as a question about the potential economic benefits of UNESCO inscription, is now becoming a question about the likelihood of maintaining the region's landscapes and securing its food, wine and tourism economy *without* something like World Heritage listing becoming a catalyst for a change in course. It is considered that without such an intervention, the current declining trends in the region's economy will likely continue. The EAG sees developing and maintaining a comprehensive set of quantitative economic data as useful for the bid as well as being consistent with the recommendation of the Rebanks (2011) report "World Heritage Site status – Is there opportunity for economic gain?" that "those sites that go through a detailed process of consultation and strategy development looking at what WHS status will mean for their communities and economy tend to be the sites that go on to deliver these benefits." Econsearch will be conducting a survey across the region in June to assist with the compilation of the necessary data, and we encourage our newsletter readers to participate and share that survey.



Gross Value of Production of agriculture and agricultural processing, MLR WH Bid region, 2010/11 to 2014/15  
Source: Econsearch, 2017



We thank all our supporters for your continued support of our endeavours and we look forward to bringing you a further update in the spring.