

PURSUING WORLD HERITAGE LISTING AS A REGIONAL DEVELOPMENT TOOL



Marc Salver & Stephanie Johnston
On behalf of the Mount Lofty Ranges World Heritage Bid – Project
Management Group

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Abstract

It is well known that peri-urban areas are regions under threat from economic decline, fragmentation of agricultural land and urban expansion. In order to address these issues, six (soon to be eight) peri-urban and rural councils are collaborating with the University of Adelaide to pursue World Heritage listing of the region's agricultural landscapes. The primary objective is to obtain this world-renowned brand to put the region and its products on the world stage. UNESCO listing is considered to be the single biggest marketing, branding and economic development opportunity for primary producers, tourism operators and businesses in the region.

The high quality (agri)cultural landscapes of the Mount Lofty Ranges in Adelaide, South Australia are the product of a unique history of systematic colonization which has resulted in a distinct economic, social, cultural and agricultural system. The region spans the world-renowned food and wine regions of the Barossa Valley, Adelaide Hills and McLaren Vale. A bid for World Heritage listing of the landscape is inspired by ground-breaking UNESCO listings of agricultural and viticultural landscapes in Alto Douro, Portugal, Val D'Orcia, Tuscany, Tequila, Mexico and the Philippine Cordilleras. If World Heritage status is achieved for our agrarian landscape, it will be the first in Australia and the southern hemisphere of its kind, making it a significant economic development tool and driver for the region.

A key motivation behind the Mount Lofty Ranges World Heritage Bid is to offer a unique opportunity for farmers, businesses and residents of the ranges to collectively shape a more sustainable "provenance-based" economy based on uniqueness, authenticity, and a distinct sense of place, identity and culture. World Heritage listing will enable the region to engage with the rest of the world from a position of confidence, selling distinct products and services at added value based on their provenance. A key premise for the bid is the question: "Do we embrace our unique (agri)cultural heritage, promote it, and celebrate it for our parents, for our children and for the world? Or do we allow our agricultural landscape to predictably and monotonously evolve to become like every other peri-urban area in the world?"

The project Feasibility Study (Johnston et al, 2012) and related Economic Impact Report (EconSearch, 2012) called attention to the diverse contributions agriculture makes to the cultural, social and environmental life of the region, not simply the economy. Evidence suggests that these contributions are not well understood, seldom analysed in the context of the region's development and rarely reflected in local planning and development policy or land management practice.

In collaboration with the University of Adelaide, the Mount Lofty Ranges World Heritage Bid Project Management Group (refer to **Figure 2** - Project Governance Structure) is using best practice models to pursue WHS listing as a stimulus for socio-economic development and sustainable land management practices. The proposed nomination aims to develop an enhanced identity for the region and to engender a program of research and actions to fundamentally influence its future economic trajectory.



Introduction

The Mount Lofty Ranges of South Australia forms an outstanding example of a working agricultural/agrarian landscape that was established in the 1830's and has evolved as a direct result of a radical shift in emigration policy in an expanding British empire. South Australia was the first place in Australia, and indeed the world, to fully apply the principles of systematic colonisation.

Applying World Heritage Site (WHS) status to this region would conserve the area's unique agrarian qualities, not just for future generations of Australians but also for the world. Not as a museum, but as a working, growing, changing landscape under local planning control.

In May 2010 four Councils within the Mount Lofty Ranges, namely the Adelaide Hills Council, Barossa Council, Mount Barker District Council and the City of Onkaparinga, contracted the University of Adelaide to investigate the feasibility of making a bid for World Heritage listing for the contiguous working agrarian landscape of the Adelaide Hills, the Barossa Valley, Mount Barker and McLaren Vale. In 2014 two additional councils, namely the District Council of Yankalilla and Alexandrina Council, joined the consortium and two others, namely Light Regional and Clare & Gilbert Valleys Councils, may yet join to be a part of this iconic project.

While several land use mechanisms already exist to assist in preserving and enhancing these landscapes and their food, wine and tourism economies into the future, these mechanisms can only mitigate negative pressures. What they fail to do is provide a context that can inspire and energise agrifood businesses to keep them economically viable.

A key motivation for the Mount Lofty Ranges WHS bid proposal is to strengthen existing policies and to provide policy guidance for improving development strategies for the highly productive agricultural landscapes surrounding Adelaide. By providing a significant branding opportunity for the region and putting it on the world stage, it is envisaged that farm viability and tourism potential will be enhanced.

Within the context of existing policy mechanisms, this paper further explores the potential benefits WHS listing creates as a stimulus for socio-economic development and sustainable land management practices.



Figure 1 — Painting of the Mount Lofty Ranges agricultural landscape by Dorritt Black, *The Olive Plantation*, 1946, reproduced courtesy of the Art Gallery of South Australia.

Mount Lofty Ranges Region

Only 20 minutes from the city of Adelaide, the Mount Lofty Ranges region is renowned for its stunning natural environment and its many unique and beautiful characteristics. A cool climate and healthy rainfall fosters dramatic seasonal changes, from autumnal displays of deep red and golden yellow to winter's lush greenery and spring's striking blooms. The landscape encompasses a visually appealing mosaic of cultivated and pastoral areas, timber plantations, and new and old native forests punctuated with colonial settlements and transport routes.

Its sharply sloping hills and valleys create microclimates encouraging summer fruits to thrive alongside vineyards and small holdings. Its steep gorges lead to spectacular waterfalls. Its natural bushland is home to iconic Australian wildlife, from koalas and kangaroos to the elusive platypus, while beautiful European-style gardens sit in striking contrast to native orchids and eucalypts.

Spanning the traditional lands of the Ngadjuri, Peramangk, Kurna and Ngarrindjeri people, the Mount Lofty Ranges holds special significance as a major environmental and recreational asset. The region features some of South Australia's best known wildlife and conservation parks, numerous trails for walking and horse and bike riding and spectacular gardens to ensure residents and visitors alike can fully enjoy our wonderful environment and its amazing flora and fauna.

The potential World Heritage area is yet-to-be-defined but could stretch from the Clare Valley in the north, to the Fleurieu Peninsula in the south, a distance of around 250 kilometers. The property may eventually encompass one contiguous area, or it may be defined as a series of exemplary cellular sites. In line with the World Heritage Resource Manual (UNESCO 2011), the final nature of the property and its boundaries will be based on the determination of OUV and the selection of the criteria to be addressed.



A Region under threat

The high quality (agri)cultural landscapes of the Mount Lofty Ranges are the product of a distinct economic, social, cultural and agricultural system under threat. In a framework of uncertainty and global change (climate change, demographic growth and economic uncertainty), these rural systems are especially vulnerable to physical impacts (drought, rising temperatures, water salination and extreme weather events), economic volatility and the pressures of urban expansion. ABS Agricultural Census data indicates, at the broadest level, a general decline in the area of land used for agricultural purposes in the region. The average rate of change in each of the Local Government Areas (LGAs) was a decline of between 1 and 2 per cent, averaging 1.6 per cent per annum.

Observations about the increasing number of sub-commercial agricultural properties and declining average property size are consistent with analyses of population growth and rural dwelling construction. They are also supported by data describing land division activity across South Australia. Unpublished analysis of so-called ‘boundary realignments’, where parcel boundaries are shifted but no new allotments created, suggests this activity is heavily concentrated in the Outer Metropolitan region of Adelaide. Anecdotal evidence from land use planners in Local and State government suggests that this type of land division is used to create an increasing number of rural lifestyle allotments. The corollary of this is a declining number of commercial scale farming properties which results in a further decline in rural productivity.

Collectively, all of this data points to a steadily fragmenting and shrinking agricultural land base across the Mount Lofty Ranges region, with practical implications for remaining primary producers. If the current trend of lost agricultural land were to continue, the total Mount Lofty Ranges region would continue to lose around 15 per cent of agricultural land per decade. It is this trend that the WHS Project seeks to turn around by providing a mechanism to ensure the viability and sustainability of the agricultural sectors into the future.



A Case for World Heritage Listing

The United Nations Educational, Scientific and Cultural Organization (UNESCO) seeks to encourage the identification, protection and preservation of cultural and natural heritage around the world. The UNESCO World Heritage List recognises both natural and cultural properties or sites deemed to be of ‘Outstanding Universal Value’ (OUV) to humanity. OUV implies that their significance is so exceptional that it transcends national boundaries and is of common importance for present and future generations.

While the case for Outstanding Universal Value (OUV) of the Mount Lofty Ranges (agri)cultural landscape is based on the historic heritage values associated 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”, other values, such as aesthetics, bio-cultural diversity, Aboriginal culture and agricultural production help build the case for nomination.

The Mount Lofty Ranges agrarian landscape tells the story of human interaction with the land and the industries that have prospered and the settlement patterns that have emerged. In unusually close proximity to a capital city, the working agricultural landscape evolved as a result of a radical shift in emigration policy within an expanding British empire. Aiming for long-term sustainability and resilience, rather than short-term profit of its founders, the systematic colonisation of South Australia signified a turning point in the colonisation of Australia, and, indeed, the world.

Previous models of colonisation had been characterised by enforced labour and unregulated land acquisition but the model of systematic colonisation was based on:

- Assisted migration of **free** settlers
- **Equal** proportions of men and women
- **Minimum** price set for land sales
- **Containment** of settlement
- Detailed **surveying** of town and country landholdings ahead of sale

The theory of systematic colonisation was advanced by Edward Gibbon Wakefield and promoted in London by two of the greatest philosophers of the 19th-century, John Stuart Mill and Jeremy Bentham, through the Colonization Society. The society's principles were enshrined in the laws that established South Australia. In tandem with the town surveys of the National Heritage-listed Adelaide City Layout, the rural surveys of the 1830s throughout the Mount Lofty Ranges provide enduring testament to that colonisation story. The colonisation system continues to be reflected in the contemporary landscape, settlement patterns and evolving rural land use policies of the Mount Lofty Ranges region and forms the fundamental basis of the bid.

A Partnership Approach

The project is a collaborative partnership of six Councils (soon to be eight) within the Mount Lofty Ranges, namely the Adelaide Hills Council, Alexandrina Council, Barossa Council, Mount Barker District Council, District Council of Yankalilla and the City of Onkaparinga, and the University of Adelaide and Regional Development Australia (RDA) Barossa. Two additional councils may join in the near future, namely Light Regional and Clare & Gilbert Valleys Councils, to be a part of this iconic project. Further, a number of Advisory Groups comprised of independent community members and representatives of relevant stakeholders have been established to assist with the required research for the World Heritage Bid documentation. **Figure 2** below shows the Governance Structure for the Project, which includes an independent Project Manager, namely Ms Stephanie Johnston.





Figure 2: Governance Structure for the WHS Project

The bid has brought together numerous partners, agencies and community groups that are already involved in landscape planning and landscape management throughout the Mount Lofty Ranges wine and agricultural regions who are facing similar challenges in terms of agricultural planning, tourism, recreation and environmental policy.

Contemporary theory puts community ownership and responsibility at the centre of natural resource management. It also advocates taking a “landscape approach” which transcends land and water boundaries, and which integrates the management of agricultural production with environmental conservation. The Mount Lofty Ranges Bid is reinforcing these policy directions across government agencies and other bodies, while involving the community in their formation. In this way, the pursuit of the bid is seen as a “no regrets” policy, as the mere prospect of nomination is already influencing the way site is managed and protected.

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

Pursuing World Heritage nomination as an integrated landscape planning tool

World Heritage listing for agrarian landscapes is very rare, and rarer still for working agrarian landscapes. The Val d’Orcia in Tuscany is one example. So are Portugal’s Alto Duoro Valley, Hungary’s Tokaj wine region, and Mexico’s famous tequila-producing area of Jalisco.

World Heritage experts acknowledge that ‘conservation’ and ‘preservation’ are probably the wrong terms to use when discussing a moving target such as a dynamic and complex working agricultural landscape (Cook, 1996). They argue that any attempt to freeze an agricultural landscape as a museum object or an heirloom, in some present state or moment in the past, will condemn it. They also point out

that agricultural landscapes have tangible and intangible value for the contemporary world, and recommend that priority should be given to listing unique agricultural landscapes that are in danger of being forever lost and those that show promise for sustaining present and future populations (Erickson, 2001).

It might be argued that the existing policies, such as the protection of primary production areas in regional planning policy, and the recent introduction of “character preservation” legislation to restrict land division in the region are sufficient mechanisms to turn around the significant ongoing trends of agricultural land loss. It could also be argued that an investment program on its own would produce significant benefit. But time has demonstrated that a ‘business as usual’ policy stance will not secure the economic viability of the agricultural landscape of the region. A deliberate decision is required to engender a shift in public policy and in private behaviour. A bid for WHS listing may provide an engine for such a shift. Further, it is considered that regions such as this require some kind of impetus, a new vision if you like, in order to add new life to their economies thereby securing their viability and sustainability into the future. This WHS Project presents the biggest marketing and branding opportunity that if leveraged to its full potential, will enable farmers, business owners and tourism operators to put their products and the region on the world stage.

James Rebanks, a leading economist and adviser to UNESCO, undertook an assessment of 878 World Heritage Sites found that the motivation for WHS inscription fell into four broad categories:

- **A celebration designation:** Places that see the designation as a ‘celebration’ do not use it to achieve socioeconomic impacts; preserving the heritage was the achievement, WHS the reward.
- **A heritage ‘SOS’ designation:** Places that want it as an ‘SOS’ to save heritage, go on to try and do just that – save heritage - and the results are efforts to preserve heritage.
- **A marketing/quality logo/brand:** Places that want the designation for marketing or branding go on to use it in their marketing and branding with little additional activity other than the development of tourism.
- **A ‘place-making’ catalyst:** Only the ‘place-making’ WHSs use it to generate wider socio-economic impacts and fundamental change to communities and places. (This view treats WHS status as a powerful catalyst for economic development using heritage as a tool to develop powerful new identities for places, and powerful programs to change places fundamentally.)

It was only a very small minority of sites that perceived WHS status as being as a tool for socio-economic impact and for those sites that do not seek it, there is no direct correlation between inscription and economic growth. That is, there is no ‘free lunch’ from simply getting the designation. However, if WHS designation is used to support programs for changing places and communities it can be and has shown to be a powerful catalyst to achieve those socio-economic outcomes.



Pursuing World Heritage nomination as a regional development tool

The bid's feasibility study concluded that WHS designation could stimulate higher economic growth (as detailed earlier in this paper) in the region by boosting producers' global competitiveness (e.g., branding opportunities), supporting continued development of high-value primary production, and attracting investment.

Extensive analysis of direct benefits-to-costs in the study's economic impact report showed strong potential returns for low-, medium- and high-growth scenarios if WHS listing is achieved (taking note of uncertainties in generating such estimates), and real benefits even if it is not. By placing high value on character- and heritage-conserving innovation, the process of mounting the bid could help create a more resilient development path for the Mount Lofty Ranges region, and help reverse trends of agricultural land loss. The study confirmed that existing zoning and legislation would not ensure the economic viability necessary to retain the region's rural character and valued (agri)cultural landscapes in the long term.

An Economic Advisory Group (EAG) was established comprised of primarily independent community members and stakeholders. The role of the EAG is to create a framework for quantitative measurement of economic impact based on the understanding that developing and maintaining a comprehensive set of quantitative economic data could be useful for the bid's capacity to deliver economic outcomes. According to Rebanks (p.36):

"...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 onto to deliver these impacts."

The EAG has identified the need for baseline data to track the performance of the economies of (i) the individual local government areas (LGAs); (ii) the Mount Lofty Ranges region as a whole; and (iii) the rest of South Australia (reflecting, for the most part, the economy of the Adelaide Central Business District). The aim is to generate indicators (jobs, unemployment, visitor expenditure) and update them over time using data from a range of mainly published sources such as the Australian Bureau of Statistics, the Australian Tax Office and Tourism Research Australia. As well as published data, the EAG has determined to monitor businesses in the region likely to benefit from WHS designation and visitor centres. This type of primary data collection requires early identification of the businesses and visitor centres and identification of the data related to visitor numbers and expenditure, along with questionnaire design and the development of a process to collect, collate and record the data.

Acknowledging that WHS designation rarely delivers the impacts by itself, and that it is difficult to tease out the degree of impact that WHS status has achieved, the EAG suggests establishing a detailed and agreed baseline of the economic performance of the region. This will facilitate the task of using the data and teasing out the WHS impact and enable the quantitative economic data collection to make a positive contribution to the bid outcomes.

Additionally the EAG suggests using the list of twelve potential opportunities for benefit identified by Rebanks as the reference point for tracking other socio-economic benefits that might arise from WHS inscription (refer to **Figure 3** below).



Source: Rebanks, 2010

Figure 3 -- Contributing framework for measuring socioeconomic benefit of World Heritage Site designation.

The final framework for measuring the socio-economic impact of (i) pursuing WHS listing and (ii) successfully attaining listing is still being developed and will likely include the tracking of other potential benefits including the attraction of talent to the region and the generation of global partnerships and collaborative research in areas such as agriculture, tourism and wellbeing.

Potential Benefits of UNESCO World Heritage Listing

While UNESCO listing is not a guaranteed panacea to all the challenges facing the region, it does offer the potential of being a 'rising tide that lifts all boats'. UNESCO recognition is, quite simply, the biggest branding opportunity the greater Adelaide region will ever have, as the economic projections show that 50% of the economic benefit of UNESCO listing would go to Adelaide CBD businesses involved in the food, wine and tourism sectors. If industry and government fail to take up the idea, it is likely to represent a lost opportunity for the state's important food, wine and tourism sectors. Failure to underpin and enhance the multiple values provided by Adelaide's agricultural hinterland through all available means will only augment the ongoing threats to our region's long-term sustainability.

In essence there are a number of potential benefits from WHS listing including, achieving a global profile and thereby being able to access premium markets for sale of products and attracting tourists, and resulting in business innovation and smarter farming practices. Other benefits include:

- Creating more jobs - an economic driver for the whole state
- A PR boost for the regions world-class food, wine and tourism destinations
- Resulting in premium and 'high-value niche' value-add to export products
- Raising the region's profile with overseas investors and visitors
- Stimulating agribusiness and tourism innovation
- Attracting investment to regional infrastructure
- Increasing the financial return per hectare of land for farmers
- Strengthening resilience in the face of drought and fire risk
- Supporting 'red tape' reduction for farmers and businesses
- Enhancing and complementing the planning policy reform
- Business catalyst effects and spin-offs globally and locally

Economic Benefits

Areas within 100kms of the Adelaide GPO consistently generate around 25% of South Australia's total farm-gate value of production, much of it from high value horticulture, winegrape and livestock industries. This distinctive pattern of production is due to a combination of favourable natural resources and climate, major investments in infrastructure, and good access to labour, transport and support industries. Very few parts of the State enjoy this combination of factors.

These same areas also present important opportunities for adapting to the impacts, risks and uncertainties of climate change, water scarcity, 'peak oil' and a carbon-constrained economy. Within this region, SA's farm-sector and food supply are buffered from external shocks by the high rainfall, cool climate conditions of the Mount Lofty Ranges, by access to multiple water resource options, including recycled urban wastewater, and by proximity to a major market and national freight network.

The Mount Lofty Ranges' economy is dominated by agriculture and the required supporting industries. Estimates of the economic contribution of the agriculture value chain to the regional economies in 2009/2010 are presented below. The following stages in the value chain have been included in the direct economic impact:

- the direct value of agricultural output (gross value of production)¹; and
- downstream impacts, including the net value of local agricultural products processing, and the net value of local retail and food service (e.g., hotels and restaurants) trade in these products.

The flow-on economic impacts (indirect effects) are the impacts felt in the input supply industries (transport services, fuel, merchandising, business services, etc.) and the industries supplying the goods and services to the households of employees in the agriculture value chain. The direct and flow-on effects of regional agriculture were estimated in terms of GRP and full time equivalent (fte) employment. Estimates of these indicators for the four regional economies are detailed in the following tables.

Clearly, the agricultural value chain is a significant contributor to each of the four regional Council economies. Across the whole Mount Lofty Ranges regional economy, the agricultural value chain generated over \$1.4 billion in GRP (35 per cent of the regional total) and nearly 14,200 jobs (38 per cent of the regional workforce).

Table A: Gross Regional Product attributable to Agriculture (\$m)

Region	Direct	Flow-on	Total
Adelaide Hills	160	125	285
Barossa	435	275	710
Mount Barker	75	65	140
Southern Onkaparinga	195	120	320
Total Region	865	585	1,455

Source: EconSearch 2012

¹ Value of output is a measure of the gross revenue of goods and services produced by commercial organisations (e.g. farm--gate value of production) and gross expenditure by government agencies. Total output needs to be used with care as it can include elements of double counting when the output of integrated industries is added together (e.g. the value of winery output includes the farm--gate value of grapes).

Table B: Employment attributable to Agriculture (fte jobs)

Region	Direct	Flow-on	Total
Adelaide Hills	1,690	1,285	2,975
Barossa	3,365	3,020	6,385
Mount Barker	785	680	1,465
Southern Onkaparinga	1,950	1,400	3,345
Total Region	7,790	6,385	14,175

Source: EconSearch 2012

In total, across the whole Mount Lofty Ranges regional economy, tourism generated over \$203 million in GRP (almost 5 per cent of the regional total) and more than 2,500 jobs (just under 7 per cent of the regional workforce).

Table C: Gross Regional Product attributable to Tourism (\$m)

Region	Direct	Flow-on	Total
Adelaide Hills	20	10	35
Barossa	55	25	80
Mount Barker	20	10	30
Southern Onkaparinga	45	15	60
Total Region	140	65	200

Source: EconSearch 2012

Table D: Employment attributable to Tourism (fte jobs)

Region	Direct	Flow-on	Total
Adelaide Hills	315	90	405
Barossa	835	145	980
Mount Barker	295	95	395
Southern Onkaparinga	675	105	780
Total Region	2,125	435	2,560

Source: EconSearch 2012

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Do we embrace our unique (agri)cultural heritage, promote it, and celebrate it for our parents, for our children and for the world? Or do we allow our agricultural landscape to predictably and monotonously evolve to become like every other peri-urban area in the world? (Stringer, 2012)

With a relatively low global profile the Mount Lofty Ranges can optimistically expect greater economic benefits to accrue from inscription than better-known sites. As a tourism region the Mount Lofty Ranges could expect to gain a higher proportion of the higher-yielding international tourist segment, while the benefits to the food wine and tourism economies are likely to be bolstered by the significant size of the

proposed site, and the fact that it already contains towns, settlements and a multi-layered economy. If the pursuit and management of WHS listing is as an engine of economic development (that simultaneously preserves the agricultural landscape), and if it is accompanied by adequate investment to that end, then a catalyst effect on the economy can be anticipated.

These assumptions were used to inform the EconSearch (2012) analysis that assessed the potential economic impacts assumed to be achieved over a period of 10 years following listing. The experience of existing World Heritage sites indicates that economic growth attributable to inscription is likely to be experienced mostly in the early years following inscription, with economic activity likely to plateau or at least slow after a number of years. Against a do nothing base case (no WHS designation), the impacts of three growth scenarios, detailed in the following table, were estimated:

1. **Low growth scenario** whereby there is minimal investment combined with a World Heritage overlay;
2. **Medium growth scenario** which involves World Heritage overlay with moderate funding; and
3. **High growth scenario** that involves World Heritage overlay with significant funding (e.g. more than \$100 million in infrastructure spending and landscape rehabilitation).

	HIGH	MEDIUM	LOW
South Australia			
Agriculture Gross State Product	\$280m	\$140m	\$70m
New Jobs	2,475	1,260	630
Household Income	\$130m	\$65m	\$35m
Tourism Gross State Product	\$45m	\$20m	\$15m
New Jobs	570	285	170
Household Income	\$25m	\$10m	\$5m
Total South Australia Gross State Product	\$320m	\$160m	\$85m
New Jobs	3,045	1,545	800
Household Income	\$155m	\$80m	\$40m
Mount Lofty Ranges			
Agriculture Gross Regional Product	\$195m	\$95m	\$50m
New Jobs	1,620	810	405
Household Income	\$85m	\$40m	\$20m
Tourism Gross Regional Product	\$20m	\$10m	\$5m
New Jobs	315	160	95
Household Income	\$10m	\$5m	\$3m
Total Mount Lofty Ranges Gross Regional Product	\$215m	\$105m	\$55m
New Jobs	1,935	970	500
Household Income	\$95m	\$45m	\$25m

Source: EconSearch 2012

James Rebanks suggests that any new WHS will be most effective if it has a very clear strategy that identifies the desired outcomes, and the role and function of pursuing and attaining WHS listing in delivering them. By setting clear socio-economic and environmental objectives, the Mount Lofty Ranges nomination is putting in place the tools to monitor and evaluate those objectives in the context of a WHS strategic management framework involving local communities.

Social, Environmental and Tourism benefits

In addition to the potential economic benefits to agriculture, wine and food production and tourism, studies of existing World Heritage sites around the world suggest the sites and associated regions can expect substantial impacts in the following social, cultural and environmental areas:

- Investments, grants and funding in appropriate local infrastructure.
- Unique and high-quality architecture and landscape design;
- Branding opportunities and ‘provenance premiums’ for communities and local products;
- Catalyst effects for entrepreneurial business opportunities;
- Enhanced coordination for more sustainable transport policies;
- Integrated planning, recreation and environmental policies;
- Protection of aesthetic values, heritage and wildlife habitat;
- Education, learning, community and cultural benefits; and
- Partnerships for economic and cultural development.

It is also considered that there are many potential positive benefits from achieving World Heritage status for the region’s farmers, tourism operators and businesses which include:

- Increased international interest in authentic local food, wine and tourism products;
- Increased investment in product development (for food, wine and cosmetic products as well as tourism products and services);
- Significant marketing and branding opportunities;
- Opportunities to gain the “the edge” on any competitors as a result of UNESCO listing;
- Value-adding to all links (producers and processors) in the food and beverage chain;
- Commodity pricing benefits: in 2011 co-operatives in the Cinque Terre World Heritage-listed agricultural National Park were buying organic lemons for €2.50 (£2.10) per kilogram, compared with a commodity price of €1.70-€1.80 (£1.46 – £1.55) for the same product outside the WHS/National Park – a 68% premium; and
- Increased levels of support from community and government for farming and tourism enterprises.

All of the above show that there are significant social, economic and environmental benefits to be gained from WHS listing for the region and these have been the key drivers for pursuing World Heritage Status for the Mount Lofty Ranges region.

How could other regions benefit from similar initiatives?

It is acknowledged that World Heritage Status may not be achievable for other agricultural regions around the country. However, what is within their reach is the ability to identify those aspects that make them unique (e.g. landscapes, tourist offerings, products etc.) and then to take a collaborative approach

to marketing and branding these attributes, thereby generating the region's full socio-economic potential. Key questions for all are "What makes us special and how do we leverage that?", "What is our common story?" and "What branding/placemaking opportunities exist for us?" The aim is to then define and market these assets both nationally and globally in order to unleash the untapped economic potential of the region. Embarking on such an approach will enhance and sustain regional economies and ensure that they survive and thrive into the future. It is considered that maintaining the status quo will only lead to a further decline of regional agricultural areas, including further loss of prime agricultural land and food production capacity.

Conclusion

The undeniable trend over the past half century has seen the increasing loss of productive agricultural land in the region. Reversing this trend will require multiple mechanisms. The Mount Lofty Ranges UNESCO bid is using the identification of best practice models to pursue WHS listing as a landscape planning tool for the region, and as a stimulus for regional development. The pursuit of WHS designation based on South Australia's unique planning history and agricultural 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 nomination. Whilst listing is not a guaranteed panacea to all the challenges facing the region, it does offer the potential of being a "rising tide that lifts all boats". 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 the landscape for generations to come.

Food security is also a paramount issue that needs addressing in the context of ever-increasing population growth, the impacts of climate change on food production, and declining rural/regional economies. Finding a way to enhance and strengthen such economies is crucial to securing the viability and sustainability of agricultural regions into the future. Pursuing World Heritage Status for the Mount Lofty Ranges region is considered to be the single biggest opportunity ever to present itself to achieve such a necessary goal, and should be pursued with the required determination and gusto. Not doing so will be tragedy, as *"only when the last tree has been cut down, when the last river has been poisoned, when the last fish has been caught will we then find out that we can't eat money."* (Ancient Cree Indian saying)



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National & World Heritage Listing
Catalyst for Change

Embracing our unique inheritance and promoting it for our parents, for our children and for the world

IF WE

WE CAN

AND

WHICH WILL

Tell the world our story...

1st systematic colonised settlement in the world

Surveyed in the 1830s, our agricultural landscape signifies a turning point in colonisation of the world.

Withstanding the test of time the contemporary landscape still reflects our Aboriginal and European history.

Only

15 mins from Adelaide CBD and you're there

24 out of **1,052** World Heritage sites are agricultural landscapes

Support and sustain regional agriculture

25 in Agriculture currently creates & supports nearly **two** in **five** jobs in the region

Produces **16%** of SA's agricultural value chain

16%

half the area is gone unless we stop the annual loss in productive agricultural land

25 in years

Create tourism opportunity

Immediate listing in **Fodor's** **Frommer's** **Lonely planet**

Access to higher-yielding international tourists who'll want to access and understand our story

just **5%** increase in tourist expenditure

could increase our region's economy by **10** million per annum

Stimulate our state & regional economy

1,500 More than new jobs across SA

1,260 in agriculture

More than **150M**

\$95m for the region

agriculture \$10m

tourism \$45m

agriculture \$10m

tourism \$10m

for the rest of SA