



Barossa, Light and Gawler Regional Heritage Network

Annual Plan Regional Heritage Strategy 2015-2016



Objectives & Actions

Aim 1: To maintain a strong, knowledgeable and collaborative community heritage sector for the region.

Objective	Actions	Timeframe	Status
1.1 Communicate and collaborate	<p>Bring together representatives from member groups on a regular basis to share information, ideas and resources.</p> <p>Bring together representatives of the Peramangk, Ngadjuri and Kurna people</p> <p>Review opportunities for collaboration / partnership between member groups on current activities / initiatives.</p>	<p>2014/15 Bi monthly then quarterly</p> <p>July – Dec 2015</p> <p>Annual</p>	<p>Completed Bi monthly meetings</p> <p>Bi Monthly meetings</p>
1.2 Increase membership of member groups	<p>Map out current membership status and expectations and compare.</p> <p>Conduct marketing and promotional program conveying the purpose, benefits and importance of membership in local Heritage Groups</p> <p>Develop a logo for the Regional Heritage Network</p>	<p>Sept 2015</p> <p>2015 - 2017</p> <p>Jan – June 2016</p>	<p>Tania</p> <p>Leader Heritage Highlights Monthly</p>
1.3 Volunteer Recruitment / management	<p>Meet with volunteer resource centres in the region (Gawler Council and Barossa & Light Volunteering) and establish volunteer recruitment plan. Bring together current volunteer recruitment information and initiatives in the region.</p>	<p>Jan – June 2016</p>	

Objective	Actions	Timeframe	Status
1.4. Skills Analysis and Training	<p>Complete a skills survey and / or refer to existing survey information and establish three key training areas for volunteers within membership groups.</p> <p>Consult with state heritage bodies regarding training opportunities in regional areas.</p> <p>Apply for training grants through volunteering SA and History SA</p> <p>Conduct regional training sessions in priority areas – Product Development Guiding</p>	<p>Jan – June 2016</p> <p>June- Dec – 2015</p> <p>Ongoing</p> <p>Oct /Nov 2015</p> <p>April 2016</p>	<p>Oct/ Nov– Workshop</p> <p>Oct/Nov</p>
1.5. Community Project To maintain a strong, knowledgeable and well-resourced community heritage sector for the region.	<p>Plan and promote a general community project across member groups</p> <p>Heritage Map Heritage App</p> <p>Vintage Festival 2015 – xx events, participants</p> <p>History Month – xx events, participants</p>	<p>June - Dec 2015</p> <p>Jan – June 2016</p> <p>April 2015</p> <p>May</p>	<p>In progress</p> <p>Completed</p> <p>Completed</p>
1.6. Preservation	Identify, share members knowledge and provide regular training in preservation techniques	March – June 2016	
1.7. Cultural Arts Hub / Heritage Centre	Work with Barossa Council to identify need and partners for a collaborative heritage facility and cultural hub	By June 2016	

Aim 2: To establish a strong presence in the cultural tourism sector and establish heritage experiences which contribute to the social, environmental, cultural and economic status of the community.

Objective	Actions	Timeframe	Status
2.1. Research Cultural Tourism	Invite guest speaker from Tourism SA or State Universities to deliver a session on cultural tourism. World Heritage Progress	Annual Jan – June 2016	July – Jess Tourism Barossa
2.2. Brainstorm opportunities	Conduct a regional brainstorming session for member groups with Regional Tourism Manager. Brainstorming to include: <ul style="list-style-type: none"> • Cultural Tourism Product Opportunities • Aboriginal cultural experiences • Upcoming Tourism Events including Vintage Festival which offer opportunity for collaboration • Gaps in tourist information resources in regards to Heritage products and attractions e.g. app/qr codes trail • Opportunities to rebrand or reinvent existing products or collateral (e.g. heritage trails) 	2014 – Annual Map and walking trail app	Completed
2.3. Develop Cultural Tourism Product	Renew or enhance cultural tourism experiences and collaboration across the region	Annual review	Heritage Products Workshop Oct/ Nov
2.4. Promotion and Branding	Work with Barossa and Gawler Tourism agencies to prepare a branding and logo project proposal which gives heritage sector a more contemporary feel and increases accessibility	Jan – June 2016	
2.5. Networking	Work with local tourism bodies on special membership opportunities with bodies and encourage organisations to attend. Continue to maintain an open relationship with Visitor Centres in Tanunda, Kapunda and Gawler	July – Dec 2015 Annual	Heritage membership for Tourism Barossa

Aim 3: To establish productive relationships with government and statutory bodies to ensure decisions relating to or affecting heritage assets are made from an informed viewpoint that incorporates community sentiment.

Objective	Actions	Timeframe	Status
3.1. Advise and Influence decision makers	<p>Invite representatives from Councils who are involved with planning and heritage management to discuss how the groups can better assist with local heritage management and decision making from a Council perspective.</p> <p>Be available to Council as an advisory group and actively contribute to significant heritage issues e.g. Council Community Plan and strategic plan development, assessment plans, character preservation strategies, World Heritage discussion</p>	<p>Nov 2015</p> <p>Ongoing</p>	Tanunda Tanks Coulthard House
3.2. State Awareness	Invite representatives from History SA, State Library and Museum and establish face to face relationship.	May 2016	
3.3. Regional Support	<p>Develop communication method to ensure local organisation members are aware of issues, changes in policy etc. that might affect local heritage assets and can therefore be used to support campaigns etc. to influence decision makers.</p> <p>Email, Council Website , Facebook , Barossa.com , Arts Design Website</p>	<p>2014 - 2016</p> <p>Ongoing</p>	In progress

Aim 4:

To ensure the community are informed about issues and concerns related to the community heritage sector and they have access to opportunities where they can engage with heritage experiences, organisations and issues.

Objective	Actions	Timeframe	Status
4.1. Community awareness campaign	Launch regional heritage strategy and promote in local media.	2014 /2015 Approved July 2015	Strategy launch
	Develop a regular 'heritage happenings' column in local papers.	March 2015	In Progress
	Establish relationships with local journalists who have an interest in local heritage.		
4.2. Community Survey	Conduct a community survey to establish the community's priorities, desires and wants in relation to heritage preservation and participation.	2016/017	
4.3. Cultural Development Presence	Establish Regional Heritage Cultural Officer between the three Councils.	2015/16 - Project funds	Completed \$3,000 - \$5,000
4.4. Education Resources	Establish a series of 'one page' heritage information sheets which can be used across all organisations and available online Identify heritage links in the national curriculum for schools	2014/15 VIC Factsheet	Completed
	Promotion of the Faith Lutheran College & Barossa Friends of the Library annual history project	Ongoing	
	Identify student participation opportunities in heritage projects and volunteering Technology projects, events, communication, passing on heritage skills	Jan – June 2016	