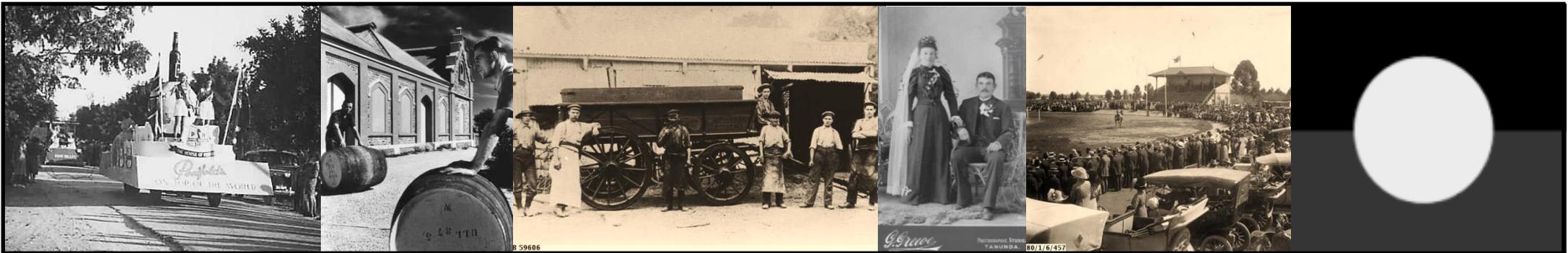




Barossa, Light and Gawler Regional Heritage Network

Regional Heritage Strategy 2014-2020



Barossa, Light and Gawler Regional Heritage Network

The Barossa Light and Gawler Regional Heritage Network is a group of representatives from the many heritage organisations located in the Barossa, Light and Gawler Council areas. The committee aims to ensure the rich heritage of the region is preserved, promoted and accessible and comes together for the purposes of sharing ideas, resources and knowledge to further this cause. The group originally formed to facilitate the establishment of a regional heritage strategy and achieve the objectives contained in this document by working proactively and collaboratively with each other and partner wherever possible with government, business and state and national heritage agencies and educational organisations.

Vision

To ensure the rich heritage of the Barossa, Light and Gawler region is identified, preserved, promoted and accessible.

What is Heritage?

Heritage is the term applied to buildings, places, objects, monuments, landscapes, cultural artefacts, practices and traditions from the past that are valued by the community and passed onto future generations. It acknowledges the traditional lands of the Peramangk, Ngadjuri and Kaurna people and their ongoing cultural links to the region. Heritage is fundamental in defining us as a community and a region and is equally important to understanding our collective story and identity.

Why is Heritage Important?

The acknowledgement of and interaction with our heritage contributes to the social, cultural, environmental and economic landscape of the Barossa region and provides members of the community with a tangible link to the past. It is fundamental in creating a sense of place, not only for the local residents but also for the many of thousands of visitors that come to the region.

Heritage places and traditions add character to the region and provide a platform for people to be socially connected and active and responsible citizens. Understanding and interacting with heritage can have a transformative effect on individuals and groups and contribute to the social cohesiveness of communities.

Aims

1. To maintain a strong, knowledgeable and collaborative community heritage sector for the region.
2. To establish a strong presence in the cultural tourism sector and establish heritage experiences which contribute to the social, environmental and economic status of the community.
3. To establish productive relationships with government, statutory bodies and private interests to ensure decisions relating to or affecting heritage assets are made from an informed viewpoint that incorporates community sentiment.
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.

Core Themes

The four aims will be achieved through the three key themes of **Participation, Preservation and Promotion**.

Participation: Participation in heritage activities provides insight into the culture of a place and contributes to the development of education, skills development and social connectedness opportunities. Active participation in heritage activities can take many forms and it is imperative that communities can experience heritage both in active and passive ways.

Preservation: Preservation is acknowledging the importance of objects, places, buildings, landscapes and traditions and actively undertaking activities which involve preservation, restoration and protection. Quality preservation requires policy, resourcing, communication, knowledge and specialised skills.

Promotion: Promotion of heritage ensures people can find opportunities to enjoy heritage activities and it can provide individuals community groups and businesses with an opportunity to understand the value of heritage in growing and sustaining communities. The more people know where and how they can interact with heritage, the stronger the sector and community, and the broader sense of place there will be.

Objectives & Actions

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

Objective	Actions	Timeframe	Personnel / Resources	Milestone(s)
1.1 Communicate and collaborate	- Bring together representatives from member groups on a regular basis to share information, ideas and resources.	2014/2015 Bi monthly then quarterly	- Member Groups	Successful completion of 12 months of meeting with a cohesive group Member Groups collaborating
	- Bring together representatives of the Peramangk, Ngadjuri and Kurna people to enable them to make decisions about heritage and tourism opportunities that directly affect their lives and their ongoing cultural links to the region	Ongoing	- Representatives for Peramangk, Ngadjuri and Kurna Ngadjuri communities - Heritage experts - Barossa Tourism - Council officers	
	- Review opportunities for collaboration / partnership between member groups on current activities / initiatives.	Ongoing		

Objective	Actions	Timeframe	Personnel / Resources	Milestone(s)
1.2. Increase membership of member groups	- Map out current membership status and expectations and compare.	2014/2015	- Barossa Council - Member Groups	Heritage Network Member Survey
	- Establish joint membership program (regional heritage membership program)	2016/2017	- Member Groups	Program in place
	- Conduct marketing and promotional program conveying the purpose, benefits and importance of membership in local Heritage Groups	2016/2017	- Member Groups - Visitor Information Centre - Young Ambassadors	- Successful schools promotion - Young Ambassadors - Future Leaders Program
	- Develop a logo for the Regional Heritage Network	2015/2016	- Schools - Local media	- Recognised as the lead heritage network in the region
1.3 Volunteer Recruitment / management	- Bring together current volunteer recruitment information and initiatives, review and improve from collaborative viewpoint.	2015/2016	- Member Groups - Barossa Council officers	Volunteer recruitment needs identified
	- Meet with volunteer resource centres in the region (Gawler Council and Barossa & Light Volunteering) and establish volunteer recruitment plan	2015/2016	- Volunteering Barossa & Light - Gawler Volunteer Resource Centre	Volunteer plan developed and volunteer recruitment brochure produced
		2016/2017	- As above	Produce guidelines and for volunteer policies including

Objective	Actions	Timeframe	Personnel / Resources	Milestone(s)
	<ul style="list-style-type: none"> - Review and streamline volunteer policies including induction and general management 			induction and general management
1.4 Skills Analysis and Training	<ul style="list-style-type: none"> - Complete a skills survey and / or refer to existing survey information and establish three key training areas for volunteers within membership groups. - Consult with state heritage bodies regarding training opportunities in regional areas. - Apply for training grants through volunteering SA and History SA - Conduct regional training sessions in priority areas 	<p>2015/2016</p> <p>2016-2017</p> <p>Ongoing</p> <p>2015 - 2020</p>	<ul style="list-style-type: none"> - Member Groups - History SA - History Council - National Trust - Art Lab - State Library - Heritage Conservation Branch - Council Heritage Officers - Tourism SA - State Records - Council Community Grants - History SA - National Grants - Member Groups 	<p>Identified skills gaps and identified training required</p> <p>Invite key bodies to update network</p> <p>Increased number of applications and successful grants</p> <p>Training sessions each year</p>

Objective	Actions	Timeframe	Personnel / Resources	Milestone(s)
<p>1.5. Community Project</p> <p>To maintain a strong, knowledgeable and well-resourced community heritage sector for the region.</p>	<ul style="list-style-type: none"> - Plan and promote a general community project across member groups which engage with the general populous and encourages them to value heritage and as part of the evaluation invite them to become members. <p><i>For example –</i> <i>Foster the depth of heritage and unique stories of each town and collaborate to promote the region</i> <i>Town Anniversaries</i> <i>Settlement dates - the great debate</i> <i>Heritage awards – having people vote on their favourite heritage thing or tradition.</i></p>	<p>2015 Strategy approval</p> <p>History Month</p> <p>2015, 2017, 2019 175 -180 Town Anniversary Celebrations</p> <p>Vintage Festival 2015, 2017,2019</p> <p>Heritage Award</p> <p>Bi annual project</p> <p>Heritage weekend 2016, 2018, 2020</p>	<ul style="list-style-type: none"> - Member Groups - Council - Town Committees - Tourism Barossa - Barossa Vintage Festival - Council officers 	<p>Successful completion of a community project involving member groups that increases the celebration of heritage, group expertise, collaboration and community participation</p>
<p>1.6. Preservation</p>	<ul style="list-style-type: none"> - Share & identify best practice - Share & review preservation policies - Identify items of significance across the region and develop a preservation plan - Identify, share members knowledge and provide regular training in preservation techniques 	<p>Ongoing</p> <p>2016/2017</p> <p>Annual</p>	<ul style="list-style-type: none"> - Member Groups - Council Officers - State / National expert groups - Art Lab - State Library 	<p>Best practice preservation techniques are used across the network, skills increased and items preserved</p> <p>Annual training session provided</p>

Objective	Actions	Timeframe	Personnel / Resources	Milestone(s)
1.7. Cultural Arts Hub / Heritage Centre	<p>Work with Barossa Council to identify need and partners for a collaborative heritage facility and cultural hub</p> <p>Develop a concept plan Foster partners and identify funding options</p> <p>Determine timeframes and funding options</p>	<p>2015/2016</p> <p>2017/2018</p> <p>2020</p>	<ul style="list-style-type: none"> - Member Groups - Council officers - State Heritage Groups - State and Federal grant funds - Barossa Regional Gallery - Coulthard House - Nuriootpa Futures 	<p>Concept plan for a collaborative cultural heritage centre is develop and recognised as a high priority community facility</p>

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	Personnel / Resources	Milestone(s)
2.1. Research Cultural Tourism	<ul style="list-style-type: none"> - Select 3 – 6 regions in Australia and internationally that are recognised for their strong heritage presences and research their key products / initiatives. - Identify themes such as: <ul style="list-style-type: none"> - Aboriginal cultural experiences - German Lutheran heritage - Food & connection to the land - Wine heritage - Pastoral development and the land - Heritage arts, crafts and music - Invite guest speaker from Tourism SA or State Universities to deliver a session on cultural tourism. 	<p>2016/2017 Australian heritage best practice, Wine regions – Germany, France, Portugal, Italy, International best practice & UNESCO World heritage sites</p> <p>Annual</p>	<ul style="list-style-type: none"> - Member Groups - Tourism SA - History SA - Universities - Food & Wine Industry leaders - Tourism operators - Best practice projects 	Identification of heritage hero areas or projects that could be emulated locally
2.2. Brainstorm opportunities	<ul style="list-style-type: none"> - 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 	<p>2014 – Annual</p> <p>Develop new opportunities for heritage groups to renew and expand the experiences provide</p>	<ul style="list-style-type: none"> - Member Groups - Tourism Barossa - Vintage Festival - Barossa Visitor Centre - Barossa Public Library 	Identification of opportunities for heritage activities, attractions and products to be developed and promoted to visitors to the region

Objective	Actions	Timeframe	Personnel / Resources	Milestone(s)
	<ul style="list-style-type: none"> 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) 	2015/2106 Heritage trail map and walking trail app		Launch early 2016
2.3. Develop Cultural Tourism Product	<ul style="list-style-type: none"> Renew or enhance cultural tourism experiences and collaboration across the region Each group to choose an initiative (product or practice) from the brainstorming session and develop an activity or product for a collaborative launch E.g. About Time History Week Barossa or Barossa Vintage Festival. 	Annual review	<ul style="list-style-type: none"> Member Groups Tourism Barossa Vintage Festival Barossa Visitor Centre Barossa Libraries Schools 	Heritage Products planned, developed and launched by groups
2.4. Promotion and Branding	<ul style="list-style-type: none"> 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 Investigate funding opportunities for regional branding project 	2015/2016 2016/2017	<ul style="list-style-type: none"> Tourism Barossa VICs BGWA Councils SATC Community design competition 	Heritage Page on Barossa, Light & Gawler Council websites and Barossa.com

Objective	Actions	Timeframe	Personnel / Resources	Milestone(s)
2.5. Networking	<ul style="list-style-type: none"> - Work with local tourism bodies on special membership opportunities with bodies and encourage organisations to attend. - Conduct networking session with other tourism providers including hotels, B&Bs, and restaurants as a "Get to know local heritage in the region "Conduct familiarisation sessions with other Tourism providers and the VIC - Continue to maintain an open relationship with Visitor Centres in Tanunda, Kapunda and Gawler 	<p>2015/2016</p> <p>Annual</p> <p>Annual</p>	<ul style="list-style-type: none"> - Tourism Barossa - VICS (BGL) - Councils (BGL) - Tourism Barossa - Promotion/networking subcommittee 	<p>Heritage membership for Tourism Barossa</p> <p>Regional Heritage Network has strong connections with tourism industry</p>

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	Personnel / Resources	Milestone(s)
3.1. Advise and Influence decision makers	- 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.	2015/2016 Annually	- Council planning & development and heritage officers	Meet annually for updates from Council planning & heritage officers
	- 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 discussions	Ongoing	- Town Committees - Member Groups	Regular meetings with Council officers to exchange ideas and advice
	- Update members on current development assessment policy & regulations and learn how these were established and can change in the future.	Ongoing	- Member Groups	Be recognised as the network to provide advice to inform and influence Council, developers, property owners and community on local heritage

Objective	Actions	Timeframe	Personnel / Resources	Milestone(s)
3.2. State Awareness	<ul style="list-style-type: none"> - Invite representatives from History SA, State Library and Museum and establish face to face relationship. - - Host meeting with state based bodies to discuss how regional organisations can support state based heritage groups and find out how these organisations can support regional initiatives. 	<p>2015 Annual Member Groups</p> <p>2017/2018 – biannual regional workshop or conference</p> <p>Ongoing</p>	<ul style="list-style-type: none"> - History SA - State Library - SA Museum - National Trust - Aboriginal Community representatives 	Annual meeting with state based heritage bodies to develop support for the region
3.3. Regional Support	<ul style="list-style-type: none"> - 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>2014 - email, Council Website Facebook Arts Design Website Barossa.com</p> <p>Ongoing</p>	<ul style="list-style-type: none"> - Member Groups - Barossa Council officer support - Baorssa.com - Tourism Barossa - BWGA - Council Officers 	Informed regional network through regular updates

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	Personnel / Resources	Milestone(s)
4.1. Community awareness campaign	- Launch regional heritage strategy and promote in local media.	2014/2015 Consultation March –April 2015 July Approved Sept Launch	- Member Groups - Member Groups - Barossa Council officers - Local Media	Strategy launch Monthly newspaper features
	- Develop a regular 'heritage happenings' column in local papers.	2014/2015	- Member Groups - Council officers	Regular heritage stories featured on local media
	- Establish relationships with local journalists who have an interest in local heritage.	2015/2016	- Member Groups - Council officers - Barossa.com - My Barossa - VIC fortnightly updates	
	- Combined quarterly heritage newsletter for groups and the community at large – either hard copy or electronic.	2016/2017	- Tourism Barossa - Town Committees - Council updates	Quarterly newsletter
4.2. Community Survey	- Conduct a community survey to establish the community's priorities, desires and wants in relation to heritage preservation and participation.	2016/2017 2018 & 2020	- Member Groups - Council officers	Understanding of community priorities for heritage

Objective	Actions	Timeframe	Personnel / Resources	Milestone(s)
4.3. Cultural Development Presence	<ul style="list-style-type: none"> - Establish Regional Heritage Cultural Officer between the three Councils. - 2015/16 - Project funds - 2016/17 – Part time officer - 2018/19 - Ongoing - Role to support delivery of strategy and support organisations to deliver heritage themed activities which engage and strengthen communities. - Support and initiate cultural heritage community arts and public art opportunities 	<p>2015/2016 budget process</p> <p>2016/2017</p> <p>Ongoing</p>	<ul style="list-style-type: none"> - Council officers - Grant funding options - Sponsorship or fundraising - Barron's of Barossa - Foundation Barossa - Fundraising - Patron & sponsors 	<p>Heritage Cultural Officer appointed</p> <p>Increased collaboration and community participation</p>
4.4. Education Resources	<ul style="list-style-type: none"> - Establish a series of 'one page' heritage information sheets which can be used across all organisations and available online, about specific heritage assets and traditions in the region and its value and importance. - Identify heritage links in the national curriculum for schools - Promotion of the Faith Lutheran College & Barossa Friends of the Library annual history project - Identify student participation opportunities in heritage projects and volunteering, Technology projects, passing on heritage skills 	<p>2014/2015 VIC Factsheets</p> <p>Ongoing</p> <p>2015/2016</p> <p>2015/16 2016/2017</p> <p>Ongoing</p>	<ul style="list-style-type: none"> - Member Groups - Council Officers - Local Teachers - VIC - Schools - Certificate 2 Tourism - Faith Lutheran College - Friends of the Barossa Library 	<p>Heritage information sheets / online developed</p> <p>Increased links with students</p> <p>Increased student engagement with history & volunteering opportunities</p>

Member Groups

Member Groups are representatives of heritage groups across the region which may grow and change over the life of the strategy including:

Representatives of the Peramangk, Ngadjuri and Kurna people

Angaston & Penrice Historical Society

Barossa Goldfields Historical Association

Barossa Valley Archives & Historical Trust

Barossa Valley Machinery Preservation Society

Barossa Valley Historical Vehicle Club

Eden Valley Tourism & Promotion Group

Friedensberg Early German School Museum – Friends

Heritage Roses in Australia – Barossa and Beyond Group

Kapunda Museum and Kapunda Historical Society

Keyneton Independent Chapel Association

Langmeil Lutheran Church Heritage Centre

Luhrs Cottage Preservation Society

Lyndoch District Historical Society

Moculta District Historical Society

Mount Pleasant District History Room

Gawler History Team,

Gawler National Trust

Barossa, Gawler and Light Councils

Regional Schools

Regional Heritage Groups

Representatives of regional Churches

Truro Heritage Group

Regional Heritage Network Contacts:

Barossa Council Library - Manager Library & Heritage Services p: 8563 8440 e: library@barossa.sa.gov.au www.barossa.sa.gov.au