



BAROSSA REGIONAL HERITAGE NETWORK

Barossa Regional Heritage Strategy 2021-2025



*The***Barossa***Council*

Barossa Regional Heritage Network

The Barossa Regional Heritage Network represents many heritage organisations located in The Barossa Council and includes groups from the Light, Gawler and Mid Murray Council regions and collaborates with representatives of the Ngadjuri, Peramangk and Kaurna Nations. The Chairperson, Paula Bartsch, from the Mount Pleasant History Room, and The Barossa Council Public Library support the work of the network. The network developed the Regional Heritage Strategy 2014 – 2020 and actions have been achieved by working collaboratively with each other and partnering wherever possible with government, business, state and national heritage agencies. The Barossa Council Community Plan 2020 - 2024 guides the strategy and actions. This is the second version of the strategy and it identifies the priorities for the next five years 2021- 2025.

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 Ngadjuri, Peramangk, and Kaurna Nations 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?

Understanding and celebrating our heritage contributes to the social, cultural, environmental and economic landscape of the Barossa region and provides 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 thousands of visitors to the region.

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

Aims

1. To ensure a strong, knowledgeable and collaborative community heritage sector for the region.
2. To maintain 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 ensure productive relationships with government, statutory bodies and private interests to ensure decisions relating to heritage are made with an informed heritage perspective.
4. To ensure effective preservation and digitisation practices in our leading cultural heritage and community facilities.

Themes

Participation: Participation in heritage activities provides insight into the culture of a place and contributes to the development of education, skills and social connectedness opportunities.

Preservation: Preservation is acknowledging the importance of objects, places, buildings, landscapes, traditions and stories 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 understand the value of heritage in our region. The more people know where and how they can interact with heritage supports a strong heritage sector, a community connected to their heritage and invites the next generations and visitors to discover more.

Objectives & Actions

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

Objective	Actions	Timeframe	Resources	Milestone(s)
1.1 Collaborate	- Meet as the Regional Heritage Network, initiate the strategy actions and set priorities. - Strengthen collaboration and share knowledge across groups and Councils.	Quarterly	- Member Groups - Barossa, Gawler & Light Council Officers	Barossa, Gawler & Light Groups represented. Rotate meetings in other locations.
1.2. Ngadjuri, Peramangk, and Kaurna Heritage	- Collaborate with Ngadjuri, Peramangk, and Kaurna Nations representatives to increase opportunities to promote cultural tourism. - Ensure First Nations heritage is represented in the history of the region, raise awareness and participate in reconciliation activities.	Ongoing Ongoing	- Representatives of the Ngadjuri, Peramangk, and Kaurna communities - First Nations representatives - Barossa, Gawler Reconciliation Groups	Member attends Reconciliation Group and member groups participate in reconciliation events Increased recognition of, Ngadjuri, Peramangk and Kaurna Nations across the region.
1.3 Volunteer Connections	- Develop volunteer policy, processes and training that support heritage groups to be sustainable including: shared programming, administration support, finance, marketing, simplified operation, WHS insurance, complaint resolution and succession planning. - Identify volunteering recruitment opportunities, training, retention programs and project-based volunteers to attract and engage younger volunteers.	2021-2022	- Member Groups - Volunteering Barossa & Light - Gawler Volunteer Resource Centre - Community	Produce volunteer policies including induction and general management and recruitment and project options. Volunteer recruitment

Objective	Actions	Timeframe	Resources	Milestone(s)
1.4 Skills Development	- Deliver contemporary and engaging heritage experiences by increasing skills in: digitisation, archival management, cultural tourism, tour guiding, event management, websites, social media, apps, pod casting, curating exhibitions, collection significance, collection policies, and research techniques.	Annual	- Member Groups - History Trust SA, History Council - National Trust - Art Lab - State Library - Tourism SA - State Records	Regular training sessions Promotion of training and workshops by other providers.
1.5. Collaborative Projects	- Plan and promote a community project across member groups which engages with the community and encourages them to value heritage and invite them to become members. <i>For example –</i> <i>Foster the depth of heritage and unique stories of each town and collaborate to promote the region e.g. Town Anniversaries</i> <i>Heritage awards – having people vote on their favourite heritage thing or tradition.</i> <i>Heritage, art, crafts, music, lost trades, furniture, food, buildings, customs, exhibitions, experiences, publications, online content.</i>	Annual SA History Festival Town Anniversary Celebrations Vintage Festival 2021, 2023, 2025 Barossa History Fair 2021, 2022, 2023, 2024, 2025 Community Events Barossa Heritage Trails App 2021	- Member Groups - Council officers - Libraries and Gawler Cultural Heritage Centre - Regional Gallery - Tourism Barossa - Visitor Centres - Barossa Vintage Festival - Community groups - Grant funding	Successful completion of a community projects Community participation History Festival events Vintage Festival events History Fair events Collaborative projects Barossa Heritage Trail Map Barossa Heritage Trails App 2021

Aim 2:

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

Objective	Actions	Timeframe	Personnel / Resources	Milestone(s)
2.1. Cultural Tourism	- Renew or enhance cultural tourism experiences and collaborations developing contemporary and engaging experiences. ▪ Regular events and new experience ▪ History Month & Vintage Festival ▪ Barossa Heritage Trails App ▪ Tours ▪ Social media & online experiences	Ongoing	- Member Groups - Tourism Barossa - Vintage Festival - Barossa Visitor Centre - Barossa Libraries - Regional Gallery - Heritage businesses	Heritage Products planned, developed and launched by heritage groups & businesses
2.2. Heritage Promotion	- Develop a marketing strategy which gives the heritage sector a more contemporary feel, reflects the Barossa Brand and reaches wider audiences. - Increase promotion of heritage stories and experiences though local media and social media and Australian Tourism Data Warehouse	Annual Ongoing	- Tourism Barossa - Visitor Centres - Councils - Member Groups - Barossa Council officer support - Local Media, Barossa Mag, Social Media - Australian Tourism Data Warehouse - Social Media	Annual media plan Articles published & social media posts Council websites Barossa.com event listings
2.3. Networking	- Work with local tourism bodies and conduct networking session with other tourism providers, food and wine sector to raise the profile of heritage tourism.	Annual	- Tourism Barossa - Visitor Centres - Councils - Tourism Barossa - Vintage Festival - Regional Gallery - Young Ambassadors	Heritage groups are members of Tourism Barossa Regional events barossa.com listings

Aim 3:

To ensure productive relationships with government, statutory bodies and private interests to ensure decisions relating to heritage are made with an informed heritage perspective

Objective	Actions	Timeframe	Personnel / Resources	Milestone(s)
3.1 Advise and Influence Decision Makers	- Contribute to the development of Council and state heritage priorities and initiatives.	Ongoing	- Council - State consultations	Be recognised and respond as the community heritage peak body
	- Work collaboratively with Councils as an advisory group and actively contribute to significant heritage discussions and issues	Ongoing	- Development and heritage officers	Updates from Council planning officers
	- Raise community awareness of heritage issues so they can effectively participate in decision making.	Ongoing	- Member Groups - Town Committees - Community - Your Say consultations	Heritage campaigns
3.2 State and National Heritage Connections	- Facilitate and attend opportunities with state-based bodies to advocate for the heritage of the Barossa region and encourage collaborations on heritage initiatives.	Annual	- History Trust SA - State Library - SA Museum - National Trust - Heritage SA - Aboriginal Nations representatives	Meeting with relevant heritage bodies Biannual regional workshop or conference

Aim 4: To ensure effective preservation and digitisation practices in leading cultural heritage and community facilities.

Objective	Actions	Timeframe	Personnel / Resources	Milestone(s)
4.1 Development of Cultural Heritage Facilities	- Support the Barossa Council to develop the Creative Industries Centre. To plan, gain funding and implement, which will support and inspire regional heritage activity, collaboration, sharing knowledge, facilities and equipment.	2021 - 2025	- Member Groups - Council officers - State and Federal grants	Centre funded & commenced
	- Increase qualified heritage officer positions in Council and across the region, support the development of heritage officer qualifications and opportunities for experience. Encourage, professional researchers, PhD candidates, historian in residence programs or literary, musical or artistic interpretation of heritage programs.	2023-2025	- Council Library funding - Sponsorship program - Grants - University partners	Number of positions or initiatives
	- Collaborate to develop a sustainable activation plan of heritage venues and promote as regular tourism experience. e.g. Heritage venues open and staffed on a set day each weekend, rotating a venue through the month, to always provide one heritage experience each week. Such as Barossa Museum, Luhrs Cottage, Angaston Blacksmith & Heritage Centre, Coulthard House, Friedensberg School or tours or activity.	2022 -2024	- Member Groups, - Visitor Centres - Social media - Volunteer recruitment	Facilities activated with regular activity
4.2 Preservation	- Develop a regional significance survey and annual preservation plan to prioritise preservation and digitisation of community collections.	2022 - 2025 Annual Plan	- Member Groups - Council Officers - State/ National expert groups	Significance Survey completed Annual priorities identified.

Objective	Actions	Timeframe	Personnel / Resources	Milestone(s)
	- Purchase shared preservation and digitising equipment and provide regular training in digitisation techniques. Source funding to progress priority and significant projects. - Purchase curating software and online storage to share across the region. Make accessible online collections and shared websites to promote the strengths of the regional collections.	Ongoing 2021-2023	- Grant funds - Council funds - Sponsorship - Member Groups - National Library digitising program - Grant funds - Sponsorship - Council funding	Items digitised or preserved Annual training session provided Increase in digitised items Increase in online access to collections
4.3 Education Collaborations	- Identify curriculum links for heritage groups to develop or revise educational programs to effectively support preschool and school learning and visits. - Identify student and family participation opportunities in heritage activities and volunteering to develop the next generation of heritage enthusiasts.	2022 -2024 Ongoing	- Member Groups - Council Officers - Local Teachers - Local Schools - Local Schools - Volunteer - Resource Centre - Member Groups - Library Officers	Regular schools programming offered Increased student and family engagement with heritage

Regional Heritage Network Member Groups

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

Representatives of the Peramangk, Ngadjuri and Kurna Nations

Angaston & Penrice Historical Society - including Angaston Heritage, Blacksmith Shop, Angaston History Centre and Old Union Chapel.

Barossa Council Public Library

Barossa Goldfields Historical Society

Barossa Valley Archives & Historical Trust / Barossa Museum

Barossa Valley Machinery Preservation Society

Barossa Valley Historical Vehicle Club

Barossa Visitor Centre

Bethany Heritage Group

Eden Valley Tourism & Promotion Group

Friedensberg Early German School Museum

Heritage Roses in Australia – Barossa and Beyond Group

Kapunda Museum and Kapunda Historical Society

Keyneton Progress Association

Langmeil Lutheran Church Heritage Centre

Luhrs Cottage Museum and Preservation Society

Lyndoch District Historical Society

Moculta District Historical Society

Mount Pleasant District History Room

National Trust SA – Collingrove

Nuriootpa Futures Association

Streets of Nuriootpa Group

Gawler Cultural Heritage Centre

Gawler History Team

Gawler National Trust Museum

Rechner Cottage Conservation Association

Local Schools

Regional Heritage Network Contacts:

Chairperson: Paula Bartsch and Barossa Council Public Library – Coordinator Heritage Services: Alison Packer

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