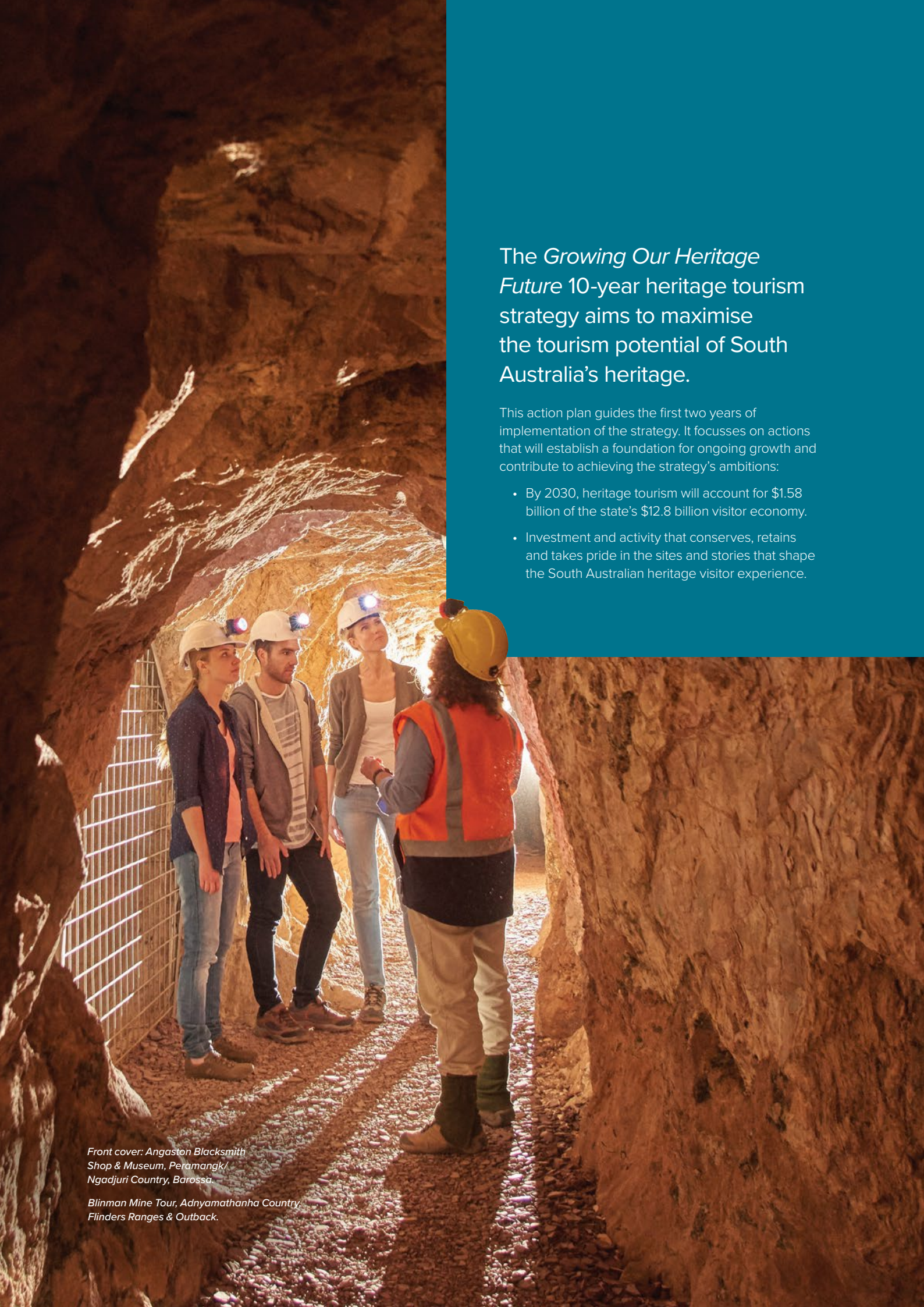
Growing Our Heritage Future

Action Plan 2021 - 2022

SOUTH AUSTRALIA

Government of South Australia



The *Growing Our Heritage Future* 10-year heritage tourism strategy aims to maximise the tourism potential of South Australia's heritage.

This action plan guides the first two years of implementation of the strategy. It focusses on actions that will establish a foundation for ongoing growth and contribute to achieving the strategy's ambitions:

- By 2030, heritage tourism will account for $1.58 billion of the state's $12.8 billion visitor economy.
- Investment and activity that conserves, retains and takes pride in the sites and stories that shape the South Australian heritage visitor experience.

Front cover: Angaston Blacksmith Shop & Museum, Peramangk/ Ngadjuri Country, Barossa.

Blinman Mine Tour, Adnyamathanha Country, Flinders Ranges & Outback.

ACTIONS ARE ALIGNED TO THE STRATEGIC PRIORITIES EMBEDDED IN THE SOUTH AUSTRALIAN VISITOR ECONOMY SECTOR PLAN 2030 (VESP):

Marketing: Drive awareness and appeal of South Australia to our consumers.

Experience & Supply Development: Balancing supply constraints, developing experiences across South Australia.

Collaboration: Working closely together and aligning efforts.

Industry Capability: Cultivating a sophisticated industry.

Promote the Value of Tourism: Ensuring understanding of the contribution of the visitor economy.

Enablers of the Visitor Economy responds to the challenges that are of critical importance to growing the visitor economy and may be outside of the direct control of the various stakeholders.

All stakeholders who contribute to heritage tourism, or who have a role to play in sharing our stories and caring for special places, are integral to the success of this action plan.

In the last six months of this plan, the Heritage Tourism Alliance will collaborate with stakeholders to review progress and develop a new plan that will continue building towards the strategy's goals.

Action	Goal and Strategies	Action Lead and Partners	Success Characteristics and KPIs
VESP strategic priority: Marketing			
1 Build and promote itineraries that connect heritage experiences and precincts, build storylines and create journeys.	1.2, 1.3, 3.3	**Lead:** SATC/DEW **Partners:** RTOs, LG, Tourism operators	• Number of new itineraries developed. • Increased visitor dispersal into regional areas as a result of suggested itineraries. • Unique packages and cooperative marketing activities bring diverse experiences together. • Tourism operators and heritage managers/custodians are actively communicating heritage stories and experiences
2 Continue to advance World Heritage nominations with a focus on the Flinders Ranges for its geological and palaeontological values.	1.2, 2.2, 3.3	**Lead:** DEW **Partners:** LG, Heritage Sector	• Progress of World Heritage nomination of the Flinders Ranges. • Visitor experience planning for the Flinders Ranges leverages from and reinforces World Heritage values and recognition. • South Australia's unique natural and Aboriginal cultural heritage receives prominence as a result of listing. • Flinders Ranges nomination process informs World Heritage listing aspirations for other potential sites including Cornish Mining serial listing (Burra and Moonta), Adelaide Park Lands and City Layout, and Mount Lofty Ranges.
3 Encourage heritage experiences (including events) to register with Australian Tourism Data Warehouse (ATDW)	1.1, 1.2, 2.3, 3.3	**Lead:** DEW	• Number of heritage experiences (including attractions, events, tours, accommodation) registered on ATDW. • Greater visitor economy awareness and savviness within heritage sector.

Action	Goal & Strategies	Action Lead and Partners	Success Characteristics and KPIs
VESP strategic priority: Experience and supply development			
4 Collaborate with Aboriginal heritage tourism representatives and stakeholders to identify what needs to be done to nurture and advance Aboriginal heritage tourism.	1.4, 2.2, 3.3	**Lead:** DPC/AAR	• Workshop with key stakeholders, co-led by DEW, AAR/SAHC, SATC. • Issues identified; protocols and a stepped set of actions to progress Aboriginal heritage tourism opportunities are developed. • Forge local and regional partnerships between non-Aboriginal and Aboriginal heritage tourism operators to enhance capacity, supply links and complementary tourism offerings. • Aboriginal communities, organisations and Traditional Owners are realising ambitions and leading tourism operations and opportunities. • Aboriginal heritage tourism ambassadors/case studies, including interstate examples, are identified and connected to provide leadership and tangible guidance.
5 Create tourism specific, best-practice heritage interpretation plans, embracing innovative, creative, and immersive approaches, for key heritage sites, assets (both physical, cultural and intangible), and experiences.	1.1, 1.3, 1.4, 2.1	**Lead:** Heritage owners/ custodians **Partners:** DEW, HTSA, AAR/DPC, LG	• Contemporary, inclusive interpretation techniques and tools reshape experiences for all visitors, including digital and performance-based methods. • Up-to-date heritage interpretation plans are in place to guide visitor access and engagement at prominent heritage visitor sites/attractions, including Aboriginal heritage, natural heritage, and nature experiences. • Development of a set of protocols that foster engagement and productive partnerships between Aboriginal and non-Aboriginal people, and inform culturally appropriate and truthful communications and sharing of Aboriginal cultural knowledge and heritage that recognise the present and continuing nature of Aboriginal First Nations peoples cultures in Australia. • Heritage interpretation plans recognise Aboriginal Peoples as the First Peoples and Nations of South Australia and that their spiritual, social, cultural and economic practices come from their lands and waters. Plans recognise Aboriginal Peoples as unique rights holders, not mere 'stakeholders', with the right to lead in decision making around interpretation techniques that affect them, their Country and culture.
6 Continue to explore ways underutilised government owned heritage sites and properties could be conserved and activated through tourism and cultural activity, especially in regional areas.	1.1, 3.2, 3.3	**Lead:** DEW **Partners:** LG Private enterprise	• Number of state government owned state heritage buildings, structures and sites that are enhanced to improve tourism potential. • Number of heritage assets invested in as a result of DEW's 'Parks 2025' program. • Government owned buildings make a positive contribution to local economies, destinations, parks and streetscapes. • Climate risk assessments inform decision making for tourism activation of heritage assets.
7 Investigate how to expand heritage funding programs to include work that specifically deliver visitor experiences/ services in heritage places.	3.1, 3.2	**Lead:** DEW **Partners:** LG, HTSA	• Level of funding provided via heritage grant programs to support works that aren't explicit conservation activities but vital for activation/use (ie fit-out, upgrade, interpretation plans). • Building Upgrade Finance and other investment opportunities are maximised for tourism activation of state and locally listed non-residential heritage buildings. • Potential funding sources/grant programs are identified and information on these available to support heritage owners/operators.
8 Advocate for destination planning to connect, maintain and enhance built (cultural) and natural settings, including main streets and gardens.	3.2, 3.3	**Lead:** LG **Partners:** SG, RDA, Local economic development committees/ progress associations, Heritage Sector	• Heritage tourism opportunities are recognised in local economic development initiatives. • Experiences within destinations are connected through marketing, collaboration, and accessible routes/trails. • Investigate a pilot program involving state and local government, public-private-community partnerships (similar to Mainstreet USA or UK's Heritage Action Zones) to provide a catalytic model for heritage precinct revitalisation. • Infrastructure renewal/upgrade works are coordinated in high-profile heritage destinations (eg Hahndorf) to maximise outcomes and attract additional private investment.

Action	Goal & Strategies	Action Lead and Partners	Success Characteristics and KPIs
VESP strategic priority: Collaboration			
9 Continue Heritage Tourism Alliance to advocate for heritage tourism and cultivate collaborative implementation of the Heritage Tourism Strategy and action plan.	1.2 2.2, 3.3	**Lead:** HTA **Partners:** All	• Continued monitoring and implementation of heritage tourism action plan. • Action plan for 2023-24 developed. • Number of heritage tourism ambassadors/ champions identified and promoted. • Continuation of Heritage Tourism Alliance, including representation from tourism industry, heritage sector, all levels of government, First Nations, and cultural sector. • Partnerships are established with non-traditional heritage tourism interests to advance shared ambitions, eg Festival City Adelaide, Arts SA. • Heritage tourism strategy goals and strategies contribute to and are reflected in other tourism plans and strategies (ie The Regional Visitor Strategy, 'Nature Like Nowhere Else' Nature-based tourism strategy, Parks 2025, regional/local tourism plans).
VESP strategic priority: Industry Capability			
10 Establish a training program to develop a professional tour guiding/ story telling sector in South Australia, including a development component for Aboriginal tour guides, especially at key sites and landscapes.	1.3, 1.4, 2.1	**Lead:** Tourism Industry/TiCSA **Partners:** HTSA, AAR/DPC, SATC, DEW, Education/ training sector, History Sector	• Specific heritage tourism training/knowledge needs and appropriate training responses identified, including those that explicitly support Aboriginal heritage tourism. • Pilot tour guiding/storytelling training model developed and implemented. • Development and availability of resources to build understanding about how to incorporate history and develop quality, accurate heritage experiences. • Increased opportunities for Aboriginal communities, organisations and Traditional Owners to lead interpretation and visitor engagement/access at special sites.
11 Explore the creation of a quality standard program for heritage tourism experiences and incentivise participation.	2.1, 2.3	**Lead:** Tourism Industry/ TiCSA **Partners:** HTSA, DEW	• Standards program option identified. • Minimum standards, and appropriate and accessible training (including for volunteers) support heritage managers and operators to deliver quality experiences. • Benefits of standards are promoted and accepted as an indicator of a quality heritage experience.

Action	Goal & Strategies	Action Lead and Partners	Success Characteristics and KPIs
VESP strategic priority: Promote the value of tourism			
12 **Continue to measure and report on travel expenditure where trips have a heritage component.**	All	**Lead:** SATC **Partners:** DEW	• Increase in expenditure by visitors who engage in heritage activities as part of their travel, with a target of reaching $1.58 billion by 2030.
13 **Identify champions and best-practice examples to advocate for and grow heritage tourism knowledge, savviness, understanding and capabilities.**	2.3, 3.2, 3.3	**Lead:** DEW **Partners:** Tourism Industry, SATC, Tourism operators, Heritage sector	• Heritage Tourism Alliance continued. • Launch of heritage tourism strategy celebrates the role of heritage within the South Australian experience and visitor economy. • Need established for online resource to provide a 'one stop shop' for heritage tourism advice, guidelines. • Development of a suite of case studies/best-practice examples that illustrates what professional and quality heritage tourism looks like. • Compelling 'champions campaign' developed or potential inclusion of a heritage/storytelling category in annual tourism awards to celebrate South Australia's outstanding experiences/operators.
VESP strategic priority: Enablers of the Visitor Economy: streamlining regulation			
14 **Identify and seek to understand if any unnecessary barriers can be removed, processes streamlined or incentives developed to improve the sustainability of heritage operations, access to heritage sites/locations, and/or adaptive reuse of heritage buildings.**	3.1, 3.2	**Lead:** HTA **Partners:** SG (DEW, DIT), LG, Tourism operators, Heritage sector, Private enterprise	• Requirements, such as certification and insurances that complicate operations of unique heritage experiences (eg steam power experiences, trail rides) are understood and appropriate responses developed. • 'Best-practice' information guidelines and case studies developed to demystify and enable economically sustainable adaptive reuse of heritage for commercial activity. • Ongoing advocacy by Heritage Tourism Alliance. • Heritage tourism operations consider how climate change (such as fires, extreme weather events) may impact activities and ensure climate risk assessments are undertaken as a minimum operating requirement. • The new Planning and Design Code is monitored to determine if there are any unintended impacts on tourism opportunities for built heritage.

Flamboyance Tours, Kaurna Country, Adelaide.

Glossary

Australian Tourism Data Warehouse (ATDW): The national platform for digital tourism information. By listing a product in the ATDW database, tourism operators benefit from being listed on southaustralia.com, australia.com, and regional tourism websites, and by a network of over 250 tourism distributors.

Heritage managers: operators, owners, custodians, including individuals and organisations that own, have responsibility for or manage heritage sites, assets and traditions/knowledge, either individually or collectively.

Heritage sector: businesses, organisations and community groups whose primary objective is the collection, retention and communication of history and heritage.

HTA: Heritage Tourism Alliance.

LG: Local Government/Councils, Local Government Association (LGA), Outback Areas Authority.

SAHC: State Aboriginal Heritage Council.

State Government agencies/departments: Department for Environment and Water (DEW), South Australian Tourism Commission (SATC), History Trust of South Australia (HTSA), Department of the Premier and Cabinet (DPC), Aboriginal Affairs and Reconciliation (AAR), Department for Infrastructure and Transport (DIT).

Tourism Industry: Tourism Industry Council of South Australia (TiCSA), Regional Tourism Organisations (RTOs), Regional Development Organisations/Australia (RDO/A).

Tourism operators: businesses, service providers, non-commercial organisations involved in the delivery of profit and not-for-profit visitor experiences and activities.

Visitors: Includes domestic (intrastate and interstate) and international visitors. A visitor is "any person travelling to a place other than that of his/her usual environment for less than twelve months and whose main purpose of trip is other than the exercise of an activity remunerated from within the place of visit" (World Tourism Organisation). Day visitors are domestic visitors who travel for a round trip of at least 50 kilometres and are away from home for at least four hours but not overnight (Tourism Research Australia).

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