

Growing Our Heritage Future

A 10-year strategy
for heritage tourism
in South Australia





Acknowledgment of Country

Growing Our Heritage Future acknowledges and respects the state's First Peoples and Nations, and recognises them as Traditional Owners and occupants of South Australian land, waters and their connections.

Growing Our Heritage Future acknowledges that the spiritual, social, cultural and economic practices of the First Peoples and Nations come from their traditional lands, waters, and cosmology, and that First Peoples and nations maintain cultural and heritage beliefs, languages and laws which are of ongoing importance today.

Cover image: Kanyaka Station Ruins, Nukunu Country, Flinders Ranges & Outback.

Kool Tours authentic tribal experience, Coorong/Kurangk, Ngarrindjeri Country, Fleurieu Peninsula.



Heritage is the heart of the visitor experience

It connects travellers and their passions to the people and places they visit, to the South Australian character and way of life. When we share our heritage, tell our stories, and reveal our truths, we say to visitors, ‘This is who we are. This is South Australia.’

Though the story of South Australia began with the dawning of a habitable earth, heritage is so much more than ancient history. The vitality of this land and its people is alive today in our natural and cultural heritage. From experiencing the Coorong with a Ngarrindjeri host or diving a shipwreck off the Fleurieu Peninsula, to wine-tasting at a 170-year-old Barossa Valley vineyard and exploring Adelaide’s museums, markets and laneways, South Australia boasts a wealth of distinct and diverse heritage encounters.

And still there is untapped potential to further leverage the state’s special places and stories.

This 10 year strategy harnesses the promise of our heritage. By 2030, it will help grow South Australia’s visitor economy to \$12.8 billion. When we highlight our heritage within the visitor experience – showcasing the range and depth of possibilities on offer – we give visitors every reason to travel further, stay longer, spend more, and share their tales of South Australia with national and global communities.

Heritage is our legacy from the past, what we live with today, and what we pass on to future generations. Our cultural and natural heritage are both irreplaceable sources of life and inspiration.

– UNESCO

Our Ambitions

We want every visitor to South Australia to feel transformed by evocative heritage encounters.

Growing heritage tourism will support diverse and economically sustainable destinations. It will foster value and appreciation for our fascinating past and the future's unwritten possibilities.

A strategic, focussed approach to maximising the tourism potential of South Australia's heritage will achieve the following ambitions:

- Growth in the visitor economy as a result of outstanding heritage experiences. In the 12 months to December 2019¹, \$1bn was spent on trips with a heritage component². This strategy aims to **increase this contribution to \$1.58bn by 2030.**
- Investment and activity that conserves, retains and takes **pride in the sites and stories that shape the South Australian heritage visitor experience.**



Mayfair Hotel, Karna Country, Adelaide.



Bay to Birdwood, Kaurna Country, Adelaide.

Values

In developing this strategy, we identified the values that define outstanding heritage experiences. A commitment to these ideals underpins strategy implementation:

Distinctive and high-quality

Heritage gives rise to distinctiveness and connects visitors to our state's inimitable character and identity. Unique, high-quality, visitor-centric experiences support and reinforce South Australia's visitor appeal and strengths³.

Contemporary and engaging

There is an opportunity to look beyond traditional methods for communicating and showcasing heritage. With storytelling at its core, heritage is a resonant medium — energetic, vibrant and inspiring. Contemporary use, and compelling, creative interpretation, helps all visitors engage with our special places and stories in accessible and surprising ways, creating lasting memories that must be shared.


Authentic and honest

Exceptional heritage experiences don't just transmit facts; they capture the essence of a place and its people. Tailored storytelling — grounded in accuracy and sensitivity — will establish a new narrative for South Australia, as we present the fullness of our legacy. We want visitors to be amazed and transformed by the rich stories and experiences they've enjoyed.

¹ Tourism Research Australia, *International and National visitors survey year end December 2019*. While it is recognised that COVID-19 travel restrictions have impacted statistics, the year to December 2019 continues to provide the most stable baseline for measuring and forecasting the economic contribution of visitor activity.

² For the purpose of these statistics heritage-based travel expenditure is defined as leisure trips where travellers engage in one of the following activities: visit museums or art galleries, visit history/heritage buildings, sites or monuments, or experience Aboriginal art/craft and cultural displays. For international travellers those attending an Aboriginal performance are also included. It excludes activities where heritage may be a contributing factor to another defined experience, eg visiting a winery, sightseeing, dining in a repurposed building.

³ The South Australian Visitor Economy Sector Plan 2030 identifies the following visitor experience themes — Primary: Exceptional Food & Drink Experiences, Immersive Nature & Wildlife Experiences, Event & Festivals; Secondary: Road Trips, History & Heritage; Aboriginal Experiences.



Umpherston Sinkhole, Mount
Gambier, Boandig Country,
Limestone Coast.

About this document

This 10-year strategy, and its accompanying action plan, were developed in collaboration with the Heritage Tourism Alliance, and through consultation with tourism industry and heritage sector stakeholders from across South Australia.

It aims to:

- inform state and local government about heritage tourism objectives in South Australia, and
- guide stakeholders – including tourism operators, regional tourism organisations, communities, Aboriginal heritage, heritage owners, custodians and managers who wish to capitalise on the potential of heritage – to deliver outstanding visitor experiences.

How to read this strategy and action plan

All stakeholders who contribute to South Australian tourism, or who have a role to play in sharing stories and caring for special places, are integral to implementing this strategy and action plan.

Over the next decade, heritage tourism efforts will focus on three interconnected goals, outlined in this document. Strategies that bolster these goals and reflect stakeholder priorities for heritage tourism in South Australia are also identified.

The action plan details what, specifically, will be accomplished over the next two years. In the last six months of the two-year plan, the Heritage Tourism Alliance will collaborate with stakeholders to identify future actions that continue to progress the strategies for achieving the goals. Renewing the action plan every two years keeps implementation agile, with a dynamic capacity to reflect on and respond to changing circumstances and emerging trends within the visitor economy and heritage sectors.

This strategy reinforces the importance of heritage as a meaningful contributor to growing the state's visitor economy. The action plan is structured to support the delivery of the South Australian Visitor Economy Sector Plan 2030 and we recommend reading both documents for context and a complementary vision for roll-out.



Unicorn Brewery Cellars, Burra, Ngadjuri Country, Clare Valley.



Figure 1: The Heritage Tourism Strategy supports delivery of the South Australian Visitor Economy Sector Plan 2030 and contributes to other key tourism plans and initiatives.

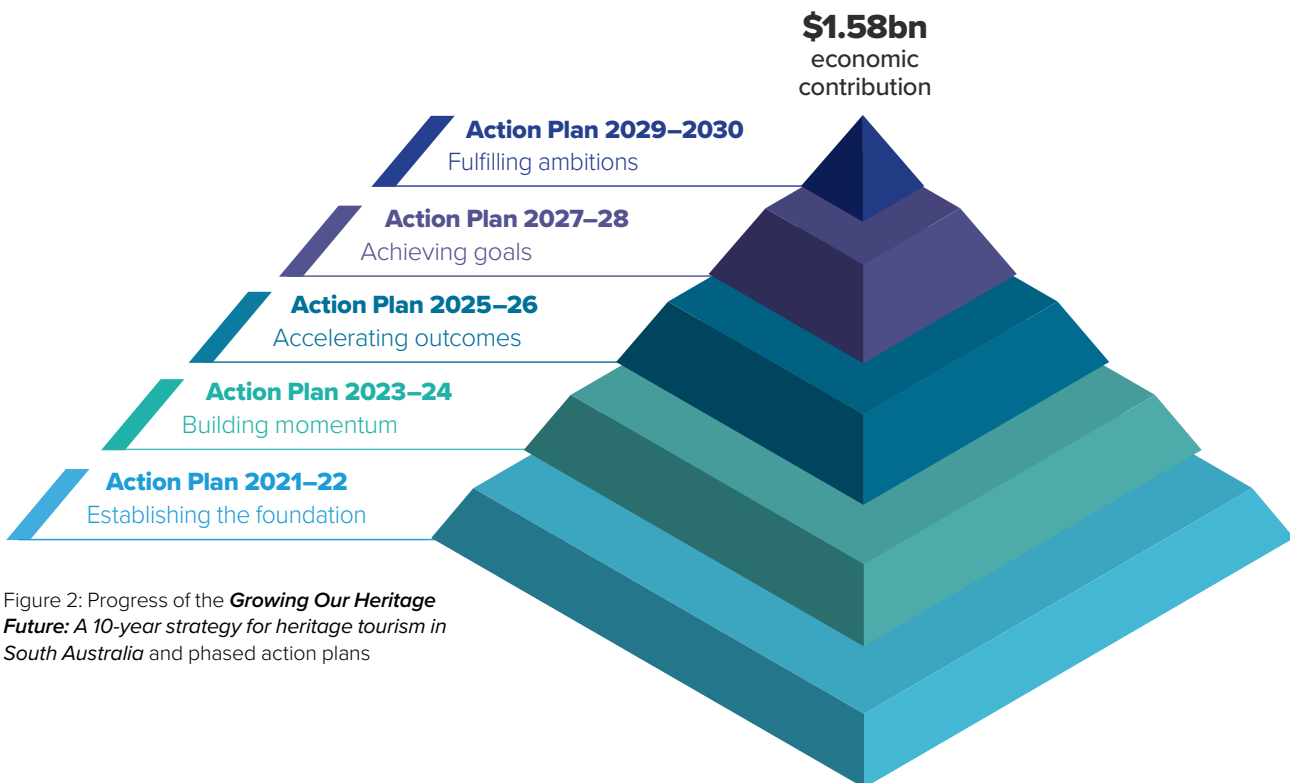


Figure 2: Progress of the *Growing Our Heritage Future: A 10-year strategy for heritage tourism in South Australia* and phased action plans



Heritage encounters that deepen the visitor experience

When visitors seek true connections to the people and places they visit, heritage deepens that experience because it reveals what makes South Australia special.

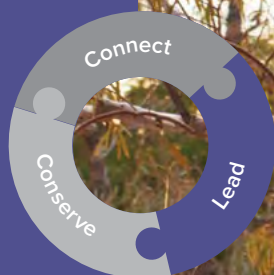
South Australians are proud of their heritage and enjoy sharing it with visitors. There are unrealised opportunities for creating exceptional heritage experiences that leave lasting impressions. Connecting visitors to local character and stories inherent in South Australia's stand-out nature, food and wine, Aboriginal heritage, festivals and cultural attractions, will transform visitor experiences and truly differentiate us from other states.

Strategies to achieve this goal:

- 1.1 Proactively develop outstanding heritage experiences.
- 1.2 Leverage the heritage opportunities embedded in South Australia's iconic nature, food and wine, and arts and cultural experiences.
- 1.3 Support tourism operators, site managers, and communities to communicate inclusive, authentic and engaging heritage stories.
- 1.4 Invest in developing Aboriginal heritage tourism to transform the South Australian visitor experience.

Seppeltsfield Winery, Ngadjuri Country, Barossa.

A tourism industry that benefits from a professional heritage sector



To realise our ambitions, we must nurture our peerless heritage experiences, along with the skilled and knowledgeable operators (both commercial and non-commercial, including community organisations) who deliver them. Cultivating an ethos of professionalism will improve heritage tourism's ability to support employment opportunities, economic and cultural sustainability, destination vibrancy and resilience – especially in outback and regional South Australia.

Successful heritage tourism in South Australia requires leadership from all levels of government, regional development organisations, the tourism industry and heritage sector, and collaboration between all stakeholders.

Strategies to achieve this goal:

- 2.1 Build capabilities of the heritage tourism sector to meet quality tourism standards.
- 2.2 Collaborate and establish innovative partnerships to increase capacity and opportunities for heritage tourism initiatives in regional areas.
- 2.3 Identify and promote ambassadors to lead, guide and advocate for heritage tourism.



*Kings Marker Campsite and Memorial,
Innamincka, Yandruwandha/Yawarrawarrka
Country, Flinders Ranges & Outback.*



Tourism activation conserves and enhances heritage places, sites and landscapes

Cultivating heritage tourism will deliver positive conservation outcomes. Investing in heritage for tourism purposes contributes to the retention, evolution and interpretation of heritage fabric and values.

By repurposing heritage for tourism enterprises, all relevant owners, custodians and communities can maximise the social and economic potential of heritage assets. Investment in parks, jetties, main streets, landmarks, and the precincts and landscapes connecting them, leads to more diverse and resilient destinations that draw year-round visitation.

Tourism activity refreshes our perception of heritage. It strengthens our appreciation for and understanding of heritage tourism's value – financial and cultural alike. It imbues bricks and mortar, rocks and water with human stories that will resonate for decades to come.

Strategies to achieve this goal

- 3.1 Implement funding models that foster tourism investment into heritage places, sites, and landscapes.
- 3.2 Encourage accessible, adaptive reuse of heritage, including sites and places, for tourism activities.
- 3.3 Empower urban and regional communities, including Aboriginal communities, to harness the tourism potential of their heritage.
- 3.4 Leverage the expertise of storytellers, cultural knowledge custodians, historians and other heritage disciplines to enrich visitor experiences of special places and sites.

Martindale Hall, Mintaro, Ngadjuri Country, Clare Valley.



*Ethel shipwreck, Dhilba-Guuranda-Innes National Park,
Narungga Country, Yorke Peninsula*

The Heritage Tourism Alliance

The Heritage Tourism Alliance is a reference group formed by the government to lead the development of this strategy and its action plan. Key stakeholders represented on the Alliance:

- Department for Environment and Water
- South Australian Tourism Commission
- Department of the Premier and Cabinet – Aboriginal Affairs and Reconciliation
- South Australian Heritage Council
- State Aboriginal Heritage Committee
- Tourism Industry Council South Australia
- History Trust of South Australia
- Local Government Association
- City of Adelaide
- International Council on Monuments and Sites (ICOMOS)
- Geological Society of Australia – SA Division
- Heritage tourism academics/specialists



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