

# Barossa Water Security Strategy – strategic foresight planning

There are 4 kinds of question we can ask about the future:

**1. What will probably happen?**

(Predictions, projections, often mathematical models and probabilities)

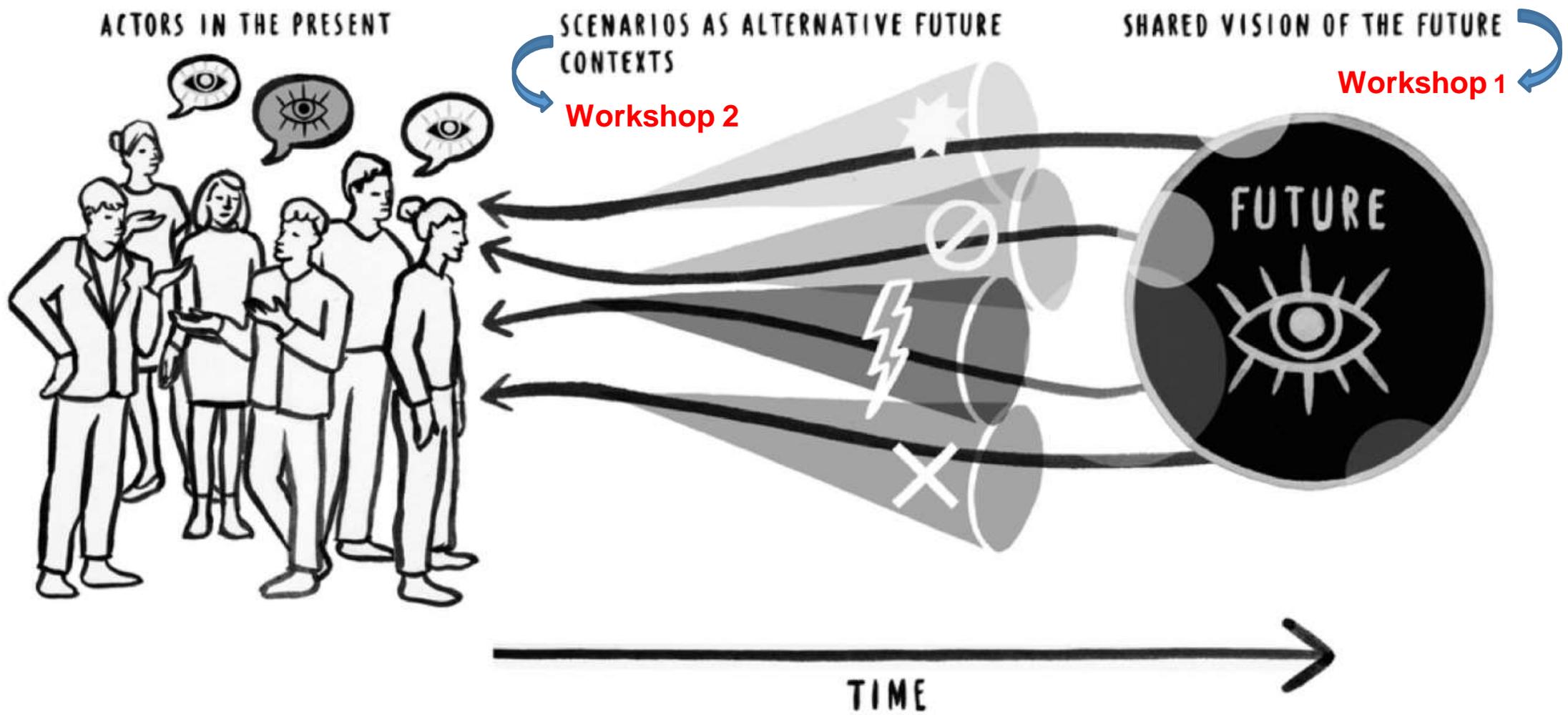
**2. What do we want (or not want) to have happen?**

(Normative scenarios, often called visions, values based)

**3. What could possibly happen?** - irrespective of whether or not we like it, and whether or not it is likely, but rather because it is important and uncertain (Exploratory scenarios, often just called "scenarios" in shorthand)

**4. What are we going to do about it?**

(This is the planning/action question. We are best placed to answer after we have put some effort into all 3 above. Then we can answer the question of what it would take to achieve our vision, in the context of each future scenario, and develop robust plans).



WHAT CHALLENGES AND OPPORTUNITIES DO WE FACE  
IN EACH SCENARIO AS WE TRY TO GET FROM OUR  
DESIRED FUTURE TO THE PRESENT

## Global Trade and Tourism - G

G1 Highly interconnected world, free trade agreements with major trading partners, tariff free trade environment and no restrictions on tourism

G2 Increased focus on domestic markets plus certain bilateral trade agreements

G3 All trade heavily restricted on a global scale, contracted economy, lots of nationalism, trade barriers to protect internal markets, some relocalization

**Key uncertain factors and plausible future states**

## Population Growth - P

P1 Population growth as a result of increased urbanization, sprawl, encroachment and commuters living in the region and working elsewhere

P2 Population growth within existing urban footprint

P3 Population decline and people moving out of this (and other) regions and into the cities

**These form the 4x future plausible scenarios provided on the next page**

## Consumer Preferences - C

C1 Focus on both sustainability and health. Shifts towards more plant based diets, sustainable products with minimal environmental footprints. Health: no amount of alcohol is good for you, so alcohol consumption also drops.

C2 Focus on premium "clean and green" products, responsibly and locally produced. Consumer preference continues to move towards high end wine plus sustainability credentials.

C3 Climate drivers impact varietal shifts in the region. The consumer preference is driven by trends that are disconnected from local climate conditions and varietal feasibility.

C4 Growth in consumer preferences for the Barossa brand irrespective of sustainability and local concerns leading to pressures for expansion

## Cultural and ethnic diversity and inclusion - D

D1 Indigenous and non-indigenous people of different ethnicities call the Barossa home, the region has embraced multiple cultural narratives and values diversity as all groups contribute to enriching the region.

D2 Historical Barossa families remain tight knit but new comers not readily integrated and increasing numbers of alienated outsiders impact social cohesion

D3 Decline in social cohesion and connection to place

## Regulatory Environment - R

R1 Corporate sustainability driven - Private companies imposing tougher environmental regulation than local or national government

R2 Increasing centralization of regulatory functions means regions have less influence over water and land use policies which are impacting them

R3 Regionally driven regulatory environment, local and sustainable. Water allocations managed adaptively to climate change.

R4 Unregulated free for all in relation to water allocations, salinity and land use planning

## Ag Tech and Data - T

T1 Proactive development and uptake of ag tech including local innovation and sector development the new farmers ar

T2 Slow uptake of ag tech, dominant companies are outside of the region, Barossa buys in tech but loses control of data

**Scenario 1**

G1 Highly interconnected world, free trade agreements with our major trading partners, tariff free trade environment and no restrictions on tourism.	P1 The region experiences population growth through increased urbanisation, sprawl, encroachment and commuters living in the region but working elsewhere.	C4 Globally there is a growth in preference for the Barossa brand irrespective of sustainability and local concerns, leading to pressures for expansion.	D3 There is a decline in social cohesion and connection to place.	R4 The regulatory environment is weak, essentially an unregulated free for all in terms of water allocations, salinity and land use planning.	T2 There was slow uptake of ag tech in the region, so the dominant companies are elsewhere, Barossa eventually buys in tech but loses control of its data.
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**Scenario 2**

G2 Increased focus on domestic markets, and on certain bilateral agreements, in the midst of increasingly protected markets across the globe.	P2 Population growth in the region is contained within the existing urban footprint.	C2 The focus is on premium “clean and green” products, responsibly and locally produced. Sustainable products with minimal environmental footprints	D1 Indigenous and non-indigenous people of different ethnicities call the Barossa home. The region has embraced multiple cultural narratives and values diversity.	R1 Corporate sustainability policies drive the regulatory environment, with private companies imposing tougher environmental regulation than our State or Federal Governments	T1 Proactive uptake of ag tech, local innovation and sector development means farmers are now producers of water, energy, food, wine and data.
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**Scenario 3**

G3 All trade and tourism is heavily restricted on a global scale. There is a contracted global economy, lots of nationalism, trade barriers to protect internal markets and some relocalisation.	P2 Population growth within the region stays within the existing urban footprint.	C1 Consumer preferences focus on both sustainability and health. It has been shown that no amount of alcohol is good for you, and alcohol consumption drops. There are ideological shifts towards plant-based diets.	D1 Indigenous and non-indigenous people of different ethnicities call the Barossa home. The region has embraced multiple cultural narratives and values diversity.	R3 The regulatory environment is regionally driven, water allocations are managed within local sustainability limits, as the climate changes.	T1 There was proactive uptake of ag tech, including local innovation and sector development. The new farmers are producers of water, energy, food, wine and data.
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**Scenario 4**

G1 Highly interconnected world, free trade agreements with our major trading partners, tariff free trade environment and no restrictions on tourism.	P3 Over time, population in the region declines, with people moving out of this (and other regions) and into the cities.	C3 Climate drivers impact varietal shifts in the region. Consumer preferences are driven by global factors that are disconnected from local climate realities and varietal feasibility.	D2 Historical Barossa families remain tight knit but newcomers are not readily integrated, increasing the numbers of alienated outsiders.	R3 Regulatory functions are increasingly centralised, meaning regions have less influence over the water and land-use policies which are impacting them.	T2 There has been slow uptake of ag tech in the region. The Barossa now buys in the tech it needs from external companies.
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