



**Government
of South Australia**

Department for
Environment and Water



SA Heritage Tourism Strategy
Stakeholder Engagement - Final Report
Workshops (Adel)
Online Survey Responses

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INTRODUCTION

Background

In May 2019, the SA Department of Environment and Water (DEW) contracted IPS Consultants to undertake high level stakeholder engagement to inform the development of the first ever SA Heritage Tourism Strategy. Activities undertaken and the resulting feedback provided are presented herein in a verbatim format and presented to the Department as material from which to develop a forward-looking strategy. The Heritage Tourism Strategy is a 2018 election commitment from the Marshall Government, intent on seeing greater commercialisation and unlocking the tourism value in state-wide heritage assets.

Engagement objectives and activities were designed using a strategic planning framework, to explore answers to open ended questions. The purpose of engagement was to:

- Identify SA's unique heritage stories and places that have strong appeal to visitors;
- Determine opportunities and challenges for developing heritage-based visitor experiences;
- Understanding what needs to be done and how industry and government can work together to realise the full potential of SA's heritage assets.

The purpose of this Report is to present raw data from broad engagement as it was provided to us for the use of SA Heritage and the Alliance. The views contained here are not those of the consultant and have not been analysed or altered in anyway. It should be noted, this report collates the two Adelaide workshops only (remaining workshop data is being compiled by DEW), and responses to the YourSay e-survey, closed on October 7, 2019.

Definition

For this project heritage tourism was defined as “attractions or activities and experiences that engage with use or interpret heritage stories and places, including gardens, landscapes, sites, shipwrecks and objects.” Interacting with heritage can be either the primary tourism experience or an aspect of another tourism experience.

Heritage tourism today

Globally, heritage tourism is one of the most popular and diverse types of tourism and is among the very oldest forms of travel. Our heritage creates a sense of place, reinforces our identity and distinguishes South Australia from other states. Australian International and National Visitor Surveys show that heritage visitors spend more and stay longer than the average visitor. Growing the range, quality and diversity of heritage experiences will capture more of this market, helping to grow our visitor economy and support tourism activity in our towns and regions.

24% of all international visitor activities in SA are heritage related, but competing with other states, South Australia is ranked 4th behind NSW, Tasmania and Victoria as a heritage tourism destination. Domestic visitors to South Australia are much less likely than international visitors to engage with heritage – just 11% of activities undertaken by interstate overnight visitors and only 6% of activities undertaken by intrastate overnight visitors.

A 4-part engagement process was undertaken to seek input from the tourism industry, heritage owners and custodians, local government, regional communities, Traditional Owners, and those with an interest in heritage tourism across South Australia. Engagement activities included:

- Input into the development of a Discussion Paper circulated to stakeholders;

- Development of an online survey for distribution through the state government's YourSay portal;
- Workshop design for rollout in 12 regions, and facilitation of 2 sessions at the Old Adelaide Gaol;
- Training for DEW staff to facilitate 12 regional workshops across SA.

WORKSHOPS

Two 2-hr workshops were conducted in Adelaide at Old Adelaide Gaol. The objectives of these were:

1. To engage key stakeholders and community in the development of the SA Heritage Tourism Strategy;
2. To provide inspiration and provoke ideas through discussion to ensure focused, aspirational, practical and useful input into the Strategy;
3. To demonstrate active community engagement to the Minister in the development of the Strategy;
4. To establish a vision for heritage tourism in South Australia;
5. To identify the unique stories that define South Australia's identity;
6. To identify opportunities and priorities to grow heritage tourism;
7. To contribute to an action plan, how we can work together to realise the heritage tourism potential in South Australia.

Following is the workshop outline:

Time	Activity for Workshop
9.30 am	Alliance Chair to open forum, start proceedings Keith Conlon, Chair Heritage Tourism Alliance
9.35 am	Welcome to Country Kaurna Aboriginal Representatives
9.50 am	Activity 1 – Introduction: Mapping Your Connection to SA's Stories and Sites Purpose –Illustrating individuals' heritage story connections within and outside metro Adelaide, links to regions and synergies to how people and stories travel. Activity 2 – The 5 Whys Helps participants shift from a 'surface issue' to discover the root cause of what drives their interest in progressing Heritage Tourism and helps focus on a critical thinking mindset. Helps the Alliance to understand the key motivation for those in the room to test goals against at a later date. Activity 3 – Vision Statement and Goals Purpose – Helps participants to focus on desired outcomes for the Heritage Tourism Strategy. Activity 4 - Exploring opportunities

	Purpose – identifying key heritage tourism stories or experiences you think should be an essential part of a visit to South Australia, and specific opportunities for progressing heritage tourism in South Australia. Activity 5 – Challenges and Barriers Purpose – Identifying the barriers faced to achieve the identified opportunities Activity 6- Priority Sorting Purpose – To group together individuals' priorities to form a group consensus of the most important goals. We end with 5-8 themes from which goals can be shaped.
11.30	Next Steps and Close

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Activity 1 – Introduction: Mapping Your Connection to SA's Stories and Sites

Participants were asked to write their name on one piece of paper and stick the note on the maps provided 1) where they or their organisation was located and 2) where their story could be traced geographically on a map. This was an icebreaker activity, illustrating individuals' connections to heritage and destinations across SA and the country.

Activity 2 – The 5 Whys

Participants were asked to consider "Why is heritage tourism important to me?" and scribe their answer. Then they had to review their response and ask, "Why is *that* important to me?" and repeat this five times. The final Why? Answer reflects the root cause, or the purpose about why heritage tourism is important to consider, before addressing issues, problems and solutions. Final answers given were:

- To be happy
- Knowledge of self and empowering SA
- Heritage tourism is a positive way of sharing stories and bringing more to our economy
- An enriched community that is enriched by its visitors

- Without it we have no substance to live or reason to reflect. It (heritage) enriches our lives
- It is part of our authentic and unique story
- The past enables me to connect with people today
- It tells/celebrates stories that bring the heart and mind connection of our people/culture and our country (that is unique to SA)
- We will have no tomorrow and our state will remain bleak. It is about togetherness and as the late Karno Walker talked of 'Wirritjin' – or working together
- Without it (sic) life is made more interesting to learn or discover our history, share it
- It shares the landscapes, places and stories I love, with others and helps protect them for future generations
- Having a deep understanding of history, stories places and geology provides context for life
- It connects us, brings out our genuine love for people, places, and stories
- Experience is the backbone of tourism today tomorrow and in future
- It's our story. It's for the future
- It will help me create a great product for travellers keep them here longer and make them more satisfied. Plus, storytelling makes me better at what I do, the best at what I do
- It is one avenue through which we can contribute to the health and prosperity of Australians and their environment
- Adelaide will be sustainable long-term relevant city into the future
- It will support environmental social and economic outcomes for SA related to heritage place
- It connects people between shared heritage stories

Activity 3 – Vision and Goals

Participants from groups 1 and 2 were asked to *“imagine it was 2030 and SA is ‘wildly successful’ at heritage tourism. The state is known nationally for being amazing in delivering heritage tourism experiences.”*

1. Describe and brainstorm what wildly successful heritage tourism looked like; (vision) and
2. What did we have to do to achieve success?

Brainstormed responses are below:

Vision – (or wildly successful heritage tourism in 2030) was described as:

- Collaborate community/ownership
- Healthy visitation numbers
- Embedded active (sic) with objects
- Biz (sic) operators join
- Heritage tourism working together proudly
- Strong narrative around SA
- Kaurna and Aboriginal stories shared and associated Aboriginal biz (sic) training
- Built heritage presented and new purpose
- Creative partnerships
- Tellers of stories of past with technologies of future
- Many touchpoints to experience and share
- Advocating each other's work and value to our story
- Our stories and specific places are woven into one rich community fabric
- A lot of people outside SA are talking about heritage tourism opportunities in SA
- All our state and local heritage places are conserved and celebrated
- Aboriginal and colonial heritage stories intertwined and celebrated

- The whole community has something to share and celebrate in its stories its food and locations
- It's as if history is living is speaking from the bridges, stones, buildings and ships – connecting trails of discovery, weaving alongside our indigenous
- It's living, juicy, in your face
- Touches us, entertains us
- Strong stories/narrative around SA
- Kaurna Aboriginal stories captures, shared, Aboriginal businesses prospering from this
- Built heritage preserved and used accessible to the public sed by private, re-adapted for modern use
- Meshing of low and high tech e.g. latest mobile and VR tech
- Seamless experiences across institutional boundaries as the story is rarely limited to one agency and jurisdiction
- Experiences relate to what makes SA unique on a national global stage, otherwise there is a risk of being outdone by other cities etc
- Healthy visitation numbers
- Interactivity with all objects embedded
- Heritage sites working together and feeling proud
- Business operators approaching and wanting to be part of HT
- Sustainable tourism development of heritage
- Range of accessible sites
- Deeper public understanding of heritage value
- 'Take only photographs' as colloquial as 'don't litter'
- Archaeology and tourism in collaboration
- Bigger appreciation for history
- People immersing themselves in city
- Longer visitation to Adelaide not just regions
- Locals getting among it
- More money for tourism bodies
- Realising experiences are worth paying for
- Not looking for cheaper tourism avenues
- Regular work for me, hiring more staff, developing more ideas
- Renewed spaces
- 2030 – Interp trails. Each rewarding, enjoy life
- It is cool for visitors of all ages
- Vibrant and diverse visitors
- Exciting nature and experiences-based opportunities
- SA a must – see destination
- 2030 togetherness (NZ experience) working on multiple 1 day, ½ day, overnight and week-long tours that link us all up.
- Pride, unique, difference, smells, sun, rain, mud, colours, pride of place, pride of people, oneness, individuality, water, barren land
- Create cultural sites, art everywhere, music everywhere,
- Revolutionary. Entertainment and culture. Food/wine/history. Cultural, exciting
- Immersive experiences
- Adaptive reuse of heritage buildings, to keep places intact (2)
- Vibrancy
- People sharing a city connected by its diverse heritage but common goals
- Variety of heritage product, point of difference, unique, intriguing, surprising, welcoming
- Events with stories behind them
- Quality experiences, not quantity

- Layers of landscape and heritage, seen and highlighted
- Alternatives to cars to get around – walking and cycling tourism
- Several world heritage sites
- Great places to stay
- Conservation and successful management
- Great stories about heritage places
- More economic development in regions
- Adaptive re-use of heritage properties
- Many more visitors adding to the communities' benefit
- Pride, stories being shared
- "That was a rich memorable experience" – the visitor
- People – Indigenous and non-Indigenous telling stories together
- Worked as a team to create new visitor experiences that had win: wins for all. Proved that heritage was an essential part of engagement with the community – knowing us through stories of creation and celebration. We make places come alive and the dead speak to us.

Goals – (or How we did it) was described as:

- Work across institutions
- Provide funding to maintain heritage assets (if we don't value them enough to maintain them, why should we expect others to?)
- Not shy from difficult conversations
- Figured out our unique offerings/values (why would you be more interested in SA Heritage than interstate overseas?)
- Create more sophisticated means of sharing funding, dates, staff, etc across institutions
- View each other as partners not competitors
- Big promotion to interstate/local people
- Create more interest in schools/curriculum
- Creating perception of experience at a fair price
- Creating new perception of heritage
- Invested in assets
- Preserved/protected built heritage
- Captured stories/data etc and made it publicly available for all to use
- UNESCO World Heritage Listing
- Adopted new tech to tell stories in innovation, engaging ways
- Preserved Parklands
- Branding campaign
- Referred on and championed others
- Students and Young people given great experiences when they're young
- Collaboration/ win: win outcomes
- Branding campaign worked
- Students/young experiences given great experiences when young (therefore) plan now. Museum is not dusty objects keep quiet
- Early adopters of technology
- Referred each other/champions for work – tell your friends
- Leverage the smiles/positive experience
- Back to grass roots and local economies
- Back SA's world Heritage opportunities
- Back initiatives that have broad impact
- Collaboration between government, community and industry
- People in charge, back local initiative

- More involvement by local government
- Tour guides training – bi-cultural storytelling, permissions, appropriateness, indigenous tour guides
- Promote SA to south Aussies so they talk about it
- Senses – music, art (eyes, visual)
- Stories that connect sites, linking stories
- Interpret the layers in the landscapes – signs, apps
- Economic benefits to communities who are struggling
- Farmers benefiting from farm stays
- Making people comfortable about sharing their stories
- In charge – bottom up approaches, gate keepers removed
- Thought outside the box
- Planned approaches
- Short, medium- and long-term plans
- Ownership
- Worked with the local community to build visitor experiences. Provided funding to build the experiences. Connected visitor experiences to trails. Promoted SA to the world through an award-winning campaign
- Raise money, hire professionals, cut regulations
- Use IT as a vehicle
- Clearly identified product, packaged and managed, positioned with point of difference
- Tailored itineraries from visitor's point of view
- Amazing marketing, get the economy going
- Cheap energy
- Stories are spread; use social media relentlessly; celebrate heroes; establish trails/themes; signage
- Aboriginal leaders and heritage steering groups
- Ability for tourists to create own itineraries from a knowledge base of heritage experiences in all regions, for self-drivers
- Ensure all heritage is reserved through legislation
- Increased funding to ensure buildings are kept and stories recorded
- Multifaceted tourism campaign targeted international visitors who love heritage tourism
- Arts/ Heritage portfolios are co-contributors of the ongoing development
- Strong local awareness of the value
- More government support got heritage tourism projects
- Myth busting of heritage as 'bad'
- Grant schemes for the sector
- Better promotion
- Bridging academic gaps and divides
- A branding campaign that worked
- Students and young people given great experiences when young
- We were early adopters of tech
- We referred visitors and we championed for each other's work
- Offered benefits without being crass
- Great storytelling promoted well
- Tourism impacts offset the environmental projects (sic)
- Started with a great workshop at Adelaide Gaol 29 August 2019

Activity 4 - Exploring stories and opportunities

Purpose – identifying key heritage tourism stories or experiences that should be an essential part of a visit to South Australia, and specific opportunities to progress heritage tourism in South Australia. Groups were split into half and each group asked to scribe.

Stories:

- Adelaide Gaol – stories that rival Old Melbourne Gaol. Get engaging writers, actors, directors to tell its tales.
- Gladstone Gaol is Adelaide's regional twin
- The Heritage Rail Trail is a world-renowned driving route telling the story of BHP and has revitalised the flagging townships (in regional SA)
- Flinders Ranges – the stuff of life through time and evolution, connection to human evolution
- The settlement story is association with the philosophical radicals and Wakefield
- Defence of the state – Fort Glanville
- London – Adelaide Parklands – Mt Lofty Ranges
- 2300 state heritage places!
- Burra's heritage
- Clean and Green – easy access to food, wine and coast
- Kangaroo Island (untouched)
- Flinders ranges (beauty)
- Coorong
- Sea-side – Victor Harbor
- North Adelaide Heritage culture
- Food culture – tapas, small bars
- State library – where the stories are held
- Goolwa/Murray Mouth – Indigenous Paddle steamer
- River Murray – Renmark to mountain(?)
- Paddle steamer history & trade

Opportunities:

- Tourism wine regions/heritage vine sites
- Walking sections of the Heyson Trail (food, agriculture, tasting)
- Cycling in the Adelaide parklands
- Indigenous stories of SA – dreamtime or unique features in SA
- SA Maritime history – exploring the ports
- Youth tours
- City walking tours, history/culture
- Barossa German old vines
- New river experiences
- City H/Food& wine Trails
- Burra experiences and stories – Cornish/mining saved the state from bankruptcy
- Visit magnificent heritage homes examples of wealthy successful settlers
- Flinders Ranges Ediacaran Fossils
- City of Firsts – Pioneer settlement, Paradise of Descent, relationships, Aboriginal communities
- Enlightened developers 'open for business' government
- Use of underdeveloped spaces
- Work with established reputation for food and wine, natural beauty, concentrated cultural precinct
- Established events and activations e.g. Fringe/Festival
- Accessible city and heritage
- Cashless society
- Emerging technologies
- Better engagement with industry for greater job opportunities
- Engagement = healthy communities
- Enable more indigenous involvement in storytelling
- Cross collaboration – industry, government. State to state
- Broaden study and skills opportunities in 'heritage'
- Re-energise regional towns
- Better leverage resources and SA's strengths

Activity 5 – Challenges and Barriers

Purpose – Identifying the barriers faced to achieve the identified opportunities. Groups were split into half and each group asked to consider the challenges for heritage tourism in SA and scribe.

Challenges:

- Funding
- Political will and longevity
- Consistency of vision
- Lack of understanding of positive attributes of heritage
- Developers short sighted approach
- Institutional barriers and short-sighted approach
- Legislation doesn't protect heritage assets
- Climate change – real costs around anticipated cancellation of tours in regions and higher costs of running business
- Pace of technology
- Competition from better funded states
- Regional and local accessibility
- Trend for shorter holiday time
- Planning phase – cut through digital info-overload
- Changes of government
- How to encourage return visitation
- Encouraging local advocacy and visitation
- Working with communities to gain from heritage tourism
- Digital world – interpretation
- Fear of Change -spoiling the environment
- Quality not quantity
- Carrying capacity e.g. KI
- Funding
- Connecting experiences
- Community buy in
- Telling stories
- Finding the formula to success
- Building heritage into the experience
- Cross regional collaboration
- Give small operators the tools

Activity 6- Priority Sorting

Participants were asked to consider what their top 3 priorities were from all that was discussed and raised during the workshop. They each wrote their top 3 on separate cards and collectively the group began to sort them into related areas or themes to come up with the following table of priorities for the Strategy:

Priority Area	Key Aspects
Stories/Themes*	Great heritage story telling across themes (Aboriginal, Maritime, European etc) Learning more how we connect, bring Aboriginal stories to life so we can provide a deeper offering to our tourism products Telling the story about our experiences/places

	Make heritage experiences relevant and engaging to your market. E.g. make kids' first experience A++ Go beyond colonial history and heritage Make history and heritage less boring especially for young people Storytelling – capturing – how stories are shared
Marketing*	Promotion of a truly sustainable heritage tourism product that is unique Releasing old outdated views through fresh perceptions on heritage Define SA's position statement as the rest will follow and assist Heritage Tourism to find its place in this Promote what we have Develop a central contemporary showcase for SA story (linking products)
Enabling/Government*	Government support for industry development and collaboration Making sure there's long-term sustainability – it can be followed through Realistic government funding of heritage assets Bottom up rather than top down World Heritage nomination of Adelaide and regions Remove barriers to success – e.g. funding, red tape, nimby (sic)
Access	Increased coordination and decreased barriers to collaboration Improved public transport and accessibility to heritage locations
Value Awareness	Increased awareness and appreciation for non-built heritage Stronger recognition and resourcing of heritage as driver of community health Define the purpose of heritage tourism Increased understanding of the value and opportunity of heritage tourism in SA
Planning	Forward planning to address impact of climate change and digital/tech evolution Identify short- and long-term opportunities Face the multiple challenges of the climate crisis Address challenges and propose solutions
Collaboration*	Breaking down barriers all bodies working together

	Collaboration between industries to improve outcomes Resource sharing across government industry and business community Working together Get community, government and stakeholders excited about the opportunities Built, maritime, Aboriginal heritage all working together
Guidance/Assistance for Heritage Operators	
Trails	Invest in the Heysen interpretation and facilities X-Government and industry taskforce to nominate, activate heritage trails/experiences Burra/Clare Valley work together Creating heritage trails Historic Homes in Adelaide (Ayers, Beaumont, Cummins etc) are magnificent and should be linked
Vision	Relinquishing of power and gate keeper central – some things are working clearly, Determine what heritage tourism success looks like so we know what vision we are working towards Identify the opportunities
Digital Hub Central	Create a story hub for institutions to drive – curated! One stop SA digital hub

* Theme emerged from both groups.

ONLINE SURVEY

An online survey was made available to the SA public via *YourSay* portal from September to October 7th and promoted through Heritage SA, at workshops across the state and the Alliance. The survey was intended for those unable to attend workshops and with an interest in providing input into the strategy. 68 responses were received. Below is a summary report, with the comments collated in the Appendix for further analysis by Heritage SA and the Alliance.

Q1 What is your interest in Heritage Tourism? You may select more than one response.

	Totals	Percentages
Owner/Operator of a heritage building/site	21	30.88%
Tourism Operator/Provider	16	23.53%
State/Local Government/Industry Body	10	14.71%
Community Organisation (such as progress/business association, historical society, community group)	18	26.47%

Aboriginal Heritage	3	4.41%
Community Member	36	52.94%
Other	15	22.06%
Total Answered	68	
Not Answered	0	
Not Seen	0	

Q2 Do you consider yourself a Heritage Tourism Operator? Or do you interact with visitors at a heritage site?

	Totals	Percentages
Yes	31	45.59%
No	37	54.41%
Total Answered	68	
Not Answered	0	
Not Seen	0	

Q3 If yes, what type of product or experience are you involved with? (if there are multiple please rank in order of revenue, 1 representing highest revenue stream)

	1	2	3	4	5	6	7	8
Attraction (including built heritage)	14	7	1	1	0	0	0	0
Accommodation	4	3	0	0	0	0	0	1
Tour	4	5	7	1	0	0	0	0
Transport	0	1	0	0	0	0	1	1
Food/Wine	1	1	0	1	0	1	1	0
Destination/township	5	5	2	0	1	0	0	0
National Park	1	1	2	1	1	0	0	0
Visitor Services	2	5	4	3	0	1	0	0

Q4 If there's another type of product or service you are involved with that wasn't mentioned, please tell us about it.

Event management (history) wedding functions

Wedding/Event venue

Aboriginal History/Language

Heritage Railway

Musical performances

Underground mine tours incorporating significant historical component. Repository of historical photos and records for the region.

Events e.g. SA History Festival

Educational programs for school children. " Old school "re-enactment experience. (Dressing up, writing on slates, old fashioned games etc.)

Garden Tourism

The heritage building is part of a winery - so a cellar door is involved

Festivals and events

Q5 Please select the regions you are mainly located/operate in.

	Totals	Percentages
Adelaide City	18	26.47%
Adelaide Hills	15	22.06%
Barossa	8	11.76%
Clare Valley	7	10.29%
Eyre Peninsula	3	4.41%
Fleurieu Peninsula	16	23.53%
Flinders Ranges and Outback	8	11.76%
Kangaroo Island	4	5.88%
Limestone Coast	5	7.35%
Murray River, Lakes and Coorong	1	1.47%
Riverland	3	4.41%
Yorke Peninsula	6	8.82%
Whole state	5	7.35%
Other	9	13.24%
Total Answered	68	
Not Answered	0	
Not Seen	0	

Q6 All good strategies have a clear vision for the future. Imagine it's 2030 and South Australia is internationally known for being wildly successful in reinvigorating heritage tourism. There is a real buzz. What does success look like to you? Describe the vision in terms of experience, what people are saying etc.

You need to visit South Australia where they celebrate their heritage places in unique and exciting ways - great for all age groups. South Australia is also conscious about telling the story well and respectfully and ensuring that the carbon footprint of tourism is minimized.

Adelaide is recognised globally as a National city park which respects and celebrates its heritage, through its built fabric, layout, park lands and stories. It celebrates its history and heritage and the ability to easily navigate and get around, enjoy the clean and green environment, its closeness to the sea and food and wine regions all make SA inviting to visit and want to stay.

Interstate and international visitors are aware of SA's unique stories and talk about them to their friends. They have heard about these stories and associated experiences before they travel and therefore choose SA as their destination.

The State is "selling" its heritage as a key part of a visitor experience - it's not just eco-tourism and wineries. South Australia is showcasing its status as the only freely settled state. Promoting how the State evolved and the key people and places in the development. Make heritage and history experiences - look at the Blinman Mine Tour in Blinman for an example of how you can educate and give people an interesting and exciting experience at the same time. Interact with history and make it come alive. Young and old are able to enjoy and participate.

Visitors come to South Australia & Port Adelaide with the knowledge of a wide range of heritage attractions. These attractions are supported by all levels of government through information, publicity, signage and good transport links.

Linking modern history of South Australia to the history of Europe through the migration trails. My area of interest is the German migration of Lutherans escaping persecution for their religious beliefs. Family historians, professional historians and theologians would be interested

That visitors are well managed, respectful of the location, the residents and the history. That they learn from their visit and leave feeling enriched and with more understanding of our history and how it relates to the present. That this encourages an understanding of the multiple layers of history that comes with the settlement of the Flinders Ranges and how it has affected the present.

Wealthy international tourists will be visiting the Barossa as one of the world heritage listed sites because of its unique agricultural and cultural history. Many will arrive by the Barossa Wine Train at the TANUNDA railway station, where smart liveried porters will conduct them and their luggage to the splendid resort facility (currently on the drawing board) situated between Chateau TANUNDA and the elegantly appointed railway station. This is a central location from which they will easily access the Barossa Arts Hub (also on the drawing board) via a very short walk that takes them past interesting works of art set along a beautiful garden path. From the Hub it is then just a few steps to the vibrant Main Street with its quality restaurants, wine bars, eateries and other fascinating boutique shops. Also from the resort, guided day tours in either motor cars or mini buses can take them to the many attractions in the Barossa, like Seppeltsfield, Yalumba, Rockford, Maggie Beer's farm shop, Hentley Farm and St Hugo restaurants, Kapunda copper mines, Atlanta Station, as well as the many galleries, festivals, museums and heritage sites like Bethany. This last attraction will have been given a heritage listing as the original settlement for the Lutheran congregations who shaped the Barossa, and the unique European cottages will have been faithfully restored.

Our heritage is something people travel to visit. It's supported by good transport, approachable information (signs, websites, etc), and information alerting people to it is easily able to be found by locals and tourists. It's non-exclusive.

Heritage experiences that showcase historic aspects / stories but also are interactive utilising technology, in particular to engage well with young people but broader visitors as well. Unique apps that provide visual and audio enhancements. In showcasing historic aspects, for example, buildings, collections etc...have appropriate settings, e.g., lighting, furniture, infrastructure in keeping with the time of the historic place...some of our existing historic sites are daggy and dated (but not dated in terms of 'in keeping' with the appropriate time of the historic place / story).

there exists a heritage trail for every demographic and every interest, and we are known for being tremendously proud and protective of our unique heritage. (Known as we are today for Burra Charter - The Burra Charter is a set of principles that have been adopted to create a nationally accepted standard for heritage conservation practice in Australia) ...visitors from diverse cultures

A much greater emphasis on Aboriginal history, where Aboriginal perspectives are included throughout the experience. At the moment, many of the Aboriginal perspectives are an 'add on'. For example, I recently saw the heritage information signs in the main street of Loxton. There are multiple panels talking about different aspects of colonisation. Then at the end, at the bottom of the hill, is a sign about the Aboriginal history of the area. It almost looks like an 'add on'. In the future, I would like to see Aboriginal history included much more in the heritage story.

South Australia has a unique and rich cultural heritage from the ancient indigenous places, to globally recognised colonial set up and society formalisation all filled with engaging experiences and locations that hold and tell these stories. Visitors make their way to South Australia to immerse themselves in the history, culture and colour of the state's heritage. Exploring the Flinders Ranges, immersing themselves in the Cornish mining history at Moonta, uncovering the revolutionary thinking of the state's modern settlement and exploring the many historical buildings South Australia has to offer.

Every resident and business know and can share their local heritage story to visitors

The preservation of our authentic heritage sites is melded perfectly with making them function in a real business sense for today's visitors & business owners

We vision more tours on our historical property/events/accommodation. Showcasing our historical property.

Not only are the number of both interstate and overseas visitor numbers being up across all the tourist areas but going by the postcodes many more South Australians are actually visiting these iconic tourist districts. One of the most popular conversations are the general tourists can't believe we have saved so many of our old unique stone buildings, so many more have been retained compared to their own State, we obviously take more pride in our history. It appears to be more of the younger generation making this comment. They love the character of the buildings each district has retained their unique style.

I consider some attractions are purely heritage tourism, such as train museums, colonial/historic boating experiences, mining interpretation etc. Other attractions rely on a collective "vibe" such as town centres with numerous heritage buildings, and in this respect a number of gifts, artisan, clothing, wine bar or cafe operators in heritage-listed buildings will also be a draw card for tourists. Success can mean keeping a vibrant main street or a museum/gallery with ever-changing exhibitions.

Innaminka/Cooper Creek outback experience from families to extreme outdoor enthusiasts. Visit the historical sights and hear the stories of the Aboriginal people from this area. Follow one of the many walking, camping trails and understand how hard it was it those days. Settle in for a camp oven meal and storytelling, from the Traditional Owners of the land. Take in the amazing and beautiful star filled night sky, that depicts the beginning of our Dreamtime.

Our heritage sites are publicly known, and we have as tourism officers engaged and enhanced the outreach of these sites.

People are saying that Adelaide is THE place to go in Australia (forget Sydney, forget Melbourne, forget Brisbane or Darwin). They love how easy it is to move around South Australia and Adelaide. They love how densely packed the tourism experiences are - they don't have to drive more than 30 minutes to get to a significant destination. The locations are open every day (not just weekends or weekdays), and some are even open at night. There are informative interpretive signs, and wonderful tour guides that tell special stories and bring the history of a place to life.

Tourism is well managed and appropriately controlled, yielding high return with minimal impact. Visitors come to enjoy the preserved and dynamic landscape, celebrated Aboriginal culture and history and wildlife and nature. The region is recognised as highly successful in ecosystem management and Aboriginal people control their story and narrative in partnership with others. European colonial heritage is recognised through a World heritage listing.

The history of free settlement, early settlers, historic re-enactments. Thematic tours where people are guided through the region and explore the stories.

Sa

A vision of south Australia's future heritage tourism...

who wants to know about it... anyone with a connection to south Australia, tourists with an interest in history (re architecture, people, development, indigenous communities, plants and geology, art, transport, mining, agriculture etc)

Who will be organising it... government backing (monetary or resources support), local communities, individual tour operators, overarching bodies (e.g. mining SA, sports SA etc),

How will it be done.. collectively, interactively, shared resources and shared connections. A state-wide map/linked activities and resources/ history community.

Who is saying what... multiple themes running across multiple disciplines? Everyone is talking, linking the past to the present, learning from our ancestors, remembering who we are and where we came from.

Heritage tourism is easily accessible to everyone. I think aboriginal heritage is going to be a real drawcard. Technology is going to be advanced and play a big part.

South Australia's heritage can be a major attraction for tourism. This attraction would not just comprise of heritage places that tourists can visit, but also through many of our suburbs in Adelaide which have retained their original houses to create areas of great character.

South Australia will be the Heritage Tourism hub of Australia. We have many hidden gems in our state that are lying in wait for funds to bring them to life. International travellers will come to South Australia for a Heritage Tourism Trail with packages tailored to their desires. My dream on our property is to renovate our c1851 shearing shed and hold functions in it with guests arriving on the paddle steamer Oscar W from the Goolwa wharf.

The people, government, government authorities and private enterprise need to be aware of the value of heritage and are educated on how to identify and preserve heritage environments.

The story is of a land rich in stories and culture from the aboriginal heritage including knowledge of language and customs in specific areas, images of what happened in specific areas, etc.

Then how settlers and migrants, workers and slaves made South Australia their home over the decades.

Why they moved, what their aspirations were once they were here, what they brought to society, and their legacy today.

The mission is for people to realise our historical buildings, etc make us unique. For example, Adelaide

City will end up looking like any other city with glass buildings. Elements of the city already have a feel of a business park which can be found anywhere. The city itself should have heritage precincts with unique design and architectural themes.

Increasing numbers of people enjoying and being challenged by a range of experiences illuminating SA history via various platforms, events and publications online and in print, with quality content.

Visitors recommend us and come back again.

The Silver2Sea Way - formerly the Heritage Rail Trail - is the 'must drive' SA Touring Route, for the Heritage Tourist. The 14 towns along the route are alive with technology that showcases the past - Peterborough's 'Steamtown' Museum is operating at its peak and the Port Pirie National Trust Museum is a vibrant end location and the Pirie Rail Express Ride-on Rail is a must, for kids of all ages.

Heritage buildings that are kept in excellent repair

Effective marketing

The experience would be totally immersive focussing on all the senses as the experience is not familiar at all. It's a complete experience for the children of the area as an educational resource; visitors (national and international). The location is a regional town an hour north of Adelaide and the story/theme is the incredible story of Sir Sidney Kidman and the 'empire' he built and that still survives by way of the Kidman Co (probably even in 2030!) People are amazed that this man did and experienced so much, particularly in this town which he called 'home' for many years and which has the surviving architecture, memorabilia, film, photographs and written word that is now (2030) compiled by modern technology into an immersive 'adventure'.

The protection and restoration of key, significant or other building and sites pertaining to our local history and growth. Stronger considerations and sympathies in planning approvals.

More tourists coming to South Australia - people of all ages. Increased local council and government respect for heritage buildings as well as other interesting unclassified ones. An improvement on the way in which South Aussies and others speak of this state. An understanding that heritage can feature in many facets of life in South Australia.

Visitors seek out SA because its European settlement was unique among the Australian colonies. It was more orderly, and its early buildings and infrastructure showed a great dependence on stone, still obvious today.

Full time visitor attractions, lots of visitors, attractions and tour operators working together, packaging products, more jobs, better economy.

This side of Eyre peninsula is stuffed who ever surveyed E.P didn't have any brains and this new state government isn't much better

thriving heritage locations and busy townships that have local interstate and international people coming to be part of the ambiance listening tasting watching and buying

Friendly and relatable. Not huge in size

A good experience recently was at Penola. That town and the heritage work especially around Mary MacKillop.

The Park Lands and City layout has been successfully listed as a UNESCO World Heritage site. Adelaide is a bucket list destination.

Identify closely with the people in the story and how their personal experiences shaped them. Are able to take away photos/videos of their connection with the location and story. Are hosted and guided in a way

that is memorable and impacting. Are enthusiastic to recommend to others that they visit the location and benefit from their understanding and sense of deep connection.

South Australia's heritage story is primed and ready to unfold at the point of arrival. It offers digital access and goes with you like a virtual tour guide. It recognises your surroundings, creates prompts for your enquiries, tells vignettes of stories, creates intrigue, a desire to explore and helps you navigate your around, from place to place, and also service to service. The experience is so engaging, so immersive and so uniquely part of South Australia that it makes an indelible impression, something the visitor feels compelled to tell others because it so friendly, so accessible, and so memorable that they want to tell others, and they too come and see what it is about.

In the mid north it would be a story of all the famous people and places that are not well known to most tourists, Australian or overseas

Consumers are actively looking for Aboriginal tourism experiences in South Australia as they are aware that they are on offer. SATC is actively promoting Aboriginal tourism experiences in their marketing activities.

Our visitation has grown since 2019 when 7,000 people take underground tours to 24,000 per annum and everyone continues to spread by word of mouth that the Blinman Underground Mine tour is a "must do".

People are definitely getting more conscious of their background, their history of heritage and what struggles their past ancestors overcame. People are getting into local history to find out more about themselves as a whole, who were the people behind these great places, the way the buildings are perfectly sustained and maintained

- commercialisation and professional heritage tourism (properly marketed, properly staffed, available to visitors all the time without having to phone ahead to a volunteer)
- 'must do' attractions and activities that appeal to a wide demographic
- points of interest transitioned to attractions or experiences
- immersive experiences which create wonder and excitement, smiles, laughter, participation

more tourists to Adelaide Hills bakeries, B&Bs, and vineyards

more cyclists choosing the Hills as a safe place to ride their bicycles

South Australia is the place to visit for authentic accessible heritage village feel that centres you in an area of interesting and varied experiences such as food and wine, beautiful beaches and national parks.

Interstate and overseas visitors in regards to the Fleurieu and Adelaide hills.

Hand crafted stone buildings, handcrafted local wines and food country road trips

People should be excited about the heritage experience, drawn to any activity or event because they feel if they aren't there they are somehow missing out. It can be a destination or an event - small or large - but it must resonate with people's emotions, draw them into the desire to be there. Food and drink are part of the experience; hence Hahndorf can attract 90,000 people to their Visitor's Centre and Museum. Hahndorf is a natural tourism mecca - food, galleries, walks, atmosphere. Events like the Croquet Club initially attracted visitors thinking it would have the charm of yesteryear but modern in its intent. We must combine that notion to make the history of the State relevant to all age groups not just the over 50s who are the largest group participating in the heritage experience.

- Agreement and collaboration across government departments and federal/state/local government to achieve a common vision
- Heritage is integrated across tourism experiences (not stand alone)
- Hero heritage stories are identified for the state
- Businesses/communities know how to tell their stories

- Enablers are identified and actioned for businesses/communities
- Emotional connection and deeper understanding with the community/destination
- Further supports increased visitors stay and spend

local, interstate and international visitors knowing about Clarendon and coming to visit because the experience a unique, interactive local heritage experience of our town.

great story telling on our natural and build heritage

At the moment it doesn't look good. A lot of our heritage is being lost because of lack of money and the council.

Visitor numbers would be up, tourists say they come because they had seen national/international promotions, love interacting with displays and talking about history to volunteers, using social media to show/spread their experiences, being able to be safe on/in well maintained infrastructure

Increased visitor numbers to museums, sites of historical significance. An experience for all age groups. Working with indigenous groups to present their culture.

As offers many world classes gardens which promote climate compatible designs and plantings. Because of our expertise in making gardens which can survive hot dry summers people from all parts of the world should visit SA to learn how to cope with the changing climate.

Relaxed tourists saying they had a leisurely trip along the heritage trail across SA staying in heritage accommodation, eating fresh local produce grown in each region, influenced by the cultural heritage of the area (e.g. German - Barossa/ Hahndorf, Cornish - Burra/ Moonta, Seafood - Port Lincoln etc.) I would include Indigenous cultural experiences with this. Encouraging use of different forms of "heritage" transport for this - i.e. Possible arrival via Overland Train, Steamranger/ Cockle Train/ Paddlesteamer/ Adelaide Tram/ Cruise to Kangaroo Island/ Horse drawn tram across the Causeway at Victor Harbor. Add in extra historical things such as the Adelaide Oval Bradman Museum, Ayers House and Carrick Hill.

People like to hear stories and be in the place that the stories are about. The place I am involved with has many stories to tell since the property has been in the family for 170 years and a number of the buildings are in original condition i.e. not altered since they were built.

Visitors to this area find the authenticity of the history appealing/interesting/intriguing.

In 10 years' time, if the current heritage buildings and the natural floodplain are maintained - and if visitor facilities are maintained and/or developed - visitors can have access to any heritage stories/themes in any form the owners choose

Heritage assets (built, written and oral) are recognised and valued by the local community and visitors, and where possible, generate an income to ensure they are self-sustaining

Use of heritage sites in new ways that attract visitors to see these sites used to their fullest potential.

Q7 What sorts of things could be done or put in place to help achieve success?

Tell the story well in relation to some key places that cover a variety of themes and then sell those stories to encourage people to visit. Ensure that there is sustainable travel options and sustainable food and packaging options available on site. Make the visit fun and, where possible, affordable.

Policies that recognise the value of heritage in the planning framework so that the liveability of our city isn't diminished. Tools for operators so that they can become better story tellers. Training and showcasing small- and large-scale projects where investment has driven tourism success. tours to large scale investments (Seppletsfield) Case studies might benefit here.

funding funding funding

Integrate heritage and history as a key pillar of the tourism experience. Encourage local history groups to put forward ideas for their region. Tap into existing historical/heritage tourism experiences for modelling. Funding funding funding.

Recognise that many attractions are volunteer run, or rely on volunteers, and provide some support for publicity and infrastructure to assist visitors. Assist attractions with standardised signage, and translation services. Don't make us jump through hoops for something of minimal cost, but great value to the attraction and visitors.

Start preparing for the 200th anniversary of arrival in 1838/1939. Creating a project banner where all the relevant history groups come together and a place for family historians to log their events. I think a hosted online system under the auspices of Heritage SA will work best initially

Improved education about the status of the town, improved grant opportunities for owners of buildings in heritage listed areas to assist with costly maintenance and renovation. Support for small business in regional areas.

Restore the railway line between Gawler and Tanunda. Enable the Chateau proprietor, John Geber, to construct his intended world class resort. Give the Barossa its applied-for world heritage listing.

Act urgently to give Bethany heritage status and have expert professionals help with the restoration. THIS IS URGENT!

Open sites up more, better transport to and from, less privatisation of the surrounding infrastructure (associated tours, food vendors, etc). Make them accessible for all, not just wealthy "experiences". Make the site itself of interest, not just the food or wine aspect. Emphasis the history.

Additional funding rounds to help preserve / conserve historic sites, without significant co-contributions being required. Developmental grants for things like mobile apps. Funding to help train volunteers regularly.

Through Planning Reform protect our current heritage sites from demolition and identify what could be 'future heritage' and put in place protection. We need to knit our history together and develop a clear narrative. Make our heritage and history interactive (real) and digital based. Put in place incentives for private investment and protection for sharing our heritage with the public. Don't just concentrate on the Adelaide CBD or even just Adelaide; integrate our history, our heritage with our regional communities, through Local Governments. Tell a joined-up story. Have a very strong investment in our indigenous heritage, indigenous tourism is a huge attraction to overseas visitors. Have a central Adelaide Museum to tell the true Adelaide story that reflects on our founding fathers (Commissioners for South Australia) and their reforming agenda of planned settlement (no convict labour) ...focus on the likes of Wakefield, Bentham, Gouger. Convert the Adelaide Town Hall and adjacent building into the Adelaide Museum? Encourage and reward adaptive reuse of our heritage architecture. Create a digital twin of South Australia, so you can explore our heritage digitally and three dimensions and then go out into the real world to see and experience the heritage. why can't someone go online and talk with a virtual Robert Gouger and here his life story and role in creating South Australia and Adelaide. Link our heritage back to its very origins for each heritage period...aboriginal people, whalers, free settlers and where they came from, the Italians and Greeks, Vietnamese, Cambodians, Indians, Africans....link Adelaide to the origins.

Being inclusive and respectful. Changing wording on signs would also help. For example, the current National Park interpretive sign at Lake Eyre South is worded in a way that is a bit offensive. It talks about the early settlers and says, 'disease and superior technology prevailed to deplete the extensive Aboriginal populations'. My issue with this wording is it doesn't mention who brought the diseases (the Europeans) and assumes the Europeans had 'superior

technology'. How did the 'superior technology' work out for Burke and Wills?!! The Aboriginal technology was arguably far superior for the area than the European technology.

Identification and prioritisation of showcase offerings. Investment and facilitation of their development, including pursuit of relevant UNESCO World Heritage Listing. Focused tourism strategies to promote the offerings and attract visitors. Collective promotional offerings combining experiences and bundling them up for visitors.

Programs and funding to support communities and business research and present their heritage story. It may be a building they own or use, a human story that is distinctive for a location or understanding how people and place fit into a bigger South Australian and Australian story that explains the cultures and practice of today.

Grants, encouragement to heritage site owners, case studies of best practice examples currently (e.g. Seppeltsfield), Council's not getting in the way

financial help/promotion/tour groups/company involved

By encouraging the owners of these buildings to retain and restore these buildings. Perhaps a small committee could be put in place where people who own heritage sites could go to for advice and actually assist them in applying for Grants from a special heritage fund. There must be an INCENTIVE for people to retain these structures. Funds to be allocated for different period buildings/homes, the older the more money they can apply for in assisting them. e.g. a house built in the years 1880-1890 \$20,000 1890 - 1900 \$10,000 etc... A small discount with Council rates, vouchers for building materials

Historic main streets require marketing and events to keep foot traffic high. With strong visitation, there is more likely to be investment in buildings for small business purposes. Maintaining the historic built form and attractive & sympathetic additions are important to ensure the town stands out from others for tourism purposes. Success is also likely to depend on macro-economic such as capacity to gain finance, global economy, understanding trends etc. With respect to heritage-themed attractions and cultural tours, keeping volunteers, introducing interesting tours and updating exhibitions are important.

More buy in from Government to support infrastructure and Traineeships, leading to sustainable jobs and ongoing development of the Tourism Industry - in the most costly and harshest area of South Australia.

Further public outreach programs, citizen science and enhancing visitor experiences.

-There's an over-investment in signage at locations to make them a tourism place. The reality is, people come to a site for an experience, not to read. Investment needs to be made in informative, animated, charismatic tour guides that can bring sites to life.

-There's an over-emphasis on natural beauty. While natural beauty is great, our human history is also phenomenal. Again, we need people to bring these stories to life.

-Australia is home to the world's oldest living culture. Embracing Aboriginal tourism - Aboriginal guides willing to show sites of interest to their people (interesting trees, rocks, art, etc). This could be packaged as an experience, where people can go out camping (or glamping) to see sites of South Australia in remote contexts.

-History month is wonderful in South Australia! But then all those wonderful sites disappear for another year. The limited opening hours of many great tourist attractions are a great shame.

Collaboration partnerships and investment is needed to achieve the above.

Support early settlement re-enactment attractions

Yes

Government resources and education for heritage tourism operators.

Kick start funding for operators.

Annual heritage festival (already in place)

Overseas and interstate marketing to interest groups e.g. family historians, countries involved with exploration and settlement.

How do we attract people to this place at this time, whilst talking about a past Time? Make it relevant, inclusive and FUN!

Establish relationships with the aboriginal community. Provide opportunities for technology students to develop their skills and win awards for new ideas

Increased support and protection for contributory heritage listed buildings. Many of our character suburbs which have large numbers of contributory heritage listed buildings will have unfortunately little protection under the new planning laws.

From our point of view owning an historic sheep and cattle station in the Coorong dating back to 1843 - we need expertise and money to pay for infrastructure and refurbishment of old stone buildings that were built c1851. We have many things that can be done on our property alone. Our old car graveyard needs to have some of the better vehicles placed under cover, the bulkheads from the paddle steamer 'Wilcannia' are part of our historic stockyards-built post WWII.

Education in schools and communities

Sign boards and multimedia

Websites, social media and apps

Urban planning

Incentives and education for developers to keep older buildings and tell the story of them through the new building.

Incentives and education for developers to keep to precinct design and architecture themes

Events

Quality signage

Enticing social media including websites

Interesting even provocative material

Assist to improve and maintain visitor experience with heritage tourism funding/grants.

A report has been developed, outlining the potential, the requirements and the costs - this report has been provided to both The Office of Premier & Cabinet (SA) as well as The Office of Prime Minister & Cabinet.

Support of the State Government - alongside that of the Federal Ministers - in assessing how it could be realised, are essential to the successful delivery of this historic drive.

More money needs to be spent to keep our buildings looking good. Extra grants and funding would be useful

Highlight constructive and positive indications of heritage tourism.

Technology will permit the immersive experience in 3D, light and sound etc across the various locations in the town that are associated. Only an hour from the CBD it's an easy drive or ride that may take in other ventures on the way. But a heritage cottage accommodation could await, encouraging participants to stay a while as the experience is more than 'a couple of hours'. There's buildings to see that belonged to Kidman; the area where the horse sales were held; (by then) a full museum of authentic artefacts, immersive scenes, archive film, all of which backs on to a mine site that was the first operational copper mine in Australia. Volunteers escort visitors well versed in the 'story' and details of every facet of the experience.

Stronger considerations and sympathies in planning approvals.

Greater sympathies to environment and history and space as opposed growth and rates.

More grants and support available to volunteer groups focused on heritage.

Increase the financial investment into the History Month. Invest in the genuine restoration of buildings not necessarily in the current listings, and not just by keeping a facade as with the devastation of the original Her Majesty's! Possibly invest in 'heritage parks' in a couple of country towns where little townships can be rejuvenated, and staff employed (probably in costumes!) - a bit like Ballarat.

Explain the history of early European settlement in terms of rural dry-stone walls as property boundaries and farm fences. These, along with domestic, commercial and public buildings also describe the diverse geology of SA. promotion of heritage trails aimed at families and couples, assistance with government red tape i.e. Local Government planning and fee assistance.

Dual lanes all the way to Adelaide, I'd love to catch a passenger train from Port Lincoln to Adelaide, this state government isn't much better than the previous one

bring back Australian heritage and history into school core curriculums it will open doors to visiting locations, more volunteers to gain points for exams, positions for teachers, university positions, trades skills in all heritage preservation, material supplies and associated jobs in that industry, overnight stays travel and hospitality economic benefits.

Work at the local level. Identify towns such as Burra.

Small area airports to get people to the location.

Support from State and Federal government to progress the application for world heritage listing through to realisation. Support for all active South Australian applications and encouragement for them to collaborate to strengthen and align their applications.

Professional restoration and management of the buildings. Provision of nearby short stay accommodation. Story board interpretation. Recruitment of trained guide or self-guide app for personal devices.

A pilot project that sets the template for this form of delivery that can be used around the State and loaded with local content. This way a consistency in format is created but each location, each community, and each heritage custodian have a convenient means available to load in their unique content and tell their story the way they want it told.

Just to inform all how diverse and interesting the mid north is

SATC & FRTOA actively promote Aboriginal tourism experiences available throughout SA.

We are doing it already, mission/vision, business plan, great product.

Opening up historic walks through our hidden gems

- upskilling or transitioning away from community groups involved in most heritage tourism product
- presentations to councils about benefits of running heritage tourism assets with a commercial mindset rather than a community mindsets (show case studies of towns or attractions which have transitioned, explain unique selling proposition)
- Grants for upgrading or transitioning existing heritage assets to modern professional standards (e.g. technology, audio visual, websites and marketing collateral, professionally developed strategic plans)
- Provide grants to councils or regions for development of heritage tourism strategy. So much effort is wasted through scattering various clutter in a town or region with no real consideration of experience. It is an extensive community consultation though because local residents are often incredibly emotionally connected to various heritage assets. These locals tend to drive the direction of heritage tourism in regional towns, rather than visitors' opinions. Being able to simply and effectively get objective advice from a visitor perspective in consultation periods would be valuable to counter the local resident view.

better bike lanes;

perhaps designated bike-safe roads with lower speed limits

Connecting towns to surrounding events and walking trails and access to open heritage houses with engaging stories that link to SA history and authenticity

A Heritage Visitors Centre would be fantastic. A one stop place to find out about the history of South Australia which then directs to historic locations, events and activities. See the canons fired at Fort Glanville and ride the mini train and historic carousel at Semaphore, then wander historic Port Adelaide, visit the City of Adelaide, the Maritime Museum, Railway Museum and Aviation Museum. We need to package history and heritage better. The History Trust of SA History Month History Month is a fine of example of presenting the heritage experience but needs to get greater exposure to interstate and international visitors. Immerse yourself in history, come to South Australia.

Activities like participate in an archaeological dig, participate and learn old methods of construction, e.g. building stonewalls, heritage train rides in the Adelaide Hills, a weekend on a heritage farm to name a few. Make South Australia the place to come to learn a heritage building skill. TAFE could run Tour Guiding Courses to attract more qualified people in the business of heritage. Universities could off Museum Skills training. Tourism SA would prepare booklets full of Heritage activities for visitors to undertake rather than just take a walk down North Terrace. Booklets that include heritage activities for children. Greater advertising for the walking tours of Adelaide, heritage bike rides, minibuses to take visitors to selected heritage sites, maps of Adelaide showing heritage sites.

- Resourcing the action plan (grants/funding/personnel)
- Cross government collaboration
- Capacity building for aboriginal communities, guides, volunteers, tour operators
- Industry testing of concepts
- Re-introducing storytelling/history through school curriculum

Walking trails, QR codes with information, local businesses having the capacity to cope with tourism without the town losing its quaint charm. Assistance (money, skills, physical) to maintain the streetscape and street fronted gardens

training and capacity building programs

Look at our history and put up a site dedicated to our local history a museum would be a good start. Restore what we still have

More focus and inclusion on SA regional & state govt publicity programs. Government funds to continuously upgrade and maintain heritage infrastructure to a safe and sound condition. Promote different types of heritage trails in SA, Aust & overseas to catch the real interest in history.

Use of technology. Advertising, promotion. Training and creating jobs particularly for younger people. Funding from Federal, State and Local Government. Corporate sponsorship.

We need to advertise SA as a garden destination on par with France Italy and Spain and advertise via Garden Clubs and organisations that our history in garden making for a Mediterranean climate places us a real destination for tourists

Suggested itineraries to include visits to multiple locations, supporting timing of "festivals" across regional SA for tourists to move from one to the next. Encourage development of aboriginal cultural tourism. Move away from the "cultural cringe" idea that Australian Heritage tourism should centre around the earlier settlement of NSW and Vic.

The recent input of grant funding by the History Trust is very supportive as far as maintenance of heritage buildings is concerned. Other support might be in the area of presentation of information (access to interior designers, interpretive centre developers, etc) so that the visitor experience can be enhanced

Grants or other incentives (e.g. tax deductions associated with investment in heritage assets) to develop heritage tourism assets

Recognition of and inclusion of heritage tourism as a key branch of SA's tourism portfolio (including SATC marketing)

Seeing heritage as an advantage, not a cost burden. The telling of stories of heritage properties and showcasing people who have used their sites well and proven you can make a difference.

Q8 At the core of many heritage tourism experiences is a good story.

What are the unique stories or heritage themes that reveal South Australia's distinctive history and character, set us apart from other states, and in your view would attract visitors here?

Start with the Aboriginal story, then the fact we are free from convicts, highlight our natural treasures such as KI, Naracoorte Caves, Limestone Coast, Mt Lofty Ranges, Flinders Ranges, Head of Bight (and the list goes on) and highlight the cultural tourism options around these places.

Paradise of descent, developed as a free settlement, the free to worship and sharing of many churches by multiple religions.

City layout and design, our Park Lands

Our food and wine heritage

Aboriginal history

Natural history (fossils)

Coastal trade and grain

Mining history - Burra and Moonta - connected to our Cornish history

A city of firsts

I think some of the work National Trust did on heritage thematical trips are worth exploring

non-convict history, planned city, progressive women's rights

need interactive immersive experiences, not just signs to read and ruins to look at

tie food/wine or accommodation experiences with heritage

We are the only freely settled state - let's make more of that.

Look at the historic industries we had here - what's left of them? are there sites where there are remnants of buildings etc.

Make the stories more accessible.

Arrival of early settlers by sea, and again in more recent decades. Recognise that there are links across the start, and related social history.

The influence of German settlers in all walks of life and where settlers have formed distinct communities in the Barossa Valley and Adelaide Hills.

The overland telegraph, the opening of arid inland, the AIM, the Afghan Cameleers, the Ancient and continuing custodianship of the aboriginal peoples, the Ghan railway, the Beltana Pastoral Company etc. In short, we have a rich and interesting history in the inland which seems to be missed in advertising promotions.

Please read our application for giving the Barossa, the Adelaide Hills and the southern vales national and world heritage listing. It has taken our committee years to formulate the argument. The Barossa has unique cultural heritage based on the nature of the early English and German migration, manifest in its early architecture, its food culture, its material culture its agriculture and its wine industry. There is too much to mention here and it has already been amply documented.

There's lots, SA has a pretty unique history from other states.

Heritage buildings

Heritage experiences (e.g., Moonta and Burra's Cornish Copper Mining history)

Aboriginal history and guided tours

our indigenous history is a story (the good and bad) of international significance. Our white 'free settlers' and the entire thinking behind the setup of South Australia was not only unique but was copied and repeated in countries like New Zealand and Canada. But tell the true story of the Commissioners of South Australia...the work of the philosophical radicals of the time; Wakefield brothers, Robert Gouger, Bentham, Thomas Maslen's 'A Plan of a Town for Australia', Grote, the Torrens' title, the Duke of Wellington. Explore our war history and the enormous sacrifice of our best to the various wars, conflicts and peacekeeping duties around the world. Our inventiveness as a small State to aviation, medicine, research, dry land farming. our migration waves; Italians Greeks, ten-pound poms, Vietnamese, Cambodians, Africans...and focus strongly on the incredible contribution they have all made to south Australia. Our early architecture.

There is a huge interest in Aboriginal history and stories, particularly from Europe (France and Germany particularly). We need to capture more stories before the older people die. I know there are Aboriginal people in Marree who have information on the 'other side of the Burke and Wills story' that has been passed on to them. Providing an interesting alternative narrative is something that appeals to visitors.

World leading colonial thought and implementation

Ancient indigenous culture

A substantial collection of heritage sites - natural and man-made.

Accessibility and ability to easily consume the offerings

Systematic Colonisation settlement scheme as a utopian idea of how to build new and sustainable communities centred on freedom, shared culture and collaboration between government and private enterprise.

I always hear from interstate visitors that SA heritage buildings are a standout for them & they don't see the sort of concentration of these stone buildings elsewhere. I think it already attracts people, without us trying. I think if we promoted it would be even better. I do like the London example of all their heritage buildings, and how they are named with the plaques & you can read the history and wander around, but that is for more concentrated areas maybe. So many stories to tell & ways to tell them- especially in the digital age. We just need to put some \$ behind it.

Founders

The story of where it all began

historical buildings still intact and working farm

We certainly have a unique mining heritage, wine heritage. I think the heritage farming sector should be promoted and encouraged more, to develop, much along the lines of Bungaree Station at Clare. Hill River Station, Clare was once the biggest farming operation in Australia, 1850s-1870s, when raising sheep and cattle was the norm. Who knows about this unique stat? Can the Martindale Hall site Mintaro near Clare be developed more along the farming theme as it is in the vicinity? Clare was also known as the Garden of the North, back in its day, where many blocks were developed as orchards with acres of a huge variety of fruit trees, currant vines etc were grown. Clare had its own dried fruit factory so the history of the orchard industry could be developed at Martindale as well, this could be a major draw card for the mid-north region. Working and static displays.

For historic towns, providing information on why the town was founded is important - is it German, Scottish, Cornish, mining, wine & vines etc. I would also like to see the introduction of more whimsy or interesting "foot notes" about the town characters/people. There are always quirky stories to tell!

The Burke and Wills Trail - Coongie Lakes Water Catchment - the Drought Times and the Flood times - both extreme and offer different experiences.

"Big Red"- not exactly Heritage but could be developed to offer so much more to the local area. Both in respect to the Aboriginal Groups and the Pastoralists, an outback experience on working cattle stations and the likes.

Our coastal heritage and our immigration stories. The Fleurieu peninsula has a vast range of heritage sites, along the coast and hinterland. These could be adapted and expanded.

Adelaide is an amazingly designed city - because it WAS designed. While other cities were made piece by piece, Adelaide was made at once as a settlement free of the convict stain. This elitism still influences South Aussies today - down to the way we speak. This unique story can be celebrated all throughout Adelaide.

Mount Gambier is the most under-rated place in South Australia - and maybe Australia. It has amazing geology, resulting in a phenomenal cave experience. Beside it's interesting and natural beauty, the old structures in the town are stunning. If other parts of the South East are considered, the drainage history of Millicent, the caves of Naracoorte, the run-away holes in Mundulla. Yet I sadly see so little promotion of this area beside the picturesque Blue Lake.

The outback is a uniquely Australian experience that international tourists seek. Port Augusta is well promoted as the gateway to the outback, with Wadlata's tourist centre, and the stunning arid botanic gardens. But beyond that, we can do more at Woomera, with its military background, at Roxby Downs, with its mine tours, with the aerial views from William Creek, with the brilliantly fascinating Wabma Kadarbu Mound Springs. These unique outback experiences are what people visit Australia for.

Aboriginal heritage

Biodiversity values and the mosaic of farmland within a biodiversity hotspot (Adelaide Hills).

SA's settlement story and reconciliation with Aboriginal people (work in progress)

Free Settlement, Geology, Scottish settlers, whaling, Mosquito Fleet, Indigenous aquaculture

Tour

Encounter Bay... where flinders (England) met Baudin (France) in 1802 leading to a complete map of the Australian coastline.

Religious groups settling here to avoid persecution.

Atomic testing at A haven for runaway prisoners.

A rich whaling history.

Town planning and architecture that is unique in the world.

The Heysen trail... walking tours that meander through areas of historic significance, and the art associated with them.

Historic railways.

Historic farming practices in difficult climates.

Telling the story from both a European settler's perspective as well as an aboriginal perspective. We still have many historic buildings in SA

I think there are a couple of different areas for this.

1. Our role as a colony without prisoners and taking a leading global role in giving women the right to vote
2. The unique urban planning of Adelaide with garden suburbs and the park areas surrounding the city

Our property is unique in that it is a sheep and cattle station with an historic history but also has a maritime history as our islands are surrounded by water. Paddle steamer plied the waterways and there are amazing stories of fishing, Aborigines, boating, mustering, early pioneers and their life on our islands. Visitors want a point of difference. We need to market the unique qualities of our state - Aboriginal history and early pioneers and settlers. When you dig deep into pastoral properties you find hidden gems.

What makes South Australia/Australia unique in the world is our aboriginal heritage, also our geography and stories of various migrant settlements. Visitors are hungry to get out there and see what was here before European colonisation.

The buildings however quaint play a really important part in showing how South Australia progressed through the decades. Pictures or digital video experiences of what streets looked like, what people wore, ate and how they spoke and how this changed over the years.

Stories of great achievements - only free state, liberal and progressive laws - women's vote, first aboriginal Governor General, First Refugee to the GG, Scientific research, rockets from Woomera, Submarines, award winning wines, Festival and Fringe history is interesting also. Also, share a vision with visitors and locals alike about how heritage is being enhanced into the future.

Also interesting is how the city and people embraced change over time whether that be technology or attitudinal and what grand visions for the city/state/regions did not go ahead.

SA's distinctive and extensive indigenous art and culture

SA's immigration experience

SA's beautiful and distinctive architecture, domestic and public

History and current experience of food and wine

SA events and personalities - Kingswood Smith, Holdens and cars

Adelaide Hills (Heysen etc)

none

storytelling training

blah

partnerships

Integration of Aboriginal and natural heritage stories with European cultural heritage stories. Holistic story telling - but make it fun and inviting.

the inclusion of heritage themes and stories in broader tourism - e.g. the history tours at Adelaide Oval
the development of walking, riding and driving trails which bring together attractions, experiences and stories which help give visitors our special sense of place and past.

Telling our regional history in a more cohesive manner. Garnish the stories that are being told anecdotally by tour operators. Write stuff down!

The clipper ship itself, a huge number of old unused large warehouse buildings throughout the waterfront and promotion of things to do in addition to the heritage item. Sell the package!

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Aboriginal heritage

Positioning heritage as a genuine contributor to the South Australian tourism message and supporting, developing, protecting and managing it accordingly

Empowering and funding local communities and tourism facing businesses in particular, to research a heritage story to bring it to a point that it can position their tourism product or experience. The 'story' authenticates and qualifies the product or experience and proves a value proposition - gaining something worthwhile.

Telling the stories better & pulling all sites together in some way to be part of a greater story

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Re-purposing older buildings for wine bars, ceramics & pottery classes, floristry, cooking schools, distilleries, accommodation, galleries, yoga retreats, art classes, wellbeing etc

Supporting Aboriginal people to develop an industry using their Land and Knowledge, that can sustain and retain their culture, their cultural way of life, language, storytelling and passing on of knowledge. All of this could add value and dollars to the economy of South Australia, whilst encouraging the outside world to "have to visit" for the experience of a lifetime.

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Creating immersive experiences and tours. Marketing needs to be advanced also.

I have recently moved to the lower north of South Australia. There is an abundance of 100+ year old buildings with wonderful stories, including quaint store fronts in many regional towns. With a little paint and love, at least the facades of these buildings could be revitalised to brighten main streets into the image of yester-year. Tourists frequently look for photo opportunities, and a colourful, unique, historic street could be just the thing to appear on an Instagram feed.

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The old railway line, and associated buildings, in the area are a beautiful historic link to the age where trains ruled over trucks. There's so many opportunities to tell stories along the line, bring to life the old buildings, and remember an age where coal was king.

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Landscape

Nature

Aboriginal stories

The European settlement story, the good intentions and ongoing truth telling needed

Developing access to heritage sites, making information more accessible (more appealing).

Building

Touring sites of historic significance,

water based heritage - sailing ships to original ports of call, the Murray and its role in our heritage including river travel heritage tours,

Ship wreck interpretation and diving opportunities

Stays in grand old buildings of architectural significance

Heritage train trips including jazz , food, art or performances on trains

A look (tours of) heritage farming in the area

Having a local council that recognises what we have to offer. A lot of these experiences cost big dollars to get started. More liaising with local communities.

I think there are many options to bring visitors to the state. Areas like Colonel Light Gardens have started setting up walking tours which have started bringing in tourists. For areas like the Mitcham Hills around Blackwood, Belair and Eden Hills, local groups have started implementing self-guided tours as well to link in with local attractions like Carrick Hill, Belair National park and the Witunga Botanic gardens. Most of these tours will take the visitor through the local history of the area and some of the heritage zones.

Interpretation of the story, funds to bring vision to reality

Preservation, education, celebration of the stories and how they shape us into the future. What makes us special as South Australians? It seems we were free thinkers from the beginning shaping a new world and we should try and retain that spirit. We have had leaders that lived this over the years and their stories should be told also.

Leveraging off popular events, such as races, festivals, sports

Promoting Adelaide and SA as easy to get around

Support Steam Ranger heritage railway with grants to improve its infrastructure which in turn improves visitor experience.

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The proximity to the city (cruise ships day trips etc); a definite and available story/theme (Kidman) with buildings, memorabilia, photos and film intact on which to build; a significant volunteer sector committed to heritage in the town

the wine and produce of the region link beautifully with Heritage buildings

All of the things I've already mentioned which in part line up with this mentioned above. There could also be a Heritage Information Centre somewhere in the heart of the city with maybe a handful of Heritage Walking Tour Guides; perhaps an Aboriginal Cultural Centre also somewhere in the city and maybe a small group of Aboriginal Walking Tour Guides. There should also be train services reinstated to the Barossa and Victor Harbour as well as maybe Clare and Murray Bridge. All heritage services do not have to be in the heart of Adelaide.

Aside from 'telling the story' we must discourage the pillaging and deliberate destruction of all dry-stone walls and formerly protect the most significant of these. Of all the states SA has the richest heritage of stone structures and we should be bragging about it.

Stop relying on volunteers and start building jobs. Heritage should be viewed as being an economic developer not just using volunteers and offering free access to visitors. FUNDING!! For businesses not just volunteer groups. There hasn't been any tourism funding available to small and new start tourism business for 10 years. Let some small businesses make some money for their area to employ people, spend locally, attract more visitors to the area.

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Working closely and in a supportive manner with local council and local groups. Not only with developers.

For Adelaide, an opportunity would be for the Park Lands and City Layout to be World Heritage listed.

Agree with the above summary as opportunities as well.

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immersive experiences to provide value to existing capital assets which can improve return on investment. Repurposing heritage buildings for accommodation and dining should be a private sector initiative.

wine industry

Creating visitor road trip that links heritage towns (and accommodation) together with accessible open heritage and village feel that pairs this with contemporary interests such as active walking and riding trails, food and wine and beaches and local interesting events supported by councils and SA govt. Selling the experience of the ideal SA lifestyle

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- Identifying the stories to be told and understanding who has the ability to tell these stories (i.e. needs to be authentic and come from the source)
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As we are the link between the city and McLaren Vale region, we have a great opportunity to link the two with colonial and aboriginal heritage amongst an amazing rural landscape with a passionate, knowledgeable, skilled local community that could be an integral part to setting it up.

understanding that its broader than just build European things

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Beaumont House, The Cedars, Adelaide Botanic Garden, Wittunga House, Stangate House,

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Repurposing heritage buildings e.g. into accommodation, restaurants, displays

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Linking of heritage stories/sites across the state (i.e. heritage trails that cross several regions)

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Using heritage for arts and cultural projects, which can include films and documentaries

Use of heritage places for short term use, to see these places used to their fullest potential.

Linking heritage places back to their original use where possible in some form. So, for example old dairy factories can be used for activities that link back to dairy in some form for example.

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Linking of heritage stories/sites across the state (i.e. heritage trails that cross several regions)

Identifying heritage items that can be well re-purposed for new uses through studies undertaken by local councils or a mix of parties. There are a lot of buildings that fit into this category that are not used to their best potential. Seeing the benefits of natural heritage, like events in forests for example or events in conservation parks (that are low impact)

Using heritage for arts and cultural projects, which can include films and documentaries

Use of heritage places for short term use, to see these places used to their fullest potential.

Linking heritage places back to their original use where possible in some form. So, for example old dairy factories can be used for activities that link back to dairy in some form for example.

We have some beautiful buildings in a very clean city, which draws attention from visitors

Adelaide has several heritage experiences that are unique in Australia

In this area it is the story of (and those associated with) Kidman - an ordinary man who by sheer will and hard work created an incredible fortune BUT he is set apart by his entrepreneurship and the legacy he left to Kapunda through the story and buildings that still stand, including his former home that was donated to the community as the High School. His story spreads throughout Australia but is based HERE and there is enough of it surviving on which to capitalize. Hardship, overcoming difficulty, battling the elements to make a living through the movement of cattle, helping the war effort through the provision of horses, etc.

The Reynella area and the importance of Sir Walter Reynell and the Australian wine industry. The preservation and activation of these key buildings and sites is paramount while they still exist. The remnants of town ships hidden amongst suburban sprawl, following the old bullock tracks, stagecoach journeys and the railway. The bountiful coast and ideal wine growing regions. Reynella Changing Station is an example, also the Old Reynella Winery. Christies Beach and Port Noarlunga, McLaren Vale Willunga, The Onkaparinga river settlement, all testaments to our innovative pioneers and the good relations with the local Aborigine.

Tours of cemeteries where well-known South Australians like Percy Grainger have been buried and places like Port Arthur where some tour guide are actors and dress for the occasion.

Nature short-changed South Australia in terms of forests for building timber and at the same time over endowed us with white ants. But we are blessed with beautiful stone. Stone with colour, texture and light. We have a wonderful heritage of stone buildings from the simplest shepherds' huts to grand churches and halls. At the 1911 census sixty-two per cent of SA homes were of stone compared with eight per cent nationally. About the only conventional stone building lacking was a fortress.

Even the simplest man-made forms give us a glimpse of early European settlement here, while their durability states the obvious about the material and underlines the skill and toil of our forebears. Yet there is seldom mention of South Australian stone walls in the national conversation – further evidence that the history of Australia was largely written in the Eastern States.

The Limestone Coast has wonderful natural history and indigenous stories, but we shouldn't be ashamed of our European history. The Admella Trail, Mary MacKillop Trail and Kanawinka Geopark Trail should be revived and interweaved into our location's story telling. Including attractions like Dingley Dell, Echo Farm, Beachport Museum, Glencoe Woolshed, Naracoorte Sheep's Back Museum, Pt MacDonnell Maritime Museum. All attractions that help build our story from ancient history to modern history.

Look what you did to Victor Harbour you demolished heritage buildings to put roads in, useless idiots

the great Aussie survival element that tells the story and makes heroes out of someone that strived to survive and made a difference. The resourcefulness of our forefathers is why they survived new to a land that can have all four seasons in one day, years of drought followed by flood. Fire and devastation followed by rain and the bursting buds of orchids that may have laid dormant for years. SA was a "free state" of people that came to Adelaide of their own will with a keen desire to make a better life from whence they came.

Mining History. Woomera - it's history. Painting and arts. Political - woman's votes.

Hans Heysens house. The historical houses found throughout the metro area. Captain Sturt's cottage, Carrick Hill, govt cottage in Belair National Park. Burra and it's heritage.

Unique City in a park. Settlement story, free settlers' story unique to SA

Early pioneer experiences, especially of women. Interactions with indigenous people and local 'characters'. Relating stories of hardship, challenges, food sources and supplies. Demonstrations of innovative methods and technologies for that time. Use of VR headsets to give 'close encounters' with the experiences not any longer encountered in modern urban society.

All stories that are fundamental to creation of South Australia, from ancient times to colonial and multicultural are relevant and of interest. The main thing is to have the flexibility and quality of format that makes it digestible and attractive to the visitor.

The wine industry and its history

Adnyamathanha culture, history, stories. Wilpena Pound (Ikara) creation story. Flinders Ranges geological history.

The Outback hardships and tenacity

Migration and the bringing of food from many countries

Indigenous stories

The victor region and port Elliot, Middleton and Gawler and the amazing heritage behind Australia's first colonies.

Our wine regions and the Clare valley as well as our mining towns

Agricultural heritage - connects to current product offerings and aligns with food & wine experiences. It also connects a thread between a lot of iconic companies or inventions that originated in SA e.g. RM Williams, Central Market, Penfolds, Fruchocs, Coopers, Elders, cask wine, stump jump ploughs. It provides an opportunity for cohesively themed heritage offerings across the state that relate to agriculture but are uniquely authentic to the area they are in. Wool sheds being renovated, old wineries turned into cellar doors capture this.

I also believe that it is important to not only have homogenised heritage experiences. The best heritage experiences I have seen are very unique to that specific place. They may be very niche and unique stories that couldn't be told anywhere other than at this specific town or street.

vineyards; farming stories in mid-north; orchards in southern hills

The stories of the wine regions the distinctiveness of the local Adelaide hills landscapes orchards and market gardens the fresh fruit, seafood and local provenance and accessibility to Adelaide. The healthy lifestyle.

Notions of planned settlement and free settlers, religious freedom, leaders in social reform and Federation, Playford's planned industrial development, post war migration, cultural and artistic revolution during the Dunstan era. These are unique stories for South Australia, but they are not an attraction in themselves. They must be coupled with other things. Garden parties, heritage dinners, exclusive tours of mansions, tunnel tours - events that lead people to learn the history through an experience. Photo-imaging on buildings to show what it was like to be in Adelaide in 1880, events like Henley on the Torrens - rowing races and public row boats, lawn bowls on heritage greens

South Australia

- Aboriginal dreaming stories
- Free settler colonial history
- Settlement pattern - Town acre and 80-acre blocks, historic towns
- Mining history – lead, silver, copper
- Food stories – e.g. SA's Frog Cake, Robern Menz Fruchocs, Cornish Pasty
- Dialects of languages now only spoken in SA (e.g. German)

City of Onkaparinga

- Townships showcasing free settler colonial history e.g. Willunga, Clarendon, Port Willunga
- Slate quarry and slate museum in Willunga
- Pristine beaches at Port Noarlunga and Aldinga
- Generational vine growing families e.g. d'Arenberg, Oliver's, Hardy's

In addition, the City of Onkaparinga has partnered with 9 other Council's to pursue UNESCO World Heritage Listing of the Mount Lofty Ranges Agrarian landscape. This provides an opportunity to put the story of colonisation (positive and negative) on the world stage and build the heritage/cultural tourism sector. Collaboration and support from State Government will be critical to the success of obtaining listing and fully leveraging potential benefits.

Our colonisation as free settlers and the stories of the people who achieved this. Our unique sandstone heritage buildings. Our Aboriginal tribal stories.

Indigenous, settlement and nature assets

Stories of the large barges that came to the wharf and what sort of cargo they brought in. History of the Traditional owners of this land.

Focus on specific groups of people who migrated to SA, their history trail and heritage around their stories. In our case the farmers, miners, sailors - first groups and then onto the fishers who settled in large groups by the sea. In SA then the different cultures who came and the impact they had and continue to have on our culture and new history.

Mining, Burra, Moonta, Willunga. Farming Kadina, Ardrossan, Yorke peninsular. Wine industry. Outback, Flinders Ranges, Environment Kangaroo Island, Fishing Port Lincoln, Wool industry, Stud sheep.

Sir Samuel Davenport experiments in growing the Mediterranean crops of wine grapes, olives, almonds, stone fruits mulberry trees (for silk industry) and his collaboration with the first two directors of the Botanic Gardens of Adelaide. Adelaide Botanic Gardens Museum of Economic Botany is the last one of its kind in the world and is world class.

The Botanic Gardens Palm House is an important heritage item as is the Bicentennial Conservatory.

Mount Lofty Botanic Garden is world class and already attracts huge numbers of international visitors and would attract many more if it were advertised and if more money was invested in providing a decent public transport service

Free settlement - i.e. lack of convict past, state designed to be settled and developed peacefully. Barossa - putting emphasis on German cultural heritage as well as/ not just on wine and food.

South Australia was founded as a 'free' colony and early stories of pioneer industry, innovation, adventure and sustainability abound. As participants in the wine industry since 1850, and with much original material collected over the last 170 years, we could tell the story of the development of this industry in situ where the atmosphere created by the original buildings and e.g. the redgum press and pot stills is palpable. Presented correctly this could be a magnet for visitors.

We also have a unique system of irrigation on the floodplain of the River Bremer and have had an Historic Irrigation Structure (a small 100+ year old floodgate) recognised by the International Commission for Irrigation & Drainage -

one of only 2 in the Southern Hemisphere.

None of the other States have this richness of information about the wine industry.

Agricultural history, mining heritage, explorers, free settlement of the state, freedom of association of religion (hence the city of churches), layout of Adelaide by Colonel Light, SA and Colonial artists who spent time in the state (e.g. ST Gill), large amount of historic stone buildings

A link between all types of heritage as part of a story. This includes natural, indigenous and built heritage in South Australia, along with living and cultural heritage in our state. How these fit into a more modern context is important as this will link well with younger people and visitors of all ages. What sets South Australia apart, are the things that many people, including those in South Australia, know little about and linking those to elements people know a lot more about.

Q9 Name a successful heritage tourism experience or story currently being told well? (It could be in South Australia or elsewhere)

McLaren vale wineries and bike path

Port Arthur in Tassie, D'Arenberg Cube (is that heritage?!), Naracoorte Caves.

I don't know if we have nailed it here in SA. Maybe Seppeltsfield. Naracoorte Caves and Adelaide Gaol are heading in the right direction. There are some tour operators that are probably doing it well, but I haven't been on any to comment. I think we can do better.

Bungaree,

Silver to Sea Rail Trail

Blinman Mine Tours - with a small staff they offer an incredible experience - walking through a mine, experiencing what the early miners did, all done in a very imaginative and sympathetic manner. Excellent visual displays that are up to date and well kept.

The clipper ship "City of Adelaide" first brought emigrants to Adelaide in 1864. The 155-year-old ship is now in Port Adelaide, attracting 25,000 visitors a year. All publicity and promotion are by volunteers and not government funded or supported. In Sweden the ship "Vasa" attracts millions each year, as does Portsmouth in England with its ships, and Mystic Seaport in US.

Pitchi Ritchi railway

I am not aware of a particularly good example

The Lake District in England

I recently did one of the hikes through the Barossa goldfields in Para Wirra which was really interesting and very informative. I could suggest some improvements such as artist interpretations of what it would have looked like in full use, etc, but overall that's on a good track to be a really interesting place to visit.

Kernewek Lowender (Cornish Festival Moonta)

Our very own History Month Festival is brilliant and should be expanded and receive increased investment from governments and the private sector.

The Brewarrina fish traps.

Some of the tours on the Coorong.

The tours Reg Dodd did at Marree (genuine, authentic, engaging, from a local person).

Three examples - all of which could be enhanced;

Flinders Ranges

Moonta Mines

Adelaide Arcade

SA Migration Museum - and the various epochs of immigration to South Australia creating a blended community

Although it is not really a tourism piece- I really enjoyed the storytelling recently at the celebration at the town hall of 125 years since women got the vote in SA.

Other examples Seppeltsfield, London as discussed above. I am sure there are many more!

Kingsford Estate

I think the experience at Sevenhill Winery is a great one.

I consider Hahndorf a successful overall experience - a variety of eating, galleries, shopping, heritage info etc set in a street that has maintained many of its historic buildings. Over the last decade it has morphed away from what was pretty tacky, and now has much to while away a pleasant afternoon.

Germany Auschwitz and the gas sheds where many people died - such a horrific story, but one many visit to see for themselves

immigration experiences at maritime museum in port Adelaide

I believe the best tourism locations in Australia are Sovereign Hill and Port Arthur.

Sovereign Hill does a phenomenal job embracing the local history of the area and turning it into an immersive experience. The site illustrates historic techniques from making lollies to mining. The Sovereign Hill experience takes two days to entirely uncover, including night-time events that tell local stories with ongoing effects on the Australian psyche.

Port Arthur is another dense historic location, with a lot offered on a two-day pass. Amazing buildings in various states of repair, looking over the picturesque harbour, makes for a resonating experience. The tour experiences at the historic location are great, bringing to life stories that can hardly be gleaned from reading written materials.

Gordon river tour from Strahan in Tasmania

City of Adelaide ship

Yes

There are currently small group tours operating through the battlefields of Europe. Each person on the small group tour has their own family story investigated/researched by the tour guides (who are expert historians in the field of European battles, battlefields and soldiers), so that the experience is uniquely relevant to each individual on the tour.

In my town of Clarendon, we recently developed a discovery trail. People were given a running sheet with clues and information and they walked around the town noting their answers. We developed 2 short videos that were accessible by a QR code and people loved that they could really immerse themselves in it. One video discussed the water pipe that was built to take water from the Onkaparinga River through the hillside to Happy Valley Reservoir. We also recently made some changes to the trail so it could potentially be accessed by schools as an excursion. It would be a great way to teach children about SA heritage but in a hands-on way.

The Cotswolds over in England do a fantastic job at attracting tourists every year to the numerous different villages. Many of them have done a remarkable job at retaining at least the original facades of the buildings while creating opportunities for local employment through tourism and the subsequent jobs.

Holowilena Station

I went on a tour of The David Roche Foundation Museum on Melbourne Street and not only learnt a lot about this man and his collection but also his family history and that of Melbourne Street and surrounds. Had no idea that Melbourne Street was a seedy area at its time.

SA Government House

Steam Ranger Heritage railway.

It has to be said that Old Melbourne Gaol is an icon of Heritage Tourism, in Australia - and Adelaide Gaol has just as many interesting stories to tell, in a vibrant and exciting manner.

Urrbrae House, Waite Campus, University of Adelaide. Great volunteer staff who are proud of the heritage precinct and love to share the building with visitors and school groups. They have a morning a week where everything and everyone is from the 1880s, to give children and idea of schooling of the time

Ayers House is an example of heritage tourism.

Sovereign Hill in Ballarat is an amazing and ever-evolving heritage tourism experience.

Working on the restoration of the Reynella Changing Station as an example was very fulfilling and has so much more to give. It has profited from many years of volunteer work, but unfortunately has come to a standstill because of ageing volunteers and little new recruits also a lack of funding. The dream of having an interpretative/visitor centre stilled. Also, the Old Reynella winery has so much potential and there may be opportunities for a historical, community and arts centre to be explored, akin to a town square with Market and picnic grounds. Old Reynella is one of those village gems, the gateway to the Fleurieu and has a strong potential for tourism.

Ghost tours around the rocks in Sydney - there are two different tours.

Bruce Munday's book "Those Dry-Stone Walls - Stories from South Australia's stone age" has been reprinted three times (admittedly not just for tourists)

Echo Farm offers a pioneer farm interactive experience and allows visitors to view and interact with animals as well as view and handle items in the Cottage Museum which is based in a pre-1890s farmhouse. Tours include stories about early settlers and history of the area. Visitors can even cook toast on the coals of the old wood oven. Chainsaw carvings represent a timeline of Australian history from Aboriginal man through to WW2 Soldier with dog.

before the 1900,s Australia wide

Kellie Dyer Woodcroft Library does tours of Morphet Vale and associated jail, courthouse, school, church, horse stables during history month. There is another heritage tour of Pt Noarlunga that starts from Saubier House and tells the tales and heritage buildings that had other uses. Old Reynella has a heritage trail booklet available at the horse changing station built by John Reynell as his implement shed first and became a horse changing station when the township was subdivided and the need for post to get to towns from the GPO to Willunga arose. Many tales can be heard from that location and the ghosts of many may be felt on a dark and stormy night. The wreck of the Star of Greece is another tale told at the former Willunga Courthouse. Clarendon offers different experiences

Have enjoyed the WEA tours. Last one was a day trip through the Murray Mallee forgotten townships. They have a number of tours with knowledgeable guides.

Sovereign Hill, Ballarat, Victoria

Port Arthur Historic Site, Port Arthur, Tasmania

Cape Borda tour and firing of the canon. Sheep shearing and working dogs (for international visitors). Back of Bourke Centre and Kapunga tribute to 'the Cattle King'.

We've got some sense of what's happening elsewhere but see lots of headroom in telling stories differently. We have some start up snippets in Clarendon, but some huge ideas. We're ready to do more.

The story of sir Hubert Wilkins

Caminito Del Rey Tour in the Malaga Mountains, Andalucía, Spain.

<https://www.viator.com/en-AU/tours/Malaga/Caminito-Del-Rey-Deluxe-The-Kings-Walkway/d956-35517P1>

Blinman Heritage Mine tour

Adelaide town halls heritage and the underground city of Adelaide

- Hahndorf Walking Tours
- R.M. Williams Outback Heritage Museum
- Alcatraz Prison audio tour
- Hiroshima Peace memorial

Burra mines

Daylesford and the Macedon Ranges the advertising and the imagery captures the imagination of a hidden gem a sensory experience

I enjoyed the night tour of the Adelaide Gaol, not only for the venue but because the tour guide was very good. I have done a walking tour of the seedier side of Adelaide hundred years ago which was very interesting but needed a food stop to allow visitors to relax and chat before continuing the tour. Many of us left as you can only take in so much information. Guided tours need to be a bit chatty with niche stories, to lighten the delivery of information. Como House in Melbourne was a worthwhile visit, the tour guide was very well informed, the gardens beautiful and the café lunch very enjoyable. It is the experience that people remember more than the story being told. It is the context of the story and how it fits in with other historical stories. The Shrine of Remembrance Museum in Melbourne was fantastic. The exhibitions were wonderful as were the short interactive and media displays. One of the elderly guides was really informative and we had a lovely chat about war and politics. It was one museum that did not require a stop for refreshments.

- Tasmania – Port Arthur
- Edinburgh – Underground tunnels experience
- Sovereign Hill - Gold Rush - (Ballarat)

A recent heritage tourism that has stayed with me even after 15 years was in Berlin and two sculptures that acknowledge in very simple, understated ways the impact of war 1) a statue of a mother holding a soldier in a memorial with a hole in the ceiling to demonstrate the impact of war lasts through all the seasons. 2) an underground library of white empty shelves that symbolised the loss of literature through book burning.

An Australian example, walking tours by passionate, knowledgeable guides.

not sure

Yurabilla caves big red kangaroo and munja grey outside of Hawker SA. Willow a resort two big snakes a successful tourist's attraction

Maritime Museum, Railway museum both at Port Adelaide. Hahndorf as a town experience. Moonta, Copper Coast Cornish festival. Have to say there is not a lot of emphasis on heritage tourism - mainly lifestyle areas. When I travel overseas, I want to see the heritage areas and culture not so much the hip restaurants etc.

Moonta mining, buildings, festival. Burra Passport Key to historic sites.

The Cedars at Hahndorf is an excellent visitor experience told well by the volunteers who work there and offer guided tours

? You have a compulsory question on a voluntary survey? Ok then, Jorvik Viking Centre - York, UK.

The history of the wine industry in Madeira is told very well and an experience not to be missed. They have their own version of a lever press and, during their vintage festival, have a competition with newly constructed presses involving up to 10 teams. Very exciting!

Port Arthur (TAS), Maralinga (SA), Bungaree (SA), Kinnon & Co (Longreach), Qantas Museum (Longreach), Barcaldine Wool Scourer (QLD), Pichi Richi railway (SA), Transport Hall of Fame Museum (Alice Springs), Carrick Hill SA (in terms of activation of site through events), Henry Jones IXL Hotel (TAS)

South Australia's History Festival. Some of the new ideas that have come to fruition by this event being held have been fantastic.

Q10 What elements makes this heritage tourism experience/story memorable or successful, in your view?

great experiences sold well

connecting existing tracks

Never been to Port Arthur but heard its all the rave. D'Arenberg is a really fun place to visit - architecturally unique and offers great food and wine and a crazy experience inside. Naracoorte Caves is just UNIQUE!

The sense of aliveness, the sense of place. the combination of experiences. The sense of learning and 'awe' when you think about living at that time or what this planet was like millions of years ago.

Personal passion and an ever-developing response to traveller needs

Its personal and appeals to a broad range of people. Easy to access.

The ships themselves form the basis of the attraction, but infrastructure and publicity ensure that people know about them.

Operational steam history in action. Not too far distance wise from Adelaide, Relevance to railway history buffs.

n/a

Beauty, cultural associations with famous authors and artists, interesting history with the German miners, etc. water sports, walks on the Fells.

It's informative, it's self-exploratory, it's in a state that recalls its history rather than being done up and modernised.

Multi-faceted event within three close together townships across multiple sites...Unique to SA

community involvement, a lot of the events are free. it attracts participants and audiences from around the world and interstate. it is immersive and diverse, and anyone can get involved.

Authenticity.

Revealing new information.

Making connections.

Ability for consumers to engage and immerse themselves in the offerings

Not static but engaging sensory interpretation of an evolving story of South Australia's history recognising it's the people that make the place (and the built form)

Seppeltsfield is successful because it melds a heritage site and all its stories with an actual business that is able to function well.

Beautiful grand building with accommodation set on stunning land and venue space.

A lot of history there and the opportunity to take your own walking tours or with valuable guided tours throughout the property

Variety in a town and a "different" feel.

Entertainment specific to the location, the rugged outback experience, people coming together from all walks of life.

Opportunities to undertake other activities linking in with locals.

It's immersive rather than just visual

These tourism experiences have people hired to make it a success - either as tour guides or actors or anything to enhance the experience. When tourism depends on volunteers, it depends on enthusiasm, passion, and goodwill instead of skills.

The other part of this success is the sheer density of tourism experiences on each site. Each place has two days' worth of content, allowing visitors to pick and choose their way through the site and the experiences on offer. This provides satisfaction to the visitor.

Celebrates the incredible natural values while reflecting on the impact of Europeans - positively and negatively. Is honest in its portrayal of logging and the fight to conserve

Diverse elements appeal to a wide range of visitors

Yes

The focus on individuality. People on the tour are not just observers from a distance, the tour is personal to them, therefore more meaningful, more memorable and more enjoyable.

It's hands on and you can immerse yourself in it. It uses technology to enhance the experience.

Many of the villages in the Cotswolds have simply improved upon what they already have had without the need for substantial investment from the government to develop new attractions. The villages themselves still contain living and working communities which have been blended in with the tourist aspects.

The pioneering spirit in our harsh state

Personal story of many dimensions

The building, the display of history, personal welcomes on Open Days by Governor and Mrs Le, knowledge of the staff

Original South Australian Railway trains running through the Adelaide Hills and Fleurieu Peninsula to Victor Harbor

It is brought alive not only through the exhibits, but the interactive nature of the venue. Having 'living' access to history, through the actor's portrayals of the lesser known stories of the prisoners is a satisfying and enlivening experience.

Urrbrae House educates children, hosts performances and is open to the public Monday to Friday. It houses South Australia's first refrigeration plan (that is still in place)

The stories and the furniture and other objects.

It is immersive and interactive; capitalizes and expands on the original base; spreads into nearby areas for additional experiences and encourages people of ALL ages to be "involved".

Had it not been for volunteer intervention the Changing Station in question would have been lost (bulldozed). I value the volunteers that I met and am proud of what we had achieved.

Good research to lay the foundations for a good story along with a good location

The historic dry stone walls tell a graphic story of early rural settlement: the extent of the pastoral runs; the often mis-judged adventures into arid lands; the walling skills brought from different parts of UK; the huge task represented by these walls, every single stone having been handled by (usually) a man.

Echo Farm is a farm experience and has something to appeal to all ages; young children love being able to run around the old farm and interact with the farm animals, older children enjoy the stories and like to play with the old communication and entertainment equipment. Local families learn more about their local environment and history to pass onto others, including school visits. International visitors enjoy seeing how Australian pioneer families lived and enjoy interacting with native animals. Young couples enjoy the environment and peace that was part of life before the electronic age and learn about how families lived. Families spend time together without

phones/electronic devices getting in the way of communicating with each other. The Farm is located within 2 minutes of the City of Mount Gambier's boundary, so easy to access.

people who died in paddocks cos they ate red berries

Its real stories real people and old buildings that have tales to tell stories to share and experiences to feel

Personable, presentable, impart knowledge and passion for passing on and preserving.

Not always big in scale.it

Immersive storytelling, theatre, costume, established, well-funded, commercial elements

Well known stories in Australian history

Professional video and story board interpretation. Trained guides familiar with the area and times. Plenty of photo and video opportunities. Welcoming accommodation and local food.

The simplicity in which the story is told at the first layer, with the ability to explore further.

Just the unique story of sir Hubert that most people don't know about

Guide interp is fantastic. Guide talked for the entire 3-hour walking tour about the history of the project, and how once the walking platforms were no longer required for dam maintenance, the government invested in the infrastructure to turn the location into a viable tourist attraction.

Passionate locals understanding and imparting stories.

Because little old Adelaide of all places was one of the original settlements, their part of the first Government of Australia and how it connects to the victor harbor region

They are cohesively and relevantly themed from start to finish. They are quality experiences. They are uniquely themed and relevant to that specific place, with consistent branding throughout the entire experience. They bring to life existing, authentic history that connects to the broader associated experience or place. They expand on existing knowledge and iconic theme of that place. They connect history to modern product and experiences.

going into the mine shaft; the gold demonstrations

The experience is individual (stands on its own out from the others) and authentic but accessible to a visitor and tourist

Interesting story, good exhibitions, knowledgeable and friendly tour guides and refreshments.

- Connection to place
- Emotional connection through powerful story telling
- Passion of the guide

The embracing of history good or bad. Obvious passion and subtle, appropriately stylised interactions.

emotional connection

This history is preserved in the caves tell a story of the Traditional owners that lived in that area. Good service and scenery great experience in the outback.

Extensive promotion from govt sources with a strong urban emphasis. Focus on education and families at Port Adelaide.

Moonta Well maintained sites. Variety to appeal to all ages. Good volunteer base. Good promotion and marketing.

Easily accessible. Open every day, inexpensive charges, good shop and excellent volunteer guides

? You have another compulsory question on a voluntary survey? See above. Interactive presentation of historical site to tourists. They had a fancy structured multimedia display, but it was the interactive things afterwards -

archaeology graduate showing medieval knife they'd dug up - display of small items that had been in personal everyday use - that made the human link to the history that made it most successful for me.

The locals keep the experience authentic by using an ancient design in their 'new' presses. There is also a low-key approach to the event so that visitors feel they are truly 'one of the locals' - a combination of hospitality and genuine interest

- Authenticity - well documented
- Bringing stories to life through great interpretation
- Well trained guides or customer service staff
- Combination of stories and props associated with site
- Revealing previously unknown and nationally significant stories/history
- Sometimes broader activation of heritage site in different ways (e.g. museum, cafe, hotel, restaurant, venue) while preserving historic character

Authenticity, particularly in regional areas, outside of capital cities. It is important to preserve that in that context to attract visitors and those living in capital cities across Australia and from places internationally.

Q11 In your opinion, what types of heritage tourism experiences are most appealing to visitors to South Australia?

cultural and food related

Fun, good for the whole family, accessible, have an education element (but fun), responsible experience in terms of environmental footprint, interactive where possible.

that provide an experience

that offer unique and engaging story telling

that recognises and challenges our own view on life (hardship, tragedy and opportunity)

immersive. storytelling and interpretation

interactive where possible and a good story - told by people that make history come alive. You need to invest in the right people who can tell a good story.

Something that tells a story, and unique experiences to be gained by visiting them. Infrastructure such as clean toilets, disabled access, information about nearby things to see and do. Recognise that not all family or group members may be interested in main attraction, so provide alternatives nearby. Create links with other attractions and services.

Themed experiences do better than general tourism

Ones where they are able to see and do a number of things and learn a lot without feeling overwhelmed.

Wine and food, luxury accommodation. Shopping. If shops are fascinating and are open on weekends, visitors fill the streets, as at Daylesford in Victoria, and at Hahndorf in SA.

Our Aboriginal heritage is of great interest. Along with early settler stories, how people interacted, etc.

Authentic experiences

indigenous, outback, farming, arts, architecture - our old buildings, storytelling, music, wine, fossils, interactive immersive experiences.

Europeans seem to love Aboriginal history.

Colonial history + settlement

Indigenous landscape

Historical buildings and sites

Wine and Food heritage has appeal in our region. For internationals, pre-settlement history is of interest but poorly developed for the visitor experience to our region.

Wine ones probably are more prevalent in SA, but there are many others I am sure.

history

grand

countryside

good food and wine if in a restaurant

Clare was the furthest northern settlement from the 1840s - 1870s until new farming land was opened up further north. Therefore, many people from interstate come to see where many of their ancestors first lived and in search of their properties, homes, businesses etc... Historical Societies/Museums are a hugely valuable resource throughout the State are often where the tourist first comes seeking information, often staying several days to soak in the atmosphere of where their ancestors once lived. As a whole I think many of these groups are overlooked by the Government as a valuable resource and draw card.

Depends on age - I think baby boomers and more mature visitors like to connect with museums, paddle steamers etc. Wine experiences, particularly if the family has been involved in winemaking for generations, has a broader interest. Historic towns are more universal as well given the variety.

Experiencing the Local Aboriginal Culture - Story Telling, Hunting, Food Preparation, walks, visiting the significant Sites - being inclusive in all aspects of the "experience". Feeling you have learned about a way of life that was taken away before its time. Seeing how Aboriginal Groups and Governments are working together to keep this Culture alive and thriving.

The ones that tell a story of the larger area and community.

I don't think visitors coming to South Australia are unique - they're looking for a tourism experience that most visitors would be. They would like tourism that is accessible (open most days), with great information, and a connection with the stories of the site. They want to experience a story - not just read it on a faded sign.

Starting with the unique aspects of South Australia is a good start - like the Coorong, the only Murray mouth in Australia, or the O-Bahn, the only guided busway in Australia (and the second eldest guided busway in the world). Then make these places easy to access, with knowledgeable tour guides at-the-ready to maximise the tourist experience.

Additionally, as previously stated, Adelaide, Mount Gambier, and 'the outback' are great unique experiences for visitors.

Our unique wildlife and wild places

Aboriginal history and culture

Interactive, easy to comprehend

Yes

Any experience that might have played a role of impact to a person taking the tour...

e.g. the Flinders and Boudin story has impacted all Australians, also the British and the French and anyone who sailed the shores of Australia.

Family history heritage tourism is relevant to anyone whose extended family came to south Australia.

The history of wine growing, leading to the great wines and architecture and food we have today is of interest to all wine lovers and gourmets.

The list could go on and on.

Aboriginal experiences and early settler experiences.

Currently I think that our natural wonders like Kangaroo Island, Belair National Park, wine regions etc are the primary reason for visiting South Australia.

Pioneer settlers

Many types but those that tell the story of who we were and how that shapes us today and into the future

Well organised, interesting, lively, informative, good clean facilities and services - like the 2020 Adelaide Show

Engaging ones that have a story to tell

The stories that are not well-known and have already been told.

Value adds, i.e. food and wine, education, tours, performances. Using the spaces for other functions

Heritage tourism that interests visitors themselves.

Agricultural / wine-industry / 'museum'

Interactive history produce and art associated. i.e. the pairing and interaction of associated Food, Wine, Music and the arts with heritage infrastructure.

Probably something of everything. For example, we could create new tea rooms downstairs in an interesting building, perhaps under the Adelaide Arcade. There used to be such an eating place downstairs on Grenfell Street - it was silver service but at a price that most people could afford every now and then, if not regularly. One could dine or simply have morning tea, Devonshire Tea, high tea, dinner, whatever, and the staff could be suitably clothed.

The scale of the SA adventure and the challenges posed by a harsh landscape and climate.

Visitors want something that is unique to the area, and that they can do with ease unless they are coming for a niche product like cave diving or scuba/snorkelling. They want to connect to those around them as well as the experience.

old war bunkers

different people different interests. Some love the treasury tunnels, some love to be taken and shown what the old buildings were originally used for, some love the dress ups and tastes of the Cornish festival, the German flavours of Hahndorf, the terror of old Adelaide Gaol, the humour of seeing the guns that were to protect Adelaide from invasion by ships, walking a cemetery by lamp light and visiting old graves of persons that were well known, dancing at a heritage celebration or simply mapping their own experience providing it is promoted and public.

It is the person who is the face of the experience. You are not a number.

Their passion and interest and the stories they tell. The heritage is well maintained and loved.

Aboriginal cultural heritage

Built heritage and architecture

Arts, culture and heritage crossover experiences

Early settlement. Interactions with the natural environmental challenges. Accidents, adventure and alarming incidents from the personal experiences of pioneers. Having visitors place themselves in the shoes, life experiences and predicaments faced by another family in another time and place.

The experiences that adapt to a traveller's own itinerary, unfolds at their own pace, creates a clear impression of the environment they are in and its cultural foundations, and lets them engage in face to face interactions with locals as if they carry a comfortable level of understanding while they sample what it is we have to offer.

The history and uniqueness of our state and it's people

Adelaide city, nature-based heritage such as Kangaroo Island, Flinders Ranges, the Ghan, Head of Bight Whale Centre.

"Real" experiences, somewhat understated, no hype.

Where Australia as a whole was built upon unique locations which set us apart from the entire world

Authentic and unique stories. Quality guided experiences are in demand rather than self-drive or walk with minimal interpretive info. This could be audio guided. These experiences provide information that feels not available without participating in that experience (as opposed to on site signage repeating website info repeating editorials)

old stone buildings and farming stories

You can do contemporary things, interests and experiences within heritage buildings towns and places without being locked into a history lesson or a recreation of 1800's. I.e. repurposed pubs and restaurants

It is the package - visit a heritage location, marvel at what is on offer, enjoy the guided tour, learn something new and interesting, feel like you have been welcomed, you're not just an observer of displays but you can engage with guides, and finish the event with refreshments

- Ones that provide insight into the destination/region/community
- Ones that provide personal connection or interest
- Unique opportunities that can't be experienced anywhere else
- Connection to history but has modern day relevance (noting millennials will be the generation travelling the most by 2026)

Real life stories, the architecture, interactive, natural.

ones that are authentic

History everyone wants to know what happened in the past to make this area a great place to visit.

Not sure there are any heritage tourism experiences for visitors. Mainly lifestyle and nature experiences.

Unique to the area. Affordable. Accessible.

Food and wine industry, old winery buildings, beautiful scenery and gardens in Barossa, Clare, McLaren Vale and ADELAIDE Hills

We've marketed well on wine and food - and to some extent on accommodation such as Martindale Hall. We've perhaps not done so well on what to do or experience between meals. I believe adding in the experiences to have on the way to the food and the wine might also appeal.

Ones in which visitors can participate in some way.

Where visitors can tailor the depth of experience they wish to have - i.e. to delve as deep as they like (whether they just want to eat/drink in a historic setting or explore the nitty gritty details)

Ones which engage with you in a range of ways. One experience will not be good enough for all people, so it is important to branch out and get out to as many people as possible, through new, exciting and though provoking experiences.

Q12 Previous Research identified a number of barriers/threats that may hinder success. Please rate your agreement with the following statements. Heritage tourism in my region is negatively impacted

...by South Australia's history not being well-known or communicated.

	Totals	Percentages
Disagree Strongly	2	2.94%

Disagree	5	7.35%
Indifferent	8	11.76%
Agree	32	47.06%
Agree Strongly	21	30.88%
Total Answered	68	
Not Answered	0	
Not Seen	0	

Q13 ... because heritage does not appeal to visitors or is not sought after as a tourism experience

	Totals	Percentages
Disagree Strongly	23	33.82%
Disagree	27	39.71%
Indifferent	7	10.29%
Agree	9	13.24%
Agree Strongly	2	2.94%
Total Answered	68	
Not Answered	0	
Not Seen	0	

Q14 ... because it is not promoted in tourism marketing.

	Totals	Percentages
Disagree Strongly	0	0.00%
Disagree	4	5.88%
Indifferent	8	11.76%
Agree	28	41.18%
Agree Strongly	28	41.18%
Total Answered	68	
Not Answered	0	
Not Seen	0	

Q15 ... because it is difficult to adapt or repurpose heritage places for tourism purposes.

	Totals	Percentages
Disagree Strongly	11	16.18%
Disagree	30	44.12%

Indifferent	5	7.35%
Agree	19	27.94%
Agree Strongly	3	4.41%
Total Answered	68	
Not Answered	0	
Not Seen	0	

Q16 ... because of the cost to repurpose heritage places or develop heritage experiences.

	Totals	Percentages
Disagree Strongly	1	1.47%
Disagree	13	19.12%
Indifferent	7	10.29%
Agree	31	45.59%
Agree Strongly	16	23.53%
Total Answered	68	
Not Answered	0	
Not Seen	0	

Q17 ... due to the quality of existing heritage products or experiences, such as poor heritage interpretation

	Totals	Percentages
Disagree Strongly	0	0.00%
Disagree	15	22.06%
Indifferent	19	27.94%
Agree	26	38.24%
Agree Strongly	8	11.76%
Total Answered	68	
Not Answered	0	
Not Seen	0	

Q18 ... due to a reliance on volunteers within the heritage sector.

	Totals	Percentages
Disagree Strongly	2	2.94%
Disagree	12	17.65%
Indifferent	9	13.24%

Agree	31	45.59%
Agree Strongly	14	20.59%
Total Answered	68	
Not Answered	0	
Not Seen	0	

Q19 ... because there is a lack of data about heritage tourism in South Australia, including types of visitors, and the economic value of heritage in tourism.

	Totals	Percentages
Disagree Strongly	2	2.94%
Disagree	6	8.82%
Indifferent	13	19.12%
Agree	37	54.41%
Agree Strongly	10	14.71%
Total Answered	68	
Not Answered	0	
Not Seen	0	

Q20 ... because I am unsure how to use or access heritage for tourism purposes.

	Totals	Percentages
Disagree Strongly	3	4.41%
Disagree	23	33.82%
Indifferent	18	26.47%
Agree	23	33.82%
Agree Strongly	1	1.47%
Total Answered	68	
Not Answered	0	
Not Seen	0	

Q 21 Please identify any additional threats or barriers you believe negatively impact heritage tourism in your region that were not covered in any of the previous questions. If none exist please move on to next question.

Make sure Linda's project is well budgeted.

The historical indifference of the SA Tourism Commission - but it is changing.

government isn't doing anything to help

The lack of a coherent package of what is available in the region, and it not being seen as linked to a visit to Adelaide. Visitors may be told about the Barossa or Hahndorf, but few are told how much there is to see in Port Adelaide & Semaphore. No real publicity of connections such as visiting a 155-year-old ship or other museum, enjoying a great lunch or coffee, and walking along a jetty or beach, all in one easy trip from Adelaide or Outer Harbour. Provide and promote luggage storage lockers.

We do not have or at least I am not aware of specialists who can design a heritage tourism package either as a tour operator or within tourism SA

lack of management of the tourists on site which includes education about appropriate behaviour - i.e., not entering ruin sites when they are unstable, not taking 'souvenirs' from the site, not entering private residences in heritage areas on the assumption that because it is heritage listed, it is open to the public.

The tendency to allow private tour operators to dominate sites.

Funding programs that require a significant co-contribution, sometimes out of reach for some organisations. A threat for some of our heritage experiences includes the degradation of some of our historic sites (requiring significant investment in restorative works). In relation to Aboriginal history, including dialects, we are running out of time to retain a lot of historic information as the Elders age and pass on.

the retention of our physical heritage, in particular architecture, that is under threat from new development reform. the lack of government investment that if boosted would attract similar private investment.

The majority of people seem to think that 'heritage' starts with things that are colonial (Victorian buildings, vintage cars, old furniture.). There is so much more that could be covered, where there is huge interest (read Dark Emu, then you will know what I mean!).

Development with lack of appreciation of the heritage value of places

Changes to planning policy regarding heritage and role of contributory items. Poor financial incentive and policy of the building code to support re-purposing heritage.

Lots of beautiful but vacant historic buildings - some going to ruin. Need people to move to town with the money to do something with them. Also marketing of towns and main streets needs to be improved - there has been a focus on wineries and those new contemporary buildings.

Lack of faith by Government in the "Aboriginal Industry" to offer financial assistance from on the ground funding to assist in establishing these "Notable Places to experience" which are many and not just the Iconic Places being currently pushed. Lack of serious advertising world-wide - as a place to be.

Not enough public outreach and education. And a severe lack of funding

It's a 'catch-22' situation, but with the unusual or brief opening times of many historic places, the result is that tourists by-pass the attraction. This reduces demand. Tourists come at all times of the year and during all days of the week, and tourist attractions should be open.

It can also be difficult to visit many tourist attractions in South Australia, as the public transport system is difficult to navigate and erratic.

Local residents work against Heritage Tourism under misguided assumptions

The restrictiveness of building requirements for heritage buildings

I think the major threat for one of the biggest potentials for heritage-based tourism in South Australia are the new planning laws. With the removal of the contributory section of the heritage protection, it will allow over time for the slow but steady removal of numerous character buildings throughout South Australia. Over time I think this will be greatly detrimental to many of our suburbs and the attraction of them to interstate or international visitors.

Heritage tourism is not seen as a priority. The latest seems to be Adventure Tourism and Eco tourism

I do believe private enterprises see heritage as a negative, however if they look around the world it is the heritage elements that bring value and richness to communities and keep bringing visitors like the Rocks in Sydney, QVB in Sydney, Ballarat heritage, Port Arthur, etc

In some countries heritage precincts have been recreated/rebuilt from scratch as developers destroyed everything - I am thinking here of Dubai which has created a historic precinct which is built in the old style but is 20 years old. Singapore does a good job creating cultural precincts and stories - Tiong Baru is an example but there are many there.

The high cost of upkeep of infrastructure

community understanding of the possible benefits

Lack of people with vision, and out of the square thought.

Lack of imagination and the ability to think laterally. Assuming that every change needs to bring with it employees in high salaries... and then willingly putting more money into top salaries rather than the project itself!

Reading about early settlement, even where miles and miles of dry-stone walls were being built, you get the impression that this was pretty hum-drum stuff – just putting up fences, hardly worth mentioning. At Kanyaka Station in the southern Flinders Ranges, where many miles of fence were supposedly built by a man with one arm and an Aboriginal woman assistant, about the only source of such 'knowledge' is over the counter at the Hawker Mobil servo. It is strange that Munday's book is not even available in the SA Museum bookshop.

Our region has so many environmental heritage sites that visitors can attend/see for free and that are promoted, however there is no or little income generated from them. Visitors don't need to spend money at so many sites, when it comes time to put their hand in their pocket they don't want to. we need to value add to our heritage tourism sites with attractions/tours or promote those that do.

these local government idiots who have no idea what the fuck they are talking about

Councils not having enough monies and skilled personnel to support heritage tourism especially small councils.

Time taken to get things moving. Some great things happening. See state government as not supportive.

We need to better understand and feel more comfortable about our heritage before we are in the best position to display it honestly, confidently and in a way that satisfies both the visitor and the custodian. Cherry picking and gilding the lilly are both unwise.

The things that negatively impact heritage tourism are in my view the same things that effect any type of tourism, this being amount of disposable income for holidays, fuel prices, weather conditions, global instability.

We're always into the new and upcoming, if we knew where we came from maybe we'd appreciate our fantastic state much more

Difficulty in navigating indigenous storytelling within historic experiences.

Differences between local residents' ideas of what will be interesting to visitors compared to what visitors actually find interesting.

local attitudes toward tourism might be a barrier.

Heritage sells the heart and soul the romance of a visit to a region. It needs more focus from the councils and the state. I don't believe we have a good story around how it comes together across the state. Heritage towns and stories seem fragmented with dusty old random opening heritage museums which feel like stockpiled second-hand shops. Heritage in SA needs to be refreshed more contemporary more relevant to the way we experience the Adelaide SA lifestyle. Are there heritage trails through wine regions is the experience of heritage accessible? People are interested in heritage but what are the stories they want to hear rather than what we want to tell?

Aging volunteers who do not wish to change their method of delivering information or adopting a more professional attitude to exhibitions and interpretation. This applies to venues like Ayers House and Cummins House where guides need to adopt a new approach to guiding. The Ayers House guides have a great training program, but the older volunteers push back against changing their ways. As they volunteer it is difficult to enforce a different approach to guiding. They fail to realise that people take in information differently today. In a totally volunteer organisation, there is frequently no one who is responsible for the guiding experience, so it is left up to individuals. Those museums that are registered with the History Trust can seek advice and training for volunteers but if they operate independently, the museum experience will remain unchanged. As nothing can be done about these museums, the strategy needs to concentrate marketing and promoting the heritage experience in SA, work with heritage groups to package and promote activities and events, offer TAFE courses in heritage tourism, arrange for volunteer placements to get work experience. Professional venues like Carrick Hill, Migration Museum, Maritime Museum will always be an attraction. They have the professional staff to run exhibitions, education programs, special days, but small volunteer organisations manage on the advice of the History Trust.

No additional comments

The concern of local population of one story being told over another i.e. colonial vs aboriginal partnership and collaboration

Lack of interest

The failure of government to properly invest in infrastructure and services.

Lack of advertising support

Blindness to the world class gardens we already have that receive little or no help in attracting visitors

Lack of promotion. Lack of encouragement to link heritage tourism sites (thanks for visiting - here's another place/ experience you might like as well). Ease of disability access (or at least awareness of what might already be in place). How to access in the regions if you don't drive your own vehicle. Perceived lack of importance placed on indigenous heritage tourism when compared to Caucasian heritage.

Lack of clarity/consistency regarding aboriginal heritage - so difficult to incorporate into wider interpretation

Planning changes being introduced by the State Government. A perception heritage can be a cost burden, particularly buildings that are old and in poor condition. Also, a lack of knowledge by some on what is 'heritage'.

When this is realised, sites can reach an excellent potential in terms of benefits to the owner or a business operator. Also, different policies between local Council do not help either. Overall though those in the tourism industry work well, at a very general level to see heritage tourism thrive and see it prosper and the heritage department does a very good job in terms of action and working with the public, considering their limited resources.

Q 22. We believe there are many ways that heritage can help grow SA's Visitor Economy, including repurposing heritage buildings for experiential accommodation and dining, improving interpretation to create more immersive experiences, and supporting Aboriginal communities to realise their own cultural heritage tourism goals.

In your opinion, what are the key opportunities for developing heritage tourism in your region?

partnerships

Integration of Aboriginal and natural heritage stories with European cultural heritage stories. Holistic story telling - but make it fun and inviting.

the inclusion of heritage themes and stories in broader tourism - e.g. the history tours at Adelaide Oval
the development of walking, riding and driving trails which bring together attractions, experiences and stories which help give visitors our special sense of place and past.

Telling our regional history in a more cohesive manner. Garnish the stories that are being told anecdotally by tour operators. Write stuff down!

The clipper ship itself, a huge number of old unused large warehouse buildings throughout the waterfront and promotion of things to do in addition to the heritage item. Sell the package!

Decent webpages that are available to be constructed without too much technical know how

Communication channels need to be developed among neighbouring tourism areas

repurposing buildings for modern businesses - especially food, accommodation and entertainment.

Bring back the wine train, as stated in an earlier answer. Provide good transport within the Barossa. Have a team of passionate and knowledgeable guides attached to the aforementioned resort in TANUNDA. Have a team of Aboriginal guides to take visitors through the Barossa Bush gardens at Nuriootpa.

They all seem "tucked away", they need to be more widely talked about and publicised and access to them needs to be vastly improved. Last time I went to the old Adelaide Gaol I had to carry a tape deck with me to hear the interpretations, there wasn't even a paper option with numbering. Where are the audio tours available in multiple languages that you trip over at most other sites around the world? Heritage in SA feels extremely undervalued and like you really have to want to seek it out to find it.

Many...the Moonta Branch of the National Trust of SA are working on a number of initiatives to improve the heritage tourism experience...from the ground level with volunteers through to working towards the implementation of a Site Development Plan to transform the visitor experiences. An extensive Business Case and Site Development Plan has been developed which includes an estimated \$14 million TOTAL required to transform the visitor experience exponentially. A number of successful grant submissions this year is seeing aspects of the Moonta Mines being preserved and conserved...including the development of a Conservation Management Plan and some minor restorative works on specific buildings.... much more to do in this space though!

On Kangaroo Island the recently discovered fossils of world significance, have no display location. The historic Reeves Point, first landing point for the free white settlers that came to settle South Australia. The story of the aboriginals of Kangaroo Island the Soldiers Settlers.

In Adelaide a Museum for Adelaide, bring the historic Trams from St Kilda to operate on the North Tce tram lines. Create a digital twin for Adelaide and its heritage architecture and stories.

Aboriginal heritage

Positioning heritage as a genuine contributor to the South Australian tourism message and supporting, developing, protecting and managing it accordingly

Empowering and funding local communities and tourism facing businesses in particular, to research a heritage story to bring it to a point that it can position their tourism product or experience. The 'story' authenticates and qualifies the product or experience and proves a value proposition - gaining something worthwhile.

Telling the stories better & pulling all sites together in some way to be part of a greater story

financial help

SATC and event companies to work with us and promote the property

Aboriginal history may have been documented in books but there is nothing visual in the Clare area. Corroborees were once held in Clare (see Northern Argus reports) yet there is no visual sign of where they were held. There is a huge red gum tree within the town and what would have been a native well, but no signage. As previously said the farming sector, such as Bungaree, in my opinion Clare is only known as a wine destination but I believe it could be more than that. The Riesling Trail is certainly a draw card, often see cars with bikes attached to their boots.

Re-purposing older buildings for wine bars, ceramics & pottery classes, floristry, cooking schools, distilleries, accommodation, galleries, yoga retreats, art classes, wellbeing etc

Supporting Aboriginal people to develop an industry using their Land and Knowledge, that can sustain and retain their culture, their cultural way of life, language, storytelling and passing on of knowledge. All of this could add value and dollars to the economy of South Australia, whilst encouraging the outside world to "have to visit" for the experience of a lifetime.

Knowing also each experience and Group is unique to its own "Land".

Creating immersive experiences and tours. Marketing needs to be advanced also.

I have recently moved to the lower north of South Australia. There is an abundance of 100+ year old buildings with wonderful stories, including quaint store fronts in many regional towns. With a little paint and love, at least the facades of these buildings could be revitalised to brighten main streets into the image of yester-year. Tourists frequently look for photo opportunities, and a colourful, unique, historic street could be just the thing to appear on an Instagram feed.

In many towns, the great heritage tourism is not clearly signposted. I still haven't found the perfect place to take a photo of Hamley Bridge, and I drove past the turn for Stockport Observatory, then drove up and down the road for an age before entering the wrong gate. The Saddleworth Church is beautiful, but I wasn't sure if I was allowed to drive in to take a closer look... All of these problems could be solved with signage showing me exactly where to go.

The old railway line, and associated buildings, in the area are a beautiful historic link to the age where trains ruled over trucks. There's so many opportunities to tell stories along the line, bring to life the old buildings, and remember an age where coal was king.

The Clare Valley and Barossa are well promoted as a wine centre - but even I struggle to know what to do in those places if you're a non-drinker. The wine is one drawcard, but surely there's more to the region than alcohol. There may be opportunities with the Ngadjuri to celebrate their rich history with bush tucker, ancient art, and sites of significance.

Landscape

Nature

Aboriginal stories

The European settlement story, the good intentions and ongoing truth telling needed

Developing access to heritage sites, making information more accessible (more appealing).

Building

Touring sites of historic significance,

water based heritage - sailing ships to original ports of call, the Murray and its role in our heritage including river travel heritage tours,

Ship wreck interpretation and diving opportunities

Stays in grand old buildings of architectural significance

Heritage train trips including jazz , food, art or performances on trains

A look (tours of) heritage farming in the area

Having a local council that recognises what we have to offer. A lot of these experiences cost big dollars to get started. More liaising with local communities.

I think there are many options to bring visitors to the state. Areas like Colonel Light Gardens have started setting up walking tours which have started bringing in tourists. For areas like the Mitcham Hills around Blackwood, Belair and Eden Hills, local groups have started implementing self-guided tours as well to link in with local attractions like Carrick Hill, Belair National park and the Witunga Botanic gardens. Most of these tours will take the visitor through the local history of the area and some of the heritage zones.

Interpretation of the story, funds to bring vision to reality

Preservation, education, celebration of the stories and how they shape us into the future. What makes us special as South Australians? It seems we were free thinkers from the beginning shaping a new world and we should try and retain that spirit. We have had leaders that lived this over the years and their stories should be told also.

Leveraging off popular events, such as races, festivals, sports

Promoting Adelaide and SA as easy to get around

Support Steam Ranger heritage railway with grants to improve its infrastructure which intern improves visitor experience.

The development of the Silver2Sea Way project is the greatest Heritage Tourism opportunity for the Southern Flinders Ranges - and the adjoining locations - and will provide the opportunity to tell one of the greatest National stories, at an intimately South Australian level.

We have a wonderful conservation reserve that is just crying out for a visitor's space. We have the building, just not the funding to renovate Claremont House. The house could be a terrific educational asset

Heritage Tourism can be made unique by effective marketing the possible re adaptation of buildings making the experience interesting for visitors.

The proximity to the city (cruise ships day trips etc); a definite and available story/theme (Kidman) with buildings, memorabilia, photos and film intact on which to build; a significant volunteer sector committed to heritage in the town

the wine and produce of the region link beautifully with Heritage buildings

All of the things I've already mentioned which in part line up with this mentioned above. There could also be a Heritage Information Centre somewhere in the heart of the city with maybe a handful of Heritage Walking Tour Guides; perhaps an Aboriginal Cultural Centre also somewhere in the city and maybe a small group of Aboriginal Walking Tour Guides. There should also be train services reinstated to the Barossa and Victor Harbour as well as maybe Clare and Murray Bridge. All heritage services do not have to be in the heart of Adelaide.

Aside from 'telling the story' we must discourage the pillaging and deliberate destruction of all dry-stone walls and formerly protect the most significant of these. Of all the states SA has the richest heritage of stone structures and we should be bragging about it.

Stop relying on volunteers and start building jobs. Heritage should be viewed as being an economic developer not just using volunteers and offering free access to visitors. FUNDING!! For businesses not just volunteer groups. There hasn't been any tourism funding available to small and new start tourism business for 10 years. Let some small businesses make some money for their area to employ people, spend locally, attract more visitors to the area.

money is better spent fixing stuffed roads, put in place better and cheaper travel, like trains we can catch to Adelaide or Yorke Peninsula, fix dirt corrugated roads, fixed or replace rusty signs, other words pull your head out of your arse

there are masses of heritage remaining and many tales to tell it just needs prying out and financial incentives to save heritage and promote our history localising stories of real people. It is economic and sustainable development leaving smaller footprints by reinstating old buildings and adapting. The economic gains are wide and varied quantifying as visitor spends increase and opens doors for local jobs and services to broader benefits.

Working closely and in a supportive manner with local council and local groups. Not only with developers.

For Adelaide, an opportunity would be for the Park Lands and City Layout to be World Heritage listed.

Agree with the above summary as opportunities as well.

Would agree with those opportunities outlined above. Must be considered in relations to other special interest components of the industry such as adventure tourism, nature-based tourism and cultural tourism.

Storytelling and providing the guideposts to help the traveller with their journey. We are a heritage gateway town in a special region and can do much to create the tone for a fascinating heritage tourism experience.

Just to inform people what is available to visit in the mid north

Government support for tourism training, and support for the hiring of entry level positions.

Bituminising some of the more widely travelled dirt roads to link historical sites in the outback to make travelling easier and safer for families and older persons.

Adelaide has done great in maintaining the facade appearance of many old places, however if more primary schools involved themselves in tours of the local churches and buildings, we could inspire a whole new generation of history lovers and historic keepsakes wouldn't be made invaluable

immersive experiences to provide value to existing capital assets which can improve return on investment. Repurposing heritage buildings for accommodation and dining should be a private sector initiative.

wine industry

Creating visitor road trip that links heritage towns (and accommodation) together with accessible open heritage and village feel that pairs this with contemporary interests such as active walking and riding trails, food and wine and beaches and local interesting events supported by councils and SA govt. Selling the experience of the ideal SA lifestyle

I would be extremely careful about repurposing heritage buildings for experiential accommodation and dining. I may agree in terms of the Adelaide Gaol, but people visit heritage buildings to view the exterior and interiors and to hear the stories of those that lived there. If you repurpose, you lose its historic appeal. It is like selling accommodation and dining at the Pyramids. Beaumont House is now only a wedding venue attraction, having most of the house turned into office space for the National Trust. Edmund Wright House may never be seen by the public again, its historic desks lost to the dump, Cummins House needs greater focus on the early Morphett family rather than a trying to include the whole families history. Events must be more than weddings. Historical activities would focus it back on the heritage of the building just not trying to adapt it to a more profitable activity. Croquet and high tea on the lawn, old fashioned games for the children to play, speciality lectures on heritage gardens. There is a need for helping organisations to identify and plan for ways to improve their tourism capabilities and to cooperate with other organisations in their region to develop packages that deliver the heritage experience. This way ships coming into Outer Harbour can be offered Heritage packages

- Identifying the stories to be told and understanding who has the ability to tell these stories (i.e. needs to be authentic and come from the source)
- Supporting the development of experiences and building the capability of businesses/community
- Integrating heritage stories through existing tourism experiences
- Supporting relevant experiences to become commissionable (i.e. can be sold by others)

As we are the link between the city and McLaren Vale region, we have a great opportunity to link the two with colonial and aboriginal heritage amongst an amazing rural landscape with a passionate, knowledgeable, skilled local community that could be an integral part to setting it up.

understanding that its broader than just build European things

Everyone getting together working together.

Regional areas need have their heritage valued more and Councils and Govt depts need to support small communities to develop local sites. Then we can have a heritage trail in areas where tourists cannot just travel for the natural environment but also choose to go places with some history tourism to compliment the reason to travel to certain areas.

Networking with organisations and businesses and working together on joint projects.

Beaumont House, The Cedars, Adelaide Botanic Garden, Wittunga House, Stangate House,

Encouraging links between separate sites. In Adelaide, for example, perhaps linking a visit to Ayers House with Carrick Hill, a stay in Mount Lofty House, a meal at Penfolds Magill Estate.

This relies almost entirely on people's imaginations. If they have a story to tell, how and where do they tell it? How do they involve people in the experience? Do people want to participate in tours? Do they need information so they can do it themselves?

Repurposing heritage buildings e.g. into accommodation, restaurants, displays

Activation of heritage sites through events

Improved interpretation at museums heritage sites, particularly with modern resources and activities for children

Linking of heritage stories/sites across the state (i.e. heritage trails that cross several regions)

Identifying heritage items that can be well re-purposed for new uses through studies undertaken by local councils or a mix of parties. There are a lot of buildings that fit into this category that are not used to their best potential. Seeing the benefits of natural heritage, like events in forests for example or events in conservation parks (that are low impact)

Using heritage for arts and cultural projects, which can include films and documentaries

Use of heritage places for short term use, to see these places used to their fullest potential.

Linking heritage places back to their original use where possible in some form. So, for example old dairy factories can be used for activities that link back to dairy in some form for example.

Q23 Please rate how important you believe each of the following options are for agencies (including state and local government) to invest to build a heritage tourism sector that contributes to growing South Australia's visitor economy by increasing length of stay and spend of visitors.

Improving interpretation and the telling of South Australia's unique history.

	Totals	Percentages
Not Important	0	0.00%
Somewhat Important	0	0.00%
Important	10	14.71%
Very Important	17	25.00%
Extremely Important	41	60.29%

Total Answered	68
Not Answered	0
Not Seen	0

Q24 Marketing or promotion of heritage tourism and experiences.

	Totals	Percentages
Not Important	0	0.00%
Somewhat Important	3	4.41%
Important	6	8.82%
Very Important	16	23.53%
Extremely Important	43	63.24%
Total Answered	68	
Not Answered	0	
Not Seen	0	

Q25 Developing new heritage-based visitor experiences.

	Totals	Percentages
Not Important	1	1.47%
Somewhat Important	4	5.88%
Important	12	17.65%
Very Important	21	30.88%
Extremely Important	30	44.12%
Total Answered	68	
Not Answered	0	
Not Seen	0	

Q26 Integrating heritage into existing visitor experiences.

	Totals	Percentages
Not Important	1	1.47%
Somewhat Important	3	4.41%
Important	11	16.18%
Very Important	27	39.71%
Extremely Important	26	38.24%
Total Answered	68	
Not Answered	0	
Not Seen	0	

Q27 Establishing dedicated routes or trails to connect experiences.

	Totals	Percentages
Not Important	1	1.47%
Somewhat Important	4	5.88%
Important	16	23.53%
Very Important	15	22.06%
Extremely Important	32	47.06%
Total Answered	68	
Not Answered	0	
Not Seen	0	

Q28 Heritage-themed festivals and events.

	Totals	Percentages
Not Important	3	4.41%
Somewhat Important	9	13.24%
Important	19	27.94%
Very Important	22	32.35%
Extremely Important	15	22.06%
Total Answered	68	
Not Answered	0	
Not Seen	0	

Q29 Grant funding for adaptive reuse and/or conservation of heritage places for tourism purposes.

	Totals	Percentages
Not Important	2	2.94%
Somewhat Important	2	2.94%
Important	5	7.35%
Very Important	13	19.12%
Extremely Important	46	67.65%
Total Answered	68	
Not Answered	0	
Not Seen	0	

Q30 Enabling the reuse of government-owned heritage places specifically for tourism purposes.

	Totals	Percentages
Not Important	1	1.47%
Somewhat Important	5	7.35%
Important	20	29.41%
Very Important	21	30.88%
Extremely Important	21	30.88%
Total Answered	68	
Not Answered	0	
Not Seen	0	

Q31 Streamlining regulation governing use or adaptation of heritage for tourism.

	Totals	Percentages
Not Important	1	1.47%
Somewhat Important	7	10.29%
Important	20	29.41%
Very Important	18	26.47%
Extremely Important	22	32.35%
Total Answered	68	
Not Answered	0	
Not Seen	0	

Q 32 Capacity and capability building of heritage tourism providers including guides and operators.

	Totals	Percentages
Not Important	1	1.47%
Somewhat Important	0	0.00%
Important	13	19.12%
Very Important	22	32.35%
Extremely Important	32	47.06%
Total Answered	68	
Not Answered	0	
Not Seen	0	

Q33 Provision of quality visitor infrastructure to support experiences at heritage sites

Totals	Percentages
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Not Important	1	1.47%
Somewhat Important	3	4.41%
Important	11	16.18%
Very Important	22	32.35%
Extremely Important	31	45.59%
Total Answered	68	
Not Answered	0	
Not Seen	0	

Q34 Technology to support innovation in heritage interpretation.

	Totals	Percentages
Not Important	0	0.00%
Somewhat Important	3	4.41%
Important	14	20.59%
Very Important	24	35.29%
Extremely Important	27	39.71%
Total Answered	68	
Not Answered	0	
Not Seen	0	

Q 35 Partnerships between government and local communities to revitalise heritage streets and/or iconic sites.

	Totals	Percentages
Not Important	1	1.47%
Somewhat Important	1	1.47%
Important	11	16.18%
Very Important	10	14.71%
Extremely Important	45	66.18%
Total Answered	68	
Not Answered	0	
Not Seen	0	

Please note: Email, name and phone numbers are withheld from this report out of respect for confidentiality.