

Additional data report 3: **Regional Workshops & Webinar Raw Results**

Introduction

There is significant potential to unlock South Australia's heritage places and stories to create experiences that showcase our state's distinctive history, enhance the appeal of South Australia, and encourage visitors to stay longer and spend more.

In September and October 2019, the Government sought input from those involved in the tourism industry and heritage sector to help develop a strategy and action plan that maximises the economic value of heritage and contributes to growing the South Australian visitor economy to \$12.8 billion by 2030.

Tourism industry, heritage operators and custodians, local government, regional communities, Traditional Owners, and those with an interest in heritage tourism were invited to share views and ideas on growing heritage tourism in South Australia by:

- Attending a small-group workshop or webinar
- Participating in an online discussion
- Completing an in-depth online questionnaire
- Emailing a written submission

This report provides raw data collected through 16 regional workshops and one webinar held between 10 and 30 September.

Workshop & webinar details

The workshops and webinar were delivered by staff from the Department of Environment and Water following a structure developed by IPS Management Consultants, and in partnership with the Tourism Industry Council of South Australia.

Workshops were held in the following locations:

Region	Date	Location
Limestone Coast	10 September	Robe
		Mount Gambier
Yorke Peninsula	11 September	Moonta
Clare Valley	12 September	Clare
		Burra
Fleurieu Peninsula	13 September	McLaren Vale
		Goolwa
Adelaide Hills	16 September	Stirling
Murray River, Lakes & Coorong	16 September	Murray Bridge
Riverland	18 September	Berri

Region	Date	Location
Flinders Ranges & Outback	19 September	Quorn
		Laura
Barossa Valley	20 September	Rowland Flat
Kangaroo Island	23 September	Kingscote
Eyre Peninsula	25 September	Whyalla
	26 September	Port Lincoln

The webinar was delivered from Adelaide on Monday 30 September with participants from across South Australia.

The webinar and workshops were 2 hours long and involved small groups of up to 20 people who participated in the following activities:

1. *The 5 Whys*

Purpose: Help participants shift from a 'surface issue' to discover the root cause of what drives their interest in progressing Heritage Tourism and focus on a critical thinking mindset.

2. *Vision and Goals*

Purpose: To focus on desired outcomes for the Heritage Tourism Strategy.

3. *Exploring opportunities*

Purpose: Identify key heritage tourism stories or experiences participants think should be an essential part of a visit to South Australia, and specific opportunities for progressing heritage tourism in South Australia.

4. *Challenges and Barriers*

Purpose: Identify the barriers faced to achieve the identified opportunities

5. *Priority Sorting*

Purpose: To group together individuals' priorities to form a group consensus of the most important goals.

Raw results

This report presents raw data collected through the regional workshops and webinar. The views contained here are those expressed by participants and have not been altered or interpreted in anyway.

1. The 5 whys

Participants were asked to consider "Why is heritage tourism important to me?" and record their answer. They then reviewed their response and were asked "why is that important to me?" and recorded their answer. This was repeated another three times. The final 'why' reflects the root cause, or the purpose, as to why heritage tourism is important to participants. It is important to consider motivations and values that drive heritage tourism before exploring issues, problems and solutions.

Final answers were recorded:

Adelaide Hills

- Better communities create happier people
- Better decision making using the stored wisdom of the past leads to a better future for all
- It enables a deeper connection to a place or activity which means I can identify better with that place
- Who we are now and in the future
- It is the stepping stone for development
- It is about past, present and future
- SA history tells a true story of Australia and our place in the British Empire and our place - Asia, the Pacific and the world
- Australia is at risk of losing its identity and values
- Heritage stories should be understood by our children and give them pride in who they are
- National Pride
- Value our past to view our future
- A society without an awareness and appreciation of its past has little hope of a constructive future
- Our family stays connected
- Changes the way people look at 'landscapes' and value what they see
- It's why we exist
- Empathy and understanding each other
- It creates stories you can share and spread through words of mouth...creating interest to see for themselves
- Provides benefits in terms of community and economic development and provides benefits many don't realise
- We can tell stories that interest people
- Because it gives our lives more depth and meaning
- Greater awareness can change lives
- It can change the history of the Bridgewater Mill
- It gives meaning to who we are and what we can share, pass on because connection between us matters

Barossa

- Economics
- We are doing in in part good citizen but to increase visitation / leave property better than we were given it for future generations with purpose
- Provides future investment
- To deliver unique experiences
- To preserve the heritage and have the stories need to develop our skills, offerings and technology to reach new awareness
- I want to discover my own family heritage and presence stories / places of importance to the district
- Recycling the past into the future
- Place is not without people and people are not without place
- Share
- If people stop caring things are lost very quickly and cannot often be re-gathered
- The future prosperity and enduring values of our community

- If a visitor is happy because of our heritage knowledge and offerings then it may spread word of mouth recommendations, repeat visitation, and gives back / promotes locations / people in the community who keep the heritage of the Barossa alive
- Provide a structures direction to where heritage tourism is going
- To maintain history and heritage of the Barossa for future generations to enjoy
- We have abundant and diverse heritage items which we need to share
- Connectivity enhances self-esteem and work together to achieve common goals

Clare Valley

- Simply I get to do what I enjoy and get paid for it. Keeps local economy alive. Creates wealth, job, sustainability
- It will help make/give the community a viable future and makes us aware we have a diverse and interesting foundation
- I love history and want to promote where I live
- It helps support and preserve our heritage assets (buildings, stories, artefacts) for future generation
- It brings people to our region to learn about our past. Appreciate the past and where we live
- It will help the coming generations of my family appreciate and understand their lives better
- It keeps the area alive
- It makes the 'history' personal because of the 'people stories' how it relates to what you can see
- Utilising many years of learning and sharing SA history and development
- Understanding cultural history and Australia
- Because I wish our future to have value because I think by not making the right choice we might destroy the human race. We need to question our action and head to a positive future.
- Will improve the quality of life for the people of Burra and enhance financial sustainability of the town
- Burra is a wonderful place with important stories to share and experiences to offer
- It is part of my identity, who I am and I would like my children to continue to experience this - schools, hospitals, businesses, etc
- I want our towns to thrive and to tell their stories for years to come through generations

Eyre Peninsula

- Because as time goes on the histories will be forgotten and decay if we don't keep it restored and documented
- We need to celebrate the regions rich, diverse and unique history / heritage - having said that, tourism helps fund preservation of our heritage
- So that it can be preserved for the perpetuity brass branding so people can enjoy the music / history to the town
- I'm proud of my community and its history
- Develop a 'culture' of pride and celebrating our heritage
- It opens a gate to imagination, experience and eventually contributes to the economy
- Preservation / enduring / education / tourism
- Contributes to maintaining / preserving our history and educating future generations
- Is it something that we cultivate, protect and preserve for all our future generations to come
- It provides the opportunity for people to revisit the achievement of our ancestors
- It brings a sense of belonging and unity
- It shows visitors where they visit fits into the social / historical landscape

- We could do much without significant damage to the environment and live in harmony with it, being resilient and sympathetic to our surrounds (ie droughts, storms, floods, etc) and adapting accordingly
- We can enhance our visitor's experience
- Connection (past and present)
- Family history

Fleurieu Peninsula

- It aligns with my connection to my land and values
- It allows me to grow my business and provide a platform to showcase our region
- Drives our local economy, improves liveability and connects community
- I would like future generations to enjoy the heritage and experience
- I don't want to lose the history, once it's gone it's gone
- A well illuminated society will lead to a better world
- Heritage tourism is a means to connect us to our place, our people, our experiences and lets us prosper as we go on a journey together
- Social and community benefit is actually at the heart on economic benefit
- Often heritage becomes a romantic story and what actually happened gets blurred, lost and often changed through the years. Both European and Aboriginal history is important to give us a sense of place and gives us the full story.
- We are part of / passing through
- We are custodians
- Our mission - "sharing a heritage since 1841"
- It's a lasting monument of our human footprint and progression
- If we do it right it can provide something great for the area that couldn't previously been available and a business for our family
- Our regions are an essential part of our history, our community and our economy
- The knowledge and built form and natural heritage is what we are and not understood by many
- It not only provides knowledge it is economic development. I am custodian.
- It helps to define who we are and how we produced our current world
- New histories to develop lives that count. The tapestry, the connectedness to past and future.
- We are losing our heritage by the pressures of modern living.
- Future for children and grandchildren
- It shows we care about our heritage
- Helps to maintain a healthy community
- We need people to come to Goolwa and have interesting and viable destination for visitors
- It provides identity as to who we are, where we come from and provides a legacy
- The stories of peoples past
- Connection to place and culture
- It is a challenge and success will bring me personal satisfaction
- Enjoy our built heritage, explore and experience previous times
- Cooperation between groups in the community / business / individuals leading to a better developed region
- I appreciate better what it is we have compared to before
- Sustainable tourism is about preserving the attractions for enjoyment (and understanding by future generations)

Flinders Ranges & Outback

- To keep the heritage for town and region
- Extra income to expand to level we wish to offer - survival, pride and success
- It teaches tourists about the history of an area so as not to lose information and the way of the past
- the town needs to survive and I don't want to starve
- it's what I do (integral to our tours)
- It will play a part in sustaining and potentially growing our communities
- we need to be able to capture the history and tell the stories
- Keep Pichi Richi alive
- I established an association called Port Germain Heritage Arts & Tourism
- I'm passionate about bringing positive change and image to our town
- Survival of a business such as the local supermarket is vital to the life / survival of our town
- Extra visitors = extra businesses such as coffee shops
- Loyalty to our town
- Shares stories of our communities; the people, buildings, landscapes and events

Kangaroo Island

- Because it reminds and reinforces important values for our society and its wellbeing
- I care for people
- Because stories need to continue to be told and recorded as it is our SA and KI 'make up' that makes us all what we are and who we are
- I want to know the story of how we all came to be in this beautiful place
- The knowledge is undervalued - taken for granted
- I want to ensure that the museum survives into the future and keeps telling its stories
- It educates people – education
- Because KI is wonderful and interesting
- So that we look after it and understand what's unique about us and our environment
- Tourism KI has to have better presentation for the future tourism and it doesn't promote in KI
- My island heritage is important to me because it's too special to go with the oldies. I want to share the history and stories.
- It's about me. It's about humanity.
- Quality of life is important - we can't go back but can identify our ancestors if we know their story

Limestone Coast:

- Earth has fabulous stories to share and care about
- I believe people have a duty to reward and protect issues of value to human heritage
- It contributes to the region being strong and vibrant
- It brings you back into the mind of others and develops a deeper connection with the past and now
- Sharing and storytelling is how I show gratitude for our home
- To increase economic growth and stability in our region using our individual and unique factors while conserving for future generations
- Uniting through storytelling - it can unite us as a nation and tell the world our value through our UNIQUE story of it all - not just natural or built but all perspectives
- What occurred in the past and brought us to where we are matters for the future

- It allows me to increase my knowledge and interest in my own town
- Connects us
- Building a vibrant and sustainable community
- Young people are more interested in history when they are engaged with it
- It is who I am
- We are a people not a place and we are one - this is why visitors enjoy travel. We are a unique people not a place that is why tourists enjoy their experience here.

Murray River, Lakes & Coorong

- Sharing knowledge / raising awareness
- It is about who we are and why we are different to anywhere else
- To keep old architectural styles and buildings, and tell the stories of these buildings
- Better economy
- Promote interest / share passion / skills of projects / activities with volunteers local and interstate
- Because I want my town / area to thrive and have opportunities, I want history and knowledge to be preserved and shared for future generations
- It's important for future generations

Riverland

- Building a better state region and community where I live and work
- Our past tells us who we have been and informs who we can become. It can be a lead weight or it can be wings and I want to be part of handing out as many wings as possible.
- It helps grow the region, I love where I live
- It goes around / sustainability
- Not to make the same mistakes and improve their future, return to basics, not indoors on computers / internet

Yorke Peninsula

- So many stories to tell and show to visitors and locals
- It provides a connection to the past for future generations to explore
- It makes me appreciate the past and where I am and what I have in the present
- Employment and wellbeing
- Place in the world - perspective; Identity – clarification
- Employment and economic development
- Tomorrow's youth will not know about the past/where they came from
- Without the dollars history will be lost; and people from other places need to see just what we have to offer
- Conservation, preservation, storytelling, useful learnings, interesting - (to keep and preserve)
- We can share our local stories of the mines and people
- It is the backbone of going forward
- Maps our existence and tells our forbearers story.
- So history can live on
- Sustainability of the area and its heritage
- It answers the question why and sets the basis for future development
- So Moonta will remain and improve as a tourist destination

- I want to share it with friends and family and for all - show off (maintain an economic environment)

Webinar

- Turns a thing into a something. The story brings things to life
- To create experiences. To learn more about an area
- Adelaide is the best city and this will be recognised because heritage values are among our best assets. These assets will reach their full potential. (Green Adelaide planning).
- Australia has a whole doesn't take their heritage seriously. Our Aboriginal heritage is unique.
- Opportunities to engage audiences, value and preserve heritage and make accessible, place value on local stories, expertise, experiences/skills
- Our sense of self. Connectedness to place in world
- The strength of the community – economic contribution, connection and pride
- Sustainability of our community. Our heritage.
- If we know the insights and mistakes of the past we have a brighter future – a window into self and into society
- I like to relax and have travelled through many South Australian regions and participated in SA History Festival (including assisting in Wheel Watkins tours) and have seen places and heard stories about humble and the grand. I have appreciated what's on offer and want as many as possible to follow the trails Heritage Tourism offers.
- I want to be able to see growth in this area, informing all ages and nationalities so we can learn to value the past
- I believe we live in the best city in Australia and that this will be recognised by 2030. Our history, our natural and cultural heritage values are among South Australia's most valuable assets, but I do believe there is a great deal more planning and financial support needed for these assets to reach their full potential. In particular, I believe current planning for 'Green Adelaide' has great potential to become significant in boosting natural and cultural heritage tourism in our state.
- It transmits the vivid and cultural experience of the place to the visitor. It helps the visitor to connect with the uniqueness of the place they are visiting and have a 'real local experience'. I feel that visitor patterns are changing, competition between different places to attract tourists is increasing and the 'real local experience' related to heritage is what some tourists are currently looking for. Heritage tourism development could support the economic development and tourism sector of SA.

2. Vision and Goals

Participants were asked to imagine it is 2030, South Australia is 'wildly successful' at heritage tourism and is known nationally for delivering amazing heritage tourism experiences. The activity was broken into two steps:

1. Brainstorm and describe what wildly successful heritage tourism in 2030 looks like.
2. What did we (all stakeholders) have to do to achieve success?

Wildly success heritage tourism in 2030 looks like:

Adelaide Hills

- Clear and well-articulated interpretation and content
- Supported by good transport networks and marketing
- Stakeholders engaged and supported
- More awareness
- Development of heritage experiences
- Fully integrated into all key strategies - mainstream not 'niche'
- Hero experiences that people have on their bucket list
- Career opportunities for people
- Sense of vibrancy in SA across a calendar year
- Renewed heritage properties
- Diversity of experiences
- Natural heritage integrated built + Euro
- Offerings create diverse audiences so lots of different people are coming
- World heritage bid successful
- Pre-1836 history is being told. Our children hear it through their schooling and we can identify significant places as being important.
- Story of systematic colonisation is well understood, supported by a range of visitor experiences and listed as a World Heritage and cultural landscape (in time for 2036 celebrations).
- Tour guiding in many places
- Tour guiding training
- Targeted support for tour guides
- Heritage and theatre communities work brilliantly together
- Fusing heritage places with contemporary theatrics story telling
- Australian visitors become more aware of what is unique and innovating about SA
- Sustainable access
- Balance preservation and strong sustainable economy
- Health, cultural trails
- History got sexy - look funky - change old stuff > next generation - how they tell story
- Experiences - education and improve level of interpretation
- Collaboration of tourism / heritage operators to develop and tell best stories
- Stories are aimed at 'what visitors want to hear' (desired visitor experience - Not what operator or historian thinks they ought to hear)
- Include everyday stories not just the big 'colonial' stories
- Varied storytelling experiences - including oral histories (not to be lost), film (could be apps, VR / AR), tours, interpretation panels
- Heritage used (like France) not locked up or fenced off
- South Australians become advocates for their own 'heritage' state
- 4 or 5 bucket list heritage tourism experiences
- The Cedars with theatre

Barossa

- Abundance of international visitors
- Understand and celebrate Barossa's pre-history
- Curated tours
- Perception: heritage brings value (not just a cost)
- International recognition of region / state / Australia as culturally and historically rich

- Everyone telling the same story ('singing from the same hymn sheet together')
- Stronger / more connected community
- Diverse history - not just wine / agricultural history
- Real, authentic experiences
- Interaction and interpretation (senses) (hands-on)
- Personalised
- World class facilities
- Destination venues, functions and festivals
- Use of technology
- Child / teen friendly
- Everyone understands that the Barossa's history didn't begin in the 1840s
- Our greater past is recognised and appropriately celebrated. Language and culture are around us every day and we have developed a better honest relationship with our shared past.

Clare Valley

- Heritage assets 'buzzing' with people appreciating them in different ways
- Heritage no longer seen as dusty/musty & dull but as interesting, authentic, enriching experiences
- A constant stream of visitors and a vibrant economy
- Thriving with activity
- Create trails that can be done in segments or as a package
- Heritage events
- Our unique flora and fauna appreciated and valued
- Heritage trails for visitors & locals to follow - for either light touch experiences or more immersive experiences
- Heritage Mural Art trail at different towns
- Heritage silo art trail promoting local history
- Local government supportive and involved
- Jobs in the region - filled by enthusiastic people
- Bullock trail - promoted with signage and historic village re-enactments
- Use of technology to tell stories (apps, augmented reality) and engage audience
- Great access to the region - public transport! As well as good roads.
- Martindale hall being used as a living place
- Establish a heritage trail of partnerships. Travel as a group or self-drive.
- Extended touring encompassing food, wine, heritage accommodation
- Set up defined locations with stories attached. Access on self-drive to explore deeper for more info.
- "Step into the past" - VR, Apps
- Infrastructure: signage, interactive maps, interpretative and engaging
- An exciting, 'modern' heritage centre in Clare
- Railway heritage trail - lightweight people movers so that the bridges wouldn't need a huge amount of remedial work. Could be one in the morning & the other in the afternoon. This would encourage more towns to improve etc.
- The whole community enthusiastic and involved
- Old unused railway lines: now a heritage trail with the towns along them vibrant from the numbers of visitors stopping and exploring the towns
- Hampton is alive - visitors book a week living simple in a cottage at Hampton - no running water - no electricity

- Aboriginal heritage centre - training indigenous youth in new Centre of Mokota Grassland Ports
- World Heritage joined. More funding possibilities and new renewable energy projects supplying funding as well.
- New caravan park, visitor centre and art gallery. Daily tours to Hubert walking and outback sites.
- Passport goes digital, virtual tours of each site, depicts history happening
- New Ag Hub opens. Daily shearing and shows of overseas adventures. Shearer's quarters accommodation.
- Increased visitation to regional areas including expenditure and numbers
- The region is known as a place where visitors can immerse themselves in SA history
- Annual festival celebrating our mining heritage (eg - Cornish wrestling, music, workshops)
- School camps where students will experience a couple of days living like children of 1950
- Interaction centre at Burra Mine site where 3D displays will project the workings
- Koorunga is alive! Shops set up as in 1850, saddle makers, general store, locals dress up
- Burra Mine site areas where kids (perhaps adults too) can sift through dirt for malachite
- Aboriginal cultural storytelling across all tourism experiences
- Festivals which celebrate local history and historical assets
- Action plan with clear goals
- World leading technology
- Main streets and buildings are maintained / developed to enhance historical significance
- Horse carriage rides for visitors around Burra townships
- Genealogy workshops where people get assistance with looking for family roots
- House prices are more in line with city prices
- Buildings are restored and beautifully maintained
- Tourists come to SA specifically to see our heritage products / places
- Create an exciting, safe, night-time experience illuminating buildings, objects, trees and telling stories after dark
- Burra is a World Heritage site and leading the way in tourism in Australia
- Population of Burra has doubled
- Employment opportunities have expanded, variety of occupations have increased
- All the shops are full
- Burra is a 'go to' destination not an 'incidental destination'
- Young people being retrained or returned after training to the community - employment opportunities
- Volunteer groups with younger members to ensure sustainability
- All business premises occupied – thriving
- Lots of positive comment photos etc on social media
- Technology made tremendous use of so that heritage elements appeal to all ages
- Sense of increased wellbeing for all members of the community
- Toilet facilities at Netfield
- Human interaction in venues of historical importance
- Business's staying open
- Finding a carpark being difficult
- Buses in town each day, two on weekends!
- Tourism dollar invested in community amenities
- All infrastructure in tip top condition
- Hubert Wilkins movie mode - town starts to sell our movie heritage

Eyre Peninsula

- Visitors finding and contributing
- Arts, sport, recreation, cultural precinct
- Public art celebrating heritage and history
- Technology: free Wi-Fi, virtual experience city wide
- Tourism operators are offering a range of experiences
- Preserve all heritage places / buildings / tanks
- Recognition that SA exists outside Adelaide
- Heritage homes well recognised and celebrated
- Local transport
- Outstanding infrastructure
- More facilities for visitors, parking and staying overnight
- Tanderra Yaringa restored for true visitor experience
- Government of SA contributes large amounts of money
- Young people engaged
- More opportunity for student eg. Fishing and gardening at Stuart High
- Lots of small businesses - quirky coffee shops, handmade souvenirs
- Whyalla is vibrant and buzzing
- Lots of visitors - all the shops are full
- Music - cultural brass band performance
- Visitors want to come
- Whyalla's reputation is as a place to be and to spend time exploring
- Tourism bring in money and employment
- TV ads celebration heritage like Pt. Pirie
- Band musicians from locals
- Additional services and facilities are operating to full potential around the outside eg cabs, restaurants, retail
- Visitor economy
- Bars / restaurants near visitor destinations / attractions
- Vibrant city with booming tourist economy
- Community is aware of the opportunities and experiences and actively promotes them
- Ambassadors
- The BHP Museum get grants to upgrade – Funded
- Whyalla's heritage assets are protected, documented and presented in a gold class manner
- Council working with groups.
- High quality aboriginal trails in Point Lowly and Fitzgerald Bay
- New upgrade of the National Trust Museum
- Statues of forefathers throughout the city
- Greater community involvement
- Pride across generations
- New theatre
- New areas
- Public art celebrate heritage
- Indigenous story told entire region
- Brand new Maritime Museum building includes convention centre
- Aboriginal heritage recognised and promoted widely
- Interactive hands on sharing of culture (traditional / Aboriginal)
- Visitors interacting with history not just observing

- Connecting regions, organisations within regions
- Protect heritage
- Sympathetic development
- Interactive WIFI stories
- Joint publicity (as in not separate promotions)
- Projection of how things looked (holograph)
- Silo projection
- Data readily available
- Buildings / built things are here to stay, long term and don't date because of some fancy design of the time
- Engaged
- Busy
- IT access
- Interactive
- Preservation of stories
- Public toilets
- Roads / access
- Infrastructure
- Visitors coming to our region to see well preserved and appreciated history which encourages more visitors and longer length of stay (more spending \$\$)
- People don't vandalise stuff...appreciation of and respectful
- SA Heritage Tourism is inter-connected across all regions and supportive of each other
- Aboriginal living on land or tracking
- Old technologies are reinvigorated and there are opportunities to study (hands - on) them, stone mason, blacksmith etc
- Tourists have money to spend, rather than just lots of tourists. Less people footprint but with better experiences
- Interactive
- Relevance
- Stories
- Preserving
- People delivering tourism experiences understand customer service - we lift our game to deliver and respond better
- Collaboration and support from all the industries with the same vision and goals
- VIC is an attraction in its own right - interpretive centre with dynamic interactive displays that is self-sustaining financially
- A cultural hub in PL with library, VIC, arts groups, café's all co-located
- All history groups / museums / heritage attractions working together to continue to develop and tell the stories of the region
- I would like to see the limestone coast recognised as the gateway to heritage tourism in the state with more visitors travelling and more focus being shone over them
- More tourism jobs on the Eyre Peninsula over all - jobs that will be available to my future children
- Technology will be a key driver to engaging with tourists
- Boston house is fully restored and operational - B&B with staff 'in costume'
- Ways to see
- Environmentally friendly
- Family history
- Tourist venture activities

- Access
- Authentic costume - to era
- Preservation
- Great interest in
- Excitement
- Satisfaction of much work done to complete projects
- Artisans - old craft skills preserved
- Gathering of people
- Community pride
- Learning / relating / hands-on
- We have wonderfully preserved buildings that reflect the history of Port Lincoln
- There are dedicated local touring maps available showcasing heritage tourism

Fleurieu Peninsula

- Aboriginal stories and arts being promoted and really successful
- Immersive engaging experiences that are relevant to a society in 2030
- Heritage tourism through World Heritage listing of Mount Lofty Ranges
- Businesses share their stories in a meaningful and powerful way
- Restoration, excitement, appreciation by community - local > global
- Trails / trips well researched
- Driving / walking tours
- Interpretive – digital
- State wide - radiating from Adelaide
- Aboriginal and white interaction
- Visitors coming to our region to celebrate our heritage connection
- Visitors coming to the Fleurieu to connect with nature and culture
- Visitors love our stories, our heritage, because we do it well
- Thriving township
- Demands for accommodation
- Food and drinking heritage
- Skills in building materials
- Immersive media, that opens up through geographic cues... the story that travels with you... it reveals the richness of 60,000 years of lived heritage
- Easily accessible
- Family day trips
- Aboriginal culture
- Bright, sunny, many visitors
- A new industry booming
- Heritage skills building used
- My retirement from my business is world news
- Vibrant cultural centres
- Cultural activities / tours become the 'norm'
- Interactive heritage sculptures
- Activate living history
- Paid staff with expertise
- Vibrant Ngarrindjeri cultural centre in Goolwa
- Promotion of Goolwa district as a world class heritage destination
- An exciting resource established at the Murray mouth - new technology interpretive space

- The Ngarrindjeri welcomes all people to share and understand their culture
- Interactive heritage display sculptures that tell stories about events and people
- All heritage, cultural places recognised and preserved
- Engage with SATC / government and community - Adelaide considers Goolwa as backyard
- Cultural centres to see, hear, learn experience indigenous heritage and stories and European exploration and tour options
- Restored stone / brick significant buildings - in use / restored / repurposed and accessible
- An immersible experience that engages and stimulates all the senses
- Visitors can easily identify how they can satisfy their particular interests in a two week holiday
- Easily accessed tools for planning their visit
- Strathalbyn Tourism Association will have staff 1 x F/T + 4 P/T
- Businesses will have grown / town grown but not lost heritage feel
- New facilities for tourists (RV park, caravan park, larger shops)
- Bottom line - there is huge vibrancy in the area
- Easier access to funding (state / federal / local)
- More open communication among stakeholders
- More open communication between areas in the region
- Coordinated action
- Leading to combined development plan / action
- Integrated heritage tourism experience
- Accessible
- Highly interpretive / immersive
- Information gathering
- Stories
- 3D
- South coast Fleurieu Peninsula only place in the world 'Fleurieu Heritage Experience'
- Steam paddleboat, steam train, horse drawn tram
- State government grant funding for SA heritage listed declared areas and buildings (specific fund similar to Australian Heritage Grants)
- Activating our National Trusts
- Resourcing
- Curated displays, exhibits and stories
- Travelling - so many local stories
- Packaged experiences to see and hear our history and stories
- Preservation of patterns of historic development / areas - support at large level
- Conversion / activation of council owned managed heritage bids for tourism purposes
- Adaptive re-use of heritage buildings
- Grant funding to establish businesses / restore buildings / sites
- Built from heritage preservation and activation
- Identify interests and build holiday to suit (tools to do so - app / website)
- Fully funded staff / events for local groups
- More tourist facilities (RV parking, signage)
- Integrated tourism experience
- ALL community involved in the contribution at a local level - OUR HERITAGE IS STILL HERE
- People are pre planning their visit, booking before they leave (from Spain) to stay longer and spend more
- Active experience
- Summer and winter destination (winter proofed)
- Employment is up

Flinders Ranges & Outback

- Sign on hills like the Hollywood sign (movies/TV filmed here)
- Tour company that takes tourists to movie locations
- Town powered by solar & wind. Better water.
- Empty shops are full again
- Quorn "Quandong capital of Australia"
- Distilleries or craft brewery in heritage buildings eg Jacka's Brewing Melrose
- State Event Role playing tours highlighting heritage stories
- Food festival in heritage locations eg Arkaba woolshed
- Projected history stories of silos - evening experiences
- Indigenous Food garden - paddock to plate with cultural stories
- FRO heritage tour capturing the whole region by bus/plane developed
- History of outback pastoralists is captured - everyone has professionally developed stories to tell
- FRO is the place to come for cultural tourism
- Suitable horses for trail riding
- Woolundunga shed upgrade to shearing shed venue
- Mountain hut upgraded to 5-star
- Chair lift to top of Mt Brown
- All-year round activity/visitation
- Busy, vibrant, sustainable towns
- Stable & comfortable population
- PRRPS also stable and functional
- Upgrade camps - camp kitchen, more powered sites, level sites
- Mt Brown hike totally stepped and cleared into a great hike
- Eco cabins on property
- Achieve World Heritage recognition
- Cohesive and cooperative approach across the region and regions (both operators and organisations)
- Locals have an understanding of what we have and how to package it
- A glass building housing a train on display at the rail station (like in Tasmania)
- Pichi Richi running all year round with steam
- Pichi Richi workshops - a paid person doing tours daily
- Guided walks by a person around town (paid person)
- Heritage trails developed - grants including overseas heritage stockman-ship clinics + oz
- All heritage sites developed but ownership allowed for business
- Customers seeking tours because they are interested in history of Flinders Ranges
- History becomes a reason for people to travel to the region
- Grass root funding to communities for restoring building history
- Social history
- Sport
- Crab races
- Jinkers
- Number one tourist spot
- Goods shed
- Wine and food - tasting and cooking
- 2030 high and range standard accom in regional areas
- Extra success for locals and visitors

- Food shops
- Public transport
- Movies are being made - Hollywood comes to town!
- Booked out every day!
- Marketing
- Signage
- Trails
- Products
- Tall ships visiting – partnerships
- Gardens established
- Multicultural visitors and perhaps residents providing for international cuisine
- Streetscapes 'historic shop fronts' developed
- Number one function experience - don't need to go to Clare
- Buy land next to Carnbrae house
- Small town leadership
- Social and economic well supported T&D
- Photoscape - gulf sunsets / sunrises
- No empty shops
- Unique movie sets – relived
- Historic re-enactments - actors / shows

Kangaroo Island

- Jetties in great order
- Connect families to their historical past, visiting place
- People being employed to maintain and improve heritage buildings
- Protection of defined heritage buildings (stone buildings, private, public)
- Telling the story in our museums in a vibrant way
- Youth need to be involved in the heritage tourism process
- Maritime history
- Government ensuring all roofs first on government heritage buildings fixed and sound to protect for the future, even if they can't fix it all now
- Amalgamation of money and sound value
- More volunteers
- Heritage app
- Public heritage not altered for the rich
- Small, unique, genuine, experiential and welcoming
- Ecological heritage not trashed
- Experiences for families, children and lower socio-economic groups
- Trained guides
- Community galleries and museums properly funded
- Aboriginal heritage is here
- Heritage trail based around existing eg, distillery, wilsanger school
- Small size and numbers of cruise ships (NOT bulk tourism)
- Using digital tech where appropriate
- Developed by locals
- Local events by local people, telling local stories
- Attract sensitive, interested visitors

Limestone Coast

- Ongoing media highlighting heritage
- Who – everyone
- Numerous tour businesses are running, showing the many unique, natural attractions and telling their stories
- All generations in regional communities feel a sense of pride in their local heritage stories
- Vibrant, guided tours with storytelling in forefront
- Keeping young people in region with interesting work
- The profile of heritage tourism has lifted to be a vibrant story telling body
- Strong community pride
- Access to heritage sites
- Brilliant local tour packages about the: volcanos, sinkholes, caves, petroglyphs and fossils, with beautiful local produce stops in the pink dolomite buildings
- International tourism lifts to an all-time high visitation as we are able to eloquently tell our story as a collective rather than multiple independent operations
- Flowing regional story
- Great package of tourism offerings
- Unique experiences
- Diverse
- Sustainable
- Innovative
- World class
- Vibrant
- Economic growth via tourism
- Regional cultural centre celebrating Boandik stories
- Lobster industry tours from pulling the pot through a live export operation to eating the produce (AKA Esperance in WA)
- Recognised leaders and programs
- Be the leader - step up
- Pre parietal art is a world renowned reason to visit - caves open for tours to public
- Knowledge and stories shared
- Wild success would be defined as being a very positive and highly-regarded outcome of a tourist strategy - widely known both nationally / internationally which draws people from afar who are interested in the heritage being promoted (by billboard at tourist gateways, art, bus terminals, TV ads, high quality souvenirs etc)
- Heritage combines our colonial construction gracefully with our Aboriginal history - it's all part of the tapestry that weaves into being a modern Australian
- Heritage focused annual event
- Environmental and tourism departments, council, aboriginal community and land owners come together to agree and access the caves for protection and tours
- Minister realised the value and uniqueness of pre parietal art and that Mount Gambier is the centre of this universe
- Zip line around the lakes precinct
- Lots of visitors - full main streets / shops / atmosphere
- Activated assets
- Educational tourism - international studies
- Operators / business

- The stories of elderly long-term residents are told in oral recording
- No fracking
- Ongoing history / heritage highlights
- Planes are full of tourists every week at Mount Gambier airport as well as driving in from KI or GOR
- Vibrant, sustainable community
- Chinese tourists love coming to Robe and experiencing trek from the sea through Australian bush
- High speed new rail connections to the SE
- Open up the area to tourism direct from the airport allowing the development of new accommodations
- People who get active - beyond the success
- Large group of tourist guides leading tours around town telling rich stories of Robe heritage and people
- Tourist operators and businesses connected with tourism in Robe, educated about value of heritage tourism
- Live chats - online about our booked walking tours, heritage trails
- Suite of storytellers - guides / ambassadors
- Brand building declared World Heritage

Murray River, Lakes & Coorong

- History events with intergenerational visitors
- Children visiting the Round House and actively involved in interactive activities
- Indigenous heritage included
- Paid employees to cater for influx
- All ages interests
- Regional areas popular destinations – experience
- State of the art technology
- International visitors arriving on paddle steamer
- Children playing in Heritage environment
- Tour guides telling stories about Murray Bridge at a range of locations
- A sea of visitors streaming around the state by road, air, water
- Heritage trail linking towns
- Sustainable heritage and cultural tourism
- Grants - heritage tourism a priority
- Promotion / advertising interstate and overseas
- Intergenerational schools, families, older people, all working together, visiting heritage places
- Heritage rail travel on a regular basis around the state
- More heritage motoring events at Tailem Bend
- Jobs for people showing off our history
- Destination desire (such as Rome etc)
- Steam boat trips available at key sites (Goolwa, Murray Bridge, Mannum, Morgan, Renmark)

Riverland

- More people locally celebrate, understand and honour First Nations histories
- Groups outside taking photos like at pyramids, Buckingham palace, etc from overseas to see our history

- Future will be shops, main street will be full and open for businesses, new attractions, cafes, experiences, businesses will be involved not just volunteers
- Aboriginal owned and run cultural hub, running heritage tours, art classes and café.
- Loxton Historical village is alive and healthy and giving Sovereign Hill a run for its money!
- Flights in and out of Renmark for tourists
- Education around the history of the river - more info for visitors, international tourists
- Customer service
- There is a small business hub activity nurturing new small tourism businesses by under 35s
- Telling a story not just selling a product eg cellar doors doing tours or talking about the history of their building / wine / etc
- Every shop front in Barmera is full
- 3-4 Riverland artists / creative folk are receiving national or international opportunities
- More quirky, interesting, relevant accommodation options attracting young professionals as visitors to the region
- More money for everyone
- Local businesses embracing and investing in local and visiting artists to create quirky and meaningful experiences
- Businesses in Renmark Hotel are leaders in heritage tourism and making money
- Signage in multiple languages throughout the Riverland encouraging diversity and exchange
- More cultural walks and tours
- Group travellers and families
- Cultural food experiences / restaurants
- Lots of cafés open for breakfast every single day
- Group accommodation options (with potential for health retreats / writer's retreats) that engage with and showcase our history
- Olivewood homestead returned to original

Yorke Peninsula

- Less bureaucracy
- increased visitor interaction - better experiences, hands on
- More localised - empower communities
- that South Australia will tell their story in a unique and engaging way that drives our 12.8 bn tourist economy
- Moonta - speaking interp AUTHENTICITY
- World heritage
- International visitors +++ - interactive, miner for a day
- Strong points of difference
- Kernewek everyday
- Education - Australia and international - history in curriculum, more engagement
- Examples - Pioneer village at Swan Hill, Sovereign Hill
- food experiences
- Farm shed museum - active etc
- Indigenous history - accessible and available
- Greater conservation and promotion of our historical assets
- An increase in funding and support
- More local history as part of school curriculum and involvement
- Utilising technology to create a more engaging experience
- Large scale of accommodation to now support the influx of visitors

- Moonta's history is preserved, conserved and highly valued and receives 10/10 ratings on the 2030 equivalent of TripAdvisor

Webinar

- People can easily engage in heritage activities
- Heritage is integrated - networked
- Visitor experiences are year round
- Heritage tourism is well recognised and valued concept in its whole. Communities are getting buy in from heritage tourists (real and virtual). Visitation is sustaining heritage and growing advocates
- Heritage provides journeys and understanding
- Digital is being embraced and driving visitation
- Education alliances and overlaps
- Natural heritage and our unspoilt wildlife will be leading visitor experiences. People will be wanting to connect with and understand nature. Nature and built combined.
- Aboriginal cultural centre at Wilpena that connects to the Nth Tce proposal
- Flinders Ranges is a world heritage area
- Local people, station people working together station stays expanded
- Sites are telling stories – theatre, music, interactive performances
- Visitors not just visiting sites but actively involved with sites, interpreting them, preserving, creating heritage tourism of the future
- More collaboration between organisations
- Our heritage areas are accessible, connecting to other destinations and visitors are engaged with journeys along the way and picking up the story of South Australia
- Create a sense of place as well as creating unpaid tourism guides!
- Hopefully by then we are celebrating and learning from Indigenous land management techniques and respect for the natural world
- Coordinated approach to connecting and telling stories
- People are following history/heritage themes that interest them. They are able to find these 'threads' to follow
- Local communities get buy in from the heritage tourists - physical visitors but also the promotion, donations, recognition, advocacy for their activities
- Well recognised concept and there is a more generalised valuing of heritage that is not necessarily tied to particular places, themes or 'save the building' campaigns
- Products of heritage tourism (collections, stories, places) are known and accessible world-wide through digital means - much greater profile
- there are education alliances and overlaps - loads of heritage tourism aspects can go with curriculum and lifelong learning
- Surplus of funding for experimental publicising of events, activities and attractions
- More technology – interactive, more headphone or some device plugged into ear to walk around accessing “in air” information. Fewer guides
- Encouragement of local entrepreneurs, visionaries to grow Heritage Tourism even more – young people
- More electric/hydro cars, perhaps more mini buses going to discrete locations with tourists – more personal group service
- The then Education Department (with change of name by then) will value students visiting heritage places in rural and metropolitan area including camps and supply the funds

- The school curriculum encompasses a Heritage Tourism subject for students to access and feed information to their family unit for holiday visits
- Heritage places encourage more active interaction (hands on) so people get a sense of what life was like in (date) - More 3D type technology
- There is an regular online supplement on places to explore state-wide – special sections for primary to high school aged students to keep and use with their Heritage Tourism subject (no newspapers) – encourages interaction in the home and school re what to see and where to visit
- People are flocking into South Australia as publicity is so fantastic, including a constant flow for conferences (although webinars might be the go – cost effective) and a flow on effect of Heritage Tourism for those attending and maybe family
- First, tourists will be coming to South Australia in 2030 to experience what they have lost in the places they call home. Increased pollution, population, urbanisation will mean overseas tourists in particular will want first-hand experiences of what they have lost by visiting our extraordinary South Australian natural heritage:
 - Natural heritage, unspoilt landscapes, Australian wildlife will be leading international and Australian tourism markets by 2030.
 - The Flinders Ranges and the 'outback' will be top tourism destinations. Visitors will want to see the desert in bloom, fly over Lake Eyre when it's full, camp in a swag (although they will probably expect 'glamping'), visit amazing Innamincka and The Cooper – to name a few places.
 - Spend time on Kangaroo Island to experience its wild wilderness and beautiful beaches.
 - + Eyre peninsula and York Peninsula – whale watching at the head of The Bight, snorkel with cuttle fish, visit the Gawler Ranges and call into Port Lincoln or the beautiful Innes National Park.
- SA offers a new experience to visitor in order for them to experience SA nature, embracing traditions and history linked to the traditional owners of the land / ancestors. [Marlo Morgan, "Voices of the dessert"]. People increasingly come to SA regions and learn about SA history and traditions while supporting their development

Things that were done to achieve this success were:

Adelaide Hills

- Aboriginal heritage given priority investment
- Federal, state, local and private sector gives investment in anticipation of rise of visitor numbers
- Government enables and supports
- Community contributes and supports
- Business delivers high level standards
- Storytelling - effectively communicating experiences
- Understanding where we all come from (improves wellness as well as the decision making for the future)
- Integrating with natural environment - if it's done well the economics will follow
- More Aboriginal heritage and story telling
- Pay premium (\$ quality at a price)
- Freight off road - fast train - hubs
- Modern engineering and digital tech to sell story
- Self-reliance - not just dependant on government
- Safer roads, bike trails, purpose built tracks
- Collaborate better departments / involve diverse interests
- Show off trades, architecture - tax breaks

- Keep everything authentic - building new with old

Barossa

- Education (community driven, ground up)
- Financial support
- red tape / regulation incentivisation
- Community connectivity
- Funding
- Access to expert curators
- Coordinated advertising
- Government investment
- Access to use of specialists curators / experienced designers / technology experts
- Education, conversation, recognition, maturity, community driven / from the ground up
- Central space for valuable community assets (eg. Lindrer Family Bible) (especially when family continuation is not viable)
- Effective use of technology - preservation and resources
- Community collaboration - a stronger shared voice
- Cultural heritage advisor - to help get things off the ground (alongside sustainability and finance / business)
- Contributing to community (not just cashing it in and not giving back)
- Long term thinking - not looking for short term return

Clare Valley

- Increase of education & engagement with history
- Mural art: Find local communities that would like to promote their heritage with appropriate buildings to mural. Get funding for artists or hold community workshops. Currently Kapunda are doing this and Hamley Bridge have started
- Silo Art: this is well established as an art trail, just need to focus on heritage instead
- Bullock Trail: research routes, get communities along the way involved and maybe History Trust involved in buying a property to have a re-enactment like Old Sydney Town
- Community education - both through the schools and adult education
- Whole of community involved
- Creation of a campaign: website, heritage guide, social, radio, tv ads
- Engaging promotions with fun & exciting visuals
- Produce a high quality video to promote
- Govt funding to support heritage projects in the region
- Appreciation and incorporation of Indigenous history
- State & Federal money for roads, rail and other public transport to and around the region.
- Real commitment by Government (state and federal) to the regions
- Govt & industry groups working together to achieve outcomes for heritage
- Promote and encourage regions to cross link
- Collaboration
- Key stakeholders: Councils, SATC, TICSAs, NRM & DEW, RDA, Associations, individual operators, heritage groups
- Educate local operators to their own history and then learn and promote others
- Heritage a key part of SA's tourism portfolio
- Funding for heritage preservation and interpretation

- Learn the history and tie in as many early pioneers as possible. Link them to destinations
- Political point scoring and divisions a thing of the past
- More staffing in tourism to build the brand not just relying entirely on volunteers
- Communication between all agencies with community and community groups
- Broad marketing and advertising to inform potential tourists
- Simplified process by councils and grant providers for funding
- Development of OWN brand that is clear and defined
- Sell what we offer from the moment you drive into Burra and throughout the towns
- Activated heritage sites
- Education of industry of value of tourism and importance of history / heritage as key driver
- Steps to get there - coordination of visitors
- Sensitive development of sites / artefacts
- Provide a unique tourism heritage experience
- Develop a 'natural' trail or an indigenous trail - 'dreamtime storytelling' or a mining trail or a life in early colonial Burra trail
- Marketing the brand
- We make best use of technology for interpretive purposes and for promotion
- Clear and relevant signage
- Development of immersive product and experiences
- Investment in infrastructure is undertaken and secured into the future
- Segmenting target markets, all have different requisites eg high end market needs five star accommodation - a resort to make their base so they can explore the region
- Financing
- Transport links have been established to make it easy for people to get here
- Our sites are used for events and activities to bring life to them
- Roadworthy roads
- Development a clear point of difference in the architecture and the buildings history
- We capture and tell our stories through many ways to capture a wide audience
- There is substantial promotional / marketing budget and plan
- Cross regional collaboration and understanding
- We sell Burra as a destination not a place to drive through
- We include young people in the planning and become more interactive within the experience
- New businesses are supported and encouraged to create new opportunities

Eyre Peninsula

- The experience of visiting Whyalla or the experiences people can have in Whyalla are well articulated
- Cross pollination between government organisations and local businesses
- Thanks to the federal / state and private sector contribution there is independent operators in town
- Promote opportunity to outside investors both at local and state government levels - incentives
- Government money
- Fundraising
- Significant promotion of experiences
- Equity
- Employment opportunities
- Traineeships
- Sponsors

- Self-employed development
- Uber tours
- Empowering our community to get involved
- Upskilling
- Build capacity and vision of locals to invest in small businesses both direct tourism operators and service economy
- Caravan and camping infrastructure enhanced
- Promotion of Whyalla on TV eg stories and places
- Practise extreme optimism
- Pride
- Imaginative grant applications
- Heritage development officers
- Significant investment into building infrastructure
- Trails technology City of Whyalla received financial support from governments and Liberty Steel
- Expand and promotions packages with regional business initiatives - integrate with after tourism strategies / initiatives
- Holistic regional scale
- Holiday packages
- Get more businesses to Whyalla that invite people to visit them eg Fauna park
- Bigger and better airport to accommodate visitors
- Vision
- Investment
- Collaboration
- Training / upskilling
- Transferring of information
- Investment
- Strategic planning
- Vision
- Desire / priority
- Investment into tourism experiences
- Training / upskilling
- Research of tourist desires
- Shared vision
- Using existing resources in a better way
- Agree clear vision that everyone works towards and supports
- Reduce red tape and road blocks that makes decisions 'just too hard'
- Leverage off events - eg History Festival
- Collaboration - local people connections
- Connecting
- Collaboration
- Funding
- Programs to help preservation
- What tourism routes calculated based on 'surnames' etc - churches / cemeteries
- Money
- Collaboration
- Dedication
- Education
- Money
- Strategic planning

- Exposure - the right kinds of influential people shining the light where it needs to be shone to get the exposure required to make this happen
- Contributions from Government, business, passionate people
- Planning - objectives / goals
- Much work - volunteers
- Research
- Owners of property with sites open to share
- Technology will need to be interactive / encouraging participation by user
- High-level will allow user to delve deeper and learn more / discover more if they choose to
- Communities joined together to share knowledge, experience and expertise
- Grants and funding available and support available for people with vision to make their dreams happen and done well - pride!

Fleurieu Peninsula

- SA heritage destination
- Grants - restoration, storytelling, capacity building programs
- Greater awareness surrounding heritage tourism
- Heritage tourism is a collaboration by government across departments (planning, tourism, DEW, etc)
- Schools - all tiers added history and heritage into core schooling
- Resources and legislation strengthened support for cultural heritage and history
- Awareness and support for heritage and history quantified
- Connect communities - work together to connect
- Schools - investigating drift layers and stories
- making routes / trails etc
- Use technology to explore heritage from anywhere because people will be even more displayed from their origins
- No more bulldozing of our history
- Aboriginal stories
- Enabling aboriginal community to tell their stories, documenting the stories
- Worked with local indigenous people to develop story telling program
- Engagement with aboriginal communities of what can and can't be shared
- Developing cultural routes, signage, promotion
- State government support for WHB
- Tentative listing
- Promotion worldwide
- Vision
- Investments / grants
- Expert advice
- Ongoing passion / encouragement
- Good communication
- Working together
- Partnerships
- Make it less scary to have less / no barriers
- Creativity
- Flexibility
- Help / grants
- People inspired by the architecture

- Heritage skill program
- Worked with local indigenous people to develop storytelling program
- Well resourced, linked and integrated heritage experiences
- Heritage is a natural part of tourism - embedded in every visit
- The richness of the experience drove the agenda - money was not the goal but investment was strong and the rewards were clear - passion created profit
- Set up protection of significant heritage sites
- Consulted communities
- Funded projects
- Worked with media students
- Used technology
- More government investment
- Demand for industry professionals booming
- Connect past and future
- Cooperation towards a common goal
- Accessible - join towns / heritage experiences together
- Funding for nationally registered properties, not anything else - local level funding
- Reduce red tape
- Restoration costs
- Collaborate / consult with community
- Education awareness
- Community engagement
- Preserve existing heritage and use it
- Acknowledgement and acceptance from all three levels of government in decision making
- Combined heritage strategy project to develop SA's stories and share online
- Create a heritage SA app to share stories for self-drive market
- Easy access to records to help with family history research
- All operators and businesses see each other as important parts of the heritage story
- Council better enforced heritage protections - council consulted and talked to people
- Collaboration, consultation, awareness of the importance of these places
- Children are working with parents, exploring a region
- Government consulted with all cultures respectfully
- Engage with Ngarrindjeri and others to assist government to develop cultural centre
- Sympathetic new development to enhance character
- Templates to help businesses ie apps for new technology
- Councils are working together - one booking system
- Capacity building, continuous learning knowledge and sharing (all generations)
- No funding to council - direct to township for ownership
- Tourism has templates - save time and money
- Local business and tourism association have been given funding to develop trails and stories using templates provided by Tourism SA

Flinders Ranges & Outback

- Money
- More tourists going through
- Recognition of our native food heritage by locals
- Money, also people to agree to it
- Someone that wants to do it.

- Sites need to be catalogued
- money or government funding
- Grants, \$, incentives to develop
- Access, including roads
- Insurance covers etc
- \$ for each place/business provided by SATC/SA govt to access professionals
- SATC/Govt engaged with cultural people and assist in development (not just say that it's a gap/is needed)
- Attraction of a major company that 'works with' local regional companies to achieve this
- World Heritage recognition: inbound internationals & the profile that means; Integrated tour & experience offerings; more stable industry; recognition as a career path to retain people, especially youth
- Investors
- Money, investors, grants, volunteers
- World heritage at Ediacara fossils
- Better 'story-telling' of the history & development of the region; Tourism trail/activities to explain and link sites/areas/aspects; Engage people with the stories
- Community + grants + food SA
- Country Arts, Councils
- Investors - RDAs, Heritage SA?
- Arts/Theatre group + Council, Heritage SA initiative
- Event managers & local food businesses + club or charity
- Government campaign; local government continued investment in history on local level; private investment in restoration
- more visitors, more spending, SATC to support FRO
- Community planning
- Involvement attitudes
- Youth
- Marketing - billboards
- Collaboration
- Trades
- Funding
- Promotion
- Funding
- Public transport
- Change attitude of some locals
- Would you recommend staying at Carnbrae house?
- NPS security about 80%
- Promotions
- Entrepreneurship connectiveness
- Increase morale
- Increase positivity
- More time
- Training
- Resources
- Desire to establish accommodation
- Availability
- Business planning
- Funding capacity

- Approvals
- Visitors to sustain
- Business hub for small business

Kangaroo Island

- Regulations / red tape need to change to facilitate good heritage decisions
- Government listened to us and realised money isn't everything
- Young people under 30 are visiting locations because of heritage sites but there are still hidden gems
- Dedicated info about heritage (like parts of heritage trail)
- Heritage integrated well with other tourism
- Cape Willoughby has been 'restored' to its former glory
- There's been an archaeological dig at old cottages
- The tower is a multi-used space
- Heritage has such a high profile that there has been an enormous injection of funds
- Regulation has been overhauled
- Community 'leaders' introduce visitors / tourists to their area / places / stories - There are so many people wanting to volunteer. Teach them. Value them.
- Tourist / heritage trails ads / info on places of interest as much as ads for commercial sites
- make heritage as important / valued as alcohol
- Allow investment in heritage sites to have an inherent value rather than a direct return
- Heritage festivals are being conducted and SA has become the focal point
- Young people are telling stories
- Schools have specific education programs
- All tours have a heritage focus
- More money is going into preservation by LG / SG / FG
- Oldies are being celebrated
- Communities took control through their local councils
- Tourism operators included heritage components in staff training
- SA adapted clear guidelines on heritage tourism - there was some dissent - but they got there - you will never please everyone
- 12.8 billion visitor spend by the year
- Jetty is in great order where you can catch a fish
- People being employed to maintain and improve the conditions of all buildings heritage
- A definitive definition of heritage listed properties that is listened to

Limestone Coast

- New industry players (adventure, cave diving, wine)
- Experiences - activities, knowledge
- Aboriginal elders need to feel safe to share more openly about the stories they hold
- Collaboration that completely disregards political / state boundaries
- Commonality by geography, type, history, ancestry, etc
- Collaboration between government, industry and community
- Collaboration
- Community
- Leadership
- Environmental protection

- Long term thinking (no short term wonders)
- Engaged, excited and proud community
- VR / AR technology
- Access to heritage sites - easier for operators (fees / safety / etc)
- Implemented training programs
- Local tourism courses run at TAFE or similar by subject matter - experts who are good at explaining and good with people
- Creativity
- Collaboration
- Innovation
- Funding
- Take some risks
- Needed some heroes
- Industry led
- Talks to relevant stakeholders
- Personal discussion with key staff
- Media shows, etc
- People involved would include all relevant government agencies, relevant private organisations, individuals, local councils, special interest groups and stakeholders.
- Interstate parties lobbying government agencies, gaining investment and support from people who understand / share the vision etc - presenting slides / videos supporting their case based on their knowledge / expertise
- Planned and prioritised
- Strategy
- Stories
- Together
- Storytelling skills
- Partnership driven locally
- Measurable outcomes - tracked
- Action - training for guides in telling stories of Robe
- And tourist transport (local) with storytelling on board
- Interactive museums that show the full story of the area
- LC LGA
- Robe Tourism Association
- Action - gather statistics re heritage tourism
- Council
- Committed resource to drive development
- Action - partnership with tourism operators catering to Chinese market - identify what they would love to experience
- Technology providers
- Collaboration of all regions
- Ideas - backing for ideas
- Get rid of government intervention
- Capacity and capability across community
- Right people
- Communication
- Clear interpretation - meaningful
- Incentive programs to refurbish property
- Investment in heritage infrastructure

- Storytelling program
- To see how Robe heritage can be best used to enhance the experience of tourists

Murray River, Lakes & Coorong

- Apps available automatically when you travel through any location with suggestions to visit / experience
- TV and radio advertising promotes attractions 24/7
- Activities fully booked but alternative experiences are ample and available (interactive displays)
- Achieved by the government helping to cover some insurances at the higher level like NSW and VIC over a 20million dollar cover
- Advertising - government bodies got on board
- Celebrities involved in promotion
- Investment into interpretation that appeals to all senses
- Having a Government Minister who doesn't put arbitrary values on the number of sites one district can have
- Achieved by LESS RED TAPE and OHS restrictions
- Getting ministers with a government priority of heritage in any development
- Heritage creates the sense of place
- Restoration projects funded
- Tourism Commission working with heritage people / museums / etc
- Collaborative partnerships
- Increase and change (upgrade)activities
- Accessibility
- Resources available
- Cultural respect
- Regional areas thriving - engage technology
- Work with schools / children / universities to promote children's visits
- Work with history trust and tour guides to make interesting and meaningful children's activities
- Community ambassadors with knowledge and understanding of our stories
- Warf upgraded with pathway to signed sites
- Education and awareness
- Gaps have closed
- Appreciation for our past
- Ownership assets clarified
- Significant indigenous development at the railway precinct
- Reduced red tape
- Adequate funding - funding taken seriously by government and state businesses

Riverland

- Change staff and boards thinking that we can be old and modern
- Brokering and nurturing relationships with investors
- Upskilling local people in tourism business skills
- Change the hotel from a 3 star venue to a 5 star venue
- Start-up grants
- Money
- Marketing as a heritage tourism destination
- Adding to displays

- Advertising
- Competitive as a business
- Grants for heritage businesses
- Local government and community working together
- More workshops and support for heritage business
- Tours and experiences run by businesses
- Great offerings of food and wine
- Streets and buildings reflecting the past through wall murals / interactive displays
- Local producers of native food and suited to our climate
- Availability of money through grants to businesses not just volunteers / community organisations
- Businesses and community working together to identify gaps in offerings
- Rural / isolated areas need reliable water supplies to exist
- Visitors staying longer
- Bonney theatre (or other theatres)
- Hotel major boost in financial assistance to restore heritage building (as community hotel - built the town and seldom gets assist)
- Most history museums (PS Industry) Loxton history village rely on volunteers - more funding

Yorke Peninsula

- Better/more advertising
- More collaboration/consultation
- \$\$\$
- Technology
- Local decisions
- Everyone working towards the same goal - in their own way.
- Community engagement
- Interactive displays
- Genuine investment in preservation & conservation
- Use old buildings
- Teach heritage at schools, include visits to heritage assets to engage further.
- Grow volunteer base and age range, training and development
- Grants - industry, interest groups and govt
- Engage with schools for learning and activities - history curriculum
- More paid staff
- Opening barriers to improve access to the heritage sites and land
- Key components of the TRC/locales site development plan to be implemented for the Moonta Mines precinct
- Other sites within SA preserved accordingly
- RDA/Copper Coast Council/ NTSA Moonta Branch work together to gain multiple implementation funding to implement the TRC
- Extensive grass-roots involvement/engagement of volunteers
- WH status granted for Moonta
- Business cases developed on other heritage sites within SA to support grant applications
- Aboriginal heritage/interpretation/stories preserved
- Exploration into various ways to showcase Indigenous heritage in culturally appropriate ways that are super engaging

Webinar

- Party politics are put aside – both sides are committed to growing heritage tourism
- SA leverages its connections with other states – heritage experiences need to cross borders and other states are working together to tell the story of landscapes. NT history is very intertwined with SA – this needs recognition and double effort in development
- Economically, environmentally and socially sustainable – to support economic investment
- We need to respect our history and heritage sites – education, promotion, attitudes need to change – all levels of govt need to have a meaningful vision for future that values past
- Research – understanding tourist needs (which change)
- New tourist ventures that are identified as a priority are supported by govt
- Financial support to enable economic viability and sustainability
- Money goes where it is BOTH wanted and needed
- All audiences and their needs and how they want to engage are considered
- Communication
- Govt offering incentives to businesses to get involved in promoting heritage, ie establishing in heritage buildings
- Grants for communities to get involved
- Recognising that it is not always money – people resourcing
- Decent infrastructure – big infrastructure investment to support how visitors get to and experience places
- ‘Soft’ infrastructure to complement ie food
- Local historical societies are supported and have access to experts who can help get their sites and collections visitor ready. Volunteer succession planning
- Experts – ie govt depts – are resourced to effectively support community and other partners to achieve outcomes
- heritage tourism organisations (high level) worked together and communicated with each other - collaboration
- Local level issues and concerns were identified and addressed
- There was recognition and response to the fact that sometimes \$ is not the main hold up - people resources are. If help on the ground is wanted then it needs to be provided/available
- Participatory approaches were used (and are ongoing) to create and keep evolving 'widely successful' results
- Effort put in to identifying and developing heritage tourism products that match different audiences of all types and needs
- A development of a 2040 Heritage Tourism Strategy - Another round of consulting the experts was held - the public involved - paid and volunteers. A success!
- Competent visionaries at the top – not after the \$s - people from within the State was selected with an obvious appreciation for all South Australia has to offer
- Promote the new Strategy in a positive way – chose someone the public could relate to – catchy, online popup
- Big business gives back by funding more and increase publicity/advertising – naming rights for “Activities, attractions and experience people engage in”
- Communication with those involved in Heritage Tourism was improved by continual listening to what they were saying –the good and complaints. Fewer complaints are now heard in 2030
- South Australia’s image with the eastern states has improved to the point they we are the model to follow. Visitors are flocking here from overseas from countries not usually on South Australia’s radar as we have encouraged those travelling overseas to take information abroad (given via travel agents) to spread the word about our successful State-wide Heritage Tourism program

- First, ensure the South Australian public and young people in particular, RESPECT our state's history and heritage sites/ landscapes. This requires education and public promotion/awareness at the local level. The lead for changing community attitudes MUST come from the top – from federal, state and local governments with a vision for the future that values the past
- Research – remembering that the aspirations of tourists change, identify the tourists' needs and aspirations at regular intervals. Identify which experiences are most popular and what to tourists want from their visit? Do they want comfort and to travel short distances, or hike along trails, camp in the outback or stay in hotels/ at stations etc. Also, need to identify which markets to target – eg international tourists, back-packers, retirees etc. Research is possibly best co-ordinated through a state government agency, but with the involvement of tourism students and the tertiary sector
- Marketing/ promotion – Promotion is essential – as it government commitment to supporting the heritage tourism industry. This requires funding for advertising and support for tourism professionals, members of state tourism boards etc to travel and promote South Australia both overseas and interstate. They know the markets!
- Government support for new tourism ventures identified as priorities
- Reaching leaders of different communities to investigate potential opportunities to leverage 'heritage' tourism in their areas
- A. State Government reviewed the interest of the community to develop "heritage traditional culture" initiatives across SA.
B. As this was a topic not widely understood by the population, Govt developed resources to generate awareness and a better understanding of this matter, including seminars and a report providing definitions and cases on what had been developed in other countries & regions. This inspired a number of persons to provide their thoughts and initiatives on what to could be done in their regional areas.
- State Government launched an initiative / grant to award funds / training to get off the ground key / strategic projects which best interpreted/embrace the "heritage traditional culture" concept

3. Exploring opportunities

Participants were asked to identify the key heritage tourism stories or experiences that they believe should be an essential part of a visit to South Australia, and specific opportunities for progressing heritage tourism in South Australia.

Stories and experiences:

Adelaide Hills

- Martindale Hall
- Carrick Hall
- Riverboat cruises - heritage stream
- The Cedars
- Open gardens SA heritage properties
- Stangate House and National Trust properties
- Fort Largs
- Carrick Hill - stairs, stables and stunning roses
- Kuitpo Forest - heritage and mushroom foraging
- Uraidla show and show hall

- Hahndorf - so many things - pioneer women's trail
- City - planned city, significance of street names, connection with settlement patterns across state 1 acre and 80 acre blocks
- Mt Lofty house - Arthur Hardy's sister (Harriet) was married to John Stuart Mills - credited as contributing to colonisation story
- Tiers stories - landscape 'steps; from Adelaide to the Adelaide Hills, rocks to the ridgetop
- Heysen trail and other trails
- World icons - Oakbank, Barossa, Reservoir
- Cedars hidden treasure
- Bridges
- Peaceful settlement with aboriginal tribes - walking tracks of early settlers, letters patent, right to vote, etc
- A seasonal story telling experience across the mid-north

Barossa

- Proud Angaston blacksmith shop / museum / history centre
- Angaston blacksmith - improving experience with interaction, personalised kids activity and technology
- Menge Island
- Angaston Railway Station Precinct as a Barossa attraction
- Story of systematic colonisation as it frames settlement heritage and landscape in the Barossa
- Pre-settlement history - how to engage it locally in Barossa
- Settlement history world class unique SA story of 7 survey's and what it is now
- Preserving Seppett history - create museum
- Language Barossa Deutsch
- Prussian settlers (history and lifestyle)
- Exploring our rich agricultural history (not just wine)

Clare Valley

- Gawler Ranges: great history & fabulous landscape
- Nilpena Station, fossils tour, start of life on earth.
- Explorers: Horrocks, Eyre, J McD Stuart, Burke & Wills remains/recovery expedition, Frome, early pastoralists
- Appila Springs
- Peterborough - the rail history
- Georgetown Shop, step back in time
- Gladstone Gaol
- Dares Hill Circuit - pastoral and Aboriginal history
- Goyder Story: Goyder's line, Pastoral industry, failed settlements
- Goyders line & 'the trail of broken dreams'
- Goyders line - 10" rainfall driest state
- Sevenhill Cellar - stories of the Jesuits reach, ie to Daly Waters NT
- Emporium Café Quorn
- Pichi Richi railway
- Kapunda - mines, Kidman - on the way to Clare
- Burra - the whole town
- Jesuits: Sevenhill, story of Jesuits establishment of vines etc

- Morgan & the river history
- Burra - towns, stories, history in SA outback
- Mining heritage & stories
- Bungaree history, farming family
- Robertstown General Store
- Spring Gully & Emu Flat & Police Paddock
- Bungaree station, Agricultural heritage
- Martindale Hall
- Sevenhill Cellars - important wine heritage
- Mary McKillop - visiting through region and stayed at Hamley Bridge and Kapunda
- Burke & Wills exploration (Rhynie) - or any explorer
- Aboriginal campsite at Stockport
- Martindale Hall - a different world
- Pt Wakefield - the Port!
- Martindale Hall - story of the wool industry!
- Innes National Park
- Gum Creek school
- Hampton
- Burra Model School
- Dugouts
- Malowell Howarth Cottage
- Burra Mine Site
- Dinosaur and archaeological history
- Blacksmith Bon Accord Museum
- CWA Mary Warnes
- Burra Creek
- Booborowie
- Paxton Square Cottages
- Mine Site
- Brewery Cellars
- Dugouts
- Redruth Gaol
- The story of Sir Hubert Wilkins and permanent display
- Ngadjuri people's heritage story
- Hampton Village
- Ngadjuri stories - artefacts in SA museum that could be displayed here - many truths need to be told
- Industry - eg Australian Carob Company
- Storytelling of indigenous culture
- Sir Hubert Wilkins - cottage - permanent display of artefacts
- Burra Gorge (world's end)
- Redbanks
- Brewery Hill - pygmy bluetongue
- Visit Chinese market gardens on Wondilla Station
- Johnny Green - create an identity
- Museums
- Natural heritage tours to Worlds end / Redbanks eg guided walks
- Railway history

- Cemeteries
- Landscapes
- Historical people sites
- Mount Bryan Summit
- Redbanks
- Toralie Gorge
- Churches
- Burra cemetery - Mary Stones, could have tours

Eyre Peninsula

- Cuttlefish
- Migrant history
- Natural history and state heritage places eg heritage listed shingle ridges
- Barngala heritage - authentic aboriginal culture experiences
- Early explorers
- Shipbuilding
- Steel making industry and steelmaking museum
- Making history including Iron Knob
- Interpretive presentation of the fishing industry - past and present
- Indigenous experience / engagements
- Natural environments
- Aboriginal / cultural heritage and tourism - engaging, hands-on, authentic and delivered by Aboriginal people

Fleurieu Peninsula

- Kangaroo Island - south coast sealing
- Mid north settlement stories
- Landscapes
- (Wakefield Plan) settlement history of South Australia town acre and 80 acre block connection
- Aboriginal dreaming stories
- Port Adelaide
- Aboriginal dreamtime stories across the Fleurieu
- The coast - geology, Kaurua, Tjilbruke, shipwrecks, nature
- Old Noarlunga - so much history and the gorge
- Onkaparinga Gorge - geotourism
- Tjilbruke dreaming story
- Deep Creek Conservation Park
- Onkaparinga River - Old Noarlunga, Clarendon, Port Noarlunga Gorge
- Mt. Bold, Clarendon, Happy Valley reservoir, history of Adelaide's water - already small amount done (QR code at Clarendon)
- Mount Lofty Adelaide Hills
- Murray River mouth, Coorong, Victor Harbour
- Cave - Old Reynella - only 2 in Australia, hand dug by John Reynella
- Clarendon
- White Hill – McLaren Vale pioneer farming story
- Burra - the history, the people, the mines, also the character which has set a benchmark for historic places

- Trigger point - Flagstaff Hill - who, where, why, understand surveying Adelaide and points to survey
- Coastal star of Greece shipwreck and jetty - one of the most photographed parts of our region but no story attached
- McLaren Vale wine region is one of the most geologically diverse wine regions in the world. 40 unique geologies present. 15,000 -> 550 million years old
- Goolwa, Port Elliot, Victor Harbour - maritime heritage and history
- Adelaide Hills townships (history, food, landscapes, wine)
- Victor Harbour heritage trail
- Hills Hoist
- Frog Cakes
- Grange 1951
- Share stories SA 1st Regional Stories
- Food and wine stories
- Goolwa - 1st public railway in Australia
- Oldest yacht club in Australia
- Steam ranger
- Horse tram
- Paddle boats
- Talisker mine (19th century mine site)
- Geological evidence for three ice ages (pleistocene, permian, 'snowball earth')
- Kongerati Cave (part of the Tjilbruke trail) - near Wirrina Cove marina
- An upside-down cliff of 1700 million year rocks (Wirrina Cove marina)
- Kenny Blake (SA motorsport history)
- Stangate heritage garden school
- Gulf St. Vincent whaling station
- Celebrate gulf of St. Vincent and story of
- Coastal trail - giant penguin Witton Bluff
- Lake Alexandria (the shores, boats, railway, historic sites, fishing, windsurfing, family activities, wildlife)
- Ngarrindjeri stories - art, basket weaving, dreamtime
- River stories - boat building, challenge between Cadell and Randell
- Inland Rivers Marathon Register - stories of participants
- Paddle boats
- Port Elliot Bakery
- Itchy railway
- Burra Copper mined

Flinders Ranges & Outback

- Geology - Mawson
- Indigenous history
- Painters ie Hans Heysen
- How did people survive? Farming, Goyders line (lots of ruins in area), what happened? Names of places
- Pichi Richi - trains on display for easy access to view
- Pichi Richi railway
- The quirky & the unique, eg Coober Pedy

- Key locale for Indigenous/European settler history. Need to better develop the narrative around how our area has developed so visitors can engage and understand. Build a connection.
- The land - history > sustaining, geological, astronomy, flora & fauna
- historical films
- Wilpena Pound
- Nilpena - ediacara Fossils
- Breakaways, Coober Pedy.
- At tourism trade shows the sites that attract interest/questions are: Martindale Hall, Arkaroola (Ridge Top Tour), Pichi Richi
- Carnbrae
- The Ghan

Kangaroo Island

- Culinary / history trail around Dudley Penn
- Yacca harvesting - history / how
- Hut 249 Cape Willoughby Road
- Cape Willoughby Lighthouse
- Unique island stories "location", "community"
- Hope Cottage
- First European settlement
- Soldier settlement scheme
- Chapmans River - American Sealers
- Ligurian Bee Sanctuary
- Distinct Aboriginal heritage / history
- Kingscote Warf
- Remarkable Rocks
- Shipwrecks
- Not Thomas House first in SA (still inhabited)
- Cray fishing industry
- Emu Bay fossils
- Ship wrecks
- Parndana Soldier Settlement Scheme
- Historic ownership of farms
- Nat's house tours

Limestone Coast

- Link stories together then add Aboriginal legends of landscape explanations
- Indigenous stories / experiences / native food
- Coastal stories
- There is a very unique cave near Mt. Gambier called the Benara sinkhole. It is owned by the Scott family and has a rich heritage history, including the Duke of Edinburgh going into it with the then-owners, the Livingston family (one of the richest families in the Mount) and rowing around the underground lake. With much thought and careful planning, this feature would be a truly wonderful experience for tourists.
- Unique flora and fauna stories
- Pioneers

- Cape Northumberland - rugged coastline, walking trail from Victoria (continue Great Southwest walk)
- Sisters sinkhole
- Edgy tourism
- Geological history (volcanoes, lakes, caves, cenotes, Naracoorte, Blue Lake, Mount Schank)
- Geological features - caves / sinkholes / etc)
- Restoration of wetlands to support migrational birds prior to European development (SE was Australia's 2nd largest wetland)
- Boandik stories
- Kilsby sinkhole
- Shipwrecks and survivor stories
- Aboriginal stories
- Story of white settlement
- Stories about natural wonders
- The native experience
- The settler experience
- Chinese
- The fauna experience
- The geographical experience
- State government invest in tourism
- Beach
- National parks
- Nature
- Wine
- Caves
- The flora experience
- Town history - 'capital'
- The immigrant experience

Murray River, Lakes & Coorong

- Dry Rock preservation - interpret how rare and special the structure is
- Boat Building River Trade Ngaut Ngaut
- Mannum has many original buildings - story of part of Mannum and old trade / shops / blacksmith
- Story of unique inventors in Mannum - Scotts Engine / Shearer's
- Tailem Bend rail workshops and turntable area
- Murray Bridge wharf area / slipway - riverboats / rail trains and road
- Pomeruk Aboriginal heritage area
- Rail river roads - transport, connectivity, events
- Raukkan and Coorong cultural experiences

Riverland

- Food
- Fruit growing story for each town
- Soldier settlement
- Social engineering
- Towns and villages

- River trade
- 4 museums in Waikerie
- Industry boats
- Storytelling about the river

Yorke Peninsula

- Inneeston: Gypsum, Jetties
- Early industries: salt, lime, gypsum
- Maritime history: museum, jetties, beaches
- Tell the complete story of the grain industry & shipping ports
- Indigenous tourism
- Bute RSL - largest group of men per capita enlisted in WW1
- Medium term - Indigenous history
- Mega fauna story
- Stump jump plough
- Early fishing history & heritage
- Shipwrecks & shipping ports, lighthouse stories
- Immigration to the region (including jumping ships at ports)
- Narungga history in this region
- Emigration from this area
- Telling the stories of people who lived here.
- Local industry
- ghost stories - grave/cemetery stories @ historic Moonta
- Bute RSL - huge amount of photos/memorabilia on display
- More story telling of people

Webinar

- Glenthorne National Park – as an urban nature destination, natural heritage, CSIRO farm – accessible. A site for telling various histories and stories. State heritage listed precinct.
- Aboriginal cultural and white settler stories. (We need to get better at dark tourism – telling stories of conflict and conflict resolution). Whole heartedly tell the stories of what went well and what didn't. We are too good at glossing over our dark history – we need to tell them better and with different viewpoints and tell these across landscapes. (ie highways are aligned with Aboriginal cultural lines)
- Chinese gold rush heritage – tapping into the appeal for Chinese visitors.
- Stories behind graves...Emma Smith near Trezona Campground, "killed by a German" in Burra, etc
- The story of Cornish mining so close to Adelaide needs to be told. Wheal Watkins is one of the Glen Osmond mines which were the first metalliferous mines in Australia. Executives from two mining companies have been on a mine tours and have been impressed by the potential of reopening Wheal Watkins or finding a way to making the Lower Adit accessible for the public to view.
- Well, back to the Glenthorne National Park (GNP) where four broad historic 'eras' have been identified: 1. The Indigenous landscape – there is already a strong involvement of Kurna people in planning the future of the park. 2. The nineteenth century settlers and farmers – there is tremendous potential to interpret the colonial heritage of the GNP. The original coach track prior to 1840 passes up the HFZ, there are State Heritage registered ruins on the Glenthorne

farm portion of the park dating from c.1840 and a documented history from the arrival of Major O'Halloran, a notable South Australian, in 1838; the period of settlement (including John Reynell) in the Hallett Cove area and the recently vandalised Worthing Mine. 3. The Australian Army's No.9 Remount Depot Glenthorne for over thirty years and spanning the two world wars. 4. The period of significant scientific endeavour by the CSIRO at its Glenthorne Field Station. In addition, there are the well-known glacial pavements and geology at Hallett Cove. There is tremendous potential for heritage tourism relating to each of these eras. Perhaps a model of farming in the nineteenth century; an army museum or memorial remembering the 17,000 horses and soldier riders who trained at Glenthorne and went to WW1; a tribute to the CSIRO and the organisation's contribution to South Australia; remembering the fascinating WW1 history of the Pea Farm etc. There are many stories to be told.

Other opportunities for progressing heritage tourism in South Australia:

Adelaide Hills

- Outdated perceptions about SA - a viewpoint that hasn't changed
- Join our tasty journey to grow the best food and wine experience - tasting trails
- Murray River - paddle steamer with history / heritage stops. Dress up for dining on board
- Aboriginal paintings
- Aboriginal native food experiences
- Regional branding #Adelaide Hills - cuddle a koala, taste wine with a view, fresh food - see where it is grown, how it is made (bakeries, apples, cherries)
- SA best premium - 30 mins from an international airport, climb Mt. Lofty, Morialta, best of both worlds, so close yet so far
- Indigenous tourism in the Adelaide Hills
- Pioneer women's trail event annually
- Interpretation
- Heysen Trail interpretation development
- Mt. Barker Summit and bush tucker
- Something at Burra
- Moonta - sound and light show - the first priority
- Aboriginal stories - how they see the country (the stories, the significance, the cultural knowledge, the wisdom)
- Local aboriginal people - "all things are connected" this relates to basket weaving, social interactions, connection and care for the environment
- Carrick Hill - experiences that mimic the lives of the Haywards, their guests and their servants
- Vintage cooking classes (pickling, preserving, jam, cider)
- Vintage cocktail making and jazz parties
- Gardening and horticulture workshops
- Aboriginal dreaming trails and stories
- Food and drink
- Health and fitness
- Arts and literature
- History and culture
- Having deep, meaningful experiences
- Hearing the stories of others / especially past generations - should be known for quality and depth of meaning

- Should be known if it is authentic
- Trails - women's trail, Heysen trail, Aboriginal walking trails. Walks connect places
- Make connections between places, villages, collaborations, communities.

Barossa

- Opportunity to connect and be part of indigenous culture
- Custodianship of your region. Being proud to be responsible and trusted to protect special things (Rockford?)
- Fund the Culture Hub to add expertise, research exhibition
- Barossa digitised - history of artefacts
- Digitise and record stories for tourism providers to use for authentic experiences
- Friendly, happy and informative experiences
- Stunning countryside and beautiful villages
- Precinct connections (walks, trails, etc)
- Jacobs Estate - repurpose buildings
- Barossa history fair as a community event for heritage groups
- Opportunity to curate Angaston experiences
- Proud restoration and usage of Old Union Chapel
- Inclusive tourism accessibility
- Food and wine heritage, where it came from to today - taste and do experiences
- Understanding how to engage and tell Barossa heritage stories through engaging the Barossa heritage network group with experience (business / tour operators)
- Preserving heritage items (ledgers, papers, certificates)
- Indigenous experiences eg. Walks through Barossa ranges, night sky, rivers / creeks
- Heritage walking trail from Clare to McLaren vale
- UNESCO World Heritage Mt. Lofty site
- Visitor centre redevelopment - wine library
- Indigenous presence
- Local knowledge and passion
- 5 star accommodation venue in old balcony
- Aboriginal culture - opportunities to connect
- Take on responsibility, know your trusted to be a custodian, especially for young people (attitudes)
- A lot of what is heritage is anti-digital or technological different is back in fashion so huge opportunity to get younger generations to engage with anti-technology / anti-digital

Clare Valley

- Flinders/Clare Valley. Rock same age. Passing through Clare Valley to Flinders Ranges
- Mount Remarkable and the National Park
- The Hoyleton - Pt Wakefield railway
- Pastoral history: Bungaree Station complex (audio tour), Anlaby
- Artist Trail: ST Gill (Burra, Bungaree)
- Copper Triangle, including Burra Passport
- Burra heritage township passport
- Agritourism past to present: what crop is that?
- Burra railway station (1917) - driving car being restored - station restored already
- Travel the Cornish mines tour - Kapunda, Burra, Moonta

- See Hubert Wilkins cottage and do the outback tour
- Must do the passport tour - including virtual tour of Hampton village
- Passport product
- 4 wheel driving
- Petroglyphs, Ketchowla, Nackara, Panaramittee
- Art gallery
- National trust
- Storytelling online - SA and regional focus
- Heritage trail from Eudunda - Robertstown - Burra - Mt Bryan - Terowie
- Art trails
- Interactive dinosaur fossil digs
- Passport product
- Cross regional product collaboration (eg Copper triangle - Kapunda, Moonta, Burra)
- Ghost stones
- Cemetery tours
- Links between Adelaide and Burra eg 'Ayers house', 'Morphett street', etc
- Packaged experiences - World's End Mining and Brewery Cellars
- Historical Homestead photographic tours
- Events: picnic races, A & H shows, spring gardens, antique fair
- AG tours - eg Collinsville
- Historic building stories
- Activate indigenous aboriginal storytelling in all product
- The Burra passport - stories of the early miners including life in the dugouts, stories from the jail, stories from Hampton
- Activate existing product (passport trail)
- Curated tours eg ghost tours of historical events
- Burra Passport - enhanced with use of technology

Eyre Peninsula

- Artificial habitat to enhance diving around new jetty
- Tanderra Craft Village Museum Steel Cap Gallery to be open to public and registered as a museum
- Public art - heritage people and places
- Develop heritage walking trails around Whyalla to show history and migrant history
- Underwater dive rails - old iron ore jetty
- Develop museum (Mt. Laura) to include all aspects of heritage
- Mangrove walk
- Events / activities celebrating heritage
- Assigned areas for performance
- Themed public art trails and spaces
- Walking trails
- Creation of underwater statues for divers and snorkelers
- Aboriginal cultural experiences / activities led by local Barngala
- Local charter stories - eg. Glyn Francis minerals
- Internet access and local promotion
- Virtual tourism app - wifi
- Recording oral histories of locals
- Diversify, focus - readjust, focus

- Diversity, culture and performance
- Dive wreck - sink a ship
- Apps - indigenous sites, historical stories of key buildings, locations, sites nature trails, city plaza, coastal
- Follow up the outcomes of the councils 2018 tourism assets audit
- Promote local activities / events
- Advertise Tandergra Craft Village as a craft and activity centre for people to learn crafts
- Every business off visitor information - ambassadors
- Develop housing and accommodation
- Courtesy bus for locals and tours for visitors
- Signage - streets and places
- Public wifi - electronic booking and promotion
- Council work with groups (AKA - us)
- Dolphin trail viewing platform and interpretive signs
- Dolphin interactive playground like whale playground at Scarborough
- Viewing signage and hammock Mt. Laura explaining past
- Signage at tanks and turn offs
- Aboriginal heritage sites protected and interpretation provided
- Marine Interpretive Centre
- Quirky towns trail eg. Iron Knob
- Munyeroo NP - pastoral history sites mapped / signed
- Existing Aboriginal history and geological history of the Whyalla region lecture to be promoted
- Employment
- Bringing the existing businesses into the 21st century
- Technology interactive
- Complementary activities
- Business brained not lifestyle centric
- Generating business / V.E. mindset
- Creating more product offering to create primary
- Create a self-drive / walk which uses combination of 'tools' to discover the region's key attractions
- Collaboration between groups
- Touring maps - physical / technological
- Interpretive signage
- Signage across the area
- Trails development - driving / cycling / walking / hiking
- Identify the opportunities > start conversation > working groups
- Old craft workshops
- Guided walks
- Historic skills
- Historic farm / building / animals - hands-on
- Sites relevant to exploration history
- Living museum
- Buildings in Port Lincoln used as were in history - artisan
- Tourist drives
- Port Lincoln museum
- The stories of the town, region and people
- Linking all 'special collections / museums'
- Building or digital

- Working within schools to develop the next generation
- Provide information to current tourism operators to share the same vision / message

Fleurieu Peninsula

- Terroir experienced through wine tasting
- Geology pits around the region
- Promote cultural gateway towns and villages to the bigger tourist destinations
- Interactive AR then and now experiences
- A time tour - Geology, Kurna, colonial layers, with food and wine
- Nature trail walks that interconnect towns and communities
- Trails for people to build based on their interests eg small towns, education, bakeries, gardens
- Using technology enabled interpretation to convey the importance of landscape from a traditional owner perspective to build cultural respect and cultural understanding... it's a pathway to reconciliation
- Use some YR to see old alongside new on location
- Must stop at wine maker with history - organic, sustainable
- Hands on experience for kids - Ayers house, night tours, dress ups, bassett boys
- Kangarilla Christmas - drive around main streets and see what Father Christmas is doing, has done where he is, what happened
- I would like to see more on exposing the Aboriginal story. History, how long they've been and how they interacted with land
- Exploring World Heritage bid for settlement pattern in SA (Mount Lofty Ranges World Heritage Bid)
- Local Artisans
- Clarendon - Toondilla trail
- More family based activities
- Old and new wine tour in a rare landscape - by bike / drive, interpretive signs
- Getting a technology enabled heritage trail happening...Clarendon as a gateway, traditional home "Toondilla" the 'way through place'
- World class rock climbing destination
- Increase participation
- Places to see, go to, taste, better promote, size, time, uniqueness
- Ngarrindjeri cultural tours and cultural centre in Goolwa
- Fleurieu heritage experience unique to Goolwa / VH
- State heritage listed areas - eg Little Scotland / Goolwa wharf precinct
- Steam to steam heritage walks
- Murray river interpretive centre
- Ngarrindjeri basket weaving etc
- Bush tucker, grow it, cook it
- Activate Onkaparinga River barge boat from Old Noarlunga and flour store along river to Port Noarlunga
- Mount Lofty ranges - World Heritage Bid
- Heritage / history drives
- Heritage / history walks
- Activate the Tjilbruke trail - Make is popular as the overseas trails
- Signage with the region
- Regional links - regional train / buildings were established in certain places and their links (ie the road / waterway)

- Re-enactments in each town. Tourism SA 1x Weekly calendar
- Food... SA Frog Cake (Balfours) best / signature
- Promotion
- Promotes the importance of heritage tourism to think life the general public

Flinders Ranges & Outback

- Stay longer in the area - things to do brochures
- Better hiking tracks combined with history
- Help with access to funding because we are all so busy & looking in the right direction is time consuming.
- A recreation of cottage use in the film 'kangaroo' on our property. Historic accommodation interesting for guests
- Visitors understanding the region Flinders Ranges isn't just national park
- Photography of ruins
- Dark tourism, cemetery/ghost town tours.
- Events!
- World Heritage: build on recognition, develop tours, products, experiences to explain & 'educate'. Leverage the profile into a broader promo.
- Working 'heritage' property including, hand shear, hand milking, blacksmith, animal handling, wagon tours etc.
- Linked tours between 'agents' of similar interests, eg farm stay, study groups, historical station/farm stories.
- Cultural tourism
- Pastoral tourism - farm/station life/experiences
- Highway 1 billboard superhighway
- Getting clarity - existing productions
- Location > unique landscape, gulf > ranges
- Technology for promoting
- Relatively small region and can link
- Folk fair
- Seafood - 'Festival of Crab'
- Locals can see that tourism can provide positive economic benefit (40 + to forum)
- 2 great station stays
- Orroroo has good energy and ideas
- VIC refurbished
- Free camping
- Grey nomads love to read - have time
- Getting the bus loads to spend
- Trails and ghost towns - Mawson trail
- Walking / cycling
- Family history
- Port Pirie's architecture / streetscape

Kangaroo Island

- Cape Boards lighthouse accommodation
- Rocky River accommodation
- Rebuild the independence

- Parks to recognise build environment as well as nature and protect both
- Amazing maritime heritage - shipwreck history 'contained' shipwreck trail
- Heritage stamp rally (eg lighthouse special view / bicycle tour)
- Mrs. Valentine's cottage - repaint the stone
- Rights to catch fish
- Only lighthouse tours in SA
- Cape Willoughby lighthouse open seven days a week (please!!)

Limestone Coast

- Framework to encourage storytelling by everyone
- Good resources and knowledge and Kilsby model for doing
- Promote the regions NATURAL state heritage and listed sites
- South East - group our heritage buildings into: 'very early settlers', 'the grand mansions (eg Pine Hall)', 'the working areas' (eg - woolsheds, moloneys, wineries) and run as a 'local lives' sequence tour
- 2nd sinkhole next to Umpherson Cave (on timber mill property)
- Global centre of excellence
- Develop access to cenotes across region
- Leverage existing
- Picanninnie Ponds and Pic Swamp - accommodation, information, tours, operators
- Dreaming stories for forming of the geology / landscape
- "Australia's Southern Rock Lobster capital"
- Food heritage - history of our producers
- All our state heritage and local heritage sites need wider publicity and awareness leading to greater appreciation
- Interstate and intrastate promotion / packaging
- 4WD experiences - operator lead Canunda National Park
- Historic pubs and their heritage - heritage pub tour
- Mixed dozen wine heritage
- Sinkholes retold as cenotes
- Utilising and uncovering stories of pioneers
- Global Centre of Excellence - HQ for cave diving etc - think Mona over Englebrecht
- Glass viewing platforms - restaurant over sinkholes
- Build capabilities - the skills we need for future (storytelling / technology)
- Chinese and Victorian markets - new money for the state
- Tourist bus to see museums / lighthouses, connection between Kingston and Robe
- Connecting with Aboriginal Elders to have them tell their stories to tourists
- Guided tours
- Region is one big business precinct
- Tourism industry infrastructure enterprise
- 4 wheel driving
- Define heritage
- Audit experiences
- Loop experience stories
- Connect experiences
- P.O.D. dining, accommodation, tours
- Translations into other languages
- More online presence linked to tourism experiences

- Focus on school group programs

Murray River, Lakes & Coorong

- Reignite days of old train trip from Adelaide to Morgan (PS) Canally to Mannum, (PS) Marion to Renmark, (PS) Industry to Tailem Bend and back to Adelaide etc
- Dark Skies Initiative Tours - historical figures
- Coordinated rail and river trips - Marion and standard Gauge rail to Murray Bridge and Tailem Bend
- Tailem Bend and raceway heritage motoring events
- Gold route (walking / driving routes) - Crown land road reserve
- River and express rail experiences
- Rail transport to accessible destinations state-wide (including Murray Bridge)

Riverland

- A series of thematically lined audio tours at least one in all 5 major towns
- Leadership development programs for tourism industry in regional communities
- Upskilling providers access in all its forms (disability, family, cultural)
- Funding and support
- Better mindset / positivity - proud of the region and its heritage
- Education in schools
- Australia does not stop on the Eastern coast
- Awareness
- Transform from city to country
- Access
- Funding
- Renmark hotel make money available in this space
- Regional specific infrastructure and programming grants
- More support and funding for heritage businesses
- Infrastructure and support for new businesses
- Plan
- Industry capability and leadership
- A small business creating pop-up experiences in collaboration with existing events and local businesses
- Products that reflect our history and invite engagement with our future (ie Where's Wally books - Riverland merchandise etc)
- Water based opportunities - like a weekend storytelling adventure
- RK Island - walk / signs / canoe
- Bike trail connecting wineries and caravan parks
- Historical village
- Renmark hotel accommodation / renovation
- Renmark HS to be turned into apartments

Yorke Peninsula

- Museums with different themes and stories.
- Utilising larger jetties for cruise ship stops
- Local knowledge of history.
- Accommodation needed, brewery? Investment. Government to support

- windmill farms in the Hummocks - they provide financial support/grants
- Impress cruise visitors
- Implementation and investment in the TRC/Locale site development plan for Moonta Mines precinct
- Better conservation & utilisation of historic buildings when telling the YP story, eg historic tours staying in historic building
- Historic streetscapes of towns
- Improve local heritage walking & driving trails
- Bute heritage centre (Gunner Bills) - opening soon?
- Shipwreck trail - coordinated & better promoted. (currently out of print)
- Town history - walking trails & tours
- Copper smelter trail and ruins
- Historic buildings, townhall etc
- Bute history room
- Update the museum now bring in some interactive items
- Work with Copper Coast Council to push forward World Heritage for Moonta Mines
- Cultural tourism guides - educate and training, ensure pricing is feasible
- Approach education department re heritage tourism in curriculum
- Enrich 'folk/heritage' sites
- Promote the region to tourist bus companies.

Webinar

- Use heritage to respond to current issues (ie climate change, movement of people)
- Networking and linking with other products to create holistic experiences, ie SteamRanger linking with food and wine
- Intertwining heritage
- How do we make heritage active and expand to other age groups
- Gold escort route – cycling track. (Signage and online mapping). Bringing all councils on same page, cross boundaries.
- Heritage not just as something we observe as a curiosity, but as something that informs our present and future...e.g. not just showing where the Kurna people walked, but why it looks the way it does now and what it would take to be able to interact with the place in that way somewhat now....waterways, plants, feral animals, etc. ie Heritage and education.
- Theming - creation of 'trails'
- The richness and point of difference that we have in SA compared to other countries is the immense territory (few people), and astonishing/overwhelming (?) landscapes and own history.
 - “heritage traditional culture”
 - Having diverse/alternative cycling tours around most relevant heritage places; historical/important buildings; at the beach; within the mountains. Finishing at the pub ‘as South Australians do’. What else is very South Australian JP?

4. Challenges and barriers

Participants were asked to consider what is holding heritage tourism in South Australia back, and then work individually and in groups to identify specific barriers and challenges.

Adelaide Hills

- Misconceptions of South Australia

- Marketing
- Sense of place
- Perceptions from others
- Mainstream from niche
- Funding and resourcing
- Look at the bigger picture
- Heritage as old fashioned
- Misconceptions of heritage
- Who does it well
- Poor infrastructure, upgrade, development
- Coordinated approach and perhaps a few case studies
- Lack of understanding and respect
- Perception of being 'boring' or 'old fashioned'
- Heritage needs to be mainstream and part of the government SATC strategy
- Hidden secrets' out there need to be identified and communicated
- Still perceived as niche - to some a burden not an opportunity
- Marketing and resources - especially for small operators
- Perception that people know what is in the Adelaide Hills and the stories - when this is hardly the case
- Resources - lack of funding
- Lack of vision and joined up thinking (collaboration needs boost)
- Some red tape obstacles and reduced on ground support
- Access to market
- Attitude needs to shift - heritage = past > fresh opportunities / new value
- Imbalance of interests - sport v. culture
- Is heritage seen as elitist?
- Making history sexy is needed
- Visitors not staying longer - really engage
- Understand market better - what are they really looking for?
- Funding

Barossa

- Incentive / focused money
- Local stakeholder coordination
- business planning expertise
- Trust issues - change
- Government policies constantly changing
- How to turn heritage into tourism venture - we need expertise
- Prejudice (cultural perceptions)
- Diversity of tourists - eg Chinese tourists (fast paced)
- Research into tourism industry - lacking at the moment
- Heritage experiences not packaged yet

Clare Valley

- Funding - government support, private, limited ability to get sponsorship/support from local businesses. Tax breaks?
- Local govt - lack of involvement. Out of sight, out of mind. Work across council boundaries

- Local community - how to empower local community. Involve/collaborate/sharing
- Clare Valley region known as a thoroughfare rather than a destination in itself
- Lack of commissionable product, operators, industry - savvy. Not seeing tourism as an opp
- Focus on epicurean experience is missing in relation to heritage. Need to link
- Industry groups need to collaborate rather than operating in silos. A lot of fragmentation
- Getting the right people involved and making decisions
- Need to be seen as more than just food and wine. What is the USP?
- Self-drive destination. How to get people up here and on to tours
- Not selling the insightfulness of the Clare Valley - not promoting the immersive experience
- Lack of local knowledge of stories/history
- Lack of local understanding of value \$ of tourism. Naysayers
- Don't have local tech/app/skills. Partner with IT business/university?
- Private investment
- Strategic marketing
- Collaboration
- Indemnity insurance, red tape
- High end accommodation
- Current accommodation is substandard
- Lack of identity / branding / profile / communication
- Transport - getting here, getting around
- Clare Valley Tourism Region
- Signage
- Coordination of storytelling
- Need for leadership
- Not using National Heritage listing to full potential
- Lack of strategic direction
- Seen as wine region, more than that
- Cross collaboration - VIC's across state, across region
- Expense of passport key
- Adaptive reuse of buildings
- Take buildings back to what they were - preservation
- Drought
- Poor tourism seasons
- Seasonal marketing
- Accidental visitation
- Awareness
- Technology eg Burra Passport

Eyre Peninsula

- Disappearing knowledge
- Community belief mindset
- Funding
- Vandalism
- Not all towns are the same and cannot be treated as such = uniqueness to special places
- Policy settings not based on election cycles / or personal whim
- Decreasing number of volunteers
- No youth engagement
- Socially time poor / cultural change

- Competitive mindset instead of collaborative
- Phone / internet coverage
- Quality of roads
- Size of 'space' of our region - funding support needs to be considered relative to the size of the region
- Cost of travel / distance
- Same people / volunteers doing the work - incentives to encourage / engage new people
- Developer' mentality - they do not want restrictions imposed on them when a building has a heritage listing
- Red and green tape
- Enablers - government / local council
- Money / funding (grant)
- Development vs conservation
- Infrastructure
- Toilets
- Connectivity (wifi)
- Roads
- Access - age /disability
- Signage
- Volunteers
- Burnout
- Making it 'sexy'
- Supportive
- Youth involvement
- Embracing
- Pathways for tourism careers
- Money

Fleurieu Peninsula

- SA tourists have limited time - not aware of size
- Accessibility
- Distribution network - linking into it
- Council is the opposition thinking
- Accessing grants
- Better communication
- Better local government support with heritage listed places / spaces
- Demystifying the phrase 'heritage'
- Unlocking old stories from places / spaces
- Shareholders
- Changing the way we look at heritage. We should maintain what we have. We don't always need new. The planet cannot sustain
- Focus / intangible
- Planning codes - threat of change vs protection
- Genuine investment / blue sky
- Understanding respect for cultural stories
- Heritage building red tape
- Take more risks on building standards for heritage buildings
- Distribution of funding

- Evaluation of proposals
- Red tape
- Continuous funding / how to self-fund
- Infrastructure inadequate
- Impact of neighbouring regions / areas
- Change of government
- Bipartisan support for tourism
- Training in heritage
- Maintaining heritage
- Lack of cross generational engagement
- Volunteer work trained and accredited
- Signage
- Specialist skills required to restore and operate heritage
- Reliance on volunteers - and charging volunteering
- Money required for conservation
- Money required to sustain authentic steam to steam experience
- Engaging with aboriginal culture and community - cultural differences
- BUT Alexandria can capitalise on Kungun Ngarrindjeri Yunnan agreement - needing resourcing
- "Elder succession"
- Lost knowledge - language rehabilitation
- Ensuring right resourcing (including money) in place to support and develop capacity building
- Red tape
- Communication between all levels of government / groups / townships
- Money required to restore buildings
- Understand tourism and the value of tourism
- Building owners willing to 'open the doors' to others, visitors
- Access to information by interest
- Tourism experiences can be intangible not just built infrastructure
- Access , infrastructure, signage

Flinders Ranges & Outback

- Who pays? - competing priorities
- Capacity and capability
- State Govt handballing, ie upgrade/responsibility of infrastructure
- Inequity in access arrangements over private land - complex arrangements (ability to access sits of significance)
- Heritage assets not being maintained and then too late
- Cost shifting
- Restrictive heritage guidelines and inconsistency in application
- Economic ability to support retaining heritage
- Ownership - ie ruins/government
- Resourcing - money, time, people
- Aging volunteers
- Making heritage activities profitable
- Access - public transport
- Attitudes about change
- Where do you start in researching history?
- Collecting local stories and supporting local ideas

- Unfinished' history business, ie stories collected but not accessible.
- Knowing what is where
- Responsibility for collecting and keeping knowledge
- Access to locations > public liability
- Visitor impact on sites
- Communication
- Limited opening hours - local caterers to support functions
- No longer able to board Ghan at Port Pirie
- Reputation of Port Pirie
- Highway by-passing - not knowing why to stop
- \$\$ -private owners / tourism staff
- Selling ourselves - having local ambassadors
- Limited number of operators and type
- Reliance on volunteers
- Attitudes
- Develop youth interest
- Lack of confidence and time
- Not the destination (through route) location
- Regulations for cycling trail
- Consistency of businesses - can't get meals
- Lack of knowledge around hospitality
- Heritage legislation - daunting and restrictive
- Maintaining assets / knowledge - for public / business use
- Resourcing for tourism info and staff
- Knowledge and professionalism

Kangaroo Island

- Money
- Education
- Communication
- Goodwill
- Customer service
- Transport - dirt roads
- Accommodation - prices
- Access - private owned places
- Visitation - capacity / sustainability / demand
- Volunteers - trained
- Skills
- Knowledge
- Personnel
- Who is going to fund it
- Difficult to protect heritage when there is a commercial value
- Council's policies
- Apathy history is being lost as older people die
- Backstairs package
- Money
- Distance between heritage places
- Volunteered to death

- Rate base small
- Signs in a language other than english
- History not seen as sexy
- Not marketed well - themed might be away

Limestone Coast

- Funding (lack of funding and timeframes)
- Resources - facilitation (opportunity), pooling resources
- Regulation
- Capacity of storytellers / indigenous
- Cultural differences
- Working in silos
- The word 'heritage' is not valued
- Lack of knowledge of what we have
- Lack of pride
- There's a lot, but there's not a lot'
- Evidence / data is not available to support heritage and tourism (measure)
- Heritage product success
- Robe summer census for building for the future
- Resourcing - money, people, skills
- Leadership - the right people standing up
- Apathetic - 'someone else's job'
- Capacity and capability
- Difficult decision making and lack of small business data
- Staffing / volunteerism - availability to monetize
- More commercial entrepreneurial thinking regarding paid value - adding to museum etc
- Heritage tourism has a 'bad rep' and needs makeover
- Fragmented through sector approach - need more fluidity

Murray River, Lakes & Coorong

- DPTI red tape - owners of assets
- DEW - internal timeframes / priorities - interest and understanding
- Succession planning
- Regional support / invisibility
- Getting projects on government agenda
- Own internal challenges - EM attitudes / values
- Authenticity
- Professionalism
- Geography and access (including public transport)
- Lack of shared vision
- Funding
- Heritage listing
- Volunteer reliance and motivation, capacity and skill sets, volunteer management
- Gain critical mass of visitors to sustain
- Bureaucracy bullshit
- Accommodation
- Standard and maintenance (being on back foot)

- Mentoring of business
- Ensuring collaboration by SATC

Riverland

- Lack of local interest in heritage
- No shared vision / plan
- No regional collaboration / business - more people involved in ambassador program (Destination Riverland - has history component)
- Money - limited funding support for business - where the skills / energy is
- Grants - requirements to get grants (ie engineering) capacity and expertise to complete
- Time
- Reliance on volunteers
- Impacts of Australian history - truth telling
- Opening of places - never open
- Self-drive reliant destination
- Heritage not appealing to diverse and younger audiences
- Disability access - opportunity and challenge
- Building expertise for heritage
- Compliance and maintenance - ever changing, costly and not seen

Yorke Peninsula

- Red tape/acceptance by council, handballing
- Money
- Starting up help for new groups and businesses
- Time
- New volunteers
- Training - customer service, business planning
- Ever changing technology
- Money
- Volunteers/workers
- New trends - adapting to change (technology)
- Keeping people engaged and interested in heritage
- Creating a sense of urgency - heritage has always been there
- Lack of promotion of heritage
- Working together
- Government regulations
- Co-contribution requirements to access grant funding
- Misunderstanding of heritage requirements
- City centric - not including regions
- Lack of volunteers
- Employment costs (add-ons)
- Lack of planning and vision
- Confidence in the economy
- Value of heritage assets
- Money/finance
- Volunteer numbers
- Paid staff to keep it moving

- Lack of promotion
- Red tape, risk management, permits insurances
- Lack of government support
- Infrastructure
- Community apathy/indifference/take for granted
- What comes first? Visitation vs enhancement
- Tour group accommodation eg motels

Webinar

- Promotion is patchy – tourism selects particular products and areas to promote. ie coast is pushed over other areas
- We need to tell all of the stories
- We don't value ALL aspects of our heritage – we favour what is safe, accessible, etc.
- The 'bed night' barrier
- Managing a volunteer workforce
- How do we engage younger people – creating experiences that appeal to them
- Significant decline in enrolments in hospitality/tourism training
- Lack of decline in belief that tourism is a career path.
- Workforce development
- Lack of understanding in broader community in value of tourism and heritage tourism generally. Understanding the contribution that small things can make to local economies – visitor market not just the big internationals. Domestic traveller contribution to smaller communities
- Regional businesses attracting trained staff
- VICs – support and funding to create good ones
- Barriers for digital and physical infrastructure
- Awareness of the importance of heritage generally
- Having a visionary govt and long term commitment
- Proposed changes to planning system – support for role of heritage buildings
- Need to go forward in all areas
- Support for heritage tourism including operators needs to be a priority
- Learning from those heritage aspects that do resonate with people
- Very much destination focused...perhaps more of a 'character map' or 'story lines' approach to show 'our place' rather than 'a place' in SA, Australia, the world
- Heritage...not just as places, or buildings, but past and present experiences and interactions
- Political influence back in Howard's day
- Accessibility to different and new audiences – equitable sharing
- Communication
- Community buy-in
- Skills and understandings
- Physical and digital infrastructure
- Talking the same language
- Valuing all aspects of heritage for tourism, not favouritism for the 'safe', already physically accessible, 'popular' options
- Wide community support for heritage tourism. Awareness of the significance/ value/ importance of South Australia's heritage/history is growing in South Australia (as evidenced by the popularity of the History Trust's History Month) but I believe public commitment to protecting these buildings has a long way to go – as evidenced by the current proposed changes in the planning system.

- Conservative and/or non-visionary state government willing to sacrifice heritage in order to support 'development'
- Lack of support for heritage tourism as a priority for state government and inadequate support for tourism operators by government. This includes public transport and provision of other networks, financial incentives, assistance with information, tourism networking etc
- Lack of understanding of heritage tourism from the supply side of tourism

5. Priority Setting

Participants were asked to consider their top three priority actions from all that was discussed and raised during the workshop. They each wrote their top three on separate cards and each group collectively sorted them into related areas or themes to come up with the following tables of priorities for growing heritage tourism in South Australia.

Adelaide Hills

Priority area/theme	Key Actions/aspects
Collaboration	Collaboration
	Industry
	Government
	Vested interests
	Collaboration between government departments, businesses, venues, communities, providers and creative artists
	Collaborate between venues eg bus tours 3-4 venues
	Settlers stone trades (not elitist)
	Aboriginal history
	Engage those who are aware of heritage sites
	Collaborate with other people in the industry
Funding	Increase infrastructure spending on upgrade, upkeep and presentation of our assets - trails through our buildings
	Develop links between the heritage tourism and performing arts section
	Better funding to re-purpose heritage buildings and sites
	More investment into arts and cultural programs
	Incentives - tax deduction / grants) to help people get started on preserving our heritage and start promoting it
	Strategic funding
	Develop well shaped proposals for a short list of hero opportunities then lobbying from them for investment
	Funding partnerships
	Better strategies to better use heritage properties and sites
Experiences	Develop a program (SATC) funded to actively support the developing a tour guiding sector (NP's also) in SA
	Supporting professional business standards and experience
	Immersive experiences and modern delivery formats
	Support of experience development based on consumer needs
	Making heritage trails more interactive

	Immersive reality (AR + MR) tech available on mobile phones
	Imagery of pre-colonial, seasonal vistas
	Work with indigenous community to further develop existing material (re: Queen Agius video stock)
	Purpose: to connect with younger markets and international visitors who are tech savvy
	Enriched location based experiences with digital accessible support
Marketing	Stronger marketing
Stories	More effective interpretation and promotion
	Allocate resources to identify the stories and content that are 'hidden' and to market
	Tell our stories with pride, passion and creativity (add the drama and entertainment)
	World Heritage listing of systematic colonisation story
	Raise awareness of history / heritage stories and link stories to locations eg story overlay on Google Maps
	Storytelling
	Tell good 'relevant' stories - always with a heritage component
	Engage those who know and can give info regarding heritage stories
	Storytelling - interpretation experience
	Uncover hidden stories
	Immersive experience and emotive stories (about 'people' primarily)
Mainstreaming	Building heritage tourism into mainstream tourism agenda
	Integrated into all planning strategies not just niche
Access	Focus on improving access for community and visitors to tourism sites (ie: transport, comms)
	Make locations and stories available and easily accessible to potential visitors 'before' they arrive in person
Sexy heritage for visitors	Keeping heritage vibrant and interesting for visitors to enjoy - recommend to friends
	Visitor focused experiences / stories - so attitudes and beliefs change to heritage
	Making history sexy
Valuing	Changing community and business attitudes
	List and highlight heritage sites
	Sustaining and developing built heritage in the state
	Expand awareness, meaning and value of heritage
	Operators as advocates
	Linking people with engaging heritage experiences to inspire people to realise heritage value
Learn / research	Top priority for growing heritage tourism in SA
	Marketing' secrets and experiences - NOT old man regrets!
	Improve understanding of our states heritage...starting at school

	Keep our history alive for future generations
	Find out who does it well for lots of different markets and copy their principles
	Linking heritage to a range of experiences for local residents and visitors to the area to stimulate interest and improve thought
	Celebrate more collaboration opportunities and learn from other states and countries
Economy	Improving the economy and providing jobs in SA

Barossa

Priority area/theme	Key Actions/aspects
Collaboration	Community collaboration - sing from the same hymn sheet -cohesive approach)
	Regional co-operation (rising tide above all boats)
	Stronger together Barossa community (especially in a hyper globalised world increasingly)
Expertise	Available expertise
	Access to experts for small organisations (how to advertise, promote, etc)
	cultural heritage officer to help business and community to navigate bringing heritage into tourism experiences that are tangible
Quality experiences	Angaston experiences development
	Targeted funding to develop world class heritage facility
	Access to funding for developing experiences, including curators, designers, technology
Enabling environment / integ	State government recommends to UNESCO and promoting and marketing Heritage tourism (not just give it lip service)
	Building regulations and red tape - incentives / funding / exemption
	Keeping it simple (not over complicating)
	Common sense in governances funding access to resource (de-fragging and reviewing and relevance)
	Ownership by State Government as first step > local council > communities > business
Skills / Capability	Skills development - curating, guiding, product development
	Education and training - understanding heritage and heritage tourism
	Trained Barossa culture heritage support for volunteers to create local experiences based on research
Advisor	Local stakeholder coordination / heritage advisor - coordinate business side with the local knowledge of volunteers / organisations
	Cultural heritage advisor (cut red tape) - assessing range of support from business, grants, developments, etc)
	Funding for cultural advertiser to bring things together to lead the charge
Vision	Clear direction

	A unified approach - understanding what cultural heritage is
Truth and trust	Connection to indigenous culture and history from local and throughout Australia - recognise and celebrate
	Recognising trust
	Pre-settlement history engagement for reconciliation - even the not so good stories
Preservation	Support for achieving heritage items and places to store them to exhibit to visitors, schools and community
	A central centre for collections
	Preservation and digitisation, collect stories to share with a package as tourism opportunities
	Collecting heritage from older generations eg Stories
Branding	Making heritage popular (engaging with under 50's)
Sustainable	Engage with heritage to provide an ROI so more investment

Clare Valley

Priority area/theme	Key Actions/aspects
Visitor Infrastructure	Promote Explorers way to explore heritage
	Better access - roads, public transport to the region
Collaboration	Better collaboration between regions & stakeholders
	Identification of how heritage can be combined into food/wine experiences etc
	Support for local people to get involved in heritage tourism
	Encourage and assist operators to be consistent and link regions
Funding & Support	Money - grants for Heritage; sites/tourism/education/apps & tech.
	More funding available for heritage projects
	Funding/grants to support heritage initiatives, eg development of regional tour, eg Aboriginal interpretation app.
	Easier access to funding and expert advice
Awareness	Educate regions on importance of their stories
	Education and knowledge within community
	Work more closely with local communities & associations to encourage knowledge and sharing of heritage.
	Community engagement in regional history.
Marketing	Engaging our youth / schools
	Effective marketing / selling our region
	Improved strategic marketing and storytelling - what products currently exist
	One focus
	Marketing - spend some of the money sought
	Marketing and promotion

Rejuvenating	Sell the Passport widely. Signage strategic advertising
	Better activate current heritage assets
	Update the Burra Passport project - better signage, 'interpretive mechanisms', better promotion
	Rejuvenation
Doing it and doing it right	Action - find the right people to implement change
	Work on actions from conservation management plan - active / live document
	Best practise
Money	Investing in built heritage
	Funding
	Funding (RCG)
	Seek, support community groups to seek, minimise red tape and ACT
Experiences / product	Identify new heritage experiences and develop prospects for investments
	Theatre group based in Burra to present living history
	Curated tours in increased transportation to allow travel around the region and onto other nearby destinations
	Develop virtual reality on passport sites
Visitor infrastructure	Attract top level accommodation to resort level
	High end accommodation eg resort to allow exploration of the region from a base
	Better transport links to and from the region and within the region
Plan strategic vision	Understand location vs destination
	Less talking more action - local, state, national level
	Encourage positivity towards change (tourism) among locals
	Cohesive plan that is funded appropriately and has strong leadership
	A coordinated heritage tourism plan for the region that is funded and regularly evaluated and updated

Eyre Peninsula

Priority area/theme	Key Actions/aspects
Promotion	Change external perceptions of Whyalla
Aboriginal	Aboriginal heritage
Aboriginal	Indigenous history - sizes
Infrastructure / supply	Signage and promotion advertising
	Events centre
	Cuttlefish
	Culture centre / events
	Industrial tourism
Community pride	Recognition by everyone in the community, they have a role to play
	Build community belief in the value of our heritage assets
	Develop community pride

Integration / Collaboration / Resourcing	Will all levels of government to invest in heritage preservation, restoration and display / exhibition
	Secure enough financial support
	To have continuing support from government and private sector
	Secure development of private expenditure
	Integration with other tourism strategies / initiatives, local and regional
	Varied tourism offering
	Funds to make it happen
Capacity and building	Develop community capacity
	Volunteers for tourists
Training	Training with career option in mind
	Training, upskilling and education
Technology	Smart use of technology
	Smart city
	Technology
	Encourage use of technology
Planning	Ongoing planning
	Funding
	Doing
	Strategic planning
	Planning
Infrastructure	Investment in infrastructure
Collaboration	Need something amazing to draw people to regional areas
	Bringing stakeholders together - within Port Lincoln / within EP
	Shared resources
	Share the same message within our products
	Councils
	Business
	Government
	Community
	Individuals
	Youth
	Education
	Bringing people together for the common goal
	Developing collaboration
	Collaboration of region
Business development / capability	Support for people who want to start and don't know how
	Mentoring
	Money
	Training
	Advice
Product Development	Develop a better tourism / visitor experience
	Business mindset
	Entrepreneurial

	Product development
Expertise	History researchers
	Authenticity
Funding	Easy funding opportunities
	Funding access
	Knowledge
	Technology
	Transferring of info
	Financial conservation
	Training
	Upskilling
	Finance available
	Investment
	Funding
Awareness	knowledge
	Encouragement and education
	Understand heritage of our region better
	Encourage collaboration by educating people
	Education

Fleurieu Peninsula

Priority area/theme	Key Actions/aspects
Enabling	Funding
	Grant seeking
	Investment
	Enabling heritage tourism
	Funding
	Business and capability building
	Increase resources / story sources for owners, tourism operators, hospitality industry
	Incentives / support for heritage owners / heritage tourism operators (grants / subsidies) concession
	Tools to increase and promote Support poor community / local businesses to progress heritage projects - local and state government
	Offer more carrots - remove obstacles for owners
	Grants - how these get communicated (networks)
	Funding / grants
Integration	Integration of heritage across all tourism sectors (storytelling, accommodation, food, wine, attractions, etc)
	Integrate heritage into every visitors experience
	Blending heritage tourism with industries that are vibrant that already exist (eg food, art, wine)
Collaboration	Engage will local communities to find out where opportunities lie

	Work with OTA's and booking companies to showcase our heritage and entice them to visit
	Partnerships with council
	Collaboration between regional and towns
	Network formation between various related stakeholders
Communication / promotion	Communication
	Moving the profile of our country as an 'ancient place' up the ladder
	Make sure when people finish their visit they rave about the 'cultural heritage' experience
	Show how successful we combine our heritage with modern lifestyle and values
Education / capacity building	Help create heritage skills, programs and educate
	Making / including history and heritage in school curriculum
	Tourism education / promotion to put more focus on heritage assets
	Big push / advertising heritage educative information campaign
	Concrete planning, networking, education and recognition
	Framework established by LGA and state government to facilitate groups
	De mystifying the term 'heritage' with places and spaces from a council point of view
Product / experience	Aboriginal committee to develop a cultural / heritage trail
	Museum of SA history (Indigenous, European, political, culture)
	Finding artisans engaged to work on heritage sites
	Expertise
	Money
Valuing	The need for local councils to actually recognise and embrace heritage tourism - open up thinking
Research / knowledge	Understanding visitors better to make informed decisions on how to marketed to encourage visitation and spend
Vision / strategy	Government to acknowledge and support strategic directions
Protecting the asset / conservation	Planning legislation
	Protect our natural and built heritage sites
	Heritage maintenance support / embargo on destruction of existing fabric
Leadership	Heritage as a mainstream priority, state departments and local government
	Make sure decision being made today will have the best outcome for tomorrow
	We as individuals and spokespersons lobby and promote authorities and communities to drive too
Preservation	Preservation of existing heritage
	Stories, reports, history, biography, buildings and structures, artefacts
Communication / collaboration	Connect locals with schools
	Connect with existing businesses and tourism associations
	What is achievable

	What are the stories
	Tourism SA supply an app to each town to create their own heritage trail
	Open conversations with indigenous community about benefits to tourism and employment and sharing story
	Communication within communities / groups / businesses / individuals
Awareness / valuing	Social / cultural acceptance of preserving heritage
	Promote this value of heritage tourism to the public
	Heritage is more than just buildings
	Communication- local / state / federal government and communities
Coordination	Build a website which allows visitors to choose their interest and see which attractions match that interest
	Develop a heritage register of accommodation and experiences and attractions - promote them on tourism websites
Access	Enabling heritage tourism experiences to be better / more easily accessed by tourists
	Accessible heritage tourism - online, physical access to property / buildings / areas
Stories	Record the stories now
	Make available an opportunity for stories to be recorded
	Collect the stories that need to be shared
	Pioneer Stories
	River culture - boats, steam, river boat captains
Funding and support	How can we find / share funds for heritage restoration work
	Meeting anticipated demands with funding
	Train volunteer guides
Marketing	Support with branding
	Heritage tourism awareness campaign
	Coordinated signage
	Wider promotion of Fleurieu heritage experience with an increase in trained operators to offer regular tours
	State wide initiative to tell a complete story ie history of railways in SA - utilise tangible heritage buildings / places as 'checkpoints'
	SA tourism website top 5 things to do in Fleurieu Peninsular
	McLaren Vale wineries
	Port Elliot bed and breakfast
	Do a proper website which actually helps visitors
Experiences / Product	Surfing museum
	Ngarrindjeri Cultural Centre in Goolwa (old customs house)
	Activate Onkaparinga River, recreation, national park, paths, cycling
	Develop a heritage trail incorporating accommodations and experiences / attractions
	Wine museum
	Film

	Develop SA motorsport history centre in Strathalbyn centred around Kenny Blake sculpture
	Ngarrindjeri Cultural Centre
	Steam to steam full time
	River Murray interpretive centre

Flinders Ranges & Outback

Priority area/theme	Key Actions/aspects
Funding	More funding from govt grants
	more funding for major attractions
	Better or more access to funding/grants
	Government investment (all about money)
	Invest \$ into communities to increase heritage profiles/profitability, eg heritage development officers for 5 years only.
	Increased funding
	Funding models: assistance/support for retention & maintenance of heritage sites and buildings (private, LG). Must be economically sustainable.
Leadership	\$\$, grants, access: TOTAL commitment
Protection	World Heritage for Flinders Ranges
	No nuclear waste facility in Flinders
	FR heritage listed
Experiences	Yorumbulla caves resolved.
	Educate community in generating historic stories
	Catalogue of movie locations - Quorn, region
Marketing	Information - showing and promoting
	promote region's heritage
Resourcing & Enabling	Government red tape removed
	Flexibility of red tape/guidelines
	Staff/time resourcing to coordinate and integrate activities, develop linkages and promote
	less red tape
Funding	Funding for local information centres
	Funding to local councils for tourism outlets / training
	Funding for joint promotion (heritage)
Training and development	Workshops in communities for product development - grant application
	Hubo to oversee development
Marketing / Promotions	Visual images / information on a purpose built South Aussie website (like brochure)
	Marketing development nationally
	Increase visitors

	Staff for products (businesses)
	Consistent opening hours
	State heritage brochure highlighting each town / regions top heritage features
Awareness and valuing	Encourage
	Develop
	Local
	Pride
Experiences	Heritage stays
	Development heritage packages
	Funding for development of experiential tourism

Kangaroo Island

Priority area/theme	Key Actions/aspects
Assets	Re-roof heritage buildings
	Lighthouse as base for shipwreck knowledge
	Knowledge among people
	Training / skilling / knowledge of volunteers
New heritage	Art museum of KI could create new heritage
Vision	Plan for KI costs (money / infrastructure)
	Effective coordination with state and federal levels
	Clear vision
	Priority #1 keep the bureaucrats under control. They belong on Utopia
Collaboration	Groups on KI working collaboratively to share knowledge, ideas, plans and getting others involved
	Coordination of groups on KI
	Determine the funding and knowledge partners
	Speak as a united voice
	Coordinating 'players' those involved in heritage tourism
Money	Invest in heritage
	Money
	Coordinated money - used effectively
	Better funding for community museums and galleries
	Long term budget allocation
Branding / reposition	Trendy new / sexy advertising for KI / SA history
	Ask young people how can heritage interest them
	Be creative on the concept of heritage
	Acknowledge / develop image of tourism as 'sexy'
	Explore new market ie. Younger people
Connected experiences	Art and heritage trail
	Start small eg. Heritage trail from KI
	Signage and stories now

	Accommodation that has a heritage value needs to be identified in a trail
	Art and heritage trail (app)
	Mapped out trail of KI heritage including accommodation, food, museums and arts
	Map idea 'overlay'
Values	All to be community driven, genuine consultation
	Focus and fund the heritage not the tourism

Limestone Coast

Priority area/theme	Key Actions/aspects
Business	Bookable
	Buy-in
	Identify key offerings
	Support start-ups - experiences and storytelling
Enabling environment	Community funding
	Lobby for more time with acquittals when dealing with indigenous cultural projects
Collaboration	Complete 'our plan' from website to website
	Continue collaborating and sharing vision
	Work collaboratively with other LGA - more closely with project ideas and implementation
	Ongoing planning / brainstorming meetings with 'ideas' people and stakeholders
	Do own research into potential aspects of value
	Collaboration
Stories	Pick some hero stories to define parts of the region
	Collect stories ready to share when opportunity arises
	Develop heritage stories that link landscapes, indigenous, how the land is used, lived on and enjoyed
Create a movement	Promote what 'heritage' is
	Build promotion of key existing offerings
	Commit to sharing knowledge and excitement of 'heritage' with community
	Build community knowledge and pride
	Put heritage places on TV so we know what we've got
Regulation Governance	Planning laws to ensure better preservation of heritage built and nature as necessary background (VIC and NSW do it better)
Infrastructure / access	Transport - air / rail
Capabilities / Capacity	Education of operators
	Leadership
	Passion

Investment	Funding increases
Research	Map out existing 'heritage experience'
	To gather relevant statistics, collate them and communicate them to relevant parties
Technology	Distinct footprint
	New websites that give a better overview of the SE
Vision / empowerment	Interpretation clear and engaging
	Communicate - just do it and talk to each other
	Enabling empowerment
Collaboration	Regionalise the strategy
	Language advocate
	Collaboration between all stakeholders in tourism sector in Robe and relevant ones in Limestone Coast and Victoria

Murray River, Lakes & Coorong

Priority area/theme	Key Actions/aspects
Resourcing	Funding
	Funding museum displays
	Volunteers
	Funding
	Funding and resourcing - staffing
	Funding linked to priorities
Planning / vision	Practical
	Strategic planning
	Continuous council support for the industry
	Strategies within the councils re heritage tourism so were all on the same page
	Audit
	Identifying key assets
	Acceptance by government that rail is a viable option for visitor transport
	Priorities
Sustainability of assets	Continuation of exemptions or specialised rules for heritage (ie boiler / boat / rail operations)
	Preservation
	Maintenance
Marketing	Marketing
	Marketing and promotion
	Awareness
Collaboration	Collaboration to increase children's involvement
	Schools and early education centres
	Children's universities
	Collaboration between groups / regions

	Collaboration
--	---------------

Riverland

Priority area/theme	Key Actions/aspects
Awareness	Education in schools
	Australia does not stop on the eastern coast
Access	Transport from city to country (plane / bus / train)
Funding and support	Renmark Hotel - make money available in this space
	Funding
	Regional specific infrastructure and programming grants
	More support and funding for heritage businesses
	Infrastructure and support for new businesses
Industry capability / leadership	Upskilling providers re: access in all its forms (disability, family, cultural)
	Leadership development programs for tourism industry in regional communities
	Better mindset / positivity
	Proud of the region and its heritage

Yorke Peninsula

Priority area/theme	Key Actions/aspects
Promotion	Promote & preserve heritage
	Significant investment in marketing & promotion of 'tourist-ready' heritage activities/sites etc
	Promotion
	Better promotion and marketing
	Promotion or promoting Moonta
	Promotion
	Promote
	Promoting what we have to offer
Volunteer support / resourcing	Increase volunteers
	Getting more people involved, volunteers etc
	Volunteer recruiting support
Awareness	Better understanding of what heritage means
	Educate
Visitor infrastructure	Accommodation
	Children's activities eg playground for children/recreational area for parents at Moonta Mines
	Cafeteria catering for Moonta Mines area
	More accommodation built
	Create a heritage trail that can be promoted (eg drive itinerary)

	New visitor information centre for Moonta Mines
Money	Funding \$
	Funding on a local level to instigate and drive projects
	money/grants/funding
	Access to grants
	More investment grant programs specific to heritage tourism
	Money
	\$ for preservation of sites and staffing
	Get more funding
Enabling	More Government involvement
	A gateway to develop technology
	Easier local council red tape
	Access to tools, training and collateral
	Support
	Training/start up help for small groups/towns
	support
Conservation/ preservation	Conservation
	Conservation
	Money available to preserve heritage sites
	Cataloguing/recording of stories? To keep permanently
Plan	Gather & centralise all the 'bits' of history into a comprehensive plan
	Plan
	Moonta Mines development plan activated
	Enhancing heritage precincts
	Implementation of recommendations in the TRC/Locales site
	Development Plan for the Moonta Mines precinct
Experience / product	Improve Moonta Mines Museum
	Develop history of Yorke Peninsula
	Creating a more immersive experience
Partnerships / collaboration	Brainstorming on a local level to get ideas for projects
	Start creating the partnerships to make this happen

Webinar**

Priority area/theme	Key Actions/aspects
Visitor Infrastructure	Infrastructure – toilets, signs, roads
	Prioritising infrastructure and provide the right type for the right experience
Marketing	Good marketing
	Delivering a value proposition
	We need to know what the state has to offer – what are the stories who, where how they should be told
	Marketing the experiences (2025-2030). Continued increases in funding to market the heritage experiences of the state

	Increasing community engagement to attract younger people
	Promote local heritage to grow awareness and appreciation of heritage
	Govt to lead the avenues to leverage the importance that heritage (& heritage tourism) has for SA helping to brand it in a sustainable way to attract domestic and international visitors
Investment	Preservation of heritage listed assets (2020 - 2023). A significant investment in the preservation and restoration of heritage sites, involving massive state and federal government investment. According to EY, maintenance investment in Australian infrastructure is needed to strengthen our economy
	Prioritisation and funding
Experience development	Experience development (2022-2026). Individual heritage based businesses and NFPs are mentored by specialists to develop a quality, world class experience at their site, or between multiple sites. Tour companies are also mentored in how to interpret the stories of the landscapes they travel through
	Support the development of heritage tourism initiatives in the regions, engaging communities to create real, live experiences.
	Make heritage contemporary
	Leverage SA heritage uniqueness, embracing its Aboriginal and cultural history
	Knowing what the state has to offer (value proposition)
Collaboration	Common goals and making a level playing field
	Think beyond borders and regions
Reposition heritage	Make heritage real for younger people – understanding what heritage looks like to them not just us.
Technology	Technology capability for mapping and sharing stories (apps and maps - one for all rather than all over the shop)
	Digital platform to map experiences and share stories

**Priority area/theme assigned by facilitator following webinar.