

South Australian HERITAGE COUNCIL

DEW-D0003037

28 March 2019.

Adam Stanford
Strategy and Insights Manager
Tourism
Via Email: adam.stanford@sa.gov.au

Dear Mr Stanford

RE: South Australian Visitor Economy Sector Plan 2030

Thank you for providing an opportunity for the South Australian Heritage Council (Council) to comment on the South Australian Visitor Economy Sector Plan 2030.

The Council is responsible for promoting an understanding and appreciation of the State's heritage and promoting the conservation of places that are of State significance under the *Heritage Places Act 1993*.

Both the State Government and the Council are keen to expand heritage and cultural tourism opportunities and maximise their economic benefits. We are pleased therefore to comment on the SA Visitor Economy Sector Plan 2030.

Council plays a role in supporting and advocating for the protection and reuse of built heritage. Retention and adaptive reuse of built heritage provides tourism businesses and operations with the opportunity to develop authentic experiences that sets them apart from their competition.

MARKETING

It is pleasing to see that the plan identifies 'unique cultural experiences' as one of the core brand pillars for South Australia. The South Australian Heritage Council encourage the South Australian Tourism Commission (SATC) to go one step further and acknowledge the important role heritage plays in delivering uniquely South Australian experiences. Heritage gives context to the South Australian experience, creating a sense of place through communication of stories, interpretation and reuse (adaption) of heritage places.

Heritage is also a defining backdrop that gives character and identity to our standout tourism and hospitality businesses and products. In an era of heavy commercialisation of tourism globally, Adelaide's heritage provides visitors to our State an authentic experience that cannot be underestimated. Whether it be our world class wineries, Adelaide's charming dining laneways, events in our parklands and at Adelaide Oval, or

our regional towns where many visitors venture for a taste of authentic South Australia, including Blinman, Quorn, Burra, Beltana, Naracoorte, Hahndorf and Moonta (to name but a few), heritage remains central to these visitor experiences.

Heritage needs to be promoted within the brand pillars to ensure an awareness of the breadth and diversity of experiences available in SA is established in key visitor markets.

EXPERIENCE & SUPPLY DEVELOPMENT

The Council is partnering with the Department for Environment and Water in developing the Heritage Tourism Strategy. Council will be reaching out to SATC for advice and discussion as the Strategy is developed. This strategy will play a vital leadership role in unlocking the potential of heritage tourism in SA and provide the guidance that is required to sustainably develop engaging authentic tourism opportunities in this State. There is significant scope to transform the role of heritage from that as an add-on to the visitor experience to one that drives longer stays, increased spend and dissemination of visitors to our regions. We encourage the SATC to give consideration to the Heritage Tourism Strategy when developing policies and programs to support the implementation of the Visitor Economy Sector plan.

COLLABORATION

As mentioned before there is a Government commitment to developing a heritage tourism strategy for SA. The Heritage Council, as a major stakeholder in this project, is a key partner in growing the visitor economy in SA.

The 'Australian Heritage Strategy' (2015) highlights how heritage can lead to increased tourism and economic returns to property owners and managers and their communities. Council is supportive of Objective 8 in the Australian Heritage Strategy is 'Foster strong collaboration between the heritage and tourism sectors'.

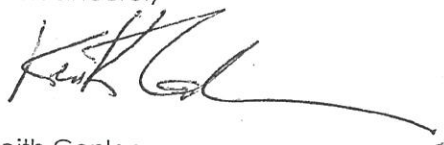
The Heritage Tourism Strategy will guide and facilitate the further development of heritage as a key brand pillar for South Australia, and assist in achieving growth in the visitor economy in regional areas.

PROMOTE THE VALUE OF THE VISITOR ECONOMY

The visitor economy delivers benefits for South Australia and South Australians that go beyond pure economics. A vibrant tourism industry builds community pride and encourages investment in towns and streetscapes. A strong heritage tourism sector will stimulate greater preservation and reuse of our state's heritage, and improve access and interpretation of special sites and landscapes.

Thank you again for the opportunity to comment and the Council looks forward to working with SATC in the implementation of the South Australian Visitor Economy Sector Plan 2030.

Yours sincerely



Keith Conlon

Chair, South Australian Heritage Council