

# Heritage *with* Heartbeat

KALI HUNTER ENTERPRISES PRESENTS

## Australian Heritage Conference

RYMILL HOUSE

THURSDAY 18 APRIL 2013

ENQUIRIES: KALI HUNTER ON 0409 696 446

EMAIL: [KALI@KALIHUNTER.COM.AU](mailto:kali@kalihunter.com.au)

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# Welcome

Kali Hunter Enterprises in collaboration with the Property Council of Australia and National Trust of South Australia present the 2013 Australian Heritage Conference at Rymill House, the preeminent Australian forum for developing heritage relations and contributing to progressive heritage and planning policy.

The 2013 conference invites diverse stakeholders from industries touched by heritage to focus on the “value of heritage” from National, South Australian local heritage perspectives and regulatory regimes.

## The holistic agenda aims to explore the dimensions of the “value of heritage”:

- > determining the drivers of the economics of heritage
- > debating appropriate policies to unlock the value of heritage
- > uncovering techniques to promote heritage nationally and internationally and integrating cities and rural regions

- > understanding and benchmarking best practice in managing and creating value in heritage
- > considering progressive ways to better restore, sustain and enrich heritage for future generations.

We invite you to exchange views and experiences through engagement with our nation’s thought leaders in interactive presentations, panel discussions and workshop case study sessions.

Participants will enjoy full day catering and select South Australian wines with lunch while connecting with influencers, stakeholders and decision makers in heritage. We invite you to join this open forum and contribute to sustaining heritage with heartbeat.

# Presenters

**REGISTRATION:** 8:30am  
**DRESS CODE:** Formal Business Attire  
**PARKING:** 2 hourly parking available on street, All day parking at Flinders Street U-Park

**VENUE:** Rymill House, 100 East Terrace, Adelaide  
**PRICE:** \$550 (inc GST) (Concessional Prices Available)

|          |                                                   |                                                                                                      |
|----------|---------------------------------------------------|------------------------------------------------------------------------------------------------------|
| 9:00AM   | <b>Hon. Tony Burke MP</b>                         | Federal Minister for Sustainability, Environment, Water, Population and Communities                  |
| 9:10AM   | <b>Hon. John Rau MP</b>                           | Minister for Planning, South Australia                                                               |
| 9:20AM   | <b>Saul Eslake</b>                                | Chief Economist, Merrill Lynch                                                                       |
| 10:10AM  | <b>Professor David Throsby</b>                    | Department of Economics, Macquarie University                                                        |
| 10:045AM | <b>Nick Baker</b>                                 | Executive General Manager, Marketing, Tourism Australia                                              |
| 11:10AM  | <b>Ben Hewett</b>                                 | South Australian Government Architect and Executive Director for the Integrated Design Commission SA |
| 11:40AM  | <b>Andy Wright</b>                                | General Manager, Interbrand                                                                          |
| 12:15PM  | <b>James Hilditch</b>                             | Hilditch Lawyers                                                                                     |
| 12:40PM  | <b>Vic Barone</b>                                 | Partner, Katnich Dodd                                                                                |
| 12:50PM  | <b>Michael Constantine/<br/>Christopher Knott</b> | Fox Tucker Lawyers                                                                                   |
| 1:45PM   | <b>Kel Spencer</b>                                | Managing Director, Marketing Propell National Valuers                                                |
| 2:05PM   | <b>Tony Stacey</b>                                | Managing Director, TSM Consulting                                                                    |
| 2:25PM   | <b>Tom Perrigo</b>                                | Chief Executive Officer, National Trust of Western Australia                                         |
| 2:50PM   | <b>David Holland</b>                              | Director, DASH Architects                                                                            |

\*Subject to schedule changes

# AUSTRALIAN HERITAGE CONFERENCE SCHEDULE

## WELCOME



9:00AM

**HON. TONY BURKE MP**  
Federal Minister for Sustainability, Environment, Water, Population and Communities

## SESSION 1: THE VALUE OF THE HERITAGE



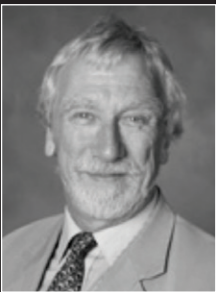
9:10AM

**HON. JOHN RAU MP**  
Minister for Planning, South Australia



9:20AM

**SAUL ESLAKE**  
Chief Economist, Merrill Lynch



10:10AM

**PROFESSOR DAVID THROSBY**  
Department of Economics, Macquarie University

PANEL DISCUSSION

MORNING TEA

## SESSION 2: CREATING VALUE IN HERITAGE



10.45AM

**NICK BAKER**  
Executive General Manager, Marketing, Tourism Australia



11.10AM

**BEN HEWETT**  
South Australian Government Architect and Executive Director for the Integrated Design Commission SA



11.40AM

**ANDY WRIGHT**  
General Manager, Interbrand

PANEL DISCUSSION

### KEY NOTE:

Australia

### BIOGRAPHY

As the Minister for Sustainability, Environment, Water, Population and Communities Tony is working to build on the environmental legacy of previous Labor Governments. Tony was Minister for Agriculture, Fisheries and Forestry. On election to the Parliament, Tony was placed immediately on the front bench as Shadow Minister for Small Business and Shadow Minister for Immigration. He has also served as a Member of the NSW Legislative Council and chaired its State Development Committee. Australian Heritage Week was part of his vision and has allowed the community to share our common heritage.

### KEY NOTE:

South Australia

### BIOGRAPHY

Hon. John Robert Rau MP is an Australian barrister and politician. He is the current Deputy Premier of South Australia and Attorney-General. He has been an Australian Labor Party member of the House of Assembly since 2002, representing the seat of Enfield.

As well as Deputy Premier and Attorney-General, Rau is representing a number of other portfolios: Minister for Planning & Minister for Business Services and Consumers.

### TOPIC:

Respected economist and commentator Saul Eslake will analyse the latest local, national and international market trends with insights into the property sector for 2013 and beyond. An informative snapshot of the health of the economy and financial markets will be presented as we head into a Federal election year.

### BIOGRAPHY

Saul Eslake is part of an exclusive club. He's an Australian economist who is a household name. One of Australia's leading economists and commentators he has an esteemed career. He has worked at the Australian Treasury, been an economic advisor to Premier Jeff Kennett (Victoria), an economist at a merchant bank, Chief Economist of McIntosh Securities Ltd, National Mutual Funds Management ANZ Banking Group. He concurrently holds positions at the Grattan Institute, non-executive directorship of Hydro Tasmania, and he is a member of the Myer Foundation's Investment Advisory Committee. Saul is currently looking to purchase a heritage listed residence in Tasmania.

### TOPIC:

Our heritage assets have both economic and cultural value. The economics of heritage as "cultural capital" will be analysed from the perspective of stakeholders from both private and public sectors. Furthermore, the effectiveness of heritage policy at federal, state and local levels is explored as a means of coordinating the interests of private owners of heritage and the public interest in heritage.

### BIOGRAPHY

Professor David Throsby is a Distinguished Professor. He is internationally renowned for his work. He holds Bachelor in Arts and Masters degrees from the University of Sydney and a PhD in Economics from the London School of Economics. Professor Throsby's research interests include among others the role of culture in economic development, the economics of heritage and the relationship between cultural and economic policy. He has published several books, large numbers of reports and journal articles. His book Economics and Culture, published by Cambridge University Press in 2001, has been translated into seven languages.

### TOPIC:

Social media is a tool for advocacy and business. Nick will explore social media as a powerful instrument proving domestic and international examples of best use. This will provide opportunity and insight for potential adaption by diverse industries and stakeholders connected to heritage.

### BIOGRAPHY

Nick is responsible for managing Tourism Australia's global marketing operations. Most recently Nick launched the new multi-platform, "There's nothing like Australia" campaign, which has already won significant support from Australia's tourism industry. Nick joined Tourism Australia in August 2007 after ten years with Voyages Hotels and Resorts as Executive General Manager Sales and Marketing, where he was responsible for launching, developing and driving the Voyages brand and properties to consumers both in Australia and internationally. Nick has worked and lived in UK, Asia and Australia.

### TOPIC:

The Integrated Design Strategy for inner Adelaide sourced ideas across government, experts and communities to form a shared vision for the metropolitan region. "Future Heritage" is one of the ten guiding principles. This topic will be discussed in the context of Design Review and the ongoing work of the Office for Design + Architecture SA.

### BIOGRAPHY

Prior to his role as SA Government Architect, Ben was a Senior Lecturer with the University of Technology Sydney (UTS). At UTS he researched contemporary computational design techniques, led a broad range of Design Studios, and developed and coordinated the highly regarded Architectural Practice stream. Ben is Director of Offshore Studio, an architectural design research practice. He has previously worked as an architect in Sydney, Newcastle, Brisbane, Melbourne, as well as China and the United Arab Emirates. His work at the NSW Government Architect's Office included the Sydney Conservatorium of Music, Circular Quay Redevelopment, the Residential Flat Design Code, and Parramatta Children's Court.

### TOPIC:

Breaking with tradition. What we expect from brands is changing rapidly. What are the lessons for heritage tourism and the real experiences they offer in a rapidly digitising world?

### BIOGRAPHY

Andy Wright is the General Manager of Interbrand formerly of Melbourne but now of Sydney. He has experience working with a diverse range of brands from Medibank, Telstra and Australia Post, to Brisbane, Queensland Art Gallery and Melbourne Theatre Company. Andy believes that the world of brands is changing. Gone are the days where we used to build brands to last. Brands now need to be built to change. They need to continue to evolve to keep pace with ever increasing technological and media changes as well as the on-demand whims of younger, savvier consumers. Andy's past experience includes roles as Director –Brand Consulting for Landor Associates, Marketing Director for ACP Magazines and roles with Dulux and internet companies in the UK.

# Australian Heritage Conference Schedule

## Session 2: Creating Value in Heritage



12.15PM

**JAMES HILDITCH**  
Hilditch Lawyers



12.40PM

**VIC BARONE**  
Partner, Katnich Dodd



12.50PM

**MICHAEL  
CONSTANTINE  
/CHRISTOPHER  
KNOTT**  
Fox Tucker Lawyers

PANEL DISCUSSION

LUNCH

## Session 3: Enriching Heritage – Case Studies



1.45PM

**KEL SPENCER**  
Managing Director,  
Marketing Propell  
National Valuers



2.05PM

**TONY STACEY**  
Managing Director,  
TSM Consulting



2.25PM

**TOM PERRIGO**  
Chief Executive  
Officer, National Trust  
of Western Australia



2.50PM

**DAVID HOLLAND**  
Director, DASH  
Architects

PANEL DISCUSSION

CLOSE

### TOPIC:

The selection, assessment and listing of places and objects as Heritage items is governed in SA by the Heritage Act (1993) (SA). The Development Act 1993 (SA) provides for the consideration of Heritage objectives in the State Planning Strategy, the inclusion of listed Heritage places in Development Plans and protects State and Local Heritage places by enforcing a rigorous assessment process for acts and activities in relation to them. This presentation involves a critical analysis of the processes under the Heritage Act and the Development Act.

### BIOGRAPHY

James Hilditch has provided specialist legal services to private clients and local government bodies for over 18 years. For example, James provides representation in planning appeals before the Environment, Resources and Development Court and the Supreme Court, representation in Supreme Court Judicial Review Proceedings and representation before Council Development Assessment Panels. James also advises on the development assessment process generally and assists in the preparation of development applications and representations.

### TOPIC:

The Building Code of Australia and its Regulations present tremendous difficulties for compliance and adaptive reuse for heritage listed properties. This presentation will outline these issues and provide viable recommendations to alleviate stakeholder risk.

### BIOGRAPHY

Vic has nearly 20 years building surveying experience that spans across both private and local government sectors along with an extensive and varied background in the building industry. After joining Katnich Dodd in 1999, Vic rapidly developed into one of the States leading building surveyors and has been responsible for the certification of a large number of projects from residential developments through to large scale commercial, retail, industrial, aged care and institutional projects.

### TOPIC:

Taxes can discourage certain behaviours or activities and likewise favourable tax treatment can encourage behaviours and activities. This presentation considers the effect of existing taxes on heritage ownership and what changes could be made to encourage people to acquire and maintain heritage properties.

### BIOGRAPHY

**Christopher Knott, Special Counsel (Taxation), Fox Tucker Lawyers**  
Christopher's practice deals primarily with direct and indirect tax issues concerning commercial transactions and ownership structures. Prior to focusing on tax he had extensive commercial law experience and has lectured in taxation, property and contracts, as well as serving on the national board of AMPLA, the resources and energy law association. Christopher is a Fellow of the Taxation Institute of Australia.

**Michael Constantine, Lawyer (Taxation), Fox Tucker Lawyers**  
Michael Constantine was the youngest ever graduate and dux of the University of Adelaide MBA program in 2008. In the same year he also became dux of the Masters of Law program. He is a graduate member of the Institute of Company Directors, member of the Tax Institute of Australia, member of the National Trust (SA) and Board Member of the Property Council (SA) Future Directions Committee.

### TOPIC:

When a property is heritage listed it has advantages and disadvantages to different stakeholders. Kel will explore methodologies used to value property and explore the impact that certain types of heritage listing has on the market value of property and what this means for stakeholders.

### BIOGRAPHY

With a career spanning over 35 years, Kel has vast experience and knowledge in all forms of valuation and asset classes. Kel is a founding Director of Propell and from 2006 until 2011 was Managing Director for both South Australia and the Northern Territory. Kel acts as an advisor to large corporations as well as accounting and legal practices. He has also conducted a large array of valuations and feasibility studies. He has held positions such as President of the Property Council of Australia, Vice President of the Real Estate Institute (SA) and Chairman of its Commercial Industrial Division.

### TOPIC:

Grants are the predominant form of support provided by Federal, State and local government authorities for owners and managers of heritage listed properties. Grant opportunities are highly competitive. This presentation will provide insights into the strategies to employ in drafting successful grant applications.

### BIOGRAPHY

Tony has worked extensively with government specialising in local government, private enterprise and not for profit organisations. He has experience in the roles of City Manager, Business Manager, Company Secretary and Director of Administration. Fundraising for Local Government, Charities and Community Groups has been a specialty since commencing consulting 25 years ago.

### TOPIC:

Adding value to heritage through the National Trust. This presentation will provide case studies of successful examples of adaptive re-use of heritage listed properties with National Trust involvement.

### BIOGRAPHY

Tom Perrigo has been Chief Executive Officer of the National Trust of Australia (WA) since 1990, with responsibility for over 40 full-time staff and consultants, over 500 volunteers and the oversight of strategic, operational and financial management. Tom has worked to facilitate a complete "cultural shift" within the organisation, taking the Trust from a small debt-ridden organisation to one with an annual profit. Tom's achievements include operational plans for the Trust which have been used as models throughout Australia, developing a range of active partnerships with local governments and Australian and international universities.

### TOPIC:

Refurbishing and rehabilitating old buildings is difficult. The requirements of the Councils, codes and standards become more onerous every year. As do Tenants' expectations. These problems are exacerbated when the building is heritage listed. The 'Heritage Transaction' describes a process whereby building owners, authorities and other stakeholders can facilitate the rehabilitation of heritage buildings and allow them to 'pay their own way', without losing their inherent value. The State and Locally heritage listed former Westpac Building is a case study in both the challenges faced but also, when conditions are right, the opportunities inherent in such buildings.

### BIOGRAPHY

David is immediate Past President and a former Chapter Councillor of the South Australian Chapter of the Australian Institute of Architects (RAIA) and sat on its National Practice Committee. Since 2001, David has been a Director of DASH Architects a multi-disciplinary practice providing professional services in the fields of Architecture & Interiors, Heritage, Placemaking, Management and Strategies. As part of DASH Architects, David has been responsible for, or overseen, a number of significant heritage projects (including multiple RAIA award winners), Conservation Management Plans (CMPs) and conservation projects.

# AUSTRALIAN HERITAGE CONFERENCE BOOKING FORM

KALI HUNTER ENTERPRISES PTY LTD REGISTRATION FORM & TAX INVOICE.

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Upon payment of fees, this form will become your TAX INVOICE. Please note that all prices quoted on this form are inclusive of GST. PLEASE RETAIN FOR YOUR RECORDS

**ONLINE BOOKING AND PAYMENT:** [www.australianheritageweek.com.au](http://www.australianheritageweek.com.au)

**TO CONFIRM BOOKING:** By Fax: (08) 8223 4880 By Email: [kali@kalihunter.com.au](mailto:kali@kalihunter.com.au)

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| TICKET TYPE                                                                                                                                        | PRICE*                                                | QTY | TOTAL |
|----------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------|-----|-------|
| <b>HERITAGE CONNECTIONS LAUNCH</b> (ref HCL)<br>Monday 15 April 2013                                                                               | <b>INVITATION ONLY</b><br>(value \$150)               |     |       |
| <b>INTERNATIONAL CULTURAL HERITAGE DAY</b><br>Wednesday 17 April 2013                                                                              | <b>ON APPLICATION</b>                                 |     |       |
| <b>AUSTRALIAN HERITAGE CONFERENCE</b> (ref AHC)<br>Thursday 18 April 2013<br>(inc invitation to Heritage Connections - value \$150)                |                                                       |     |       |
| <b>GENERAL</b>                                                                                                                                     | <b>\$550</b>                                          |     |       |
| <b>MEMBER**</b>                                                                                                                                    | <b>\$475</b>                                          |     |       |
| <b>TABLE OF 10</b>                                                                                                                                 | <b>\$5,250</b>                                        |     |       |
| <b>HERITAGE CONFERENCE &amp; ICONS GALA DINNER</b> (ref HClGD)<br>(inc invitation to Heritage Connections - value \$150)<br>Thursday 18 April 2013 | <b>\$750</b>                                          |     |       |
| <b>HERITAGE ICONS GALA DINNER</b> (ref HIGD)<br>Thursday 18 April 2013<br>(inc invitation to Heritage Connections - value \$150)                   |                                                       |     |       |
| <b>GENERAL</b>                                                                                                                                     | <b>\$255</b>                                          |     |       |
| <b>MEMBER**</b>                                                                                                                                    | <b>\$235</b>                                          |     |       |
| <b>TABLE OF 10</b>                                                                                                                                 | <b>\$2400</b>                                         |     |       |
| <b>HERITAGE DISCOVERY FINE ART &amp; ANTIQUES FAIR</b><br>Sunday 21 April 2013                                                                     | <b>FREE ADMISSION -</b><br><b>REGISTRATION ONLINE</b> |     |       |
| <b>TOTAL COST</b>                                                                                                                                  |                                                       |     |       |

\*Price includes GST

\*Concession Price is available exclusively members of the Property Council of SA, National Trust of SA, Law Society of SA, Planning Institute of SA, Australian Institute of Architects for attendance at the Australian Heritage Conference and Heritage Icons Gala Dinner.

## REGISTRANT/GUEST DETAILS

- Name \_\_\_\_\_ Company \_\_\_\_\_  
Email \_\_\_\_\_ Event \_\_\_\_\_
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**PAYMENT DETAILS** Cheque ☐ EFT ☐ M/Card ☐ Visa ☐ AMEX Diners ☐

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CARD HOLDER NAME \_\_\_\_\_ SIGNATURE \_\_\_\_\_

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Kali Hunter Enterprises Pty Ltd  
100 East Terrace Adelaide SA 5000  
P.O. Box 5170 Kent Town  
**Contact:** Kali Hunter  
**By Mobile:** 0409 696 446  
**By Email:** [kali@kalihunter.com.au](mailto:kali@kalihunter.com.au)  
**By Fax:** 08 8223 4880

### EFT PAYMENT

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### DONATE TO RYMILL HOUSE FOUNDATION

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