Barossa Marketing

Australian Government
Grape and Wine Research and Development Corporation

Sustaining the Success of the Barossa GI Zone: Scenario workshop



FINAL REPORT to

GRAPE AND WINE RESEARCH & DEVELOPMENT CORPORATION

Project Number: RT 04/05-1:
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Executive summary

Background

The main purpose of this project was to elicit people's visions for the future of the Barossa Valley landscape to 2025, and to determine to what extent these visions were shared between different stakeholder types.

Procedure

A one-day workshop was held in September 2004 at Angaston, with 20 people attending. Most of them were connected with the wine industry, and with agencies related to the maintenance of the Barossa landscape, such as local governments. The workshop activities involved selecting and voting on a wide range of images of the Barossa. Most of these were visual, but the workshop also used brief narratives and several other means of helping respondents determine their preferred visions of the Barossa's future. To help participants organize their thoughts, the workshop considered four aspects:

1. What exists in the Barossa now, and should be retained?
2. What exists in the Barossa now, and should be eliminated?
3. What does not exist in the Barossa now, and should be introduced?
4. What does not exist in the Barossa now, and should not be introduced?

Findings

The key finding was that there was a very high level of agreement among participants about preferred Barossa landscapes. Strong preferences were expressed

- for a semi-rural type of landscape, mixing urban, vineyard, and natural land use.
- for many small towns rather than a few large ones
- for the traditional "relaxed hospitality" values of the Barossa
- but for these to be extended from home-based into service quality
- against the Barossa becoming effectively an outer suburb of Adelaide
- against intensive tourism of the type found in places such as Hahndorf.

What next?

This was only a preliminary workshop, and its output will be useful as initial data for an in-depth study of the Barossa's future, for which we intend to apply for a further GWRDC funding, in order to

1. confirm the data gained in this study with a fuller cross-section of stakeholders in the Barossa Valley.
2. work with the Sustainable Futures Committee of the Barossa Council and the Barossa Winemakers Association for further scenario development
3. Develop a strategic environmental management program to ensure that the preferred future landscape can be attained.

Background to this project

The project described in this report forms part of a larger project, studying the sustainability of the Barossa Valley environment: "Sustaining the success of the Wine Industry in the Barossa G.I. Zone." This is a collaborative program of Deakin University, CSIRO Sustainable Ecosystems, the South Australian wine industry, state and loical government, natural resource managers, and the community of the Barossa.

This particular project originated in June 2004 at the third stakeholder meeting of the above group. Following discussion about the likelihood of winning the ARC grant that the group had applied for, the issue arose as to preliminary planning for that study. I suggested that it might be useful to conduct an envisioning workshop, which would perform two functions:
- Providing some initial input data so that the ARC project, if successful, could proceed quickly;
- If the ARC application was not successful, this much pilot project could form the basis of a smaller-scale project to achieve the same ends.

There was also a third function: I am working on a PhD thesis which involves developing a new method of considering the future, using multiple case studies. At the time I was seeking a case in which I could apply a new approach to envisioning the future, in a more vivid and concrete way than the normal organizational "visioning" process was able to.

With the support of the Barossa Winemakers Association, we applied for and won a small Regional Innovation and Technology Adoption grant from the Grape and Wine Research and Development Corporation. This is the post-project report to the GWRDC, and hopefully it will also be of use in other contexts.

Dennis List
3 November 2004

Objectives

As the original application form has no explicit section on objectives, material from the Background/Benefits and Aim/Output sections is used here. No changes were made to these objectives during the project.

Aim

To improve the quality of strategic regional planning in the Barossa Valley, by clarifying visions for the future of key stakeholders.

Output

A set of detailed visions of the future, in the form of scenarios, displayed graphically on large wall charts and spreadsheets. A report will be produced, incorporating reduced versions of the charts. However, a more important part of the output will be inside the heads of participants: a clearer understanding of the needs, desires, and vested interests of other stakeholders involved, and the consequent ability to use that information to improve the efficiency and quality of the scenario plans produced in the later phase.

Benefits

The immediate **economic benefit** of a preliminary envisioning workshop is that a relatively small number of participants in such a workshop can prepare materials for assessment in a series of workshop with a much larger number of participants. As envisioning futures is often a time-consuming, difficult, and frustrating process, Dennis List has tried to develop a graphically based method of displaying and comparing future visions. Despite the title, most corporate "visions" are not highly visual at all. The output of this process will not be abstract vision statements, but a number of small scenarios, fleshed out in detail. In short, the economic benefit is the time-efficiency of the method to be used.

Environmental benefits in this case are indirect. Greater understanding of the needs and desires of stakeholders should help agencies involved in planning the future environment of the Barossa to develop plans that help to improve the valley's environment in a way acceptable to the largest possible range of stakeholders.

Social benefits will occur mainly among those directly involved. They will come to better appreciate the viewpoints of other participants. The process serves to resolve minor and apparent (but not real) conflicts. Major, irreconcilable conflicts are brought into the open and carefully delimited, so that when there is real disagreement, its extent and basis is well understood by all involved. This provides a solid basis for any negotiation later required.

In summary, the major benefit of holding a preliminary envisioning workshop is that it makes the later stage of scenario planning more efficient and successful.

Method

The most suitable way to begin generating a sustainable vision for the Barossa Valley, given the process being developed, was a one-day workshop with around 20 participants. This number of participants comprises what is known as a "median group" – large enough to enable a wide variety of stakeholder types to be present, but small enough to enable everybody to have their say and be heard by all others, to help form a consensus.

Though originally planned as a half-day event, we realized that though it would be possible to compress the planned activities into 3 or 4 hours, that would not allow enough time for the informal discussion that is a vital component of a successful workshop. Therefore the planned duration was extended to 6 hours, which was in effect a full day, from 9.30am to 4.30pm.

The workshop consisted of four main activities. These were designed to elicit visions that were as concrete as possible, on the ground that a fuzzy vision (e.g. most corporate "vision statements") is likely to be interpreted in different ways by different stakeholders, and thus not fully shared. When a vision is truly shared, it is more likely to be accomplished, because different stakeholder groups are working toward the same objectives. By taking a highly concrete approach to envisioning, this workshop was trying to establish to what extent different stakeholder groups had shared visions for the future of the Barossa.

The four activities were:

1. Reviewing 250 images of different aspects of the Barossa landscape.
2. Creating and reviewing short vignettes: stories about experiences in the Barossa.
3. Plotting participants' most and least liked locations on a map of the Barossa.
4. Discussing preferred characteristics of the Barossa in 2025, in 10 categories.

These activities are described in detail in Appendix 1.

During each activity, four aspects were explored:

1. What exists in the Barossa now, and should be retained?
2. What exists in the Barossa now, and should be eliminated?
3. What does not exist in the Barossa now, and should be introduced?
4. What does not exist in the Barossa now, and should not be introduced?

The only departure from the method described in the original application was that the latter proposed setting up an internet discussion board immediately following the workshop. However, given the poor response to the follow-up email sent by Dr Camilleri, and the desire to involve other stakeholders (e.g. growers) in the findings, it seemed more appropriate to do this at a later stage, after other input was gathered.

Results

The findings of each of the four sessions are now presented, each in turn.

Session 1: Picture comparisons

In this activity, participants viewed the 250 images on the walls of the conference room where the workshop was held. Most images were 10x15cm colour photos, taken by myself a few days earlier. I purposely avoided "artful" photos, which might be rated on their composition value. Other formats included A4 colour printouts with captions, postcards, and cartoons drawn on the spot by Evan Yabsley.

Each person was given a voting sheet (as in Appendix 5) and asked to write in the numbers of the images representing characteristics of the Barossa that they most valued and least valued.

The findings from this activity are summarized on the next two pages, in the form of actual images. The next two pages reproduce (in order) the most valued mages, followed by the least valued images.

After voting on the images, participants were divided into five small groups, each representing a different role, and asked to consider aspects of the Barossa that those images had reminded them of, in terms of the four categories used during the day:

1. What exists in the Barossa now, and should be retained?
2. What exists in the Barossa now, and should be eliminated?
3. What does not exist in the Barossa now, and should be introduced?
4. What does not exist in the Barossa now, and should not be introduced?

Results from these discussions are shown on pages 10 to 13, with a separate column for each stakeholder role. The lack of disagreement should be noted here. Though the different role groups naturally focused on different aspects of the Barossa, no item mentioned by any group contradicts any item mentioned by another group.

Most preferred images



180



2



165



167



178



23



28



32



70



99



101



170



171



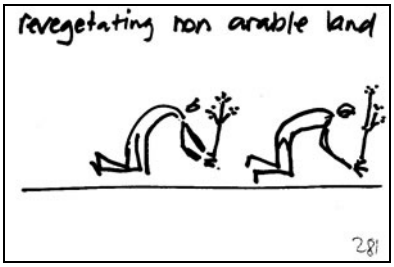
175



214



216



281



95

Least preferred images



6



228



61



247



248



231



249



234



235



241



136



229



232



240



245



233



183



118

Most preferred images

Image	Votes	Description	Location
180	8	Rural scene with vineyard and church	Keyneton? Stockwell?
2	7	Victorian mansion	Fullarton, Adelaide
165	7	Traditional stone buildings	Rockford winery
167	7	Murray St, central Tanunda	
178	6	Native vegetation on hilltop	
23	5	Looking down across Angaston	hill near Angaston
28	5	Cyclists on bike trail	Mt Crawford reserve
32	5	large old house, ivy-covered wall	Collingrove homestead
70	5	Traditional stone wall	Angaston
99	5+	Rocky outcrop	Trig Point Rd
101	5	Stand of peppermint gums	Gravel Pit Rd
170	5	Gum trees arching over road	
171	5	Native vegetation at roadside	
175	5	Tanunda Creek – no.1 asset	
214	5	Wheat, vines, grassed hills	
216	5	View over Barossa	
281	5	Revegetating non-arable land	[none]
95	4+	Gum trees lining dirt road	Trig Point Rd

Least preferred images

Image	Votes	Location	Description
6	10	Sturt Highway	Amcor bottle factory
228	9		High-voltage electricity pylons
61	8	Murray St, Tanunda (P.O.)	Inappropriate building design
247	8	Gomersal Rd, Tanunda	Car wrecks on farm
248	8		Industrial machinery dump
231	7		Bare hillside
249	7		Creek erosion
234	7		Overgrazing
235	7	Dorrien	Large tank farm
241	6+		Hillside monoculture
136	6	near Chateau Yaldara	Polluted water coming from pipe
229	6	Gomersal Rd	Sick palm trees
232	6	Tanunda	“Moss rocks”
240	6		Bare dirt and wheel tracks in vineyard
245	6		Poor roadside edges
233	5		Cream brick house
183	5		Creek erosion
118	4+	South of Nuriootpa	Penfolds factory

A + sign after the number of votes shows that there was another image, very similar to that one, but which had fewer votes.

Want to keep

Residents	Workers	Owners	Administrators	Visitors
- Buffer zone, town boundaries. - Landscaping e.g. Richmond Grove tank farm - Screening of developments. - Music festival. - Tour Down Under. - Bakeries. - Smokehouses. - Butchers, Barossa traditional. - Farmers' market. - Aboriginal heritage. - Heritage buildings. - Environmentally friendly rural landscape. - Local newspapers. - Brenton Langbein Convention Centre. - Unique property, landscape of Lindsay park. - Vintage festival. - Slow food. - Better building code. - Better development codes. - Roadside vegetation reserves. - Community clubs, organizations, e.g. sporting clubs. - Churches. - Orchards. - Diversity of area, e.g. cropping (appropriate use) viticulture etc.	- Family-owned vineyards. - Housing on vineyards for transient residents, not part of the community. - Vintage Festival like 2003 – weather, events vibe, buzzing, autumn colours, full restaurants, full B&B - local business boost. - Barossa hospitality –Lehmann kitchen table -ICONS! German cigar smoker.	- The landscape: patchwork, vineyard landscape, vegetation, farms. - Heritage buildings, history. - Infrastructure: wineries, roads, village feel, defined towns. - Regional character. - Barossa cultural events: festivals etc. - Culture: food, wine, "country"/ terroir, icons, identity	- Retain natural landscape character as much as possible. - Keep big old trees. - Protect remnant vegetation. - Sense of special place. - Retain sense of community (cultural elements) - Nurture cultural events. - Mixed agriculture: not a monoculture of all vines. There's a place for broader agriculture, e.g. light cropping. - Keep housing development within defined townships. - Keep towns' identity. - Within existing townships and town centers, encourage mix of uses (e.g. skate parks, fast food) for choice and services but arrange "intrusions" e.g. Golden Arches. - New buildings should respect character of the area. - Legends/ icons of the region (people).	- Stone buildings. - Salvation Jane. - Remnant endemic vegetation. - Strong planting statements, e.g. date palms, carobs. - Visible tank forms to demonstrate contemporary economy, but not conspicuous. - Generally inconspicuous infrastructure. - Mixed farming, so not pure winescape – but better management to overcome erosion, lack of trees, etc. - Jacobs Creek restaurant. - Germanic influence. - Wineries.

Want to eliminate or reduce

Residents	Workers	Owners	Administrators	Visitors
- Heavy transport and B Doubles out of tourist areas. - Light pollution. - Open air tank farms need screening: put under cover? good looking sheds? - Marschall's area, "treasure trove". - Plan vineyard, broadacre vineyard. - Gomersal Rd palm trees. - Move sculpture park or revegetate. - Cream brick buildings. - Climate change. - Overhead power lines. - Boring residential developments, e.g. Langmeil estate. - Rogers Corner developments. - Hahndorf style main street. - Phone towers. - Telstra building, Murray St, Nuriootpa. - Barossa junction. - Unnecessary signage. - Poor service, e.g. hotels, shops, cafes, etc. - Cats - Problems of waste: odour (grape marc storage lees) - Waste water spillage. - J. Wiese's subdivision of Williamstown scrub. - Cockatoo Valley subdivision.	- Bad service. CEO waited for 45 minutes without services, got up and left. "That's it – I'm gone."	Tacky signage, bad taste, e.g. Tanunda arches - Heavy transport in main streets - Pollution: water, visual, light - Overhead power lines - Non-native vegetation, esp. pine plantations - Eyesores, e.g. car graveyards, half-demolished buildings, factories, bare carparks, Marschall's corner - Environmental degradation: erosion, salinity, etc. - Ugly tourist development, e.g .the Train "derailment"	- Poor land management, e.g. eroded creek lines. - Eyesores. - Land use conflicts e.g. truck freight impacts. - Not add to linear development. - Massive winery buildings, development inappropriately located. - Environmental, disaster, pollution (band land management practice) - Utilities impacting on landscape. - Inappropriately located commercial and tourist development.	- Urban sprawl: residential and commercial. - Poor siting of infrastructure, e.g. pylons, tank farms. - City style developments, e.g. Langmeil estate.

Don't have, but want

Residents	Workers	Owners	Administrators	Visitors
- Wildlife corridors. - Revegetation, waterway rehabilitation. - Dedicated freight route. - Wine bar. - Good food. - Alternative power sources. Alternative transports, e.g. "eco-cars", rail freight. - Tanunda Vista to Chateau Tanunda. - Control of dumping. - Catchment monitoring. - Aboriginal culture. - Single council for Barossa GIC. - Reduce Barossa GIC, redefine boundaries on west site: environmentally based. - Public transport, e.g. train services. - Recreation centre, areas, parks, e.g. North Para linear park. - Tertiary education. - Extension and improvement of bike tracks. - Para River walking trail. - Promotion of walking trails. - Better maintained roads rather than bitumen. - Better maintained roadside vegetation. - Wetland habitats, e.g. use dams to create. - Useful signage. - Right to farm and produce. - "Ecozone" unique area, preserve and re-establish. - Community centres committees, e.g more community/ residents' involvement. - Interaction between residents, council and service industries. - Regional service office of State government.	Collective industry view – Peak Industry body. Barossa wine industry vision. Now fragmented between grape growers, wineries, marketers. - Driving to work – dealing with B-doubles. Transport: integrated consultative transport corridors. - Child car centre. On waiting list for 12 months. - Innovation, flexibility to modernize to new techniques.	Harmonious landscape and development - Integrated transport systems, rail/road, for freight and tourism - Planing: wineries, industrial developments (more defined) agriculture - Township planning: defined residential zones / urban development - Integrated energy plan for power an water - Consistent signage (locational) throughout the region - Biodiversity: wetlands, dams, revegetation, riparian zones in waterways - One Council, one Barossa! - Communications e.g. broadband - World class accommodation and service staff - Better tourist experience: staff training, understanding of culture - Training institutions (better) - Recycling of water etc.	- Good infrastructure services, environmentally coordinated: excellent and outstanding, regionally and locally. - Universal broadband access. - Control of scale and visual impacts of industry. - Better environmental land management. - Broad scale revegetation: reinstatement and respect for natural landscape. - Buffers around undesirable development. - Regional planning for and by industry (strategy plans). - Community ownership of future (regional visions). - Greater influence of extent of legislative controls to conserve heritage. - State government –regional services office. - Public transport. - Increase rail use for freight.	- Satellite communities at Freeling, Roseworthy. - Interpretation of geology, water, prehistory, history, economy – museum? - Better public transport so can see the sights without a car, or bus tour. - Nightlife. - Consistency in building scale, colour, form and materials on main tourist routes but more relaxed standards elsewhere. - Preferred routes for heavy vehicles, so that they are still visible but less mixing with tourist traffic. - Landscaping of Amcor plant to soften appearance (siting OK). - Better exposure of authentic cultural life.

Don’t have, don’t want

Residents	Workers	Owners	Administrators	Visitors
- Uncontrolled rural and urban sprawl. - High density housing. - Kroemer’s Crossing supermarket. - Ribbon development. - Limit all industrial developments. - “Big” things, e.g. Big Bottles. - Theme parks. - GMO - Hunter Valley style tourist developments.	- Toxic dumps, e.g. proposed asbestos dump. - High unemployment (pride) - Traffic jams.	- Ugly development not sensitive to environment, culture, history - The “big grape” or “big flagon” - Big industry, non-agricultural - Fast food outlets - Urbanization, high rise - GMOs - Over-commoditization as in Hahndorf, Hunter Valley, theme park style.	- “Golden Mile” in townships. - Small-lot rural living. - Poor infrastructure planning and solutions, ad hoc decision making. - Toxic waste dumping.	- Hahndort kitsch. - Urban development in rural areas.

Session 2: Narrative vignettes

For this session, participants formed just three groups: residents, visitors, and workers/administrators. They were asked to provide brief vignettes or anecdotes, illustrating their positive and negative experiences of the Barossa and other places that might influence it in future.

Want to keep	
Residents	- Ambience, quality of life, want to live here e.g. Ango pub on Friday night, pies on counter, darts at 10pm. - Just going to the park – the environment, the quality of life
Workers and administrators	- A German dignitary who smoked and obviously couldn't find anywhere that he could, but then when he visited the Lehman's Kitchen, Peter and Margaret were there smoking away at the kitchen table, so he felt very much at home, and he could join them. - That Barossa hospitality thing: how people feel welcome into people's homes, there's always a good spread of food, at which is traditional local food. There's always plenty of wine and these people feel very welcome and comfortable in someone's – in a new environment.
Visitors	- We had a visitor from the UK and he came up to the Barossa one day to show him around some of the wineries. We went to a range of wineries - the new edifice at Jacobs Creek, a castle-type thing, and some other very modern ones, but one everyone found very comfortable was Lehman's – it was low key. Everywhere was friendly, but that was a particularly attractive spot ...the atmosphere and the beautiful environment. - I drive into the Barossa each day from the Sturt Highway along the Gomersal Road over to Tanunda. And one of the things that strikes me every morning driving in, apart from the sunrise over the Barossa ranges, is the rural landscape. It's unspoiled in terms of built improvements, its viticulture and growth in broadacre agricultural land, with the Barossa ranges backdrop again it's devoid of any sort of development. It just presents a great feel when you're driving into the Barossa.

Want to get rid of	
Residents	- The loss of the sense of space. Where I grew up around Williamstown now it's five-acre blocks. It's not so much ruined but it's certainly changed the landscape around which I grew up. I can go to some different places in the Barossa and still get that sense of space, but I can't get it around our place any more, which I find a bit disappointing. - Loss of service values, e.g. married in Lyndoch church 10 years before. Went back to have daughter christened, original minister, lunch across road at local hotel, supplied wines for lunch. It's now a modern complex, they had lost the wine and served their own at cost. And lost the cake. The staff training was lousy. It spoilt the day. - Rampant subdivision and heavy industry. e.g. Old historic grenache vineyard in riparian zone in Nuriootpa bought by a local "land shark" who managed to convince the Council to allow it to be subdivided, and 70 year old vines taken out. It is also 100 metres from Grosser's stainless steel tank factory. Who would want to live there?
Workers and administrators	- About the CEO who got up and left, after being ignored for 45 minutes in a restaurant. - I spent a lot of time trying to find another job that I like. I'd spent a lot of my working career doing development assessment in the metro area, and I thought I want to get out and do some rural planning. And the right job came

Want to get rid of	
	along eventually, at Angaston. I was going out at lunchtime and I went for a walk up the main street. I thought this is great, I can just walk out of where I am, walk down the street - without seeing too many people, but seeing enough to know that there was a community of people saying hello to each other and that sort of thing. It was autumn. I was walking along and I thought, "Gee, I can actually here the leaves rustling along the ground, while I'm walking along," - nice day, and I went and got my roll for lunch. I went outside, sat down on the park bench there and all of a sudden I head this great rumble. And I looked up and it was a huge B double truck and I thought, "How the hell did that get here?" Which I guess contrasted with the peaceful landscape, with the need to have them.
Visitors	- I had some visitors from Europe, professional visitors in the wine industry, and also professional scientists. We wanted to visit the Barossa on the weekend, so they can get the atmosphere, and arrived at Nuri, put them in the car, and started driving around and went past a winery and one of them piped up and said, pointing at the berry farm: "Oh look, how great, it's a winery."

Not here, want	
Residents	- The undergrounding of the power. It does seem like rather an insignificant thing, but the difference in light in my house just from having the powerlines removed and the poles (like the stobie poles and things) disappeared and it was just like suddenly you looked up, and you looked at the sky. It was really quite profound. So I'd like to see everyone in the future, have the chance to have what I had, and that's the overhead pollution removed.
Workers and administrators	- Innovation of a sensible sort that fit with the objectives of the region and that goes with things like appropriate mechanization. I think a lot of family farms will simply drive themselves out of business [otherwise]. - I've got a little boy who's 10 months old. I had his name down at a couple of childcare centres in the Barossa for well over 12 months before he was born and I still don't have any childcare. That's the big issue.
Visitors	- Nothing for children to do at wineries when their parents are visiting. - When you come into the eastern side of the McLaren Vale area it's really quite heavily vegetated. And the Barossa lacks that native veg, that regional landscape feel, a natural feel, on the approaches. Ian supported me here by saying that he didn't actually know where the Barossa starts when you drive in.

Not here, don't want	
Residents	Lack of care/interest in patrons, poor service, e.g. Local bakery not interested in customers unless they are locals – "our business relies on locals".
Workers and administrators	- A limousine turning up on the Sunday, when we're closed. A whole pile of drunken people coming out and demanding service, and they usually don't have the money or much interest - and they got wished on their way. - Another one was that a bus has arrived from Canberra and they said they'd made an appointment and I was washing the car and I said, "Well, no, we're closed anyway" so I pointed them to the winery down the road that I knew was open. - We don't have traffic jams getting to work and going home is a pleasurable drive. - Something that we don't have is high unemployment and I think it's probably something that we pride ourselves on... and also...it goes as far as youth unemployment.
Visitors	- Don't want the Barossa to become like Hahndorf, existing mainly for the sake of tourists – prefer a more authentic experience.

Session 3: Preference mapping

In this brief session, each participant nominated the places in the Barossa that they most and least valued. As this was done, a sticker was placed on a map. The purpose of this session was to see whether any particular part of the Barossa was strongly favoured or disfavoured. As I could not find a suitable map for inclusion in this report, the findings from this session are reported as a list of places.

Most-liked places (total = 20)
- Angaston in general (2)
- Angaston produce markets
- Angaston: Yalumba
- Bethany area (2)
- Ebenezer area: scattered native vegetation and vineyards
- Eden Valley: aboriginal paintings at Lartunga
- Eden Valley: old gum trees
- Kaiser Stuhl Recreation Park (2)
- Kaiser Stuhl Recreation Park: view from ridge
- Light Pass: the township
- Nuraip: dirt roads, e.g. Research Rd, north of Nuraip Rd
- Tanunda: old churches
- Tanunda: Sharples [?] Building
- Tanunda: southern approach and archway
- view down over Lyndoch from Trial Hill
- view from Gomersal Rd peak towards Barossa Range [lower cover photo of this report]
- view to west over Barossa valley from Krondorf

Least liked place (total = 18)
- Angaston: factories on Stockwell Rd
- Cockatoo Valley: hobby farms (2)
- Dorrien: power lines
- Keyneton, northeast of town: power lines
- Kroemer's Crossing: shopping centre (not yet built)
- Nuriootpa: brick kiln
- Nuriootpa: factory that produces cream bricks
- Nuriootpa: Grosser's Tank Building
- Nuriootpa: new housing near Sturt Highway
- Nuriootpa: rubbish dump
- Shea-Oak Log: Gomersal Rd/Rosedale Rd: irrigated monoculture vineyards (2)
- Gomersal Rd near Tanunda: farm with old cars
- Tanunda, Vine Vale Rd/Stockwell Rd: Marschall's truck wrecks
- Tanunda: heavy vehicle route
- Tanunda: Langmeil estate
- Tanunda: streetscape in Murray St, north of town centre

Comparing the above two tables, it is evident that the Nuriootpa area contained a higher proportion of the disliked aspects, while the most liked aspects were in the smaller townships and rural areas.

Session 4: Preferred characteristics of the Barossa in 2025

In the final session of the workshop, we identified 10 main themes that people might want to comment on, in the context of the Barossa environment. These were

Housing
Employment
Community services
Shopping
Public space
Infrastructure and energy
Roads
Transport
Health services
Education

The 19 participants were divided into 5 small groups, and each group was asked to discuss two of the 10 themes and make a list of preferred outcomes. When completed, these lists were presented to the plenary group. Participants were invited to modify or disagree with any of these items, but only a few very minor changes were suggested.

The recorded findings were as follows, with the addition of an 11th category that was not included in the above list: cultural heritage. Because this was mentioned a number of times by various participants, it seemed important to add it as a separate category. It cannot be assumed that the number of items listed under a category is a reflection of its perceived importance.

Housing

- Resource efficient housing
    - reuse of greywater
    - energy efficient design, orientation, insulation
    - reliance on solar power
    - use renewable resources, building materials
    - stormwater harvest and reuse
- Focus on integration of indoor/outdoor living environments
- Maximum open space
- Pedestrian friendly estates
- Avoid “monoculture” hosing design – promote mix of architecture
- Define township boundaries and promote sensitive infill development
- Density of development: avoid multistorey construction (>2 storeys)
- Preserve traditional village development, building style
- Villa-style development with associated open space, e.g. parks
- Incorporate landscape design allowing for shade trees etc.
- Urban ecology approach to design and use of open space
    - limits criminality
    - promotes biodiversity
- Retention of natural features with greenfields development
- Promotion of stone villa construction – character design
- Determine optimal development style.

Employment
- Improve and promote local jobs, e.g. vocational training, trades skills
- Keep in-house, avoid outsourcing
- Care for children before and after school
- Hospitality and tourism training for local services
- Existing courses not often relevant to work shills required
- Ensure a seasonal labour force is available to prune and pick
- Identify and retain jobs in community services - health and education are just as important as wine-based employment
- Owner/operator job security.

Community services
- Child care
    - more, and smaller centres
    - Childcare facilities
- Recreation
    - Spa centre
    - Recreation centres: 10 of them
- Libraries
    - one big one vs satellite
    - mobile library
- Admin centre, 1-stop state government service centre, with car registration
- Widespread broadband.

Shopping
- Need a really good fruit and vegetable shop
- Reassess opening hours – Sunday trading – bakeries open on Sunday
- Wine bar
- A resident centre (not tourist-centric)
- No department stores
- Not another Munno Para
- No opal shops or Aussie shops
- 10 acre farmers' market, diverse, BIG!

Public space
- High level recreation centre facilities, wet or dry
- Facilities for children and youth
- Conservation parks (more)
- Native vegetation corridors for wildlife
- Public gardens and green space in townships
- Linear trails from Nuri to Gawler and Two Wells (north Para)
- Parks along creeks
- Walking trails – else forests and build accommodation and camping to support backpackers.

Infrastructure and energy
- Regional resource recovery and energy strategy
- Alternative generation transmission and reticulation energy sources co-generation, demand management, biomass generation.
- Regional approach to managing salinity
- Water quantity and quality, and use of technology for water services, e.g. satellite imagery monitoring vineyards feedback water and fertilizer use.

Roads
- Provide for appropriate separation of local, tourist, commercial, heavy transport routes
- Review of Barossa access study
- Roads built for purpose
- Seal roads around vineyards to keep dust off ripening grapes
- Protection of roadside vegetation, roadside weed management
- Lower speed limits; consistent speed zones in rural areas
- Dual carriageway on Sturt Highway between Gawler and Nuriootpa
- Road/rail transport review – inter-mode depot established
- Reduce heavy vehicles in main streets
- Remove visual pollution, e.g. power lines and signage
- Street landscaping, native tree planting
- Native vegetation buffer

Transport
- Public transport between townships, links to Gawler and Adelaide
- Public transport – rail extended from Gawler. Express
- internal (Barossa) public transport

Health services
- New hospital
- Aged care service
- Hospitals – centralized.

Education
- Need more schools
- Tertiary education, university winemaking, viticulture
- Have a University of third Age (leverage off TAFE)
- Opportunities for further education, e.g. Uni
- Care for pre-school age children
- Provide local history and culture
- International facility for training in services allied with hospitality
- Expanding to international quality wine school / viticultural/ natural resource management
- Secure government funding for existing and future needs e.g. another school

Cultural heritage
- Signs in German
- Barossa history museum, as outdoor village
- Teach German in local schools.

Discussion

This workshop produced a wealth of information on participants views and desires concerning the future of the Barossa Valley. It differed greatly from most visioning exercises, which have frequently been criticized as producing very general ("motherhood") statements that perhaps mean different things to different participants, and thus cannot be readily acted on. The principle used here was to create visions that were as specific and concrete as possible, by the use of two methods:

(1) Elicitation of reactions using current photographs and other images of the Barossa Valley. For aspects of life in the Barossa that could not be readily capture as still images, the second session in this workshop took a narrative approach, gathering and recording short vignettes. The third session was centred around a map, and the fourth in terms of standard planning categories. The intention was that the combination of these different approaches to elicitation, by having similar thoughts recur in different contexts, would produce a considered view of the desired futures of the Barossa.

(2) The other principle was to divide possible futures using a simple contingency matrix: whether or not a characteristic was desired, crossed against whether or not it currently existed in the Barossa.

The main purpose of the workshop, however, was research: to discover to what extent these disparate stakeholders with widely differing interests shared common visions of the Barossa's future. If, for example, the winemakers, the residents, and the visitors had had very different visions of the future, this would create many difficulties for planning.

The outcome was that almost no conflict was found between participants' visions of the desired future of the Barossa. The only conflicts encountered tended to reflect personal preferences rather than stakeholder interests. The strongest disagreement to occur concerned the arches over the main road in Tanunda, but only several participants expressed strong opinions about these, and in the context of the entire Barossa, this was a minor issue, not being an exemplar of wider concerns. The tables on pages 10 to 15 above, using five different stakeholder roles in session 1 and three roles in session 2, demonstrate clearly the lack of disagreement between the different groups. As might be expected, though, the different groups had different emphases.

Provided that this unity is maintained with the broader Barossa community (see the suggestions in the following section, which recommend testing these results with a larger population) this is heartening news for those involved in planning for the Barossa, and should simplify the planning task. These results demonstrate the desire

for a harmonious geographical blend of activities: winemaking, tourism, and semi-rural living.

As this workshop focused on envisioning a desired future, it was designed to encourage creativity. As studies of creativity and brainstorming have found, creativity does not coexist well with critical analysis: the latter can crowd out the former. Because this workshop was trying to maximize creativity, and because time was limited, it did not seek to discover any contradictions within the preferred vision. Thus whether that vision can realistically be achieved is problematical. On studying the findings, some tensions and potential contradictions emerged, which were not revealed during the workshop.

For example, participants had a strong desire for better public transport between the Barossa and Adelaide. While, say, more frequent passenger rail services could be very useful for current residents of the Barossa, they would also be likely to encourage more commuting between the Barossa and Adelaide. With more Barossa residents working in Adelaide, and more Adelaide workers living in the Barossa, the existing social fabric of the Barossa – the desired preservation of which featured strongly in the findings – could be diluted, making the Barossa effectively another suburb of Adelaide.

However as this is only the first stage of a planned larger project, such matters can be resolved at a later stage, in a subsequent scenario workshop. Though these findings are a useful first stage, closer analysis is likely to refine and sharpen them.

Outcome and conclusion

This project was designed to answer one main question: do the different stakeholders have incompatible visions of the Barossa's future? The major outcome was an unequivocal answer to that main question: a clear No.

However, this must be tempered by the fact that some voices were not well represented. Thus the recommendations section below suggests extending these findings to the broader population of the Barossa. To that extent, the project did not fully achieve the objectives outlined in the grant application. In retrospect, it is unlikely that changing anything could have improved that outcome. I cannot envisage that a workshop using that format could have attracted people who are less interested. The simple fact that a half-day or full-day workshop is held on a single topic will naturally attract people with a very strong interest in that topic. Even if this had been a completely open public meeting, perhaps held at night in the Tanunda Town Hall, the same reservations would apply. However, the people with a minor or passing interest in a topic – no matter what the topic - greatly outnumber those with a very strong interest. Thus one recommendation to come from this project is for an extension, using a different method, to include a much wider cross-section of the Barossa's population.

Benefits from this project

Four potential kinds of benefits are considered by the GWRDC: (1) economic returns to the participants, (2) improvements in the quality of the product, (3) environmental benefits, and (4) benefits to the community.

The first type of benefit, economic returns to participants, does not apply in this case. In fact, there were costs to participants, in the form of spending a day at this workshop that might have been spent in more directly productive ways. However, this project is a long-term one, as evidenced by its endpoint of 2025. If one considers the question "Why would 20 senior people spend a whole day at such a workshop?" it is obvious that they would not have done so had they not believed in at least the strong likelihood of long-term benefits. For participants, these would take two forms:

- environmental benefits in the Barossa – not specific benefits, to specific places at specific times, but rather in terms of environmental planning;
- social benefits to the Barossa community – which would both flow from and contribute to those environmental benefits. Again, these would be long-term benefits, probably not occurring for at least five years.

Indirectly, those two categories of benefit could potentially lead to economic returns to the participants, in terms such as increased value of their properties, lower logistics costs, and better workforce availability for employers.

In terms of the second category (the quality of the product): if the product in this case is the scenario workshop technique of creating a community vision, the experience gained in mounting this workshop has had a clear and immediate benefit. In other words, if further workshops of this type are held in other regions, the learning gained from this experience (described in the Critique section below) could be most usefully applied elsewhere.

Dissemination of findings

At the time of writing, other growers have not yet been informed of these results, which are presented for the first time in this report. An abbreviated version of this report is planned to be circulated among members of the Barossa Winemakers Association. It would also be possible to set up a website (or more easily, to set up a directory on an existing website), which both contained these findings and offered an interactive resource for users to add their own comments.

Suggestions for future research

The main recommendation flowing from this study is related to the problem that the findings cannot be assumed to be fully representative of the Barossa public, because several important stakeholder groups were excluded from the workshop.

If the results of this study are to be useful for planning purposes, I therefore suggest supplementing this study with data from a broader Barossa public. A suitable format would be what I call the "rolling group" workshop method, which has some similarities to the charrette method of planning. Instead of having a fixed number of people present for hours, this involves a drop-in or exhibition-like environment, in a central location highly accessible to casual passers-by.

This is a research method that I have used successfully in several environments: small town centres, arts events, and fairs. A brief account is given on my website at www.audiencedialogue.org/case18.html

Such a project could be set up in Tanunda and/or Nuriootpa, perhaps in a public library or similar type of venue, and run over a day or two, and perhaps advertised in local media, and some local organizations notified. It would be equivalent to the workshop described in this report, but converted to an exhibition format, in which people could use sticky dots to vote on their preferred images of the Barossa, add their own vignettes of best and worst Barossa experiences, and mark their favourite and un-favourite Barossa locations on a wall map.

Critique of this project

As this was the first workshop of its type, there are naturally potential improvements that could be made. If this exercise were to be repeated, these points are worth noting:

1. The workshop was really too long (as noted by several of the comments made in evaluation). The original 4-hour timetable would have been preferable. The final session turned out to add little new material, and could have been dropped. Nor did the mapping session, though brief, provide useful material, and this could be redesigned, by considering the environmental strengths and weaknesses of each subregion.

2. The voting on images took a lot longer than anticipated. There was no need to have so many photos to vote on: around 100 would have been enough, rather than the 250-plus we had. In practice, however, it would not be easy to control the number of photos, unless an initial meeting was held to select them, which would add more time than it saved. Therefore a more practical solution is not to restrict the number of images, but to quickly arrange similar ones into groups. This could be done using a method such as the KJ technique (used in quality circles in manufacturing) or an adaptation of Kelly's repertory grid. Grouping the images would speed up the voting, even if the number of images was not reduced.

3. The participants could not be considered fully representative of the Barossa. In particular, two groups of stakeholders were omitted:

- Business owners other than the wine industry.
- Barossa residents in general, and younger ones in particular – because this project is looking ahead to 2025.

These groups were almost precluded from the meeting by the fact that it took a whole working day. Even the cut-down half-day duration would be too much for many people - and no matter what time a longish meeting is held, some people can't come. A supplementary method, described in the Recommendations section, could be necessary to fully represent the perspectives of all parties involved.

Budget reconciliation

Budget item	Funding from GWRDC	Local/ regional contribution	Actual expenditure
Workshop preparation, facilitation, and reporting (approx 1.5 weeks' work)	1 500.00		1 500.00
Travel expenses (2 round trips, Adelaide-Barossa Valley, totalling 320km @50c/km	160.00		160.00
Report printing	0	xx	xx
Administrative support	0	1080	1080
Provision of meeting space, catering, etc.	0	532	532
Provision of stimulus materials: photographs, maps, etc	0	0	134.52
Total	1 660.00		
Add 10% GST	166		
Total including GST	1 826.00		
Remitted to GWRDC			0

Appendix 1: Workshop agenda

Participants will not be expected to represent others – only themselves.

Preparation
Participants are encouraged to bring along photos or other pictures in 4 categories – about 5 items in each category, preferably about 10x15 cm:

c1. good things about the Barossa that they want to keep
c2. bad things that they want to get rid of
c3. new developments they don't want in the Barossa (pictures from elsewhere)
c4. new developments they'd like in the Barossa (pictures from elsewhere)

If pictures are not available, a description is OK, but it should be specific – as if a detailed caption to a photo. A very simple sketch would also do.

Venue preparation
The organizers will take lots of photos (several hundred?) of the Barossa, and mount them on posters at the venue. When photos can't be found, sketches and even captions will be used. Each picture will have a number and a short description, so participants can talk about them and eventually vote on what they most and least like.

Also on the wall will be a large, detailed map of the Barossa – perhaps a group of 1:50,000 maps joined together.

Agenda
As people arrive, their pictures (maybe about 20 each) are collected, put on a poster on the wall (with something easily removable, e.g. Blu-tak), and numbered and labelled like the 'official' pictures.

Introduction:
5-minute welcome. The danger with this type of workshop is that people say "we can't decide till we're better informed." True, but very time-consuming – and by the time they *are* better informed, the day is gone, and they are no longer typical of the population. So the emphasis in on "no speeches".

The meeting will mix plenary, individual, and small-group sessions. Ideally 4 small groups: residents, workers, employers, and others, with about 3 or 4 in each group.

There are 4 main activities:
- picture comparison (visual),
- critical incidents (verbal),
- map review, and
- preferences.

Activities mostly begin with small groups, then a plenary session, then individual voting.

Session 1: picture comparison (85 minutes)

1a. Small groups (about 45 minutes)
In small groups, taking each of the 4 categories (keep, get rid off, introduce, don't introduce) in order, people will show each other their pictures, and briefly explain what they value or don't value. Those who didn't bring suitable pictures can refer to numbered ones on the wall. Each group appoints a secretary (whoever can write legibly and quickly). The secretary has 4 large sheets of paper, each headed with the group's role and the category label. On each sheet the secretary writes the picture number and its brief description.

As each picture is described, each participant votes on it, using a preprinted voting paper (Form 1 below).

1b. Plenary session (about 30 minutes)
Taking each of the 4 categories in turn (keep, get rid off, introduce, don't introduce): for each category, each secretary summarizes the pictures. At the end of each category, there's a brief discussion of what was expected, but has been omitted. The plenary secretary (supplied by DL) sketches each omission on a 10x15 cm card and adds it to the collection on the wall. Each item that's mentioned has a coloured dot stuck below it.

1c. Voting ("dotmocracy") – 10 minutes
Each person is now given 10 coloured dots (i.e. about half as many dots as there are pictures). Half these dots are one colour, meaning "I value this" and the other half are another colour, meaning "I don't value this." They stick their coloured dots in the space below whichever pictures they think are most appropriate.

Tea break – 15 minutes

Session 2: critical incidents
The previous session focused on visible things; this one on the invisible, as expressed in vignettes of personal experiences that have implications for the Barossa.

2a. Small groups – 45 minutes
In small groups, again in the 4 roles (though not necessarily the same people in each role as in the previous group). Again a secretary is appointed for each group. For each of the four categories in turn, each person is asked to come up with an incident or experience they've had in that area. The secretary summarizes it. The stories will be audio taped for later transcription. After all the stories in each category have been heard, one story is chosen for re-telling to the plenary session.

2b. Plenary – 20 minutes
Somebody from each group reports back to the full session, summarizing the four chosen key stories. There is no voting on the stories: they only serve to increase everybody's understanding of what others think is significant.

Lunch break – 45 minutes

Session 3. Map review – 15 minutes
Over lunch, stickers have been put on the map showing the location of the most liked pictures (say a yellow sticker) and the least liked (a pink sticker). Each sticker (about 5x1 cm) has the picture number and brief description.

Everybody looks at the map, and there's a short discussion of why some places have more stickers of each colour. Is it because those places are better known to the participants, or is it because there's something special about those places which needs to be either preserved or changed? Participants put small sticky notes on the map, showing things about the Barossa that they want kept or dropped.

Session 4: Preferences (80 minutes)
4a. Small groups – 40 minutes
Again people divide into the 4 groups, with the same roles as before, but maybe different people. Again each group has a secretary, who is given a large piece of paper with about 10 main headings – aspects of the Barossa that can be changed by human intervention – e.g. housing, roads, employment, schooling, shopping, community services, public space, etc. Each group is asked to consider these aspects (and any others they can think of) and to come up with their vision of the Barossa they'd like to see in the next 10 years or so. The secretary summarizes everything mentioned, putting [brackets] around anything that's not unanimously agreed within the group.

To supplement that, each participant is given a separate piece of paper on which they can write their own special wishes.

4b. Plenary – 30 minutes
Somebody from each group presents the vision that the group has come up with. (About 5 minutes each, 20 minutes total). There's then a brief discussion of any clear differences between groups (10 minutes). This discussion is recorded on audio tape.

4c. Voting – 10 minutes
The four visions, each in about 10 sections, are put on the wall. Everybody is again given sticky dots, in 2 different colours – maybe 10 yellow dots meaning "agree" and 5 pink, meaning "disagree." They all put their dots next to the statements that they agree and disagree with.

Conclusion – 10 minutes
Summarizing level of agreement, thanking participants, answering questions about "what next."

Output from the workshop
At the end, everything on the walls is taken down. The pictures from each participant are photographed (as a single photo in their poster form), then the pictures are removed from the poster and returned to their owner.

After the workshop, a report is prepared, summarizing the material on the walls:
1. the pictures
2. the stories
3. the annotated map
4. the preference statements.
5. a discussion of the differences between groups, and summary of the visions.

This report can be used as input for later stages of the Barossa sustainability project. Having a detailed knowledge of the preferences of different stakeholder groups will guide the later scenario work.

Dennis List *et al*

Appendix 2: Index of images

No.	where	valued	not valued	description	source
1	NE of Gawler	4	1	Sturt Highway	DL
2	Fullarton, Adelaide	7		old mansion (now Salvation Army Headquarters)	DL
3	Gomersal Rd	3		plowed field and hills in distance	DL
4	NE of Gawler	1	3	Amcor factory from Sturt Highway	DL
5	Gomersal Rd	3	1	treed valley floor, grassy hilltops	DL
6	NE of Gawler	1	11	Amcor factory from side road	DL
7	Gomersal Rd [cf.229]		1	sick palm trees on road by new vineyard	DL
8	Gomersal Rd	1	4	green new crops on hillside	DL
9	Gomersal Rd, near Rosedale	1		broadacre vineyard	DL
10	Gomersal Rd	4		view over valley toward Kaiser Stuhl	DL
11	Gomersal Rd	4		wispy hilltop gum trees in paddock	DL
12	Gomersal Rd	2		new vineyard	DL
13	SW. of Tanunda	2	1	old car wrecks on farm	DL
14	Gomersal Rd	3		sheep grazing on hill	DL
15	SW. of Tanunda	1		new dam with wasteland in foreground	DL
16	SW. of Tanunda		4	ugly power line and transformer	DL
17	S. Tanunda	1	2	dead (poisoned?) grass on river banks of North Para River	DL
18	SW. of Tanunda		3	wheel tracks on dirt	DL
19	S. Tanunda	1	5	pine plantation at Gomersal Rd junction	DL
20	S. Tanunda	1		factory-like cabins in motor camp	DL
21	N. of Williamstown	3		vineyards, gum trees, road	DL
22	S. Tanunda	3	3	southern arch, entering Tanunda	DL
23	Angaston	5		Angaston, in its valley	DL
24	Rowland Flat	4		Jenke Wines cellar door building, mossy roof	DL
25	Nuriootpa	2		Barossa Community Store	leaflet
26	[graphic]	3		Barossa Music Festival	leaflet
27	[graphic]	4		Barossa Vintage Festival	leaflet
28	Mt Crawford forest	5	1	bike trail in pine forest	leaflet
29	Barossa	4		dirt road, gum-lined, brown grass	postcard
30	Barossa	1		Barossa wine train	postcard
31	Tanunda	2		Barossa regional gallery	leaflet
32	Collingrove	5		Collingrove Homestead	leaflet
33	Tanunda golf club	1		golfers amid big gums	leaflet
34	Rowland Flat	4		farmland, looking toward Kaiser Stuhl	postcard
35	Barossa Regional Gallery, Tanunda	3		Barossa quilt (3.2m wide)	booklet
36	from Rowland Flat (aerial?)	4		Rowland Flat, looking south	postcard
37	Dorrien [cf.235]	1		railway, green crops, tank farms	DL
38	Dorrien	1	1	railway, broad-acre vines	DL
39	off Murray St, Tanunda	2		vines, deciduous trees : mixed land use	DL
40	Murray St, Tanunda	2		old house surrounded by concrete and factories	DL
41	Stelzer Rd, Tanunda	2		ford and trees	DL
42	NW Tanunda	1	1	tank farm (Langmeil)	DL

No.	where	valued	not val-ued	description	source
43	NW Tanunda	2	1	large tank farm, with tanks painted green (Cockatoo Ridge)	DL
44	NW Tanunda	2		big vineyard with treed background	DL
45	Langmeil Estate, Tanunda	1	3	house under construction	DL
46	Langmeil Estate, Tanunda	1	1	Fancy gateway entrance	DL
47	Langmeil Estate, Tanunda	1	4	street with part-finished houses	DL
48	Langmeil Estate, Tanunda	1	3	big new houses on small blocks	DL
49	off Murray St, Tanunda	2		high brick factory or workshop	DL
50	Murray St, Tanunda		2	wilderness about to become a carpark	DL
51	Murray St, Tanunda	3		street scene with old museum	DL
52	Elizabeth St, Tanunda	1	2	Victorian house being demolished (or reroofed?)	DL
53	Murray St, Tanunda	2	2	BAROSSA AND LIGHT HERALD sign	DL
54	Murray St, Tanunda	2		art deco (?) parapet on shops	DL
55	Murray St, Tanunda	1	1	car park	DL
56	Murray St, Tanunda	2		barred windows	DL
57	Murray St, Tanunda	2		memorial column	DL
58	Murray St, Tanunda	1		tourist bus	DL
59	Murray St, Tanunda	3		statue in small park	DL
60	Murray St, Tanunda	2		rotunda in small park	DL
61	Murray St, Tanunda		8	Post office – 1970's cream brick	DL
62	Murray St, Tanunda	2	1	c.1900 2-storey buildings with verandahs	DL
63	Murray St, Tanunda	2	1	Victorian stone house	DL
64	Murray St, Tanunda	1	3	traffic lights	DL
65	Murray St, Angaston		2	c.1970 traditional shops	DL
66	Murray St, Angaston		1	empty land in main street	DL
67	Murray St, Angaston	2	1	old bank-like building	DL
68	Murray St, Angaston	3	3	old shop with rusty corrugated iron wall and grapevine	DL
69	Tyne St, Angaston	0		stump that was once a big tree	DL
70	Murray St, Angaston	5		old stone wall with clay-like mortar	DL
71	Murray St, Angaston		2	unloved creek	DL
72	Angaston	2	1	Angaston railway station	DL
73	Tyne St, Angaston	3		bowling club: traditional recreation	DL
74	Tyne St, Angaston	0		old machinery on display	DL
75	Tyne St, Angaston	2		old flour mill with arched roof	DL
76	Tyne St, Angaston		1	decaying bitumen road	DL
77	Tyne St, Angaston	1		rotting verandah at old flour mill	DL
78	Murray St, Angaston	0		traditional Aussie backyard with water tank	DL
79	Tyne St, Angaston	2	1	historic excavator	DL
80	Tyne St, Angaston	3		old flour mill, looking shabby	DL
81	foot of Swan Reach Rd, Angaston	2		mixed land use: old houses near vines	DL
82	Angaston	1		Yalumba main entrance	DL
83	Murray St, Angaston	4		old blacksmiths store, corrugated iron	DL
84	Murray St, Angaston	4		former church, now a shop	DL
85	SE of Angaston	3		orchard, deciduous fruit trees	DL

No.	where	valued	not valued	description	source
86	Angaston	4		railway crossing and treed hill paddock	DL
87	SE of Angaston		2	NO VISITORS notice	DL
88	Angaston	2		Yalumba buildings among trees	DL
89	Murray St, Angaston	3		old bank building, now music festival office	DL
90	Murray St, Angaston	4		cottage-like buildings in main street	DL
91	Angaston	1		shabby old house	DL
92	Angaston	2		railway outbuildings with rounded roofs	DL
93	Trig Point Rd	3		corrugated iron ruin	DL
94	Trig Point Rd		1	farm dam	DL
95	Trig Point Rd	4		rural scene: gum trees arching over road, with paddock	DL
96	from Trig Point Rd	2		mixed land-use rural view over Eden Valley	DL
97	Tanunda Creek Rd	4		big old redgum, pine windbreak in background	DL
98	Tanunda Creek Rd	4		gum trees arching over road	DL
99	Trig Point Rd	5		rocky outcrop	DL
100	Trig Point Rd	3		stone walls in paddock	DL
101	Gravel Pit Rd	5		gum trees scattered in grass	DL
102	from Mengler's Hill	2		view over Dorrien, with large tank farm	DL
103	Gravel Pit Rd	2		paddocks edged by trees	DL
104	Gravel Pit Rd		1	concrete ford and broken corrugated fence	DL
105	Koch Rd, south of Tanunda	0		gravel road, edged by trees, looking east to Kaiser Stuhl	DL
106	Dorrien		3	“POKIE BONANZA“ at Weintal Resort	DL
107	from Mengler's Hill	4		Nuriootpa from a distance	DL
108	from Mengler's Hill	4		Tanunda from a distance	DL
109	Nuriootpa, Greenock Rd		3	large old stone house being demolished	DL
110	West Nuriootpa, Old Kapunda Rd		1	waterless river as a park	DL
111	South Nuriootpa			ugly Penfolds factory buildings	DL
112	South Nuriootpa	1	1	Scott and Tolley "skyscraper"	DL
113	North Nuriootpa	1	2	ceramic factory: brick kiln	DL
114	North Nuriootpa		2	tall iron fence	DL
115	North Nuriootpa	1	1	old kiln workings	DL
116	West Nuriootpa, Old Kapunda Rd	0		roadside drain	DL
117	North Nuriootpa	1		brick kiln and chimney	DL
118	South Nuriootpa		4	Penfolds factory	DL
119	North Nuriootpa		1	junk at back of brick kiln	DL
120	Nuriootpa, Murray St	1		revegetation area N. of Nuriootpa High School	DL
121	Hoffnungsthal	0		flooded farmland	DL
122	Hoffnungsthal	4		flooded farmland and memorial sign	DL
123	Hoffnungsthal	2		grapevines with hill in background	DL
124	Hoffnungsthal	1	1	dirt road with grass in the centre	DL
125	Williamstown	2		wide stretch of Victoria Creek	DL
126	Williamstown		1	water mains pipe	DL
127	Williamstown		1	shop with no front window	DL
128	N. of Williamstown	1	1	big tree next to road	DL

No.	where	valued	not valued	description	source
129	Chateau Yaldara	1		island in artificial lake	DL
130	Chateau Yaldara		3	roadside pollution	DL
131	Williamstown	1	1	looking down into Victoria Creek	DL
132	Williamstown	0		bridge with no footpath	DL
133	Chateau Yaldara		1	weir and North Para River	DL
134	Chateau Yaldara	1	2	pseudo-castle outbuildings	DL
135	Chateau Yaldara	1		water birds by creek	DL
136	Chateau Yaldara		6	pollution in stormwater	DL
137	Henschke Rd, S. of Tanunda	1		big grassy paddock	DL
138	Henschke Rd, S. of Tanunda	1	1	non-native vegetation: agave	DL
139	Chateau Yaldara	2	1	main Chateau	DL
140	Henschke Rd, S. of Tanunda	0		non-native weeds (iris?)	DL
141	Stockwell Rd, near Angaston	0		factory hidden behind gum trees	DL
142	Stockwell Rd, near Angaston	1	3	cement factory	DL
143	Henschke Rd, south of Tanunda	3		traditional farm windmill	DL
144	Tanunda	3	1	Chateau Tanunda roofline	DL
145	Angaston hill, looking W	1		Nuriootpa in the distance	DL
146	Angaston			unused railway line	DL
147	Angaston, Nuriootpa Rd			western approach to Angaston	DL
148	Angaston, Nuriootpa Rd	1	1	road death memorial: cross and flowers	DL
149	Bukit Tinggi, Sumatra			outdoor Asian food market	DL
150	cartoon		3	"Big Bottles" theme park, Bethany	DL
153	Jakarta		2	multi-lane traffic, skyscrapers	DL
154	Penola			traditional Australian cottage c.1880	DL
155	Jakarta		2	roadside metal sculpture	DL
156	Jakarta		3	multi-lane traffic, skyscrapers	DL
157	Matsuyama, Japan		5	messy power lines	DL
158	Matsuyama, Japan		1	highly built-up city	DL
159	Flinders Uni drama studio	2		teenagers rehearsing a play	DL
160	Stirling	2		gate with snake-shaped bars: urban art	DL
161	Andamooka		3	shabby mining buildings	DL
162	Womad, Adelaide Botanic Gardens	1		music tower	DL
163	Clare race course	1		horse race	DL
164	Coober Pedy		3	Opencast mine workings	DL
165	Rockford	7		*Winery building - regional character, aesthetically pleasing*	PH
166	carpark, central Tanunda	2		*The Tanunda Vista?*	PH
167	Murray St, central Tanunda	7		*Preserving regional character and heritage*	PH
168	Tanunda Soldiers Memorial Hall	3		*Good examples of renovating ugly cream brick buildings*	PH
169	house	3		*Cream brick refaced*	PH

No.	where	valued	not valued	description	source
170	red gums arching over gravel road	5		*Aesthetically pleasing*	PH
171	country roadside shrubs	5		*Roadside management - good species choice - not invasive, locally endangered species*	PH
172	small gums	4		*Good roadside management - important food source for local fauna, gives regional identity*	PH
173	double-step weir	3		*River flow*	PH
174	trees at edge of dam lake	4		*Managing dams as wetlands*	PH
175	grassland with trees in background	5		*Tanunda Creek - No. 1 asset - high biodiversity value, important link with Kaiser Stuhl Conservation park, poor stock and water management along lower reaches*	PH
176	rocky hilltop	5		*Rocky outcrops - part of natural landscape, change to rebuild significant habitat, not for moss rock supply!*	PH
177	grasses under trees	3		*No.2 asset: peppermint box/blue gum woodland with intact understorey (lilies and grasses) - very important habitat - SA: threatened landscape*	PH
178	treed hill	6		*Native vegetation on hilltops - aesthetically pleasing, important link in habitat (larger in size)*	PH
179	long dry grass in vineyard	4		*Use of local native species in agriculture - handling climate change. Danthonia linkii (wallaby grass)*	PH
180	??????	8	0	rural scene with church and vineyard	PH
181		3		small trees and shrubs in paddock	KG?
182		4		children with "Seed Factory"	KG?
183			5	erosion	KG?
184			2	cows by a creek	KG?
185		1	1	overgrazing	KG?
186	North Para River, near Tanunda		3	*Why is our river running black?*	newspaper article
187		2	1	river in flood	KG?
188		4		creek with eucalyptus trees	KG?
189			1	weeds on creek banks	KG?
190		2		fenced creek and paddock	KG?
191			4	eroded drain	?
192			3	pipe/effluent	?
193		1	2	aesthetically urban, pleasing	?
194			3	man squatting by old tyre	?
195	[map]	1		B-Double truck routes	leaflet
196	[cartoon]		3	Poor service in hotels and restaurants	EY
197	[cartoon]	3		Smoke houses	EY
198	[cartoon]	2	1	Cut price solar electricity to encourage uptake	EY
199	[cartoon]	2		Encouraging alternative fuels	EY
200: not used					

No.	where	valued	not val-ued	description	source
201	Barossa?	3		painting with bullock cart c.1850	CC
202	Bethany?	3		settlers' village, c.1850	CC
203	[engraving]	4		aboriginal man in traditional costume	CC
204	Barossa?	3		settlers' village in valley, c.1850	CC
205	Barossa	4		vineyards and hills, c.1900	SLSA
206	Tanunda	3		Jacobs Creek, c1900	SLSA
207	Barossa	3		Cutting timber using a presser, c.1900	SLSA
208	near Tanunda?	4		North Para River near Orfe's Bakery, 1916	CC
209	Tanunda	3		North Para River, 1925, with sediment	Lyndoch Hist Soc
210	Yalumba	4		old Yalumba building, with horse and cart, c.1900?	Yalumba
211		2	2	founder of Yalumba	Yalumba
212		1		Barossa Pioneer Memorial	CC
213	South Barossa range	2		broad view of Kaiser Stuhl and S. Barossa range	CC
214	near Greenock?	5		wheat and vines, bare hills in distance	CC
215	Yalumba	4		old Yalumba building	Yalumba
216		5	2	broad view, paddock of Salvation Jane in foreground	CC
217		3		vineyard and dams among brown grass	CC
218	S. Angaston	2		aerial photo	CC
219	[cf. 97]	4		huge old gum tree	CC
220	Yalumba?	2		worker hosing winery floor, casks in background	CC
221		3		man planting a tree in stony area	CC
222	Yalumba?	1	1	winery tanks and pipes	CC
223	Yalumba?	4		formal wine tasting	CC
224	Eden Valley?	4		aerial view of vineyard surrounded by brown grass	Yalumba
225		4		vineyard workers	Yalumba
226	Yalumba	4		choral performance at night	Yalumba
227	Old stone buildings	2	1	*Abandoned old stone buildings need to be renovated/ relocated to maintain regional heritage and identity*	PH
228	Line of tall pylons – near Keyneton?		9	*Extra power - like this?*	PH
229	Palm trees on Gomersal Rd		6	*Destruction of regional landscapes - extensive monocuture of vines, thoughtless landscaping*	PH
230	Grassed hilltop		6	*Bare hilltops - regional identity lost*	PH
231	paddock with dead trees		7	*Salinity-impacted pastures from - tree removal, tree death*	PH
232	Moss rocks at Barossa Valley Toyota		6	*"Moss" rocks - destruction of habitat, lazy landscaping*	PH
233	Cream brick bungalow	1	6	*Poor building codes - loss of regional identity, esp. on main roads*	PH
234	Paddock with cattle		7	*Poor grazing management - overstock-ing, erosion scars*	PH
235	Tank farm near Dorrien	1	7	*Open air tank farms - low aesthetic appeal (factory-like look), light pollution*	PH

No.	where	valued	not valued	description	source
236	central Tanunda	1	2	*What happened to the Tanunda promenade to railway station, Chateau Tanunda?*	PH
237	stone and brick church, c.1970	1	4	*Poor building codes - loss of regional identity, cream bricks, modern churches biggest offender*	PH
238	large factory from a distance	1	4	*"Factory" landscape - aesthetics, air pollution*	PH
239	B-double tanker – Gomersal Road?	3	1	*Large transport corridors*	PH
240	bare dirt in vineyard		6	*Poor soil management- poor structure, low organic matter, highly erodable*	PH
241	hill covered in grapevines	1	6	*Extensive monoculture of vines - regional identity lost*	PH
242	Lonely tree in a large paddock	2	3	Isolated trees - dying, no replacement, loss of habitat for local fauna	PH
243	Creek banks with arum lily		4	Weed threat in watercourses - spread - loss of regional identity	PH
244	Acacia saligna and gazanias at roadside		4	Weed threat - roadside native vegetation, regional identity lost	PH
245	roadside with crumbling edges		6	Poorly managed roads - loss of regional identity, habitat, stability	PH
246	Semi-rural roadside with rough gravel		3	Poorly managed roadsides	PH
247	Old cars on farm		8	Dumping - entrance to the Barossa Valley!	PH
248	Old trucks etc. on farm		8	Marschall's "treasure trove" lit up by the setting sun against Mengler's Hill	PH
249	Paddock with erosion scar and rubble		7	Erosion scars = rubbish dumps – landholders need to clean up	PH
250-280: not used					
281	cartoon	5		Revegetating non-arable land	EY
282	cartoon	1		Thinker in residence	EY
283	cartoon		3	Big trucks	EY
284	cartoon	1		Eco village	EY
285	cartoon		3	Housing developments	EY
286	cartoon	2		Aboriginal heritage	EY
287	cartoon		3	Light pollution	EY
288	cartoon	3		Tour Down Under	EY
289	cartoon	2		Music Festival	EY
290	cartoon	3		Bakeries	EY
291	cartoon	4		Growers' market	EY
292	cartoon		1	GM crops	EY
293	cartoon	3		Genuine interaction with locals	EY

Appendix 3: Participant evaluation of workshop

Though the workshop had 19 participants, 4 left early, so evaluation questionnaires were completed by only 15.

No.	1. How much did today's workshop improve your understanding of the future of the Barossa Valley?	2. What did you think was the best, most useful, or most interesting part of today's workshop - and why?	3. What did you think was the worst, least useful, or least interesting part - and why?	4. How do you think the process could have been improved?	5. Are there any other comments you'd like to make?
1	.	Nice photos		Identify clear outcomes required from today's meeting at the beginning of today	
2	Quite a lot	All - unique format, non-marketing approach	Session 3 map review - may have been easier to scribe. Each location and element could be written down on this sheet?	Refer 3	Thank you
3	Just a little - confirmed my "best guess"	Photos and stories were a useful way on agreeing on a vision of both what is required and what is not	Discussion on 8-10 "main headings" had to some extent been covered already - needed perhaps some better boundaries defined to improve this discussion	Photographs etc could be collected beforehand and should cover as many areas of social, political, technology, environment, economic characters	
4	Very much indeed	Course discussion of visions for BV. Thinking environmentally for the future of the Barossa	Sometimes slow / no activity times during the day	Perhaps increase the diversity of the group? Not a real cross section of the whole BV community	Look forward to seeing the Action Plan
5	Very much indeed	Envisaging future possibilities for the Barossa landscape	least interesting - rating the photos. Worst part - realizing how bad the present planning strategies are	Need a guiding "thinker" to cover all possible / future developments	

No.	1. How much did today's workshop improve your understanding of the future of the Barossa Valley?	2. What did you think was the best, most useful, or most interesting part of today's workshop - and why?	3. What did you think was the worst, least useful, or least interesting part - and why?	4. How do you think the process could have been improved?	5. Are there any other comments you'd like to make?
6	Just a little	Mixing individuals into the group opinions and making them think outside their own "square"		Input from non-winery/ grapegrowing interests such as outside workers / "real" tourists	Perhaps a little too long in time (was a long day!!). Where to from here?
7	Just a little - current position requires continuing assessment of related matters	Small group - four category discussion facilitated cross-fertilisation of ideas - development of ideas by association	Map identification - perhaps could have been best managed by written collation of submissions and map later	Process was appropriate for the purpose	Good exercise - promoted lateral / visionary thinking over a good cross section of interests
8	Very much indeed	Use of photos as a resource. Clear exposition of desired directions, ideas for action	Limiting attendance to wine industry - Barossa is more than wine-scapes. Would be good to broaden it to be more representative of Barossa community.	Speed it up, or at least stick to schedule	Useful and enjoyable
9	Very much index	The opportunity to reflect and think about the future. Having Evan graphic capability was a great innovation. A picture can tell a thousand words.	it was all part of a larger plan and contributed to the outcome and the schedule set for the day by Dennis	Putting some "construct" around the scenario so the group can reflect on it was a whole. Probably too difficult to do spontaneously but it would be good to get some feedback	Well done, Evan, Dennis, and Cecil. Good lunch with the project

No.	1. How much did today's workshop improve your understanding of the future of the Barossa Valley?	2. What did you think was the best, most useful, or most interesting part of today's workshop - and why?	3. What did you think was the worst, least useful, or least interesting part - and why?	4. How do you think the process could have been improved?	5. Are there any other comments you'd like to make?
10	Quite a lot	Photographs on the wall showing the best and worst of our region. This enabled a great deal of discussion to occur.	Probably the verbal section on individual experiences. It wasn't bad, just not sure of the relevance	Probably sped up a little b it, but overall it was very useful	It was the first time that I have been involved in a workshop that had been undertaken in this manner and I found it to be "less tiring" than many I have attended.
11	Quite a lot	Clear articulation of matters that are normally quite hard to put words to. It separated the emotional aspects out so rational ideas about the future were visualised.	Most interesting - anecdotes	Preselecting the members of the groups	Most enjoyable
12	Quite a lot	The exchange of ideas/ visions with a diverse group of people. For me, the first such experience on the topic of environment	Lack of precision - floated along at times	A timed agenda that is adhered to (strictly)	An enjoyable experience. I look forward to the outcomes
13	Quite a lot	Summaries of four points - already here and desirable, already here and not desirable, not here and do not want, not here and want. This was a useful and very interesting tool to establishing the future of the region, utilising many varying viewpoints	Variable input - the participants were mainly winery based to it would have been useful for other industry personnel and commercial managers. Required cross-section of Barossa community	Required input by the greater Barossa community.	

No.	1. How much did today's workshop improve your understanding of the future of the Barossa Valley?	2. What did you think was the best, most useful, or most interesting part of today's workshop - and why?	3. What did you think was the worst, least useful, or least interesting part - and why?	4. How do you think the process could have been improved?	5. Are there any other comments you'd like to make?
14	Quite a lot	"Visuals" based expression of what is valued and what is not	All relevant, but last group exercise (session 4) the least relevant	Presentation of scenarios although would become too long. Be clear that it is a wine industry focus up front. There are other processes for broader community input.	Enjoyable and good to meet people within this general stakeholder group.
15	Quite a lot	Agreement and consensus - glad to hear everyone has a similar vision of the Barossa	Too speculative - we need action - some ideas are "pie in the sky" - need to be realistic.	Shortened	

In addition to the above comments, collected on forms filled in on the spot, the organizer of the workshops sent an email to participants asking for further comments. Four comments were received, from five participants, as follows (the first comment was a combined one, from two people):

- Relevance: as much as I could gauge, it seemed very relevant to the people there, so 10./10
- Efficiency – could have stuck to schedule and been quicker in parts, so 8/10
- Effectiveness – for your stated purposes, and given the duration of the event, I'd say 9/10
- Usefulness – essential relationship building and ideas sharing, so 10/10."

Thought provoking but painfully slow and it did not resolve genuine long term Barossa issues.

Relevance: 10 / Efficiency: 8 / Effectiveness: 8 / Usefulness: 9.

Congratulations to you and Dennis in providing a very interesting format for discussion... Afternoon session proved very interesting in that many of the issues raised had been discussed in other circles, meaning that the group was able to focus in on those issues that are of primary importance within the Barossa. If I were to rate the four criteria ...they would all be in the 7-9 range .... The only low point was the attempt to map sites of importance/concern which unfortunately did not prove to be an effective or efficient process."

Summary of participant assessments

Performance targets proposed in the grant application were as follows:

> It is not simple to set a target for evaluating the success of a project such as this, for two reasons:
>
> (a) the desired end product is a state of mind (i.e. workshop participants should have a clearer vision of their goals for the Barossa Valley) and it is not a trivial task to measure a state of mind;
>
> (b) the output of this project will not be an end in itself, but simply a preparation for a large scenario planning project which is scheduled to take place in 2005. Thus the success of the project cannot be evaluated until after the scenario planning project is well under way.
>
> Given these difficulties, the preferred approach to evaluating the performance of the project involves adapting Kirkpatrick's model for evaluating industrial training. Kirkpatrick uses a 4-part hierarchical model
> 1. Participants must be satisfied with their training
> 2. They must learn whatever is being taught
> 3. They must use this learning in their work
> 4. Their improved work must benefit the employing organization.
>
> Adapting this model to evaluating a scenario workshop, it becomes:
> 1. Participants must be satisfied with the conduct of the workshop
> 2. Their horizons must be enlightened by the workshop
> 3. They must use these insights in their work
> 4. The insights must benefit the organizations that they work with.
>
> Accordingly, the evaluation will be questionnaire-based. Items 1 and 2 (satisfaction and perceived insight) are gathered at the end of the workshop, and items 3 and 4 are gathered in a follow-up survey (allowing time for the insights to take effect). Specific targets are:
>
> 1. Average satisfaction rating with the conduct of the workshop should be at least 70% (at least matching data from the average customer satisfaction survey)
>
> 2. On a 10-point scale of horizon enlargement, the average score should be at least 7.
>
> 3. At the main scenario workshops scheduled for 2005, all participants in the envisioning workshop should have used insights gained from that workshop,

4. Following the main scenario workshops in 2005, the majority of participants in those workshops (not only in the initial workshop) should agree that the vision statements from the preliminary workshop contributed significantly to the findings of the main workshops.

Note that items 3 and 4 cannot be measured until after the 2005 scenario workshops. Therefore a supplementary report will be provided as soon as possible after those workshops.

At this stage, it is possible to assess the fulfilment of the first two targets:
1. Participants must be satisfied with the conduct of the workshop
2. Their horizons must be enlightened by the workshop

Were participants satisfied with the conduct of the workshop?
As the grant application mentioned the equivalent of a 10-point scale, it would have been useful
to add such scale to the standard evaluation questionnaire. However this turned out not to be feasible; I had overlooked that fact that to change the standard questionnaire I was using for my thesis work would have destroyed between-case comparability. However, the follow-up email did include four 10-point scales: relevance, efficiency, effectiveness, and usefulness. As reported above, only 4 participants provided numerical ratings. These were as follows:

Respondent	Relevance	Effectiveness	Efficiency	Usefulness	Overall
1	10	8	9	10	9.25
2	10	8	9	10	9.25
3	7-9	7-9	7-9	7-9	8
4	10	8	8	9	8.75
Average	9.5	8	8.5	9.25	8.8

Assuming that the overall average of the four separate ratings is a reasonable measure of satisfaction, the average score turned out to be 8.8 out of 10. Since the average satisfaction level in almost type of any customer satisfaction study is around 7 out of 10, this workshop achieved an above-average level of satisfaction.

Considering the "best and worst" comments in question 2 and 3 of the evaluation questionnaire, and expressing these in terms of the four sessions of the workshop, the most frequently appreciated part was the image comparison, with 6 of the 15 respondents referring to it. The leas appreciated components was the fourth session (aspects of the Barossa that could be changed by intervention), which was mentioned by two participants.

To what extent did the workshop enlarge participants' horizons?
The same problem, of damaging cross-case comparability, applied to this issue, when measured as a 10-point scale. However a standard question used in my thesis evalua-

tion questionnaire is very similar to this, except that it uses a 4-point scale. This question is "How much did today's workshop improve your understanding of the future of X?" – where X in this case was the Barossa Valley. Responses were:

Perceived level of improvement	No. of responses
Not at all	0
Just a little	4
Quite a lot	7
Very much indeed	3
No response	1
Total valid responses	14

Though it is not possible to accurately convert the above responses into a 10-point scale, 10 of the 14 fell into the highest categories of "quite a lot" and "very much indeed" – which indicates quite a high level of improvement.

This was backed up by participants' comments, such as one who considered that the *best/most useful/most interesting* part of the workshop was "mixing individual into the group opinions and making them think outside their own 'square'." Another commented that this "good exercise...promoted lateral / visionary thinking over a good cross section of interests."

To summarize the attainment of performance targets, the above data, taken as a whole, appear to demonstrate the accomplishment of the first two Kirkpatrick levels: satisfaction and learning. The accomplishment of the two higher levels, application and benefit, cannot be accurately assessed at this stage. The ultimate question, of course, is "To what extent will this workshop turn out to have had a useful effect on the future of the Barossa landscape?" When a question is put in that form, it becomes obvious that no single event will have a major effect on the future of a whole region; each event can best be seen as a small contribution to the next step.

Appendix 4: Voting form for images

Envisioning the Barossa Valley: picture comparison

Group number __

What is the role of this group?
[] Residents [] Employers [] Workers [] Others . . . .

Each picture presented will have a number. If you have an opinion about whether or not that sort of thing is worth having in the Barossa, write the picture's number in the appropriate column below. Add a brief comment, if you like.

I value this	I don't value this	I don't care one way or the other