

CITY OF MELBOURNE HERITAGE STRATEGY

9 April 2013

Presenter: David Mayes, Manager Strategic Planning

Purpose and background

1. The purpose of this report is to inform Committee on the public consultation on the draft Heritage Strategy undertaken in November 2012 and to present a revised draft Heritage Strategy 2013 (Strategy) for adoption.
2. At its 4 September 2012 meeting, the Future Melbourne Committee endorsed the draft Heritage Strategy for public consultation.

Key issues

3. Public consultation was undertaken over November 2012. The comments received were predominantly supportive with most submitters commending the City of Melbourne on the Strategy and supporting its goals. Much of the specific feedback reiterated issues already included in the Strategy or raised issues outside the scope of the Strategy. A number of suggestions assisted in clarifying or broadening the Strategy and have been incorporated into the revised draft. A detailed report on the consultation is at Attachment 2.
4. Some concern was expressed in submissions about planning permit decisions made with regard to heritage buildings and the extent and adequacy of heritage protection. These concerns are addressed in the 'Protection' actions in the Strategy, particularly Actions 2.1, 2.2, 2.4, 2.6 and 2.8. The actions have now been strengthened or modified in response to feedback.
5. The revised Strategy at Attachment 3 (modified sections are in underlined text) now incorporates a framework for reviewing heritage and heritage controls outside the CBD (Hoddle Grid) in the 'Protection' section of the Strategy. This is also included in an Implementation Plan which has now been included as an appendix to the revised Strategy.

Recommendation from management

6. That the Future Melbourne Committee adopt the revised City of Melbourne Heritage Strategy 2013.

Attachments:

1. Supporting Attachment
2. Consultation Report
3. Revised Draft City of Melbourne Heritage Strategy 2013

SUPPORTING ATTACHMENT

Legal

1. There are no direct legal implications arising from the recommendations made in this report.

Finance

2. Any actions that arise from the Strategy will be subject to approval as part of the annual budget process.

Conflict of interest

3. No member of Council staff, or other person engaged under a contract, involved in advising on or preparing this report has declared a direct or indirect interest in relation to the matter of the report

Stakeholder consultation

4. An extensive public engagement was undertaken from 1–30 November 2012 with the community and stakeholders. A detailed Consultation Report is at Attachment 2
5. An information flyer was sent to Heritage Groups, authorities, organisations, resident groups, parks groups, developers and other relevant stakeholders. Notices were published in local papers, a media release was issued and promotion occurred through heritage chat groups, social media (Facebook and Twitter) and the National Trust, Heritage Victoria's and Australia ICOMOS (International Council on Monuments and Sites) websites.
6. An external reference group met and provided comment on the draft Heritage Strategy. This group included representatives from Heritage Victoria, National Trust, Aboriginal Affairs Victoria, Professional Historians Association (PHA), Royal Historical Society of Victoria (RHSV), Places Victoria, historians and the City of Melbourne's heritage advisors.
7. The development of the draft Heritage Strategy was also assisted by an internal working group of representatives from Statutory Planning, Tourism, Urban Design, Urban Landscapes, Arts and Culture, Community Strengthening, Heritage and Collections, Capital Works, Engineering Services Group and Library Services. A workshop was held with the Internal Working Group during the consultation period and internal teams also completed submissions to the Strategy. A CoM 'Lunchbox' session presented by three heritage experts was attended by approximately 50 staff.
8. A workshop on the draft Strategy was attended by 28 members of the public. Officers also met with the Melbourne Heritage Action Group for their input and suggestions.
9. Information about the draft Strategy was presented on the City of Melbourne corporate website and received 1,010 page views in the consultation period. An online survey was completed by 16 individuals.

Relation to Council policy

10. The draft Heritage Strategy is consistent with the goals of Future Melbourne and the new Municipal Strategic Statement. It also relates to and is consistent with the Open Space Strategy 2012, Urban Forest Strategy 2012, Arts Strategy 2010-2013, Draft Urban Design Strategy, Arden Macaulay Structure Plan & North Melbourne Structure Plan 2012, Southbank Structure Plan 2010.

Environmental sustainability

11. The identification, conservation and integration of the heritage fabric can reduce building demolition and new construction waste and conserve the embodied energy of existing buildings.

Community Consultation Report:
City of Melbourne
Draft Heritage Strategy

April 2013

Contents

Introduction.....	3
Background	3
Overview of consultation process	3
Outcomes.....	4
Summary of Feedback	4
Resulting Amendments to the Strategy	4
Meetings.....	32
Overview	32
Draft Heritage Strategy Community Workshop	37
Setting the scene	37
The process.....	37
Overview of Evaluation Forms	38
Workshop participants' feedback	38
Knowing our heritage	39
Protecting our heritage.....	40
Managing our heritage	41
Website Submissions	44
Survey Monkey submissions summary.....	45
Survey Monkey Responses	46

Introduction

Background

Melbourne has a rich and diverse heritage. Our buildings, landscapes, public parks and gardens, infrastructure, monuments, public art and collections are an important part of our identity and are integral to the city's social, cultural and economic life. The City of Melbourne plays a significant role in managing and protecting this heritage.

As Melbourne grows and evolves, our buildings, places, culture and traditions undergo constant change. Melbourne's Heritage Strategy sets out the City of Melbourne's plan to know, understand, manage, protect and celebrate Melbourne's heritage

Our new draft Heritage Strategy builds on our achievements to date and sets out our future direction. It includes actions to improve community understanding and appreciation of our city's heritage and actions to protect and manage our heritage objects and places.

Overview of the consultation process

Council endorsed the Draft Heritage Strategy for consultation on 4 September 2012. The Strategy became available for public consultation from 1 November to 30 November 2012.

Given the broad-reaching nature of the Strategy, a broad community engagement process was undertaken to provide an opportunity for all members of the community to provide feedback through a variety of convenient channels.

The consultation was promoted across a broad range of media channels to generate widespread community awareness of the Strategy and the consultation period. Highlights during the consultation period included:

1. Community Workshop on 14th November 2012 with 27 participants.
2. Feature articles in The Age and in the Herald Sun.
3. Very well attended Lunchbox Session for CoM Staff
4. Use of Social Media including CoM Facebook and Twitter posts

Outcomes

Summary of Feedback

The feedback on the draft Strategy was predominantly supportive with most submitters commending the City of Melbourne on the Strategy and supporting its goals.

Written Submissions

Individual Written Submissions	10
Group Written Submissions	14
CoM Internal <i>Written Submissions</i>	2
<i>Survey Monkey Submissions</i>	16

Meetings and Attendance

Internal Working Group	11
External Reference Group	7
Melbourne Heritage Action Group	3
Community Workshop	27

Resulting Amendments to the Strategy

The response overall was substantial and largely positive. Most submitters commended CoM on the preparation of the Strategy. All of the written and verbal suggestions received have been considered in reviewing the draft Strategy. Some suggestions were already included in the Strategy and other comments, whilst still valuable were outside the scope of the Strategy (these will be forwarded for information to the relevant work area). A number of suggestions have been taken up in the review of the Strategy.

Written Submissions

In addition to the online survey responses, 24 written submissions were received from individuals and groups. The submission and officer response are summarised below. The response to each submission indicates whether suggestions are included, outside scope or modified:

1.1. Individuals

Name	Summary of comments	Response
<p>Mary Kehoe</p> <p>NWMA member</p>	<ul style="list-style-type: none"> • Applauds CoM's initiative to develop a Heritage Strategy. • Would like to ensure that previous work that has been done is taken into account. • 70%, of the building stock in North & West Melbourne in the 1985 Conservation Study were D and E graded buildings, a much higher percentage than the other suburbs. • hoped that the City of Melbourne Heritage Precincts Project of the early 2000s would remove this emphasis on gradings and provide protection to precincts as a whole but this project was never completed. • Praised the “excellent burgundy brochure, Guidelines for owners – North & West Melbourne however is concerned that CoM planners and heritage consultants have not considered advice within this brochure. • Hopes that the draft Heritage Strategy’s goal to protect and value all heritage places and put in place policies to support good conservation decision-making will do just that – protect all its heritage places. • Suggests that the Melbourne Planning Scheme local policies are “re-written as a priority to ensure certainty for all concerned – planners, residents and developers”. • It is imperative that a strict timetable is drawn up to methodically review the various heritage documents and policies, starting with the most urgent. • Many residents are looking for is urgent action to provide protection for our vulnerable heritage. 	<p>Included:</p> <p>The work to introduce precinct Statements of Significance into the Planning Scheme will be done in the local heritage reviews that are currently underway and will be continued as each new review is undertaken. This is included in the Strategy under Actions 2.1, 2.2 and 2.8. and these are priority actions in the Implementation Plan which is now included as part of the Heritage Strategy.</p> <p>The Review of the Policies is included as Action 2.8 in the Strategy.</p>
<p>John Briggs</p> <p>Heritage Consultant</p>	<ul style="list-style-type: none"> • Our understanding and familiarity with our history need to be actively promulgated. • The heritage strategy should include a strategy to foster, facilitate and chair an ongoing heritage conversation – a 	<p>Included:</p> <p>These points are generally addressed throughout the Heritage Strategy.</p>

Name	Summary of comments	Response
	<p>conversation on heritage.</p> <ul style="list-style-type: none"> the City of Melbourne should adopt the responsibility of funding, facilitating and chairing a four year program of heritage outreach and consultation: The Heritage Conversation Heritage protection provides constraints upon development however the such constraints are unreasonable, uneconomic in the long term or that proper open discussion on the issue, identifying, documenting and assessing the conflicts would not ultimately produce the best outcome for integrated and appropriate development of our city. keep 'heritage' on Councils agenda and keep 'heritage' active 	<p>In the Protection Actions (2.1-2.11) .</p> <p>An idea such as the suggested 'Heritage Conversation' is included in the Communication and Celebrating Actions particularly 4.10.</p>
<p>Paris Kyne</p> <p>Owner of heritage graded building in Melbourne.</p>	<ul style="list-style-type: none"> Supports the draft heritage strategy. Feels particularly strongly in support of the education components contained within it. The Actions 1.1 Develop an online heritage places information system to meet the needs of the Council, the community and other users, 4.2 Help build an appreciation of Melbourne's history and heritage by making material held by the City of Melbourne publicly accessible and 4.3 Improve and expand the heritage information available through the City of Melbourne's website and through mobile devices, are particularly relevant. 	<p>Included:</p> <p>Submission commends the Strategy overall highlighting a few Actions in particular.</p>
<p>Elisabeth Haldane</p> <p>Owner of House of State Significance in East Melbourne</p>	<ul style="list-style-type: none"> supporter of what is being proposed Believes the best way to preserve and protect historic places is to ensure their continued use...saying a building should never be touched is actually counterproductive to the whole heritage argument. development and preservation can co-exist Frustrated with planning process, its inconsistencies and "grey areas" in the planning policies. 	<p>Included:</p> <p>Submission commends the Strategy overall, however has a few concerns regarding Protecting Heritage. Actions. These concerns are covered by Actions 2.1-2.11.</p>
<p>Ros Rymer</p> <p>Urban Designer</p>	<p>Concerned about the title Heritage Strategy: Planning for Future Growth.</p>	<p>Modified:</p> <p>Take out the Subtitle 'Planning for Future Growth'. The title of the document is "Heritage Strategy 2012"</p>
	<p>The Strategy should be based on the principles and terminology of the Burra Charter. This is critical for ensuring the Strategy is robust, generally understood and also</p>	<p>Modified:</p> <p>Some more detail about</p>

Name	Summary of comments	Response
	respected. There needs to be a clear outline of how the Strategy is based on the Burra Charter.	the Burra Charter has been added to the 'Scope' section. The Strategy is based on the DPCD guidelines for the preparation of Local Government Heritage Strategies. However, heritage studies and reviews are based on the principles of the Burra Charter.
	The Strategy should be upfront in identifying what the challenges will be to successful implementation. Some of the challenges include those relevant to the phenomena of growth.	Modified: More detail now included in the 'Protecting Our Heritage' Scope, Rational, Actions and Implementation Plan.
	Grammar and typos specified.	Modified: All suggested changes will be made to document.
	A clear outline of the heritage processes and systems in place for CoM, including the Planning Scheme, Heritage Victoria Register, Tree Protection Register etc.	Modified: More detail now included in the 'Protecting Our Heritage' Scope, Rational, Actions and Implementation Plan.
	Good examples (Melbourne and O' seas) of demonstration projects – these should be selected by a group/panel such as your external advisors (incl. Prof. Goad and HV).	Included: Part of Action 3.7
	A number of suggested improvements to the images in the Strategy.	Out of Scope: As the Strategy is about all aspects of heritage, the images are purposefully generic.
	CoM's role - CoM should also identify places, buildings and artefacts to be conserved.	Modified: Added in a point about this to the 'CoM's Role' section.
	Set out how CoM will monitor and review. Perhaps include a programme. Include an implementation plan?	Modified: Implementation Plan has been prepared which prioritises actions and is included as an Appendix to the Strategy.

Name	Summary of comments	Response
<p>Mervyn Hayman-Danker</p> <p>Architect/Planner & Urban Designer</p>	<ul style="list-style-type: none"> • Commends Dr Helen Doyle and Project Team for compressing Urban Themes of the Thematic History into an easy read. • Surprised that document had hardly any reference to historic Conservation Reports on Government Public buildings of Melbourne. • Seems a shame not to mention the numerous reports of the Public Works Department about Public Buildings in Melbourne, from a research and Historic View Point. 	<p>Included:</p> <p>Whilst the Public Works Department reports have not been specifically mentioned in the Strategy, there are a number of actions related to public buildings particularly in the Managing section.</p> <p>This submission has been forwarded to the author of the Thematic History.</p>
<p>Richard Peterson</p> <p>Architect & Former Heritage Advisor and member of board of the National Trust</p>	<ul style="list-style-type: none"> • Cultural heritage includes much more than that which may be protected in the planning scheme, and so other custodians of cultural heritage, including intangible heritage should be specifically identified and their connection to the strategy defined, eg: National Gallery, State Library, Museum Victoria, Universities, Archives, National Trust, Aboriginal Centre and the Wheeler Centre. • Believes themes in thematic history are very generic and would apply to many other comparable cities such as Toronto, Tianjin, Boston, Jakarta and Capetown. Believes Melbourne's unique heritage and character should be identified in the themes. Themes that might be considered include creativity and innovation, history of heritage conservation, embracing cultural diversity and commemoration. • Queries whether a statement of Cultural Significance for Melbourne has been prepared. Believes that Melbourne's cultural significance as a world city in the International context should be assessed, comparatively, against other great former colonial cities. • Need more than 'interpretation centre for Melbourne's past, present and future'. Rather, believes we need a Museum of Metropolitan Melbourne just as other world cities have a museum of their culture and history. Should also be a metropolitan art museum and a physical model of the city (Sydney has two). 	<p>Modified & Included</p> <p>Many of the points raised are generally included in the Strategy.</p> <p>Action 3.10 modified to also refer to museums and galleries.</p> <p>The thematic history was prepared separately and is now a reference document for the CoM generally. The themes were based on the Heritage Victoria Publication <i>Victoria's Framework of Historical Themes</i>.</p> <p>Action 1.3 is to Develop a Statement of Significance that covers all aspects of heritage.</p> <p>As part of the implementation of Action 4.1, all possibilities will be explored and investigated.</p>
<p>David Milburn</p>	<ul style="list-style-type: none"> • Queries what will happen to the Flinders Street Station Ballroom and whether there is a Strategy to 	<p>Included:</p> <p>Flinders Street Station is</p>

Name	Summary of comments	Response
	<p>save it before too late. Restoring the ballroom would prove to be a great asset to the city and to the state. Public get to see inside a lot of significant buildings during Open House.</p>	<p>in Heritage Overlay and on the Victorian Heritage Register so is protected however no internal controls. The Knowing Section does acknowledge that building interiors need to be studied, as well as other gaps in previous studies, and Actions 1.4 and 2.1 address this.</p> <p>This submission will also be forwarded to Heritage Victoria.</p>
<p>Jack Woods</p> <p>Tallship Enterprize</p>	<ul style="list-style-type: none"> • Suggestions in relation to the Communicating and Celebrating sections of the Strategy specifically relating to the initial European Settlement in Melbourne and the important part played by the Tall Ship Enterprize: <ul style="list-style-type: none"> • Enterprize’s Schools program widened by providing financial support or other incentives • Enterprize public sails, with on board history discussions, could be regularly part of CoM Even promotions • Review ways in which Enterprize could tie in with Melbourne Circle Tram. • Enterprize could occasionally berth close to Harbour Esplanade which would further enhance Docklands area. • Promotion of the ship during Senior’ week activity. • Encourage cross event promotions for example with Polly Woodside and other museums. 	<p>Included & Modified:</p> <p>The theme ‘Promoting settlement’ in the Thematic History is partly about the history of the Yarra River as an important port for immigration and trade. Relics of Melbourne’s maritime history such as the Enterprize, are important to retain, promote and celebrate. Actions within the strategy are about continuing to support and encourage such interpretations and celebrations of Melbourne’s heritage, particularly Action 4.6 which has been modified accordingly.</p> <p>This submission has been forwarded to the events and tourism teams in Council.</p>
<p>Angela Williams</p> <p>North Melbourne resident.</p>	<ul style="list-style-type: none"> • Main concern is that the Strategy doesn’t set strong high level support and directions for retention and protection of heritage buildings and heritage precincts. • Concerns lay in relation to built form heritage in City, 	<p>Included & Modified:</p> <p>These points relate to operational matters and to specific actions which are to be implemented and are generally</p>

Name	Summary of comments	Response
	<p>particularly in North and West Melbourne</p> <ul style="list-style-type: none"> • Calls upon Council to reinstate heritage as an important consideration in every planning application which is within a Heritage Precinct or adjacent to a graded building....a more strongly worded Heritage Strategy is required to ensure that officers have no doubt that Heritage is important to both the community and to Councillors. • Suggests an additional action that Council ensures that a Heritage Advisor report is sought on all planning applications which are in heritage precincts or adjacent graded buildings. • Suggests that another major heritage initiative is needed to showcase and emphasise the importance of preservation of heritage in the city (similar to the front up with style program in Errol St, North Melb). • Action 2.7 about local policies needs to be strengthened to ensure that heritage values are strengthened and protected. • CoM should place a time commitment to deliver the development of Statements of significance and Precincts Statements should be first developed. • Wishes to be assured that re-grading buildings action in itself would not be significant in relation to the future of the built form character on North and West Melbourne where much of the heritage character is derived from D graded buildings. • Tensions between Design and Development Overlay controls – concern that the new DDOs in heritage areas are not strong enough to protect heritage buildings. • Suggests that the language used in the Strategy is strengthened, that additional actions are considered and that timeframes are built to deliver them. 	<p>included throughout the Strategy particularly in the Protection Actions.</p> <p>Action 2.7 (now 2.8 – about reviewing and updating local heritage policies) has been modified and strengthened as have many of the Actions in the Protecting section.</p> <p>An Implementation Plan has been prepared and will be included in the Strategy and Action 2.9 - to develop Statements of Significance - is one of the priority actions scheduled to take place in the coming years.</p> <p>A heritage review of the North and West Melbourne area is included in the action plan and is currently underway.</p>

1.2. Groups

No.	Summary of comments	Response
<p>Executive Director, Heritage Victoria</p> <p>Tracey Avery</p>	<ul style="list-style-type: none"> • Congratulates on completing a draft strategy which broadly follows the approach and structure suggested by Heritage Victoria's (HV) Information Guide on Local Government Heritage Strategies. I am particularly pleased to see that the document is of a manageable size and structure, as recommended in the Guide, which therefore has the potential to attract a wide readership. • Predictive modelling for the Melbourne CAD re archaeology was undertaken by HV approx. ten years ago and each site identified as having any archaeological potential was entered on the Heritage Inventory and is now in the Hermes database which can be made available to MCC staff. • Council should be aware that all Council heritage data has been uploaded to the state-wide Hermes database which council officers can access. This is available to be utilised to help develop the online heritage places information system. • The resource allocation and target dates for implementation should be addressed in the Strategy and prioritisation of proposed actions needs to be made clear to allow the rate of implementation to be effectively monitored. • The strategy should acknowledge the existence of HVs archaeological information and clarify the action relating to commissioning predictive modelling. • The Action 'Investigate the development of an online heritage places information system to meet the needs of both internal and external users' should be modified to acknowledge and incorporate the existence of HERMES and the ability to make it publically accessible. 	<p>Modified:</p> <p>The strategy has been modified to include a four year implementation plan. When the Strategy is reviewed in four years a new implementation plan will be set, and this is also noted in the 'Review and Monitoring' section.</p> <p>The strategy has been amended to state: Heritage Victoria's archaeological information has now been noted in Action 2.7</p> <p>Action 1.1 has been modified to acknowledge and reference HERMES</p> <p>Council will work with Heritage Victoria in implementing many of the Actions of the Strategy.</p>
<p>Chief Executive Officer, ISPT PTY LTD</p> <p>Daryl Browning</p>	<ul style="list-style-type: none"> • ISPT is owner of a number of heritage listed buildings located within the City of Melbourne, including the GPO. • Processes and guidelines for identifying and protecting Melbourne's heritage at times appear subjective and narrow in their application. • Believe that the Strategy needs to be refined and expanded in the following areas: 1. Adaptive reuse of heritage buildings "Establishing a strategy that specifically considers commercial aspects in the repositioning and development of heritage buildings increases the potential for entrepreneurialism and will allow commercially viable outcomes for buildings suffering from blight.". 2. Stimulating investment demand in heritage buildings by 	<p>Included & Modified:</p> <p>Many of these points are generally addressed in the Strategy.</p> <p>Processes and guidelines for identifying and protecting Melbourne's heritage are identified in the Department of Planning and Community Development's "Applying the Heritage Overlay,</p>

No.	Summary of comments	Response
	<p>appropriately incentivising owners – should be rating and land tax concessions for owners of heritage properties. 3. Providing certainty of development outcomes and timing for approvals – improving the “transparency and certainty...will result in a broader base of investors with the confidence to take on the more challenging heritage projects”. 4. Heritage Review process – greater involvement of the owners, early in the process, would be of benefit.</p>	<p>September 2012” practice note and generally subject to review by an independent panel. The City of Melbourne generally consults with affected owners at the start of a heritage review consultancy.</p> <p>Role of the planning process is to balance all of the various aspects that have in impact on development and on the amenity of a place. Owners of heritage buildings are able to apply for funding through the MHRF. In Action 3.2 the MHRF will review enhancing assistance and incentives for owners to invest in their buildings.</p> <p>Action 2.8 has been modified to note that principles for adaptation, re-use and creative interpretation will be considered when local heritage policies are reviewed and updated.</p> <p>There are a number of initiatives in place to support owners/custodians of heritage buildings and these are noted in the Strategy. For example Actions 3.8, 3.11 and 3.12.</p>
<p>Chief Operations Officer, Southern Metropolitan Cemeteries Trust administrators</p>	<ul style="list-style-type: none"> • Congratulations CoM on compiling the draft Strategy • Recognise that CoM recognises the significance of the Melbourne General Cemetery. • Informed of recent initiatives at the Melbourne General Cemetery including re-commencement of popular tours, 	<p>Included:</p> <p>Under the communicating and celebrating section there are actions to support custodians in recording and presenting their local story</p>

No.	Summary of comments	Response
Jane Grover	<p>creation of a Heritage Advisory Committee & employment of a Historian and Manager of Heritage.</p> <ul style="list-style-type: none"> • Tourism potential of the Melbourne General Cemetery not fully realised...“more can be done to promote this historical treasure and community asset”. • Suggests that the cemetery tours promo literature is made available at CoM info boots in city and at Fed Square • Welcome discussions with CoM staff & Tourism Victoria so that cemetery’s tourism appeal is enhanced. • Also welcome assistance with greater historical interpretation of the cemetery. Potential project is funding for an app of notable graves and historic sites. 	<p>for example Action 4.6.</p> <p>This submission will be forwarded to Council’s Tourism and any other relevant teams.</p>
<p>Acting Chair, Heritage Council</p> <p>James Norris</p>	<ul style="list-style-type: none"> • Congratulates on “preparation of such an impressive draft strategy with admirably clear actions for the future”. • Particularly pleased with focus on communicating the city’s heritage • Strategy should propose to partner with the Heritage Council as well as with Heritage Victoria as Heritage Council is better placed to participate in communication activities than HV. • Action 13 – “The state, and national heritage lists in Australia and the World Heritage List do not use grading systems. The Heritage Council is of the view that these systems have the potential to result in detrimental outcomes for heritage places and that were possible, consideration should be given to their review. • Communication – “Is it part of the City of Melbourne’s heritage strategy to endeavour to partner with state government bodies?” 	<p>Modified:</p> <p>Heritage Council is now noted in the ‘City of Melbourne’s Role’ section.</p> <p>In accordance with Department of Planning and Community Development’s “Applying the Heritage Overlay, September 2012” practice note all municipal councils are required to move away from the a, b, c grading systems to a system which defines buildings as contributory, not contributory or significant. This is being gradually introduced by the City Of Melbourne.</p> <p>Action 2.10 has been modified to now say “Undertake a review of the City of Melbourne’s heritage places grading system and update in accordance with the Department of Planning and Community Development’s “Applying the Heritage Overlay, September 2012”</p>

No.	Summary of comments	Response
		<p>practice note”.</p> <p>It is integral in the Strategy that the City of Melbourne will partner with state government bodies. This is noted throughout the strategy for example in the ‘City of Melbourne’s Role’ section.</p>
<p>National Trust</p> <p>Paul Roser</p>	<ul style="list-style-type: none"> • Broadly support the direction of Strategy • Overall Strategy reads as an aspirational document rather than an outcome-focused document. • Suggests actions should be prioritised under each heading, the language is outcome driven rather than vague phrasing such as “investigate establishing”, dates be set for completing an action. • Strategy should make clear that ‘knowing’ the post-Victorian/Edwardian periods is a priority for the four year period. • Review of the structure of the heritage sections of the Local Planning Policy Framework should be a priority. • Grading system should be reviewed. • Future studies should lay out a clear requirement for examination of potentially significant interiors. • A priority for the Strategy should be for the City to identify significant buildings in need of major restoration works and of an action to engage with and provide professional support to, the owners and managers of these buildings to facilitate their restoration. • Council could consider a heritage awards program in conjunction with the National Trust. 	<p>Included & Modified:</p> <p>Implementation Plan has now been prepared and incorporated into strategy which sets the timeframe for actions.</p> <p>Language has been altered to make actions more clear.</p> <p>Identifying and assessing post-Second World War places is included within the Knowing rationale and is part of Action 1.4.</p> <p>Reviewing Melbourne Planning Scheme local policies is action 2.8 and is a first priority in the Implementation Plan.</p> <p>Action 2.9 has been modified to specify that grading system must be reviewed.</p> <p>Scope to examine interiors in Action 1.4</p> <p>A number of Actions in the Strategy</p> <p>Action 3.12 is about developing and improving the Melbourne Heritage Restoration Fund (MHRF)</p>

No.	Summary of comments	Response
		<p>and is a first priority Action in the Implementation Plan.</p> <p>There is scope in the Communicating and Celebrating section to include awards for heritage achievements.</p>
<p>East Melbourne Historical Society</p> <p>Sylvia Black</p>	<ul style="list-style-type: none"> • Important that action is taken regarding heritage buildings that are deteriorating due to neglect. • As part of protecting heritage in the future Council should have the power to issue a maintenance order to the owner of neglected properties that is enforceable in a court of law. • Concerned that Yarra park has been dropped from the City of Melbourne’s list of Parks and Gardens – CoM still has a responsibility to protect its heritage and its value to the community. • East Melbourne Historical Society keen to assist in implementing some of the Actions listed in the Plan: <ul style="list-style-type: none"> • #2.1 Review the scope of heritage places studies and reviews to ensure that all relevant places are included. • #2.2 Progressively undertake a review of previously heritage places and precincts commencing with those precincts where change is most likely. – i-heritage database not always accurate. • #2.9 Where the City of Melbourne’s heritage places grading system has been inconsistently applied, review and change the grading of places to make them consistent. • #4.2 Help build an appreciation of Melbourne’s history and heritage by making material held by the City of Melbourne publicly accessible. – Heritage studies produced by CoM now important historical record in their own right particularly as they include photos of buildings that have been considerably altered since were written. All heritage studies should be made available online. 	<p>Included & Modified:</p> <p>Many of these points are generally addressed in the Strategy and are included in Actions.</p> <p>Priorities have been set to improve management and protection of heritage buildings such as improving the Melbourne Heritage Restoration Fund (Acton 3.12) and through all of the Protection section actions (Actions 2.1 – 2.11).</p> <p>All of the parks and gardens in the City are valued including Yarra Park. As noted in the Strategy, Conservation Management Plans have been completed for all parks listed on the Victorian Heritage Register. Yarra Park is one such park.</p> <p>This submission will be forwarded to the Parks and Urban Landscapes teams in Council.</p> <p>It is a priority action in the new Implementation Plan to improve heritage databases, particularly online, and to create heritage information portal. (Actions 1.1, 1.2). The East Melbourne Historical Society is on the City Of Melbourne’s</p>

No.	Summary of comments	Response
		<p>heritage stakeholders list.</p> <p>This submission has been forwarded to the building department of Council.</p>
<p>Deputy Chairman, The Enterprize Ship Trust</p> <p>Hedley Elliott</p>	<ul style="list-style-type: none"> • Council's 2012 Heritage Strategy needs to take positive action to assist those charitable bodies working to educate the community in our heritage and history. An enhanced accessible maritime precinct, where tall ships can be based, displayed and repaired, would serve as a living reminder of our past. It would also serve as a tourist attraction. • Because of the construction of bridges the former Dock site is no longer accessible to ships. • While there are plans to develop a maritime precinct at Williamstown, we consider that a location at Docklands would be more appropriate and would tell Melbourne's story more effectively. The situation at Docklands is dynamic and it is important that a site is identified soon to protect it from new development. • City of Melbourne, should excuse fees for all heritage vessels that are maintained for the benefit of the public. • It is recommended that the City of Melbourne provide annual grants to assist with the cost of researching and production this type of research and publication material. • More work needs to be done to protect and maintain buildings that have a connection with our maritime past and could serve as a basis for a future maritime precinct. 	<p>Included & Modified:</p> <p>These points are generally included in the Strategy, particularly in the Managing and Communicating & Celebrating Sections.</p> <p>Action 4.6 has been modified to acknowledge celebrations and experiences</p> <p>The points about creating a maritime precinct are outside the scope of the Heritage Strategy but this submission will be forwarded to the relevant team/s within Council particularly the events, Docklands and tourism teams.</p> <p>Actions within the Strategy, such as 2.1 are about identifying gaps in heritage studies and ensuring all heritage places are protected. Depending on location, buildings with a connection with maritime past will be included in these reviews.</p>
<p>Susan Balderstone, Adjunct Professor in Cultural Heritage</p> <p>Roz Hansen, Adjunct Professor in</p>	<ul style="list-style-type: none"> • Overall commends the Draft Heritage Strategy addresses the key areas of Knowing, Protecting, Managing and Communicating that were initially developed in the Victorian State Heritage Strategy of 2004/5 and, in doing so, covers many of the relevant issues. • "Australian capital cities are essentially palimpsests...central part of City of Melbourne is a 	<p>Included & Modified:</p> <p>These points are generally included in various sections of the Strategy.</p>

No.	Summary of comments	Response
<p>Cultural Heritage</p> <p>Ray Tonkin, Adjunct Professor, La Trobe University</p> <p>Deakin University, Melbourne</p>	<p>dynamic and evolving place which has and continues to experience change, transformation and intensification”</p> <ul style="list-style-type: none"> • “In several instances the removal of mandatory height limits over and around some of these important places of heritage significance in the 1990s has compromised and undermined their overall significance and contextual setting”. • “There has been little consideration of the impact of very tall buildings on the city’s heritage, and in particular, the adverse visual impact on heritage precincts...The Melbourne Planning Scheme is not providing adequate protection for heritage places and vistas. This is, in part, a direct result of the City not adopting land use planning and urban design strategies built around the city’s history, heritage and past achievements. It is time for new development to respect the layers of Melbourne’s identity; to consider the city as a whole.” • “ It is suggested in the Panel report on Amendment C186 to the Melbourne Planning Scheme of 11 July 2012, which is provided on the MCC web site in association with the Draft Heritage Strategy, that: <ul style="list-style-type: none"> • the City should, in future, more fully consider other options for identifying and managing heritage places, including the designation of precincts or adopting a serial listing approach (p.24); and • there is a need for a more general review of the structure of heritage provisions in the central city. • Heritage Precincts – It is necessary to mark out the remnants that remain in each of the themes in the thematic history and protect them as legible heritage precincts using appropriate controls over new development within and adjacent to these precincts. This approach to recognition is required rather than particular isolated places being selected as representative of themes which may be retained but then allowed to be dwarfed by new buildings close by. • Views and Vistas of Heritage Significance – 	<p>The City of Melbourne will prepare a built form review which will address heritage issues as identified in this submission.</p> <p>The recommendations from the C186 Panel have been considered by Council and are incorporated into a number of Actions in the Strategy including Actions 2.9, 2.10 and 1.4.</p> <p>Identifying the remnants of historic themes, and other processes, are inherent in the process for developing a statement of significance for a precinct or area. Action 2.9 has been modified to further clarify the process for developing statements of significance.</p>

No.	Summary of comments	Response
	<p>necessary to also clearly define the 3D space in city using view studies. The Heritage Strategy and the Melbourne Planning Scheme need to recognise and protect key vistas such as: along Collins Street to the Treasury Building, along Bourke Street to Parliament House, along St. Kilda Road to the Shrine, along Elizabeth Street looking south to Flinders Street Station clock tower etc. Vista along Elizabeth Street to Flinders Street Station clock tower has been adversely impacted by South Bank development – could still be preserved by introducing sensitive height controls for land south of tower. Important vistas and views within and from heritage overlay precincts need to be recognised and protected in order to avoid further visual intrusion of built form in adjoining areas.</p> <ul style="list-style-type: none"> At a broad level the planning scheme has failed to encourage the development of areas away from important sites and precincts to encourage development of a scale that respects these sites and precincts. Melbourne is not a green field site. It has nearly 200 years of build development and thousands of years of human occupation. Suggests the following changes to the Action plan (changes <u>underlined</u>): <p>1.3 Develop a ‘Statement of Significance’ for the City that covers all aspects of heritage including natural and indigenous heritage, <u>and original design concepts for the urban layout</u></p> <p>1.4 Investigate, identify, assess and document, gaps in the record of items of cultural and/or natural heritage significance, <u>including remnant thematic layers relating to chronological periods as identified in Melbourne’s environmental history, and views and vistas relating to those periods</u></p> <p>1.5 <u>Develop Statements of Significance for the suburban areas of the City, along with the parks and gardens, avenues of trees and other important public spaces and objects</u></p> <p>2.11 <u>Strengthen the Local Policy Framework in relation to City Structure and Built Form (Clause 21.05). Consider how the policy objective of maintaining the visual prominence of historic buildings and local landmarks will be achieved.</u></p>	<p>Iconic views in the City are recognised in the Municipal Strategic Statement of the Melbourne Planning Scheme and it is a policy objective to protect all iconic views. DDOs are also in place to protect iconic views. However, view and vista controls should be reviewed and strengthened in conjunction with a review of built form and scale of the context of heritage buildings and precincts possibly as part of a Central City Built Form review. The rationale of the Protecting section has been modified to add more information about this and a new Action 2.4 has been added which reads “Review the Melbourne Planning Scheme controls of heritage vistas in the Capital City Zone and the built form and scale of the context of heritage buildings and precincts”.</p> <p>The description of ‘What is Heritage’ in the Strategy includes the layout of the city and urban design.</p> <p>Action 2.9 has been modified and the ‘Knowing’ rationale section now mentions historic views and vistas. Parks and gardens and other spaces are included in statements of significance for precincts however Action 2.9 has been modified to make this a bit clearer.</p>

No.	Summary of comments	Response
	<p><u>Consider how the objective of protecting streetscapes and precincts of cultural heritage significance from the visual intrusion of built form both within precincts and from adjoining areas will be achieved. Consider the use of buffer zones with controls on building heights</u></p> <p><u>2.12 Review the Capital City Zone and the policies associated with its implementation to ensure that the development of the central city occurs in an ordered, respectful and sensitive manner.</u></p> <ul style="list-style-type: none"> • Overall the actions proposed in the Managing section are commendable however the action to identify and work with custodians could be more specific as to how that is to occur. • Overall actions of communicating section are supported however purpose of the interpretation centre for Melbourne’s past is unclear...it may be better to promote the use of the fabric of the city for interpretation rather than establishing another indoor facility. Action around establishing a network of community based history and heritage organisations across city also unclear • Overall commend the strategy but believe it has not gone far enough towards ensuring that the integrity and valued contents of heritage precincts and important views and vistas which are framed and/or terminated by iconic heritage buildings and monuments are being identified and protected. 	<p>Action 3.10 has been modified this to say ‘...research and establish the best methods of working with custodians to help them manage their heritage properties or assets...’</p> <p>A new protecting action has been reviewed which reads 'Review the Melbourne Planning Scheme controls of heritage vistas in the Capital City Zone and the built form and scale of the context of heritage buildings and precincts'.</p> <p>Modified Action 4.6 to mention interpretation of Melbourne’s heritage including heritage fabric.</p>
<p>Chair, Melbourne Heritage Restoration Fund (MHRF)</p> <p>Dr Graeme L Blackman (OAM)</p>	<ul style="list-style-type: none"> • The MHRF Committee support the City of Melbourne’s goals and actions outlines in the Heritage Strategy to protect and enhance all elements of Melbourne’s heritage. In particular, MHRF support: <ul style="list-style-type: none"> • Action 3.8 – MHRF Committee welcomes any additional funding CoM may contribute to ensure more management plans of historically significant buildings and places are undertaken. • Action 3.9 – This would provide more certainty and reassurance of CoM's commitment to saving heritage fabric and how to manage 	<p>Included:</p> <p>These points are generally addressed in the Strategy.</p> <p>Setting priorities for the Melbourne Heritage Restoration Fund is a first priority action in the Implementation Plan which is now part of the Strategy. Work has already begun on this action and Council will actively engage with the MHRF.</p>

No.	Summary of comments	Response
	<p>future threats to heritage buildings.</p> <ul style="list-style-type: none"> Action 3.10 – MHRF Committee has recognised a gap in funding for larger heritage buildings within the city. Agrees with CoM that all historical buildings in city which are currently in need of major restoration works must be identified and dialogues must be opened up with the custodians of these buildings. Action 3.12 – MHRF recognise the financial pressure owners are under to maintain their heritage buildings which provide Melbourne with its enviable reputation as a city with large boulevards lined with heritage buildings. 	
<p>Deputy Chairman Museum of Chinese Australian History Inc.</p> <p>Mark Wang</p>	<ul style="list-style-type: none"> The Chinese Museum is located in the heart of Melbourne's Chinatown and provides the "cultural heart" - for Chinese Australian heritage, and Chinese arts and culture. Melbourne's Chinatown is the only surviving mid-19th Century "Chinatown" streetscape in the Western World. We wish to see its true cultural value to Melbourne and the World acknowledged by the public and the City of Melbourne and promoted through this heritage strategy for the benefit of preserving and enhancing the built form, whilst allowing for the Chinese Community to successfully continue a 160-year occupation of the precinct, which also in itself provides a unique social history. The City of Melbourne Urban Design department undertakes public works without proper consultation of the Community or the Chinese Museum as the peak heritage body for Chinatown and the Chinese Australian History in Australia. Particularly for Chinatown, there needs to be appreciation of heritage through public activity that makes the Precinct more active, in turn, economically benefiting owners of heritage places. 1. There needs to be more emphasis on supporting Community/Stakeholder engagement and education. 2. There needs to be the development of programs that promote public activity, visitation and appreciation of heritage spaces, buildings and social history. 3. There needs to be more accessible and attractive pathways to funding that enhances and 	<p>Included & Modified</p> <p>These points are generally addressed and addressed throughout the heritage strategy.</p> <p>In particular, Action 3.10 is about working with the custodians of Melbourne's heritage places and has been modified to acknowledge museums.</p> <p>This submission will be forwarded to the urban design, tourism and other relevant teams within Council.</p> <p>Many of the communicating and celebrating Actions are about improving</p>

No.	Summary of comments	Response
	<p>preserves heritage buildings. 4. City of Melbourne Arts grant programs receive such high recognition and dollars. City of Melbourne heritage grants are insignificant in comparison, which seems to reflect the importance the CoM puts on their heritage values. 5. Recognise that enhancement of heritage supports cultural tourism development that is income generating, creating heritage enhancement. 6. There needs to be greater REAL consultation and response to consultation. On too many occasion the "consultation" is opinion gathering and is only one way...</p>	<p>consultation and engagement with communities particularly Actions 4.6 and 4.10.</p> <p>Actions to improve funding and grants for heritage custodians are included in the Strategy particularly Actions 3.8 and 3.12.</p>
<p>Principal Architect, heritage ALLIANCE Conservation Architects and Heritage Consultants</p> <p>David Wixted</p>	<ul style="list-style-type: none"> • "...Unlike other cities in Melbourne, Melbourne's cultural environment has been relatively protected. "Many of Melbourne's best traits can be traced back to its 19th century activities and pattern of (designed) settlement. These activities make it pre-eminent as the most cultured, financially and scientifically important places in Australia. These activities are supported by its use of historic places such as its parks and gardens and the buildings which are visually interesting externally and internally. Melbourne has probably the best collection of bijoux scale live theatres in Australia, and some of the most interesting interiors that are home to restaurants and cafes, and a continuation of local government services from and in historic buildings..." • "...Concerned about the impact of the loss of height controls on heritage buildings which are increasing a number of high rise buildings which are a-characteristic of Melbourne's historic development...these buildings are isolating the retained historic buildings and creating im-personalisation of the streets....also creating an inappropriate backdrop for other important buildings for example the Herald & Weekly Times building in Southbank has become the 'astylar, asymmetrical' backdrop to Flinders Street Staten clock-tower as viewed from the 'great drain of humanity', Elizabeth Street. Important that Council take greater control and suggests limiting the number of permitted high rise buildings being completed in a year thus making the level of design input rise dramatically and requiring the proponents to offer more than just another tall building..." 	<p>Included & Modified:</p> <p>CoM is committed to improving the protection of heritage buildings and places in the City and there are many Actions within the Strategy about protecting. Many of the protecting actions are first priorities in the Implementation Plan.</p> <p>It is acknowledged that policies about heritage and built form should be reviewed and strengthened. This will be done as part of future projects and as part of Actions in the Heritage Strategy particularly 1.4 and 1.2. The rationale of the Protecting section has been modified to add more information about this and a new Action 2.4 has been added which reads 'Review the Melbourne Planning Scheme controls of heritage vistas in the Capital City Zone and the</p>

No.	Summary of comments	Response
	<ul style="list-style-type: none"> • "...Concerned about the loss of listed historic buildings for large scale monolithic development and the consequent bland impact on the streetscapes. Small shops and businesses add better vibrancy to streets whereas large shops are often empty on weekends and do not contribute to vibrancy during the week..." 	<p>built form and scale of the context of heritage buildings and precincts'.</p>
<p>North & West Melbourne Association Inc</p> <p>Bill Cook</p>	<ul style="list-style-type: none"> • The principal interest of the North and West Melbourne Association (NWMA) and its members is in heritage buildings. • Strongly support this initiative of the Council to develop this strategy because we see the issues around knowing, protecting, managing and communicating heritage as being fundamental to the development of a broad encompassing and comprehensive approach to community development, awareness and sensitivity to a range of life questions. • Despite 'protection' contained in the Planning Scheme, think have lost too much of built form heritage in North and West Melbourne over many years and the rate of loss has not diminished in recent times. • Lists a number of heritage buildings demolished, damaged or otherwise compromised in North and West Melbourne area in recent times such as the grandstand at the North Melbourne Recreation Reserve and three heritage graded houses at 91-95 Flemington Road, North Melbourne. • Overall thinks there are significant weaknesses both in the Planning Scheme as well as in the motivation and commitment of the Council and its officers to uphold its underlying principles. • Believes that political changes by various State Governments have diminished the role that residents and interested individuals can play in supporting the status of heritage in the Planning Scheme and believes results in a diminished Council that is not sufficiently connected to its local communities. • Problem that the City of Melbourne Heritage Advisory Committee was disbanded as it represented a range of heritage stakeholders from a 	<p>Included & Modified:</p> <p>The points raised in this submission are generally included throughout the Heritage Strategy.</p> <p>The Actions (including 2.1) about ensuring all places have been reviewed and protected is a first priority in the Implementation Plan which is now part of the Strategy.</p> <p>A heritage review of part of the North and West Melbourne area is currently underway (Arden-Macaulay Heritage Review). A review of the rest of the area is included in the Implementation Plan.</p> <p>Council officers are guided by the principles in Clauses 22.04 & 22.05 in making decisions. These policies will be reviewed to provide better guidance (see Action 2.8).</p> <p>The whole aim of the Heritage Strategy is for Council to recognise and undertake actions in relation to all of its</p>

No.	Summary of comments	Response
	<p>range of resident and history groups in the community...The local government role ceased to be one of monitoring, supporting and facilitating local initiative and activity to one of control, legalistic conditions, keeping everybody at arm's length, and not getting too involved....</p> <ul style="list-style-type: none"> • Believe that if NWMA do not respond to Strategy, then only facilitating the further destruction of what remains of the heritage of North and West Melbourne. It is a bit like climate change. It is getting to the stage when it may be too late. • One of the charms of North & West Melbourne is also the mix of commercial and residential areas and it is not uncommon to have commercial buildings alongside residential buildings. This juxtaposition reinforces the early forms of the city where there would have been little separation of residential and business and commercial activity... Once these buildings which represent so much of the early history of North and West Melbourne have been demolished, we lose, irretrievably, our link with the past and the people who built and inhabited them. We consider that even though the gradings may not be high, the retention of these buildings is of critical importance in recognising the pre-industrial history of the area and giving future generations an insight into what existed in this area before the industrial zonings. We need to do the same for the best of the industrial buildings, from the second phase of development. • A new system of gradings is, we believe, to be undertaken. We think the current system has worked to our detriment and is outmoded. The new system must provide more certainty and clarity on the criteria for retention/demolition. For a building to be graded, it must be preserved. The definitions must be robust, clear and internally consistent. It must determine decision outcomes and not be subject to manipulation by clever planners, 'heritage experts' and lawyers either at Council or VCAT. • Most of the City of Melbourne planning documents do not integrate a strategy statement into the document about what should be preserved and how it is to be preserved and what its relationship is to the broader planning strategy. ... Such an analysis 	<p>heritage roles.</p> <p>It is a first priority to review heritage in areas that will be subject to the most change followed by areas that will be subject to moderate change and then the more stable areas. See Action 2.2..</p> <p>Action 2.1 is about reviewing the whole scope of heritage places studies and reviews and includes scope for new heritage studies such as an Industrial heritage study.</p> <p>Action 2.10 is to undertake a review of the heritage places grading system which is to be updated in accordance with the Department of Planning and Community Development's "Applying the Heritage Overlay, September 2012" practice note.</p> <p>This will be addressed by action 2.9 which is about developing Statements of Significance for all heritage precincts. Each Statement of Significance</p>

No.	Summary of comments	Response
	<p>should focus on the precinct and its history and not on the broader municipality. Each precinct must be seen to have its own heritage, its own culture, and its own identity.</p> <ul style="list-style-type: none"> • Commitment (to heritage) means that heritage must be taken seriously. It must be taken into account when decisions are made. Staff must be professional and trained. The organisation must establish clear direction and protocols that support the Council's heritage consultants whose independent advice is often ignored. (See earlier examples). The Council must ensure that supposedly independent heritage consultants as expert witnesses do not become the interpreters of Council heritage policy at VCAT. • Because a building is not defined as contributing should not increase its chance of being demolished. ... In a situation like North and West Melbourne, where we have many Ds in Level 3 Streetscapes, our Ds and much of our heritage is at risk. • The heritage data in the current planning scheme needs a major upgrade. Its quality requires constant checking, review and management to ensure its ongoing accuracy. • Council should be more open and transparent about heritage and changes to gradings including the inclusion of new gradings, must be made public and be openly challengeable. A process that involves community and stakeholders would be good. • Expert and local knowledge are both important regarding heritage and both must be given due weight. • DDOs in particular need to be reviewed and often result in demolitions to heritage buildings and monotonous and homogenised streetscapes with no diversity. • Council needs to address the issue of graded buildings left to deteriorate. • Postscript: <i>In Roden Street, but now long gone, was the childhood home of Dr William Maloney, the Member for Melbourne from 1904-1940. Prior to his</i> 	<p>describes what is significant, why it is significant and how it is significant.</p> <p>This is an operational matter.</p> <p>This will be addressed by the proposed policy review and the new gradings system (see Actions 2.8 and 2.10).</p> <p>Action 4.3 will address the quality of the data.</p> <p>With the exception of the Capital City Zone, all gradings are in the Incorporated document titled 'Heritage Places Inventory July 2008/</p> <p>Any change is subject to the Planning Scheme Amendment Process and therefore to public exhibition. So the community is informed & has a chance to comment.</p> <p>The North and West Melbourne Association are on the heritage stakeholder list and will</p>

No.	Summary of comments	Response
	<p><i>election to Federal Parliament, he was a member of the Legislative Assembly in the State Parliament and reputedly introduced the first bill in the Empire for woman's suffrage. The bill was defeated, but in 1908 when the Victorian parliament finally passed the bill, 20,000 women signed an address of gratitude to him. On his death in 1940 he was given a state funeral and many thousands lined the route of his funeral procession. Today, the site is an Audi car show room, owned by the Zagame family and with a permit for a substantial 6 storey residential development. There is now no physical manifestation of the heritage place that was the base of the formative years of an important figure in Australian history. Mary Kehoe. Is this the legacy that we want to leave to future generations?</i></p>	<p>be consulted with as part of the implementation of various Actions of the Strategy (particularly the Protection Actions).</p>
<p>Convenor, Heritage and Planning Committee, The East Melbourne Group</p> <p>Barbara Paterson</p>	<ul style="list-style-type: none"> • The East Melbourne Group commends the City of Melbourne on its thoughtful and wide-ranging Draft Heritage Strategy, 2012. • Concerned about the condition and integrity of some heritage sites particularly historic homes Valetta (privately owned) and Mosspennoch (corporate asset), and Yarra Park (Crown land). • The emphasis in the Heritage Strategy is on incentives and away from regulation as the predominant conservation tool...but will incentives be enough to address the problem sites raised above? • Believe that incentives will be effective in raising community consciousness of heritage... but that it be will a slow, long-term process. Action also needs to be taken short-term or else the enjoyment of significant heritage buildings and parks will be lost to a generation, if not future generations • Suggestions include; an official heritage website containing an Endangered Places List which has up-to-date information on the condition and integrity of certain heritage buildings, parks etc; legally binding Heritage Agreements between local councils and landowners which provide incentives to owners who can guarantee that conservation works will be undertaken; financial penalties as well for egregious cases...would like to see regulatory bodies use the power they already have to legally enforce existing 	<p>Included and Modified:</p> <p>The points raised in this submission are generally included in Actions particularly the Protection Actions.</p> <p>An Implementation Plan has been prepared and is now included in the Strategy which priorities Actions. Protecting Actions 2.2, 2.3 and 2.6 and 2.8 are all first priority Actions to begin within the next year.</p> <p>Actions in the Strategy (1.1 and 1.2) are about improving heritage information available to the community and aim to make as much information as possible available online.</p>

No.	Summary of comments	Response
	<p>rules regarding heritage buildings.</p> <ul style="list-style-type: none"> • Would like to see more emphasis in the Heritage Strategy on the identification of new funding sources. • Expect all levels of government to assume responsibility for the protection and management of heritage places. The City of Melbourne can still play an advocacy role for heritage, even in areas where the State has direct control. • Raise the issue of the Jolimont precinct - strongly oppose the inclusion of Jolimont in the 'ongoing change' category... The existing built-form scale of Jolimont is principally low scale in character, comprising predominately single and double storey terraces. Jolimont comprises 64% heritage-listed properties with four on the Heritage Victoria Register. Jolimont is 71% residential. Importantly, any new developments must preserve and reinforce the existing built form character of the area... Jolimont's residents are still awaiting the fulfilment of an undertaking by the City of Melbourne in 2002 to carry out a Built Form Review of Jolimont. In the meantime, the built form of Jolimont is altering, detrimentally, due to the absence of appropriate planning consideration. • Questions what the current planning reforms mean as far as heritage is concerned? Unsure of the status of the DHS vis a vis the Melbourne Planning Scheme, currently under review. 	<p>Action 3.12 is about improving the Melbourne Heritage Restoration Fund and it is a priority action which is currently underway.</p> <p>Action 2.3 is about reviewing heritage controls across the city and is a priority action set to commence within the next year.</p> <p>The East Melbourne Group is on the heritage stakeholder list and will be consulted with when the implementation of a number of Actions is underway.</p>
<p>Melbourne Heritage Action Group (MHAG)</p> <p>Rohan Storey</p>	<ul style="list-style-type: none"> • MHAG's over-riding ideal is for a wide range of heritage in the CBD to be fully identified and appropriately protected. • The management of heritage places, that is the guidelines in the CBD, are also clearly lacking in detail and need urgent review. The guidelines in the City of Melbourne's own "Central City Planning and Design Guidelines" from 1991 provide a good starting point. • The strategy also seems to lack a detailed analysis of what studies have been done in the past or strategies adopted...this would be a useful section to have in the "Achievements and Actions" section or 	<p>Included & Modified:</p> <p>Following the recent review of 100 heritage buildings in the CBD, other parts of the City have been prioritised for review and this is specified in the Implementation Plan which is now included in the Strategy. Undertaking reviews of heritage policies is to commence within the next year. The Strategy includes actions for</p>

No.	Summary of comments	Response
	<p>perhaps an appendix outlining in a timeline all the existing and previous studies, guidelines, publications, databases etc.</p> <p><u>Knowing section</u></p> <ul style="list-style-type: none"> • This section is a bit confused – is it about ‘where are the gaps’ or how we record and share the knowledge? • Knowing section should talk about the range of studies that have been undertaken since the late 1970s, and how the ‘significance’ has been recorded and disseminated. • List of gaps in studies should be more fully articulated and it should say that previous studies have only looked at buildings and precincts so all other things have not yet been examined. • All information from the 1980s heritage study should be made public and available online, including all the photos. • Victorian Heritage Database/Hermes should at least get a mention in the knowing section. <p><u>Protecting Section</u></p> <ul style="list-style-type: none"> • Action 2.1 should be re-worded to ‘review to find gaps, then do studies filling the gaps’ - and isn’t this covered in Knowing? • Action 2.2 - why restrict to previously identified? Should simply be progressively review everything – preferably by building / object / type. CBD special case can be done on own, and is definitely a priority. ! • Action 2.7 - need updating too, which would lead to additions to some precincts (Bourke Hill laneways) • Action 2.8 - This isn’t a good one to do on own, RNE places should simply be included in any review undertaken - unless there are stand out ones completely missing and should be priority. 	<p>improving design guidelines particularly Action 2.11.</p> <p>The ‘Knowing our heritage’ Scope section has been modified to acknowledge the range of heritage studies that have been undertaken since the 1970s and the fact that most have focused on heritage buildings and precincts.</p> <p>The Resources list has been modified to include the studies that have been done. The Strategy includes actions about developing an online portal of all heritage information, particularly Actions 1.1 and 1.2.</p> <p>Action 1.1 references HERMES –</p> <p>Under action 2.1 all places will be assessed for heritage protection. This will update gradings and identify gaps and include the preparation of Statements of Significance where needed..</p> <p>Action 2.2 has been modified to remove reference to previous studies.</p> <p>Action 2.7 has been modified accordingly.</p> <p>Register of the National Estate (RNE) places review action has been rolled into modified</p>

No.	Summary of comments	Response
	<p><u>Managing</u></p> <ul style="list-style-type: none"> • Action 3.1 – the heritage management principles should be specified? • Action 3.4 – should specify that it is about places or elements owned by Council? • Action 3.6 – not new? Surely already a common procedure? • Action 3.8 - Instead of advocate how about require especially if some great changes are planned. Why only community owners? does this exclude private owners? Does this mean grants for management plans only ? or grants in general ? This should be two points – one to do management plans, the other about grants / financial assistance, which is the last dot point • Action 3.10 - Why just them? There are many more places that are privately owned, in CBD many different places owned / managed by same companies eg AMP. • 3.11 – New info pack for existing owners too - In fact there should / could be a range of publications, at least info on-line for owners / managers on heritage issues and responsibilities – this should be a bigger important Action. • Action 3.12 – Melbourne Heritage Restoration Fund urgently needs more funding. Explore development of its funding model. <p><u>Communicating</u></p> <ul style="list-style-type: none"> • Should specify that community's diverse cultures and heritages should be made known and accessible. • Certain areas shouldn't be specified such as 19th century heritage. Rather should say that all pre-ww2 	<p>Action 2.1</p> <p>Modified Action 3.1 accordingly as the heritage management principles need to be established before they are adopted.</p> <p>The rationale in the Managing section clarifies this.</p> <p>Action 3.6 has been modified accordingly and replaced the word 'establish' with 'develop'.</p> <p>We do not have the jurisdiction to require management plans but we can advocate for them.</p> <p>Grants and funding is addressed in the Strategy particularly in Action 3.12.</p> <p>Action 3.10 has been modified to include other institutions.</p> <p>Action 3.11 has been modified accordingly to apply to existing owners also. All this information including publications will also be made available online (Actions 1.1 and 1.2)</p> <p>Action 3.12 This is a first Priority Action and is currently underway</p> <p>The value of Melbourne's diverse communities and cultures is acknowledged throughout the strategy.</p> <p>Rationale has been</p>

No.	Summary of comments	Response
	<p>heritage is significant or 1920s and 30s commercial buildings.</p> <ul style="list-style-type: none"> • Point that heritage retention is good business should be stressed. • Photoboards around city are old and should be updated. • Action 4.1 – An interesting idea and its interpretation centre should be a place where you could see new proposals when they are in exhibition stage. • Action 4.5 – there should be a bigger emphasis on Indigenous land use or stories relating to the CBD in older and modern times. • Action 4.10 – This point is a bit wide – it is what whole communication section is about? <p><u>Bibliography/References</u></p> <ul style="list-style-type: none"> • This does not include some of the CBD specific studies – most mentioned in the recent 99 buildings Amendment C186, namely : <ul style="list-style-type: none"> • Panel report for proposed 'Notable Buildings' c1984 • <i>Central City Heritage Review 1993</i>, Philip Goad, Bryce Raworth, Alan Maybe, Miles Lewis, City of Melbourne 1993 • <i>Central activities District Heritage Shopfronts - Survey</i>, RBA & Associates, for National Trust of Victoria, funded by the City of Melbourne, 2000. • <i>CBD Heritage Review datasheets</i>, Bryce Raworth, 2001 • <i>Precincts Project</i>, Meredith Gould, 2001 • <i>Central City Heritage Review 201 1C186 – Heritage Assessments</i>, by Graeme Butler & Associates, 2011 • <i>Central City Heritage Review 201 1C186 – Panel Report</i> 	<p>modified to take out specific reference to 19th century heritage.</p> <p>These points are generally addressed in Action 4.6.</p> <p>Modified Action 4.5 to include reference to modern Indigenous stories.</p> <p>Action 4.10 is about developing the public heritage program specifically.</p> <p>The Heritage Resources list has been modified to ensure all the relevant studies are listed and the irrelevant ones taken out.</p>

Internal City of Melbourne Written Submissions

Urban Landscapes	How this strategy will work in with other Council endorsed strategies and objectives, particularly outside of the legislated planning permit system. An example to consider would be how will the objectives in the Open Space	Out of Scope: Part of the planning decision making process to consider

	Strategy to use road space to increase available local open space link in with the potential outcomes of Statements of Significance for heritage precincts?	all the various strategies and policies within Council.
	It is noted in the introduction that the City of Melbourne's role include "...protection, adaptation, re-use and creative interpretation", however the action plan primarily focuses on protection and management of heritage assets.	Modified: Action 2.6 modified to note adaptation, re-use and creative interpretation.
	It is suggested that an additional section on "adaptation" be developed. Adaptation, in all senses of the word, is an important consideration in relation to both heritage landscapes, but also built form	Included: Action 2.6 modified to note adaptation, re-use and creative interpretation.
	The identified scope- while it is understood that this is City of Melbourne Document, reference should be made to the substantial numbers of other heritage registered properties- eg: VHR, National Heritage List and the World Heritage List -within the municipality.	Included: The introduction states "The City of Melbourne has a remarkably rich and diverse heritage which is of importance locally, nationally and internationally.'. It is not the place of the Strategy to list all of the particular places - that is the role of the Planning Scheme and registers etc.
	The Action Plan. Generally, there are a lot of actions proposed and I suggest some more consideration be given and internal consultation undertaken about the resourcing and implementation of all the draft actions before the plan is finalised. Some of the actions are quite specific and major tasks in themselves, which I assume would not be undertaken by development planning. It may be that after further investigation and discussion some of the proposals as stated may turn out not to be the best approach (Actions 27, 30, 33 and 36 come to mind).	Modified: An implementation plan with more details and prioritisation has been prepared and will be attached to the Strategy.
	There seems to be a lot going on in the general public history space in the City, and Council needs to learn from and take advantage of what is already on the go (Action 28)	Modified: Have modified the 'Communicating and Celebrating' Actions to acknowledge work that is already happening.
	Something like a short mandatory e-learning module on the history of Melbourne and our heritage obligations may be a useful strategy to ensure our own organisation can perform well in this area.	Included: This suggestion included in 'Communicating and Celebrating actions'. Suggestion will be forwarded to relevant teams in Council.
	The Thematic history, which I understand is a supporting document, has the potential to act as the base for further	Included: The T.E.H. has been adopted by Council as a resource

	communication strategies.	document.
	Minor errors in the text we noted which should be corrected include	Modify: We have taken note of these errors in the T.E.H. and will rectify.
Arts and Heritage Collection Program	In the 'Knowing' section, suggests that the following is added to Action e (in italics) : 2. Investigate the establishment of a heritage information portal that provides access to all Melbourne's heritage information repositories, including Council's own collection.	Modify: Change made to Action 1.2.
	Communicating and celebrating - You may choose to do it differently but I think point 28 could be improved simply by adding at the end of the sentence the following: <i>such as through the City Gallery.</i>	Modify: Added this to the Action 4.2

Meetings

Overview

Meetings were held with stakeholder groups including the internal working group, the external reference group and the Melbourne Heritage Action Group. Feedback and suggestions from these meetings were minuted and are summarised below:

No.	Summary of comments	Response
Internal Working Group	Should be recognition in the Strategy that landscapes are changing all the time.	Included: In Statements of Significance and Heritage Assessments.
	Needs to be a better overall explanation that a lot of the actions are already being done in Council. The emphasis needs to be on continuing the good work.	Modified: A number of actions to make sure it is clear where work is already being done.
	Celebrating and communicating heritage is something we do all the time eg laneways people often add own creative expression. Should be acknowledgement of artists and creative community who do works which represent and celebrate heritage. 'Helping them' not the best language.	Included In the 'Communicating and Celebrating Actions'
	Conservation management plans for parks that are heritage listed.	Included: This is acknowledged in the Strategy under 'Parks, gardens and public spaces' section.
	Contractors, agencies and utilities need to be included not just what Council is doing ourselves.	Included: In the 'Managing' section
	Need to be clear about distinction between what has heritage value and what has been listed. Need to distinguish between different degrees of heritage value...could be included in the intro.	Included: In Scope section
	Some of CoM owned heritage objects, such as drinking troughs, are already identified by Heritage Vic. should be clarified.	Modified: Clarified in Action 3.3
	Acknowledge heritage value of certain CoM objects by placing them on asset master database.	Modified: Clarified in Actions 3.2 and 3.3
	Art and heritage collection must be distinguished from heritage assets. Asset is a confusing word and action. The Art and Heritage Collection looks after things in a narrowly defined way. Perhaps could have a broader collection that	Modified: Clarified in Actions 3.2 and 3.3

No.	Summary of comments	Response
	includes absolutely everything?	
	Thematic Environmental History should be in a separate box – it needs to be clear that it is a reference document and not integrated into the strategy and that it merely helps to inform Council’s understanding.	Modified: Format change.
	The Burra Charter and its importance should be acknowledged in the Strategy and included in definition of conservation.	Modified: More detail added to clarify.
External Reference Group	- Heritage Overlays should be in place before Structure Plans are implemented. Suggested action that apply heritage overlays in structure plan areas.	Out of Scope: About operations of Council not for the Strategy.
	- More detail about places that haven’t been studied or reviewed yet. Perhaps a list.	Included: In implementation plan
	‘Knowing’ Actions need to be more specific. Heritage review programs that are being worked on need to be listed. Perhaps a map where work is being done. Should set a timeframe with actions prioritised. But this should still be a short document that would be easy for all people to read. Suggested a web based addendum to the Strategy which could be updateable and could link to all other heritage work throughout Council.	Included: More detail now in Implementation Plan which will be an attachment to Strategy. View to Implementation Plan being available on the web and updated with more information as actions progress.
	Take out long list of Reference documents in strategy.	Modified: Reviewed and removed irrelevant references
	Take out Action numbers as may confuse public as to priorities.	Included: Leave numbers in for reference purposes, however actions to be ordered in terms of priorities in the Implementation Plan.
	Single statement that brings each section all together and priority statement for each section should be headlined.	Included: This is in the Goal of each section. The font size of the goals will be increased in final version.
	Should be noted somewhere in the strategy that heritage is dynamic just as the city is dynamic and heritage can be old and new.	Modified: Included a statement under ‘What is heritage?’ section about dynamism of heritage.
	There needs to be more of a focus on people in the Strategy. The people and their stories should be prioritised and perhaps the Communicating and	Modified: Reorder the strategy and have the Communicating and

No.	Summary of comments	Response
	Celebrating section should come first in the strategy, especially since people are likely to more positively engage with this section.	Celebrating section before the others.
	About 50% of people in Melbourne born overseas. Needs to be acknowledged in Strategy.	Included: The Strategy notes Melbourne's 'rich and diverse mosaic' of communities – no need to explicitly refer to multiculturalism?
	Term 'communities' rather than 'community' should be used throughout strategy.	Modified: Where appropriate, term has been changed to communities.
	Action 3.4 should be made stronger 'Review and update policies to guide the conservation of types of places or elements such as street infrastructure, street trees, park buildings and infrastructure, archaeological places, cultural landscapes, significant trees, bridges and public art.'	Included: Enough detail in Action, more detail will be in implementation.
Melbourne Heritage Action Group	All heritage studies should be comprehensively laid out and assessed.	Included: More detail now in Protecting Actions (particularly Action 2.2) in Implementation Plan.
	Gaps in collections AND studies should be clarified. Both need to be clearly stated. The first project should be to identify where all the gaps are. All previous studies should be reviewed.	Included: More detail now in Protecting Actions (Particularly 2.1 and 2.2 and Implementation Plan).
	Actions 1.1 and 1.2 – City Maps could accommodate a lot of information and should be the base of the heritage information portal. The City Maps could link to i-heritage?	Included: This will be part of the implementation of Action 1.1.
	The existence of HERMES or i-heritage not mentioned in the strategy.	Modified: Action 1.1 modified to acknowledge HERMES.
	Action 1.4 – interiors & signs should get a mention. Need to acknowledge that there are more and Council needs to find them.	Modified: Action 1.4
	All the heritage studies need to be made publically available.	Modified: Action 4.3 to include this.
	Photos in BIF sheets are an important historical	Out of Scope

No.	Summary of comments	Response
	resource in their own right and should be made available online. There is the potential to collaborate with the state library and their historic image collections which include many historical streetscapes, buildings.	
	A proactive rather than a reactive approach to protecting is best.	Included: Essence of Strategy is to be proactive.
	Want to see a lot of protection.	Included
	Action 2.8 about the Register of the National Estate (RNE) (now defunct) doesn't need its own action – can go in with another.	Modified: Actions 2.1 by rolling old Action 2.8 about the RNE into Action 2.1.
	Action 1.4 re heritage places guidelines for property owners. Good idea to start with Heritage Victoria document and then to pull out relevant parts for CoM.	Outside Scope: Though this is a good suggestion for how to implement the action and will be considered.
	Put in action that changing grading system to individual significance and contributory and non-contributory and include a better description of social and historic significance.	Modified: Action 2.10 so that current practice as included in DPCD's September 2012 Practice Note, is noted.
	In the CBD, laneways have never really been assessed in terms of their heritage character. Laneways and laneway buildings need their own heritage assessment.	Modified: Laneways are mentioned throughout strategy however added 'places' to Action 1.4 to allow for the potential to identify, assess and document laneways heritage.
	Action 3.11 – New owner's pack should go out to all owners, not just new. Or at least let all owners know it exists.	Modified: Action 3.11 to specify existing and new owners of heritage places.
	Melbourne Heritage Restoration fund (MHRF) should be greatly expanded. Needs a lot more money.	Included: In action 3.12
	Action 3.10 – There are organisations who are the custodian of many heritage buildings such as financial institutions. These should be noted also.	Modified: Action 3.10 to mention financial and government institutions also.
	Melbourne's significant heritage is not only 19 th century heritage.	Included & Modified.
	The historic photo boards around Melbourne put in	Included:

No.	Summary of comments	Response
	place in 1988, are not really representative and are quite old fashioned. Should look at updating these?	As part of Action 4.10
	Mobile program formats are better than just iPhone apps.	Included: Action 4.3
	Not clear what the difference is between actions 4.7 and 4.8.	Included: The difference is subtle. 4.7 is about engaging with the array of diverse communities. 4.8 is about bringing together the many community based history and heritage organisations across the city.
	Should be an action to ensure that heritage is a part of all different CoM events. For example, Melbourne Music Week should incorporate some sort of heritage event, interpretation.	Included: In the Communicating and Celebrating Section, particularly Actions 4.10. This suggestion will be forwarded to Events team.

Draft Heritage Strategy Community Workshop

Setting the scene

On 14th November 2012, a community workshop was held in the Town Hall of the City of Melbourne. Invitations were sent to all relevant stakeholder groups including heritage authorities and organisations, heritage, property and residents groups.

The workshop was also promoted via email and advertisements in local newspapers and online via the CoM and other Heritage based websites.

An independent facilitator conducted the workshop and was supported by City of Melbourne staff as table facilitators. The format of the workshop was small table discussions where people were given opportunities to move around and join discussions on other tables.

The process

After an introduction to the Forum by workshop facilitator Kimbra White, participants moved through the following series of steps:

1. Introductions and Hopes for the Workshop. - Participants at the workshop were invited to introduce themselves to the other people seated at their table by choosing a photo of an heritage place or item and describing why that photo was of importance to them. Each participant also spoke at their table about their hopes (what they wanted to achieve) at the workshop.
2. Presentation – An outline of the purpose of the draft Heritage Strategy was presented by David Mayes, Manager of Strategic Planning. Robyn Hellman, Coordinator Local Policy, provided information on the contents of the strategy.
3. Small Group Discussions - People were invited to join a small group discussion on one of the sections (Knowing, Protecting, Managing or Communicating & Celebrating) of the draft Heritage Strategy. They were also given an opportunity after some time to move around and work on another section of the Strategy. The information from these discussions was recorded by participants on to templates.
4. Points and Questions from the discussion - Participants were invited in the whole group to reflect on any ideas they heard tonight from others that they found interesting or different.
5. Next Steps – Robyn Hellman addressed participants about the next steps to be taken:
 - The information from the workshop will be compiled and a report provided to participants

- The information from the workshop will be considered and analysed her team in relation to updating the draft strategy and noting that this can be a balancing act given the variety of viewpoints.
- An implementation plan will be prepared to program all the actions
- Team is working on a number of other heritage projects at the moment including, C186 on the urban renewal areas and a study in Kensington.

6. Evaluation forms were completed

Overview of Evaluation Forms

A survey of participants was handed out at the conclusion of the evening to gauge participants' feedback about the workshop:

What I liked about the workshop	<ul style="list-style-type: none"> • Generally kept to agenda but was flexible in response to issues that came up • Generally dealt well with angst in room. Up front. • It is a wonderful idea and a start. We need many more in the future where we can gradually connect between heritage buildings and monuments and new ugly buildings that are allowed everywhere with ugly contrast • This workshop kept to time • Very positive frank and free discussion with respect to diverse opinions • Problems identified • With many thanks for the opportunity
What could be improved about the workshop	<ul style="list-style-type: none"> • Explanations of the four topics in the strategy possibly created confusion and perhaps generated unnecessary discussion • Perhaps needed to draw out the angst re protection a bit more • Having more workshops
Other ideas about the Heritage Strategy	<ul style="list-style-type: none"> • Stricter control on planning of building permits that mainly concentrate on extra revenue for the Melbourne City Council. • Please take account of the matters raised • We need such seminars very regularly – to inform and act

Workshop participants' feedback

A substantial amount of feedback was provided by the participants. Responses have been grouped under headings that were written on the feedback sheets on the discussion tables at the workshop. Duplications have been removed and duly noted.

Knowing our heritage

What we like about this section:

- Action – good but need more detail about what it is?
- Idea of Statement of Significance good, but a crisp one that is accessible and that people will read.

What is missing from this section:

- Question of what makes Melbourne needs to be clear.
- More action, not so statutorily focused
- Knowing assets that are not on public land
- Objectivity – need more in assessment and identification process
- Knowing what community values – not just protecting
- Dynamic heritage
- History vs. heritage
- Embrace all forms of heritage?
- Principles re heritage – esp. built heritage
- Priority buildings
- Need to collect, identify all things that contribute, tell stories
- Need to be diligent, identify
- Need interpretation

Other ideas on this section:

- Historical data in accessible interactive form for citizens of Melbourne
- Are the processes clear? Is it brought together anywhere?
- Communicating the process of heritage clearly to general community
- Explanation would be better coming from a community member who has experience
- A video to explain processes
- Council have a fund to assist
- Council to give grants to assist heritage walks and talks on Melbourne history
- People annually to write articles about Melbourne's heritage
- Maintain a maritime area in the docks to cater for actively sailed tall ships and their community education programs
- Assisting existing tall ships in Melbourne with incentives re maintenance grants, redeemed docking fees, etc. because of their heritage and education values
- Melbourne Day to celebrate the founding of Melbourne and its maritime history
- Re-introduce a type of plot-ratio system to preserve a heritage building on a city site
- Plaque of history on city heritage sites

Response to suggestions

- **Many of the suggested ideas are reiterations of Actions of the Knowing section.**
- **The Strategy has been revised to note the dynamic nature of heritage**

- **Actions 1.1 and 1.2 are about developing an online heritage places information system and a portal that provides access to all Melbourne's heritage places and heritage information repositories.**

Protecting our heritage

What we like about this section:

- Review of planning scheme local policies – grades and their application
- That it is an overall strategy
- No. 13 reviewing heritage gradings for better consistency and 14;
- No. 11 statements of significance for heritage precincts

What is missing from this section:

- Reference to all previous work that has been done on reviewing heritage provisions (e.g. Statements of Significance for Precincts c2000-06)
- Compliance and enforcement
- Respect and protect the existing height and heritage overlays – mandatory height limits for heritage overlay areas.
- Empowering local councils to protect heritage e.g. stopping ministerial over-rule and stopping VCAT's insensitivity and perceived autocracy
- VCAT interventions which undermine the planning scheme
- Requirement for VCAT to have a means of comparing decisions and giving feedback to chairs with distorted views
- Lack of community representation on reference groups – value of local history groups for celebration of heritage
- No acknowledgement of diversity of different suburbs and CBD areas and there is no overarching strategy to ensure value accorded to above areas
- Gradings need to be regularly reviewed
- Heritage guidelines - heritage guidelines at present are too flexible and open and hence open to interpretation – too ambiguous for both developers and the community - need mandatory height and heritage guidelines for specific heritage areas

Other ideas on this section:

- Acknowledgement of intangible heritage – stories of local characters, people who contribute to development of local area (plaques etc)
- Address inconsistency of Council planning officers – improve attitudes toward heritage and demolition
- Look at world's best practice in heritage controls
- Promote use of heritage protection to encourage diversity within local streetscapes (this may support protection of isolated buildings rather than the contributing notion in the planning scheme)
- Benchmark our heritage protection standards with other cities e.g. Paris, New York, etc. world's best practice.
- Wikipedia style cross linked database allowing public input including cross referencing information such as (1) Material of site; (2) materials sources, (3) user (4) owners and (5) builders and architects

- Clearly consider how this strategy will fit and deal with the future planning strategy
- Too much emphasis on heritage 'experts' and not enough working with local communities
- Protecting streetscapes – frontages, even if new building developed behind (the breadth of heritage destruction should be visible by retaining as much façade as possible)
- Parks should be sacrosanct e.g. Royal Park should not have a road link/stacks through or under it

Response to suggestions

- **Many of the suggested ideas are reiterations of those included in the Actions of the Protecting and also within the Communicating and Celebrating sections.**
- **The Protecting Section has been modified to address a number of concerns that have been raised including the prioritisation of a review of heritage areas outside the CBD and a review of the current Heritage planning policies. These are the highest priority actions from the Strategy as shown in the Implementation Plan.**
- **Action 2.8 (now Action 2.9) has been modified to ensure review of heritage grading system occurs in line with current practices.**
- **The Protecting section has been strengthened overall and most of the Actions have been improved and two new Actions have been added.**

Managing our heritage

What we like about this section:

- Sounds good but need to specify how, especially CoM scope and role in relation to state government scope and role.

What is missing from this section:

- To describe the co-ordination between the City of Melbourne and State and other authorities in the heritage strategy
- Transparency of this activity by publishing documents during applications
- Listing of all applications including those which go directly to the state government by CoM
- Deliberate contact of local owners of any 25,000m2 + development by CoM
- A treescape strategy and maintenance
- Recognising problem of heritage protected maintenance and regulation – examples historic houses Mosslenoch & Valetta being allowed to deteriorate (A grade). Argus building another example.
- Monitoring and planning sustainable commercial operations in heritage buildings
- Funding or rate concession to assist owners of heritage properties
- Define 'best practice heritage management principles' (point 15) with reference to comparator cities (like Vienna)
- Specific consideration of river and parks
- Regular reviews of success and calibration against objectives

Other ideas on this section:

- Let's have a seminar series on heritage issues and planning

Response to suggestions

- **Many of the suggested ideas are reiterations of those included in the Actions of the Managing and also within the Protecting sections.**
- **More detail has been added to the Strategy to clarify State and other authority's roles.**
- **Managing actions 3.2, 3.6 3.10 and 3.11 have been modified.**

Communicating and celebrating our heritage

What we like about this section:

- Information on how to protect: 29, 35, 36
- Interpretation Centre: 27
- Support the actions - but doing is the issue

What is missing from this section:

- Publicity on the street
- Promotion for phone apps
- Unofficial tours – run by non - Council aligned groups
- Collaboration of City of Melbourne with other groups
- Indigenous information – scattered in various spots
- Bridge gaps between modern and more traditional techniques
- More information on “how” to achieve goals
- Acknowledgement of residents' associations
- Budget
- Number 34 – exists already – on the ground support
- Acknowledging occasional visitors and accidental tourists
- Identification of significant buildings

Other ideas on this section:

- More than words - \$\$ and follow up are needed
- Information is there – how can we communicate this better
- Use knowledge that is out there – don't replicate or waste limited funds for further studies
- Celebration of good development of heritage sites

Response to suggestions

- **Many of the suggested ideas are reiterations of those included in the Actions Communicating and Celebrating Section.**

- Where Communicating and Celebrating actions are already underway, the strategy has been modified to acknowledge this.
- Many of these suggestions will be useful when the Actions are underway (see Implementation Plan) and all these suggestions will be forwarded to the relevant teams in Council.
- The final Actions and Implementation Plan will be made available on the CoM website and when allocated to a team and work begins, people will be able to view up to date information and contact the relevant teams working on the projects.

Website Submissions

A CoM webpage was created to provide online access to all information relevant the draft Heritage Strategy including links to the draft document, to the Thematic Environmental History, to Melbourne heritage walking tours and to heritage iPhone apps. A link to an online 'Survey Monkey' survey was also included on this page and was open to all members of the community throughout the consultation period.

During November, 2012, the webpage received 11,991 site visits from 4,249 unique visitors. As part of the consultation process the National Trust and Heritage Victoria, publicised the draft Heritage Strategy consultation on their websites so the Strategy webpage was visited from a number of different sources (as shown in the 'Page views by source' figures below).

Activity Statistics

- **671 Visitors**
- **389 Site visits**
- **16 Survey Submissions**
- **1,010 Page views**
- **Page views by source:**

Direct -	376
Google -	350
t.co -	74
comweb -	41
facebook.com -	35
yahoo -	31
icomos.org -	18
bing -	14
Melbourne leader	12
Heritage chat	11

Survey Monkey submissions

The 'Survey Monkey' survey, available for the duration of the consultation period, was divided into the sections of the Strategy (Knowing, Protecting, Managing and Communicating & Celebrating). In summary the survey responses were:

How strongly do you disagree with the goals of each section?					
	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
Knowing	0%	6.7%	6.7%	26.7%	60%
Protecting	0%	15.4%	15.4%	30.8%	38.5%
Managing	0%	7.7%	15.4%	30.8%	46.2%
Communicating and Celebrating	0%	0%	7.7%	38.5%	53.8%

These results show an overall positive response with most survey participants indicating that they strongly agree with the goals within the draft Strategy. There was most disagreement with the 'Protecting' goals.

Many of the survey responses re-iterated issues already contained within the Strategy and some suggested changes which resulted in minor modifications to the Strategy. Many suggestions were included in existing Actions in the Strategy and add value to how the actions will be carried out. All of these suggestions are recorded and forwarded to the relevant parts of Council and will be considered when the relevant Action/s is underway. The following table is a transcript of the online survey submissions received during the consultation period:

Survey Monkey Responses

No.	Comments on each section				Other comments
	Knowing	Protecting	Managing	Communicating and Celebrating	
1	<p>Strongly Agree</p> <p>"The Chinese Museum is located in the heart of Melbourne's Chinatown and provides the "cultural heart" - for Chinese Australian heritage, and Chinese arts and culture. Melbourne's Chinatown is the only surviving mid-19th Century "Chinatown" streetscape in the Western World. We wish to see its true cultural value to Melbourne and the World acknowledged by the public and the City of Melbourne and promoted through this heritage strategy for the benefit of preserving and enhancing the built form, whilst allowing for the Chinese Community to successfully continue a 160-year occupation of the precinct, which</p>	<p>Strongly Agree</p> <p>Strategic planning and policy is required for the successful integration of urban development into heritage precincts and spaces.</p> <p>The City of Melbourne Urban Design department undertakes public works without proper consultation of the Community or the Chinese Museum as the peak heritage body for Chinatown and the Chinese Australian History in Australia. Some major works have been undertaken without proper consultation and I</p>	<p>Strongly Agree</p> <p>Keepers of heritage assets need to appreciate both the cultural and commercial value of their asset to ensure that they are preserved and utilised effectively and sympathetically.</p> <p>Particularly for Chinatown, there needs to be appreciation of heritage through public activity that makes the Precinct more active, in turn, economically benefiting owners of heritage places.</p>	<p>Strongly Agree</p> <p>Yes, I agree. But there are not enough opportunities initiated or assistance/programs provided by the City of Melbourne to stakeholders to provide public activity to "enjoy the city's heritage, appreciate its value and are engaged in its conservation."</p>	<p>1. There needs to be more emphasis on supporting Community/Stakeholder engagement and education.</p> <p>2. There needs to be the development of programs that promote public activity, visitation and appreciation of heritage spaces, buildings and social history.</p> <p>3. There needs to be more accessible and attractive pathways to funding that enhances and preserves heritage buildings.</p> <p>4. City of Melbourne Arts grant programs receive such high recognition and dollars. City of Melbourne heritage grants are insignificant in comparison, which</p>

No.	Comments on each section				Other comments
	Knowing	Protecting	Managing	Communicating and Celebrating	
	<p>also in itself provides a unique social history”.</p> <p>The City of Melbourne has paid little attention to Melbourne's heritage, other than registering buildings and having building controls. There has been little public awareness or celebration of Melbourne's heritage carried out through public programs that promote heritage. Through tourism, Melbourne's grand streetscapes are promoted. But not the social heritage that has produced the landscapes. Museums are keepers of that history and should be provided with CoM programs that help us bring it to life. There would be great awareness benefits, lifting heritage appreciation, benefits to the community and tourism.</p>	<p>think have been insensitive to the heritage streetscape. Example: the lighting catenary wires over Little Bourke Street. Most of our built-form heritage is visible at the first floor levels.... only to be obstructed by a spider web of wires with directional lights that only shine down at night. I feel the ambient nature of Chinatown at night has deteriorated since the new installation.... an example of inappropriate urban design.</p>			<p>seems to reflect the importance the CoM puts on their heritage values.</p> <p>5. Recognise that enhancement of heritage supports cultural tourism development that is income generating, creating heritage enhancement.</p> <p>6. There needs to be greater REAL consultation and response to consultation. On too many occasion the "consultation" is opinion gathering and is only one way...</p> <p>7. The Chinese Museum was not invited into this Consultation. I would hope that the other heritage/social history Museums would have been invited to contribute.</p>
2	Strongly Agree	Strongly Agree	Strongly agree	Strongly agree	<p>As per first question.</p>
		While our heritage places cannot be preserved	It is very important the individuals and groups		

No.	Comments on each section				Other comments
	Knowing	Protecting	Managing	Communicating and Celebrating	
	<p>I believe that it is the diverse cultures and heritages of Melbourne that are its greatest strength.</p> <p>I think that you should work the heritage places of Melbourne into one of the existing heritage databases - eg. Victorian Heritage Database. One of the important ways of knowing the heritage places is working in collaboration with the heritage/cultural organisations associated with them - eg. Chinese Museum, Italian Museum etc. This does not just mean 'consulting' with them but working together with them to achieve mutual goals.</p>	<p>under glass it is important that there is a good balance between saving, restoring and reinterpreting our built heritage.</p> <p>There is a lot of change and development happening in the city, particularly in the Chinatown area. It is important that some of the more recent heritage development in the area (eg post 1970s) be considered as well as historical signage etc. I think a review of the heritage places in the city is incredibly important. Archaeology has also proven to be an extremely important method of understanding Chinese-Australian communities and places, particularly given the biases and</p>	<p>who have spiritual and actually relationships with heritage places are empowered (and adequately supported financially) to care for these places.</p> <p>It needs to be understood that different cultures have different understandings of heritage and history. It may be necessary to work closely with these groups either directly or through appropriate intermediaries to achieve heritage outcomes. All this requires adequate funding.</p>	<p>I don't think we need a new interpretation centre, it would be better to work this through the City of Melbourne's City Gallery, if necessary increasing its capacity. Establishing a network of community-based history and heritage organisations is a good idea. You definitely need to improve the ways in which you involve and engage with various communities of the city about their heritage. A good start would have been contacting heritage cultural institutions (such as the Chinese Museum) to ask for feedback on your Draft Heritage Strategy! It is also very important that you support the heritage activities that are already being undertaken by communities rather than taking them over.</p>	

No.	Comments on each section				Other comments
	Knowing	Protecting	Managing	Communicating and Celebrating	
		<p>absences that are often found in written English records and the scarcity of Chinese-language records. There are definitely places in Chinatown that don't have adequate heritage protection.</p>			
3	<p>Strongly Agree</p> <p>If we don't know our own stories we don't know ourselves. Everybody needs to be validated and acknowledged as being part of the city.</p> <p>Make information visual and textual easily available, and identifiably linked to location</p>				
4	<p>Disagree</p> <p>While heritage places may be well documented, I disagree that their values are understood.</p>	<p>Agree</p> <p>Sustain and rejuvenate is great, but is must be alongside urban development, not as an</p>	<p>Agree</p>	<p>Agree</p>	<p>Loaded questions but good to know that heritage is still appreciated under the onslaught of rampant development.</p>

No.	Comments on each section				Other comments
	Knowing	Protecting	Managing	Communicating and Celebrating	
		<p>afterthought, which is something that is upsetting many in the community.</p>			
5	<p>Strongly Agree</p> <p>I think that not only people but also corporations need to know our heritage if they are to respect it (thinking here of the Myer redevelopment!)</p> <p>I like the idea of an owners pack. How can this be used in the corporate world? I wonder what this sentence means Scope and commission a broad scale predictive modelling of the potential for significant archaeological material to survive within the city, and implement the findings. Reviews and processes should not be part of a strategy - they are administrative</p>	<p>Neutral</p> <p>The idea of protection is fine, but we need to create a heritage for the future. This requires attention to best practice buildings with for example windows in every room, environmental sustainability, increased open space where there is density etc. Heritage protection needs to be seen in a dynamic future looking way.</p> <p>I understand that the approval process for plans to demolish properties is outsourced. If so, the strategy lacks teeth. Need to have a</p>	<p>Neutral</p> <p>Without the authority to control development within the city, the management function is limited. Your statements here are about managing your policies not our heritage.</p> <p>Reviews and processes should not be part of a strategy - they are administrative</p>	<p>Neutral</p> <p>Reviews and processes should not be part of a strategy - they are administrative</p>	<p>I see no mention of climate change and its impact on the protection and management of heritage. Many of the actions are simply reviews and process establishment that do little than replace what currently exists or has lapsed. To me 'strategy' should be forward looking, bold and inspirational, not administrative. You have produced a pretty document, but that is indicative of policy in an elusive way, but lacks strategy</p>

No.	Comments on each section				Other comments
	Knowing	Protecting	Managing	Communicating and Celebrating	
		<p>strategy to balance density growth with heritage protection. Need to protect current ephemera culture as well as the past. I wonder what this means Scope and commission a broad scale predictive modelling of the potential for significant archaeological material to survive within the city, and implement the findings. Reviews and processes should not be part of a strategy - they are administrative</p>			
6	Strongly agree	Agree	Strongly agree	Strongly agree	
	<p>We must be able to see and to remember our past, as a community, to see where we came from and what we did so we can form our future with those</p>	<p>I would strongly agree but the "rejuvenate the city's heritage places" can mean a number of things, for instance, a heritage building rejuvenated for a modern use by altering the structure to a point it</p>			

No.	Comments on each section				Other comments
	Knowing	Protecting	Managing	Communicating and Celebrating	
	histories.	loses its heritage value.			
7	Strongly agree				
8	Agree	Strongly agree	Disagree	Agree	The council is not doing enough. It is paying lip service to heritage. It is only interested in hugely densifying our city to the detriment of its human and aesthetic appeal.
	It is important to know where we have come from to see where we are going.	Most post WWII developments in this city are tragically dreary, depressing, uninspired and alienated from humanity and the environment. Height controls, active restoration schemes and rewards or discounts for preservation.	There is no incentive, support or understanding by ALL developers and many individuals with regard to heritage values. Melbourne City council actively promotes the destruction of our heritage now, just as they did in the 50's, 60's and 70's. It is disgraceful. For a start the council should compel owners to remove all graffiti from our city. The council should remove it and charge the owners should they not comply. Deliberate destruction of our heritage buildings should also be included in such a		

No.	Comments on each section				Other comments
	Knowing	Protecting	Managing	Communicating and Celebrating	
			scheme.		
9	<p>Agree</p> <p>Knowing our place, our history and our diversity</p> <p>preserving and labelling buildings; keeping development under control</p>	<p>Agree</p> <p>Need to endure high rise does not dominate</p> <p>State government appears to overturn heritage rulings at will</p>	<p>Agree</p> <p>Council to support heritage buildings also</p> <p>Award grants in support</p>	<p>Agree</p> <p>Need to determine what is valued by community</p> <p>Open days to visit sites</p>	<p>Need to also protect areas around valued sites and not have them built in.</p>
10	<p>Agree</p> <p>Melbourne is already quite diverse and this is only increasing. So celebrating is a form of bonding these differences. I'm not a heritage specialist at all, but think it is important to define somewhere what "well documented" means. For example, does this include a blurb on how heritage spaces were heated, cooled, lit and used? As with any storytelling, it would be to its strength if the other sensory experiences of a place were somehow accounted</p>	<p>Neutral</p> <p>I agree with the second statement more. I am unfamiliar with the heritage valuing/rating systems, but I do not believe that "all heritage places" should be protected equally. For example, some heritage buildings are energy guzzlers that are not at all sensitive to the environment; if their environmental impact is not able to be easily</p>	<p>Strongly agree</p> <p>good management & maintenance are key to showing our values.</p> <p>A large part of facilities maintenance has to do with energy use and environmental response. While the heritage strategy doesn't need to give specific advice on environmentally responsible facilities management issues, it should SOMEHOW</p>	<p>Strongly agree</p> <p>This was probably my favourite one. Everyone loves a good story.</p> <p>I love the idea of Melbourne's Memory project and creative ways to tell the city's stories. -(Perhaps consider engaging something like http://storycorps.org/) Perhaps also consider engaging with other non-heritage built-environment related groups, such as professionals involved in</p>	<p>It is important that we also value (and in some cases perpetuate) how heritage spaces were occupied, heated, ventilated, lit, etc. if they were done so passively (with minimum gas or electricity inputs) so that so as to highlight ingenuity & inventiveness of that time period. Thank you for reading my comments. If anyone has questions I may be reached at...</p>

No.	Comments on each section				Other comments
	Knowing	Protecting	Managing	Communicating and Celebrating	
	<p>for and shared also.</p> <p>It is critical that natural and indigenous people, plants and animals also be recognized not only for "historic" significance but also their value to the ecology of the place. A dark side to some of our heritage is that we brought in many invasive species; we shouldn't perpetuate or encourage insensitive and environmentally irresponsible actions of the past "for heritage value."</p>	<p>improved, then I believe that major renovation/reworking should be allowed in order to minimize their footprint.</p> <p>I like that the indigenous heritage study and the city's natural heritage values are prioritised. It is critical to define what "good conservation decision-making" means (for lay people) and a lot of this hinges on that. At some level heritage-related decision making will have to be balanced with other relevant topics as well, like sustainable design and energy efficiency. It would be helpful to have some sort of acknowledgeable and value system in place to help with harder decision-making.</p>	<p>acknowledge the known fact that older buildings tend to use a lot of energy. In the context of rising energy costs and climate change, what can heritage buildings & structures do to enhance their relevance while responding to these current issues? How could a historic building be maintained in the most environmentally responsible way? How should a historic building undergo an energy retrofit? These kinds questions are critical for the heritage strategy to address so as to be actively relevant in the present day.</p>	<p>sustainable built environments (assuming I'm not the only such professional interested in this type of thing).</p>	

No.	Comments on each section				Other comments
	Knowing	Protecting	Managing	Communicating and Celebrating	
11	<p>Strongly agree</p> <p>"Knowing" should reduce obstacles from bureaucracy and Big business and "that's progress" lovers that for those that wish to preserve our heritage.</p> <p>Setting Advertising and Marketing budgets</p>	<p>Strongly agree</p> <p>Sustain and rejuvenate urban does not require development, even urbane.</p>	<p>Strongly agree</p> <p>The recent MCC Significant Tree - Heritage List induction by MCC chose to leave out very important CBD heritage trees due to CBD "site" manager/operator resistance.</p> <p>Please insure that site manager/operators (not even site owners) can object to the inclusion of Significant tree Heritage register and that they are enshrined in local laws of protection and "active" ongoing management plans with oversight by MCC.</p>	<p>Strongly agree</p> <p>I would like to see "corporate" also specifically note and include "Developers".</p>	<p>The most important aspect of the concept of a draft Heritage strategy is the preservation of the existing CBD Trees and landscape that has had 150 years or so of development and expensive maintenance even during extremes of severe droughts to what it is today. The example I propose is that if a brick in a heritage building is damaged beyond repair then the owners and maintainers will instantly seek heritage research and expert advice on what brick could or should replace it or not. Unfortunately this doesn't seem to apply to heritage landscapes and trees in the minds of the owners or maintainers. If a heritage tree is short of water or is hit with a blight. Usually it is left to suffer over very long periods in a debilitated state while "red tape" is consulted, Political Correctness of water savings is tip-toed around,</p>

No.	Comments on each section				Other comments
Knowing	Protecting	Managing	Communicating and Celebrating		
					<p>budgets finagled and personal aspirations of advancement jockeyed for. In general it has usually been neglected to the point where there is no option but for it to be ripped out and replaced with a cactus or some such future proofing succulent or be replaced by whatever else has been left in the back of the truck. It is important to take as much initial detailed measurement and heritage research of the existing CBD heritage trees and landscapes that can then inform the future for detailed examination and correct maintenance as we would currently afford that of heritage building's "brick in the wall" While this may have just started to happen it is long overdue as can be seen by the wholesale loss of hundreds, thousands of trees in the CBD and surrounds over the past 10 years. What took 150 years or so of financial investment and care through droughts and hardships</p>

No.	Comments on each section				Other comments
	Knowing	Protecting	Managing	Communicating and Celebrating	
					has been unnecessarily fritted away over the last 10 years for a few miserly shillings of water and care. Let's not repeat the knee jerk responses of the last 10 years and act responsibly towards good heritage preservation, be it brick or tree or landscape.
12	<p>Neutral</p> <p>Although "goals" are identified in the Action section, the overall goal of the Strategy should be clearly expressed at the front end of the document – what is intended to be achieved by this document existing?</p> <p>The actions refer largely to accessibility of information. However, there should also be an opportunity for the community or professionals to nominate heritage places through and online system for Council to undertake further</p>	<p>Disagree</p> <p>Overly theoretical goal to protecting heritage. Although background research is always required, practical building improvements and capital works programs should be stipulated and rank them in order of funding / works.</p> <p>More actual implementation of physical works and timeframe for ensuring long term protection</p>	<p>Agree</p> <p>Is there any opportunity for Council to provide financial or other sorts of assistance to ensure appropriate management of privately owned heritage places?</p> <p>Opportunity to link program of heritage management to Council's Capital Works program to ensure clear budget allocation and outcomes.</p>	<p>Agree</p>	<p>It would be interesting to understand how the Heritage Strategy sits in the context of Council's priorities, e.g. part of MSS, Council Plan, Community Plan, component of Tourism Strategy, etc., to ensure commitments are upheld and is not a "on the shelf" document that gets forgotten.</p>

No.	Comments on each section				Other comments
	Knowing	Protecting	Managing	Communicating and Celebrating	
	investigation.	would be useful.			
13		Agree	Neutral	Agree	
		<p>I agree that it is important to protect our heritage but we also have to be realistic - just because something is old does not make it important or significant. All buildings need to be economically viable for them to exist as then they are being used for their designed purpose.</p> <p>The best way to protect our heritage is to ensure the properties are used and loved so I agree that the approach taken by Council must be proactive. Adaptive reuse is the key to a successful heritage outcome.</p>			

No.	Comments on each section				Other comments
	Knowing	Protecting	Managing	Communicating and Celebrating	
14	Strongly agree	Disagree While I agree with sustaining heritage places, I'm not sure whether we need to always 'rejuvenate' them as part of ongoing urban development. Sometimes they are better conserved as they are. Being better in tune with what the community values as heritage, rather than what professionals determine to be heritage.	Agree	Strongly agree Move away from the safe and traditional focus of Anglo Celtic heritage, and tokenistic interest in Indigenous culture and Chinese history, and begin exploring other cultures and groups in the community - contemporary Indigenous culture, Muslim and Jewish communities, Gay and Lesbian. community. Greater engagement with these communities to let them tell their story, rather than having it told for them by historians and others outside their communities.	Apart from a couple of initiatives mentioned on page 22 for establishing an interpretative centre for Melbourne's past, present and future; and another called the Melbourne Memory project; the document seemed to be lacking in any real new initiatives. From reading the document it came across not so much that change to how we manage heritage is in the wings, rather the reader got the impression that the City of Melbourne was quite self-satisfied in its handling of the city's heritage. I think there is room for some far more creative thinking. Hopefully, at least this will surface in the community forums. Thank you, though, for the opportunity to give my feedback.
15	Agree				
16	Strongly agree Knowing is the essential first	Strongly agree The City of Melbourne	Strongly agree Again because the City of	Strongly agree These are great goals -	Worried about the title. Does the City of Melbourne have the capacity to deliver all these great

No.	Comments on each section				Other comments
	Knowing	Protecting	Managing	Communicating and Celebrating	
	<p>step</p> <p>All the actions are worthwhile. Engaging local communities so that you understand what they value is a good way to avoid conflict. What they value may not be the same as what heritage 'expert' value.</p>	<p>has an important leadership role - across Victoria and nationally. But not all change is good! And this needs to be recognised. The title of the Strategy may be accurate but is a bit disconcerting.</p> <p>I like them all. Indigenous and natural heritage seem important initiatives.</p>	<p>Melbourne needs to be a leader and the actions support this.</p> <p>Could more be done to recognise and promote good examples of heritage management by you and others - open days, awards for example. And how can environment/sustainability be better linked to heritage so they support each other rather than sometimes being in conflict?</p>	<p>engaging people with heritage in all its aspects is important - and especially as our communities become more mobile.</p> <p>The actions seem comprehensive, and I like the community involvement and active participations that is highlighted in some actions.</p>	<p>actions? What are the priorities across the actions - they appear equal at present?</p>

HeritageStrategy

2013

DRAFT

Acknowledgments

The City of Melbourne would like to thank:

- Heritage Victoria
- the Department of Planning and Community Development
- the National Trust of Victoria
- Context Pty Ltd heritage consultants
- Helen Doyle - Historian
- Peter Glenane - Photographer

The City of Melbourne would also like to thank all representatives who contributed to the Stakeholder consultation workshops.

This Strategy has been prepared by the City of Melbourne.

Disclaimer

This report is provided for information and it does not purport to be complete. While care has been taken to ensure the content in the report is accurate, we cannot guarantee that the report is without flaw of any kind, there may be errors and omissions or may not be wholly appropriate for your particular purposes. In addition, the publication is a snapshot in time based on historic information which is liable to change. The City of Melbourne accepts no responsibility and disclaims all liability for any error, loss or other consequence which may arise from you relying on any information contained in this report.

Contents

Foreword	4
Introduction	6
Melbourne's heritage	10
Action plan	14
Review and monitoring	24
Resources List	26
Acknowledgements	28
Implementation Plan	30

1 Foreword

Heritage places reflect the many peoples and cultures that have shaped Melbourne's landscape.

Indigenous Australians were the first people, and the City of Melbourne acknowledges and respects their customs and traditions and their special relationship with the land. Their heritage – both ancient and contemporary – is uniquely important.

So many peoples from across the world have influenced the shape of today's city, introducing new ideas, technologies and ways of life. Melbourne is a culturally rich and enriching place.

This Heritage Strategy will provide the overarching framework and strategic direction for heritage planning in the City of Melbourne for the next 15 years.

Melbourne is one of the world's most liveable cities, renowned for its heritage fabric and collections. These elements contribute greatly to Melbourne's character and are integral to its social and cultural life. This strategy foresees that Melbourne will continue to be one of the world's most liveable cities and that the heritage fabric will play an important role in maintaining the integrity of the urban environment.

Melbourne's heritage is facing the challenge of urban growth inherent in a modern city. Urban growth will see significant residential, employment and visitor populations within the city, as well as densification of built form. These challenges will place pressure on the existing built fabric of the city. Through the development of this strategy, the City of Melbourne recognises the importance of a holistic approach to understanding and managing this invaluable resource. The City of Melbourne has a remarkably rich and

diverse heritage, which is of importance locally, nationally and internationally.

Traditionally the country of the Kulin Nation, the land on which the City of Melbourne was built retains many places of importance to Aboriginal people, some relate to the ancient past and some are more recent.

Melbourne was the place where Victoria's colonial settlement officially started, and the first seat of government in Australia. It is renowned as one of the world's great Victorian-era cities. The city contains many intact streetscapes, parks and buildings recognised as important heritage places. In addition to this, the city has some outstanding architecture and collections from the 20th century.

Much of what makes the City of Melbourne distinctive comes from its rich history as a capital city. The urban fabric of the city reflects significant periods in Melbourne's history.

What is heritage?

Heritage is the full range of our inherited traditions, monuments, objects and culture.

Heritage is expressed through places – buildings, landscapes, public parks and gardens, infrastructure, monuments, public art and more. The layout of the city, the grid and the suburbs, the port, the clusters of long-established activities and uses, the patterns of lanes and arcades, transport and other infrastructure, these are all part of our city's heritage. The landscapes of the city are a combination of the natural landforms and waterways, combined with designs and plantings from the 19th and 20th centuries.

Heritage is also represented in objects, artefacts, archives,

photographs, maps, drawings and more. Some items are in public collections and others are privately held. This strategy covers the objects, archives and collections owned and managed solely by the City of Melbourne.

Some heritage is harder to see – for example, the archaeology of the city, the Dreaming stories, and the more subtle marks of past people and their cultures.

Heritage includes our traditions, events and celebrations, people's memories, artists' expressions, monuments and memorials. Heritage is dynamic. What is valued constantly changes as society, culture and memories change.

Other aspects of heritage are reflected in culture, traditions, events, stories and memories. This strategy is interested in how these can be shared in order to build public understanding and appreciation of Melbourne's past, present and future.

Why is heritage important?

Heritage is at the heart of community identity. The intangible aspects of heritage such as traditions, memories, knowledge, creative expressions, performance and rituals help sustain the rich and diverse mosaic of Melbourne's communities.

Heritage is an essential part of the present we live in – and of the future we will build. It is passed on to us, and it is the inheritance we pass on to future generations. What we do today – how we plan, manage and change the city – will be part of our legacy.

Heritage places, objects and stories give our lives meaning and purpose, as individuals and as communities. They create a strong and enduring sense of community identity.



2 Introduction

The City of Melbourne's role

This strategy focuses on the responsibilities of the City of Melbourne as well as the areas in which it can exert its influence. The City of Melbourne provides statutory protection for the majority of historic heritage places and some Aboriginal heritage places that have been identified within the city, with Victorian Government legislation covering other places.

The heritage roles and responsibilities of the City of Melbourne include:

- Understanding the value of our heritage today and for the future
- Identifying places, buildings, objects and stories to be conserved.
- Sustaining this heritage through protection, adaptation, reuse and creative interpretation
- Communicating, through signage, marketing and

promotional materials, and various other print and online media

- Celebrating the city's heritage, with events and activities, publicity, community gatherings
- Partnering with communities and other heritage organisations such as Heritage Victoria and the Heritage Council.

The City of Melbourne is not the only custodian of the city's heritage. State government, the private owners and managers of heritage places, community-based organisations such as the National Trust and the many resident and history groups throughout the city all have important roles in sustaining our heritage. Through this strategy, the City of Melbourne will seek to enhance its ability to work in partnership with other custodians and heritage organisations.

The City of Melbourne aspires to be a leader in its approach to knowing, protecting, integrating and interpreting the city's cultural and natural heritage. A set of benchmarks for effective local government heritage action have been established nationally. These are contained in Appendix 1.

Purpose

As the city continues to grow, change and evolve, its buildings and places are being redeveloped. In the context of this change, this strategy provides a framework to ensure the continued protection and enhancement of all the elements of Melbourne's

heritage. This strategy will guide the City of Melbourne's:

- Assembly and management of its extensive range of heritage information
- Enhancement or development of new strategies for the protection of heritage
- Management of heritage
- Celebration and communication of heritage, and partnership with communities and other stakeholders.



Achievements and actions

The City of Melbourne has been a leader in conservation, developing methodologies for heritage studies, initiating heritage precinct protection and developing guidelines for decision-making.

Protection of buildings and streetscapes

The City of Melbourne has documented heritage places and precincts through heritage studies and planning scheme controls in Carlton; East Melbourne; Kensington; Parkville; North, West and South Melbourne, and South Yarra.

Indigenous heritage

The City of Melbourne worked with traditional owner organisations to produce the Indigenous Heritage Study and Strategy (Part 1). The City of Melbourne also has a long-standing role in supporting Indigenous art and cultural activities. It has created opportunities for Indigenous public art, including the Sir Doug and Lady Nicholls memorial, the first Indigenous public memorial in Victoria, Birrarung Willam at Birrarung Marr and Scar Trees (sculpture) at Enterprise Park.

Melbourne Heritage Restoration Fund

The Melbourne Heritage Restoration Fund (MHRF) was set up in 1988 by the City of Melbourne and the Victorian Government as a joint venture non-profit facility. The MHRF provides financial assistance to owners for the conservation and restoration of the publicly visible and accessible parts of heritage buildings.

Parks, gardens and public spaces

The City of Melbourne protects Melbourne's parks, gardens and open spaces through heritage controls. It has completed Conservation Management Plans for all parks, gardens and open spaces listed on the Victorian Heritage Register. The City of Melbourne also maintains a high standard of presentation of these areas through restoration and improvement projects.

Art and Heritage Collection

The City of Melbourne's manages its Art and Heritage Collection to best practice standards, with policies and guidelines for the acquisition, conservation, use and disposal of objects and collections.

Arts and Culture

The City of Melbourne's Arts and Culture programs focus on community engagement through arts projects where there is a sharing of stories, memories, experiences and issues. The Creative Spaces program converts unused and/or heritage buildings to creative uses and many activities supported through Arts and Culture occur within heritage buildings. Examples include North Melbourne Town Hall, Queensberry Street; Meat Market, Blackwood Street; ArtPlay, Birrarung Marr, and Signal, Les Erdi Plaza, Northbank.



Scope

This Heritage Strategy covers all aspects of Melbourne's cultural and natural heritage for which the City of Melbourne has direct responsibility or where it can have some influence. It is complementary to other strategies, such as those with a special focus on natural and Indigenous heritage values, for example the Indigenous Heritage Strategy.

The four strands of the strategy are knowing, protecting, managing and communicating and celebrating our heritage.

Knowing our heritage

This entails identifying, assessing and documenting heritage places and assets, and establishing the information systems to make this knowledge publicly accessible. Understanding our heritage means investigating why it holds meaning for us today, so, over time, as new information becomes known, heritage values can and do change.

The City of Melbourne has documented Melbourne's extensive heritage over many years. Through heritage studies It has recorded a wealth of information on the history of the City and its important heritage places. Most of these studies focused on heritage buildings and precincts. The heritage studies undertaken since the late 1970s are listed in the Heritage Resources section. The City of Melbourne needs to review this record periodically for significant heritage that has not been identified and protected and is at risk of loss or damage in a changing urban environment.

The City of Melbourne owns or manages a number of

heritage places and objects. A comprehensive assessment of their cultural and/or natural heritage significance is part of their good management.

Protecting our heritage

This entails securing (statutory) protection for identified places and objects. The *Burra Charter* is generally regarded as the most important document of the last thirty years for the conservation of heritage places and has been widely adopted as the standard for heritage conservation practice in Australia. The *Burra Charter* advocates that the place itself is important, and that understanding its significance is the key to finding conservation solutions that respect heritage values and meet today's needs.

The City of Melbourne's documentation and protection of the city's heritage, using *Burra Charter* principles, has informed good conservation practice in policies, strategies, design, construction and management. There are Heritage Overlays covering approximately 7000 heritage buildings. Heritage precincts across the inner city suburbs, introduced in the 1980s, have generally stood the test of time.

The Melbourne Planning Scheme provides for statutory heritage protection and development. It includes the Municipal Strategic Statement (MSS) which provides the high-level heritage policy perspective and two local heritage policies - one for land within the Capital City Zone, the other for land outside the Capital City Zone, which provide more detailed provisions.

The City of Melbourne needs to ensure that this statutory policy framework is adequate for the future and responsive to the changing urban development context. The City also needs to ensure that heritage protection is up-to-date and that all the appropriate tools including Statements of Significance are available.

Managing our heritage

This entails developing policies and guidelines to assist decision-making, management, provision of advisory services and financial assistance. Successful heritage protection requires coordination of the efforts of the City of Melbourne, property owners, and the wider community.

The City of Melbourne's website offers excellent information on Indigenous heritage and practical guidance on heritage provisions in the Planning Scheme. The City of Melbourne website and library network are important resources for communities. The City of Melbourne will need to update and improve this information resource over time.

Support for community-based history and heritage organisations through small grants or partnership projects is highly valued.

The City of Melbourne employs heritage advisors who are all highly experienced heritage architects. They work with the City of Melbourne's officers to advise on planning applications and provide pre-application services to building owners and managers.

Communicating and celebrating

This entails promoting the public awareness and appreciation of Melbourne's heritage.

The city's urban environment encompasses a wealth of stories, and their interpretation reveals new meanings and builds new understandings of the city. As the original major settlement in Victoria, Melbourne is at the centre of many important national and local stories. While the bigger stories are often well known and interpreted, many community stories are less accessible.

There are many opportunities to experience Melbourne's history and heritage. For example, the City of Melbourne actively collaborates with local and Indigenous communities, helping them tell their stories through art, performance, storytelling and other projects. Further development of these initiatives can create connections across the City of Melbourne, linking heritage, history, place, culture and communities.

Thematic histories, heritage studies and the wealth of materials and extensive local history collections in Melbourne's library network are a resource for future interpretation. Opportunities for historic interpretation have also expanded from the traditional modes such as signage, to new technologies, for example podcasts, e-trails and mobile phone/PDA applications.



3 Melbourne's heritage



W.E.F Liardet watercolour of Batman's camp at the west end of the township in the late 1830s (painted in the 1870s)



The City of Melbourne has commissioned the Thematic History – A History of the City of Melbourne’s Urban Environment 2012. This is a thematic history of the municipality to guide the recognition and protection of the city’s rich and diverse heritage of places and objects.

There are 15 themes summarised below. Melbourne’s physical fabric of buildings, parks and gardens, street trees, open spaces, signage, and physical objects represents each of these themes. The city’s intangible heritage of performance, song, traditions and rituals, knowledge, celebrations and commemorations, also represents some of these themes.

Aboriginal country

This acknowledges the pre-settlement history of the Melbourne area, and the ongoing importance of this place to the Wurundjeri and Boon Wurrung people. While we can trace some of the heritage of Aboriginal Melbourne to this period, many places, especially those on public land, continue to be important living cultural sites. Also important are cultural stories and traditions associated with particular sites, and other intangible aspects of a rich cultural heritage.

Promoting settlement

This includes defending traditional country, foundation stories and immigration. This theme relates to the landscape of Melbourne and its strategic siting on the Yarra River, which became an important port for immigration and trade.

Shaping the urban landscape

This traces the physical development of the city, including the grid plan; the layout of streets,



The Melbourne Cricket Ground, fringed with gum trees, 1864 (source: SLV Accession No. H15455)

suburbs, and urban precincts; the naming of places, and the public spaces. It recognises the natural landscape, including Melbourne’s position alongside the Yarra River. This theme also includes the development of a distinctive architectural style in the city and, more recently, the reuse of city buildings for new purposes.

Governing, administering and policing the city

This describes the history of Melbourne’s governance and its function as an administrative centre, including Melbourne’s role, not only as a municipal centre, but also as a state capital, and, for a period, the federal capital of Australia (1901-1927). This theme also covers the subjects of justice, policing, defence and Aboriginal affairs, which were critical responsibilities of colonial government.

Building a commercial city

This traces important strands of Melbourne’s economic development, including the

foundational role of the pastoral industry, Melbourne as a trading port, the development of a large city-based economy, and the development of retail, manufacturing and publishing industries. Melbourne’s economic development has been linked to the broader forces of the growth of the global economy and its periods of boom and depression. As well, there were local influences, such as the prodigious growth of the colony following the gold rushes and the associated heyday of ‘Marvellous Melbourne’. The recent adaptation and reuse of commercial buildings reflects the changing economic structure of the city.

Creating a functioning city

This covers the development of essential services in Melbourne’s infrastructure, including the provision of a reliable water supply; sewerage, street making and drainage, and essential services. It also covers the provision of public facilities, such as public toilets, transport and burial places.

Appreciating and adapting the natural environment

This is concerned with the ways in which settlers embraced the unfamiliar new country, with its foreign plant life and weather patterns, and how they adapted and altered the environment they encountered to make landscaped parks and gardens and avenues of trees. The network of parks, gardens and remnant Indigenous vegetation represent this theme.

Living in the city

This is concerned with the settlement of immigrants, housing and education. Former hostels and boarding houses; a range of surviving housing stock found in different parts of the municipality, and many surviving, but often



Drinking fountain outside the North Melbourne Town Hall (source: SLV Accession No. H98/250/1401)

adapted, school buildings all represent this theme.

Working in the city

This traces the development of paid employment within the City of Melbourne and changes to working life, including women's work, from the mid-19th century to the post-Second World War period. A range of buildings, from industrial and manufacturing sites to the high-rise city buildings of the post-war period all represent this theme.

Shaping cultural life

This includes the development of Melbourne's arts and cultural life since the beginnings of European settlement. Many buildings are associated with musical and theatrical performance, art galleries and libraries. This theme incorporates the cultural richness of Melbourne's religious and ethnic groups, as represented by the churches, church-run institutions, and cultural centres.

Caring for the sick and destitute

This concerns the hospitals, infant welfare centres, and other places associated with general welfare provision and the important role of charitable work in Melbourne, run by both welfare agencies and the churches.

Expressing social and political opinion

This is about the shaping of Melbourne as a free, tolerant and democratic society. From the 1850s, Melbourne embraced social and political reforms, and allowed for political expression. An eclectic range of places, including sites of public speech-making and protests, places of privilege and conservatism, and

places of governance and law-making, represents this theme.

Enjoying the city

This covers the recreational passions of Melbourne's communities, including public recreation, tourism, exhibitions, processions and street events, fashion and style, and eating and drinking. Spectator sports, especially Australian Rules football, cricket and horseracing, have been fundamental to Melbourne's development as a city. The promotion of Melbourne as an international city through exhibitions, tourism promotion, and festivals was especially important in the 1880s and again in the late 20th century.

Advancing scientific knowledge

This is about Melbourne's role as the capital of a British colony and, as such, a place of New World exploration and discovery. This theme includes the development of scientific record-keeping and scientific institutions, including Melbourne Zoo, Botanic Gardens and Observatory.

Preserving and celebrating Melbourne's history

This takes into account Melbourne's connection with its past and its complex relationship with previous centuries. Melbourne has celebrated and commemorated its European settlement from the mid-19th century onwards, through foundation stories, monuments and memorials, and heritage preservation. More recently, this includes remembrance of Melbourne's Aboriginal history.

4 Action plan





Knowing

Goal

The many and diverse cultures and heritages of the city are recognised and celebrated.

All heritage places are well documented. Their values are understood and publicly accessible.

Rationale

Understanding the city’s heritage is a key to protecting heritage places and values. The City of Melbourne has a statutory responsibility under the Planning & Environment Act 1987 to take action to recognise and protect heritage places throughout the municipality, using the Planning Scheme.

A recent internal review of various existing heritage studies in the city has identified some gaps in industrial heritage, post-Second World War places, street elements (paving, kerb and guttering, signs, infrastructure), laneways, exceptional trees, potential for archaeology, and Indigenous places. The City of Melbourne has not fully investigated places with natural heritage values. Some older heritage studies lack Statements of Significance and are not comprehensive in scope. Many highly significant A and B graded places lack a Statement of Significance.

To make this information more widely available, a comprehensive information system integrating heritage data sets, linked to the City of Melbourne’s GIS capability, would create a powerful tool for heritage planning, management and interpretation.

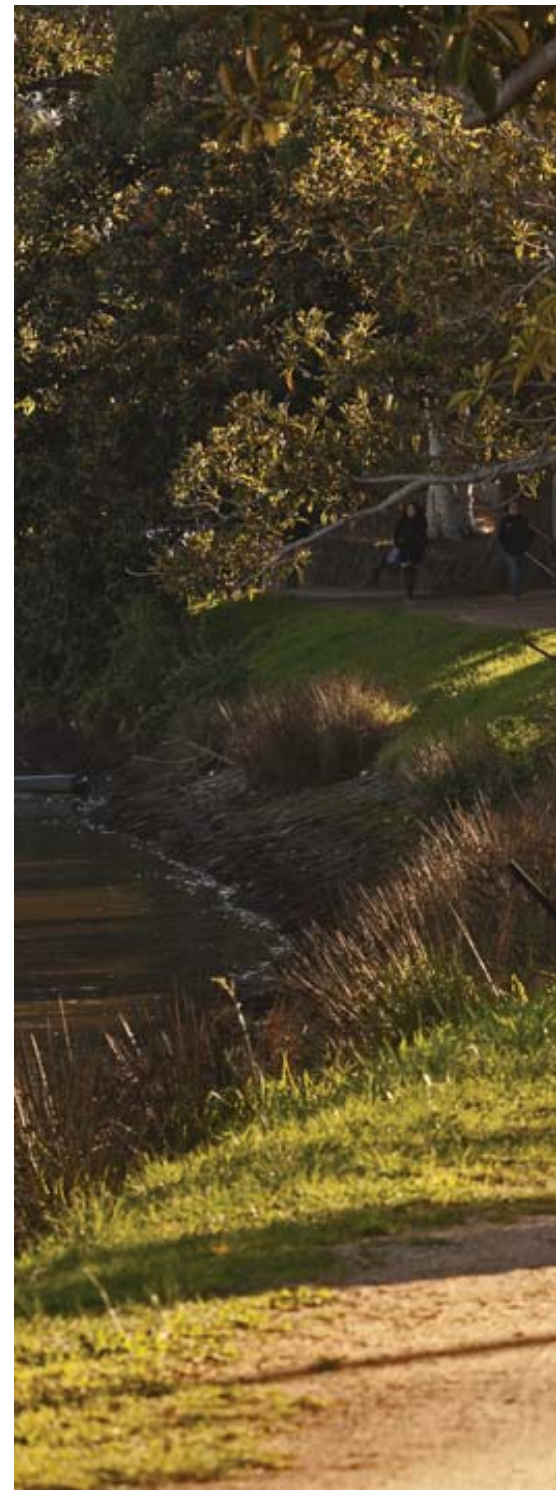
Actions

1.1 Develop an online heritage places information system to meet the needs of the Council, the wider community and other users, that links with Heritage Victoria’s HERMES information system.

1.2 Investigate the establishment of a City of Melbourne heritage information portal that provides access to all Melbourne’s heritage information repositories including Council’s own collection.

1.3 Develop a ‘Statement of Significance’ for the City that covers all aspects of heritage including natural, Indigenous and built form heritage.

1.4 Investigate, identify, assess and document, gaps in the record of items and places of cultural and/or natural heritage significance.





Protecting

Goal

Protect and value all heritage places and put in place policies to support good conservation decision-making.

Sustain and rejuvenate the city's heritage places as part of planned strategic responses to ongoing urban development.

Rationale

Protecting heritage requires a proactive approach, combining legal protection with clear guidance where change is proposed.

Recognition and protection of heritage through the Planning Scheme should mean that proposals for change actively respond to heritage requirements.

The city will continue to undergo significant growth and change. Understanding, recognising and responding to the factors that drive change is the basis for successful heritage management. Change can be used as an opportunity to conserve and integrate heritage values into the fabric of a contemporary city. The MSS Growth Area Framework Plan defines the areas of high growth and development as the Hoddle Grid and the urban renewal areas. Reviewing these high-change areas to identify and protect heritage is the highest priority. The next priority is to review those areas in the Mixed Use zones because these areas are subject to a moderate degree of change.

The more stable areas of the city are in the Residential zones. These areas generally already have extensive heritage controls and will undergo very little change. They

do not warrant full scale review but do require targeted resolution of gaps and inconsistencies in the existing controls.

The prominence of historically significant vistas is protected in the Municipal Strategic Statement (MSS) and by built form controls in the Planning Scheme. These Controls should be reviewed to ensure there are no gaps or inconsistencies.

In addition to these reviews the heritage policy outside the Capital City Zone needs to be reviewed to update the heritage grading system and strengthen controls with better decision guidelines

Actions

2.1 Review the scope of heritage places studies and reviews, including all places on the now defunct register of the National Estate within the municipality, to ensure that all relevant places are included and protected.

2.2 Progressively undertake a review of heritage in the high-growth and urban renewal areas and in the mixed use areas of the City.

2.3 Review the heritage controls in the residential zones of the city targeting resolution of gaps and inconsistencies in the existing controls.

2.4 Review the Melbourne Planning Scheme controls of heritage vistas in the Capital City Zone and the built form and scale of the context of heritage buildings and precincts.

2.5 Undertake Stage 2 of the Indigenous Heritage Study and Strategy.

2.6 Investigate and document the City's natural heritage to

determine cultural and historic significance.

2.7 Scope and commission a broad-scale predictive modelling of the potential for significant archaeological material to survive within the City, and implement the findings. (This has been undertaken for the CBD by Heritage Victoria.)

2.8 Review and update Melbourne Planning Scheme local policies (22.04) Heritage Places Within The Capital City Zone and (22.05) Heritage Places Outside The Capital City Zone. Consider principles for adaptation, re-use and creative interpretation in the review.

2.9 Develop 'Statements of Significance', drawing from themes in the *Thematic History - A History of the City of Melbourne's Urban Environment 2012*, for all heritage precincts, individually significant buildings and places across the City.

2.10 Undertake a review of the City of Melbourne's heritage places grading system and update in accordance with the Department of Planning and Community Development's "Applying the Heritage Overlay, September 2012" practice note.

2.11 Review and update the existing heritage places guidelines for property owners and for the City of Melbourne when applying planning controls. Include consideration of adopting or adapting the Heritage Victoria guidelines



Managing

Goal

Maintain well-developed management plans and policies to guide the conservation of the City of Melbourne's own heritage assets.

Individuals or organisational owners and managers of heritage places, objects and collections are able to care for their heritage assets, understand their heritage values, appreciate the legal requirements, and know where to go for advice, support and financial assistance.

Rationale

The City of Melbourne owns and manages a wide array of heritage places, including parks and gardens, public and community buildings, street trees, laneways, bridges, drains, and so on. It also has significant collections of documents, images, objects, public art and monuments in its care, and has excellent policies in place already for their management. The City of Melbourne does not have any legal responsibilities for objects and collections, except those under its own control.

The City of Melbourne also has a statutory responsibility for land use planning, and so a key focus of its support for heritage custodians is around property and place matters. The needs of custodians of objects and collections will vary, depending on their knowledge and appreciation of heritage values and statutory protection systems, and their corporate and personal resources.

Long-term custodians may have a strong foundation of knowledge but there will also be new owners and managers of significant heritage, who will require information and advice. The City of Melbourne needs to provide access to key information resources and expert advice to these custodians about the care of their heritage assets.

The City of Melbourne may offer support in the form of a grant, or it may assist with technical advice to community organisations with significant collections or objects pertaining to the history of the city.

Recognition is important. Acknowledge property owners, managers, their contractors and consultants to build up a portfolio of exemplary projects that illustrate good heritage outcomes.

Actions

3.1 Establish, adopt and use best practice heritage management principles.

3.2 Acknowledge the heritage value of the the City of Melbourne's heritage assets by including them on its asset database.

3.3 Establish heritage asset management plans for each City of Melbourne owned or managed place, and generic plans for assets places of the same type (for example street furniture).

3.4 Review and update policies to guide the conservation of types of places or elements such as street infrastructure, street trees, park buildings and infrastructure, archaeological places, cultural landscapes, significant trees, bridges and public art.

3.5 Ensure the heritage significance of all City of Melbourne objects and collections is recognised and conserved, using

the Art and Heritage Collection as a model.

3.6 Develop internal procedures to ensure heritage values are protected in the course of any works the City of Melbourne undertakes.

3.7 Use the City of Melbourne's management of its own heritage properties to demonstrate good practice in heritage management.

3.8 Advocate for, and assist individuals and organisations to prepare management plans for heritage places they own, including the possibility of grants or loans to community owners.

3.9 Establish a procedure to protect the heritage values of heritage assets identified for removal, disposal or sale.

3.10 Identify the major custodians of Melbourne's heritage places, for example, churches, museums, galleries, tertiary, financial, government and other institutions, and research and establish the best methods of working with custodians to help them manage their heritage properties or assets.

3.11 Establish a new owners' 'Heritage Information Pack' to be made available to new and existing owners of heritage places.

3.12 Set priorities for the Melbourne Heritage Restoration Fund and ensure it supports activities related to emerging and challenging heritage issues. Explore development of its funding model.



Communicating and Celebrating

Goal

Recognise and celebrate the community's diverse cultures and heritages.

All the city's communities – residential, business, cultural, corporate and educational – enjoy the city's heritage, appreciate its value and are engaged in its conservation.

Rationale

Melbourne's heritage is important to the people who work, live and play in the city, and to the whole of metropolitan Melbourne. The heritage qualities of Melbourne's inner city urban environment are a competitive strength for businesses that choose to locate here. Engaging with all interested parties is important for the effective negotiation of complex heritage planning issues and for achieving the best outcomes.

While there are many current opportunities to experience Melbourne's history and heritage, there is potential to bring in the use of new technologies.

The City of Melbourne is already actively working in collaboration with local and Indigenous communities, helping them tell their stories through art, performance, and storytelling via a diverse range of projects. This action seeks to continue and build on these initiatives.

Actions

4.1 Investigate establishing an interpretation centre for Melbourne's past, present and future.

4.2 Help build an appreciation of Melbourne's history and heritage by making material held by the City of Melbourne publicly accessible, such as through the city gallery.

4.3 Improve and expand the heritage information available through the City of Melbourne's website and through mobile devices and make heritage studies and data publically available.

4.4 Start a 'Melbourne's Memory' project, designed to capture and share memories and traditions that enrich our appreciation of Melbourne life, the built environment and landscape, building on previous successes in this area.

4.5 Continue to interpret and provide the wider community information about the city's Indigenous landscape and culture and modern Indigenous stories. Maintain community connections and build on the proposed Indigenous Heritage Study (Stage 2).

4.6 Continue to support local communities recording and presenting of their local stories. Promote, support and encourage new and creative ways to tell Melbourne's stories and interpret Melbourne's heritage fabric, using new technologies, art and performance, celebrations, experiences, writing, visual and other methods.

4.7 Develop a plan to guide the City of Melbourne's engagement with all the various communities on heritage issues and produce new information materials for those in the wider community with an interest in heritage.

4.8 Explore the possibility of establishing a network of

community-based history and heritage organisations across the city.

4.9 Improve the ways for involving the various communities of the City with identifying heritage matters, values and places that have meaning to them.

4.10 Develop Council's public heritage program to inform the wider community about heritage and the opportunities to experience heritage places and conservation activities.



'This will be the place for a village', publicity poster issued for the Centenary Celebrations, 1934-35, Percy Tromf.

5

Review and monitoring

Implementation Plan

An implementation plan showing the prioritisation of each of the actions in this Strategy is at

Appendix 1.

Every four years

Review the Implementation Plan towards the end of each council term to monitor progress with its implementation and set priorities, actions and responsibilities for the coming term.

In 2020

Review and revise the Heritage Strategy in its entirety in 2020, to ensure it remains relevant, effective and up-to-date.

6

Resources List

Heritage principles and practice guides

Australia ICOMOS, 1999. The Australia ICOMOS Charter for the conservation of places of cultural significance (The Burra Charter), Burwood.

Australian Heritage Commission, 2002. Ask First: a guide to respecting Indigenous heritage places and values, Canberra.

Australian Heritage Commission, 2002. Australian Natural Heritage Charter. Australian Heritage Commission, in association with the Australian Committee for the International Union for the Conservation of Nature (ACIUCN).

Heritage Victoria, 2006. Victoria's Heritage: strengthening our communities. Heritage Victoria, Melbourne.

Heritage Victoria, 2010. Local Government Heritage Strategies. Heritage Victoria, Department of Planning and Community Development, Melbourne.

Strategic planning and policy documents

Future Melbourne, 2009. [Source: <http://www.futuremelbourne.com.au/wiki/view/FMPlan> accessed 14.04.2011].

Melbourne Planning Scheme.

City of Melbourne, 2006. Towards a better 'Public Melbourne': Draft urban design strategy July 2006.

Moles, Jenny 2007. Review of heritage provisions in planning schemes: Advisory Committee Report.

City of Melbourne, 2008. Central Business Dreaming.

City of Melbourne, 2010. 1200 Buildings program: transforming Melbourne's Buildings. Pamphlet.

The Heritage Chairs and Officials of Australia and New Zealand, 2008. Supporting local government in heritage conservation. Discussion paper prepared by Lisa Rogers, Heritage Victoria, as part of the HCOANZ Supporting Local Government Project.

The Heritage Chairs and Officials of Australia and New Zealand, (no date). Making good local heritage decisions. Local government heritage guidelines: a national guide. Prepared as part of the HCOANZ Supporting Local Government Project.

City of Melbourne, 1985. Urban Conservation in the City of Melbourne: Controls, standards and advice on the restoration and alteration of historic buildings, and on the design of new buildings in Urban Conservation areas.

Heritage Victoria, 2007. The Heritage Overlay: Guidelines for assessing planning permit applications. Public Draft February 2007. Heritage Victoria, Melbourne.

Heritage studies

Andrew C. Ward and Associates 'Docklands heritage study'. 1v. in 4 parts. 1991.

Ashton and Wilson 'East Melbourne conservation study 1975/' (Firm). 1976.

Bacon, Amanda 'Outdoor art and the city of Melbourne: a history'/. 1998.

Bick, D.V. Former Port of Melbourne Authority Building, 29-31 Market Street: conservation plan for the ground floor and first floor boardroom and associated offices.

1 v. : ill., plans, photos; 30 cm. Brighton, Vic. The Author, 2001.

Bick, D.V. 'Historic sites: Melbourne area, district 1 review'/. 1985.

Blake, Alison 'Melbourne's Chinatown: the evolution of an inner urban ethnic quarter', 1975.

Burchett, Winston H ' East Melbourne conservation study'/. 1979.

Butler, Graeme 'South Bank architectural and historical study'. Volume 1, Architectural historical examination (Variable title: South Bank). 1982.

Butler, Graeme 'Little Bourke precinct conservation study'/. 3v. 1989.

City of Melbourne Central Business District: comparative study of buildings requiring further investigation, Historic Buildings Council (Vic.). 1979.

'Collins Street report: a report by the Urban Conservation Committee of the National Trust of Australia (Victoria) on suggested planning policies and guidelines for Collins Street' / National Trust of Australia (Victoria).

Context Pty Ltd 'Thematic History – A History of the City of Melbourne's Urban Environment 2012'

Daines, Douglas 'Report 4: historic precincts, streetscapes and buildings, C.B.D. of Melbourne': report to the Minister for Planning (Variable title: Historic precincts, streetscapes and buildings, C.B.D. of Melbourne: report to the Minister for Planning), 1981.

Daryl Jackson Evan Walker Architects Melbourne, the area bounded by Victoria, Spring, Lonsdale and Swanston Sts: a report to the Historic Buildings

- Preservation Council (Variable title: Melbourne C.B.D. study).
Dept. of Planning (Victoria) Lygon Street action plan: objectives, policies and actions, June 1983, Dept. of Planning Melbourne (Vic.). 1983.
- 'Drummond Street, South Carlton: historic area conservation study'/Daryl Jackson & Evan Walker Architects. 1v. 1976.
- Godfrey and Spowers Australia Pty Ltd, Miles Lewis, Matt Ainsaar 'Docklands stage one': submission to Historic Buildings Council {made by} Docklands Authority in conjunction with the Port of Melbourne Authority and the Public Transport Corporation/Victoria. Docklands Authority. 1 v. 1992.
- Gould, Meredith 'East Melbourne and Jolimont conservation study'/. 5v. 1983.
- Gould, Meredith 'Melbourne Central Activities District typological study 1900-1939'/. 2v. 1992.
- i-Heritage: City of Melbourne online database of Heritage Places
- Jacobs Lewis Vines 'Parkville historic area study'. 1979.
- Jolimont site: Heritage report, Victoria. Ministry for Planning and Environment. 1985.
- Lawrie Wilson and Associates 'Study of C.B.D. block no. 6:' for the Historic Buildings Preservation Council, December 1977 (Variable title: Melbourne C.B.D. study). 2v. 1977.
- Lewis, Miles 'South Bank architectural and historical study'. Volume 2, Area history and development analysis (Variable title : An Industrial seed-bed); Victoria. Dept. of Planning [Melbourne] The Department, 1983.
- Lewis, Miles 'South Bank architectural and historical study. Volume 2', Area history and development analysis (Variable title: An Industrial seed-bed). 1983.
- Lewis, Miles 1995. Melbourne: Melbourne's history and development. City of Melbourne.
- Lewis, Nigel 'Historic and architectural survey of the central city of Melbourne', Bourke Street, East: Area 8 of the survey commissioned by the Historic Buildings Preservation Council (Variable title: Melbourne CBD study).
- Lovell Chen 'Swanston Street Church of Christ', 327-333 Swanston Street, Melbourne: conservation management plan (Variable title: John Knox Free Presbyterian Church, Melbourne: The Author, 2006.
- Milner, P. (Peter) 'Some significant industrial sites in South Melbourne'. [Melbourne] [National Trust of Australia (Victoria)] 1986,
- Nigel Lewis & Associates 'Lygon Street Action Plan development guidelines 1984': for the Melbourne and Metropolitan Board of Works, Melbourne City Council, Ministry for Planning and Environment/. 1984.
- Presland, G. 'An archaeological survey of the Melbourne metropolitan area', Victoria Archaeological Survey; [Albert Park, Vic.] Victoria Archaeological Survey, Ministry for Planning & Environment, Victoria, 1983.
- Ryan, A.J. 'Historical and architectural development of the Commonwealth Centre Site bounded by Spring, Lonsdale, Exhibition and La Trobe Streets, Melbourne, 1837-1978', 1979.
- 'The docklands heritage' (Variable title: Docklands heritage study)/
- Historic Buildings Council (Vic.). 1991. Jointly published by the Historic Buildings Council and the Docklands Task Force "This booklet is an adaptation of the Docklands heritage study 1991".
- Victoria. Ministry for Planning and Environment 'Southbank: a development strategy'. 1986.
- Victoria. Town and Country Planning Board, Report, City of Melbourne investigation area: area bounded by Lonsdale, La Trobe, Elizabeth, and Swanston Streets; [Melbourne] Town and Country Planning Board, 1975.
- Willingham, Allan F. 'A survey of historic buildings in area no. 3 of the central business district Melbourne' (Variable title: Melbourne CBD study)Historic Buildings Preservation Council; North Fitzroy, Vic. The Author, 1976.
- Yuncken Freeman Architects 'South Melbourne conservation study': social impact. 1976.
- Yuncken Freeman Architects 'South Melbourne conservation study': report to South Melbourne Council, June 2nd, 1975
- Central City Heritage Review 1993, Philip Goad, Bryce Raworth, Alan Maybe, Miles Lewis, City of Melbourne 1993
- Central Activity District Heritage Shopfronts – CAD Shopfront Survey, RBA & Associates, for National Trust of Victoria, funded by the City of Melbourne, 2000.
- Review of Heritage Overlay Listings in CBD Draft Report, Bryce Raworth, 2002
- City of Melbourne, Heritage Precincts Project, Gould Architects Pty Ltd, 2004

7 Acknowledgements

Internal Working Group

Angela Hill – Senior Parks Planner
 Barry McGuren – Library Services Coordinator
 David Mayes – Manager Strategic Planning
 Eddie Butler-Bowdon – Manager, Arts, Heritage & Collections Program
 Gisele Masclef – Senior Strategic Planner
 Gordon Duncan – Manager Engineering Services
 Helen Hardwick – Program Manager, Destination Management
 Ian Hicks – Manager Community Strengthening
 Ian Shears – Manager Urban Landscapes
 Jane Crawley – Manager Arts and Culture
 Martin Williams – Executive Officer Planning
 Mary Chapman – Project Manager Capital Works
 Michael Norton – Principal Infrastructure Engineer
 Michelle Ely – Grants Management Team Leader (Arts & Culture)
 Rob Moore – Manager Urban Design
 Robyn Hellman – Team Leader Local Policy
 Ros Rymer – Urban Designer
 Shiran Wickramasinghe – Manager Planning and Building

External Reference Group

Geoff Austin – Manager Local Government Services, Heritage Victoria
 Graeme Blackman – Chairman, National Trust of Australia (Victoria)
 Jill Barnard – Professional Historians Association
 John Briggs – Heritage Adviser, City of Melbourne
 Kim Torney – University of Melbourne
 Meredith Gould – Heritage Adviser, City of Melbourne
 Nora van Waarden – Senior Project Officer, Aboriginal Affairs Victoria
 Professor Graeme Davison
 Seamus O’Hanlon – Director, International Studies, School of Philosophical, Historical and International Studies, Monash University
 Sean Anderson – Planning and Design Officer, VicUrban
 Vanessa Walker – Senior Manager - Community & Cultural Infrastructure, VicUrban

City of Melbourne Project Team

David Mayes – Manager, Strategic Planning
 Robyn Hellman – Coordinator, Local Policy
 Gisele Masclef – Senior Strategic Planner
 Rose Semmler – Policy Planner
 Maree Fewster – Strategic Planner

Context team

Heritage Strategy
 Chris Johnston – Director - principal project consultant
 David Helms – Senior Consultant - heritage planning
 Thematic Environmental History
 Helen Doyle – Historian
 Natica Schmeder – Senior Consultant - architectural history
 Louise Homan – Director - architectural history

1 Appendix

Implementation Plan

First Priority Actions			
	Heritage Strategy Action		Timeframe
2.2	Progressively undertake a review of heritage in the high-growth and urban renewal areas and mixed use areas.	<p>Current work includes Central City Heritage Review, City North Heritage Review, Arden Macaulay Heritage Review, Kensington Heritage Review.</p> <p>Other areas to be reviewed in 2014-2017:</p> <p>2014-16: Southbank, Fishermans Bend & Docklands</p> <p>2016-2017: North/West Melbourne & South Carlton</p>	2013-17
2.3	Review the heritage controls in the residential zones of the city targeting resolution of gaps and inconsistencies in the existing controls.	To commence in 2013	2013-14
2.6	Investigate and document the city's natural heritage values to determine cultural and historic significance.	Through Urban Forest Strategy & Indigenous Heritage Study, natural heritage values are being further investigated. Planning Scheme Amendments are underway to protect trees in the Exceptional Tree Register.	2013-14
2.8	Review and update Melbourne Planning Scheme local policies 22.04 Heritage Places Within The Capital City Zone and 22.05 Heritage Places Outside The Capital City Zone. Consider principles for adaptation, re-use and creative interpretation in the review.	To commence in 2014	2013-14
3.12	Set priorities for the Melbourne Heritage Restoration Fund and ensure it supports activities related to emerging and challenging heritage issues. Explore development of its funding model.	Discussions with the Melbourne Heritage Restoration Fund Board are currently under way.	2013

Second Priority Actions		
Heritage Strategy Action		Timeframe
1.1	Develop an online heritage places information system to meet the needs of the Council, the wider community and other users, that links with Heritage Victoria's HERMES information system.	2013 - 17
1.2	Investigate the establishment of a City of Melbourne heritage information portal that provides access to all Melbourne's heritage information repositories including Council's own collection.	2013-17
2.1	Review the scope of heritage places studies and reviews, including all places on the now defunct register of the National Estate within the municipality, to ensure that all relevant places are included and protected.	2013 - 17
2.4	Review the Melbourne Planning Scheme controls of heritage vistas in the Capital City Zone and the built form and scale of the context of heritage buildings and precincts.	2013 - 17
2.5	Undertake Stage 2 of the Indigenous Heritage Study and Strategy. (Indigenous Heritage Action Plan is currently being developed. Part 2 of Indigenous Heritage Study to happen afterwards.)	2013 - 17
2.9	Develop Statements of Significance, drawing from themes in the <i>Thematic History - A History of the City of Melbourne's Urban Environment 2012</i> , for all heritage precincts and individual buildings across the city.	2013-17
2.10	Undertake a review of the City of Melbourne's heritage places grading system and update in accordance with the Department of Planning and Community Development's "Applying the Heritage Overlay, September 2012" practice note.	2013-17
3.7	Use the City of Melbourne's management of its own heritage properties to demonstrate good practice in heritage management.	2013-17
3.9	Establish a procedure to protect the heritage values of heritage assets identified for removal, disposal or sale.	2013 - 17
3.10	Identify the major custodians of Melbourne's heritage places, for example, churches, museums, galleries, tertiary, financial, government and other institutions, and research and establish the best methods of working with custodians to help them manage their heritage properties or assets.	2013 - 17

3.11	Establish a new owners' 'Heritage Information Pack' to be made available to new and existing owners of heritage places	2013 - 17
4.1	Investigate establishing an interpretation centre for Melbourne's past, present and future.	2013 - 17
4.4	Start a Melbourne's Memory project, designed to capture and share memories and traditions that enrich our appreciation of Melbourne life, the built environment and landscape, building on previous successes in this area.	2013 - 17
4.5	Continue to interpret and provide the community information about the city's Indigenous landscape and culture and its modern Indigenous stories. Maintain community connections and build on the proposed Indigenous Heritage Study (Stage 2).	2013 - 17

Third Priority Actions

	Heritage Strategy Action	Timeframe
1.3	Develop a Statement of Significance for the city that covers all aspects of heritage including natural and Indigenous heritage.	post-2017
1.4	Investigate, identify, assess and document, gaps in the record of items and places of cultural and/or natural heritage significance.	post-2017
2.7	Scope and commission a broad-scale predictive modelling of the potential for significant archaeological material to survive within the City, and implement the findings. (This has been undertaken for the CBD by Heritage Victoria.)	post-2017
2.11	Review and update the existing heritage places guidelines for property owners and for the City of Melbourne when applying the planning controls. Include consideration of adopting or adapting the Heritage Victoria guidelines.	post-2017
3.2	Acknowledge the heritage value of the City of Melbourne's heritage assets by including them on its asset database.	post-2017
3.3	Establish heritage management plans for each City of Melbourne owned or managed place, and generic plans for assets of the same type (for example street furniture).	post-2017
3.4	Review and update policies to guide the conservation of types of places or elements such as street infrastructure, street trees, park buildings and infrastructure, archaeological places, cultural landscapes, significant trees, bridges and public art.	post-2017

3.5	Ensure the heritage significance of all City of Melbourne objects and collections is recognised and conserved, using the Art and Heritage Collection as a model.	post-2017
3.6	Develop internal procedures to ensure heritage values are protected in the course of any works the City of Melbourne undertakes.	post-2017
3.8	Advocate for, and assist individuals and organisations to prepare management plans for heritage places they own, including the possibility of grants or loans to community owners.	post-2017
4.2	Help build an appreciation of Melbourne's history and heritage by making material held by the City of Melbourne publicly accessible, such as through the city gallery.	post-2017
4.6	Continue to support local communities' recording and presenting of their local stories. Promote, support and encourage new and creative ways to tell Melbourne's stories, using new technologies, art and performance, writing, visual and other methods.	post-2017
4.8	Explore the possibility of establishing a network of community-based history and heritage organisations across the city.	post-2017
4.10	Develop Council's public heritage program to inform the wider community about heritage and the opportunities to experience heritage places and conservation activities.	post-2017