

Heritage Review Phase Two Engagement Summary Report

June 2023



Background

Council is currently preparing a new heritage strategy to support the ongoing management of heritage in our municipality in line with community values and aspirations.

In early 2022, Council held an initial community conversation to understand community aspirations – which highlighted more recognition of Aboriginal cultural heritage across the municipality, protecting natural and built heritage from overdevelopment, protecting significant trees and open space, and repurposing historical industrial buildings as some their focus key focus areas. This feedback, combined with an internal review and dialogue with key stakeholders – in particular with Traditional Owners – informed the development of a Challenges and Opportunities paper.

During Phase Two the community was engaged on these challenges and opportunities to help shape the development of the draft Strategy, which will be provided to the community for further feedback before adoption.

Methodology

Engagement occurred over a four week period from 17 April 2023 to 17 May 2023 and sought to re-engage those who had participated in the first conversation while continuing to expand reach into the broader community.

In-person events hosted as part of the National Trust Australian Heritage Festival were the primary engagement tool during this phase. The 2023 Australian Heritage Festival in Victoria, held from 18 April 2023 to 18 May 2023, celebrated over 190 events across the state and explored the theme of Shared Stories. An engagement table at the author talk provided opportunity for visitors to talk directly with staff about Council's role in managing and supporting heritage and the new strategy.

The Your City Your Voice project page was also updated with new content including the Challenges and Opportunities paper, with feedback also shared from the previous conversation. The 11 opportunities identified were also summarised and displayed in an interactive infographic using the hotspot tool, which allowed users to interact with the content in an engaging manner, breaking down complex information for ease of consumption (see Appendix 1).

A quick poll enabled visitors to indicate their initial support or opposition to the challenges and opportunities with questions specific to each of the eleven opportunities also part of an online feedback form for those wanting to provide more comprehensive comments.

A call to action encouraged attendance at the four advertised heritage events – three walking tours and one author talk at the Footscray Library on renowned Indigenous leader, William Cooper (see Appendix 2).

Other tools and resources were designed to help inform and educate readers, including sharing key achievements of the 2002 Council Heritage Plan.

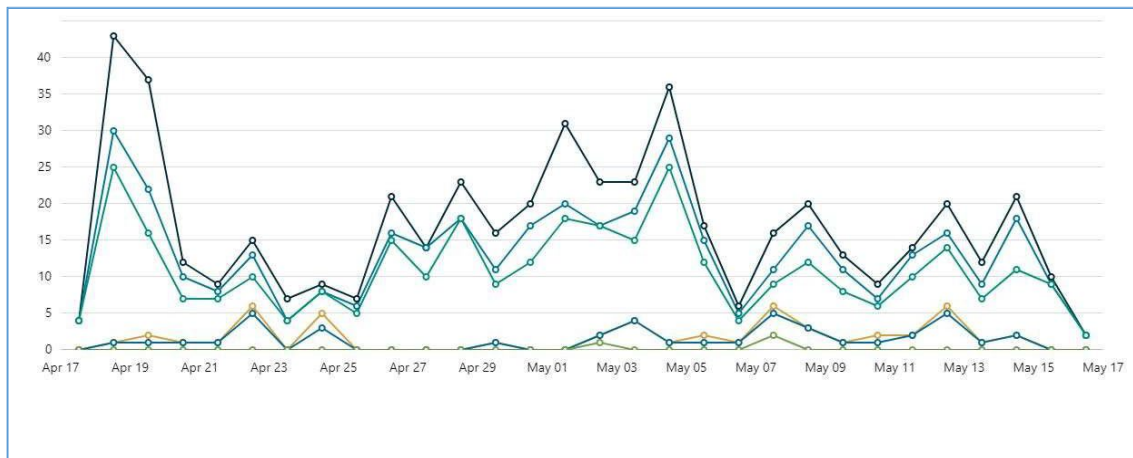
Overall Response

The project page received over **500 (510)** views from **276** unique visitors with a total of **50** contributions were received:

- **33** via the online quick poll
- **17** via the feedback form

There were two main interest peaks: the first occurred on 18 April when the project launched and the second on 3 May when the primary in-person engagement event was held.

Figure 1: Image of peak periods online during Phase 2 heritage engagement



Visitors actively engaged with the content with the Challenges and Opportunities paper downloaded **59** times.

Approximately **120** community members attended the in-person events.

Findings

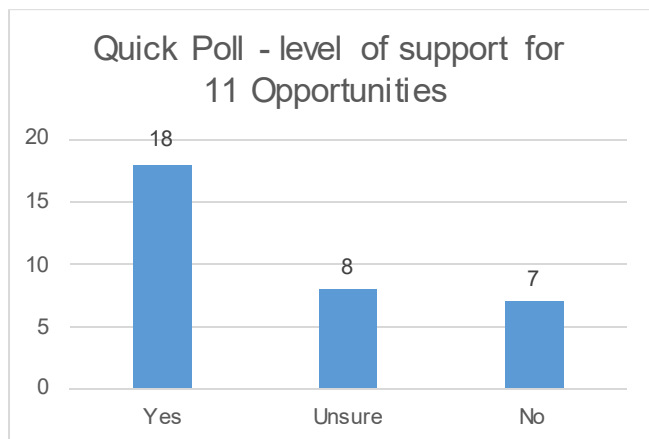
In-person events

The three walking tours and the author talk event (which was fully booked) were well attended. Council acknowledges the support of the following stakeholder in these engagement events:

- Uncle Bill Nicholson – Wurundjeri Elder
- Daniel James – author, broadcaster and social just campaigner
- Professor Bain Attwood – author of *William Cooper: An Aboriginal Life Story*
- Seddon Village Traders Association
- Footscray Historical Society
- Living Museum of the West
- Maribyrnong Libraries

Quick Poll

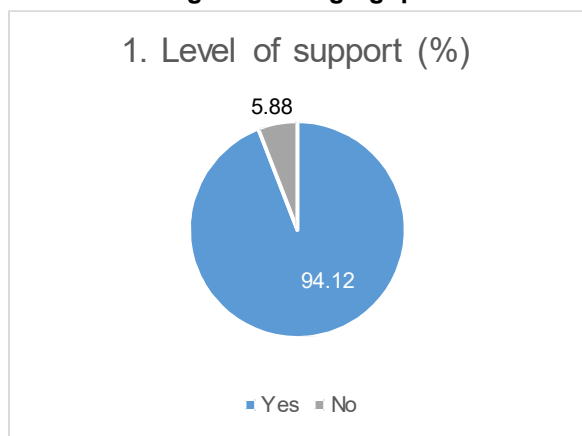
Question: At a first glance, do you support these heritages opportunities?



Of the 33 votes cast, **55% (18)** answered 'yes', **24% (8)** answered 'unsure' and **21% (7)** answered 'no'.

Heritage Opportunities Feedback Form

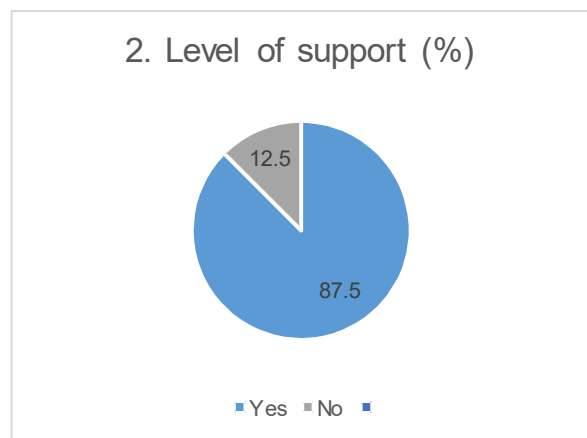
1. Addressing knowledge gaps



94% (16) supported this opportunity while one respondent was opposed.

"If you don't identify them now, they will be gone. The current neighbourhood character precincts cover areas that are more diverse than reflected and should be broken down to better protect individual communities".

2. Strengthening organisational capacity



87% (14) supported this opportunity while **12% (two)** respondents were opposed. One respondent did not provide a response.

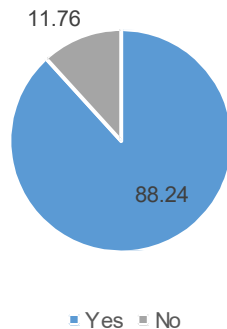
"We are certainly interested in assisting with knowledge of local issues".

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3. Balancing heritage protection with property growth

3. Level of support (%)

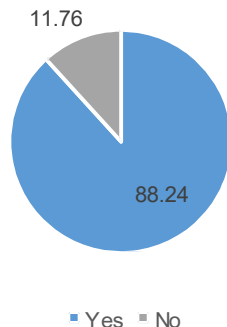


88% (14) supported this opportunity while **12% (two)** respondents were opposed. One respondent did not provide a response.

"Developers must protect historical properties and precincts".

4. Protecting Indigenous Heritage

4. Level of support (%)

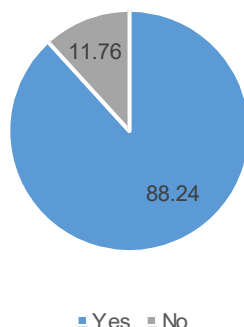


88% (15) supported this opportunity while **12% (two)** respondents were opposed.

"It will be important to recognise that cultural and spiritual significance applies to landscapes and waterways in a holistic and integrated way. The Bunurong should be recognised as a unique voice of the waterways and their lands as a living entity."

5. Protecting natural heritage

5. Level of support (%)



88% (15) supported this opportunity while **12% (two)** respondents were opposed.

"Natural heritage must be protected at all costs".

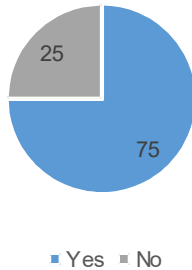
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6. Update descriptions for heritage listings to ensure accurate protection

6. Level of support (%)

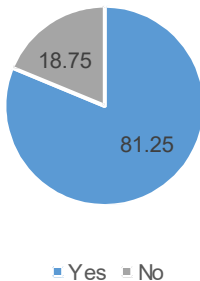


75% (12) supported this opportunity while **25% (four)** respondents were opposed. One respondent did not provide a response.

"Too many properties and areas have suffered in the past from improper protection".

7. Work with third-parties to better conserve heritage places

7. Level of support (%)

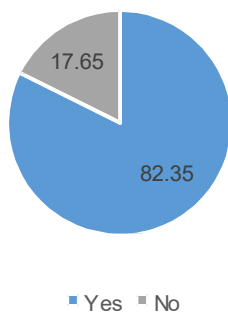


81% (13) supported this opportunity while **19% (three)** respondents were opposed. One respondent did not provide a response.

"We need enforceable policies that are actually followed".

8. Support heritage organisations

8. Level of support (%)



82% (14) supported this opportunity while **18% (three)** respondents were opposed.

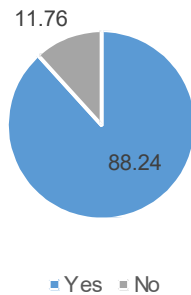
"If Council ignores the knowledge and voice of historical societies, friends groups and the like, it loses out on valuable knowledge they hold and rejects an opportunity for true community involvement and engagement".

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9. Balance the impacts of climate change and heritage places

9. Level of support (%)

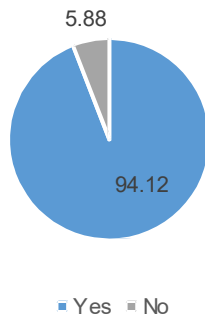


88% (15) supported this opportunity while **12% (two)** respondents were opposed.

"This is needed urgently".

10. Grow community awareness of heritage

10. Level of support (%)

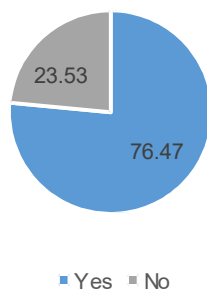


94% (16) supported this opportunity while one respondent was opposed.

"There needs to be more publicity given to heritage issues".

11. Celebrate our unique tangible and intangible heritage

11. Level of support (%)



76% (13) supported this opportunity while **24% (four)** respondents were opposed.

"We all need to work together to preserve our heritage before it is lost forever".

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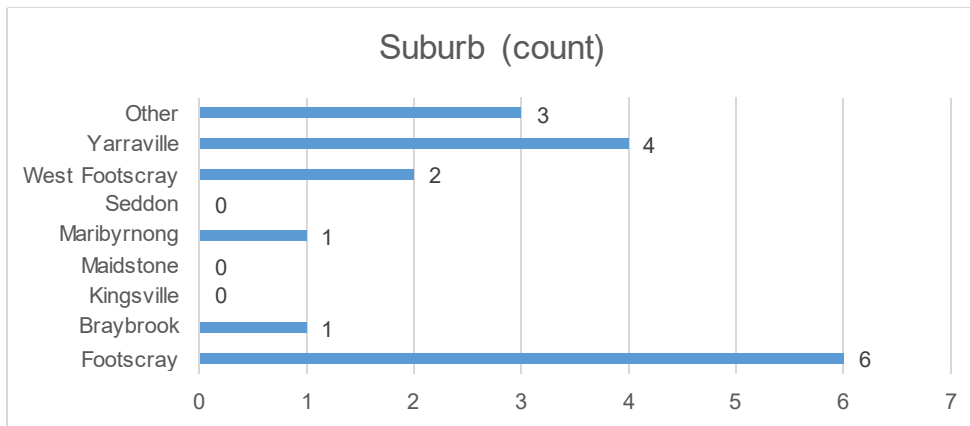
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Question: Is there any other general feedback you would like to provide

The seven respondents who took the opportunity to provide general feedback, noted the need for Council to take a stronger stance on protecting heritage assets from over-development and ensuring heritage buildings are liveable in today's climate.

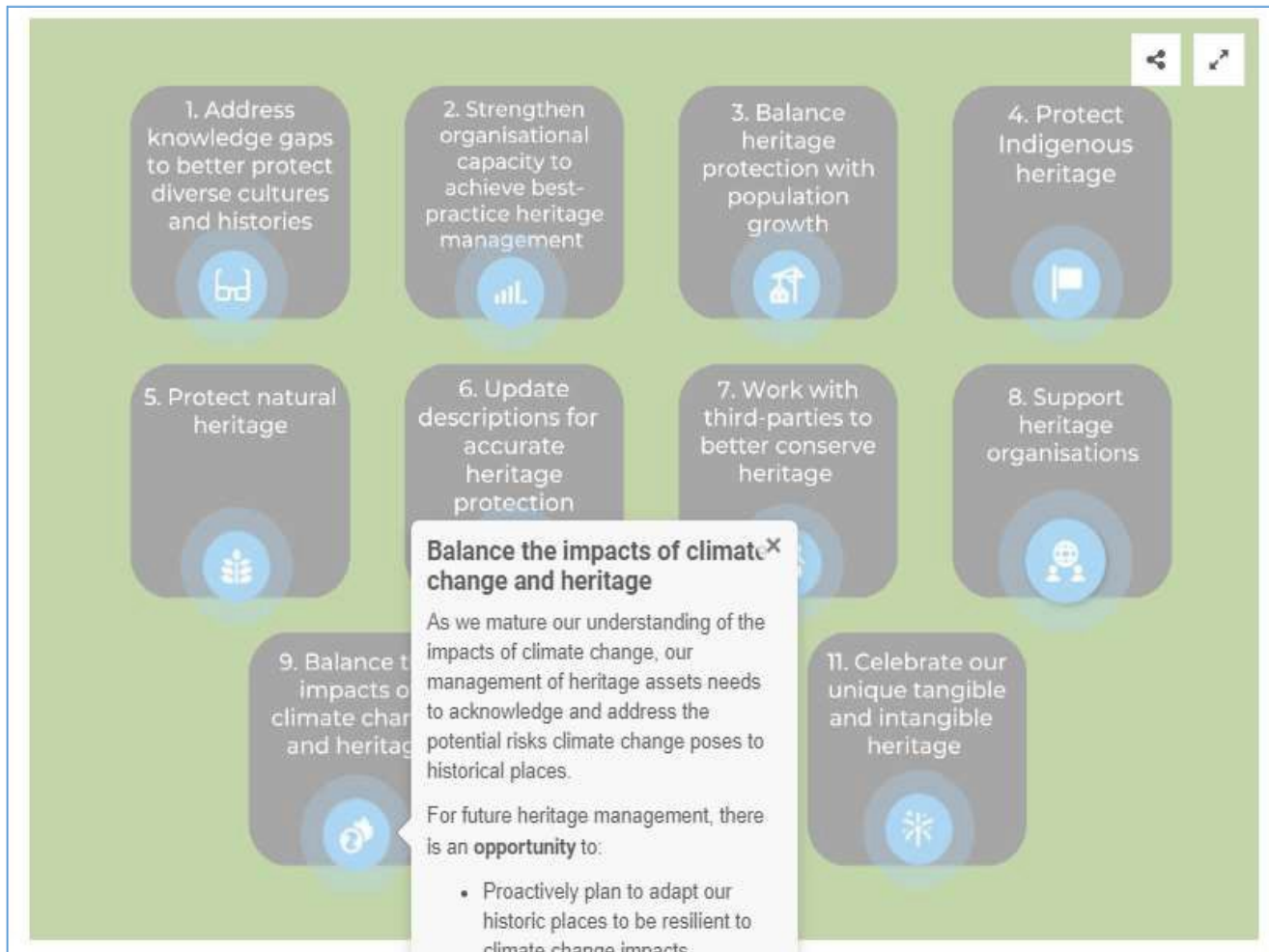
Demographics



The majority of respondents selected Footscray (6) and Yarraville (4).

Appendices

Appendix 1: Eleven Heritage Opportunities hotspot



Appendix 2: William Cooper Author Talk at the Footscray Library – Wednesday 3 May 2023

https://maribyrnong-events.bookable.net.au/#!/event-detail/ev_97790e20fc994be490951cb75b4d8ea1



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AN ABORIGINAL
LIFE STORY**

**IN CONVERSATION
WITH BAIN ATTWOOD
AND DANIEL JAMES**

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