





Council is proud to comprise a municipality filled with important and significant Aboriginal history. It acknowledges the Traditional Custodians of this land, the Bunurong and Wurundjeri Woi Wurrung peoples of the Kulin Nation, and acknowledges the rich culture and considerable contributions Aboriginal and Torres Strait Islander Peoples have made and continue to make to this City.

This Strategy is a key outcome from the review of *Maribyrnong Heritage Plan (2002)*. Council would like to thank and acknowledge the many people and organisations who contributed to the review, and to the ongoing appreciation of the City's heritage, including:

- Bunurong Land Council Aboriginal Corporation
- Wurundjeri Woi Wurrung Cultural Heritage Aboriginal Corporation
- Maribyrnong Heritage Advisory Committee
- The National Trust of Victoria Inner West Branch
- Footscray Historical Society
- Living Museum of the West
- Sunshine and District Historical Society
- Extent Heritage Pty Ltd

We would also like to thank all individuals who provided feedback and ideas to the review.



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INTRODUCTION

The City of Maribyrnong has a long history that has been shaped by generations of diverse communities - from First Nations to the European settlers and waves of immigration and industry - whose influence on the way we live, the environment around us, our cultures, traditions, and our history has informed our unique heritage. It's been a hub of industry, a place of natural beauty and a home for vibrant communities with cultures, traditions and history that continue to attract interest locally and internationally.

Until now, our heritage work has been guided by the *Maribyrnong Heritage Plan*, published in 2002. It provided a comprehensive framework to protect and enhance Maribyrnong's important natural, cultural and industrial heritage places. However in the past 20 years Maribyrnong has seen significant population growth, changes in the economy and the environment, as well as technological advancements and legislative reform. As our City grows and changes, we need a new plan to respond to contemporary challenges and new opportunities.

A Heritage Strategy provides a framework to ensure the city's rich combination of traditions, memories, places and objects are identified and protected. It will guide Council on heritage matters within the organisation, along with Traditional Custodians, local community organisations and the broader community.

Purpose

This Heritage Strategy sets out Council's plan for managing the City of Maribyrnong's heritage to 2034 and beyond. It has been developed to ensure our City's unique history is understood and appreciated by today's community and effectively conserved for future generations.

What is heritage and why is it important?

Heritage is our inherited traditions, monuments, objects and culture. It can relate to places – buildings, landscapes, public parks and gardens, infrastructure, monuments and public art.

Heritage can also be represented in objects, artefacts, archives, photographs, maps, drawings and other items. Some of these items are in public collections, while others are privately held. Some heritage is harder to see – for example, the archaeology of the City, the stories, cultural traditions, and the more subtle marks of past people and their culture.

Heritage is dynamic and changes with our society over time. It is at the heart of our community's identity and is an essential part of the present we live in and the future we will build. It is passed on to us and it is the inheritance we pass on to future generations.



What is Council's role in sustaining heritage?

Council plays an important role in the identification, conservation and promotion of our City's heritage, including:

- Managing public-owned heritage assets on behalf of the community and leading by example (e.g. historic buildings and streetscapes, public parks and gardens, public art and civic history collections)
- Researching and documenting heritage places (e.g. through heritage studies)
- Listing and seeking legal protection for heritage places to protect them from negative impacts of change (e.g. through a Heritage Overlay in Maribyrnong Planning Scheme or by providing and/or supporting nominations to the Victorian Heritage Register)
- Developing policies to guide change in the built environment (e.g. heritage design guidelines; masterplans for our historic streetscapes and activity centres)
- Providing help and advice to property owners and others responsible for caring for heritage places
- Collaborating with community and government organisations to coordinate conservation efforts and to collect and share the stories our community passes down
- Celebrating and raising awareness of our City's heritage through events and activities, publicity, public art, brochures, walking trails, interpretative signage and plaques
- Advocating and partnering with other government agencies and heritage organisations to resource protection, restoration and public access to heritage assets

Council is not the only custodian of the City's heritage. The Commonwealth Government, State Government, private owners and managers of heritage places, community-based organisations and the many residential and historical groups throughout the City all have important roles in supporting heritage.

Process undertaken in preparing a new Strategy

Council undertook a comprehensive review of the 2002 Heritage Plan with consideration to the Heritage Victoria guidelines on preparing Municipal Heritage Strategies, and the relevant local, State and National legislative and policy context.

The process to develop this strategy included extensive engagement and consultation, including with community, Traditional Custodians, Maribyrnong Heritage Advisory Committee, local historical societies, National Trust, neighbouring councils and relevant State agencies and drew upon the specialist heritage advice from Extent Heritage and RR Conservation Design. This strategy builds on the 2002 Heritage Plan and includes a greater focus on:

- Partnering and supporting Traditional Custodians to understand and better protect pre-contact and contemporary Aboriginal cultural heritage
- Addressing knowledge gaps to better understand and protect diverse cultures and histories
- Considering both tangible and intangible heritage
- Adapting our heritage places for climate resilience and providing sustainable heritage buildings and places for people to live, work and enjoy
- Exploring contemporary methods and emerging technologies to raise awareness and appreciation of the City's heritage and create experiences that connect people with the stories of place

This strategy complements and aligns with a number of other Council strategic documents, including the Maribyrnong Arts and Culture Strategy, Public Art Strategy and draft Nature Plan.



OUR STORY

The story of the City of Maribyrnong is found in its people and places. It's a rich story of diversity, shaped by our First Nations Peoples, European settlers and successive and continuing waves of immigration. It's been a hub of industry, a place of natural beauty and a home for a vibrant community with cultures, traditions and history that continue to attract interest locally and internationally.

The following historical themes have been used to showcase the range of historical stories that make up the tapestry of Maribyrnong:

Aboriginal Cultural Heritage

The word 'Maribyrnong' is an anglicised version of 'Mirring-gnay-bir-nong' from the Woi Wurrung language, which translates to 'I can hear a ringtail possum'.

Since time immemorial, Aboriginal People have gathered in the area now known as the City of Maribyrnong. Maribyrnong is a significant place for the tribes and clans of the Kulin Nation, and in particular the Wurundjeri Woi Wurrung and Bunurong Peoples.

They are custodians of a vast tract of land that stretches from west to east well beyond what later become Melbourne and wrapped around the coast to what is now the Mornington Peninsula. Wurundjeri Woi Wurrung and Bunurong Peoples have witnessed major changes to their Country caused by ancient volcanoes and the flooding of the bay 10,000 years ago at the end of the last Ice Age. Many of these stories are captured in the oral histories passed down from generation to generation.

After the arrival of the Europeans, initially in 1803 but permanently in 1835, had a devastating effect on the lives of Aboriginal people and their Country. Our City was one of the first areas to be colonised by Europeans, with good river access and flat land that made it attractive to European pastoralists. In Footscray, and along the river, buildings were constructed quite quickly and, since then, there have been many periods of rebuilding and new development. Aboriginal people were pushed off their Country onto missions and reserves, later returning to find a home, and to find work in the post-war and depression years.

Aboriginal people found their Country transformed, but work was to be had in Maribyrnong's meat, explosives, and textiles industries. These years marked the beginning of the Aboriginal Civil Rights movement of the early twentieth century and by the 1930s and 1940s many Aboriginal people living in what later become Maribyrnong were part of this movement to reclaim their culture and their right to custodianship over Country.

Built form

Maribyrnong's 'built heritage' refers to all those places constructed across the City including housing, industrial areas and our town centres.

From a punt on the Saltwater River (as the Maribyrnong River was then known) in 1939 near its junction with the Yarra River people could travel to Williamstown, Geelong and further. This 'Saltwater settlement' was later made the Village Reserve of Footscray. Braybrook, further upstream along the River, was another village reserve established in 1840. With the sale of Crown Land by 1843, landowning was early compared to other parts of Melbourne.

Properties were used for agriculture or farming, with the odd hut, shed or other farm building dotted across the landscape.

Other landholdings were subdivided and sold off as residential lots from the 1850s. Development and built form followed main roads such as Ballarat Road, which facilitated transport of goods, as did the railway lines and the Maribyrnong River.

While townships had formed during the 19th century, the phenomenon of large-scale employer and government housing began to fill the gaps between main roads and small towns in places like Braybrook, Maidstone and Tottenham. This accelerated during World War two when the Federal Government's Munition Workers' House Scheme built 235 houses in Braybrook and Sunshine. After the war the Housing Commission of Victoria developed the Braybrook-Maidstone estate with over 2,000 new homes.

Today, the built form that makes up the City of Maribyrnong continues to change and evolve. Footscray is growing into a high density central hub and Highpoint is shifting from a retail and commercial focus to a major activity centre with a mix of uses including residential. Yarraville and Seddon villages retain their unique character while also evolving to cater for the needs of new residents. Development of former large industrial sites, including Bradmill and Kinnears, as well as new infill development throughout the municipality, are creating new places and buildings for the future.



Industrial

The City of Maribyrnong's identity as a centre for industry in Victoria stretches back to the 1840s when the first industrial establishment opened on the Maribyrnong River. Industry continued to grow along the banks of the river during the 19th century. In the first half of the 20th century, the landscape across much of what today is the City of Maribyrnong moved from largely farming to industrial land as many companies took advantage of these transport routes and the flat, cheap land to expand their operations.

Quarrying is another form of industry that existed in Maribyrnong for tens of thousands of years, providing the Wurundjeri Woi Wurrung with stone for shelters, dwellings, eel-traps, axes, spear points, choppers and other tools. Basalt, found across much of Melbourne's west and north, is the cooled, hardened outpourings of lava from ancient volcanic eruptions. This has been cut and blasted since the 1840s to build laneways, kerbs, bridges, houses and all manner of institutions from prisons to court houses and Victoria's Parliament House.

Industry has changed enormously in response to technology and society's needs and demands. Many companies and industries also played significant roles in the development of Australian trade, commerce, industry, and agriculture for decades. They've provided local, national, and international markets with meat products, sugar products, fertilisers and chemicals, and processed and manufactured foods amongst many others.



Defence

An important element of our late 19th and early 20th century industrial heritage is that of defence. Due again to the flat, wide, sparsely populated areas, the river enabling transport to and from the Port of Melbourne, an established industrial presence along the river and a ready workforce, the munitions and explosives industry developed in places like Maribyrnong, Maidstone and Footscray.

These places were once known as 'the Arsenal of Australia'. Lyons Street in Footscray was the site of the Colony's powder magazine in the 1860s, but soon it was deemed not isolated enough and Jack's Magazine was built upstream in the late 1870s. This was later replaced by the Truganina Explosives Reserve. The privately owned Colonial Ammunition Company in Footscray became Australia's first ammunition factory. Factories producing cordite, an alternative to gunpowder, and explosives were also established in Maribyrnong in the late 1890s and early 1900s.

During and after World War One all these factories were developed further, providing not just ammunition and explosives for defence use but also explosives and chemical products for commercial and civil purposes. These included acids, lead-free paints, lacquers, cements, solvents, and other products. During the 1920s the Munitions Supply Laboratories in Maribyrnong was known as 'the biggest industrial research establishment in Australia', while the Explosives and Factory Filling Group, also in Maribyrnong, was 'the centre of the chemical engineering industry in Australia'.

These factories grew considerably in size and scope in the years leading up to World War Two as Australia prepared its defences. They became several hundred buildings in extent, with innumerable concrete or brick shelters for storage of or protection from explosives. As well as hosting the manufacturing facilities, Maribyrnong, Tottenham, Braybrook, and Footscray were also sites for drill halls, training, administration, living and storage for the armed forces, as well as the army veterinary hospital. Today most of these sites have been cleared and replaced, often with medium density housing. Jack's Magazine is one of the few remaining intact sites in the municipality.

Maritime

The Maribyrnong River has a rich maritime heritage that goes back tens of thousands of years. Archaeological heritage, oral histories, and written records of the Indigenous way of life in the immediate post-contact era has shown the importance of the river for food and transport to the local Wurundjeri Woi Wurrung Peoples.

The first non-Aboriginal people on the Maribyrnong were a surveying party in 1803 headed by Charles Grimes, aboard the *Cumberland*. They rowed up river as far as the 'rock falls' at present-day Avondale Heights and noted an Aboriginal fish trap there.

The river remained unchanged, however, until after Melbourne was founded in 1835 and it became used for industry – transporting raw material and produce, and as a drain for refuse. There were slaughtering houses and melting-down establishments at present-day Kensington and, briefly, at Yarraville and then at Maribyrnong. Abattoirs at Newmarket attracted associated industries such as tanners, piggeries, fell-mongers, soap and candle-makers. In the 1860s and 1870s such industries spread across to the Footscray side of the river. Producers of fertilisers and chemicals followed, so by the early 20th century a series of belching chimney stacks and factories lined the riverbank from Dynon Road to Francis Street, all of them using the river for washing, refuse and transportation. The factories generated thousands of jobs but gained Footscray the reputation of the smelliest place in Melbourne.

The Melbourne Harbour Trust was formed in 1877 to manage the Port of Melbourne and became responsible for the Maribyrnong River as far as Footscray. The Trust oversaw the creation of a new course for the Yarra River and the blocking of the old junction between the two rivers near Footscray. It was also responsible for reclaiming land along the banks of the Maribyrnong, for deepening and widening the river to allow vessels to navigate it and for constructing massive wharves at Yarraville and Footscray.

The river and its environs have served as a recreational resource for nearby residents who use it for boating, fishing, and enjoying the riverbank. But it has also offered work to thousands of people in the 19th and 20th centuries and stimulated the development of Melbourne's west as an industrial centre.

Natural

The natural heritage of the City has had a guiding influence on the overall history and heritage of the place. Maribyrnong sits at the confluence of the Yarra River and the Maribyrnong River, which forms its eastern and northern boundaries. It lies at the eastern edge of the vast Victorian Volcanic Plain and on a bed of hard basalt rock and, apart from some steep escarpments along the Maribyrnong River valley, the area is almost entirely flat or only gently undulating. This lent the City to river based industries, including as a once-integral part of the Port of Melbourne, or industries that require large spaces, and to large scale housing developments, all of which have had a significant and hugely detrimental impact on Maribyrnong's indigenous vegetation and wildlife.

Today some remnants of most indigenous vegetation types persist. These generally occur close to the perimeter of Maribyrnong, either associated with the river, or at the Braybrook Rail Reserve. A scattering of indigenous vegetation occurs along Stony Creek. Revegetated parklands such as Newells Paddock, Pipemakers Park and Stony Creek represent the best quality habitat for fauna. The environments of the Maribyrnong River are being utilised by numerous locally significant bird species and the upper regions of the river contain habitat suitable for the regionally significant Water Rat.

Since the latter decades of the 20th century, the natural conservation movement has encouraged appreciation of the river for its own sake, rather than just for the support it provides our industries and maritime activities. Local activist groups have highlighted the harm done to the river by industry, and successive state and federal governments have introduced environmental protection measures. Pollution controls, de-snagging, and other measures have enabled some wildlife and plantlife to return and flourish.

Archaeological

Archaeological heritage can demonstrate the history of a place and past ways of life including glimpses of our previous built form, industrial areas and Aboriginal cultural heritage.

Opportunities for greater understandings of the post-contact/early settler era can still be found within the original town reserves of Footscray and Braybrook, of 19th and early-mid 20th century working life and industry at sites of former manufactories. Along the Maribyrnong River between Braybrook and Maribyrnong there are six artefact scatter sites telling of pre-contact Wurundjeri Woi Wurrung life in the area.





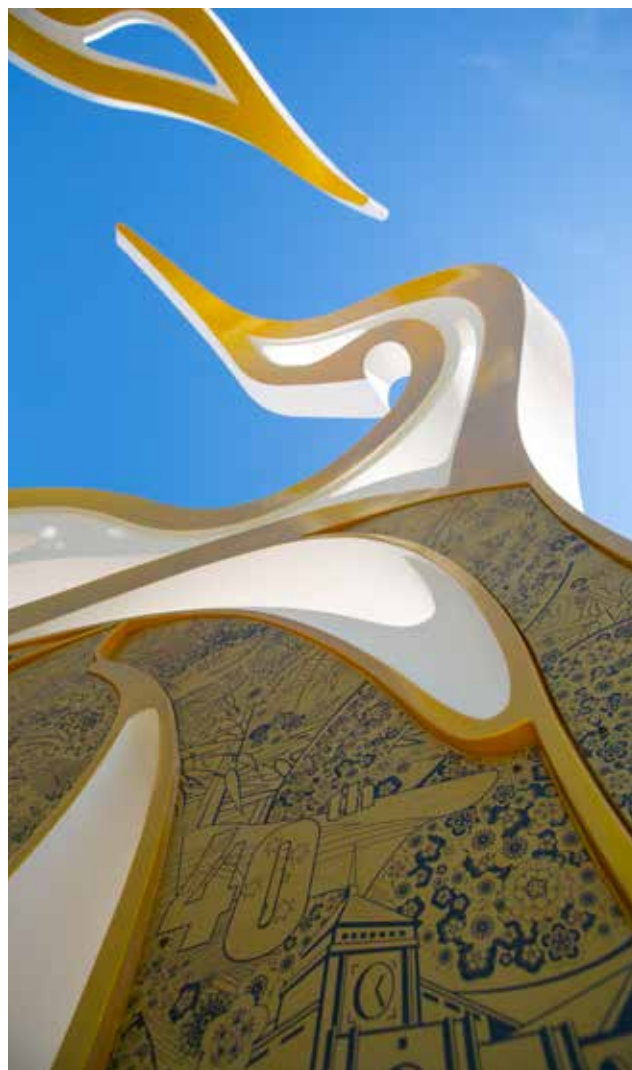
Migrant

Maribyrnong has a rich and continuing migrant history. The first migrants to arrive in today's City of Maribyrnong were the original European settlers of the 1830s, mainly from England, Ireland, Scotland and Wales. Some of them have left their mark in the form of names given to places, such as Solomon's Ford. Most non-indigenous residents of the area were migrants up to the 1850s or 1860s, by which time there were many families settled in the area with Australian-born children.

Assisted migrants or imported skilled workers from England and Scotland found homes, work, and lives in the area during the 1880s and 1890s as the manufacturing base expanded and large employers sought a bigger workforce. Other families settled in the area after trying their luck on the goldfields. Apart from the names of streets and districts, the legacy of these people can be seen and still felt in the many institutions that form part of the fabric of Maribyrnong's life today, including churches, pubs, and sporting clubs. Until the 1940s, the City's population was overwhelmingly Australian-born or from the British Isles, although a Maltese community were living in Braybrook and working at the Albion Quarries during the 1920s.

Following World War two, waves of migrants and refugees arrived from across Europe and the Americas, so that by 1966 almost a third of the population was born overseas, mostly Italy, Greece, Malta, Poland, the former Republic of Yugoslavia and Germany. In some parts of the City the overseas born numbered three to four times greater than in the early 1930s.

Because of the large numbers of immigrants arriving in Australia in the post-World War two years, the government established hostels to accommodate new arrivals during the adjustment and settlement period. The City had hostels in Maribyrnong (in the old pyrotechnics section of the Explosives factory) and Brooklyn. By 1954, 1000 people were housed at the Maribyrnong hostel in Nissen huts and other buildings. It became known as the Midway Migrant Hostel and in the 1970s was a temporary home to refugees from Vietnam and other parts of Southeast Asia, and in the 1980s from the central Americas.



Migration to the City of Maribyrnong continues today with 40% of the city's population being born overseas and 42% speaking a language other than English at home. Vietnam, India and China make up the top five countries of birth (other than Australia), illustrating the City's continuing diversity.

The impact of waves of multicultural migration on the City of Maribyrnong can be seen in a variety of sites and the range of temples, shops, cafes and restaurants that are operated by people from various cultural backgrounds. Hopkins, Barkly and Leeds Streets in Footscray are particular examples.

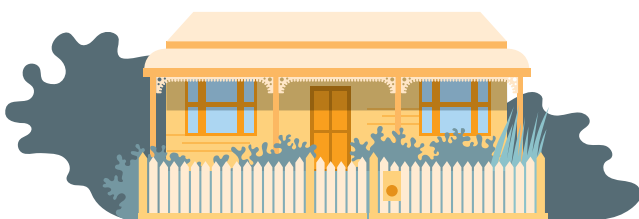
Activism

Maribyrnong has a strong heritage of activism over issues ranging from working conditions to racism, diversity and inclusion, pollution and conservation.

While industry was allowed and even encouraged along the river, eventually the smell and pollution became too much for locals. Campaigns to control or licence the 'noxious trades' in the 1920s and 1930s began to disrupt local elections, and disturbed residents commonly vented their frustration in the local papers. Eventually licencing and pollution controls became a state matter and began to be implemented.

Working conditions were already difficult enough for a population focused on semi- or un-skilled work in the factories and shops. At Yarraville in 1884 a pioneering move was made by shopkeepers to reduce their working hours (12 hours on weekdays and 15 hours on Saturdays) by instigating a half holiday day each week, at first on Wednesdays but eventually changed to Saturday, giving them almost a weekend by the mid-1890s – something the rest of Melbourne did not adopt until 1909.

Many Indigenous people returned to the west of Melbourne looking for work after walking off the missions and reserves in the 1920s. Several of these people became community leaders, and the Aboriginal Rights movement was very strong in Footscray and Maribyrnong. There are several homes in Footscray, Yarraville, and Seddon where Indigenous people met to support each other as part of the Aboriginal Rights movement, but also to maintain a community within a community in what had become an unrecognisable and often hostile place. Aboriginal cultural heritage is continuing to be recognised with the Victorian Aboriginal Heritage Register and Victorian Heritage Register including places with contemporary values, such as William Cooper's form home at 73 Southampton Street, Footscray.



Community and social

We know a little about Wurundjeri Woi Wurrung community life from some of the journals of early settlers as well as oral histories passed down through the generations. A site on the west side of the Maribyrnong River at Footscray was noted by Aboriginal Chief Protector George Robinson in March 1841 as having four large camp ovens, some 12 feet wide, 'it must have been a favourite resort'.

The practice of large employers in the 19th and early 20th century to provide housing for their employees often produced work-related communities of not just the workers but also their families. Raleigh's 'Castle' was an early example, although that was for the male single workers only. Melbourne Meat Preserving Co, the Colonial Sugar Refinery, William Angliss meatworks and Pennells all provided housing for workers and their families.

In the very early days of colonial life, private homes, and outdoor places such as the riverbank and parks were used for community events. Soon however, community and church halls provided indoor spaces large enough to hold social events, political meetings, meetings of groups such as the local progress associations, youth clubs and scout groups. Central Footscray became a hub of night life activities with cinema and theatres becoming a meeting place for many.

These have been replaced in recent years by community 'centres' offering a range of services, drop-ins, and meeting rooms. Similarly, there was at least one Mechanics Institute providing newspapers, books, public lectures, and opportunities for self-education. This was established in 1855 in Footscray, but today there are five libraries across the city.

Braybrook can lay claim to the first public radio broadcast from a new broadcasting station in today's Ashley Street, the official opening of which was a concert by Dame Nellie Melba on 13 October 1924 at His Majesty's Theatre in Collins Street in aid of the Limbless Soldiers' Fund. The broadcasting station was one of the most powerful in the world in its day and was leased by 3LO (today ABC Melbourne) to broadcast to the community of Melbourne.

As the population grew and the demographics of the City changed with post-war and subsequent migration the expressions of community life have also grown to include places such as temples, mosques and orthodox churches as well as shopping strips heavily influenced by one or more migrant culture.

KEY ACHIEVEMENTS SINCE THE 2002 HERITAGE PLAN

Since the Maribyrnong Heritage Plan was prepared in 2002, we have achieved a range of heritage projects, studies and works.

Our key achievements are summarised using Heritage Victoria's *Municipal Heritage Strategies: A Guide for Councils (2012)* themes as they recognise the diverse range of heritage accomplishments.

Knowing – Identifying, assessing and documenting heritage places

Protecting – Securing statutory protection for significant places and developing policy/guidelines to assist decision making

Supporting – Providing incentives, advisory services or financial assistance to the community to promote heritage management

Communicating and promoting – Raising awareness and celebrating the heritage of the area

Key achievements are outlined in the following table.



Year	Achievement
Knowing	Created the online Maribyrnong Heritage Database in 2015
	Developed the Stony Creek Future Directions Plan
	Employed a part-time Heritage Advisor to advise Council's Statutory Planning team
	Established the Reconciliation Action Plan Advisory Committee in 2018
Protecting	Implemented heritage studies into the Maribyrnong Planning Scheme
	Implemented Heritage Overlay protection for parts of central Footscray, Seddon and Yarraville residential areas and Yarraville village
	Developed guidelines on Alterations and Additions to Heritage Dwellings in 2008
	Developed the City Design Manual to guide conservation of the historic bluestone kerb and guttering in 2017
	Developed the Arts and Culture Strategy in 2018
	Developed the Public Art Strategy in 2019
	Developed Art and Heritage Collection Policy in 2021
	Developed the Significant Tree Register in 2021
	Established the Maribyrnong Heritage Advisory Committee in 2005
	Revitalised important public heritage places, such as Footscray wharf and promenade, Henderson House, Dales Stables, Footscray Community Arts Centre, and the Civic Precinct and Community Hub Redevelopment at Footscray Town Hall
Supporting	Supported 'friends of' groups and their work on habitat protection and enhancement activities
	Supported the telling of First Nations stories and events through our First Nations Creators Program, NAIDOC events each year and other programs to support Aboriginal and Torres Strait Islander artists
	Supported the work of local historical societies and community organisations, such as the Living Museum of the West and Footscray Historical Society
	Collaborated with Traditional Custodians to deliver education and revegetation projects
Communicating and promoting	Developed the Maribyrnong River, Northern Maribyrnong and Footscray Heritage trails
	Ran regular conservation and community planting programme works
	Installed interpretational signage along the Maribyrnong River and in parks showcasing the diverse range of heritage across the municipality
	Published heritage studies and material online to ensure it is accessible to the community
	Established the Footscray Memorial Garden at Footscray Park in 2013 and Korean War Memorial at Quarry Park in 2019

Table 1. Heritage Achievements to Date.

LEGISLATIVE AND POLICY CONTEXT

The Heritage Strategy fits within the evolving Federal, State and local legislative and policy frameworks for heritage conservation:

Federal:

- Burra Charter
- *Aboriginal and Torres Strait Islander Heritage Protection Act 1987*
- *Environment Protection and Biodiversity Conservation Act 1999*

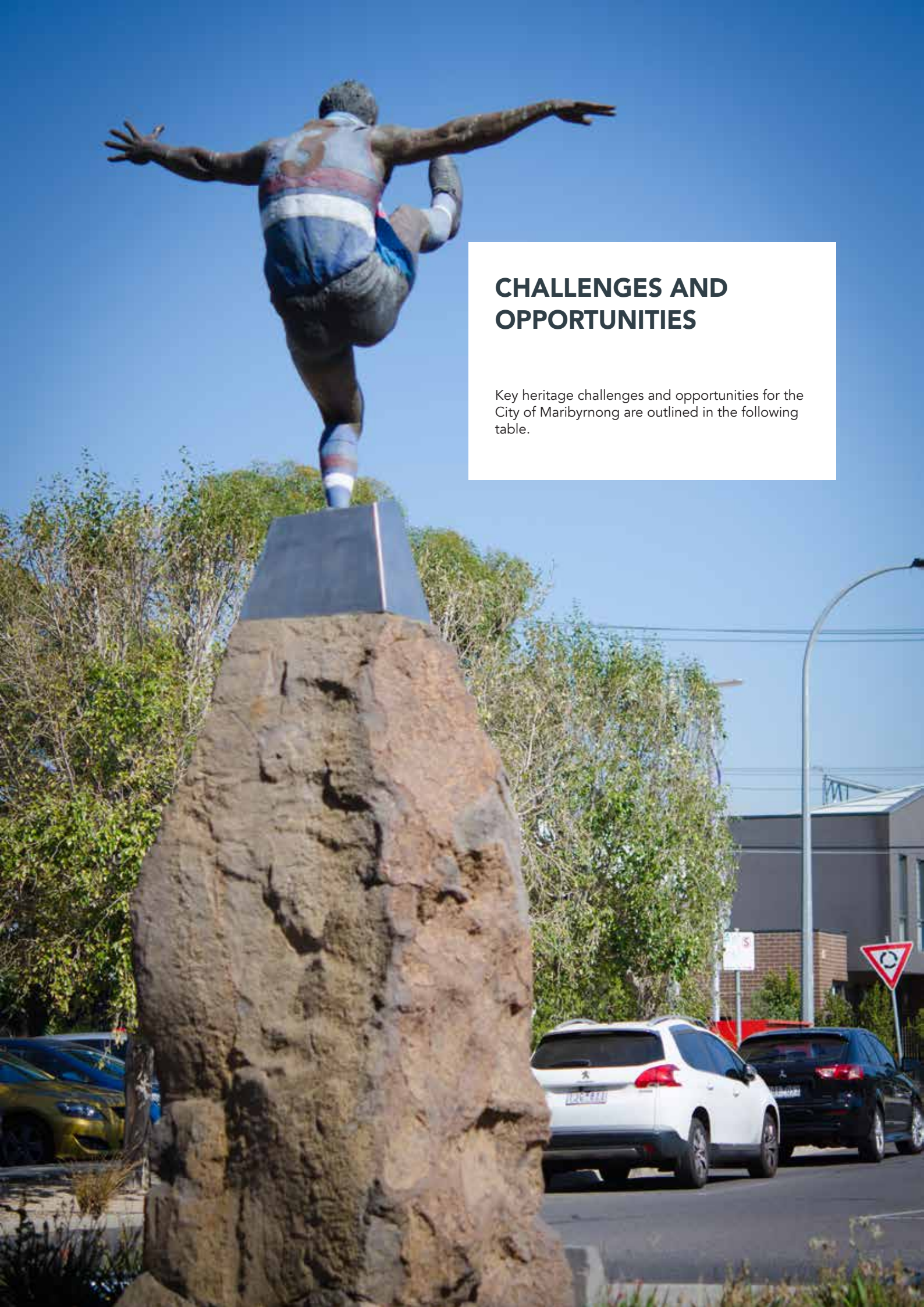
State:

- *Planning and Environment Act 1987*
Section 4 obliges councils to use their planning schemes to conserve and enhance, buildings, areas or other places of local heritage significance
- *Aboriginal Heritage Act 2006*
- *Aboriginal Heritage Regulations 2007*
- *Aboriginal Heritage Amendment Act 2016*
- *Heritage Act 2017*
- Plan Melbourne (2017-2050)
Section 4.4 provides direction on Melbourne's heritage including the need to recognise the value of heritage when managing growth and change and to respect and protect Melbourne's Aboriginal cultural heritage
- Victorian Heritage Register
- Victorian Aboriginal Heritage Register
- Victorian Aboriginal Affairs Framework

Local:

- Council Plan (2021-2025)
- Maribyrnong 2040: Community Plan
- Housing Strategy (2011)
- Advocacy Framework
- Reconciliation Action Plan (2020-2022)
- Open Space Strategy (2014)
- Walking Strategy (2023)
- Intercultural Strategy (2023-2026)
- Arts and Culture Strategy (2018-2023)
- Public Art Strategy (2019-2029)
- Art and Heritage Collection Policy (2021)
- Nature Plan/Biodiversity Strategy
- Climate Emergency Action Plan (2021-2025)
- Draft Integrated Water Management Plan (2023)
- Maribyrnong Planning Scheme and incorporated documents
- Urban Design Framework Plans including (2015) and Seddon (2010)
- Structure Plans including the Footscray (2014), Highpoint Activity Centre (2008) and West Footscray Neighbourhood Plan (2002)
- Open Space masterplans such as Pipemakers Park (2015) and Yarraville Gardens Precinct (2000) Masterplans





CHALLENGES AND OPPORTUNITIES

Key heritage challenges and opportunities for the City of Maribyrnong are outlined in the following table.

Challenges include:	Opportunities exist to:
Addressing gaps in our knowledge of Maribyrnong's heritage.	Conduct additional research to identify sites and objects of heritage significance.
Achieving best practice management of Council's heritage assets.	Strengthen organisational knowledge and capacity to manage our assets.
Preserving and adapting heritage places. Integrating new development into our heritage streetscapes.	Work with owners, developers and public agencies to secure positive heritage outcomes. Review the efficacy of Council's heritage policies. Embed consideration of heritage in planning for our neighborhoods, activity centres, public places and reserves.
Lack of awareness and protection of indigenous heritage.	Work with Traditional Owners to improve awareness and protection of our City's indigenous heritage.
Lack of awareness and protection of our natural heritage (ie. significant trees, vegetation, waterways, landscapes and other natural features).	Embed consideration of historical and cultural significance into Council's strategies, policies and plans relating to our natural environment and open spaces.
Out-dated Heritage Citations and Statements of Significance that do not adhere to current standards. Errors and anomalies in the Heritage Overlay schedule and mapping.	Review and update heritage listings in Maribyrnong Planning Scheme to ensure our valued heritage is appropriately protected.
Lack of access to heritage information. Concern heritage places are falling into disrepair or being poorly integrated into new development.	Work with owners, developers and public agencies to achieve appropriate conservation outcomes for heritage assets. Review the efficacy and level of compliance with heritage policies and planning permits.
Local heritage groups and cultural organisations require support.	Strengthen relationships with historical societies, friends group and other heritage organisations. Promote and support work of local historical societies and organisations. Improve community access to information.
Responding to climate change and addressing potential risks to historic places.	Proactively plan to adapt our historic places to be resilient in the face of climate change impacts. Recognise the ecological sustainability benefits of conserving historic places for their embodied energy and enable their repair and reuse.
Lack of community awareness of Maribyrnong's heritage and difficulty accessing information.	Improve and promote access to heritage information (online and physical). Investigate ways to promote access and awareness of Maribyrnong's heritage.
Identify new ways to celebrate Maribyrnong's unique history.	Support and partner with organisations to deliver heritage projects and events.

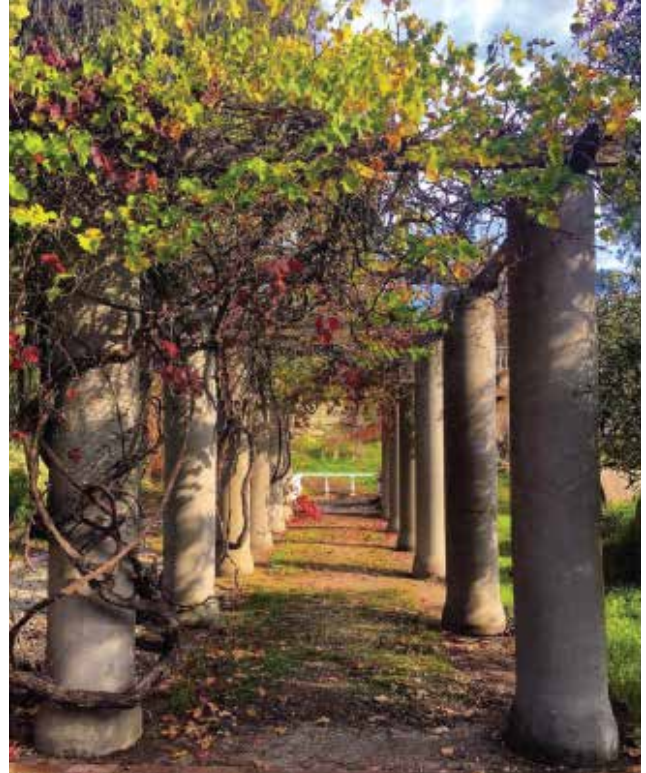
Table 2. Challenges and Opportunities.

VISION

The City of Maribyrnong's diverse heritage is enjoyed, understood and celebrated by today's community, and is being effectively conserved for future generations.

Objectives

1. To support the appropriate protection and adaptation of our heritage places and streetscapes to ensure our distinctive history remains a prominent feature as our City grows and changes.
2. To support, assist and encourage those who are responsible for the care and management of heritage places, recognising the benefits gained by the whole community through the retention of these places.
3. To demonstrate best practice in the care given to public heritage places by Council and other government bodies, and to encourage and facilitate best practice in the management of other heritage places.
4. To build community understanding of Maribyrnong's rich and diverse history and heritage, and seek active community participation in its conservation and appreciation.
5. To continue the process of researching and documenting Maribyrnong's rich heritage, such as Migrant, Aboriginal cultural heritage and other untold or undocumented stories.
6. To build links and partnerships with community, Traditional Custodians and government organisations to ensure a coordinated effort in protecting tangible and intangible heritage.
7. To build Council's commitment to, and capacity to, implement the Heritage Strategy.







ERECTED BY THE CITIZENS
IN MEMORY OF THE
DEEDS OF THE
JAMES COWIE
THE 17th JANUARY 1840

STRATEGIC ACTION PLAN

A Strategic Action Plan has been prepared to guide Council for at least the next ten years. Council will partner with Federal and State departments and agencies, Traditional Custodians, key heritage organisations, owners and managers of heritage places, and the broader community to implement these actions.

Timeframe for actions

- **Short:** to be completed within 1-3 years
- **Medium:** to be completed within 3-7 years
- **Long:** to be completed within 7-10 years
- **Ongoing**



Objective	Action	Council Department		Timeframe	Budget
		Lead	Supporting		
1.To support the appropriate protection and adaptation of our heritage places and streetscapes to ensure our distinctive history remains a prominent feature as our City grows and changes.	1.1 Review the Maribyrnong Heritage Database and Victorian Governments heritage database HERMES to ensure they remain up-to-date and include all heritage places in Maribyrnong.	Strategic Planning Geospatial Technology	Statutory Planning	Medium	Partially within existing budget, subject to further funding
	1.2 Review the efficacy of Maribyrnong Planning Scheme heritage policies and provisions as part of the next Planning Scheme Review.	Strategic Planning	Statutory Planning	Short	Within existing budget
	1.3 Review and update Statements of Significance for all heritage places in the Maribyrnong Planning Scheme to ensure they are up-to-date and reflect current standards.	Strategic Planning	Statutory Planning	Short	Partially within existing budget, subject to further funding
	1.4 Consider historically and culturally significant trees, gardens and landscapes as part of the next review of the Maribyrnong Significant Tree Register.	Strategic Planning	Statutory Planning Recreation and Open Space	Short	Partially within existing budget, subject to further funding
	1.5 Review and update the Maribyrnong Aboriginal Heritage Study (1999) and make any required updates on Aboriginal Cultural Heritage Register Information System (ACHRIS).	Strategic Planning		Medium	Partially within existing budget, subject to further funding
2.To support, assist and encourage those who are responsible for the care and management of heritage places, recognising the benefits gained by the whole community through the retention of these places.	2.1 Develop updated heritage design guidelines and resources to assist owners and developers of heritage places to: <ul style="list-style-type: none"> • Understand and apply relevant heritage policies and requirements. • Adapt heritage buildings to modern living standards, including universal access and sustainability measures. • Adapt heritage places to mitigate climate change impacts. 	Strategic Planning	Statutory Planning City Sustainability	Short	Partially within existing budget, subject to further funding
	2.2 Identify and promote external incentives and grant programs that support property owners to preserve and enhance heritage places.	Strategic Planning	City Futures (Advocacy)	Ongoing	Within existing budget
	2.3 Expand Council's Heritage Advisory Service to increase access to heritage advice for residents and Council departments.	Statutory Planning	All	Short	Further funding required

Objective	Action	Council Department		Timeframe	Budget
		Lead	Supporting		
3.To demonstrate best practice in the care given to public heritage places by Council and other government bodies, and to encourage and facilitate best practice in the management of other heritage places.	3.1 Expand Council's Building Asset Register to include: <ul style="list-style-type: none"> • All heritage assets (i.e. buildings and streetscapes). • Links to Conservation Management Plans, Cultural Heritage Management Plans and other associated documents. • Specify the condition of the heritage asset to assist in future budget/resource allocations to support ongoing maintenance and repair. 	Assets and Capital	All	Medium	Within existing budget
	3.2 Provide specialised in-house training on maintenance and management of heritage assets (including historical building trades, techniques and repairing heritage buildings, improving energy efficiency and climate resilience).	Assets and Capital	Operations and Maintenance Recreation and Open Space Engineering and Transport City Sustainability Libraries, Arts and Culture	Short-medium	Further funding required
	3.3 Audit a range of capital and operational projects to understand how heritage advice was obtained and used to inform the project. Develop a procedure and set of protocols on how future projects should obtain heritage advice.	City Development	All	Short	Within existing budget
	3.4 Progressively update and review all relevant Council strategies, plans and policies (as they are drafted, renewed or reviewed) to ensure our heritage is identified, managed, protected and celebrated. This includes documents relating to Council's heritage buildings and management of our public realm, established areas, natural environment and open spaces.	All		Ongoing	Partially within existing budget, subject to further funding
	3.5 Identify and map locations of existing heritage interpretation signage.	Assets and Capital	City Design Recreation and Open Space Strategic Planning	Medium	Partially within existing budget, subject to further funding

Objective	Action	Council Department		Timeframe	Budget
		Lead	Supporting		
	3.5 Review and update Council's GIS system to: <ul style="list-style-type: none"> Identify significant, contributory and non-contributory heritage places in Maribyrnong Council's heritage assets. Integrate with the online Maribyrnong Heritage Database. 	Geospatial Technology	Strategic Planning Assets and Capital	Short	Within existing budget
4. To build community understanding of Maribyrnong's rich and diverse history and heritage, and seek active community participation in its conservation and appreciation.	4.1 Continue to partner with organisations to deliver projects and events that showcase local history and heritage places (such as facilitating public access to Council managed heritage places as part of the Open House and National Trust festivals).	Libraries, Arts and Culture City Development	City Futures Recreation and Open Space	Ongoing	Within existing budget
	4.2 Investigate use of contemporary methods and emerging technologies for heritage interpretation in our parks and public spaces. This should include adapting the GIS and Smart City technology) to map existing heritage walking trails and interpretational signage in our parks and public spaces.	Geospatial Technology City Futures	Recreation and Open Space City Design	Medium	Partially within existing budget, subject to further funding
	4.3 Continue to promote and commission a dynamic range of arts and cultural activities to showcase our diverse history through the Maribyrnong Arts and Culture Strategy, Public Art Strategy and Art and Heritage Collection Policy.	Libraries, Arts and Culture		Ongoing	Within existing budget
	4.4 Explore creating events that celebrate the City's rich social heritage, such as the nightlife of cinema, dancehalls and associated stories of central Footscray.	City Futures	Libraries, Arts and Culture	Short	Within existing budget
	4.5 Investigate undertaking an Interpretation Strategy to provide a consistent approach and showcase a diverse range of stories in our parks and public spaces. This could include partnering with Traditional Custodians, embedding interpretation into the design of the spaces and using emerging technologies.	Recreation and Open Space	All	Long	Further funding required

Objective	Action	Council Department		Timeframe	Budget
		Lead	Supporting		
	4.6 Undertake programs in our parks and public spaces to educate and celebrate the natural environments of Maribyrnong. Investigate opportunities to work with Traditional Custodians to include Aboriginal history and oral traditions.	Recreation and Open Space	Inclusive Communities	Short-medium	Partially within existing budget, subject to further funding
	4.7 Continue to include, when appropriate, cultural heritage interpretation as an important element in Council projects such as arts and cultural events/projects, public realm improvements and open space planning.	Libraries, Arts and Culture	Recreation and Open Space City Design	Ongoing	Within existing budget
5.To continue the process of researching and documenting Maribyrnong's rich heritage, including exploring diverse cultures and histories such as migrant, Aboriginal cultural heritage and other untold or undocumented stories	5.1 Undertake an audit /review of the Council's heritage studies to identify gaps and opportunities. This should include themes that may be underrepresented, such as sites associated with Aboriginal cultural heritage, women, multi-cultural sites, or LGBTQIA+ sites.	Strategic Planning	Libraries, Arts and Culture Statutory Planning	Medium	Further funding required
	5.2 Investigate working with State Government and Traditional Custodians to progress the mapping of unnamed waterways.	Strategic Planning	City Sustainability	Medium	Further funding required
	5.3 Investigate feasibility of supporting Traditional Custodian-led Cultural Values Assessment/s. This should include exploring opportunities to collaborate with State Government agencies and understand options to complete the assessment in discrete portions (such as a Maribyrnong River Cultural Values Assessment).	Inclusive Communities	Strategic Planning City Sustainability Recreation and Open Space Urban Design	Long	Further funding required
	5.4 Investigate options to support local organisations to digitise and make records more publicly accessible.	Strategic Planning	Libraries, Arts and Culture Information Management	Short	Within existing budget

Objective	Action	Council Department		Timeframe	Budget
		Lead	Supporting		
6.To build links and partnerships with community, Traditional Custodians and government organisations to ensure a coordinated effort in protecting tangible and intangible heritage.	6.1 Continue to partner with the Wurundjeri Narrap Team to deliver revegetation projects in our parks and investigate partnership opportunities with the Bunurong Land Council to also deliver projects	Recreation and Open Space	Inclusive Communities	Short-medium	Partially within existing budget, subject to further funding
	6.2 Work with Traditional Custodians to review and establish a consistent and effective engagement approach, including: <ul style="list-style-type: none"> • how to engage and work together on projects and masterplanning. • provide regular updates on Council projects. • how to better understand and protect Aboriginal cultural heritage in City of Maribyrnong. 	Inclusive Communities	All	Short-medium	Further funding required
	6.3 Continue to promote and publish work of local organisations on Council platforms, including their work in heritage education and telling of local stories to the wider community.	Libraries, Arts and Culture		Ongoing	Within existing budget
	6.4 Continue to convene the Maribyrnong Heritage Advisory Committee to assist with the protection and management of heritage places and strengthen linkages between Council, local historical groups and the community.	Strategic Planning	Recreation and Open Space Libraries, Arts and Culture City Design	Ongoing	Within existing budget
	6.5 Continue to support local heritage groups and cultural organisations through existing Council funding initiatives to deliver projects that contribute to raise awareness and appreciation of our City's heritage.	Libraries, Arts and Culture City Futures	Recreation and Open Space	Ongoing	Within existing budget

Objective	Action	Council Department		Timeframe	Budget
		Lead	Supporting		
7.To build Council's commitment to and capacity to implement the Heritage Strategy	7.1 Expand Council's corporate induction training to include overview of City of Maribyrnong's history, and details on each department's role in managing, celebrating and protecting heritage. This could include undertaking a heritage walking tour in partnership with the Footscray Historical Society.	People and Capability	All	Short	Further funding required
	7.2 Include heritage considerations in project management framework and procurement templates/policies, to ensure all departments are aware of their role and legislative requirements.	Project Management	All	Short	Within existing budget
	7.3 Support Council staff to participate in cross cultural awareness training (such as Wurundjeri Cultural Awareness Training) and, when relevant, training in protecting places of Aboriginal Cultural significance.	Inclusive Communities	People and Capability	Short-medium	Partially within existing budget, subject to further funding

Table 3. Strategic Action Plan.

MONITORING AND REVIEW

The Strategy adopts a 10-year implementation timeframe.

The lead Council Department identified in the action table (section 7) is responsible for progressing the relevant action and ensuring they are implemented and achieved with the identified timeframe, subject to appropriate funding being secured.

The Heritage Action Plan will be monitored every 5 years through the preparation of a progress report and reported to Council. This report should outline which recommendations have been completed and make recommended adjustments to the Plan as required. The next scheduled review of the Heritage Action Plan will take place in 2029.



APPENDIX

Definitions

Contributory heritage

Contributory heritage are places that are important for their contribution to a heritage precinct. It is of historic, aesthetic, scientific, social or spiritual significance to the heritage precinct.

Country

Country is an Aboriginal-English word that has a whole-of-landscape meaning. For contemporary Aboriginal people, the concept of 'caring for Country' is a complex one relating to personal and group identity, connection, and custodianship-to protect of natural and spiritual values of land and by extension oneself.

Cultural Values Assessment (CVA)

A CVA seeks to identify and capture the traditional and contemporary cultural heritage values of an area. A CVA can be an important foundation for future planning, and the findings of the CVA can flow into heritage management and conservation, heritage interpretation, signage and site storytelling. They can also be used by developers, Local Councils and State Government when planning how to best to adapt sites for new usage and in waterway and open space planning.

Heritage

Heritage is our inherited traditions, monuments, objects and culture. It can relate to places – buildings, landscapes, public parks and gardens, infrastructure, monuments and public art. Heritage can also be represented in objects, artefacts, archives, photographs, maps, drawings and other items. Some of these items are in public collections, while others are privately held. Some heritage is harder to see – for example, the archaeology of the City, the Dreaming stories, cultural traditions, and the more subtle marks of past people and their culture.

Intangible heritage

Intangible heritage includes non-physical elements such as cultural practices, stories, traditions and other knowledge that is inherited over generations.

Non-contributory heritage

Non-contributory heritage are places within a heritage precinct that have no identifiable cultural heritage significance. They are included within a Heritage Overlay because any development of the place may impact on the cultural heritage significance of the precinct or adjacent 'significant' or 'contributory' heritage places.

Registered Aboriginal Party (RAP)

A RAP is a recognised corporation, inclusive of all Traditional Owners of an area of Country, that holds decision-making responsibilities under the State of Victoria's Aboriginal Heritage Act 2006 for protection and management Aboriginal cultural heritage places and objects located within or obtained from a traditional area of Country.

Significant heritage

Significant heritage are places of State, municipal or local cultural heritage significance that are individually important in their own right.

Tangible heritage

Tangible heritage includes the physical aspects of heritage such as historical buildings and precincts, landscapes, archaeological sites, objects, collections and records.

Traditional Custodian

A Traditional Custodian is an Aboriginal Person with a cultural responsibility over an area of traditional Country, that has knowledge about traditions, customs, and observances.





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