



City of
Greater Geraldton
a vibrant future



Heritage Strategy

A Vision for the Future 2013 and Beyond

*Commissioned by City of Greater Geraldton and prepared by the
National Trust of Australia (WA)
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1.0 Introduction

Local governments including the City of Greater Geraldton are responsible for identifying, protecting, promoting and managing the bulk of Australia's heritage places. This is often done in partnership with various federal, state, regional and local organisations including the National Trust, historical associations and special interest groups which all have important roles in sustaining our heritage. This Heritage Strategy covers all aspects of natural, historic and Aboriginal heritage for which the City of Greater Geraldton has direct responsibility or collaborates with others. As the largest city in the Mid West, the Council also has a broader role in the region. For example, the Geraldton Regional Library provides support and advice to 26 libraries throughout the region which can include heritage matters. As well, the City is involved in diverse projects such as the Monsignor Hawes Project and trails including the Wildflower Way.

The City of Greater Geraldton has a strong sense of place and history that is evidenced and grounded in the natural, historic and Aboriginal environment. The City is proud to make heritage an important part of its broader mission to enhance and celebrate its diverse community. Through this Strategy, the City will seek to enhance its ability to work in partnership with other custodians and heritage organisations. The City recognises the importance of a holistic approach to understanding and managing its valuable heritage resources whilst undertaking significant growth which is expected to be between 80,000 to 100,000 residents by 2029.

This Heritage Strategy will provide the overarching framework and strategic direction for heritage planning in the City of Greater Geraldton for 2013 and beyond. It is complementary to other strategies including the *City of Greater Geraldton's Strategic Community Plan 2012-2022*, the *Heritage Conservation and Development Local Planning Policy (2008)*, and the *Reconciliation Action Plan 2011-2016*. This Strategy encompasses a range of activities either currently undertaken by the City or proposed as new activities in order to support, promote, protect and manage both heritage assets belonging to the City and all other significant heritage places in the community.

To determine how to achieve the City's aim of preserving and activating the heritage of our community, a range of community consultations and workshops considered the following;

- Where are we now?
- How to conserve and interpret both individually and collectively the amalgamated entities?
- Where do we want to get to?
- How are we going to get there?
- What resources do we need to get there?
- How do we know if we got there?

The results from these consultations have been incorporated into this Strategy's Actions and Activities/Measures (refer Section 4.0).

1.1 Vision

Our vision is that heritage will be an integral part of ensuring the City of Greater Geraldton continues to be a vibrant and dynamic regional community. Our residents will have a strong sense of belonging and will value the area as a unique place to live and work because of its valuable heritage. Principles of sustainability will guide heritage management decisions to help retain a rich variety of social, economic and environmental outcomes.

1.2 What is Heritage?

It is important to understand the meaning of 'Heritage', 'Significance' and 'Interpretation' as part of this Strategy and its role in the City.

Heritage is something inherited from the past and valued enough today to leave for future generations (National Trust of Australia (WA)). Heritage encompasses natural, historic and Aboriginal tangible and intangible elements. Heritage is expressed through places – buildings, landscapes, public parks and gardens, archaeology, infrastructure, monuments and public art. It is also represented in objects, artefacts, archives, photographs, maps, drawings; as well as our traditions, events and celebrations, people’s memories, artist’s expressions, Dreaming stories and the more subtle marks of past people and their cultures.

This Strategy is focussed on how each aspect of the City of Greater Geraldton’s heritage can be shared in order to build public understanding and appreciation of the City’s past, present and future.

The National Trust’s publication, ‘Sharing Our Stories’ describes **Significance** in the following way:

Significance means the importance and meaning we place on a landscape, site, building, object, collection or installation in the past, now and in the future.

Significance is not absolute. It’s about value. Different people value different things at different times in their lives. Values can be personal, family, community, national and/or international.

Significance is assessed in terms of:

- *historic*
- *aesthetic*
- *scientific*
- *social*
- *spiritual values*

Interpretation is ‘a means of communicating ideas and feelings which help people enrich their understanding and appreciation of their world, and their role in it’ (Interpretation Australia). Effective interpretation allows visitors to gain a greater understanding of a place based upon its significance (as described above).

The National Trust of Australia (WA) has developed two publications which provide information and advice on interpreting heritage places. These are *Sharing Our Stories: Guidelines for Heritage Interpretation* and *‘We’re a Dreaming Country’: Guidelines for Interpretation of Aboriginal Heritage* (both available on the Trust’s website as a free download; <http://www.nationaltrust.org.au/wa/reports-papers>).

Refer to the Glossary in Appendix 1 for further definitions.

2.0 Provisions and Framework

2.1 Current Statutory Provisions

The *Planning and Development Act 2005*, *Heritage of Western Australia Act 1990* and the *Aboriginal Heritage Act 1972* provides the statutory framework for heritage and planning in Western Australia. As well, *State Planning Policy 3.5 Historic Heritage Conservation* specifically ‘applies principally to historic cultural heritage including heritage areas, buildings and structures, historic cemeteries and gardens, man-made landscapes and historic or archaeological sites with or without built features.’

The City of Greater Geraldton operates under four local planning schemes which include *Town Planning Scheme No. 3 (Geraldton)*; *Local Planning Scheme No. 5 (Greenough)*; *Town Planning Scheme No. 1A (Cape Burney)*; and *Local Planning Scheme No. 2 (Mullewa)*.

The aims and activities of this Strategy support these legislative frameworks and ensure the City’s obligations are fulfilled.

2.2 Heritage Registers

There are several levels of heritage identification and protection in Australia including World, National, State and Local.

- **World Heritage Listing:** This refers to places which are considered to have ‘universal significance’. In Australia, these places are mainly natural (such as Shark Bay) but includes built heritage such as the Australian Convict Sites serial listing. There are no World Heritage Listed places located in the City of Greater Geraldton.
- **National Heritage List:** National Heritage places are those which demonstrate outstanding heritage significance to Australia. These can be natural, historic and Aboriginal places which are privately or publicly owned. This differs to the **Commonwealth Heritage List** which are places owned by the Commonwealth Government such as Department of Defence sites. The Batavia Shipwreck site is a National Heritage place located within the City of Greater Geraldton.
- **State Register of Heritage Places:** The State Heritage Office maintains the Register which includes places significant to Western Australia on behalf of the Heritage Council. This listing has statutory authority and any proposed development of places on the Register requires referral to the Heritage Council for advice. There are several places located within the City of Greater Geraldton which are included in the Register.
- **Municipal Inventory and Heritage List:** All local governments are required to maintain a Municipal Inventory (MI) which identifies places with heritage significance relevant to that Council but provides no controls for protection. All or part of the MI can be included within a local Council’s Heritage List which does provide planning controls to manage proposed changes.
- **List of Classified Places:** This List is maintained by the National Trust; however ‘Classification’ by the Trust has no statutory authority and includes natural, historic and Aboriginal places. This listing provides acknowledgement and a record of significant places which is a valuable source of information for the Trust’s educational and advocacy activities.

2.3 Other Stakeholders

The City of Greater Geraldton has a strong partnership with the National Trust of Australia (WA) which is the custodian of many buildings located within Greenough and other parts of the city and region.

Representatives from the three community museums contribute to the Heritage Advisory Committee. As well, the Western Australian Museum (Geraldton) has a strong presence in the community and is a valuable resource for the Council.

2.4 Sustainability Framework

This Heritage Strategy supports the Sustainability Framework which underpins the City’s strategic planning (Environment, Cultural, Social, Economic and Governance). In particular, heritage falls under the Cultural category with the following community aspirations (as described in the *2013-2023 Strategic Community Plan*, p 13):

1. *Recognising, protecting and restoring heritage sites and buildings*
2. *Recognising, protecting and integrating the use of City Region icons*
3. *Recognising and celebrating Yamaji people and their languages and culture*
4. *Promoting Aboriginal and Torres Strait Islander history and communities*

The Heritage Strategy has incorporated these aspirations within its stated Actions and Activities/Measures (refer to Section 4.0). Additionally, the City’s collections and other moveable heritage items form part of its heritage and require careful management.



Source: City of Greater Geraldton, (Draft) Strategic Community Plan 2012-2022, p 3

3.0 Challenges and Opportunities

3.1 Council Service Areas Involved in Strategic Implementation

Due to the holistic nature of the City of Greater Geraldton’s Heritage Strategy the following Council service areas will be required to play a role in achieving the outcomes stated in each of the five key areas.

- Libraries and Heritage
- Economic & Social Development
- Infrastructure Planning & Design
- Land & Property Services
- Parks Operations
- Town Planning Services
- Environmental Health and Sustainability team
- Aboriginal Community Development Officer

Other stakeholders such as the Western Australian Museum, community museums, community groups and organisations such as the National Trust all have a role to play in the City of Greater Geraldton’s heritage places.

3.2 Current Achievements and Actions

The actions outlined in the Section 4.0 are designed to complement and enhance the following measures employed by the City. Currently the City supports the following policies, programs and activities:

- A Heritage Policy;
- A Heritage Advisory Committee;
- A strong partnership with the WA Museum (WAM), with an officer on the Heritage Advisory Committee, on the HMAS Sydney II Memorial Committee and the Mid West Heritage Booklet Committee. The City is represented on the WAM Geraldton Community Advisory Committee. When appropriate or relevant, the City collaborates with WAM and its Geraldton site to preserve, acquire or protect heritage of regional or state significance;
- A strong relationship with the National Trust of Australia (WA), Rail Heritage WA, Geraldton Family History Society and Mid West Heritage Incorporated;
- Three volunteer run Community Museums, each with annual funding from the CGG;
- Heritage trails and signage;

- Municipal Inventories for Geraldton, Mullewa and Greenough;
- A part time Heritage Officer from the State Heritage Office (currently under review by CGG due to changes and capping of funding at SHO);
- City staff dedicated to heritage matters employed in departments including Libraries and Heritage Town Planning Services, Land and Property Services, and Infrastructure Planning and Design;
- A Heritage Services section in the Library which contains an extensive local history collection;
- Oral history program run by the Libraries and Heritage;
- A publishing program run by the Libraries and Heritage;
- City of Greater Geraldton Community Grants which are offered twice in September and March of each financial year for one-off events, activities and/or programs;
- Mullewa Community Trust provides an annual allocation of funds to assist groups that benefit the Mullewa community;
- Participation in the Heritage Loan Subsidy Scheme managed by the State Heritage Office;
- Annual Heritage Awards;
- Aboriginal heritage and cultural awareness training for Elected members, officers and key stakeholders.
- Adoption of the *Reconciliation Action Plan 2011-2016* which includes actions related to this Strategy.

3.3 Challenges

The City of Greater Geraldton is likely to be operating in an environment where:

- Environmental knowledge, awareness, understanding and commitment are increasing; consequently issues of sustainability are becoming more important.
- Technology is providing highly interactive access for our community.
- Funding and resourcing pressures are continuing.
- Greater responsibility on local government to manage its heritage assets.

The City of Greater Geraldton recognises the challenges the community faces, including;

- Balancing the need to conserve heritage, mitigate and adapt to the effects of climate change, and the need for redevelopment.
- Varying levels of knowledge, awareness, understanding and commitment to heritage conservation and interpretation.
- Lack of incentives to retain heritage buildings and natural heritage assets.
- Lack of recognition of migrant and Aboriginal heritage.

The City of Greater Geraldton acknowledges community expectations for;

- Open and transparent processes for heritage management.
- A high standard of local services which are tailored to the heritage values of the area.
- Community consultation and involvement.
- Maximise use of technology to share information about heritage.
- Financially sustainable and value for money heritage initiatives and programs.

The City of Greater Geraldton acknowledges the importance of the economics of heritage and recognise the need to encourage greater investment through grants, tax rebates, rate subsidies, planning initiatives, low cost loan systems and foundation funding.

4.0 Heritage Strategy: Aims and Actions

The following section describes actions and activity/measures which provide a breakdown of individual tasks to support the Heritage Strategy. These activities reflect the five aims of the strategy being *knowing, protecting, supporting, communicating and promoting, access and interpretation* (as described in the project brief). A general goal to describe each key aim has been provided.

Responsibility for each individual activity has been allocated to the City's Council, Departments and the Heritage Advisory Committee. Organisations which are listed in brackets are external to the City but are identified as important stakeholders.

A priority (*High, Medium, Low*) has also been set for each activity to allow for future planning and measurement against key performance indicators. These priorities are indicative of an approximate time frame for completion; noting that some activities will be ongoing. Actions given a **High priority** should be completed/commenced within 12 months; **Medium priority** within 2.5 years and **Low priority** within 4 years (prior to the subsequent review of this Strategy). Note: some of these actions are currently undertaken and are therefore considered Core Business.

4.1 Knowing

This involves 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 in the present. As new information becomes known, heritage values can and do change – knowing enables the City to plan for the transitions.

Staffing for heritage services is provided through the Geraldton Regional Library in association with Town Planning Services, facilitating strong connections between the substantive heritage collection, intangible assets and the community. Investment in support services is central to developing stronger connections between the City, stakeholders and the community.

The City is the owner and custodian of heritage places; in order to appropriately manage and care for these places, it is important that the City is aware of the current state of their assets as well as having clear goals and directions in terms of conservation and maintenance to ensure that these places are appropriately used and cared for.

Action	Activity/Measure	Responsibility	Priority
1.1 Implement training for Elected Members and internal employees on technical aspects of the Municipal Heritage Inventory, intercultural awareness training and heritage legislation.	1.1.1 Heritage training should be included in Induction Packages for Councillors and employees.	Libraries and Heritage, Heritage Advisory Committee, Council	Medium
1.2 Establish a forum for officers to share and discuss matters relating to local government heritage management.	1.2.1 Encourage officers to take part in training and networking opportunities as well as join and contribute to professional organisations and mailings lists; for example the seminars and workshops by the State Heritage Office and Heritage Chat WA online forum (also administered by the State Heritage Office).	Libraries and Heritage, Town Planning Services	Low
1.3 Increase efficiency of the Heritage Advisory Committee.	1.3.1 Rewrite the Terms of Reference for the committee by	Libraries and Heritage,	High

	<p>removing the existing information related to the committee from the <i>Heritage Policy</i>; and review/amend to reflect a focus on strategic outcomes rather than operational matters.</p> <p>1.3.2 Review the representative nature of the Committee, including the total number and role of each member. Appointment should be based on knowledge, skills and expertise including Aboriginal representation.</p>	Heritage Advisory Committee, Council	(Core Business)
1.4 Strengthen the Heritage Services team by defining clear responsibilities and ensure that operational processes/decisions are adequately recorded to ensure a consistent approach to heritage issues.	<p>1.4.1 Clearly articulate the roles and responsibilities for the Heritage Services team as well as the responsibilities of other departments related to heritage management.</p> <p>1.4.2 Ensure that processes and decisions made by and on behalf of Heritage Services are appropriately recorded and accessible for current and future staff to allow a consistent approach to be applied to heritage matters.</p>	Libraries and Heritage, other relevant departments, Heritage Advisory Committee, Council	High
1.5 Investigate options for an appropriate heritage advisor arrangement for the City.	1.5.1 Review the current Regional Heritage Advisor role and proposed changes to this arrangement. Potential costs may be mitigated by employing a consultant/organisation in partnership with other nearby Councils which require similar services.	Libraries and Heritage, Town Planning Services, Heritage Advisory Committee, Council	High (Core Business)
1.6 Review and identify places of heritage significance not already included on the Municipal Inventory.	<p>1.6.1 In consultation with the community identify properties, structures, trees, landmarks, landscapes, streetscapes, cultural sites and maritime sites of significance for inclusion in the Municipal Inventory. Once identified use the <i>Criteria for the Assessment of Local Heritage Places and Areas</i> to determine the level of significance.</p> <p>1.6.2 Work with local natural resource management (NRM) groups to protect cultural landscapes particularly in the Greenough flats.</p>	Libraries and Heritage, Town Planning Services, Heritage Advisory Committee, Council, Aboriginal Community Development Officer, (community group representatives)	Medium
1.7 Undertake a survey of the City's heritage assets to identify tasks for regular maintenance and capital works improvements.	<p>1.7.1 The initial survey can be done with the assistance of current occupants/leasees of the buildings. This will provide an overview of required actions from the users' point of view.</p> <p>1.7.2 Initial maintenance plans developed from the survey (1.7.1) should be prepared which can later be reviewed and incorporated into CMPs (see 2.6). This should include whether heritage referrals (i.e. to the State Heritage Office) are required.</p>	Libraries and Heritage, Town Planning Services and other relevant departments, Heritage Advisory Committee	High (Core Business)

4.2 Protecting

In order to adequately protect heritage places, it is important that statutory legislation, controls, policies and procedures are in place and effectively utilised. Therefore securing (statutory) protection for identified places and objects is central to the City of Greater Geraldton's heritage strategy. The City is subject to various levels of state and local legislation (refer to Section 2.0). In terms of good heritage practice, 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.

Ongoing maintenance of the Municipal Inventory (and Heritage List) is central to delivering informed conservation practice in policies, strategies, design, construction and management.

The City of Greater Geraldton owns or manages a number of heritage places and objects and should lead by example with a strategic approach to the management, conservation and protection of its heritage assets in a manner that will show Council as a responsible and proud custodian of the City's heritage.

Action	Activity/Measure	Responsibility	Priority
2.1 Produce a user-friendly flowchart which explains the federal, state and local heritage systems and the process for development applications affecting heritage listed places.	2.1.1 Develop a flowchart for the City's website showing relationships of state and federal heritage systems as it relates to the City of Greater Geraldton. This should include the various protection mechanisms, in order to assist employees, Elected members and the public.	Libraries and Heritage, Town Planning Services	Medium
2.2 Include sections addressing management and protection of both natural, historic and Aboriginal heritage values in all relevant council documents.	2.2.1 Audit existing Council documents for a consistent and holistic approach to heritage protection, conservation and interpretation. Develop a three stage strategy to review, amend and approve.	City of Greater Geraldton Council, Libraries and Heritage, Town Planning Services, Heritage Advisory Committee	Medium
2.3 Review the effectiveness of heritage management policies previously adopted, amend as needed.	2.3.1 Review and amend the <i>Heritage Policy</i> and <i>Heritage Conservation and Development Local Planning Policy (2008)</i> and all other policies with reference to heritage clauses and provisions including <i>State Planning Policy 3.5: Historic Heritage Conservation</i> . 2.3.2 Review planning approvals to ensure provisions are made for curtilage*.	Libraries and Heritage, Town Planning Services	High (Core Business)
2.4 Ensure that owners or users of properties included on the Municipal Inventory are aware of the significance of the place and the implications and benefits of listing.	2.4.1 Develop notification system in rates database to identify which places are included on the Municipal Heritage Inventory. 2.4.2 Add category to Intramaps to illustrate location of places included on the Municipal Heritage Inventory. Incorporate quick link button on front page of website to encourage use. *Note: a property's inclusion on the MI does not grant the public right of entry and this should be made clear to all users.	Libraries and Heritage, Town Planning Services	High (Core Business)

2.5 Identify places for an 'At Risk' register to promote awareness of heritage places potentially being lost.	2.5.1 Develop Heritage Places At Risk Register for public and private heritage – natural, historic and Aboriginal. Determine degree of risk and necessary action to mitigate against deterioration*. This should be made available online. Set a program for annual review.	Libraries and Heritage, Town Planning Services, Heritage Advisory Committee	High
2.6 Ensure that up to date Conservation Management Plans for all of the City's heritage assets have been prepared, subject to budget considerations.	<p>2.6.1 Conservation Management Plans provide guidance for the conservation, management and interpretation of heritage places. If older than 5 years undertake a process of review. All plans should be publically available on the website (subject to copyright restrictions). Opportunities for funding to undertake this activity should be investigated (e.g. Lotterywest).</p> <p>2.6.2 Refer to James Semple Kerr's <i>The Conservation Plan</i> (available as a free download from http://australia.icomos.org/publications/the-conservation-plan/) for guidance in preparing these plans.</p>	Libraries and Heritage, Town Planning Services and other relevant Council departments, Heritage Advisory Committee, (Lotterywest, external consultants)	Medium
2.7 Encourage sustainable practices and universal access for enhanced use and viability of the City's heritage assets.	<p>2.7.1 Investigate incorporating sustainability principles in a sensitive manner including using grey water, solar power, efficient climate control. This should be done as part of a wider management plan (refer to Action 2.6).</p> <p>2.7.2 Universal access refers to appropriate measures that allow people with disabilities to access and use places. This may include installation of ramps, handrails, hearing loops and appropriate signage. Some modifications could have detrimental effects on heritage places and therefore would require careful management and communication between access and heritage consultants. This should be done as part of a wider management plan (refer to Action 2.6). Refer to the <i>Disability Access and Inclusion Plan 2013-2018</i>.</p>	Libraries and Heritage, Town Planning Services and other relevant departments	Medium
2.8 Improve collection management facilities and support the professional management of these assets, including the establishment of a secure repository for archived materials.	<p>2.8.1 Improve archive management processes in accordance with State Records Office statutory obligations.</p> <p>2.8.2 Investigate creating an inventory of all the City's movable heritage within its collection and explore establishing a central repository for the City's assets.</p> <p>2.8.3 Review the City's disposals policy. Develop a management plan to ensure longevity of archived items, include disaster contingency plans. Set program for annual review by Heritage Advisory Committee.</p>	Libraries and Heritage, Heritage Advisory Committee and other relevant departments (WA Museum, community museums/historical society)	High (Core Business)

	<p>2.8.4 Commence digitisation of existing archived records and consider developing a relocation plan for the existing archives across the City.</p> <p>2.8.5 Investigate funding opportunities to undertake these activities, e.g. Lotterywest, National Library of Australia.</p>		
2.9 Review the hire policy and leases for heritage sites and facilities to ensure that the City's heritage assets are appropriately used, protected and sustainably managed.	2.9.1 Create an inventory for the City's heritage assets detailing current usages and hire and lease agreements. Hire and lease policies and agreements are to include appropriate measures to protect and maintain the City's heritage assets.	Libraries and Heritage, Town Planning Services and other relevant Council departments, Heritage Advisory Committee	Medium

*2.3.2 Curtilage - the extent of land around [a place] which should be defined as encompassing its heritage significance (see Glossary).

*2.5.1 Suggested (List is not conclusive and is in no particular order): Abrolhos, Greenough Precinct, Geraldton Railway Station, Bill Sewell Complex, Walkaway Station Precinct, Mullewa Station Precinct, G.A.B.A Stadium, Wonthella Hall, Du Boulay Street, Tom McNecce Cottage, Old Radio Theatres, Gunnado Farm, Byne Park, Greenough and Chapman River Estuary's, Moresby Ranges Waggrakine, Mahomets Flats (remains of), Butterabby Farm and Graves, Allanooka Springs, Sandsprings, Garnet Mines, Ellendale Pool inc. Blue Pool, Southgate Dunes, Bootenal Springs, Greenough Trees, Coalseam Park, Stock Route Wells, West End District, Pindar town site, Foreshore railway line, Cray fishing shacks, Geraldton Port, Point Moore and lighthouse, Tomato growers cottage and sheds, Wheat bins and silos, Tenindewa Store.

4.3 Supporting

Successful heritage protection requires coordination and support of the efforts of the City of Greater Geraldton, property owners, and the wider community. Owners and managers (individuals or organisations) of heritage places should be supported and provided with information regarding where to go for advice, financial and non-financial assistance to enable heritage assets to be properly cared for, to understand and appreciate their heritage values and be aware statutory requirements.

Action	Activity/Measure	Responsibility	Priority
3.1 Support community museums through continued funding, advice and maintenance as required.	<p>3.1.1 Ensure that all three community museums meet national standards and current best practice for museums. Interpretive strategies such as headsets, downloadable apps, and LOTE translations should also be considered (with reference to available interpretation plans).</p> <p>3.1.2 Encourage local visitation via an offer to local rate payers for one or limited free entry.</p> <p>3.1.3 Develop visitor packs to promote each district, individually and/or collectively; promote the museums in these visitors packs as useful places to find out information about their local area's history.</p> <p>3.1.4 Re-initiate monthly meeting of the Museum management representatives – Walkaway, Greenough, Lighthouse Keeper's</p>	Libraries and Heritage, Town Planning Services, Heritage Advisory Committee, community museums	Medium

	Cottage, Central Greenough and WA Museum.		
3.2 Maintain community grants programs in the City to provide assistance to local community groups.	3.2.1 Encourage local community groups responsible for heritage places to apply for available funding through effective advertising of the grants available. This can be simply done on the City's website or through a targeted mailout.	Libraries and Heritage and Heritage Advisory Committee	High
3.3 Prepare a Funding and Grants Opportunity Register for both the City's assets/projects and for owners of listed places.	3.3.1 A funding and grants register for both the City's assets/projects and for owners of heritage listed places should include regional, state and national funding opportunities such as the Heritage Grants Program (State Heritage Office) and Heritage Loan Subsidy Scheme (WALGA).	Libraries and Heritage, Heritage Advisory Committee	Medium
3.4 Generate corporate and commercial sponsorship of events and programs to support the City's heritage initiatives including the Heritage Awards.	3.4.1 Assign corporate and commercial sponsors to particular heritage events and programs. 3.4.2 Encourage community initiatives which deliver heritage services. Undertake investment in local community groups to deliver effective and efficient heritage services with measurable outcomes.	Council, Libraries and Heritage, Town Planning Services, Heritage Advisory Committee	Low
3.5 Investigate the implementation of assistance for owners of places which are listed on the Municipal Inventory such as rate/fee subsidies, planning concessions or the provision of free heritage advice.	3.5.1 Implementation of financial and non-financial assistance for owners of heritage places supports the protection and conservation of heritage places. Measures employed by other local Councils should be investigated and contacted for further details. 3.5.2 Continue to take part in the Heritage Loan Subsidy Scheme (managed by the State Heritage Office) which is available to owners of heritage places on the State Register, Municipal Inventory, Register of the National Estate and the National Trust's List of Classified Places. Heritage Appeals managed through the National Trust could also be investigated for particular projects.	City of Greater Geraldton Council, Libraries and Heritage, Town Planning Services, (State Heritage Office, National Trust)	Medium
3.6 Encourage stronger partnerships with external stakeholders including the WA Museum and National Trust.	3.6.1 The WA Museum and National Trust both have a strong presence in the City. Regular communication and investigation of partnership opportunities should continue.	Council, Libraries and Heritage, Town Planning Services, Heritage Advisory Committee, (National Trust, WA Museum)	

4.4 Communicating and Promoting

The combination of the rural and urban environment encompasses a wealth of stories, and their interpretation reveals new meanings and builds new understandings of the City. As a major settlement in the Mid West, Geraldton is at the centre of many important national, state and local stories. The Batavia shipwreck, HMAS Sydney II Memorial and the life Monsignor Hawes are of local, state, national and international significance and while the City is not directly responsible for some of these places; it is an active stakeholder.

While these bigger stories are often well known and interpreted, many community stories are less accessible and therefore require further assistance. The City is well placed to communicate and promote the region's heritage in partnership with other stakeholders through such initiatives as heritage awards, educational programs and websites.

There are many opportunities to experience the City's history and heritage. Further developing and building on existing initiatives will create connections across the City linking heritage, history, place, culture and community.

Action	Activity/Measure	Responsibility	Priority
4.1 Develop heritage education and awareness programs including information sessions, open days and tours.	<p>4.1.1 Present regular and free information sessions about local heritage and practical conservation. Promote related sites and trails through annual regional events as well as the WA Heritage Festival. This includes promotion of drive trails such as Geraldton to Ajana Railway Reserve and North Road Stock Route (currently in planning phase).</p> <p>4.1.2 Explore partnership opportunities for bus tours linking heritage sites, programs and places throughout the City's region.</p> <p>4.1.3 Open days and/or guided tours for properties and parks owned by the City could be organised with assistance from WAM, community museums, Aboriginal groups and community organisations including the National Trust who is responsible for several buildings located in the region.</p>	Libraries and Heritage, Heritage Advisory Committee, community museums and other groups (WA Museum, National Trust)	Medium
4.2 In partnership with Aboriginal communities, undertake Aboriginal heritage public knowledge and awareness talks and investigate establishing trails for sites of significance in the region.	<p>4.2.1 In consultation with Aboriginal stakeholders facilitate intercultural activities throughout the city such as a 'Yarning Circle' (<i>Reconciliation Action Plan</i>, Action 2.3) with art institutions and heritage organisations.</p> <p>4.2.2 Investigate the development of the Aboriginal trail from Bundiyarra to Geraldton Town Centre.</p>	Libraries and Heritage, Heritage Advisory Committee, Aboriginal Community Development Officer, (Aboriginal representatives, WA Museum, National Trust)	Medium
4.3 Continue to develop the profile for the annual heritage awards for the City of Greater Geraldton.	4.3.1 Produce information posters, a mobile display for general events and promotions or festivals. Develop partnerships with local media and heritage stakeholders to increase both online and	Libraries and Heritage, Heritage Advisory Committee (National	High (Core Business)

	community presence and awareness of the awards.	Trust)	
4.4 Develop heritage information on the City's website to support a wider appreciation of the region's history.	<p>4.4.1 Maintain an up to date heritage specific web portal (see the City of Vincent's heritage portal, www.vincentheritage.com.au, as an example) to promote the region's heritage assets. Include conservation plans, heritage assessments, archival records, archaeological reports and other relevant documents in PDF versions to improve public access. Promote to other arts and cultural organisations such as libraries and museums.</p> <p>4.4.2 Develop an online searchable database for the Municipal Inventory, ensuring that it is easily accessible on the City's website; e.g. include a shortcut button on the home page or provide a link in an appropriate location.</p>	Libraries and Heritage, Town Planning Services, Heritage Advisory Committee, (WA Museum, National Trust)	Low
4.5 Develop partnerships with local heritage organisations to collect, record and publish stories related to the region.	<p>4.5.1 Broaden the region's oral history collection to comprehensively represent past and present residents, including migrant, pastoral, Aboriginal and wartime voices.</p> <p>4.5.2 Continue to encourage and support the publication of the <i>Mid West Heritage</i> series of booklets, including new topics relevant to the region.</p>	Libraries and Heritage, Heritage Advisory Committee, community museums/historical society (WA Museum)	High (Core Business)
4.6 Promote local heritage assets and their visitation by schools and other educational groups, working within the existing curriculum framework.	4.6.1 Develop contact list with relevant education providers and the National Trust to establish joint educational initiatives relating to the region's heritage.	Libraries and Heritage, Heritage Advisory Committee, community museums/historical society (WA Museum, National Trust)	High (Core Business)

4.5 Access and Interpretation

Effective interpretation is vital to communicating the significance of heritage places to the community. The City of Greater Geraldton has a wealth of materials and extensive local history collections in the City's library network and community museums including thematic histories, oral histories and heritage studies which are valuable resources for future interpretation. Interpretation should take a collaborative approach which acknowledges the different perspectives and voices in the community including minority groups which allows multiple layers of values to be communicated. The National Trust publications, *Sharing Our Stories: Guidelines for Heritage Interpretation* and *'We're a Dreaming Country': Guidelines for Interpretation of Aboriginal Heritage* are particularly useful for planning, designing and implementing interpretation strategies.

Action	Activity/Measure	Responsibility	Priority
5.1 Commission the development of a Thematic History for the City of Greater Geraldton.	5.1.1 A Thematic History describes the development of the region through themes, rather than chronologically. It provides a framework	Libraries and Heritage, Town Planning Services,	Medium

	<p>which can be used in guiding the Municipal Inventory as well as Interpretation Strategies by identifying the major themes (e.g. agriculture, industry, migration etc.) which have shaped the region.</p> <p>5.1.2 Ensure that the Thematic History is undertaken by a consultant with the appropriate expertise (refer to the <i>Directory of Heritage Consultants</i> available from the State Heritage Office). Funding may be available from Lotterywest (refer to the Community Histories grant).</p>	Heritage Advisory Committee, Aboriginal Community Development Officer, (external consultants, Lotterywest)	
5.2 Audit existing heritage and interpretation signage in the City.	5.2.1 The audit should include the review and revision of existing signage where appropriate and current maintenance requirements. This should be integrated into the City's existing maintenance plan.	Libraries and Heritage, Heritage Advisory Committee, Public Art Committee and other relevant departments	High
5.3 Establish partnerships with other community groups such as historical societies, museums and Aboriginal organisations to examine new opportunities for holistic interpretation of heritage places in the region.	<p>5.3.1 Interpretation should encompass multiple viewpoints. Seeking out opportunities for interpretation can be undertaken by organising informal workshops or meetings and accepting submissions from community groups to find new stories and viewpoints.</p> <p>5.3.2 Any submissions or ideas from workshops should be adequately recorded so no information is lost.</p>	Libraries and Heritage, Heritage Advisory Committee, Aboriginal Community Development Officer, (community and external organisations)	Low
5.4 Investigate the preparation of an Interpretation Strategy for the City's assets.	<p>5.4.1 Interpretation Strategies based around the identified heritage significance of the place with appropriate communication methods should be prepared for the City's own assets. The National Trust's interpretation publications (refer to above) provide guidance on undertaking this activity.</p> <p>5.4.2 All future Interpretation Strategies should support or complement existing management plans and policies (if existing) and be subject to review from a steering committee.</p> <p>5.4.3 Investigate opportunities for funding (Lotterywest), partnerships with other organisations and commissioning of external consultants to undertake this activity.</p>	Libraries and Heritage, Town Planning Services, Heritage Advisory Committee, (community organisations, Lotterywest)	Medium
5.5 Investigate places of significance for Aboriginal people and develop interpretation strategies to support this.	5.5.1 Investigate other opportunities for interpreting and promoting Aboriginal heritage through consultation and possible cultural mapping* with reference to the <i>Reconciliation Action Plan for the Year 2011 – 2016</i> and as discussed in Action 5.3.	Libraries and Heritage, Town Planning Services, Heritage Advisory Committee, Aboriginal Community Development	High

	5.5.2 Refer to the National Trust's publication, ' <i>We're a Dreaming Country</i> ': <i>Guidelines for Interpretation of Aboriginal Heritage</i> for the development of interpretation projects.	Officer, (community and external organisations)	
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*Cultural mapping is described as recording 'the intangible relationships between people, heritage and a site. The landscape itself and all that it contains: physically, spiritually and the relationship to it, ought to be considered heritage when it comes to Aboriginal sites.' Source: '*We're a Dreaming Country*': *Guidelines for Interpretation of Aboriginal Heritage*, p73

4.6 Adoption, Implementation and Review

This Strategy should be **adopted** by Council to ensure that the activities and measures described are implemented and accessible to all stakeholders.

Sufficient allocation of resources should be directed towards the **implementation** of this Strategy. This includes maintaining current allocations and making provision for future investment. A Council officer should be made responsible for overseeing this Strategy and to coordinate activities in conjunction with other responsible departments, internal employees and external stakeholders.

An annual **review** should take place to monitor progress and ensure that activities are undertaken according to the stated priority. As well, this Strategy should be reviewed in full towards the end of each council term (every four years) to assess its effectiveness and set new priorities, actions and responsibilities for the coming term. A progress report table has been included in Appendix 3 to record when an activity has commenced, has been completed/achieved or to monitor activity milestones.

4.7 Assessing New Projects/Initiatives

This Strategy provides an outline for current and future heritage activities in the City of Greater Geraldton. It does not discount any new proposed projects or initiatives considered in the future; however, these should be assessed within the parameters of the goals and objectives of this Strategy.

In assessing possible new projects or initiatives, reference should firstly be made to this Strategy to ascertain whether it relates to current aims and activities. The requirements for any new projects should be clearly understood in terms of necessary expertise and available resources with adequate consultation with stakeholders (internal and external) where required.

Appendix 1: Glossary

In any specialist field it is sometimes necessary to use terminology that may not be familiar to some people. In addition, some terms and expressions in common usage are interpreted differently by different people. Therefore, for the sake of consistency and a common understanding, this glossary is provided to clarify the meaning given to the most widely used terms.

Burra Charter – This is a document that outlines the main principles and practices that guide the conservation of significant places in Australia. It was prepared by Australia ICOMOS (International Council of Monuments and Sites), and is the widely accepted standard for heritage conservation practice in Australia. Many, but not all, of the terms in this glossary were originally defined in the *Burra Charter*.

Compatible Use – a use which involves no change to the culturally significant fabric, changes which are substantially reversible, or changes which require a minimal impact.

Conservation – means all the processes of looking after a place so as to retain its cultural significance. It includes maintenance and may, according to circumstances, include preservation, restoration, reconstruction, adaptation and will commonly be a combination of more than one of these.

Conservation Management Plan (CMP or conservation plan) – a document that details how to identify and look after the significant cultural values of a place. Its preparation is a systematic way of considering, recording and monitoring actions and decisions relating to all aspects of managing a place. There are guidelines for the preparation of conservation management plans to ensure that all important matters are considered; refer to James Semple Kerr's *The Conservation Plan* (available as a free download from <http://australia.icomos.org/publications/the-conservation-plan/>).

Contiguous – means places in close proximity without necessarily abutting or adjoining.

Cultural Heritage – something inherited from the past and valued enough today to leave for future Generations. This could include buildings, objects, traditions, stories and so on.

Cultural Heritage Significance – aesthetic, spiritual, historic, scientific or social value for past, present or future generations.

Cultural Place – a site, area, building or other work valued for its cultural heritage significance, together with associated contents and surrounds.

Curtilage (Heritage Curtilage) – The extent of land around [a place] which should be defined as encompassing its heritage significance. There are four types of heritage curtilage:

- Lot Boundary Curtilage: where the legal boundary of the allotment is defined as the heritage curtilage. The allotment will in general contain all related features, for example outbuildings and gardens within its boundaries.
- Reduced Heritage Curtilage: where an area less than total allotment is defined as the heritage curtilage, and is applicable where not all parts of a property contain places associated with its significance.
- Expanded Heritage Curtilage: where the heritage curtilage is actually larger than the allotment, and is predominantly relevant where views to and/or from a place are significant to the place.
- Composite Heritage Curtilage: relates to a larger area that includes a number of separate places, such as heritage conservation areas based on a block, precinct or whole village.

Heritage Place – the generic term for a Cultural Place, Cultural Group or Cultural Area.

Heritage Act – the *Heritage of Western Australia Act 1990*, as amended. It is this Act that requires each local government to prepare a Municipal Heritage Inventory.

Heritage Assessment – a systematic assessment that describes a place and its setting and states the significant heritage values of the place based on the criteria outlined in the *Burra Charter*. It is preferable for such assessments to be undertaken by people with relevant experience in this area of expertise.

Heritage Impact Statement – a document that evaluates the likely impact of proposed development on the significance of a heritage place and its setting, and any conservation areas within which it is situated, and outlines measures proposed to mitigate any identified impact.

Management Category – a designation applied to each Cultural Place or Area on the Municipal Heritage Inventory that gives guidance as to how the future of that place should be managed by the owner, developer and/or Council.

Maintenance – the continuous protective care of the fabric, contents and setting of the place and is to be distinguished from repair. Repair involves restoration or reconstruction.

Municipal Heritage Inventory – a list of places that, in the opinion of the Council, reflect the cultural heritage of the Town. It could be thought of as a list of the community's heritage assets, and as with any other kind of assets, it is first necessary to know what they are before they can be properly managed. The Municipal Heritage Inventory (MHI) provides no statutory protection; it simply identifies places of heritage significance within the local government area. All or part of the MHI can be included on the local government authority's Heritage List which is incorporated as part of the town planning scheme and ensures statutory protection.

Precinct – an area defined by the Town Planning Scheme for planning purposes.

Preservation – maintaining the fabric of the place in its existing state and retarding deterioration.

Reconstruction – returning a place as nearly as possible to a known earlier state by the introduction of materials (old or new). This is not to be confused with either re-creation or conjectural reconstruction which are outside the scope of conservation under the principles of the *Burra Charter*.

Restoration – returning the EXISTING fabric to a known earlier state by removing accretions or by reassembling existing components without the introduction of new material.

Statement of Significance – a statement that clearly and concisely sets out the significant heritage values of a place, based on the criteria set out in the *Burra Charter*.

Townscape – the qualities of an area defined mainly by the public domain (streets, parks etc), the size and shape of building blocks, placement and spacing of buildings, fences, vehicle access, trees and gardens and other elements that make up the physical setting.

Appendix 2: References

The following references were used in preparing this strategy. Note because of space constraints, and in the interests of easy reading, not all these references are specifically cited in the text of the strategy document.

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).

Australian Heritage Commission, 1998, *Protecting Local Heritage Places: A Guide for Communities*, Canberra

Heritage Victoria, 2010. *Local Government Heritage Strategies*. Heritage Victoria, Department of Planning and Community Development, Greater Geraldton.

Kerr, JS, 2013, *The Conservation Plan (7th Edition)*, National Trust of Australia (NSW)

National Trust of Australia (WA), 2007. *Sharing Our Stories (Guidelines for Heritage Interpretation)*

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Newman P., et al, 2012, *Geraldton – from a local to global regional city*, Curtin University

Pearson M., 2011, *Australia State of the Environment – Study of condition and integrity of historic heritage places*, Department of Sustainability, Environment, Water, Population and Communities.

Rogers L. (HCOANZ), 2008, *Supporting Local Government Heritage Conservation*, Heritage Victoria

State Heritage Office, 2012, *Criteria for the Assessment of Local Heritage Places and Areas*

Western Australian Planning Commission (2007) *State Planning Policy 3.5: Historic Heritage Conservation*

Local Government Heritage Strategies - reviewed

City of Gosnells Heritage Strategy 2007

Bathurst Heritage Strategy 2011

Town of Vincent Heritage Strategy 2007-2012 and 2012-2017

City of Swan Heritage Strategic Plan 2012

City of Melbourne Draft Heritage Strategy 2012

City of Greater Geraldton Documents - reviewed

2029 and beyond – Sustainable future city region project (2010)

2029 and beyond – Community Charter (2012)

2029 and beyond – World Café Long Term Visions (2010)

Council Policy CP023 - Heritage Policy (2011)

Heritage Conservation and Development – Local Planning Policy (2008)

Local Planning Strategy Greenough (2008)

Reconciliation Action Plan for the Year 2011-2016 (2011)

2013-2023 Strategic Community Plan

Disability Access and Inclusion Plan 2013-2018

Appendix 3: Progress Reporting

To assist with annual reviews, a progress reporting template has been included here. This is to be updated when an activity has commenced; has been completed/achieved; or to monitor activity milestones. This may be altered to suit the City's reporting requirements.

Action	Activity/ Measure	Commenced (date)	Completed (date)	Ongoing (yes or no)	Notes
1.1	1.1.1				
1.2	1.2.1				
1.3	1.3.1				
	1.3.2				
1.4	1.4.1				
	1.4.2				
1.5	1.5.1				
1.6	1.6.1				
	1.6.2				
1.7	1.7.1				
	1.7.2				
2.1	2.1.1				
2.2	2.2.1				
2.3	2.3.1				
	2.3.2				
2.4	2.4.1				
	2.4.2				
	2.4.3				
2.5	2.5.1				
2.6	2.6.1				
	2.6.2				
2.7	2.7.1				
	2.7.2				
2.8	2.8.1				
	2.8.2				
	2.8.3				

	2.8.4				
	2.8.5				
2.9	2.9.1				
3.1	3.1.1				
	3.1.2				
	3.1.3				
	3.1.4				
3.2	3.2.1				
3.3	3.3.1				
3.4	3.4.1				
	3.4.2				
3.5	3.5.1				
	3.5.2				
3.6	3.6.1				
4.1	4.1.1				
	4.1.2				
	4.1.3				
4.2	4.2.1				
	4.2.2				
4.3	4.3.1				
4.4	4.4.1				
	4.4.2				
4.5	4.5.1				
	4.5.2				
4.6	4.6.1				
5.1	5.1.1				
5.2	5.2.1				
5.3	5.3.1				
	5.3.2				
5.4	5.4.1				
	5.4.2				
	5.4.3				
5.5	5.5.1				

	5.5.2				
	5.5.3				