THE CITY OF
GREATER GEELONG

HERITAGE STRATEGY 2017 - 2021

CITY OF GREATER
GEELONG

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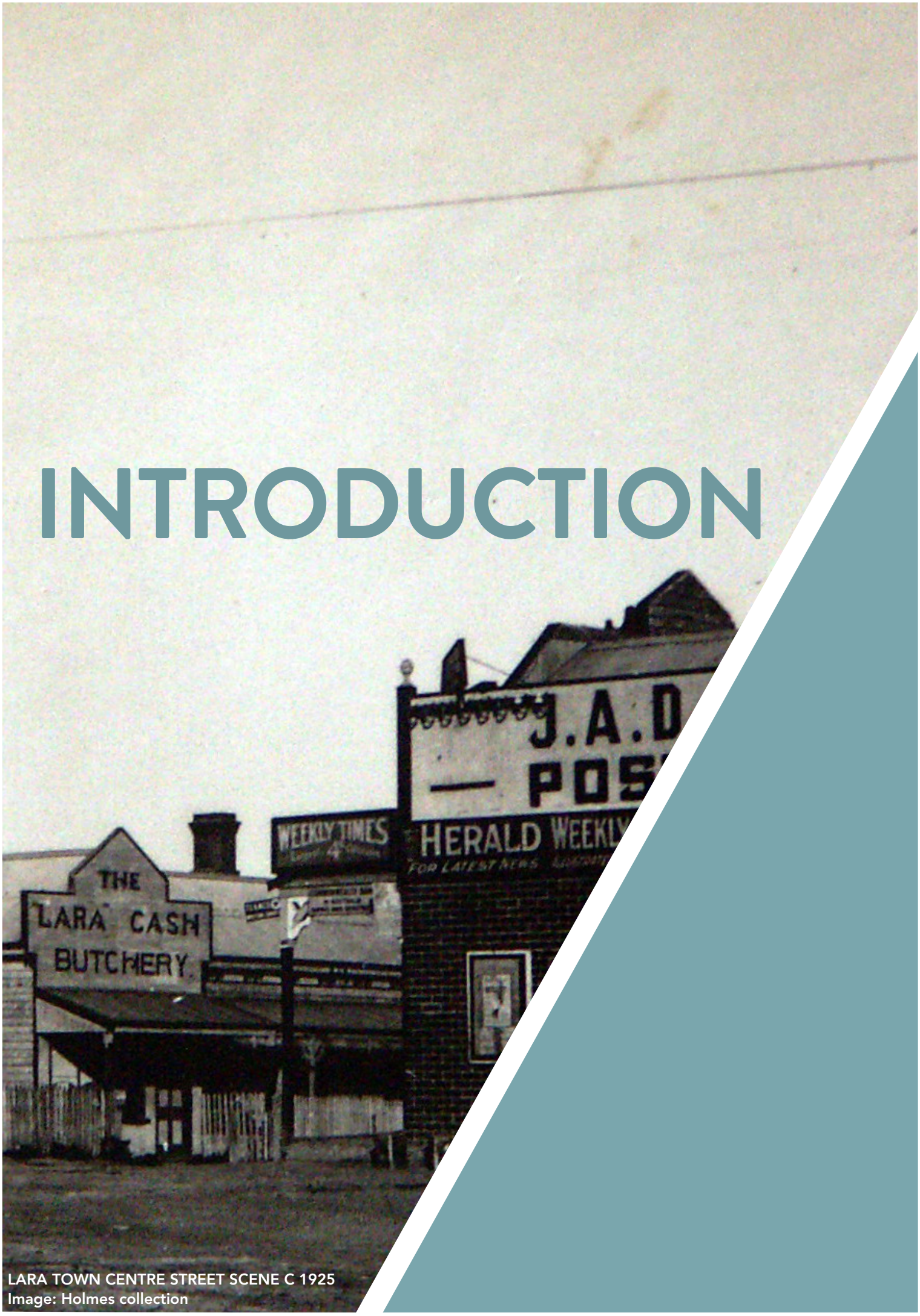
THIS PAGE: The Esplanade c 1930s. Image: A. Glover

FRONT PAGE IMAGES: Artist image of Willem Baa Nip and Moorabool Street looking north c.1915
Images: Council Image Library and the Geelong Heritage Centre Main Photographic Collection

Council acknowledges the Wadawurrung as the traditional owners of this land and all Aboriginal and Torres Strait Islander People who are part of the Greater Geelong community today.

RECONCILIATION WEEK PROJECTIONS CITY HALL
Image: Gavin Couzens, City of Greater Geelong Council Image Library

INTRODUCTION



LARA TOWN CENTRE STREET SCENE C 1925
Image: Holmes collection

PREFACE

The City of Greater Geelong Municipal Heritage Strategy 2017-2021 will provide a framework to guide Council on heritage matters within the organisation and the broader community. The Strategy has been prepared in-line with the 'Municipal Heritage Strategies: A guide for Councils' toolkit prepared by Heritage Victoria and the State Government.

The City of Greater Geelong is proud of our rich natural, built and cultural heritage. Our heritage contributes to our understanding of the past, sense of place and identity. We are working to ensure that our heritage, both tangible and intangible survives to be a source of enjoyment, creativity and pride to our residents and visitors now and into the future.

Conserving and promoting our heritage is essential to understanding and enhancing the image of the City and to share the unique story of Geelong. Every Council interaction with heritage should be seen as an opportunity to celebrate and build individual and community connections. This will further promote understanding and the appreciation of our heritage within the municipality.

The Strategy has been developed using research, input from stakeholder groups, a community workshop and internal Council units.

The implementation of this Strategy will require Council to build its capacity within the organisation including training for Officers and Councillors, additional resourcing and securing external funding.

CLIFTON SPRINGS BATHS
Image: Bellarine Historical Society photograph #56

BACKGROUND

VIEW OF GEELONG - PAINTING BY
EUGENE VON GUERARD 1856 (OIL ON CANVAS)
Image: Courtesy of Geelong Gallery Collection

MUNICIPAL HERITAGE STRATEGY – WHAT IS IT?

The Greater Geelong Heritage Strategy will assist Council to meet its obligations under the Planning & Environment Act, Planning Scheme, Heritage Act and the Aboriginal Heritage Act. It focuses on Council's responsibilities and areas of influence in relation to:

- Identifying positive heritage measures already employed by Council;
- Identifying and prioritising work to be done in the future;
- Appropriately managing and protecting the heritage assets of the community; and
- Educating the community, reporting on and celebrating achievements.

DEFINITION OF HERITAGE

Heritage is traditionally defined as property that is or may be inherited. However, we now understand heritage encompasses a broader range of aspects as outlined by UNESCO[1]:

- Tangible cultural heritage:
  - movable cultural heritage
  - immovable cultural heritage (buildings, trees, archaeological sites etc)
  - underwater cultural heritage (shipwrecks, underwater ruins and cities)
- Intangible cultural heritage: oral traditions, performing arts, rituals
- Natural heritage: natural sites with cultural aspects such as cultural landscapes, physical, biological or geological formations.

Heritage significance is determined by aesthetic, historic, scientific, social, spiritual values as outlined in the Australia ICOMOS Burra Charter. It is not just 'by how old something is' but rather a considered and informed evaluation of values.

CONTEXT

STRATEGIC CONTEXT

The responsibility for managing and regulating cultural heritage is shared between national, state and local government.

Local government has responsibility for local heritage through the introduction and management of heritage controls via the planning scheme, asset management and community education and engagement activities.

LEGISLATIVE CONTEXT

National

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

State

- Planning and Environment Act 1987
- Aboriginal Heritage Act 2006
- Aboriginal Heritage Regulations 2007
- Aboriginal Heritage Amendment Act 2016
- Heritage Act 1995
- Heritage Act 2017 (from 1 November 2017)

Local - Greater Geelong

- City Plan
- Planning Scheme
- Karreenga Aboriginal Action Plan
- Library Plan
- Cultural/Arts Plans
- Open Space Plans

[1] United Nations Education, Scientific and Cultural Organisation www.unesco.org

HERITAGE STUDIES & REVIEWS

Council has over 35 studies, heritage reports and management plans that are used to guide decision making and inform statutory protections in the Planning Scheme. This includes studies from the pre-amalgamation Councils that now form part of Greater Geelong. A full list can be found in Appendix 1.

CURRENT REVIEWS

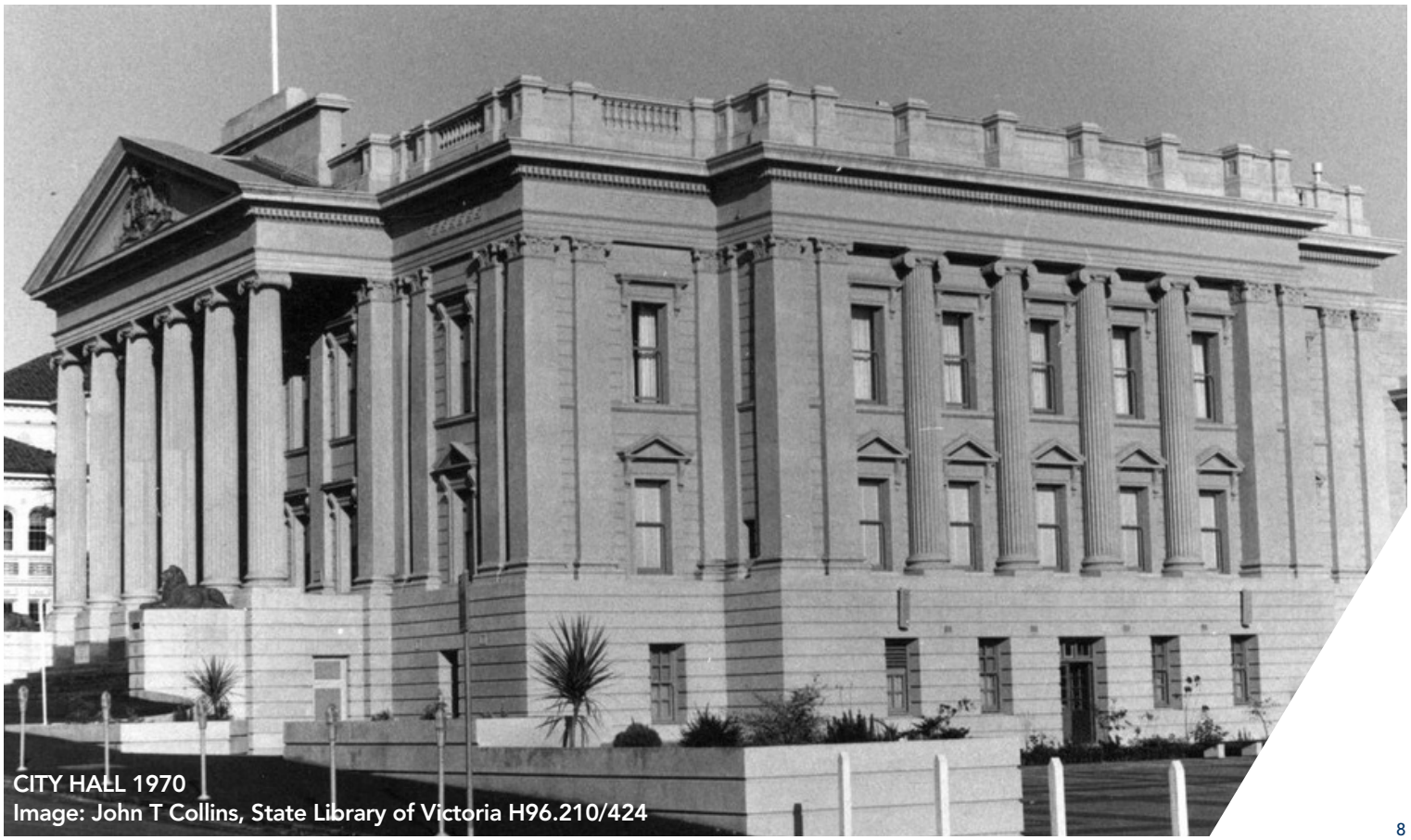
The following studies and planning scheme amendments are currently underway by the City or recently approved:

- Newtown West Heritage Review
- Outer Areas Ceres Review
- Geelong City Fringe Review
- War related sites heritage investigation
- 20 Brougham Street Geelong
- 9 Bridge Road Barwon Heads
- Vietnam Veterans Avenue of Honour and Memorial & Osborne Park gates North Geelong

PLANNING PROVISIONS

The following current planning scheme provisions assist decision making in relation to heritage matters:

- State Policy 15.03 Heritage Conservation
- Local policy 22.09 Cultural Heritage
- 52 local planning policies relating to heritage areas (precincts)
- The schedule to the Heritage Overlay includes over 1200 listings
- Over 7,500 properties currently included in Heritage Overlays (excluding properties in Newtown West and Lara that have been recently assessed)
- Incorporated Plans under the Heritage Overlay
- Heritage Guidelines – incorporated document
- Advertising Signage Guidelines Heritage Overlay Areas
- Cultural Heritage Management Plans (CHMP) for sites with potential Aboriginal Cultural Heritage significance
- Conservation Management Plans (CMP) for Council and privately owned heritage places



CITY HALL 1970
Image: John T Collins, State Library of Victoria H96.210/424

GREATER GEELONG SNAPSHOT

Since the beginning of the Dreaming, the great ancestor spirit, Bunjil, the wedge tailed eagle, created the land, rivers, lakes, animals, plants, laws and lore of the great Kulin Nation[2]. Djillong (Geelong) meaning 'tongue of land'[3] in the local language is the home of the Wadawurrung one of five tribes making up the Kulin Nation whose collective territory extends around Port Phillip and Western Port, up into the Great Dividing Range and the Loddon and Goulburn River valleys. The Wadawurrung territory includes the districts of Geelong, Bellarine, Ballarat and Beaufort and included around 25 clans[4].

Bundjil or Waa the crow is the defining social moiety (totem) for all Kulin people[4]. This moiety establishes the laws and bonds connecting people to country and enabled people to live on the land in harmony with society and in balance with the environment[5]. This knowledge is passed down from Elders in the oral tradition.

For thousands of years the Wadawurrung people hunted and gathered across their lands and waters for generations, with weather and food availability determining where campsites were located. This could have been by a yaluk (river) or buluk (lake) for a good kuarka (fishing place) to catch kuwiyn (fish)[2].

Today, many Wadawurrung people maintain a strong sense of cultural pride and belonging, practising culture, upholding the dignity of their ancestors and passing on knowledge to future generations[4]. Remnants of daily life of the Wadawurrung people include shell middens, fish traps, artefact scatters, stone quarries, scar trees, stone arrangements and burial sites[2]. Importantly, Geelong has one of the largest number of registered Aboriginal sites in the State.

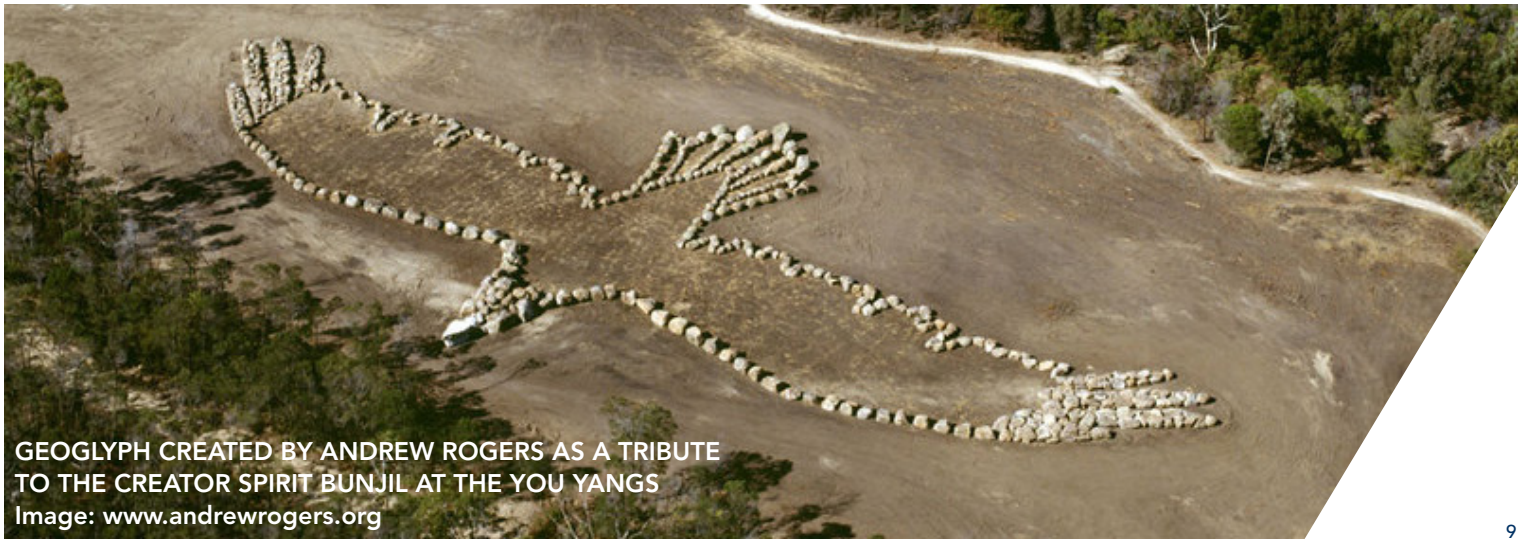
The first European settlers arrived in Geelong in 1836 and the rapid colonisation that followed saw the Wadawurrung population decimated. Disease, violence, forced removal from their lands and assimilation polices saw the loss of people, language, traditions and culture.

Two reserves were set aside for use by the local Aboriginal people including Stewarts Reserve (Dooliebeal in the local language) in Mt Duneed in the 1850s and Mt Duneed Reserve in Waurn Ponds in 1861. The latter was set aside for a 'shelter hut for Aborigines' but was revoked in 1907 'because it was no longer required'[5]. In 1885 the last surviving member of the Wadawarrung to witness colonisation, known as King Billy or Willem Baa Nip died aged 49. To honour this history a major road in the Mt Dunned growth area has been named 'Baanip Boulevard'.

[2] Wadawurrung Traditional Fishing Methods, FRDC, Waddawurrung, Corangamite CMA & DEPI
[3] Djillong Wathaurong Aboriginal Co-operative & Geelong One Fire Reconciliation Group www.djillong.net.au

[4] The Kulin People of Central Victoria brochure www.vic.gov.au/system/user_files/Documents/.../Kulin-People-of-Central-Victoria.pdf
[5] Where do I live Kulin Language Groups of Victoria brochure www.australianstogether.org.au

[6] Greater Geelong Outer Areas Heritage Study Stage 2, 2000 & Victoria Government Gazettes, 29 June 1861 & 9 January 1907



GEOGLYPH CREATED BY ANDREW ROGERS AS A TRIBUTE TO THE CREATOR SPIRIT BUNJIL AT THE YOU YANGS
Image: www.andrewrogers.org

CENTRAL GEELONG AND ITS EARLY BEGINNINGS

On 21 August 1838 a plan of Geelong was prepared by H.W.H. Smyth, Assistant Surveyor, and revised by Robert Hoddle, Government Surveyor. Established on a grid layout, much of the original settlement was initially to be located to the south, adjacent to the Barwon River. The northern area was set aside for Customs. In 1839-40, the first land sales occurred. In 1840, the company of J.F. Strachan erected the first stone building at the corner of Moorabool and Brougham Streets. It was followed in 1841-42 by St. Andrew's Presbyterian Church in Yarra Street. This building and the first wooden Customs House of 1838 (now located in the Geelong Botanic Gardens) survive today.

In 1845, the population of Geelong and suburbs was 3,810, and there were 406 houses. By 1857, the population had risen to 23,314, with 6,008 houses.

It was during these years when the rapidly developing town exported more goods than Melbourne and rivalled it in size. Early settlers of the Western District used Geelong as the base for marketing and selling their wool, hence the City became a wool capital with the establishment of wool stores on the waterfront to display the industry's product. Wool was initially shipped to London from Point Henry and it was through the wool market that helped establish other industries in Geelong.

The sandbar in Corio Bay slowed Geelong's trading development with passengers and goods having to disembark at Point Henry (the location of the Alcoa Smelting Works today). From the 1860s, Geelong was regarded by Melbourne critics as a 'sleepy hollow' as the population of 25,000 in 1859 stayed virtually constant until the 1890s.

MOORABOOL STREET LOOKING NORTH C.1915 PHOTO
Image: Geelong Heritage Centre Main Photographic Collection

THE SUBURBS

Suburban development near the central Geelong township area began as early as 1839, on Newtown Hill and at Geelong West. Suburban expansion continued in the other parts of the city from the late 19th and early 20th centuries, including numerous subdivisions at East Geelong, North Geelong and Newtown West. South of the Barwon River, the once rural centre of Belmont was subdivided into several residential estates prior to World War One, although substantial building development was not realised until the 1920s and especially after the construction of a new bridge over the Barwon River in 1926. It was also at this time when other residential estates were laid out at Herne Hill and Manifold Heights. Today, the Victorian, Federation, interwar and postwar era housing stock, supplemented by other notable public, civic and institutional buildings, is a tangible legacy of community life.

RURAL ENVIRONS AND NATURAL LANDSCAPES

The diverse cultural heritage of the municipality is also defined by rural towns and centres and farming areas, including the traditional farming and agricultural areas of Barrabool, Batesford, Ceres, Fyansford, Lara, Sutherlands Creek, Avalon, Little River, Balliang, Staughton Vale, Anakie and the Bellarine Peninsula, and the seaside holiday resorts of Barwon Heads and Ocean Grove.

The rural townships are characterised by 19th and 20th century subdivision patterns, houses, homesteads, agricultural buildings, churches, schools, war memorials, cemeteries, bridges and parks that reflect their evolution and development following European settlement. The identity of some of these rural places is also found in the dry stone walls, lime burning and stone quarries, underground water tanks and relics of times past in numerous farm ruins.

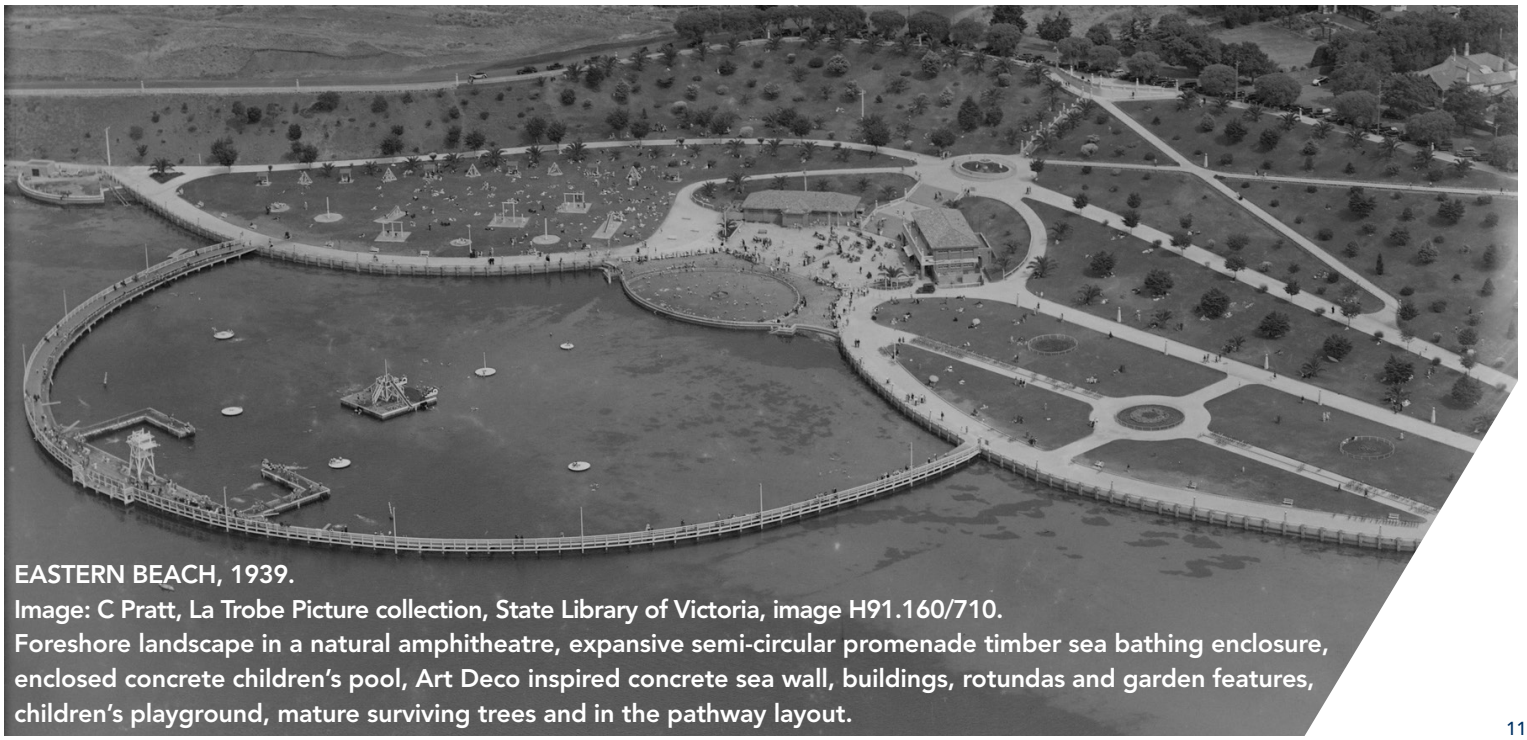
These rural and coastal landscapes area valued for their contribution to the identity and amenity of Greater Geelong. Along with historic and aesthetic values the geological, hydrological, ecological, biological and anthropological components of landscape also form part of our natural heritage that is enjoyed and valued by locals and visitors alike. Examples of important landscapes include the Barrabool Hills, Barwon Heads Golf Clubhouse & Course and the Stony Creek Waterworks System which are all classified by the National Trust.

Some of these areas were developed from an early period, the surviving heritage reflecting a different cultural identity than the city's urban and suburban fabric.

CULTURAL HERITAGE LANDSCAPES

Unique to the city's heritage is its cultural heritage landscapes. Eastern Park and Geelong Botanic Gardens to the east of the city was set aside in 1851. Today, the 90 hectares of public parkland is enjoyed for recreational, botanical and horticultural activities. Nearby Eastern Park is Eastern Beach on the Geelong waterfront. Laid out and established in the 1920s Eastern Beach arguably represents the most intact, purpose-built interwar Art Deco beach complex in Australia.

Both Eastern Park and Eastern Beach are supplemented by numerous other historic parks and reserves throughout the municipality. They include Transvaal Square (established in 1900 as a Boer War memorial), Johnstone Park (laid out in 1848 and transformed in 1916), and Kardinia Park (an early cricket ground in the 1850s, a zoological garden in the early 20th century and home of the Geelong Football Club from 1947). Other important reserves include Pevensey Gardens, Geelong; Austin Park, Geelong; Queens Park, Highton; Geelong West Park, Geelong West; Sparrow Park, Geelong West; St. Helens and Osborne Parks, North Geelong; and Moorpanyal Park, North Shore.



EASTERN BEACH, 1939.
Image: C Pratt, La Trobe Picture collection, State Library of Victoria, image H91.160/710.
Foreshore landscape in a natural amphitheatre, expansive semi-circular promenade timber sea bathing enclosure, enclosed concrete children's pool, Art Deco inspired concrete sea wall, buildings, rotundas and garden features, children's playground, mature surviving trees and in the pathway layout.

INDUSTRY AND MANUFACTURING

The Barwon River and Corio Bay became the locations of Geelong's industry and manufacturing. From the 1850s, several industries were established along the banks of the river, including wool scouring works, tanneries, woollen mills, and flour and paper mills. Some of these complexes continue to operate following their original function, while others, such as the former Valley Worsted Mill (now a brewery) at South Geelong, have been adapted. Little above-ground evidence survives of James Harrison's refrigeration plant built in 1854 at Rocky Point near the Barwon River at Newtown, the location of the first manufacturer of ice in Australia.

On Corio Bay at Limeburner's Point near Eastern Park, a lime quarry was worked by Patrick Melville as early as 1838. However, it was following the opening of the shipping channels near Point Henry that gave impetus for more substantial industrial development on the western shores of Corio Bay. Port facilities were established at Cowies Creek (now known as Corio Quay) in the 1890s, the impetus being the frozen meat trade and the need for adjacent shipping. By far the most substantial industrial development in the North Geelong and Corio areas occurred in the early 20th century. The Federal Woollen Mill was established in 1913, while several factories were founded in the 1920s, including the Ford Motor Company, North Geelong (1924), Corio Distillery, Corio (1928), wheat terminal, North Geelong (1928), fertilizer production at Corio and North Shore (1923 and 1925) and farm machinery production, Corio (International Harvester, 1939). In 1953, the Shell Oil Refinery was established at Corio.

BUCKLEY FALLS - Image: Aaron Collins (Photographer) Council Image Library - The Old Barwon Paper Mill, Fyansford commenced production in 1878. Today some of the buildings in the complex have been adapted to create a cultural precinct of art gallery, studios and café.

TOWN AND HERITAGE PLANNING

Influenced by Garden City planning, the City of Geelong commenced a general improvement scheme in the early 20th century. It began with street tree planting including planting Palm trees on Normanby and Mercer Streets in 1917-18. Influential in the early 1920s was the Mayor of Geelong, Robert Purnell, who, in addition to street tree planting, instigated garden and foreshore improvements, and street rockeries. This appears to have been the impetus for the formation of the Geelong Town Planning Association in 1924. Its first task was the planting of trees along the Melbourne Road.

The Geelong Town Planning Association was the early progenitor for more formalised town planning in the Geelong region. In 1959, the Geelong Planning Scheme was established to regulate the development of all land. Several years later in 1977, the Geelong Regional Commission was formed and its functions included the planning, management and protection of areas of natural beauty and special significance. This led to the preparation of the Geelong Region Buildings and Objects Study in 1986 whereby places of heritage significance were identified for protection. Similar municipal heritage studies followed, including the 'Geelong West Urban Conservation Study' in 1986, and 'Geelong City Urban Conservation Study' in 1991-95, 'Newtown Urban Conservation Study' in 1991 and 1997. Following Council amalgamations, the 'Bellarine Heritage Study' was completed in 1996, with heritage places in the former Shire of Corio, City of South Barwon and parts of the former Shire of Barrabool identified in the 'Greater Geelong Outer Areas Heritage Study' in 1998-2000.

HERITAGE TODAY

The City currently has 52 heritage precincts, over 8,000 properties listed in the heritage database. Along with built heritage there are also historical archaeological sites which are protected and managed under the Heritage Act. Geelong currently has 267 sites listed on the Heritage Inventory (via the Victorian Heritage Database) representing diverse archaeology from the early maritime, industrial, commercial and residential beginnings of post colonial Geelong.

The City has a vibrant arts and culture program which includes heritage trails, events and commemorations and objects and collections that all help celebrate Geelong's unique places, people and stories.

Council oversees a significant cultural collection portfolio including heritage assets valued at around 30 million dollars. The majority of the collection includes pieces relating to the history of Geelong. The National Wool Museum plays an important role in telling the wool story of Geelong with over 300,000 visitors per year. A vibrant arts and culture scene also promotes Geelong's cultural heritage and stories including the award winning bi-annual M~M (mountain to mouth) event which attracted over 11,000 participants in 2016.

DRY STONE WALL, LARA LAKES. Image: Kevin Krastins Council Image Library

HERITAGE RELATED ACHIEVEMENTS

The City of Greater Geelong is proud of our many heritage achievements which showcase the diversity of heritage in our Municipality:

- Protection of heritage sites through the introduction of new overlays - most recently the Lara township.
- Completion of studies on heritage places to pursue heritage protection – Newtown West, North Geelong War Memorial, Bridge Road Barwon Heads.
- Major Heritage Fund supports the restoration of heritage building facades, which will improve the quality and attractiveness of streets within Central Geelong.
- Minor heritage loans program for works up to $10,000.
- The presentation of the 2017 Heritage Awards by the Geelong and Region Branch of the National Trust of Australia (Victoria), in conjunction with the City of Greater Geelong. The 2017, winners included four residential properties, National Hotel, Barwon Health Library (former St Mary's Parish Hall) and the Federal Woollen Mills. The first Geelong heritage awards date back to 2011 when they were the first of its kind and resulted in State and National awards being initiated.
- Continuing support and implementation of the Karreenga Aboriginal Action Plan 2014-2017 including the future appointment of a Cultural Liaison Officer.
- The restoration of the sea walls and children's pool at Eastern Beach.
- Introduction of technology including the Geelong Arts and Culture Trails App covering local places and stories of historic interest.
- Heritage walking trails including Central Geelong , Barwon River Trail, North Shore Walk and St Leonards Heritage Trail.
- Arts and culture events such as the Anzac Day commemorations and National Reconciliation Week projections on City Hall which received a highly commended award from Keep Victoria Beautiful in 2015.
- Support for Reconciliation in the Park as part of Reconciliation Week which won the Victorian Community HART Awards in 2016.
- The multi award winning biennial 'Mountain to Mouth' 80km arts journey celebrating and sharing Aboriginal and post contact stories through art.
- Connecting Memory App local stories told through film, spoken word, song, images and text including post contact and Aboriginal heritage and cultural stories.
- Managing an arts & culture collection worth around 30 million dollars.
- The maintenance of the HERMES database providing public access to information on over 7,500 Geelong heritage places.
- Creation of River Red Gum island parkland and red gum sculpture recognising the place is of significance to the Wadawurrung people.
- Inclusion of 'cultural heritage' as a consideration as part of the budget submission proposal process.
- The Heritage Advisory Service (commenced in 1988) which provides heritage advice to Council staff, property owners, developers and the general public, manages the HERMES heritage database, assists to determine the annual Heritage Awards (and to present the awards), and provides training programs for Council's statutory planning staff.
- The National Wool Museum - Reminiscence Cottage project won the Interpretation, Learning and Audience Engagement Award at the Museums and Galleries National Awards (MAGNA) in 2015 and the Museums Australia (Victoria) Award for Medium Museums in 2014.
- Scar Tree preservation and relocation from Queens Park to the Geelong Wool Museum as a joint project between Council and the Wadawurrung.

- The restoration of the King Edward statue 2014 located north-east corner of Moorabool Street and Brougham Street.
- The facilitation of the successful adaptive re-use of heritage listed buildings over a number of years including the Deakin University Waterfront campus (wool store), Little Creatures Brewing (woollen mill), The Old Paper Mills gallery and cafe (paper mill), Boom Gallery (woollen mill), Devlin Apartments (technical school) and the T&G Deakin Student Accommodation (T&G office building).
- The construction of the new Geelong Library and Heritage Centre which has won the following awards:
  - 2016 AIB Professional Excellence Commercial Construction $10M-$50M
  - 2016 AIA The Victorian Architecture Medal
  - 2016 AIA The Marion Mahony Award for Interior Architecture
  - 2016 AIA The William Wardell Award for Public Architecture
  - 2016 AIA The Regional Prize
  - 2016 MBAV Excellence in Construction of Commercial Buildings $30M-$80M

The Geelong Library and Heritage Centre, was also one of four new public libraries worldwide shortlisted for the Systematic Public Library of the Year Award for 2016. The Heritage Centre features:

- A Reading Room that enables the community to access Geelong's recorded history preserved in Victoria's largest regional archive collection.
- An archive collection that is a unique diverse collection of public and private records, newspapers, paintings, various artefacts, maps, plans, architectural and engineering drawings, 3D objects, memorabilia, photographs and films created since the earliest arrival of European settlement in the region.
- Records including those created by local government, industry, sporting and social clubs, community groups, churches and individuals are made accessible for historical and heritage research, cultural enjoyment, education, family history, writing, publishing and administrative recall.

GEELONG LIBRARY AND HERITAGE CENTRE Image: John Gollins (photographer) Council Image Library

CHALLENGES

While Geelong has much to be proud of in relation to protecting and celebrating our heritage places and stories, there are a number of challenges to respond to. The challenges listed here have corresponding opportunities and actions identified in the action plan (next section).

CHALLENGES

Knowing

- Ensuring all aspects of Geelong's heritage are adequately identified, represented, documented, protected (where necessary) and promoted.
- Securing ongoing funding and resourcing for heritage studies, statutory protection implementation and other projects that contribute to our understanding and celebration of our heritage.
- Engaging with the Geelong community and visitors through a variety of mediums on the importance of Geelong's heritage, what it is made up of and how it can be shared, protected and managed.
- Building the technological capacity to document and share heritage information for both Council staff and the general public.
- Understanding and respecting the complex relationship Aboriginal people have to their cultural heritage does not always fit into traditional western ideas of heritage and heritage management.
- Recognising the community (individuals and groups) hold various collections, records, objects etc. These individuals and groups have varying levels of skills and resourcing to enable them to document preserve and share these collections. An understanding of what is out there in the community and the associated management requirements will be the first step to ensure these collections are not lost.

Protecting

- Out of date heritage policies and guidelines in the Planning Scheme which can impact on the assessment and management of heritage.
- Rationalising and ensuring consistent heritage policies in the planning scheme to assist decision making and community understanding.
- Securing resources to identify new and review and update out of date heritage studies to bring them inline with current best practice in order to pursue planning controls.
- Resourcing the ongoing management of Council owned/managed heritage assets.
- Urban growth - promoting infill and higher density development while managing the impact on heritage places.
- Owners not maintaining heritage places through neglect and/or lack of resources.
- Improving the sustainability of heritage building stock without compromising heritage values.
- Managing the impact of increasing numbers of places covered by Heritage Overlays and the corresponding impact on Council resources.
- Identifying and protecting Aboriginal heritage places in collaboration with the Aboriginal Wadawurrung community.
- The demand for the Heritage Advisory Service is currently exceeding capacity.
- Managing heritage in evolving contemporary public spaces and providing a balance between respecting the past and providing for current and future needs.
- Ensuring the preservation of community collections (and the critical recorded history they contain) into the future. Not all collections held by the community will be appropriate to hand over to institutions for ongoing preservation and management should that be requested and at this time there are limited alternatives.
- Ensuring adaptive re-use options for heritage places provide a balance between acknowledging and preserving the identified heritage elements while securing the ongoing future of the place.
- Promoting understanding within the community that the management of heritage places is determined by the significance of the place itself and not by its ownership. Council as an asset owner has the option to offer heritage places for sale in accordance with the relevant legislation and

Council policy.

- Ensuring heritage asset disposal obtains the highest value for the rate payer consistent with the protection of the rigorously identified heritage values for the site.
- Protecting heritage sites on Council land where planning permits are not required for works where this process may otherwise identify sites.
- Protecting archaeological sites under the Aboriginal Heritage and Heritage Acts which have protections and consent requirements separate to the planning and building permit process.

Supporting

- Engaging with owners of key heritage sites to build an appreciation of heritage places.
- Developing the ability to support owners of heritage places through a variety of mechanisms.
- Supporting Council asset managers in managing heritage places and objects through policy development, funding, resourcing etc.
- Ensuring the Heritage Advisory Service can meet current and future demand for both internal Council requirements, residents and permit applicants.
- The ongoing operation of the Low Interest Heritage Loans Scheme and Major Heritage Fund to maximise take-up and outcomes.
- Lack of dedicated resources to seek out and write grant applications for external funding or build partnerships with other groups/agencies.
- Facilitating the adaptive re-use of heritage places to deliver economic sustainability alongside heritage, social and environmental benefits.

Communicating, Educating and Celebrating

- Education on the value of heritage and the diversity of Geelong's heritage including built, natural and environmental, objects, places, social etc.
- Securing funding for Council projects that promote and celebrate our heritage.
- Promoting cultural heritage across a diverse range of Council projects.
- Providing meaningful engagement with the Geelong community on heritage matters.

KING EDWARD STATUE RESTORATION:
The $50,000 project was jointly funded by the City of Greater Geelong and businessman Frank Costa. An important way to Inspire pride in the city's maritime history.
Image: Council Image Library

STRATEGY ACTION PLAN

LAWTON AVENUE HERITAGE AREA,
GEELONG WEST
Image: Council Image Library

VISION STATEMENT

We will recognise, protect and share our heritage which contributes to the character and sense of pride and place in our community. Heritage is an important part of our identity and has made Geelong a great place to live for thousands of years. Our present and future will be guided by the recognition, respect and celebration of our past.

OBJECTIVES

The Strategy is divided into four key themes and objectives:

- KNOWING

  WE WILL IDENTIFY, ASSESS AND DOCUMENT OUR HERITAGE BOTH TANGIBLE AND INTANGIBLE
- PROTECTING

  WE WILL PROTECT OUR HERITAGE AND MEET OUR STATUTORY OBLIGATIONS
- SUPPORTING

  WE WILL SUPPORT HERITAGE THROUGH COUNCILS VARIOUS ROLES AND RESPONSIBILITIES
- COMMUNICATING EDUCATION & CELEBRATION

  WILL CELEBRATE OUR HERITAGE AND RAISE THE AWARENESS AND APPRECIATION OF IT

STRATEGY ACTION PLAN

STRATEGY	ACTIONS	TIMEFRAME (Short 1-2yrs, Medium 3-5yrs, long 5yrs)	RESPONSIBILITY (LEAD)
KNOWING Objectives -understand -document -study -learn	Prepare a thematic history for the Municipality.	Short	Planning Strategy
	Prepare an Arts, Culture and Heritage Strategy.	Short	Arts and Culture
	Prepare a Strategic Plan for the National Wool Museum and seek accreditation under the Museum Accreditation Program.	Short	Arts and Culture
	Prepare a Collection Policy for Council's collections.	Short	Arts and Culture
	Continue to implement actions in Karreenga Aboriginal Action Plan update 2017-2019. Advisory Committee appointments finalised 2017 and a new Action Plan to be developed. A community Engagement & Policy Officer to be appointed in 2017.	Ongoing	Community Development and relevant departments
	Prepare a Heritage Assessment Policy to prioritise future planning work. Matters already flagged include implementing outstanding recommendations in the Outer Areas Heritage Study and updating the overlays for central Geelong. The thematic history will also help inform this work.	Short-Medium	Planning Strategy
	Prepare a Natural Heritage Strategy for Council owned and managed sites. Potential to look at private land as stage 2.	Medium-Long	Environment
	Provide Heritage education via Planet or other specific courses to planners, Councillors and asset managers as required.	Ongoing	Relevant Departments
	Provide an 'introduction to heritage' presentation to new Councillors and staff who deal with heritage matters.	Short	Planning Strategy
	Provide articles for staff on Council's staff website relating to Councils role and obligations in protecting and managing heritage.	Short	Planning Strategy
	Update online resources to ensure all planning scheme referenced documents are easily accessible and all new sites are entered into the HERMES database.	Ongoing	Statutory Planning
	Engage with community groups when undertaking strategic work to identify new or underrepresented heritage places.	Ongoing	Relevant Departments

STRATEGY	ACTIONS	TIMEFRAME (Short 1-2yrs, Medium 3-5yrs, long 5yrs)	RESPONSIBILITY (LEAD)
PROTECTING **Objectives** **-protect** **-manage** **-restore**	Continue to meet with the Registered Aboriginal Party (RAP) in relation to upcoming physical or strategic work to identify any cultural heritage considerations early in the process.	Ongoing	Connected Communities
	Ensure significant Council owned heritage places/ assets have a Conservation Management Plan prepared prior to any significant alterations or property sale.	Ongoing	Property
	Include heritage considerations in project management checklists and tools, including heritage overlays, Victorian Heritage Database including the Heritage Inventory, areas of cultural heritage sensitivity etc.	Short	Relevant Departments
	Identify gaps where existing strategies/registers recommend planning protection but they have yet to be implemented and ensure heritage listed Council sites have an up to date statement of significance.	Short	Strategic Implementation
	Review local heritage policies to ensure they meet current best practice.	Ongoing	Planning Strategy
	Update the outdated Heritage Design Guidelines from 2007 with consideration to the Heritage Overlay Guidelines by Heritage Victoria.	Short	Planning Strategy
	Develop protocol/policy for the consideration of interim heritage control requests.	Short	Strategic Implementation
	Prepare an Incorporated Document exempting minor works not affecting the heritage significance of heritage places from a planning permit.	Short-Medium	Planning Strategy
	Formalise a process with the State Government to allow information sharing as part of major development applications in central Geelong with implications on heritage places.	Short	Statutory Planning
	Review the Heritage Advisory Service to ensure it can meet existing and future demands.	Ongoing	Statutory Planning
	Review the Plaques and Memorials policy.	Short	Arts and Culture
	Continue to maintain the Monuments & Public Art Register.	Ongoing	Arts and Culture
	Pursue National Heritage Listing for Eastern Beach.	Ongoing	Planning Strategy

STRATEGY	ACTIONS	TIMEFRAME (Short 1-2yrs, Medium 3-5yrs, long 5yrs)	RESPONSIBILITY (LEAD)
PROTECTING Objectives cont. -protect -manage -restore	Develop and implement a Tree Register to ensure trees with heritage significance are identified.	Medium-Long	Parks & Gardens
	Continue to consider heritage values in decision making around tree management.	Ongoing	Parks & Gardens
	Continue to scope the war-related heritage review related to Veteran's Affairs to identify and protect places as part of the 100 year anniversary (2014-2018).	Short-Medium	Connected Communities
	Take enforcement action when property owners illegally demolish or carry out works to a heritage place without a permit.	Ongoing	Statutory Planning
	Ensure heritage assets are included as part of divisional asset management plans/polices with regards to asset protection, management, education/promotion, transfer/disposal etc and ensure staff are made award of them.	Short -medium	Relevant Departments
	Continue the maintenance and management regime for heritage listed buildings in Council ownership including the external painting schedule.	Ongoing	Property
	Formalise a procedure to ensure heritage amendments or places identified in studies are included on Council's GIS system and/or are flagged with Statutory Planning.	Ongoing	Strategic Implementation
	Formalise a process for issuing consents under s29 of the Building Act 1993 where heritage places have been identified through strategic work for protection.	Ongoing	Statutory Planning
SUPPORTING Objectives -care -advise -support	Establish a Geelong Heritage Advisory Committee.	Short	Planning Strategy
	Continue the Major Heritage Fund program.	Ongoing	Central Geelong & Waterfront
	Continue to administer the Minor Heritage Loan Scheme.	Ongoing	Planning Strategy
	Investigate opportunities for Council grants and funding to look at heritage related projects or include criteria related to heritage.	Short-Medium	Connected Communities
	Ensure there is greater and earlier inclusion/ engagement of the Aboriginal community in decision making on projects that may impact on Aboriginal sites or cultural heritage.	Ongoing	Relevant Departments

STRATEGY	ACTIONS	TIMEFRAME (Short 1-2yrs, Medium 3-5yrs, long 5yrs)	RESPONSIBILITY (LEAD)
SUPPORTING Objectives Cont. -care -advise -support	Publish the Environmentally Sustainable Design and Heritage brochure online.	Short-Medium	Planning Strategy
	Partner with local heritage groups on local heritage related projects.	Ongoing	Relevant Departments
	Ensure officers who deal with heritage (officers and the Heritage Advisor) are members of the 'heritagechat' forum.	Ongoing	Relevant Departments
	Establish a steering committee with representatives from Council units who interact with heritage to meet regularly to discuss heritage matters across the organisation.	Short	Planning Strategy
COMMUNICATING AND PROMOTING Objectives -recognise -promote -celebrate	Ensure all relevant Council related heritage information in available on Council's website including a more interactive portal.	Ongoing	Planning Strategy
	Continue to include, when appropriate, cultural heritage interpretation as an important element in Council projects such as arts and cultural events and projects, public space management etc.	Ongoing	Relevant Departments
	Investigate how Council can support local communities/heritage organisations with promoting and celebrating heritage in our community.	Ongoing	Relevant Departments
	Formalise the Geelong Heritage Awards in partnership with the National Trust.	Short-Medium	Planning Strategy
	Continue to support and participate in local activities as part of national events such as NAIDOC Week, National Reconciliation Week, war commemorations and anniversaries the Australian Heritage Festival etc.	Ongoing	Connected Communities
	Continue to update the connecting memories and arts and culture trails apps as new information becomes available.	Ongoing	Arts and Culture
	Continue to promote Aboriginal cultural heritage in conjunction with the Wadawurrung through the development of interpretive and educational programs such as heritage walks etc.	Ongoing	Relevant Departments
	Make use of Council's regular community updates, publications and social media to promote our heritage and heritage activities.	Ongoing	Relevant Departments

IMPLEMENTATION, REVIEW & MONITORING

Responsibility for reviewing and monitoring of the Strategy will be overseen by the Planning Strategy department. The implementation of actions will rest with the relevant department and be subject to future operational budgets for Council's consideration.

The Heritage Strategy will be reviewed every four years.

DENNYS WOOLSTORE GEELONG 1964
Image: John T Collins, State Library of Victoria Collections H96.210/348

ACKNOWLEDGEMENTS /REFERENCES

FEDERAL WOOLLEN MILLS NORTH GEELONG
ADAPTIVE RE-USE TO OFFICES
Image: David Rowe, Council Heritage Advisor

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THE FOLLOWING DEPARTMENTS HAVE CONTRIBUTED TO THE PREPARATION OF THIS STRATEGY:

Community Facilities
Environment
Connected Communities
Arts & Culture
Wool Museum
Property & Maintenance
Capital Projects
Central Geelong
Urban Growth
Geelong and Bellarine Tourism
Statutory Planning
Parks and Gardens
Recreation and Open Space
Strategic Implementation
Heritage Advisor
Engineering

THE FOLLOWING EXTERNAL ORGANISATIONS AND GROUPS HAVE ALSO CONTRIBUTED TO THE PREPARATION OF THIS STRATEGY:

Geelong Regional Library Corporation
Wathaurung Aboriginal Corporation (Registered Aboriginal Party)
Municipal Heritage Strategy Community Reference Group representing the Little River Historical Society Inc, National Trust Geelong, Osbourne Park Association and the Wathaurung Aboriginal Corporation.

This document was prepared by the Planning Strategy unit, City of Greater Geelong

APPENDIX 1

MOUNTAIN TO MOUTH WALK 2016
Image: Ed Sloane (Photographer)
Council Image Library

APPENDIX 1 HERITAGE STUDIES AND DOCUMENTS

- Ashby Heritage Review, Stage 2, 2009, Adopted January 2010, prepared by Dr David Rowe and Wendy Jacobs.
- Ashby Heritage Review, Stage 2, 2009, Adopted January 2010, prepared by Dr David Rowe and Wendy Jacobs.
- Batman Park & Boat Sheds, The Esplanade, Indented Head, Heritage Review prepared by Dr David Rowe: Authentic Heritage Services & Wendy Jacobs, Architect & Heritage Consultant (August 2013)
- Bellarine Heritage Study, Volumes 1-3, prepared by Huddle, Howe, Lewis and Francis for the City of Greater Geelong, (1996).
- Belmont Heritage Areas Report, Volume 1, 2 & 3 prepared by Dr David Rowe, Authentic Heritage Services Pty Ltd & peer reviewed by Wendy Jacobs, Architect & Heritage Consultant.
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- Geelong Verandah Study, prepared by David Rowe & Wendy Jacobs (August 2006).
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- Jetties and Piers A background history of maritime infrastructure in Victoria, prepared by Jill Barnard, 2008

- Karreenga Aboriginal Action Plan 2014-2017, City of Greater Geelong, 2014
- Newtown Heritage Study, Volumes 1-3, Adopted July 2009, prepared by the City of Greater Geelong (2008).
- Newtown West Review 2016, prepared by Dr David Rowe: Authentic Heritage Services & Wendy Jacobs, Architect & Heritage Consultant (amendment)
- Old Geelong Court House Conservation Management Plan, prepared by Ivar Nelsen (October 2009).
- Osborne House Conservation & Management Plan, prepared by HLCD Pty Ltd (1999).
- Osborne House Conservation Management Plan, prepared by Lovell Chen (September 2009).

The Vietnam Veterans Avenue of Honour and War Memorial constructed and opened in 1995 was recognised as locally significant and worthy of a heritage overlay in 2016. In commending heritage protection of the monument the Panel appointed by the Minister for Planning to consider the amendment noted:

'the Avenue and Memorial are important commemorative places for the Veterans and wider community to acknowledge those who fought and died in the war. It will continue to be a place that evolves and will be passed from one generation to the next'.

VIETNAM VETERANS WAR MEMORIAL NORTH GEELONG. Image: City of Greater Geelong Council Image Library.

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