City of Whittlesea Cultural Heritage Strategy 2015-18
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Foreword from the Mayor

Welcome to the City of Whittlesea’s Cultural Heritage Strategy 2015 – 2018.

This Strategy features a series of objectives and actions that will guide us over the next three years as we protect, celebrate and preserve the rich history and heritage that exist within our municipality.

The City of Whittlesea is recognised as one of the fastest growing municipalities in the country, and in the past 20 years has undergone huge transformation. Where we once had a population of 101,691 (in 1996), we are now home to approximately 194,000 people.

Over time our landscapes have significantly changed – vast open spaces, countryside and rural land are being transformed by suburban development.

We are very fortunate in the City of Whittlesea to be home to a number of unique heritage places including Aboriginal scarred trees that date back thousands of years, the Wendish German settlement around Ziebell’s Farm, the Lutheran Church and Cemetery in Thomastown, post-World War II housing associated with the Peter Lalor Home Co-operative, Turner’s Bakery in Mernda and plenty more.

We also celebrate the culture and heritage of our diverse community, work with and support our community history partners and honour the history and sacrifice of our ANZAC men and women.

As the City continues to grow and change, it’s our responsibility to ensure that our history and heritage maintain their core integrity and meaning. It’s also important that we protect and celebrate the past, to ensure it remains relevant for our future.

By developing this Strategy we are affirming our commitment to protect local places of cultural and historical significance, support community initiatives that are part of our award winning Cultural Heritage Program, and work with and engage with the community about heritage.

I’m looking forward to working together to achieve our aim of a coordinated approach to cultural heritage – where we make informed decisions about the best ways forward to ensure protection, conservation and interpretation of our cultural heritage.

Cr Ricky Kirkham
Mayor
Acknowledgments

On behalf of the City of Whittlesea we recognise the rich Aboriginal heritage of this country and acknowledge the Wurundjeri Willum Clan as the traditional owners of this place.

The City of Whittlesea acknowledges Consultants Chris Johnston and Louise Honman from Context Pty Ltd. who worked with Council and a broad range of internal and external stakeholders to develop the initial version of this Cultural Heritage Strategy.

Many Council staff and members of the community contributed their time and energy to developing this document. Their detailed insights into the heritage of the City of Whittlesea have helped to shape the content of the strategy, from the initial discussion paper to the development of the objectives, goals and actions.

The participation of community members who took part in workshops and the community survey is also gratefully acknowledged. Their commitment to the City of Whittlesea’s heritage is strongly held and demonstrated through their many actions in caring for our tangible and intangible heritage.
Executive Summary

The City of Whittlesea Cultural Heritage Strategy articulates the principles that will guide the organisation to identify, protect, manage and celebrate tangible and intangible cultural heritage. It is a whole-of-organisation Strategy that:

- Emphasises that cultural heritage is core business for the City of Whittlesea.
- Raises awareness that Council fulfils a variety of roles for the protection, management and celebration of all aspects of cultural heritage.
- Identifies areas for action that will enable Council to capture Opportunities and address Challenges that will advance cultural heritage achievements in the years ahead.

The Strategy takes into account community values and aspirations for heritage. It emphasises strategic, evidence based planning and actions that will be undertaken to achieve corporate and community heritage outcomes. Council’s Objectives are to:

- Build knowledge and record tangible and intangible aspects of our heritage;
- Identify, protect and manage our cultural heritage places and assets;
- Promote and celebrate the diverse cultural heritage of our City;
- Support heritage in our communities; and
- Build capacity at the City of Whittlesea to implement the Cultural Heritage Strategy and fulfil our local government roles.

Sixteen areas for action have been identified as key to helping Council achieve its Objectives over the next three years to implement the Cultural Heritage Strategy. Work will be undertaken using annual budget allocations, supplemented with grants and other support, and through strategic and operational partnerships with a range of external stakeholders.

The Cultural Heritage Strategy has high level, far reaching aspirations in its sights. Council aims to ensure that rapid growth in the municipality does not overwhelm Aboriginal, built and natural heritage places that are valued community assets. Without protection now, such places will be lost forever. We want to take a leadership role to partner with the development sector and capitalise on the opportunities to protect and adapt heritage places rather than have them viewed as impediments to growth.

Council will increase understanding and promote the role of cultural heritage as contributory to a sense of place, a design principle that highlights the values of built form and landscape for liveable communities. We will conserve our heritage places for the manner in which they provide a distinctive character to the City. And we will
extend protection and appreciation of our natural heritage assets to include a register of Significant Trees, to complement the River Red Gums which are already protected in the City.

We will provide opportunities for people to make their own connections with the culture and heritage of the City of Whittlesea as residents and visitors. We will do this through review and improvement of our award winning annual events program, and by further developing tourism destinations such as the Mernda Rail Trail, Ziebell’s Farm site and Whittlesea Courthouse. The City of Whittlesea will honour the cultural heritage of Aboriginal Traditional Owners by cooperating with community representatives and the state government to undertake an Aboriginal Cultural Heritage Strategy.

The Cultural Heritage Strategy is an essential document which demonstrates how the City of Whittlesea will be responsive, innovative and forward looking. The work that Council does and will do as we implement our Cultural Heritage Strategy is based on community values that are abiding and enduring. Our actions will bring ‘then’ and ‘now’ into the realm of tomorrow. The City of Whittlesea does not make the contents of history and heritage but it is our responsibility to ensure that we continue to move it forward and maintain its core of integrity and meaning for all people.
Introduction

The area now known as City of Whittlesea is the traditional land of the Wurrundjeri Willum people. Identified sites and areas of Aboriginal heritage significance are everywhere, with concentrations along the Plenty River, Edgars and Merri Creek corridors. These sites are substantial evidence of the wide ranging nature of the local subsistence and settlement pattern practiced by Australia’s people for tens of thousands of years, prior to the arrival of European and other settlers.

The present City of Whittlesea, located 20 kms north of the Melbourne CBD, had its earliest origins in the Epping District Roads Board (1854) and Woodstock Roads Board (1857), organisations that managed and improved the transport infrastructure which facilitated rapid European settlement moving north into productive land. On 1 January 1875, the Whittlesea Roads Board and part of the Shire of Darebin, established in 1870, were merged to form the Shire of Whittlesea. Further expansion took place in 1915 when Epping Shire was annexed to Whittlesea.
The Shire became the City of Whittlesea in 1988. It is one of the largest municipalities in metropolitan Melbourne, covering an area of approximately 489 square kilometers extending from parts of the Great Dividing Range in the north to the urban densification that typifies our southern border at Settlement Road in Bundoora.

About 70 per cent of the City is the rural north, a Growth Area experiencing rapid change as traditional farming and grazing land is transformed by suburban expansion. The remaining 30 per cent represents our Established Areas, comprising residential developments, retail areas, industrial zones and large recreational facilities. Our current population is approximately 194,500 residents and is expected to grow to 328,400 persons by 2035. Growth is not just taking place in the newer suburbs of Mernda, Wollert, Doreen, and Donnybrook – growth and redevelopment will also take place in established areas such as Epping, Thomastown and Lalor.

For Council, this means that our heritage management issues must take into account the protection and conservation of tangible assets in distinctly differing parts of Whittlesea, each with their own particular needs. We also know that a focus on intangible heritage is needed, to capture and celebrate the cultural identity, traditions, events and interests of our diverse community. The contributions of heritage to building and nurturing a sense of place are important for long-time residents and businesses as well as new community members, business owners and visitors to Whittlesea.

For an extended summary of historic themes for the City of Whittlesea, See Appendix One.

**Strategic Context**

**Why do we have a heritage strategy?**

In *Shaping our Future: Whittlesea 2025 – Strategic Community Plan*, Future Direction 4 recognises the links between people and place through the importance of physical and cultural heritage. A key action from our *Council Plan 2013-2017* is to develop a cultural heritage strategy.

The *Victorian Heritage Strategy 2005-2010*, encourages local governments to prepare heritage strategies (*Local Government Heritage Strategies*, 2010). A heritage strategy provides an important basis for managing allocation of recurrent budget at the City of Whittlesea and for funding applications through programs at Heritage Victoria and other State and Commonwealth agencies and departments.
The City of Whittlesea Cultural Heritage Strategy is a document which articulates the City’s commitment to identify, protect, manage, plan for and communicate about all aspects of tangible and intangible cultural heritage in the municipality. It is designed to acknowledge and celebrate the City’s unique local character on a continuum of history and heritage that links our past to our present. Its development takes into account local government’s roles, as well as community values and aspirations for heritage with an emphasis on strategic, evidence based planning for actions that will achieve heritage outcomes for our community now and in the future.

The Strategy establishes a strategic framework to guide the City of Whittlesea’s work for action on Council’s roles for heritage in a coordinated way, and provides us with a reference point for decisions about how to protect and manage tangible and intangible heritage in the City of Whittlesea. The Strategy addresses living culture and contemporary forms of cultural expression, while acknowledging the value of our past heritage. It is also a reference framework for our statutory obligations that contribute to the protection and management of heritage places in a rapidly urbanising growth area.

The Cultural Heritage Strategy is directly linked with Council’s Cultural Heritage Policy. The Vision of the Cultural Heritage Policy is that –

The City of Whittlesea is a vibrant and self-sustaining community where Aboriginal, natural and built heritage places are protected and where the heritage of our diverse community is valued and celebrated.

Links to Council policies, strategies and plans

Policies, strategies and plans supporting cultural heritage at the City of Whittlesea include:

- City of Whittlesea Planning Scheme – including the Heritage Conservation Policy, Heritage Overlay and the River Red Gum Protection Policy
- Cultural Heritage Policy 2015
- Integrated Cultural Plan, 2006-2019
- Cultural Collection Strategy, 2008-2012
- Multicultural Action Plan 2014-2018
- Tourism Strategy 2014-2019
- Reconciliation Action Plan 2012-2015
- Whittlesea Heritage Studies 1991 (Gould) and 2011 (Context)
- Whittlesea Historical Archaeological Study, 2009
- Environmental Sustainability Strategy 2012-2022
- Green Wedge Management Plan 2011-2012
- Open Space Strategy
- Roadside Management Strategy 1998 (in review)
- Local and Family History Strategic Framework, 2011-2016, at the Yarra Plenty Regional Library

Whittlesea’s strategy draws on the Burra Charter (2013), a nationally recognised and applied set of principles and procedures for the conservation and management of Australia’s heritage places. We also recognise and operate under the provisions of the following:

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

**State**
- Planning and Environment Act 1987
- Heritage Act 1995 (in review)
- Aboriginal Heritage Act 2006
- The State Planning Policy Framework
- Plan Melbourne (the metropolitan planning strategy)

**Council’s roles**

The City of Whittlesea Council Plan 2013-2017 identifies the broad roles that we have as a local government organisation:

*Council can be a provider and directly undertake work to support a strategic objective. Council can advocate for works on behalf of its community. Council can support the work of others in the role of facilitator.*

Local government plays an important role in heritage conservation, from statutory protection, to managing change, and celebrating Victoria’s diverse cultural heritage. Heritage roles and responsibilities for the City of Whittlesea include:

- Understanding the values of our heritage, for people today and in the future;
- Sustaining those heritage values into the future – through planning, protection, management, adaptive re-use, and interpretation;
• Communicating and educating about the values of our heritage to residents and visitors;
• Celebrating the heritage and cultures of different communities; and
• Partnering with others – government, businesses and the community - to achieve mutual goals.

The Victorian Government, through its agencies Heritage Victoria and Aboriginal Affairs Victoria, register, protect and educate people about historic and Aboriginal places. The Commonwealth Government is also involved through the National Heritage List and the World Heritage List. Property owners and managers, community based organisations and committees of management also have important roles to play in the protection and management of historic places.

As a municipality spanning both rural and urban environments, the City of Whittlesea faces a broad range of heritage challenges. These include the pressures to protect Aboriginal and historic sites in a designated growth area, creating identity and a sense of place for new communities, and providing leadership and support for heritage in a rapidly changing environment.

Scope
The City of Whittlesea Cultural Heritage Strategy is a framework that will guide Council’s actions on all aspects of cultural heritage – tangible places, landscapes and objects, documents and records of the City, and the traditions, stories, folklore and knowledge that comprise intangible culture. Our responsibility encompasses both Aboriginal and non-Aboriginal culture.

This strategy focuses on the local government responsibilities of the City which have impacts on outcomes for the broader community. The emphasis is on addressing the protection of heritage places in a changing landscape, and the role of heritage in the maintenance and creation of a sense of identity.

Strategies and actions to address natural heritage management are also integral elements in the City’s Environmental Sustainability Strategy 2012-2022, the Green Wedge Management Plan 2011-2012, the Open Space Strategy and Council’s River Red Gum Protection Policy in the Whittlesea Planning Scheme.

Consultations and input
Appendix Two sets out the Challenges and Opportunities that were identified during consultations that formed an important part of the development of the Cultural Heritage Strategy. Our Strategic Objectives have been formulated to capture opportunities and address the challenges.
Internal consultations with City of Whittlesea staff and external consultations with community members and organisations informed the development of an Issues Paper, the content of the Cultural Heritage Strategy and an Action Plan to guide implementation from 2015-2018. See Appendix Two, Table 2.1 for a summary of consultations.

**Achievements**

The City of Whittlesea supports heritage through a broad range of existing strategies and plans, and cultural heritage studies. The rapid pace of growth taking place in the municipality, particularly in the northern region, has also meant that state agencies have commissioned further work or mandated that developers hire professionals to complete site survey for Aboriginal and post contact period sites which will require protection. See Appendix Three, Table 3.1 for a summary of Council’s achievements to date, based on key Objectives in this current Strategy.

**Looking Forward**

This section presents the Vision, Mission and Principles that will underpin our work on cultural heritage. The Vision is drawn from our Cultural Heritage Policy. It expresses the City of Whittlesea’s commitments. The Mission for the Cultural Heritage Strategy is the action statement that aligns with the Policy Objectives. The Principles provide the guiding statements about how we will conduct business, focusing on the roles and responsibilities of the City of Whittlesea as a local government organisation.

**Vision**

The City of Whittlesea is a vibrant and self-sustaining community where Aboriginal, natural and built heritage places are protected and where the heritage of our diverse community is valued and celebrated.

**Mission**

The City of Whittlesea is a place that respects all aspects of our tangible and intangible cultural heritage. Together with the Aboriginal community and the broader community we will:

- Identify and know the tangible and intangible aspects of our cultural heritage;
- Protect, manage and care for our Aboriginal, natural and built environment heritage places, material culture, history and traditions;
• Record and share our stories to promote and celebrate the diverse cultural heritage of our City;

• Communicate and celebrate the richness of our cultural heritage in all its forms;

• Contribute to the ongoing development and vibrancy of our cultural heritage; and

• Integrate heritage into the future of our new communities.

As a local government the City of Whittlesea carries out key responsibilities that will enable us to deliver on our Mission:

• A custodian and owner of a number of cultural heritage places, objects and collections which we will care for in a manner that follows best practice and continuous improvement, to acquit our responsibilities;

• A statutory planning authority, fulfilling statutory obligations to identify and protect cultural heritage places and the values they represent;

• A strategic planning authority, establishing decision-making parameters to support solutions designed to ensure heritage values are recognised and respected and that change, development and growth do not overwhelm important attributes of places;

• A leader in community building, fostering cultural development through a commitment to local heritage and its expression in all forms, both traditional and contemporary;

• A repository of information and knowledge that enables us to build understanding, and share information about cultural heritage through public engagement, projects and initiatives and through partnering with other heritage agencies and external stakeholders.

**Principles**

The Principles of the Cultural Heritage Policy and Strategy 2015-2018 have been shaped by the internal and external consultations and by sector and industry principles for cultural heritage protection, management and celebration in Victoria and Australia. The Principles reflect other significant documents including: Shaping our Future: Whittlesea 2025; Victoria’s Heritage: strengthening our communities (2006); The Australia ICOMOS Charter for the conservation of places of cultural significance (The Burra Charter) (1999); and Ask First: a guide to respecting Indigenous heritage places and values (2002).
Making connections
Heritage exists as a continuum of knowledge about place and identity which flows from the past to the present, with a view into the future. It can connect established and emerging communities to each other through shared understanding about the value of heritage as a part of Australia’s culture. Council aims to support all aspects of cultural heritage in Whittlesea that contribute to maintaining traditions and the celebrating the cultures that make up our diverse City. The physical fabric of places is important as it keeps connections alive, reminding people of the lives and activities of past residents, and as identifiable landmarks in the development of our City.

Creating identity and a sense of place
By identifying, protecting and celebrating tangible heritage and intangible expressions of culture we help to sustain a sense of place for residents, workers and visitors to the city. Sense of place distinguishes what makes the City of Whittlesea unique and different from other places. The character and identity of the City come from its geography, Aboriginal places and traditions, natural history, and built heritage. Aboriginal heritage is confirmed by hundreds of sites located across the municipality and the presence of many scarred trees. The City’s post-contact history is strongly linked to sites that reflect our agricultural past, industrial developments, and settlement patterns.

Sustaining places
The City of Whittlesea fulfils legislative requirements and local government responsibilities for the identification and protection of places of Aboriginal, built and natural cultural heritage significance. We are a City of contrasts, with long established suburbs as well as formerly rural areas where rapid growth is taking place. We aim to ensure that the heritage values of buildings, places and artefacts are retained and incorporated as the City develops, and that they are useful and relevant for the present and the future.

Telling stories
Cultural heritage has a place in the lives of everyone in the City of Whittlesea. Places and people have stories to tell. Engaging others in understanding heritage in ways that are contemporary, inclusive and accessible is important in passing knowledge on to others and reinforcing community values about the roles of cultural heritage in the City.

Taking part
The City supports programs and activities that encourage community involvement with cultural heritage. We encourage residents and visitors to become involved as participants, volunteers and active community members, widening the bonds of
engagement and increasing awareness about the need to identify, protect and celebrate the City of Whittlesea’s cultural heritage.

**Strategic Objectives and Goals**

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<tr>
<th>Strategic Objectives</th>
<th>Principle</th>
<th>Goals</th>
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| 1. Build knowledge and record tangible and intangible aspects of our heritage. | • Making connections  
• Sustaining places | • The City’s heritage places, objects, collections, stories and traditions will be documented and recorded on an ongoing basis.  
• Information will support Council’s decision-making and will be accessible to community members. |
| 2. Identify, protect and manage our cultural heritage places and assets. | • Sustaining places  
• Creating identity and a sense of place | • The City’s heritage assets will be identified, protected, maintained and used in appropriate ways.  
• There will be advice, assistance and guidance for owners and managers of heritage assets and programs. |
| 3. Promote and celebrate the diverse cultural heritage of our City. | • Creating identity and a sense of place | • The City’s diverse cultural heritage will continue to be a cornerstone of Council’s planning; educating and informing in order to value and protect, and will contribute to a sense of place for community members. |
| 4. Support heritage in our communities. | • Telling stories  
• Taking part | • Council will continue to encourage and support cultural heritage organisations in the community through a range of programs and assistance designed to strengthen links between Council, heritage groups and the community. |
| 5. Build capacity at the City of Whittlesea to implement the | • Making connections  
• Creating identity | • The City of Whittlesea will have the resources it needs to manage all aspects of the |
Achieving our Cultural Heritage Objectives

This section of the Cultural Heritage Strategy sets out the broad categories under which Departments in the organisation will implement a variety of actions in their Annual Business Plans to achieve Strategic Objectives over the next three years.

Build knowledge and record tangible and intangible aspects of our heritage

Goal
The City’s heritage places, objects, collections, stories and traditions will be documented and recorded on an ongoing basis. Information will support Council’s decision-making and will be accessible to community members.

Rationale
The City of Whittlesea has a statutory responsibility under the Planning and Environment Act 1987 and the Heritage Act 2005 to identify and ensure protection of heritage places. The rate of growth of the City and the rapid transformation of rural land to suburbs is placing great pressure on significant landscapes, vegetation, Aboriginal sites, farming complexes, drystone walls, river red gums and open space. There is a significant challenge for the City in balancing the benefits of growth with the retention of a semi-rural and traditional character. In the established areas pressure for change is less rapid and extensive but is still apparent.

Areas for Action

1.1 Continue to identify and assess the significance of heritage places in the City of Whittlesea.

1.2 Know and address the gaps in our heritage knowledge base.

1.3 Record heritage information in accessible formats.
Outcomes

- **Integration of heritage data** on the City’s GIS based systems and SharePoint information management system is completed.

- All information on heritage places identified in heritage studies is included in a **publicly accessible database**.

- The City has a process for **recording** and acting on **new heritage information** that comes to light.

- **Gap studies** of natural, cultural or Aboriginal heritage will be progressively undertaken.

- Whittlesea’s Thematic Environmental History in the *Whittlesea Heritage Study* (2011) and the *Archaeological Study* (2009) provide a **framework for understanding and interpreting** our heritage.

- Council sources **specialist advice and training** as needed, to ensure the best possible protection of heritage places that provide a sense of place for Whittlesea.

**Identify, protect and manage our cultural heritage places and assets**

**Goal**

The City’s heritage places will be identified, protected, maintained and used in appropriate ways. There will be advice, assistance and guidance for owners, developers and managers of heritage places to ensure that Council captures opportunities to retained heritage places as community assets.

**Rationale**

Rapid changes are taking place in the City of Whittlesea with suburban development altering the landscape and new townships being created. Many of our heritage places are in rural areas and their settings and their fabric are in the process of being affected. Protecting a place is just the first step to ensure its ongoing life, and there is often more that needs to be done to make sure that heritage places remain useful and valued.

Council will assist and encourage property owners and land developers to view heritage protection as an opportunity rather than impediment to change, and to become active partners in the forward planning of heritage places. This takes a range of resources to achieve and may require specialist advice.
Reinforcing the expectation amongst all stakeholders that heritage will be protected appropriately and managed creatively is an important role for the City. With appropriate protection, plans and policies in place the City is in a strong position to direct the outcomes it wants rather than reacting to issues that may present themselves.

Areas for Action

2.1 All identified heritage places are protected with appropriate policies and legislation.

2.2 Council owned and managed heritage assets are protected and managed appropriately.

2.3 Seek opportunities to creatively use and adapt the Council’s heritage assets for the community’s benefit.

2.4 Work proactively with property owners and the development sector to increase positive heritage outcomes.

Outcomes

- Council-owned heritage places are community assets, managed through sound strategic and statutory planning, collaborative relationships with other heritage agencies, and partnerships with the community.

- There is a suite of heritage tools at our disposal to effectively manage heritage places, including statutory controls, policies, guidelines, information, advice and enforcement.

- All places that warrant statutory protection have been assessed and are included in the heritage overlay and schedule in the Whittlesea Planning Scheme and other appropriate heritage registers.

- The City has access to heritage advice to assist in managing change to, and impacts on heritage places.

Promote and celebrate the diverse cultural heritage of our City

Goal

The City’s diverse cultural heritage will continue to be a cornerstone of Council’s planning - educating and informing in order to value and protect - and will contribute to a sense of place and cultural identity for community members.
Rationale

Following UNESCO conventions, the City of Whittlesea recognises that intangible expressions of cultural heritage provide “a sense of identity and continuity, and promote respect for cultural diversity and human creativity” ([http://www.unesco.org](http://www.unesco.org)). Intangible cultural heritage is defined as the practices, representations, expressions, skills and knowledge of the living culture of Whittlesea. This can include:

- Oral histories with notable people;
- Historic collections of maps and photographs;
- Cuisines and cultural festivals and spaces;
- Traditional crafts and arts expression;
- Dance and languages that make up our diverse community.

Intangible heritage can be linked to an individual; and other times it is associated with a group of people. Together with our community we will continually identify, celebrate and interpret the intangible cultural associations between people and place in Whittlesea. Council’s Cultural Heritage Program is widely recognised as a successful enterprise in the promotion and celebration of traditions and storytelling. This program has the potential to make further connections between people and places and to continue to tell the stories of the City.

Council has a commitment to building its Civic History Collection of archival documentation and material. It is an asset that would be enhanced by the promotion of its role and purpose across the organisation and the community. In addition, our community local history resources can be increased in partnership with the Yarra Plenty Regional Library Service.

In our diverse communities the creation of identity in a new environment takes time. Heritage can anchor identification with place while new connections are being made. Providing opportunities for people to take part in heritage activities and to tell their own stories can assist in building community identity and contributing to wellbeing.

The City of Whittlesea is already working with local and Aboriginal communities, helping them tell their stories through a diverse range of projects. A number of Council’s strategies and policies provide references to the importance of the connections between people and place, and identifying the links between tangible and intangible heritage.

Areas for Action

3.1 Build on the successes of Council’s Cultural Heritage Program for engaging communities in identifying and celebrating their heritage.

3.2 Promote the value and accessibility of Council’s Civic History Collection.
3.3 Promote heritage as a key aspect in supporting sustainable communities, cultural identity and sense of place in Whittlesea.

Outcomes

- Council and the community have a strong sense of Whittlesea’s unique history, sense of place and diverse cultural identity.
- Opportunities are provided for people to capture, tell and share stories in their own voices and to express their cultural heritage.
- Council documents, collects, protects and archives the tangible and intangible cultural heritage and changing nature of the community through its Civic History Collection.

Support heritage in our communities

Goal
Council will continue to encourage and support cultural heritage organisations in the community through a range of programs and assistance designed to strengthen links between Council, heritage groups and the community.

Rationale
Communities can be passionate about cultural heritage, and the historical society, tourism groups and other community organisations in the City have demonstrated long term commitments and dedication to preserving and promoting heritage. Their needs can be relatively small compared to results achieved, and providing effective support to community groups enhances shared outcomes.

Council has existing relationships with local heritage groups whose assistance is important to educating and communicating about local history and heritage. We also cooperate with the Yarra Plenty Regional Library Service to provide access to a range of cultural heritage resources and activities. Where significant change is occurring, local involvement in identifying and integrating local heritage values into development can also make a contribution to ensure that structure and development planning processes take account of heritage values.

Areas for Action

4.1 Enhance existing heritage partnerships and build new ones to support community heritage outcomes.
4.2 Make heritage information publicly available.
4.3 Incorporate community-held values into heritage planning, protection and program delivery.
Outcomes

- The City of Whittlesea has a good understanding of what its community values are.
- Appreciation of the City’s heritage has increased.
- Council continues to have key partnerships with community organisations to conserve and promote cultural heritage in the City of Whittlesea.
- The City is resourced to provide a range of support to community heritage groups to help them achieve their goals.
- Heritage information provided through Council’s communication tools is updated regularly and provides links to other resources, websites and information.

Build capacity at the City of Whittlesea to implement the Cultural Heritage Strategy and fulfil our local government roles

Goal

The City of Whittlesea will have the resources it needs to manage all aspects of the City’s heritage that fall within its areas of responsibility. Key external relationships and partnerships will enhance our ability to deliver strategic cultural heritage objectives.

Rationale

The City of Whittlesea is aiming to increase its capacity for strategic work and will need resources to make that happen. In addition there are gaps in our heritage knowledge base that should be filled. This will happen through our commitment to capacity building across the organisation.

The City is expected to wear many hats and expectations can be high. When everyone is clear on what can be achieved and by whom, expectations can be better aligned.

Many of the challenges facing the City of Whittlesea may be shared by other Growth Area municipalities. Sharing learning and approaches to the heritage impacts of growth and change would benefit all parties involved.

There are funding programs at state and national levels, and from other sources, that are available to support local government objectives for community history and
heritage. And there are opportunities for negotiations with owners of heritage places, developers and others that can contribute to heritage protection and adaptive re-use of places.

**Areas for Action**

5.1 Use the *Cultural Heritage Strategy* and an internal Action Plan to progressively build appropriate resourcing for heritage including governance arrangements, staff awareness, processes and budgets.

5.2 Share common issues around heritage with other Growth Area municipalities.

5.3 Equip the City’s staff engaged in Aboriginal, cultural or natural heritage protection and management with appropriate resources and training.

5.4 Access external funding, grants and other resources to support heritage objectives and outcomes

**Outcomes**

- The City has a current heritage strategy, **evaluates progress** regularly and **sets priorities** in line with budget cycles.
- The City of Whittlesea has **skilled and experienced staff** in each area where there are heritage responsibilities.
- The City has **clearly defined roles** set out in the Cultural Heritage Strategy and a **shared responsibility** across the organisation for implementation.
- The City engages with other municipalities to **share problems and solutions**.
- The City **accesses a range of funding sources** to support tangible and intangible heritage outcomes

**Review and Monitoring**

**Performance Indicators**

Using measures to report against performance indicates both the efficiency and effectiveness of work done by the City of Whittlesea to deliver the Strategic Objectives of the *Cultural Heritage Strategy* through to 2018.

Table 4.1 in Appendix Four sets out the indicators that will be measured annually to assess performance, currency and relevance of the *Cultural Heritage Strategy*. We will also aim to ensure that the strategic directions and objectives remain relevant, achievable and measurable over time.
A full review of achievements during the 2015-2018 period will be presented to Council. The review will summarise:

- Achievements for cultural heritage, assessed against performance measures;
- Changing circumstances that may have had an impact on the City’s capacity to direct resources to this area; and
- Emerging issues and new priorities.

The achievements report will assist Council to build its reputation and credibility for action on cultural heritage with a range of stakeholders. In turn that will enable the City of Whittlesea to influence and advocate for improvements in cultural heritage with community partners, the development industry, and State and Commonwealth levels of government.

**Implementation**

Implementation of the *Cultural Heritage Strategy* will be managed and monitored by the Heritage Coordination position in the Department of Civic Administration. The role supports and contributes to an understanding of the broad responsibilities for cultural heritage in local government and at the City of Whittlesea.
Appendix One

Whittlesea’s Historical Context

Traditional Owners of the land
The original inhabitants and the Traditional Owners of the area are the Wurundjeri Willum people, and their descendants retain a strong connection to the place now known as the City of Whittlesea. The Wurundjeri Willum people were concentrated around the Merri, Edgars and Darebin Creeks, the Plenty and the Maribyrnong Rivers but they ranged across the whole region. The legacy of past Aboriginal activity is preserved at numerous archaeological sites, and is evident from many red gum trees across the municipality which show the scars of harvesting large sections of bark, and features such as hand and foot holds for climbing.

Aboriginal cultural heritage is reflected in many locality names in use today;

- Bundoora - Keelbundoora was a young boy present at the signing of the Batman Treaty
- Yan Yean - Young boy (derived from yan yan)
- Mernda - young girl (derived from murnmurndik)
- Wollert - possum (derived from walert)
- Merri - place of many rocks
- Wallan - spherical/round (derived from walen-walen)

European Settlement
Aboriginal life was forever changed by the arrival of European explorers and pastoralists from the 1830s onwards, an early date which reflects the rapid move north from Melbourne in the search for good pastoral land, and the desire to identify and exploit resources. The City’s history is layered with agriculturalists, land speculators, soldier settlements and early homestead associations in places such as Eden Park and Separation. European migrants, particularly from Italy and Germany were amongst early settlers to the district.

The rivers and pastures that attracted the first pastoralists to the City of Whittlesea also provided scope for more intensive land uses such as dairying, cropping and mixed farming. The presence of dense forests led to the development of a timber industry. The development of the Yan Yean Reservoir, Melbourne’s first large scale water storage project, influenced settlement patterns in the 1860s. Stone had been quarried from the early days of European settlement; however, the exhaustion of bluestone deposits in Melbourne’s west led to a substantial expansion of quarrying in the City from the 1950s.
Transport networks were established that enabled settlers to carry agricultural produce and raw materials to Melbourne. The development of roads including High Street, Plenty Road and Sydney Road (later the Hume Highway), as well as the railway, was critical to the economic success of the region. Transport corridors came to symbolise early growth, and had a significant impact upon the pattern of settlement. Settlements arose around facilities provided for travellers, which were often situated near creek and river crossings, and associated schools, churches, shops, inns and other community infrastructure were developed. The origins of most settlements are traced to the nineteenth century with small rural concentrations at Whittlesea, Mernda, Woodstock and Wollert. However the majority of the population growth and development in the City of Whittlesea occurred in the southern part of the City during the twentieth century and included Epping, Thomastown, Lalor and Mill Park. The period following World War II was particularly influential in the development of suburbs. Much of the growth was achieved as a result of migrants seeking opportunities, thus laying the foundations for the cultural diversity of the City today.

In the twentieth century new attitudes towards conservation and preserving the natural environment led to the formation of National Parks and bushland reserves such as the Plenty Gorge Park and the Kinglake National Park (parts of which are in the City of Whittlesea) which now form significant public land reserves. In 2013 the City of Whittlesea celebrated 150 years of formal governing and administration, a lengthy history which has left a legacy of infrastructure including Shire offices, halls, courthouses, libraries and similar heritage places.

Many of our current heritage buildings served multiple functions in the early development of the City’s political, cultural and social life. Hotels, churches and private homes also served as community meeting places, schools, and cultural hubs, in addition to their original purposes. One of Victoria’s oldest agricultural shows began in 1859 in Whittlesea and is still an annual feature on the local and state event calendars.

Built heritage in the City of Whittlesea includes notable places such as:

- Early water supply infrastructure for Melbourne including both the Yan Yean Reservoir (an internationally recognised engineering marvel of the mid nineteenth century) and the Toorourrong Reservoir;
- Private and publically owned heritage places of the Westgarthtown precinct, an early German/Wendish settlement in Thomastown;
- Farm Vigano and Carome Homestead, heritage-listed family properties reinvigorated as thriving restaurants;
- Significant extant examples of historic dry stone walls and enclosures;
- Archaeological remains of several early mill complexes along the Plenty River;
• Early pioneer cemeteries at Westgarthtown, Thomastown and Epping; and
• Historic townships at Mernda and Whittlesea.

Cultural traditions and living heritage
In addition to tangible assets such as built heritage places and sites of natural heritage significance our intangible cultural heritage includes the stories, beliefs and traditions which express a living heritage:

• Oral histories;
• Traditional cultural celebrations;
• Acknowledgement of days of significance to multicultural communities;
• Interpretive histories;
• Documentation of historical information and facts;
• Storage and maintenance of artefacts; and
• Promotions of cultural traditions which build understanding, identity and a sense of pride and belonging to Whittlesea as a place.

Intangible cultural heritage draws on our knowledge from the past, as well as expressions of the multiple cultures and traditions which influence and enrich Australian life today.
## Appendix Two
Consultations and Input

Table 2.1 Internal and External Consultations

<table>
<thead>
<tr>
<th>INTERNAL CONSULTATIONS</th>
<th>DATE</th>
<th>SUMMARY</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>November 2012</td>
<td>• Development of an Issues paper.</td>
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<tr>
<td></td>
<td></td>
<td>• 52 staff invited to provide input.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• 30 staff attended meeting</td>
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<tr>
<td></td>
<td>August 2013</td>
<td>• Discussion with 24 staff in six Departments to develop and refine actions for implementation of the Cultural Heritage Strategy</td>
</tr>
<tr>
<td></td>
<td>January to August 2015</td>
<td>• Discussions with Council Departments to confirm responsibilities and details in the Action Plan.¹</td>
</tr>
<tr>
<td></td>
<td>2012-2015</td>
<td>• Oversight by a Project Management Group representing five Departments for the Cultural Heritage Policy, Cultural Heritage Strategy, and Action Plan.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>EXTERNAL CONSULTATIONS</th>
<th>DATE</th>
<th>SUMMARY</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>August 2012</td>
<td>• Community consultation meeting.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• 23 people attended</td>
</tr>
<tr>
<td></td>
<td>November 2012</td>
<td>• Community consultation meeting.</td>
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<tr>
<td></td>
<td></td>
<td>• Six people representing four organisations attended</td>
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<tr>
<td></td>
<td>January-February 2013</td>
<td>• Online survey</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• 29 individual responses</td>
</tr>
</tbody>
</table>

Summary of Opportunities and Challenges

Consultations, benchmarking with other state and local government heritage strategies, and research on the City of Whittlesea’s history, heritage and local circumstances were combined to produce an Issues paper. The process also identified a number of challenges for cultural heritage protection and management by the City of Whittlesea, as well as a variety of opportunities.

It is through the development and implementation of the *Cultural Heritage Strategy* that the City of Whittlesea seeks to address the current challenges, plan for what is needed in the future, and be in a position to capitalise on new opportunities.

**Opportunities**

**Build knowledge and record our heritage**

- **Integrate knowledge** – Aboriginal and non-Aboriginal heritage are recognised and managed under different legislation, while protection of significant natural heritage habitats, ecological communities and assets is covered by additional legislation and managed through our environmental strategies. Working towards an integration of knowledge is a significant step to viewing and promoting local cultural, Aboriginal and natural heritage in the broadest sense.

- **Record** – Techniques for recording history and heritage are changing and new technologies to capture and record heritage knowledge offer exciting opportunities for understanding the past for Council and for our community.

- **Heritage collections** – Coordinating the City of Whittlesea’s own civic history, art and heritage collections and disseminating the knowledge and resources across departments of the City should be a shared responsibility.

- **Documenting recent history** – Additional historic themes and places which need to be explored further include twentieth century industrial history, urban development and post WWII migration in Whittlesea.

**Promote, educate and celebrate our cultural heritage**

- **Promotion** – Council can build on the successful Cultural Heritage Program and its role in supporting community organisations with the opportunity to participate in the diverse expression of ‘living heritage’ through events that celebrate, inform and engage the broader community with local history, culture, heritage and traditions in meaningful ways, engendering a sense of pride and identity.
• Consultation and engagement – Engagement with a broad community of stakeholders has opportunities to provide input to Council’s heritage strategies, plans, celebrations and cultural events.

Protect and manage our cultural heritage

• Sustainability – Heritage places contribute to sustainability initiatives, both environmentally, socially and culturally. It makes sense to look after our heritage assets, and to recycle and adapt them rather than neglect and demolish them to make way for new development.

• Conservation and protection of significant Aboriginal and European cultural heritage places and values – Council will utilise planning assessments, Precinct Structure Plans and Development Plans to take account of heritage in the established and growth areas, and ensure that significant cultural and natural heritage assets are protected. Our planning and development work will be based on a sound understanding of the built form, Aboriginal and natural contexts for cultural heritage.

• Working with the development sector - Council will work effectively with the development sector to identify and capitalise on opportunities for improving heritage outcomes and managing adverse impacts on heritage places.

• Managing Council-owned heritage places – Council owns a number of built and natural heritage places/assets and as a consequence of development, we are presented with opportunities to acquire others. Proposals to transfer listed heritage sites to Council will be based on negotiations and will require that a strategic plan and/or conservation management plan accompanies the transfer. Sites owned by Council will be managed according to best practice principles and coordination across Council departments for shared responsibilities.

• Tourism – Council will capitalise on the potential for cultural heritage tourism providing residents and visitors with opportunities for personal experiences and engagement.

Support heritage in our communities

• Fostering partnerships – Community organisations and volunteers contribute a great deal to caring for heritage places and recording local history. Promoting shared goals, and developing new and ongoing partnerships will provide support for local history and heritage outcomes for all stakeholders.
• **Reaching out to young people and new communities** – Council has opportunities to promote heritage as a way in which a sense of community and of belonging can be passed on to community members including recent migrants and other new residents who are choosing to move to the growing City of Whittlesea. Engaging young people through technology and social media are vectors for an appreciation of local history and heritage conservation that builds intergenerational connections and community values.

**Challenges**

**Build capacity in the City of Whittlesea**

• **Strategic approach** – The City of Whittlesea is one of seven Growth Area Councils in Victoria, circumstances that can place particular pressures on heritage places, and on the connections of people to places in a growing city. Council’s *Cultural Heritage Strategy* aims to set out a strategic, long term approach to heritage assessment, planning and management, with a positive focus on outcomes, goals and actions and an emphasis on future resourcing.

• **Governance and capacity building** – The City of Whittlesea coordinates the delivery of heritage outcomes across the whole of Council. Sharing responsibility for heritage is one way of achieving better resourcing and delivering broader outcomes. We will build staff skills through training, and source expert advice as required.

**Build knowledge and record our heritage**

• **Being responsive** – Addressing heritage protection and management in a climate of rapid change requires a responsive and well-resourced Council and easy access to knowledge about heritage places. Heritage information is increasing as studies identify places of heritage value, particularly in our Growth Area. Council will take action internally to build our heritage databases and work externally with developers, regulatory agencies and others to process and act on information to achieve the desired heritage outcomes.

• **Lead and support** – Establishing clearly defined leadership and support roles for Council is needed, to deliver benefits when working with other heritage agencies and the community. This would provide a clear understanding of what the City can achieve itself, and what may be undertaken through others.

**Protect and manage our cultural heritage**
• **Suburban development and growth** – The rapid change in the landscape of the City of Whittlesea as a result of suburbanisation requires considerable resources to protect and manage places of heritage value. The rural environment, the setting of many intact heritage places, is undergoing rapid transformation. Establishing good internal processes within the City, improving co-ordination between agencies, and adequate resourcing will assist in achieving heritage protection in the Growth Areas.

• **Valuing heritage** – To counter the public perception that heritage listing is burdensome and reduces property values, Council will promote the positive values of heritage conservation as well as the contributions that understanding history make to a sense of place and community identity. Appropriate developments that retain heritage fabric and context such as adaptive re-use of listed places will be encouraged where possible.

**Support for heritage**

• **Community engagement** – Finding appropriate ways to reach under-represented and socially excluded groups is a particular challenge when aiming to inform community members about local heritage and increase participation in heritage events and initiatives.

• **Assistance to owners of heritage places** – The City of Whittlesea currently offers planning advice on proposed works that will have impacts on a heritage place, and after permit requests are submitted. Council will investigate local government programs that provide funds for a professional heritage advisory service to owners, as well as restoration funds to provide low cost loans for restoration and conservation works.

• **Seeking external funding and partnerships** – The City of Whittlesea needs to supplement support for heritage outcomes by seeking external funding to advance some key heritage initiatives and projects. We will also aim to work with a range of external stakeholders to undertake joint projects that deliver community heritage benefits.

**Promote and celebrate our cultural heritage**

• **Website development** – We need to further develop Council’s own communication channels and tools with current information about cultural heritage; provide easy access to the “Thematic Environmental History” and resource list from our *Heritage Study*; and further assist access to information for owners of heritage places, researchers, internal staff, community members and students.
Appendix Three

Achievements to Date

In 2013 the City of Whittlesea “Thematic Environmental History” was developed, and we have completed two heritage studies (1991 and 2011) of post-contact settlement, covering the geographic extent of the municipality. An Aboriginal Heritage Study is planned. The City of Whittlesea *Historical Archaeological Report* in 2009 also identified the ruins and remains of post contact historic sites. Historic themes identified for the City of Whittlesea include - Aboriginal occupation and way of life; early squatters and land owners; homestead associations and settlement; migration for opportunity; agriculture; water supply; road and railway links; suburban post-war expansion; and environmental land management.

<table>
<thead>
<tr>
<th>Table 3.1 Achievements</th>
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<tbody>
<tr>
<td>Build knowledge and record our heritage</td>
</tr>
</tbody>
</table>
| **Heritage site protection in the Planning Scheme** | • 163 heritage places are protected through the Heritage Overlay.  
• Based on two studies by Gould (1991) and Context Pty Ltd (2011)  
• A local Heritage Conservation Policy has been developed for inclusion in the Planning Scheme (2015). |
| **“Whittlesea Thematic Environmental History” 2011** | • Document which summarises past research and studies to provide a concise set of historic themes for the occupation, settlement and development of the City. Available on Council’s website. |
| **City of Whittlesea Historical Archaeology Report 2009** | • Report on 50 sites surveyed and evaluated, with recommendations for further work. |
| **Victorian Heritage Register (VHR)**  
**Victorian Heritage Inventory (VHI)**  
**Victorian War Heritage Inventory (VWHI)** | • State level protection for 13 heritage places and one object in Whittlesea on the VHR.  
• 200 heritage places are listed on the VHI and 10 places are listed on the VWHI.  
• Council refers all planning and permit applications which may have impacts on these sites to Heritage Victoria.  
• Council plans to assess additional selected sites on the Heritage Overlay for inclusion on the VHR. |
| **Sites of Aboriginal heritage significance** | • As a result of numerous studies, over 700 Aboriginal sites have been listed on the |
| **Victorian Aboriginal Heritage Register.**  
- Broad areas of potential significance are also identified on maps maintained by Aboriginal Affairs Victoria.  
- Council refers all planning applications which may have impacts on these sites to Aboriginal Affairs Victoria. |
|---|

**Protect and manage our cultural heritage**

| **Protection and management of heritage places under the Planning and Environment Act (1987) and the Victorian Planning Provisions** | • The City of Whittlesea protects historic and Aboriginal heritage places, and place with environmental and landscape values under the provisions of planning legislation.  
• Natural and cultural heritage places are protected through the local Planning Scheme with the use of Heritage Overlays, Significant Landscape Overlays or Vegetation Protection Overlays  
• Red gum trees and dry stone walls/enclosures are assets which receive specified protection through the planning scheme |
|---|---|

<table>
<thead>
<tr>
<th><strong>Protection and management of Council-owned heritage places</strong></th>
<th>• City of Whittlesea is the owner and/or manager of numerous heritage sites including parts of the State listed Westgarthtown precinct, historic civic buildings, bridges, cemeteries, significant trees and other vegetation, houses and farms.</th>
</tr>
</thead>
</table>

**Promote, educate and celebrate our cultural heritage**

<table>
<thead>
<tr>
<th><strong>City of Whittlesea annual Cultural Heritage Program</strong></th>
<th>• We have an award-winning annual Cultural Heritage Program of events in partnership with the community groups and organisations, and other agencies such as Melbourne Water and Parks Victoria.</th>
</tr>
</thead>
</table>

| **Council’s Civic History Collection** | • Whittlesea maintains a diverse Cultural Collection which includes visual art, public art and civic history items such as photographs, objects and other records.  
• A strategic framework provides guidance on the care and use of the collection, and we stage public exhibitions and celebrate milestones in our city’s history. |
|---|---|

<table>
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<tr>
<th><strong>Council’s support for external partners</strong></th>
<th>• The Yarra Plenty Regional Library Service library has a local history collection and</th>
</tr>
</thead>
</table>
genealogy and family history services for public use.

Support heritage in our communities

**Agreements with local historical groups**
- Council provides financial support, logistics and other resourcing to the Whittlesea Courthouse Volunteers to deliver services at our historic Whittlesea Courthouse.
- A similar agreement is in place with the Friends of Westgarthtown for Ziebell’s Farm and garden in Thomastown where conservation and interpretation highlight early German settlement in the region.

**Build capacity in the City of Whittlesea**

**Advise to owners of heritage places**
- Council officers provide advice on statutory planning and development proposals to property owners before and when permit applications are submitted.

**Council Heritage Coordinator**
- City of Whittlesea officer commenced Jan 2015, one of the few such positions in Victorian local government, to ensure best practice for protection and management of Council-owned heritage sites, to manage the implementation of the Cultural Heritage Strategy and to be a resource across the organisation for heritage matters.

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**Listed Heritage Places/Assets**

- 163 sites on the City of Whittlesea Heritage Overlay
- 200+ post-contact archaeological sites on the Victorian Heritage Inventory
- 13 places and 1 object on the Victorian Heritage Register – one is Council-owned (Ziebell’s Farm)
- 700+ places of Aboriginal cultural heritage on the Aboriginal Affairs Victoria Register
- 10 sites on the Victorian War Heritage Inventory
- Significant number of kilometres of dry stone walls and separate dry stone enclosures
### Objective 4.1
*Build knowledge and record tangible and intangible aspects of our heritage.*

<table>
<thead>
<tr>
<th>Measures</th>
<th></th>
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</thead>
<tbody>
<tr>
<td>• Number of projects completed or implemented to increase staff and public access to documentation and other information about cultural heritage.</td>
<td></td>
</tr>
<tr>
<td>• Internal database established to provide a single point for information, mapping and links to studies for listed heritage places in the City of Whittlesea.</td>
<td></td>
</tr>
<tr>
<td>• City of Whittlesea Aboriginal Cultural Heritage Strategy commenced.</td>
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</tbody>
</table>

**Outcome**

Increased information and knowledge about cultural heritage in the City of Whittlesea supports Council’s work and provides improved public access and awareness.

### Objective 4.2
*Identify, protect and manage our cultural heritage places and assets.*

<table>
<thead>
<tr>
<th>Measures</th>
<th></th>
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</thead>
<tbody>
<tr>
<td>• Amendment to the Whittlesea Planning Scheme to add new places to the Heritage Overlay approved.</td>
<td></td>
</tr>
<tr>
<td>• Amendment to add a Heritage Conservation Policy to the Whittlesea Planning Scheme approved.</td>
<td></td>
</tr>
<tr>
<td>• A program to undertake Conservation Management Plans for all Council-owned heritage places commenced.</td>
<td></td>
</tr>
<tr>
<td>• Policy and guidelines to manage the acquisition of heritage places by Council approved.</td>
<td></td>
</tr>
<tr>
<td>• Feasibility study on the future activation and use of Whittlesea Courthouse and Ziebell’s Farm heritage places commenced.</td>
<td></td>
</tr>
<tr>
<td>• Annual expenditure for the care and maintenance of Council-owned heritage places.</td>
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</table>

**Outcome**

Up to date heritage policies, statutory controls, professional advice and key partnerships are utilised to ensure heritage conservation and management of significant heritage places in the City of Whittlesea, including those owned and/or managed by Council.
<table>
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<tr>
<th>Objective 4.3</th>
<th>Promote and celebrate the diverse cultural heritage of our City.</th>
</tr>
</thead>
</table>
| Measures | • Review of Council’s Cultural Heritage (Events) Program undertaken.  
• Annual support provided by Council to local organisations for cultural heritage events.  
• Mernda Rail Trail Master Plan funding secured and implementation commenced.  
• Policy and guidelines for Council’s Civic History Collection developed.  
• Place naming policy and guidelines developed.  
• Cultural heritage is incorporated in precinct plans, strategies, projects and programs as appropriate. |
| Outcome | Council and the community have a strong sense of how Whittlesea’s unique history, sense of place and diverse cultural identity contribute to building sustainable communities together. |

<table>
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<tr>
<th>Objective 4.4</th>
<th>Support heritage in our communities.</th>
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</thead>
</table>
| Measures | • Operational agreements are in place with community committees for Whittlesea Courthouse and Ziebell’s Farm.  
• Framework for a Heritage Advisory Service for owners of listed heritage places developed.  
• Annual number and value of Cultural Heritage Program Grants provided to community organisations/groups  
• Number of times Council’s communication tools promote information and access to Whittlesea’s cultural heritage to the public. |
| Outcome | The delivery of cultural heritage outcomes in our City is enhanced by the support we provide and relationships we develop with a range of stakeholders in our community. |

<table>
<thead>
<tr>
<th>Objective 4.5</th>
<th>Build capacity at the City of Whittlesea to implement the Cultural Heritage Strategy and fulfil our local government roles.</th>
</tr>
</thead>
</table>
| Measures | • A process is developed to engage with other Growth Area municipalities and planning authorities to address shared issues for heritage conservation.  
• Elected members receive current information on Council’s heritage achievements.  
• Number/value of annual training, professional advice and resources provided to staff to support/enhance delivery of Council responsibilities for heritage protection and management. |
- Annual corporate expenditure on cultural heritage programs and projects.
- Number/value of grants received to support cultural heritage outcomes.

| Outcome | Implementation of the *Cultural Heritage Strategy* increases corporate capacity to deliver Council's roles as a Provider, Facilitator and Advocate for cultural heritage outcomes in our community. |
Appendix Five

References

Heritage principles and practice guides

- Australia ICOMOS, 1999. The Australia ICOMOS Charter for the conservation of places of cultural significance (The Burra Charter), Burwood.
- Melbourne Water, Preserving and promoting our cultural heritage, Cultural Heritage Strategy 2008-2011

Strategic planning and policy documents

- City of Whittlesea Planning Scheme
- City of Whittlesea, Cultural Collection Strategy, 2008-2012
- City of Whittlesea, Draft Environmental Sustainability Strategy, 2012-2022
- City of Whittlesea Open Space Strategy
- Yarra Plenty Regional Library, Life Stories, Local and Family History Strategic Framework, 2011-2016
- City of Whittlesea, Green Wedge Management Plan 2011-2021
- City of Whittlesea, Strategic Community Plan 2025
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- City of Whittlesea, Local Conservation Strategy, 2000
- City of Whittlesea Planning Scheme, River Red Gum Protection Policy
- City of Whittlesea, John Patrick Pty Ltd, Street Tree Master Plan, 2000
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