

# AT A GLANCE...

## Our People, Culture & Place

A plan to sustain Ballarat's heritage

2017-2030 (final draft)



*Image: 'Lydiard Street, Ballarat', c1875-1938, John Henry Harvey collection, La Trobe Picture Collection, State Library of Victoria, merged with a contemporary photo by CeRDI.*





# WHAT IS HERITAGE?

“**H**eritage” in the broadest sense is that which is inherited.<sup>1</sup>

It is the legacy that contributes to what makes Ballarat’s people, culture and place distinctive today and what we value and hand on to others.

Ballarat’s heritage is natural, cultural and historical and includes:


- Aboriginal cultural heritage
- Archaeology and geomorphology
- Built and created landscape, views and landmarks
- Cultural landscapes (including living intangible elements, such as diverse traditions, cultural meanings, stories, historical events, festivals and skills)
- Geology, landform, ecology and water bodies and waterways
- Objects, images and other material culture

**Visitors’ willingness to pay to experience Ballarat’s heritage is worth \$505 million per annum** through the emerging ‘sixth pillar’ of our city’s economy – tourism.

**Heritage is Ballarat’s competitive edge** for a more diverse economy, supporting creative and cultural industries, tourism, recreation, retail, real estate and many other sectors.

**Ballarat’s citizens listed heritage as their most loved** element.

**Ballarat’s heritage assets are a ‘public good’**, contributing to our city’s culture, liveability and community wellbeing.



<sup>1</sup> Tonkin, S (n.d.) Essay: What is heritage?



# INTRODUCTION



Image: Illustration of Ballarat's distinctive skyline as seen on approach from Victoria Street/Bakery Hill, Geoff Falk for City of Ballarat.

Heritage is of critical importance to the Ballarat community and our city's future. In whole-of-city consultations, the people of Ballarat said, of all the things they value, they love Ballarat's heritage the most and want to retain it. They also told us that they want Council to show leadership to achieve their vision. *Our People, Culture & Place: A plan to sustain Ballarat's heritage 2017-2030* (the heritage plan) provides a best practice platform for making this happen. It is a living document which will continue to evolve over time as new opportunities and challenges appear. It commits us to stepping-up efforts to sustain Ballarat's heritage so that it is vibrant and celebrated into the future.

## OUR COMMITMENT

Through this plan:

- ✓ We will not just protect but constructively work to *sustain* Ballarat's heritage
- ✓ We will help deliver the Ballarat Strategy by prioritising and celebrating the elements of our city that our citizens love and value most
- ✓ We will deliver the Council Plan goals:
  - Liveability:** Making sure local people are central to our work in delivering the heritage plan
  - Prosperity:** Aligning economic, social and heritage conservation goals
  - Sustainability:** Safeguarding our heritage resources in times of rapid change
  - Accountability:** Continuing to meet and expand on our legislative responsibilities and making transparent decisions to meet our community's expectations.



# BACKGROUND

Ballarat's heritage is both a rare legacy and living resource. If conserved and harnessed positively, it will underpin our city's future. However, Ballarat faces significant challenges. There is extensive population growth projected for the city. Climate change and economic regeneration will also present new challenges that we need to respond to.

While Ballarat's story is evolving, there are things we love about our city now and don't want to lose. Heritage is top of our community's list. It is precisely because it has such high intrinsic value that it becomes vulnerable in the face of change. We need to understand what's of most value and what's most vulnerable so that we can target how we best sustain our city's heritage into the future:

- **OUR COMMUNITY TOLD US THAT THEY LOVE** Ballarat's historic streetscapes and street trees, sense of history, Lake Wendouree, views and setting, special places, parks and gardens, cultural experiences and sense of community
- **MANY THINGS MAKE HERITAGE VULNERABLE** including population growth, climate change, a changing economic future, overdevelopment and inappropriate development and demographic and cultural change. Elements such as Ballarat's sense of place, waterbodies and even the colours of Ballarat are vulnerable to these challenges.

To help make sure Ballarat's heritage is sustained into the future, we need to understand how well our current policies, practices and tools are working and what, if anything, needs to change:

- **RESULTS OF A HOLISTIC ASSESSMENT OF BALLARAT'S POLICY AND PRACTICE ENVIRONMENT** tells us that conservation in our city has resulted in a rich and highly significant historic landscape and strong sense of place but we need to better target our policies, practices and tools for more inclusive and sustainable results
- **THE CITY OF BALLARAT'S HERITAGE PRACTICE HAS EVOLVED GREATLY OVERTIME** to deliver best practice. This work provides a strong foundation to build upon for addressing future challenges.



# STRATEGIES AND ACTIONS

**How do we facilitate growth and change whilst safeguarding Ballarat's heritage, now and into the future?**

To answer this question, participatory workshops, background studies, and expert and community consultation have resulted in a plan of action in three key areas:

1. **REGENERATION**
2. **CELEBRATING AND INSPIRING WITH BALLARAT'S STORIES**
3. **MANAGING CHANGE AND SAFEGUARDING HERITAGE.**

By setting priorities, all stakeholders can work together to more effectively achieve heritage conservation goals.

## KEY PRIORITY AREA 1: REGENERATION

Regeneration is a conservation method that can bring back life, activity, relevance and function to historic places and strengthen the identity of local communities. Regeneration makes our heritage more resilient to change.

Our plan of action includes:

- **CBD Regeneration Program** delivering streetscape upgrade projects, a dedicated conservation outreach service to help people reinstate heritage features and increase use, 'how to work with heritage' guides and embedding conservation in core City of Ballarat delivered projects. Lessons learnt will inform regeneration in other areas of Ballarat (see page 30).
- **Financial and investment packages** to provide funding targeting opportunities to make conservation of the historic environment easier (see page 33).
- The **Urban Forest** initiative delivering 40% tree canopy cover for Ballarat by 2040, beginning with the city's public spaces (see page 35).
- **Cultural events and recognition programs** to help locals and visitors celebrate Ballarat's heritage and bring it to life (see page 37).



## KEY PRIORITY AREA 2: CELEBRATE AND INSPIRE WITH BALLARAT'S STORIES

Ballarat is a city gifted with the legacy of many different people, who have a vast and diverse range of stories to tell. Our local communities have told us, time and again, that there is a need to interpret these stories. Storytelling – also known as interpretation – is a valuable tool. Successful interpretation has the potential to pass on knowledge, enhance heritage experiences and inspire change in Ballarat's historic environment. It can also create employment and attract businesses and industries to Ballarat, continuing its tradition as a vibrant, thriving city for culture and creativity.

Our plan of action includes:

- **Ballarat digital knowledge base** improving online tools that help bring together dispersed knowledge about Ballarat, to provide interpretive content and design inspiration (see page 44).
- **Storytellers Network and Toolkit** delivering resources, economic partnerships and best practice tools for building the capacity of local people and businesses to do their own storytelling (see page 47).
- **Finance and incentives package** of targeted heritage grants for storytelling, research into Aboriginal cultural heritage, as well as assessments and conservation for local historical collections (see page 49).
- **One-stop-shop heritage hub** delivering digital and physical visitor pathways and support for collecting organisations, provision of community space, as well as documenting and celebrating the City of Ballarat's historical collections (see page 51).
- **Revitalised cultural tourism package** for experience-based offerings developed with key partners, drawing on Ballarat's underutilised stories, spaces and people to make the most of our heritage for locals and visitors (see page 53).
- **Creative heart** enhancing partnerships with universities and cultural institutions to build local knowledge and Ballarat's reputation as an incubator for innovation, education and creative excellence (see page 55).





## KEY PRIORITY AREA 3: MANAGING CHANGE AND SAFEGUARDING HERITAGE


Ballarat is one of the fastest growing municipalities in Victoria. Large-scale and higher density development is appearing in our city and a bigger population will require more services and infrastructure. There's a lot we can do to better inform development decisions in our city and safeguard Ballarat's heritage and identity. To help, our planning tools and practices are evolving.

Our plan of action includes:

- **Aboriginal cultural heritage planning** aiming to achieve best practice within the City of Ballarat (see page 60).
- **Local plans for local communities** aiming to safeguard the distinctiveness of local areas, provide clarity for developers about desired approaches to change, and address heritage protection gaps (see page 61).
- **Urban renewal projects** that aim to help manage transformational change in local areas in a planned way and match community aspirations with alternative uses and futures (see page 63).
- **Planning Scheme Review** to ensure the Ballarat Planning Scheme progresses current policy objectives (such as the Ballarat Strategy) and the community's vision (see page 64).
- **CBD planning package** to provide a clearer development framework to facilitate better outcomes (see page 65).
- **Digital decision making and engagement tools (e.g. 3D)** to assist planners and engage with owners, developers and local citizens (see page 67).

## IMPLEMENTING AND MONITORING THE PLAN

The methods we use for implementing this plan are critical to achieve success.

- **Three fundamental principles** guide the approach: 1) public participation, 2) comprehensive knowledge about Ballarat, and 3) vibrant partnerships and collaboration. Specific activities include developing a communications strategy, enriching Council's Heritage Advisor Committee, participating with heritage and city management networks, and supporting research.
  - **Monitoring our progress, outcomes and reporting** will occur every two years.
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# FURTHER INFORMATION

## THE PLAN:

- **Our People, Culture & Place: A plan to sustain Ballarat's heritage 2017-2030** (final draft)

## SUPPLEMENTARY MANUAL:

- **Our People, Culture & Place: A manual for people implementing the heritage plan 2017-2030**

## SUMMARY PAPERS:

- Finding...**My Township** in Our People, Culture & Place. A plan to sustain Ballarat's heritage 2017-2030
- Finding...**My Suburb** in Our People, Culture & Place. A plan to sustain Ballarat's heritage 2017-2030
- Understanding **the HUL approach** in Our People, Culture & Place. A plan to sustain Ballarat's heritage 2017-2030

## CONSULTATION PAPER:

- **What you said...** Our People, Culture & Place. A new heritage plan for Ballarat 2016-2030 (preliminary paper)

## MORE INFO?

 [www.ballarat.vic.gov.au](http://www.ballarat.vic.gov.au)

 [www.hulballarat.org.au](http://www.hulballarat.org.au)

 [www.GO-HUL.com](http://www.GO-HUL.com)



*Image: White Night Ballarat, March 2017,  
Tony Evans Photography for Visit Ballarat*