



BALLARAT
HERITAGE+DESIGN
Excellence Awards

2019 FINALIST

Nominee:

Integra Group

Category: **Communicating, Promoting
and Celebrating Heritage**

Project: **Lucas Ballarat**

The Integra Group has created a sense of place, ownership and pride through the development of the Lucas Estate. This has been achieved by weaving the story of the Lucas Girls, the names of men and women in the Avenue of Honour and the Arch of Victory, through the estates' street names, signage and specific marketing. Through this process, the Integra Group reinforces this significant part of Ballarat's history.



CRAVEN STREET

