



WARRNAMBOOL
CITY COUNCIL

WARRNAMBOOL

Heritage Strategy

Adopted by Council October 2011



2011-15

warrnambool.vic.gov.au

COUNCIL'S HERITAGE VISION STATEMENT

Warrnambool will be a regional leader in the management and promotion of cultural heritage. The rich and diverse heritage of Warrnambool, as reflected in its objects, collections, records, stories, traditions, buildings and characteristics will be a source of pride for its residents and an attractor for visitors to Warrnambool.



STRATEGY CONTEXT

The Council Plan lists the purpose, vision and values for Warrnambool City Council and includes four key strategic directions. The following excerpts from the plan are the key elements relevant to the actions and activities within the Heritage Strategy:

LEADING REGIONAL CITY

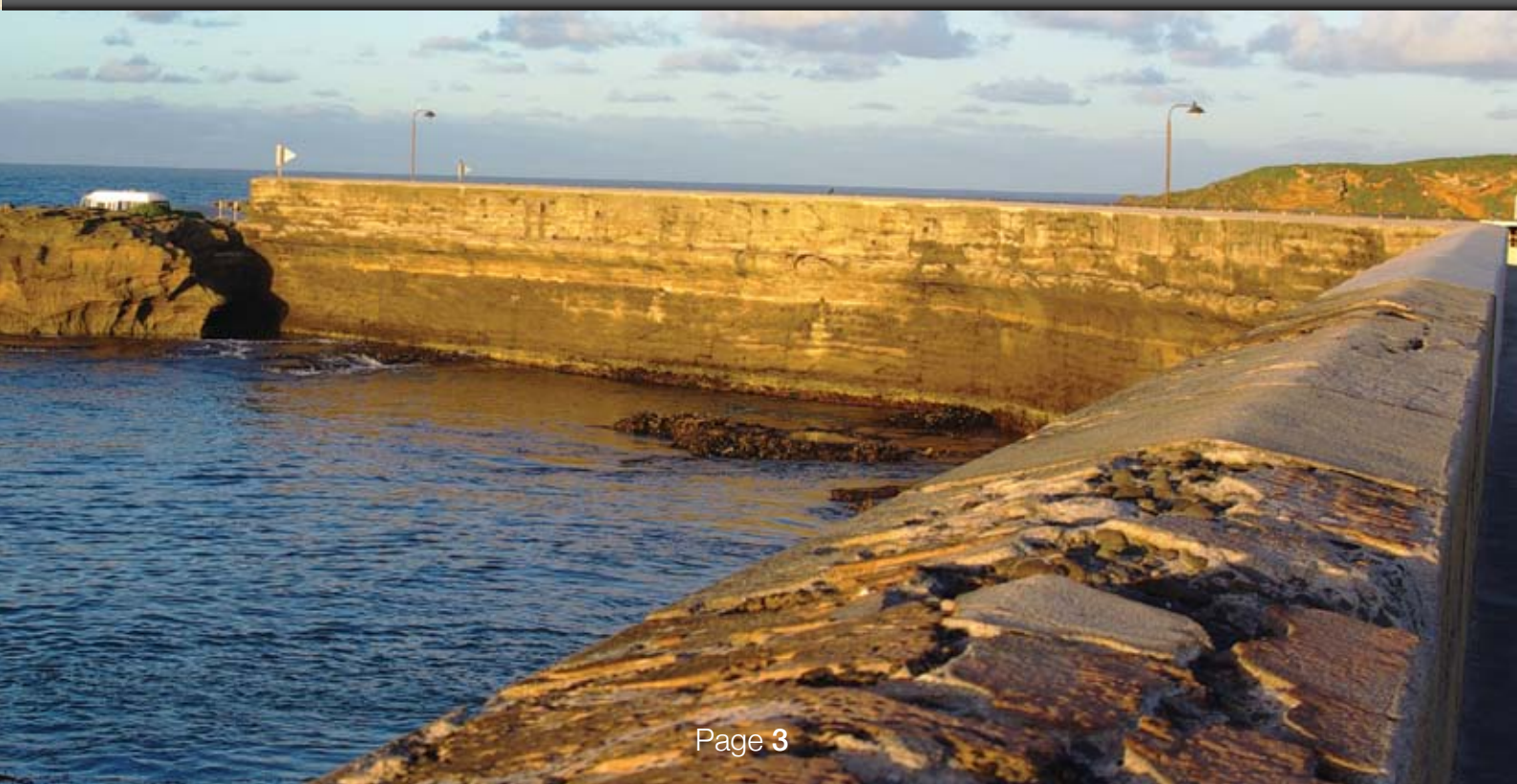
- 1.03 Enhance community engagement and transparency in all Council activities.
- 1.07 Embed risk management practices through Council.
- 1.09 Implement an accountable, sustainable budget and financial strategy.
- 1.10 Ensure adequate resources are provided to appropriately maintain and expand Council's infrastructure.

AN ENVIRONMENTALLY SUSTAINABLE CITY

- 2.02 Educate and inform our community about sustainability.
- 2.06 Create natural and open space environments in Warrnambool.

A LIVEABLE CITY

- 3.02 Develop and support cultural activities that provide opportunities to celebrate engage and participate in creative and artistic endeavours.
- 3.08 Improve access to services, information and facilities through inclusive planning.
- 3.10 Strengthen and increase volunteer participation.



A CITY OF GROWTH

- 4.01 Promote quality urban design that delivers environmental sustainability.
- 4.03 Develop a City-wide structure plan.
- 4.05 Support events that grow the economy and promote the City.
- 4.06 Deliver projects that develop Warrnambool as a dynamic and sustainable tourism destination.
- 4.07 Maintain a positive visitor experience for guests to the City.
- 4.12 Maintain a viable port facility.
- 4.13 Ensure Warrnambool's sub regional land use planning is undertaken as a basis for improved planning outcomes.
- 4.14 Strive to deliver a planning approvals system that meets the expectations of the community.
- 4.15 Create a thriving and culturally rich City Centre supported by secondary retail precincts.

THIS REFLECTS THE
WIDE RANGE OF ROLES
AND FUNCTIONS WHICH
WARRNAMBOOL CITY
COUNCIL HAS IN RELATION
TO HERITAGE, BEING:



LEGISLATIVE

Council has a statutory function to identify places of heritage significance via a heritage study in accordance with the Burra Charter. Once these places are identified a planning scheme amendment is prepared to include these sites within the Heritage Overlay of the Warrnambool Planning Scheme. Council is also required to consider aboriginal cultural heritage and archaeology in its planning process and capital works projects.

DECISION MAKER

Council is the assessor and decision maker for applications under the Warrnambool Planning Scheme.

OWNER/ MANAGER

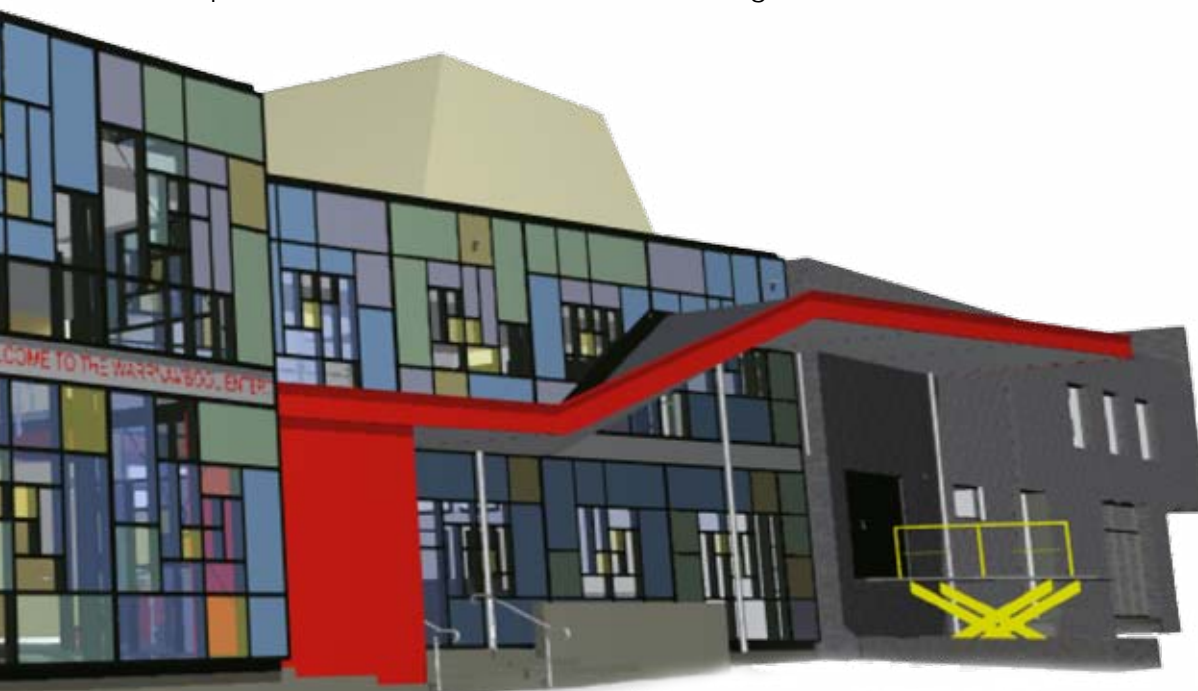
Council owns and/or manages places identified in the Heritage Overlay as well as places and objects included within the Victorian Heritage Register.

CURATORIAL

Council manages various collections of heritage value including historical material relating to its role and function; the Flagstaff Hill Maritime Museum, the Warrnambool Art Gallery and the Warrnambool Botanic Gardens.

PROMOTION

Council promotes Warrnambool's cultural heritage



HERITAGE CHALLENGES AND OPPORTUNITIES

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3.1. MANAGEMENT OF COUNCIL HERITAGE ASSETS

Council manages a range of heritage assets of state and local significance including buildings, landscapes and collections. Identifying the most efficient way to manage and enhance these assets is a challenge. There is opportunity to promote Council's curatorial activities, resources and expertise to the wider community.

3.2. MANAGING STATE HERITAGE LISTED SITES

Council manages several sites which are included on the Victorian Heritage Register. This can be a challenge in order to fund appropriate restoration and management of these items. Examples such as the Warrnambool Breakwater and Wollaston Bridge are significant infrastructure items without direct income source. Undertaking Conservation Management Plans to identify the most efficient and effective way to maintain these sites is an opportunity. Promoting the lessons learnt in effective management to the wider community is also an opportunity.



3.3. MANAGEMENT OF INTRODUCTION OF ADDITIONAL HERITAGE PROTECTION IN THE PLANNING SCHEME

Amendment C68 to the planning scheme introduces 27 heritage precinct areas. Amendment C73 proposes to include an additional 76 places. This is the largest increase in places proposed for inclusion in the Heritage Overlay since the early 1980's. There is an additional 200 places to document as well as preparation of statements of significance for places included in 1983. Ensuring that land owners understand what is significant about their property and providing appropriate guidance and assistance in the application process will be a key challenge.

3.4. ENSURING THAT GOOD URBAN DESIGN SEES NEW "HERITAGE" BEING CREATED

Heritage should not be seen as a static element. Each generation adds to Warrnambool's heritage. The opportunity is to encourage and recognise excellence in design and planning so that there are exemplars representing current development.





3.5 WARRNAMBOOL ART GALLERY

The Warrnambool Art Gallery is progressing towards Museum Accreditation Program (MAPS) and is undertaking work to research, preserve and exhibit the Indigenous Artefacts. The Art Gallery can assist Council in determining policy and procedures for collection management.

3.6. COMMUNITY EDUCATION AND UNDERSTANDING OF HERITAGE

With an increase in the number of properties within the heritage overlay comes a need to communicate why this control is required and what it means. Common perception is that a heritage overlay means internal controls, no change to an exterior and no demolition. Community education about what a heritage overlay means and building an understanding of the social and economic benefits of heritage, is both a challenge and an opportunity.

3.7. INTERPRETATION OF HERITAGE WITH THE COMMUNITY / VISITORS

Over the past decade Council has focused on the identification and protection of heritage. The information collected as part of this process provides an excellent base of knowledge for interpretive signage; guided walks or general information of interest to locals and visitors. Utilising statutory material for promotion is an opportunity, as are continued relationships with Flagstaff Hill Maritime Museum and Warrnambool Art Gallery to develop exhibitions and events that promote heritage collections and places.

3.8. DEVELOPING & ENHANCING HERITAGE BASED TOURISM

Heritage tourism is a growth sector in the Australian tourism market. Warrnambool has a range of products that with development and co-ordination could be successfully marketed to visitors. Providing information to the private sector so that they can provide high quality product (public heritage focus) is both a challenge and an opportunity. Providing easy access to heritage studies and utilising statements of significance to provide web based information on what you can see and do in Warrnambool is an opportunity.

3.9. ENGAGING THE COMMUNITY

Whilst recognised historic places such as Port Fairy, Ballarat and Burra (South Australia) have successfully developed a cohesive brand for marketing their particular form of heritage (eg Port Fairy -seaside village, Ballarat - Gold Rush Capital, Burra - first and original historic place), Warrnambool as yet has no such brand. Developing recognition and a local sense of pride regarding Warrnambool's social and built history is the first step in developing this brand. A community engagement strategy is required but is a challenge and an opportunity.

3.10. FLETCHER JONES SITE

The Fletcher Jones site is integral to Warrnambool's cultural identity. The site and its gardens are included on the Victorian Heritage Register. Council should support innovative uses for the site which fund the enhancement of its heritage values.

HERITAGE-RELATED ACHIEVEMENTS



4.1. COMPLETION OF WARRNAMBOOL HERITAGE GAP STUDY

Council commenced the Warrnambool Heritage Gap Study in 2004. Since then the following stages have been implemented:

Stage 1: Thematic Environmental History – completed.

Stage 2: Indicative List – completed.

Stage 3a: 27 heritage precincts – Amendment C68 adopted by Council

Stage 3b: Individual places (1st batch) – to be exhibited 2011.

100 of the over 2000 places identified in stage 2 are yet to be assessed. Statements of significance for places identified by the Ward Study should be undertaken.

4.2. EXHIBITION OF C68 AND PREPARATION OF HERITAGE GUIDELINES

Planning Scheme Amendment C68 was the implementation of Stage 3a of the Warrnambool Heritage Study. 27 heritage precincts were identified. The independent Panel who heard submissions on the Panel commended Council and Heritage Matters on the work and the suite of controls and guidelines included in the amendment.

Council has produced a comprehensive suite of heritage guideline information in a hard copy form. This will be further developed in an interactive web based format to improve ease of use and access to the information contained within the document.



4.3. RESTORATION OF HISTORIC CANNON CARRIAGES AT FLAGSTAFF HILL AND WARRNAMBOOL BOTANIC GARDENS

Warrnambool has cannon of state significance (object) located at two sites of state significance – Lady Bay Lighthouse Complex (Flagstaff Hill) and Warrnambool Botanic Gardens.



4.4. FLAGSTAFF HILL LIGHTHOUSE LODGE

Restoration of the 1911 Harbourmaster's cottage has been recognised through the gaining Tourism Victoria's 'Best New Development ' Award at the 2010 Victorian Tourism Awards and the "New Accommodation Development " Award at the Accommodation Association of Australia Awards in 2011. The site has also been recognised by LG Pro "Special Project Initiatives" as a leading Council project demonstrating active heritage protection.

4.5. PREPARATION OF HERITAGE STRATEGY TO GUIDE FUTURE ACTIONS

The heritage strategy has been an opportunity for all areas of Council to identify Council's wider role in heritage. It has allowed Council to identify the wide range of activities and future actions and to plan how Council will deliver the action plan over the life of the strategy.

4.6. AUSTRALIAN HERITAGE WEEK 2011

Council organised a week of events for Australian Heritage Week. This included involvement of ABC Open, Warrnambool and District Historical Society, Warrnambool Family History Group, Friends of the Warrnambool Botanic Gardens, Cheeseworld, Warrnambool Library, Warrnambool Art Gallery Flagstaff Hill and the Archie Graham Centre. A diverse range of activities including guided walks, lectures, exhibitions, tours and displays were well attended. The activities provide a vehicle for promoting the value of heritage and instilling local pride about Warrnambool's heritage in the community. This should be adopted as an annual program and opportunity.

4.7. WARRNAMBOOL ART GALLERY

The Warrnambool Art Gallery demonstrates the importance of objects and collections to our cultural identity. The Art Gallery displays a collection that describes Warrnambool over time and hosts a range of exhibitions and events that develop our knowledge and connection to the story of Warrnambool, its development over time and how the place reflects its cultural identity.

4.8. FLAGSTAFF HILL

Council is fortunate to have a facility that promotes Warrnambool's 'living heritage'. Special events such as exhibitions, school holiday programs, intrinsic heritage celebrations – such as the Australian Whale Boat Racing Championships, commemorative events as well as daily operations provide a greater understanding of Warrnambool's history and heritage and the economic benefits our cultural assets bring to the wider community.



STRATEGY ACTION PLAN 2011-2015

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KNOWING:

Four Year Action Plan Resourcing Target Date for Completion Progress/Outcome

Thematic Environmental History

Future work on specific elements – such as maritime, post WWI, significant trees or industrial may be required. Low priority until GAP study fully implemented unless issues arise.

2015 -> Basis for budget bid identified
2014-15

HERMES

Complete digitisation and inclusion of all places in HERMES database.

2011 - ongoing

Commenced

Objects and collections

Develop a Collection Policy for Council and conduct significance assessments as required Action contingent on a successful budget bid and Heritage Victoria funding.

Seek funding in 2013-14
Undertake background 'process' assessment 2012-13

Council-owned asset assessment and register

Co-ordination across departments to identify existing registers; any gaps regarding heritage audit and investigate development of a co-ordinated asset management register including heritage status.

2011/12- assessment
20120-13- implementation

Sites of archaeological potential

- Provide access to SW maritime archaeological survey;
- Promote the site assessment checklist for archaeological potential as part of the risk management stage for any council project;
- Include a clause in works contracts regarding discovery of an archaeological relic

2011/12

Major Projects

Include initial heritage assessments into risk assessments and budget bids for major projects.

2011/12 including pilot assessment.



PROTECTING:

Four Year Action Plan

Resourcing

Target Date for Completion

Progress/Outcome

Implementation of studies

Continue assessment of identified places WHGS indicative list. Statement of significance for 1983 Study places required Approximately \$100,000 required to finalise all outstanding places. Action contingent on a successful budget bid and Heritage Victoria funding.

2014-15

Of the over 2000 places identified council has an amendment in progress or planned for all WWbut 200 places and those places in the 1983 study without statements.

Adequacy of controls (mapping & content)

Mapping errors from 2001 Study have been identified. 'Fix up' proposed as part of the 3b amendment in 2010-11.

2011-12

Drafting commenced

Register of the National Estate & National Trust

Identification of any RNE & National Trust places not included in indicative list required. Undertake assessment of places without a statement of significance.

2011-12

Staff awareness of places subject to heritage assessment

Work with HR to include heritage information in induction.
Continue specific briefings to work units.
Develop and implement strategy to build understanding of council's wider role in heritage – ie not just a 'planning control'.

2011-12
Ongoing
Ongoing

Attended Infrastructure team meeting.
Heritage Strategy prepared

Heritage policy and guidelines

Heritage policy in planning scheme dates from 1983. Not reviewed until LPPF structure finalised.
Draft guidelines prepared for C68 amendment. Need implementation and augmentation post panel hearing – budget may be required. Policies include signage; paint controls; commercial; street trees.

Review 2011-12
Review 2012-13

LPPF rewrite started.
Guidelines endorsed by the C68 Panel. Budget allocation for web based guidelines for ease of access for applicants.

PROTECTING:

Four Year Action Plan

Resourcing

Target Date for Completion

Progress/Outcome

Statutory protection of Council's heritage

Gap study has assisted in the identification of many places. Significance assessment of objects outside the art gallery collection may be required.

Identify priorities 2011-12

Conservation Management Plans for Council's heritage assets

Council manages an object, a collection and owns or manages 5 places on the Victorian heritage register. Many other places, including infrastructure and street trees are within the local heritage overlay. No CMP for places are currently prepared. A CMP guides actions and can reduce overall maintenance and permit costs.

Prioritise preparation list 2011-12.
Undertake a CMP each year of the 4 year strategy

Redundant Assets Policy/Asset Transfer

Prepare in conjunction with collection policy. Should also look at loans etc.

2013-14

Heritage policy for Council-managed

Council has exhibited a guideline for heritage infrastructure and an incorporated plan for maintenance of infrastructure. More detailed work to be developed in conjunction with heritage advisor.

Ongoing

Cannon restoration

Seek financial support to implement the Conservation Management Plan to protect the cannon and gun carriages at Flagstaff Hill.

2011/12

Art Gallery

Undertake a Museum Accreditation Program (MAPS) for the Gallery

Ongoing

Research, preserve and exhibit the Indigenous Artefacts held in the Warrnambool Art Gallery Collection

Ongoing

SUPPORTING:

Four Year Action Plan

Resourcing

Target Date for Completion

Progress/Outcome

Heritage advisor

The effective time available for the service has been halved due to travel costs. Undertake a user survey as a basis to determine priority for an increased service.

Survey 2012

Heritage resources for community use

Online information has been developed as part of the C68 exhibition. Further development including linkage to the VHD and development of online delivered guidelines etc to be developed subject to budget.

Ongoing

Financial assistance program

A limited amount of loan money is available. Management or augmentation of this to match increase in places is required.

Review loans policy 2011-12. Implementation-subject to budget allocation.

Council support to local heritage organisations

Minimal. Investigate opportunities for joint projects or access to resources – in kind assistance for cataloguing; applications for funding; significance assessment and disaster planning

Investigate 2011-12

COMMUNICATING AND PROMOTING:

Four Year Action Plan

Resourcing

Target Date for Completion

Progress/Outcome

Victorian Heritage Database

Over 400 places need to be quality checked. All precincts need to be entered. This is an unbudgeted process. Develop plan to ensure this occurs so that address searchable access for the public occurs.

Ongoing



COMMUNICATING AND PROMOTING:

Four Year Action Plan

Resourcing

Target Date for Completion

Progress/Outcome

Heritage information/publications

Interpretation

Heritage is a key tourism sector / attractor. Opportunities for planning to work with community and culture as well as tourism and events to develop cultural content should be investigated. Investigation of training opportunities for tourism industry (ie Cornwall WHL site information and training for tourism operators / venues / accommodation) or heritage led regeneration (Norwich HEART).

Workshop 2011/12
Implement 2012-14

Heritage Awards

Discuss hosting South West Heritage Awards during Heritage Week in conjunction with National Trust of Victoria. Successful awards are held in Ballarat, Bass Coast, Geelong and Mornington Peninsula.

Discussions 2011 -12

Art Gallery

Continue the work of the Art Gallery in curating objects and collections that relate to the story of Warrnambool and its role in promoting our history and heritage through exhibitions and events.
Research, preserve and exhibit heritage material for the benefit of our communities -ongoing

Ongoing

Ongoing

Flagstaff Hill

Continue the work of Flagstaff Hill Maritime Museum in curating objects and collections that relate to the maritime history, its role in education and living history, and its ongoing promotion of our history and heritage through exhibitions and events.



IMAGE CREDITS

Front Cover	Lady Bay Lighthouse Complex (Flagstaff Hill) - LJ Gervasoni
Pages 2&3	Warrnambool breakwater - LJ Gervasoni
Page 4	Warrnambool Entertainment Centre Design - Williams Ross Architects
Pages 6-7	St John's Presbyterian Church Warrnambool - LJ Gervasoni
Pages 8-9	Warrnambool Railway Station - LJ Gervasoni
Pages 10-11	South West TAFE Timor Street - LJ Gervasoni
Page 12	Former Warrnambool Court House - LJ Gervasoni
Page 13	Former Fletcher Jones and Staff factory Warrnambool - LJ Gervasoni
Page 19	Warrnambool Art Gallery - Glen Watson



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