

# Strategic Directions

*These will guide the Heritage Council's work over the four years 2011/12 – 2014/15*

## ENGAGE VICTORIANS IN DISCOURSE ABOUT OUR CULTURAL HERITAGE AND ITS ENDURING CONTRIBUTION TO IDENTITY AND QUALITY OF LIFE

### ACTIONS

Lead a wider appreciation of the contribution heritage makes to community, to sustainability, to cultural identity and to the State economy.

Broaden the audience that engages with heritage.

Work with communities and learn from their knowledge and awareness of heritage.

Work with Government to build a shared understanding of heritage and its relevance in Government decision-making.



## CHAMPION AND SUPPORT EXEMPLARY HERITAGE CONSERVATION POLICY AND PRACTICE

### ACTIONS

Establish and enact exemplary heritage policies.

Proactively campaign for excellence in heritage management across Victoria's private and public sectors.

Encourage and support best practice for owners, managers and practitioners.

Identify and address gaps in the recognition and management of cultural heritage.

Ensure Victoria's heritage places benefit from good design.



## BE AN INNOVATIVE, EFFECTIVE AND RESPECTED HERITAGE COUNCIL

### ACTIONS

Develop Council's identity, role and capabilities through partnerships with community, and all levels of Government.

Build the strategic capacity of the Council's members.

Ensure a sound governance framework enables effective Council operations.

Work to ensure the Council is adequately resourced.

Advocate for creative and innovative use of heritage places.



## FULFIL STATUTORY OBLIGATIONS WITH DILIGENCE AND DETERMINATION

### ACTIONS

Deliver high quality decisions that are consistent and well informed.

Provide robust and effective advice to the Minister and Government.

Be cognisant of best practice and ensure processes are effective.



HERITAGE  
COUNCIL  
VICTORIA  
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VICTORIA

Strategic Plan  
2011 – 2015

#### HERITAGE COUNCIL OF VICTORIA

GPO Box, 2392, Melbourne, Victoria, 3001

P: (03) 8644 8800

F: (03) 8644 8811

heritage.council@dpcd.vic.gov.au

www.heritage.vic.gov.au

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# Minister's Foreword

THE HON MATTHEW GUY MLC  
MINISTER FOR PLANNING

Victorians are the beneficiaries of a rich history that has provided a legacy of distinctive cultural heritage assets across the State. These places and objects provide insight into a unique past that is deeply etched with stories of human endeavour and resourcefulness. Victoria's cultural heritage demonstrates the values, priorities and pressures that shaped our past.

While heritage is from the past, it is very much of the present and for the future. Well maintained heritage contributes to liveability, economic prosperity and sustainability. Our management of heritage assets must be carefully considered in an environment that is increasingly subject to the push and pull of growth pressures and the desire for change.

Victoria is fortunate to have a well established heritage management system that is widely considered to be at the forefront of heritage protection in Australia.

A robust and credible system has resulted in a Heritage Register of more than 2000 places and objects – this includes buildings, shipwrecks, archaeological sites, gardens, trees and movable objects. This is in addition to over 120,000 places protected by heritage overlay controls at the local level.

The Heritage Council of Victoria is charged with responsibility for protecting Victoria's cultural heritage resources, including the provision of advice to government, promoting public understanding of heritage and maintaining the Victorian Heritage Register.

I am pleased to see the development of this Strategic Plan to guide the Council's work over the next four years. The Plan communicates a considered, progressive and transparent agenda for effective heritage management across Victoria, and will ensure that Victoria's heritage continues to be a relevant and enduring part of our lives.

# Chair's Foreword

DARYL JACKSON, AO  
CHAIR, HERITAGE COUNCIL OF VICTORIA

Victoria's cultural heritage resonates with life and contemporary context; it exists as the backbone to the identity of our cities, towns and rural places, indelibly forming part of how we define ourselves and the world around us. Heritage means a range of things to different individuals and groups. Heritage places and areas distinguish community identity; a register of historic continuity connecting past and present to help create a strong sense of place in both established cities and growth areas. The value of heritage is demonstrated by the public's interest in and commitment to Indigenous, historic and natural heritage places and objects.

In developing this Strategic Plan, the Heritage Council aims to improve the connections between Victorians and their heritage resources. The Council will work with communities, business and all levels of government to ensure that the true value of heritage can be realised through innovative approaches to re-use; to inform conversations about the role of heritage in our daily lives; to demonstrate good heritage practice; and to advocate proactive approaches to heritage management and decision making.

This Plan is a living document to be reviewed throughout its four year lifespan to ensure its strategic directions and actions remain relevant.

The Council looks forward to working with all Victorians to ensure the State's cultural heritage is managed now and into the future.



# Who we are

The Heritage Council of Victoria is an independent statutory authority established as the Victorian Government's primary decision-making body on the identification of places and objects of (non-Indigenous) cultural heritage significance to the State of Victoria. The Council lists places and objects of state-wide cultural heritage significance in the Victorian Heritage Register, and hears appeals on registration matters, and permits and conditions issued by the Heritage Victoria Executive Director. Made up of 10 Members and 10 Alternate Members, Heritage Council draws on a wide range of professional disciplines and organisations.

The Functions of the Heritage Council are set out in Section 8 of the *Heritage Act 1995*.

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## VISION

*Victoria's diverse cultural heritage is understood and valued as integral to our lives and to future generations.*

## MISSION

*To lead in the recognition and conservation of Victoria's cultural heritage.*

## VALUES

The Heritage Council values Victoria's heritage as an asset to be enjoyed and appreciated by all, as an expression of our history and culture.

We are committed to providing opportunities for people to engage with and understand Victoria's heritage, now and into the future.

We value the knowledge others bring to heritage conservation, and encourage the sharing of experiences and information.

We will continue to cultivate the development of our own skills and resources, and advocate for best practice heritage management across the State to ensure the longevity of our precious heritage resources.

We value the exploration of new approaches to ensure a sustainable future for Victoria's unique cultural heritage.

We have respect for the responsibilities conferred upon us and will endeavour to fulfil our obligations in the most efficient and effective manner.