# Template FOR INPUT INTO THE

**AUSTRALIAN HERITAGE STRATEGY**

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| Overview  This template should be used to provide comments on the content of the Australian Heritage Strategy. | |
| Contact Details | |
| **Name of Organisation:** | Blue Mountains Association of Cultural Heritage Organisations Inc |
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| **Date:** | 9 June 2014 |
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| Questions  Please add your comments for some or all of the questions provided with the Strategy’s three high level themes below. If you have other information you wish to provide, please add this in the “Other comments” field. | |
| 1. **Improve National Leadership**   What are the most important things the Australian Government should be doing to offer leadership in heritage?  How can the Australian Government provide guidance and support for our national heritage—while still empowering other government, industry and community members to take responsibility and get involved?  What priority areas are important to you, your organisation or group?  What practical actions would you suggest to improve national heritage leadership? | |
| **b. Capture a representative National Heritage List**  I feel this is the best option for improving National Leadership | |
| 1. **Pursue Innovative Partnerships**   What partnerships are most needed within the heritage sector?  What heritage roles and responsibilities should be led by governments, peak heritage organisations or community groups in the 21st century?  How should resources be shared through heritage partnerships to ensure the greatest return on agreed priorities?  Can you provide examples of successful innovative partnerships you or your organisation have established? | |
| c. Innovative funding, resource sharing and creative partnerships  and  I think the Federation of Australian Historical Societies should receive support over the next three years to strengthen engagement with and support for local community heritage groups.  d. Foster greater collaboration between heritage and tourism sectors  I also agree with encouraging local and regional communities, through the new Community Heritage and Icons Programme, to promote and tell the stories of their local heritage and to explore linkages with local tourism bodies to further promote these heritage experiences.  Collaboration between the Indigenous Nations, historical societies, heritage organisations, Local Councils, commercial businesses, State Government, Federal Government and the Blue Mountains, Lithgow, Oberon Tourism (BMLOT) was achieved with the commemoration of the Crossings of the Blue Mountains. | |
| 1. **Enable encourage communities to understand and care for their heritage**   What should the Australian heritage sector be doing to help the Australian community better engage in heritage activities?  How can a shared understanding of our national heritage be developed and best celebrated together?  Do you have any examples of activities that have been successful in promoting local heritage to a broader audience?  What is the role of technology and new media in providing greater community access to heritage? | |
| **a. Creating incentives to care for our heritage**  Encourage additional support from other government agencies and private heritage organisations to add value to worthwhile conservation projects.  **b. Promoting greater knowledge and engagement with our heritage**  Enhance Australia’s Community Heritage web site to allow greater public interaction, allowing them to share their heritage stories.  Encourage grant recipients to publish their project success stories on the Australia’s Community Heritage web site.  Enhance the National Heritage web site to include a competition that allows people to nominate their best loved Australian heritage place or icon.  The Commemorations of the Crossings of the Blue Mountains 2013 – 2015 (ongoing) is an example of a project that has promoted local heritage to a broader audience.  Technology and media plays a big part in providing community access to heritage. For example Blue Mountains Association of Cultural Heritage Organisations (BMACHO) has a Facebook page. Each week we post a photograph from the collections of Local Studies Blue Mountains Libraries, Local Studies Lithgow City Council Library and Kurrajong Comleroy Historical Society. Each month we have a different theme. This month is architecture. We get a tremendous response to the photos. | |
| **Other comments** | |
| Issues/Opportunities  Opportunities for alternate funding range from established practices such as philanthropic support to social media led crowd-funding approaches. Existing models include State Lottery funding in Western Australia and the Sydney Opera House’s recent sale of virtual tiles. These and other approaches can better be explored and implemented through cooperative partnerships.  I have always thought that government, should investigate holding a heritage lottery, similar to the Opera House Lottery that raised money to build the Sydney Opera House and use it to fund heritage projects, education, training, etc. Australians will always have a gamble and the money would go to good use.  **I wholeheartedly agree with the following**:   1. d. Foster greater collaboration between heritage and tourism sectors 2. As well as providing a sense of place and providing context and continuity to our daily lives, heritage places and stories are increasingly recognised as an important driver of national and regional economies. Australia has many heritage listed destinations that both domestic and international tourists travel long distances to see. While many places draw crowds because of spectacular and iconic landscapes, tourists increasingly want a richer experience. 3. Tourism research suggests that cultural visitors stay longer and spend more than other visitors. Culture and heritage play a critical role in global cities, and make an important contribution to regional and state economies. Recently it has been estimated that the Sydney Opera House, a World Heritage site, is worth over $4bn to the Australian economy. However growth in cultural tourism has shown that travellers want more, including greater understanding of our Indigenous cultural heritage….and so they should! | |