From: Simon Woodley [simon@magwood.com.au]

Sent: Wednesday, 26 February 2014 12:39 AM

Subject: Australian Heritage Strategy

Categories: Important date

Dear Anthony

At the AWHAC teleconference on 13 February I agreed to provide some words

around outcomes for the Strategy, consistent with its purpose as a framework

for guidance. Sorry for the delay - I have been away from Perth chairing the

first meeting of the Ningaloo Committee

I support the current Strategy outline with the inclusion of the suggestions

made on 13 Feb -e.g. goals around knowledge brokering and information sharing.

The thoughts I had about outcomes concern questions such as "how will we know

that what we have done has worked?"; "what will have changed because of the

Strategy". Some broad indicator areas could be:

1. changes in understanding and awareness of heritage values and issues (e.g.

by communities, politicians, stakeholders, antagonists, media) 2. changes in

behaviour of groups and individuals towards heritage sites and values (as

above). I mean positive behaviour (e.g. more community ownership, pride,

respect) although it would also be important to know whether attitudes are

becoming more negative 3. better recognition of heritage sites and values

expressed by e.g. voluntary support and more funding for research, education,

interpretation.

4.development of common values and shared goals by groups and influential

leaders who initially may have been antagonists in the debates about listing

of sites or recognition of cultural heritage 5. greater acceptance of and

support for cultural heritage vis a vis built heritage 6. greater cooperation

and coordination between groups responsible for heritage protection and

presentation

These are the areas that occurred to me - there will no doubt be more.

Developing indicators to measure these changes is much more difficult and

beyond the scope of this modest email.

Hope that helps - let me know if anything is unclear.

cheers

Simon Woodley

Chair

Ningaloo Coast World Heritage

Advisory Committee