

Heritage Strategy

Stage 1 Consultation – Summary Report

Through February to April 2016, the City of Casey conducted community consultation to gather feedback from residents on how Council should respond to and manage its local heritage.

This report is a summary of what the community felt was important and what they wanted from Council and its new Heritage Strategy.

How were people engaged?

The community was engaged in the following ways:

- » Online, with a specific *Heritage Strategy* consultation website created via Casey Conversations. This included a quick poll, four surveys, an interactive map, frequently asked questions and downloadable photos and documents.
- » In person, with Council officers attending the Farmers' Market at the Berwick Old Cheese Factory in March. One short survey was conducted.

How many people were engaged?

There were numerous methods of engagement, and key numbers are as follows:

- » The Casey Conversations website attracted 398 total website visits from February to April 2016.
- » There were a total of 98 submissions across the four surveys and 21 entries to the quick poll.
- » Numerous people were kept informed, with 30 participants reading the frequently asked questions, 28 viewing photos and 14 downloading key documents.
- » A total of 48 people completed in-person surveys at the Old Cheese Factory, Berwick.

What did we learn?

The key learnings of the Stage 1 consultation are as follows:

- » With 96% of respondents agreeing, it is clear that the community considers heritage to be an important part of the community and by some is considered to be the 'building block' of our culture.
- » Heritage means different things to different people. To some, it is the physical buildings, to others it's the natural landscape, and to others it is the memories or stories from our past.
- » This is further emphasised by the diverse responses to what types of heritage respondents feel is most significant, with near even numbers voting for avenues of honour, homesteads and war memorials. There was, however, a slight emphasis on farming homesteads and significant trees in particular, if Casey were to commit to further heritage studies.
- » There is a general lack of understanding of how much heritage Casey has, with more than 70% of respondents surprised that the municipality has over 180 individually listed places.
- » The surveys identified that approximately 44% of residents feel well informed about local heritage, and this is substantiated by 48% correctly identifying the Casey heritage property from four options.
- » There are, however, a large number of residents who feel it is important to know about their local heritage but do not feel well educated.
- » There are four clear preferences identified by respondents as to how Casey could better educate and engage the community: the internet, newspapers, community events and through schools.
- » Respondents were unanimous in support of adaptive reuse of heritage properties where it is necessary to support its long term viability, and cited numerous positive examples of this.
- » There is some awareness of the support Casey offers to owners of heritage properties but this could be improved. More regular and more detailed guidance to owners would be of assistance.

What did people have to say?

The consultation results are divided into four key aspects:

- » General, Education, Protection, Assistance

General

1) We wanted to know what heritage means to our community. Common themes included:

a special piece of history ... nostalgia ... meaningful and sentimental

learning about the past ... provide information regarding occupation by past generations

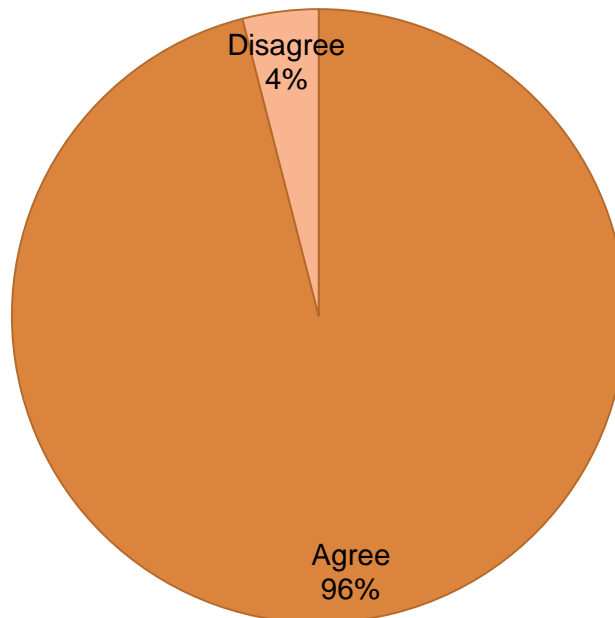
beautiful landscapes ... natural beauty

preservation for future generations ... memories from older generations

building blocks of culture ... cultural quirks that increase uniqueness and attachment

2) We wanted to know if people value the heritage in their community. We asked:

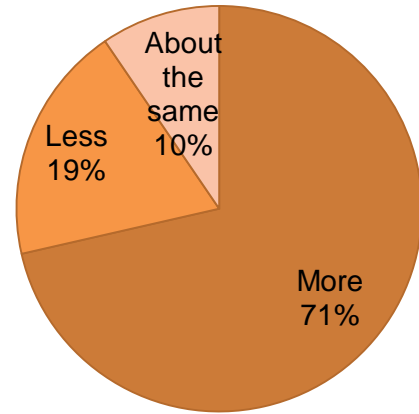
"I believe that heritage places are an important part of my community."



Education

- 1) We wanted to know whether people were aware of the vast amounts of heritage in Casey. We asked:

“Casey has more than 180 individually listed heritage places. Is this more or less than you thought?”



- 2) We wanted to know whether the community would recognise one of Casey’s most prominent heritage buildings when put up against heritage buildings across Victoria. We showed four options and asked people to tell us which one was in Casey. They voted as follows:

“The places in the image above are considered to be of heritage significance. Which of the options above has the most significance to you?”

Option A



Option B



Option C



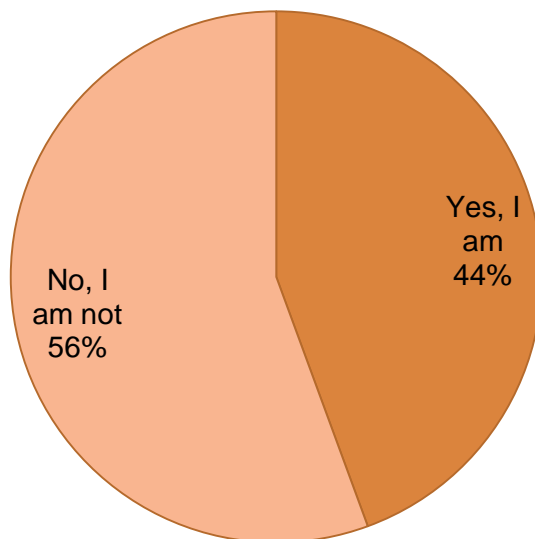
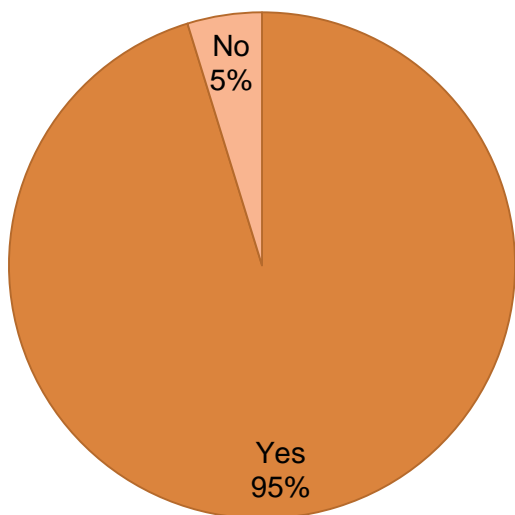
Option D



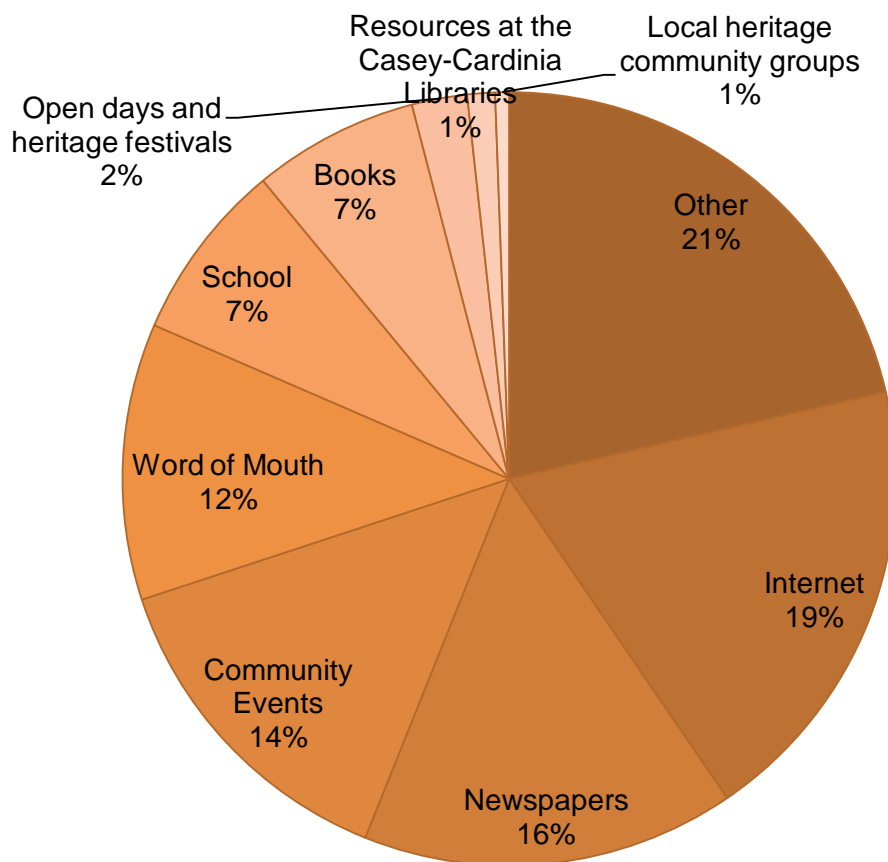
3) We wanted to know whether people thought knowledge of their local heritage was important and whether they felt they were well informed about the history and heritage of their local community. They responded as follows:

“I believe it is important to understand the history of where I live?”

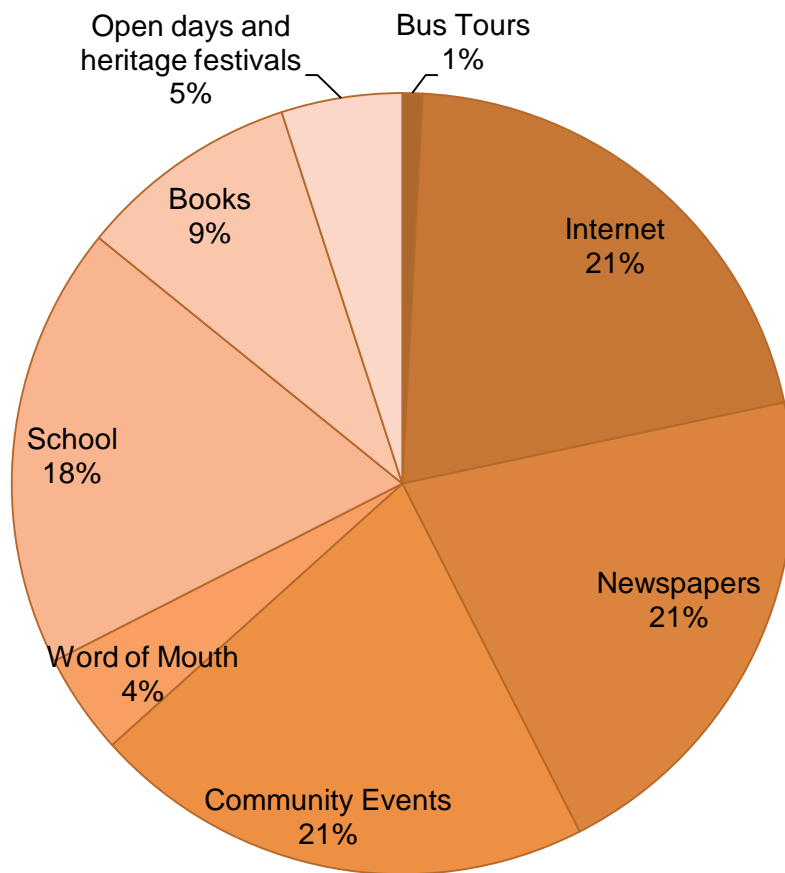
“I believe I am well informed about the history of my community.”



4) We wanted to know what sources people typically use to learn about the history and heritage of their community. They responded as follows:



5) We wanted to know if the community had a preference for what kind of media Casey should focus most on in order to better engage and educate the community about our local heritage. They responded as follows:



Protection

- 1) We wanted to know if there are specific types of heritage that are of most importance to the community. We showed six options and asked people to tell us which have the most significance to them. They voted as follows:

“The places above area all significant buildings that are protected under the Victorian Heritage Register. Which one is located within the City of Casey?”

Option A – Cranbourne Avenue of Honour



Option B – Melrose Homestead, Harkaway



Option C – Berwick War Memorial



Option D – Former St John the Evangelist Church of England, Cranbourne

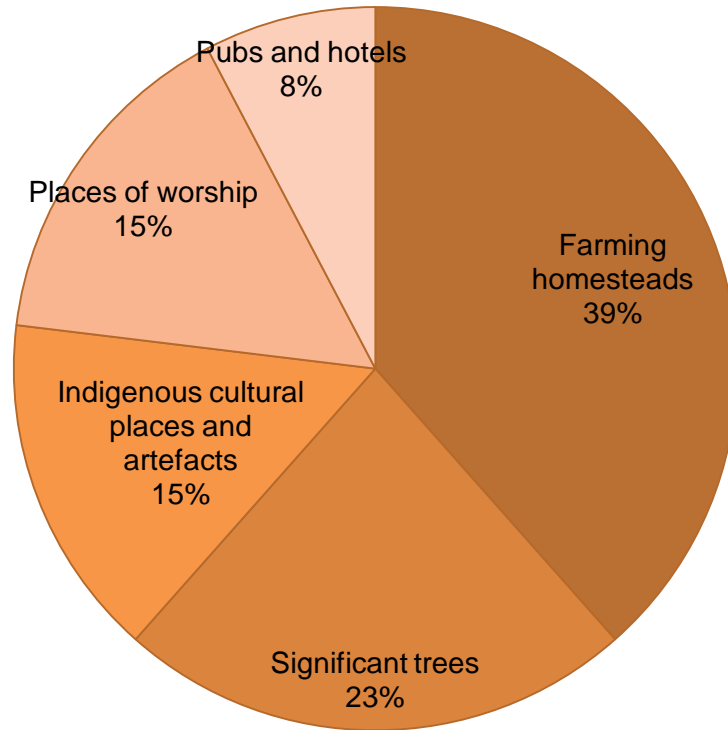


Option E – St Germain's Homestead, Clyde



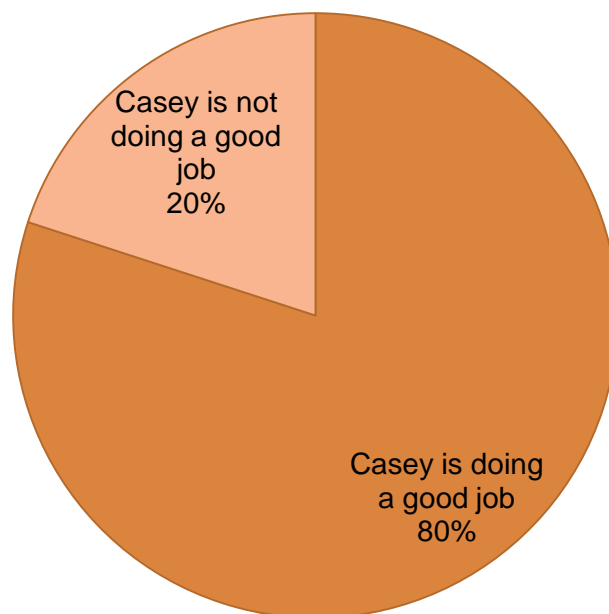
2) As above, we wanted to know if there are specific types of heritage that are of most importance to the community. We asked:

If Casey were looking to protect more of our heritage through the Casey Planning Scheme, what types of heritage should we put our efforts into?



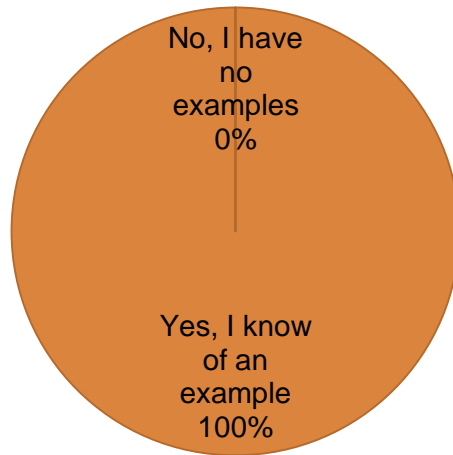
3) We wanted to know whether the community thinks Casey is doing a good job of protecting our most significant heritage places. They responded as follows:

"I think that Casey does a good job of protecting our most significant heritage places."



4) We wanted to know whether the community supported the adaptation of heritage properties to an alternative use in order to make long-term preservation more financially sustainable. They responded as follows:

“In some cases, it may be more sustainable for a heritage property to be preserved long term by adapting it from its original use (e.g. a house being converted into a revenue-bringing café or a factory being converted into apartments). Can you think of a positive example of this happening?”



5) Examples within the City of Casey included:

Clover Cottage, Berwick

Berwick Courthouse

Myuna Farm buildings

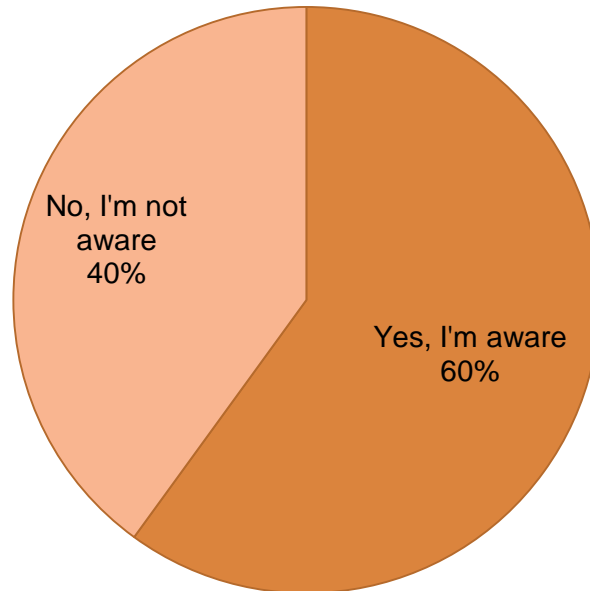
Rowan Park

Pioneers Park – former primary school site

Assistance

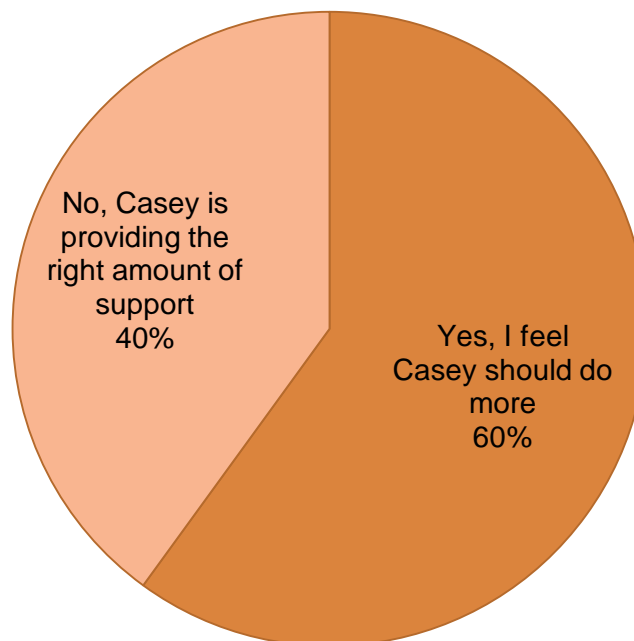
- 1) We wanted to know whether the community were aware that Casey offers *Heritage Grants* to offer financial assistance to owners of heritage properties. They responded as follows:

"I am aware that Casey offers a Heritage Grants program to offer financial assistance to owners of heritage properties."



- 2) We wanted to know whether the community feels Casey is doing enough to assist owners of heritage properties. They responded as follows:

"I feel that Casey should do more to assist the owners of heritage properties."



3) For those who felt Casey could do more, we wanted to know what we could do better. Answers included:

reduction of Council rates for heritage owners

offer more regular guidance on how to maintain and restore heritage assets

provide free advice on heritage and what alterations may be allowed

increase pool of funds for heritage grants

Contact City of Casey

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