



GREATER SHEPPARTON CITY COUNCIL
HERITAGE STRATEGY 2019

Conversation Report
August 2019



GREATER
SHEPPARTON

Background

In late 2014, Council received grant funding from the Rural Council Planning Flying Squad to assist in the preparation of a heritage strategy, to support the fulfilment of its heritage obligations under the *Planning and Environment Act 1987*, the State Planning Policy Framework, and the *Aboriginal Heritage Act 2006*.

The *Draft Heritage Strategy 2015* consolidated Council's on-going commitment to heritage-related activities, which in previous years had included:

- the preparation of the *City of Greater Shepparton Heritage Study: Stage I (2001), Stage II (2004)* including the *Thematic Environmental History*, and *Stage IIB (2013)*;
- the implementation of planning scheme amendments in 2007 and 2012, which applied heritage controls to sites recommended in the studies and introduced the *Greater Shepparton Heritage Incorporated Plan 2013*;
- the establishment of the Heritage Advisory Committee (HAC) in 2011, whose membership encompasses representatives from a wide range of geographical areas within the municipality, and the Yorta Yorta Nation Aboriginal Corporation and Bangerang Cultural Centre; and
- the establishment of the biennial Greater Shepparton Cultural Heritage Awards.

It also identified a number of gaps in the management and protection of heritage places within the City of Greater Shepparton, which have since been addressed:

- completion of the *Greater Shepparton Heritage Study Stage IIC* in 2017;
- implementation of Planning Scheme Amendment C204 (2018), applying temporary heritage controls over sites identified in the study

and updating the *Greater Shepparton Heritage Incorporated Plan 2018*;

- preparation of Planning Scheme Amendment C205, currently in progress to confirm permanent controls to these places;
- submission of Council's heritage data to Heritage Victoria's database, enabling wider dissemination and understanding; and
- establishment of the Heritage Advisory Service to assist residents with management of cultural heritage places.

With these foundations in place, Council officers and the Heritage Advisory Committee revised the Draft Strategy in 2019, outlining actions to enhance the protection of heritage sites in the City of Greater Shepparton over the next four years. The updates also reflect changes to the external policy context, such as those enacted in the Victoria Planning Provisions in 2018.



Community Engagement

At the Ordinary Council Meeting held on 16 July 2019, Council authorised the Draft Greater Shepparton Heritage Strategy 2019 for exhibition from 19 July 2019 to 26 August 2019.

The Strategy was uploaded to Council's website, and made available in hard copy in the foyer of Council's offices in Welsford Street. Invitations to provide feedback were sent to historical groups within the municipality as well as state heritage advocacy organisations.

Submissions were invited via an online submission form, by email, and by post.

Who did we hear from?

A total of 6 submissions were received by Council during the public consultation process:

- 2 submissions from individuals
- 2 submissions from heritage organisations
- 2 submissions that referred to Amendment C205, which was on exhibition at the same time as the Strategy. These submissions were redirected for consideration in the Amendment process.

Consideration of Feedback

The following table collates the feedback received regarding the Draft Heritage Strategy 2019, including Council's responses (note that some feedback has been summarised to enhance readability):



Submission #:	Feedback:	Response:
1	<p>Shepparton does not have the architectural abundance of our goldfield neighbours, but the few remaining buildings should be saved, especially after the loss of the Post Office in the 1970s. Please do something to save these buildings.</p> <p>Our prominent buildings such as the Shepparton Hotel and Mooroopna Hospital should not be allowed to crumble in front of our eyes. Visitors notice the sad state of two prominent heritage multi-storey buildings on the way through town.</p>	<p>The Heritage Overlay is Council's primary means of guiding development on sites of heritage significance. Unfortunately, Council cannot determine when development is undertaken, and cannot require private property owners to complete conservation works. The Heritage Council of Victoria is able to issue an Interim Protection Order if it or its Executive Director forms the opinion that the place or object may have a <i>prima facie</i> case for inclusion on the Victorian Heritage Register and is under immediate or imminent threat of damage or destruction that may detrimentally affect the cultural heritage significance of that place or object.</p> <p>The <i>Draft Heritage Strategy 2019</i> aims to promote knowledge and understanding of the value of heritage sites to the community to support preservation and conservation of significant sites.</p> <p>Both the Shepparton Hotel and Mooroopna Hospital are privately owned. As outlined above, Council cannot determine when development is undertaken, and cannot require owners to complete conservation works.</p>
2	I'm a proud Yorta Yorta man, and I would like to help with Aboriginal cultural display, etc.	Council officers acknowledge this submission.
5	The Katandra and District History Group Inc. would like the Katandra West Hall 1928 to be listed as an example of Criterion D (page 30). This hall has heritage listing and is currently under renovation by Greater Shepparton City Council.	Appendix A contains local examples to illustrate the HERCON criteria. The Katandra West Hall can be included as an example of Criterion D.

	The Katandra and District History Group Inc. would like the Katandra West Hall 1928 removed from the list of options of possible locations for public access to local histories (page 28).	The Katandra West Hall can be removed from the list of options on page 28.
	The Katandra and District History Group Inc. would like to express their appreciation of the Katandra West Primary School's 1928 building being included in the document under Criterion G (page 31). In the past there has been a feeling that Katandra West was frequently overlooked in Council documents.	Council officers acknowledge this submission.
6	A: The National Trust of Australia (Victoria) has been impressed by Council's recent work to increase its commitment to heritage across the municipality, particularly following the formation of the Greater Shepparton Heritage Advisory Committee. The National Trust views these activities as complementing the strategic work currently being undertaken by Council to raise the profile of heritage throughout the region.	Council officers acknowledge this submission.
	B: We commend the City of Greater Shepparton for progressing the inaugural Heritage Strategy which focuses on 'ensuring that the City of Greater Shepparton has strong foundations in place to ensure the conservation and protection of its heritage places, enabling the community to access and connect to heritage, and participate in expanding our knowledge' (p8).	Council officers acknowledge this submission.
	C: The National Trust are pleased that Council has identified 'significant 20 th century places' as a gap priority in progressing further research and protection into the future, which is in line with the strategic work our organisation is currently undertaking. We encourage Council officers to monitor development impacts relating to significant places that fall within this period but are yet	Council officers acknowledge and note the contents of this submission. Following the resolution of Amendment C205, which is currently underway, Council officers expect to initiate further Heritage Studies to explore potential for the application of statutory protection to significant 20 th century places and objects.

	<p>to receive statutory protection, and to undertake community education regarding the significance of 20th century places and objects.</p>	
	<p>D: We are pleased to see a key opportunity identified in the strategy is to engage with the Aboriginal community ‘for the protection of tangible and intangible cultural heritage assets’ (p17).</p> <p>We suggest that the reference to ‘20th century’ is removed to broaden the scope of this commitment to identifying, protecting and celebrating significant Aboriginal cultural heritage sites, and to include more explicit wording that this action will be undertaken in consultation and collaboration with the Aboriginal community.</p>	<p>Council officers acknowledge and note the contents of this submission.</p> <p>The reference to ‘20th century’ can be removed from the scope of the project, and more explicit wording that this action will be undertaken in consultation and collaboration with the Aboriginal community can be included.</p>
	<p>E: We support the provision of additional funding and/or resources to the Bangerang Cultural Centre, particularly to support the Traditional Owners that manage the site and to increase community engagement with the site and its collection.</p> <p>Overall, we commend the leadership by Council in the identification of both Aboriginal and non-Aboriginal cultural heritage values in the Heritage Strategy for recognition, protection and celebration, reflecting the shared values present throughout the region.</p>	<p>Council officers acknowledge and note the contents of this submission.</p> <p>Council monitors funding and grant opportunities for local heritage groups and services, advising of opportunities as they arise.</p>
	<p>F: To support the action to ‘increase/capture opportunities to promote heritage related events and projects’ (p28), we would welcome the inclusion of an additional action to become involved in the annual National Trust Australian Heritage Festival, held every year in April and May.</p>	<p>An action to explore opportunities to become involved in the National Trust Australian Heritage Festival can be included in the Strategy.</p>

	<p>G: We recommend that the Strategy identifies which specific department/s within Council will be responsible for ensuring the implementation of the strategy.</p> <p>We also recommend that a department should be identified with the responsibility to advocate for yearly budget allocation to ensure that all actions can be appropriately funded.</p>	<p>Council officers in the Building and Planning Department have primary responsibility for administrative support of the Heritage Advisory Committee, and largely take the lead on heritage-related matters. Post-exhibition discussions have been held with the Heritage Advisory Committee and other Council departments to address this comment – see below.</p>
	<p>H: We support the intention to undertake an annual assessment that details how actions within the strategy have been implemented and recommend that Council officers commit to ongoing and meaningful consultation with stakeholders and the community with regard to the actions documented in the plan.</p>	<p>Council officers acknowledge and note the contents of this submission.</p> <p>Council is currently undertaking a revision of the Greater Shepparton Community Engagement Strategy 2009. Once completed, the Strategy will guide Council’s consultation in regard to the actions documented in the Action Plan 2019-2023.</p>
	<p>J: The National Trust strongly supports the adoption of the Draft Greater Shepparton Heritage Strategy 2019, noting some suggested amendments put forward in our submission, and we commend Council for undertaking this work.</p>	<p>Council officers acknowledge this submission.</p>

Amendments to the Strategy

The Draft Heritage Strategy will be amended to reflect the comments above.

In response to Comment 6G, the allocation of responsibilities and resources has been discussed further, both within Council, and with the Heritage Advisory Committee. In order to maximise efficient use of limited resources, some actions will be prioritised and others held over until the Strategy is reviewed in 2023.



Next Steps

The Strategy will be prepared for final publication.

The finalised Strategy and this Conversation Report will be tabled for consideration at an Ordinary Council Meeting

Following Council adoption, the actions in the Strategy will be implemented.

Acknowledgements

We, Greater Shepparton City Council, acknowledge the Traditional Owners of the land which now comprises Greater Shepparton. We pay respect to their tribal Elders, we celebrate their continuing culture and we acknowledge the memory of their ancestors.

The contribution and assistance of the Greater Shepparton Heritage Advisory Committee in developing the *Draft Greater Shepparton Heritage Strategy 2019* is gratefully acknowledged.