

MOORABOOL SHIRE COUNCIL
**HERITAGE
STRATEGY**
2024-2028



Moorabool
Shire Council

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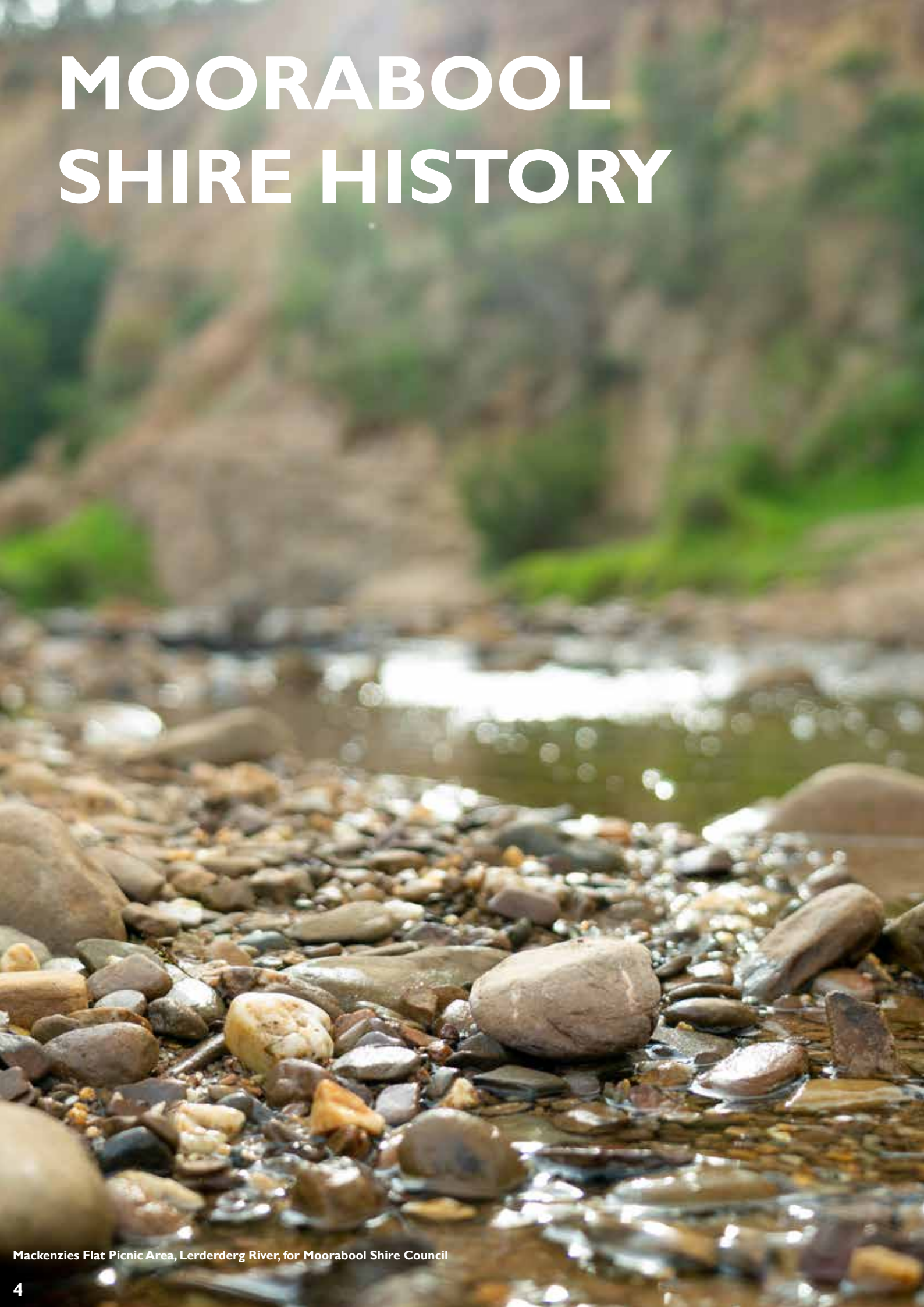
AUGUST 2024

Council respectfully acknowledges the Traditional Owners of the land which includes the Wurundjeri Woi Wurrung, Wadawurrung and Dja Dja Wurrung people. We pay our respects to the Elders past, present and emerging.



Aunty Kim Wandin and Christine Joy, Binak Biik, 2023
Bronze, basalt rocks and indigenous plants, with support from Sculpture Co. and Ben Courtice
Telford Park, Darley

MOORABOOL SHIRE HISTORY



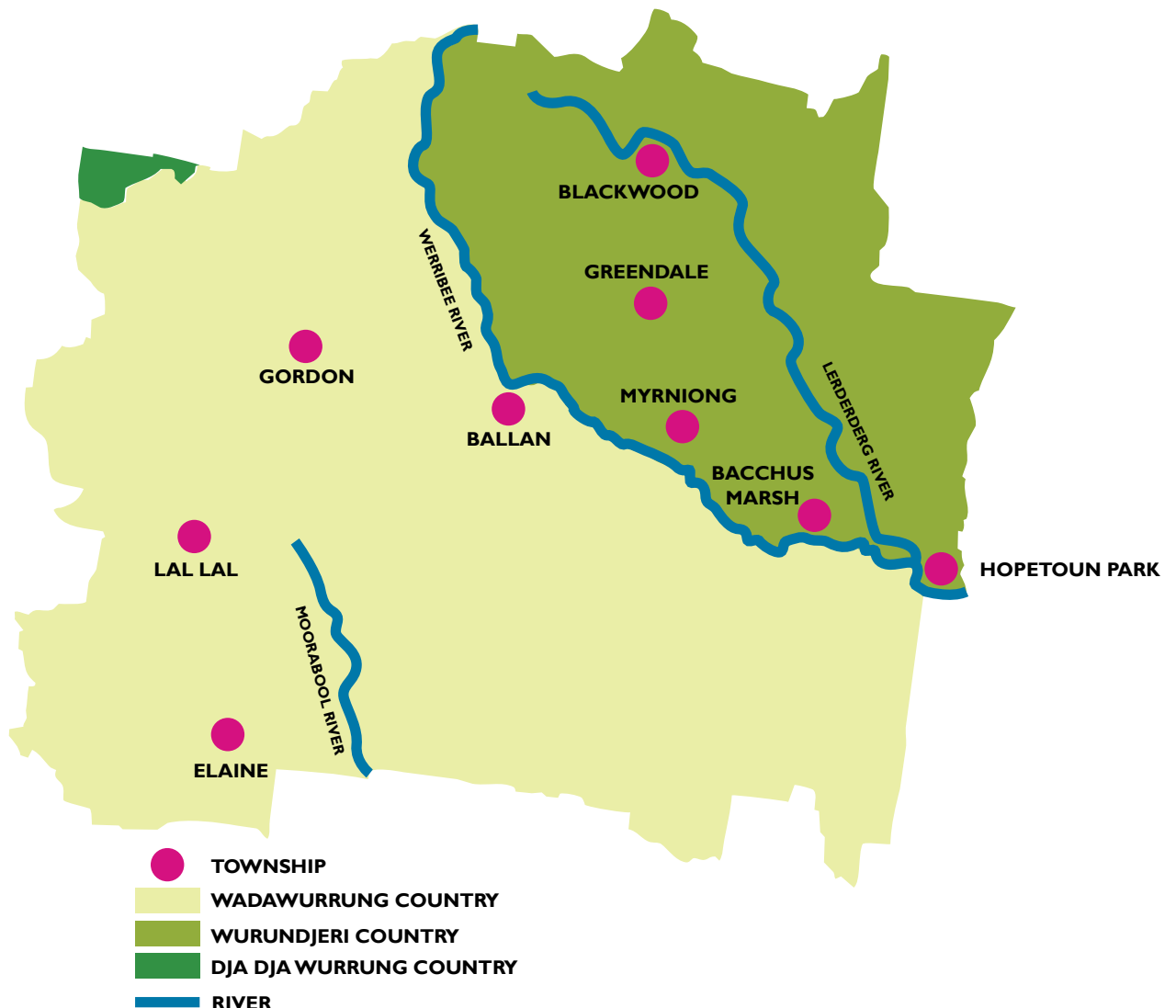
FIRST PEOPLES CUSTODIANSHIP AND COUNTRY

First Peoples forged their connections with the area now known as Moorabool Shire deep in time, at least 60,000 years ago. Moorabool takes its name from the nocturnal Stone-curlew bird that lives by the river, meaning ‘Monster’ in Wadawurrung traditional language.¹ At nighttime, the bird lets out a high-pitched cry, which the Wadawurrung would use as a warning sign for children nearing too close to the river in the dark.

Prior to European settlement, the central portion of what is now the State of Victoria was occupied by five Aboriginal communities who shared some common language, as well as political, social, religious and economic affiliations. They identified themselves as members of the great Kulin Nation.

Three of these groups today make up Moorabool Shire’s Traditional Owners, being the Wurundjeri, Wadawurrung and Dja Dja Wurrung peoples.² As part of the Kulin Nation, these communities moved seasonally across approximately two million hectares of land, forging important relationships between clans, landscapes, sites and resources.

Oral traditions provide that Kulin peoples and their lands, waterways, animals and plants were created by the all-powerful Bunjil spirit, which took the form of a wedge-tailed eagle.³ Of particular spiritual importance within Moorabool is Lal Lal Falls, known as ‘the resting place of Bunjil’.⁴





RICH IN NATURAL RESOURCES

Across the Shire's diverse mix of mountain and forested ranges, open volcanic plains and elevated landforms, run the branches and tributaries of the Moorabool, Werribee and Lerderderg Rivers. These waterways provide for rugged gorges, steep ravines and rocky outcrops in areas including the well-known Lal Lal and Moorabool Falls, which have been places of public recreation since the 19th century, and of spiritual significance to the Kulin Nation for thousands of years.⁷

The Shire's network of rivers, gorges, and sunk lands facilitated the construction of various water reservoirs, weirs, and irrigation dams that supported population expansion, many of which are still in use today. More than 74% of Moorabool Shire comprises water catchments, State Forests, State Parks and National Parks.

Below ground, Moorabool Shire contains deposits of geologically significant resources such as sand, iron ore, brown coal, and gold. Whilst coal mining is on the decline, the Shire's quarries continue to produce aggregate resources which contribute significantly to Melbourne and Victoria's construction industries.

Traditional Owner connections to Moorabool Shire remain strong and part of a living cultural tradition, although transformed as a consequence of European settlement. Grazing, agriculture and provision of infrastructure such as roads, railways and water reservoirs, and particularly gold mining and sawmilling, played important roles in this transformation.⁸ Forested areas were stripped for their timber, and gullies remain pockmarked with mine shafts, many decades after the goldrushes ended.⁹ Today, regenerated vegetation gives little hint as to the landscape's former looks, and the Shire's distinct natural assets remain a popular backdrop for public recreation.

SEARCHING FOR GOLD

Gold was discovered in Moorabool Shire by Europeans from the early-1850s, from which began a rapid increase in migration from all over the world. With the traditional knowledge of where to find it, First Peoples were able to trade gold, as well as possum skin cloaks, food and other wares with hungry miners.

The goldrush period also saw a rapid dispossession of Australia's First Peoples. The Board for the Protection of Aborigines established large missions across what is now the State of Victoria, forcibly separating First Peoples from their traditional lands and disrupting cultural ways of life for generations. This was done under a belief that forcible removal would 'protect' them from the impacts of colonisation, and also meant that valuable pastoral and goldmining land could be taken up unimpeded.

Gold was discovered in several locations across the Shire, including at Blackwood, Barrys Reef, Golden Point, Simmons Reef, Gordon, Mt Egerton, Mt Doran, Morrisons, and Elaine. Mines and other related industries proliferated the region, especially sawmilling, which provided integral timber supplies.

Bacchus Marsh and Ballan were mainstays on the route from Melbourne to Ballarat, travelled by many thousands of migrants in search of better fortunes on the Victorian goldfields. As such, the streets of local townships are filled with many commercial, public, and residential buildings that symbolise the wealth and social life of the period. Much of Moorabool's goldrush sites and material culture remains and is now considered part of the best-surviving gold mining landscape in the world.

While local gold production began to decline from the late-1850s, gold prospecting still occurs at a much smaller scale in some parts of the Shire. Calls to 'unlock' former goldmining land and once expansive pastoral runs saw settlement of Moorabool Shire intensify in the latter half of the 19th century. Agriculture,

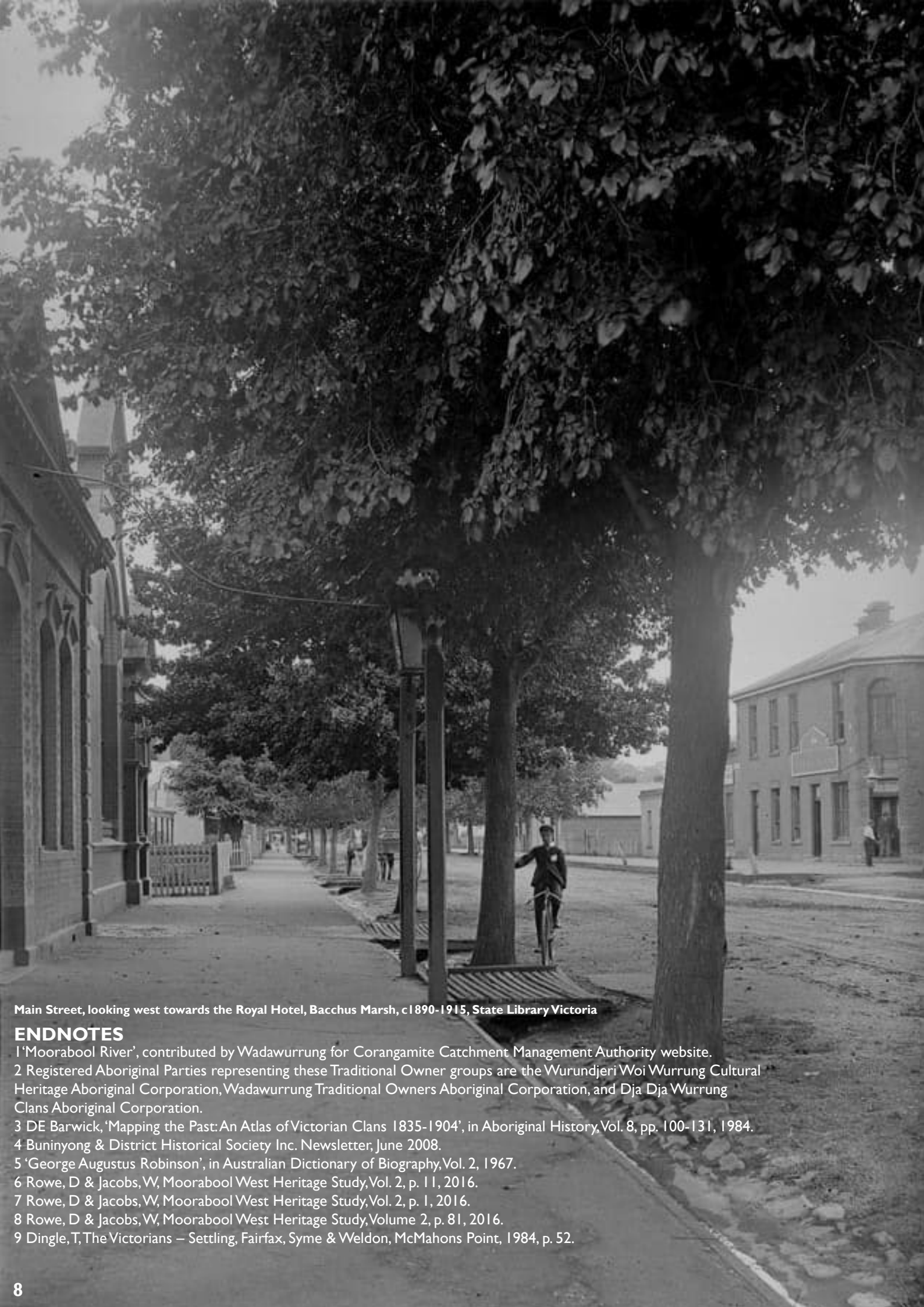
market produce, and extractive industries then re-asserted themselves as the dominant forms of commercial enterprise in the Shire and remain so today.

PASTORALISM AND AGRICULTURE

The arrival of European settlers on Australian shores had a devastating impact on the lives, traditions, food sources and social fabric of First Peoples. Some early pioneers engaged in productive communication and trade with Aboriginal peoples, while others clashed with Traditional Owners over the competing value systems of sedentary Europeans and nomadic Aboriginal societies.⁵

The earliest record of European settlement in the Moorabool Shire region is from 1837, when the upper reaches of the Leigh and Moorabool Rivers were formally surveyed by the Government. Settlers established grazing lands for sheep and cattle, in the form of large farms that lent themselves to other agricultural activities, such as crops and dairying. In Bacchus Marsh, market gardens and orchards flourished amidst the fertile soils of the river plains and continue so today. Scattered across the Shire are former pastoral homesteads and farm complexes that remain as landmarks of the earliest days of European industry.

With pastoral and farming activities came small, rural settlements, which later developed into towns with services including post offices, churches, hotels and schools. Other trades and operations soon sprang up in support of the burgeoning agricultural community, including chaff and flour mills, breweries, blacksmiths, chicory and brickmaking.



Main Street, looking west towards the Royal Hotel, Bacchus Marsh, c1890-1915, State Library Victoria

ENDNOTES

1 'Moorabool River', contributed by Wadawurrung for Corangamite Catchment Management Authority website.

2 Registered Aboriginal Parties representing these Traditional Owner groups are the Wurundjeri Woi Wurrung Cultural Heritage Aboriginal Corporation, Wadawurrung Traditional Owners Aboriginal Corporation, and Dja Dja Wurrung Clans Aboriginal Corporation.

3 DE Barwick, 'Mapping the Past: An Atlas of Victorian Clans 1835-1904', in *Aboriginal History*, Vol. 8, pp. 100-131, 1984.

4 Buninyong & District Historical Society Inc. Newsletter; June 2008.

5 'George Augustus Robinson', in *Australian Dictionary of Biography*, Vol. 2, 1967.

6 Rowe, D & Jacobs, W, *Moorabool West Heritage Study*, Vol. 2, p. 11, 2016.

7 Rowe, D & Jacobs, W, *Moorabool West Heritage Study*, Vol. 2, p. 1, 2016.

8 Rowe, D & Jacobs, W, *Moorabool West Heritage Study*, Volume 2, p. 81, 2016.

9 Dingle, T, *The Victorians – Settling, Fairfax, Syme & Weldon, McMahons Point*, 1984, p. 52.

ABOUT THE STRATEGY

Moorabool Shire is one of Victoria's fastest growing regional municipalities. Over the next 20 years, the Shire's population is expected to almost double, from 40,339 people to 65,693. As directed by State and Local Policy, the majority of this growth is planned for Bacchus Marsh and Ballan.

As Moorabool Shire grows, it is important that heritage values remain front of mind, particularly as development progresses into previously rural areas. In the context of change, conservation can be achieved by using heritage values, whether natural, built, or cultural, to inspire planning and design responses.

The Heritage Strategy is a document that outlines Council's heritage vision statement, and how it will be achieved. It does this through identifying heritage challenges and opportunities which are reflected in a strategic action plan. The Strategy does this by providing direction within four themes:

- Knowing (identifying, assessing and documenting heritage places).
- Protecting (securing statutory protection for significant places, developing policy/guidelines to assist decision making, appropriate management).
- Supporting (incentives, advisory services, financial assistance).
- Communicating and promoting (measures to raise awareness and appreciation of local heritage).



195
PLACES ON
THE HERITAGE
OVERLAY



74%
OF THE SHIRE
COMPRISES WATER
CATCHMENTS, STATE
FORESTS, STATE PARKS
AND NATIONAL PARKS



25
PLACES ON
THE VICTORIAN
HERITAGE REGISTER



3
REGISTERED
ABORIGINAL PARTIES
WITH THOUSANDS OF
YEARS OF CULTURAL
KNOWLEDGE



65,693
FORECAST POPULATION
GROWTH FOR
MOORABOOL SHIRE BY
2041, FROM 40,339 IN 2024



View of Merrimu from Western Freeway, for Moorabool Shire Council

COUNCIL'S HERITAGE VISION STATEMENT

Moorabool Shire has a diverse landscape of forests, waterways, mountains, stony rises and undulating grassy plains, atop geological assets formed deep in time. These natural assets became a drawcard for early pastoral settlers and later for agriculture, gold mining and public recreation, for which the area remains well-known.

Ongoing connections to Moorabool Shire formed by the Wurundjeri, Wadawurrung and Dja Dja Wurrung Traditional Owners are ancient, and layered with those of cultures from around the world and current residents who make this growing community their home.

These heritage values contribute to Moorabool Shire's distinctive identity and will be better understood and leveraged to create opportunities for Council, community and stakeholders. Through these opportunities, heritage will be conserved, celebrated and used to inspire sustainable change.





STRATEGIC CONTEXT

The Heritage Strategy will enable Council to better manage local heritage assets, through strategic priorities informed by best practice principles. Council has obligations under key legislative and policy frameworks that apply to heritage at a world, national, state and local level, which are also implemented operationally as business as usual. The relevant legislation, strategies and policies are listed below.

LEGISLATIVE CONTEXT:

WORLD HERITAGE

World Heritage Convention

NATIONAL

Burra Charter

Aboriginal and Torres Strait Islander Heritage
Protection Act 1984

Environment Protection and Biodiversity
Conservation Act 1999

STATE

Aboriginal Heritage Act 2006

Aboriginal Heritage Regulations 2018

Planning and Environment Act 1987

Heritage Act 2017

Heritage Regulations 2017

State Planning Policy

LOCAL

Moorabool Planning Scheme

Community Vision 2021

Council Plan 2021-2025

Visitor Economy Strategy 2023-2027

Arts and Culture Strategy 2021-2025

Ballan Strategic Directions 2018

Bacchus Marsh Housing Strategy 2018

Bacchus Marsh Urban Growth Framework 2018

COUNCIL'S ROLE IN HERITAGE

The responsibility for regulating heritage is shared between national, state and local government. Council has a number of roles in relation to heritage, including:

LEGISLATIVE

- **Council as a Planning Authority:** Councils have the power and responsibility under the Planning and Environment Act to:
 - prepare and adopt heritage studies.
 - develop or implement heritage policies.
 - prepare amendments to the planning scheme to identify places of heritage significance.
- **Council as a Responsible Authority:** Councils are decision makers under the Planning and Environment Act. They:
 - make decisions on planning permit applications for changes to places in the Heritage Overlay.
 - are responsible for the enforcement of the planning scheme, including in relation to places in the Heritage Overlay.

OWNER / MANAGER

Council owns and/or manages many places which are included in the Heritage Overlay or on the Victorian Heritage Register. Council has a role as an owner and/or manager to maintain these sites.

SUPPORTER

Providing assistance through information or support to landowners e.g. heritage advisory service, or community groups, historical groups, and heritage asset managers.

PROMOTER AND COMMUNICATOR

Promoting and communicating the places and stories of Moorabool Shire to the local community and visitors to the area. This can be through a range of means including digital and physical, and through channels such as arts, tourism and events.

HERITAGE ADVISORY COMMITTEE

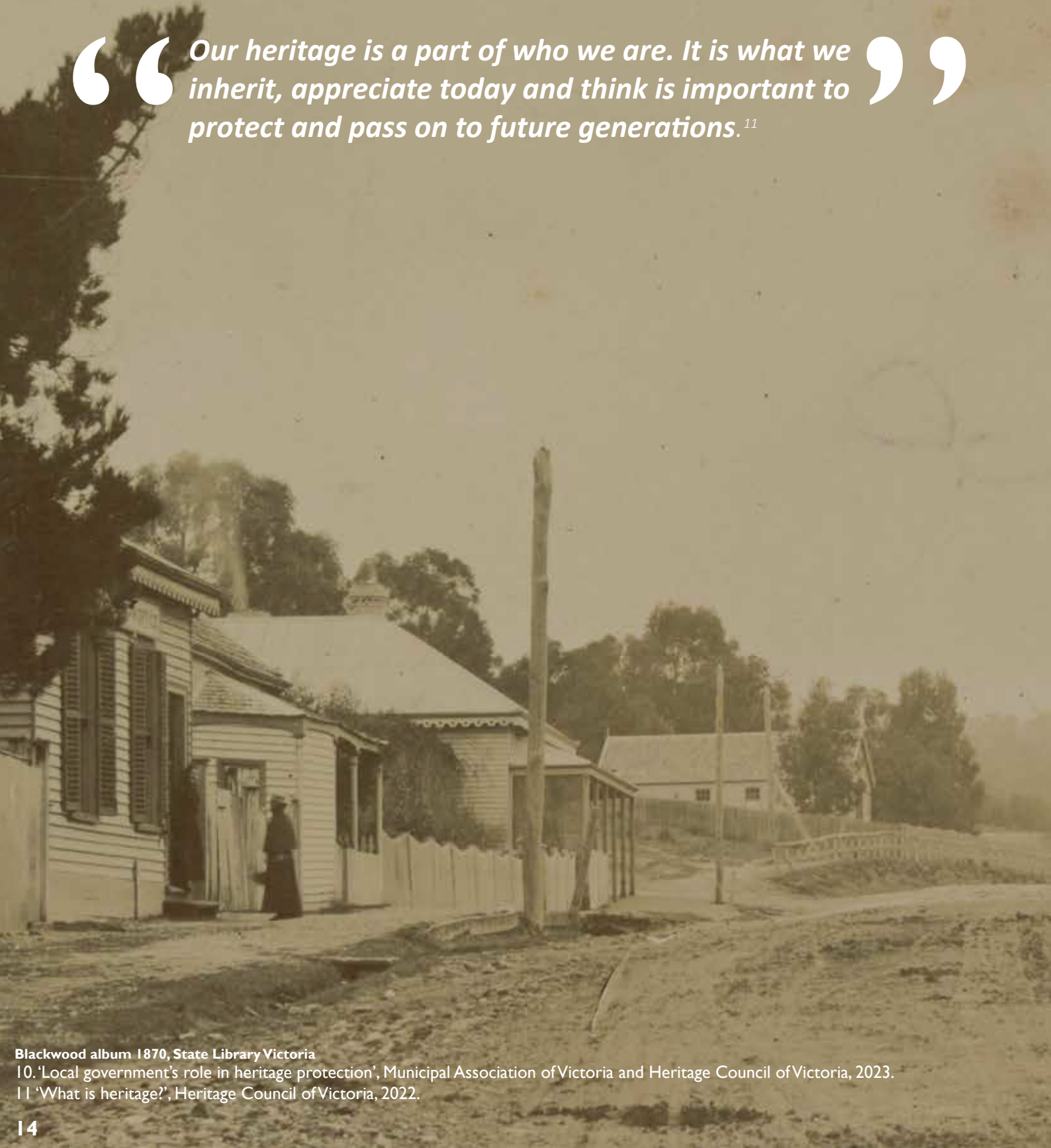
The Moorabool Heritage Advisory Committee was established in 2007 and has met bi-monthly since this date. The purpose of the Committee is to provide advice and support to Council on cultural heritage matters within the municipality, to ensure Council's decisions are evidence based and informed by strong community input.

The Committee consists of representatives from community groups including historical societies, the National Trust and RSL, along with two community member representatives.

The Committee is a strong advocate for heritage and provides a wealth of knowledge in supporting the work that Council does.

WHAT IS CULTURAL HERITAGE?

“ *Our heritage is a part of who we are. It is what we inherit, appreciate today and think is important to protect and pass on to future generations.* ”¹¹



Blackwood album 1870, State Library Victoria

10. 'Local government's role in heritage protection', Municipal Association of Victoria and Heritage Council of Victoria, 2023.

11 'What is heritage?', Heritage Council of Victoria, 2022.

CULTURAL HERITAGE IS IMPORTANT TO MOORABOOL SHIRE COUNCIL BECAUSE:



It sits at the heart of community identity, contributing to a 'sense of place'.



It provides continuity within our ever-changing built and natural environment.



Heritage places are tangible reminders of our connection to the past.



It is evidence of sustainable living for thousands of years.



Heritage contributes to tourism, economic prosperity and environmental sustainability.¹⁰



MURRI:YUL Dr Heather Threadgold and Melinda Kennedy, Brim Brim, 2022
Red gum, epoxy resin and colour pigment
Spargo Creek Mineral Springs, for Moorabool Shire Council

HERITAGE ACHIEVEMENTS

Since completing the previous Heritage Strategy 2016-2020, Council has made a number of heritage related achievements. These include:

- ✓ Appointment of Council's Heritage Advisor
- ✓ Establishment of the Heritage Advisory Service
- ✓ Increase to Heritage Advisory Service Budget
- ✓ Inclusion of Moorabool Shire in the Victorian Goldfields World Heritage Bid
- ✓ Formalised a heritage check process for s29 applications (applications for demolition)
- ✓ Inclusion of a heritage page on Council's website
- ✓ Refresh of the Bacchus Marsh Heritage Trail Brochure
- ✓ Installation of Heritage Street Signs on 12 streets in Bacchus Marsh, Myrniong and Ballan
- ✓ Completion of the WMHS Stage 2A and commencement of its implementation via Planning Scheme Amendment C85
- ✓ Ballan and Spargo Creek Mineral Springs Artwork and Interpretive Signs
- ✓ Telford Park All Abilities Sculpture Trail
- ✓ New Terms of Reference for the Heritage Advisory Committee

It is also acknowledged that there are a number of achievements by others:

- ✓ National Trust 2020 Victorian Tree of the Year – Bacchus Marsh Avenue of Honour
- ✓ Living Heritage Grant- Bacchus Marsh Chicory Kiln (Bacchus Marsh Lions Club)
- ✓ Restoring Community War Memorial and Avenue of Honour Grant - Barrys Reef Avenue (Ballan RSL)

WHAT WE HEARD

Moorabool Shire Council engaged with the Moorabool Shire Heritage Advisory Committee, local history groups, Registered Aboriginal Parties, community members and internal Council departments over 2022 and 2023, providing strong and consistent direction to inform the four-year term of the new strategy. Direct quotes from the community survey are captured here to highlight key themes that informed Council's heritage vision statement (page 10-11) and priorities for the strategy action plan (page 27-29).

FIRST NATIONS PEOPLES AND STORIES

'There are no visible Aboriginal heritage markers or information in the area.'

CELEBRATING AND STORYTELLING

'There is a lack of signage and online information articulating our local heritage.'

'Trails can be developed that link many key heritage sites - this should look beyond town centres and provide a means of connecting our outlying communities, along with celebrating local stories along the way.'

HERITAGE-BASED TOURISM

'Not enough importance is placed on heritage generally. It could be such a tourism drawcard.'

Fisken Street, Ballan, for Moorabool Shire Council

An aerial photograph of a town, likely Bacchus Marsh, showing a large building with a red roof and a paved area in the foreground. The town is surrounded by lush green trees and a hillside in the background. The image is used as a background for the text boxes.

KNOWLEDGE SHARING

‘Information is hard to find and is not easy to search through.’

‘We have significant places, but no-one knows about them.’

PROTECTING IMPORTANT PLACES

‘Identify sites of significance and ensure these sites are protected. Reduce impact of urban growth.’

‘I purchased in Bacchus Marsh because I love the old town charm, old buildings rural feel, Avenue of Honour. I hope these and other sites of significance can be preserved for future generations to enjoy.’

SENSE OF PLACE AND IDENTITY

‘We live here because we want that history and sense of community. Our heritage is core to that..’

‘The charm of this town is its heritage.’

‘Heritage is important because it defines an area and the history of events that have been undertaken within the area. It gives you a sense of belonging to something and sense of future within that area.’

HERITAGE CHALLENGES AND OPPORTUNITIES

Whilst there is much to celebrate in terms of achievements, there are a number of new and continuing challenges for Council in managing heritage. Similarly, there are opportunities for Council to progress new and existing work to ensure that heritage is protected and celebrated.

Informed by the review of the previous Heritage Strategy 2016-2020, and input from consultation, the following challenges and opportunities have been identified.



Chicory Kiln, Bacchus Marsh, for Moorabool Shire Council

CHALLENGES

KNOWING

- Securing funding to progress further heritage studies on a staged basis for the balance of sites identified in the Stage 2 West Moorabool Heritage Study.*
- Absence of thematic history that covers the entire Shire.
- Significant amount of work and research required to progress heritage sites via heritage studies and planning scheme amendments.
- Ensuring all aspects of Moorabool's heritage is identified, represented, documented, protected and promoted.
- Lack of awareness of significant Aboriginal cultural heritage sites within the Shire.
- Understanding and respecting that the relationship Aboriginal people have to their heritage, does not always fit within traditional western ideas of heritage and heritage management.

PROTECTING

- Securing funding to undertake conservation management plans for Council owned/managed sites on the Victorian Heritage Register.*
- Ensuring existing sites on the Heritage Overlay are accurately listed, and have heritage citations, including statements of significance.*
- Time, cost and resources associated with protecting places of heritage significance.
- Facilitating growth and development of the Shire whilst protecting its heritage.
- Owners not maintaining heritage places through neglect and/or lack of resources.
- Identifying and protecting Aboriginal heritage places in collaboration with the Dja Dja Wurrung, Wadawurrung and Wurundjeri.
- Lack of guidance to demonstrate how heritage sites can be adaptively reused in new developments.
- Lack of space for storage and display of heritage artefacts held by historical societies.

SUPPORTING

- Developing the ability to support owners of heritage places through a variety of mechanisms.
- Supporting Council asset managers in managing heritage places through policy development, funding and resourcing.
- Ensuring the Heritage Advisory Service can meet future demand.
- Lack of a dedicated heritage staff resource within Council.

COMMUNICATING AND PROMOTING

- Low level of awareness of Council's Heritage Advisory Service.
- Information about the history of Moorabool Shire can be hard to find online.
- Securing funding for Council projects that promote and celebrate heritage.

*Challenges that have been carried forward from the previous Heritage Strategy 2016-2020.

OPPORTUNITIES

KNOWING

- Continue engaging and collaborating with Traditional Owners and Registered Aboriginal Parties to implement projects identified in the Strategy.*
- Build heritage knowledge among Council staff.
- Locating and mapping heritages sites identified within existing heritage studies.
- Understand and embed the cultural knowledge and aspirations of Country Plans into scoping and implementation of future projects.

PROTECTING

- Improve knowledge and management of Council owned/managed heritage assets.*
- Develop heritage guidelines.

SUPPORTING

- Improve community knowledge and management of heritage.*
- Increased support for owners of heritage properties.
- Retention and sensitive integration of heritage sites and features into new development and growth areas.

COMMUNICATING AND PROMOTING

- Promote Moorabool Shire's heritage to the community and visitors.*
- Build on existing linkages between art and heritage.
- Increased heritage signage and wayfinding.
- Leverage off existing regional tourism partnerships and heritage events to raise the profile of heritage within the Shire.
- Encourage heritage naming and interpretation within new developments and growth areas, including place naming in Traditional Aboriginal language with appropriate cultural approval.
- Increased storytelling – both Aboriginal and non-Aboriginal.
- Increased Aboriginal cultural heritage celebration and recognition.
- Proposed Victorian Goldfields World Heritage Bid.
- Strong community interest in heritage and desire to see heritage protected.

*Opportunities that have been carried forward from the previous Heritage Strategy 2016-2020.

VICTORIAN GOLDFIELDS WORLD HERITAGE BID

World Heritage listing of Australia's Victorian Goldfields aims to share an extraordinary goldrush story with people from across the globe, and create social, cultural, and economic opportunities for every community and person across the region.

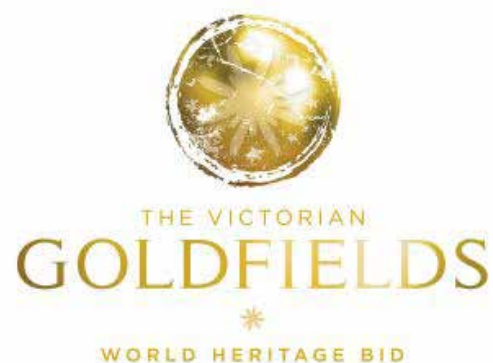
To seize these opportunities, a program is underway to get the bid to tentative listing stage for consideration by the Victorian and Australian Governments. This includes developing the bid, growing the region's profile, building local capacity, and attracting investment to deliver world-class visitor offerings and ultimately, secure World Heritage listing.

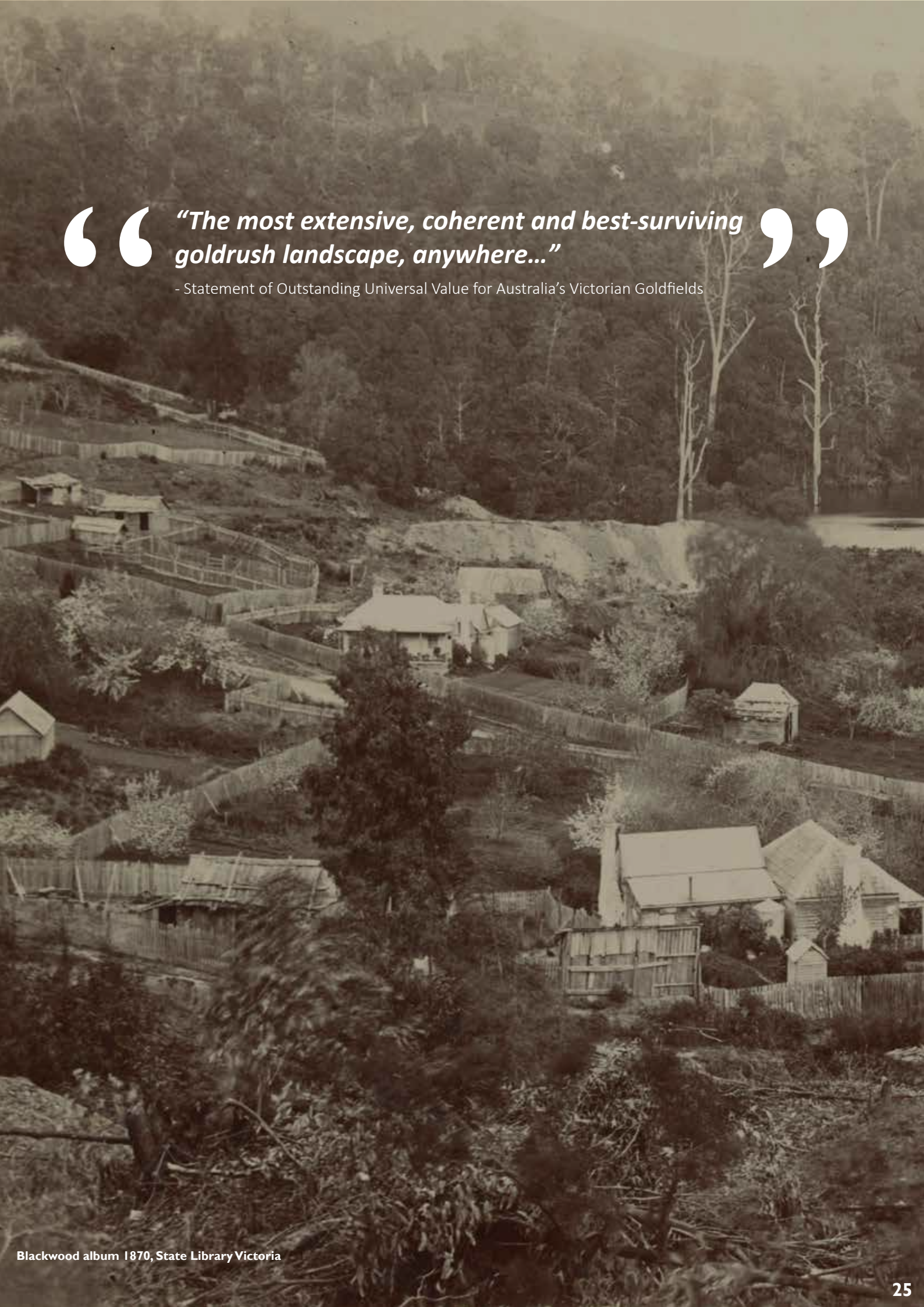
Fifteen local governments, including Moorabool Shire – led by the Cities of Ballarat and Greater Bendigo – have partnered to progress the listing and harness its full potential.

Moorabool's significant mining and First Nations heritage contributes to the distinctive building blocks of the Victorian Goldfields' story, and the Shire may contain one or more individual places that could form part of the bid's serial listing of representative sites.

This will likely be confirmed within the four-year period of the 2024-2028 Heritage Strategy. Moorabool Shire is also located at the southern-most gateway to the Victorian Goldfields listing area, strategically positioned to welcome visitors arriving in the region from Melbourne.

There is opportunity to grow Moorabool's current tourism offering to add depth and richness to the visitor experience, inspired by authentic stories of the goldrush landscape and its migrant and First Nations peoples. Existing boutique offerings could be strengthened with culinary and arts experiences, and heritage activation could be leveraged to create linkages between local businesses dispersed in townships throughout the Shire.





**“The most extensive, coherent and best-surviving
goldrush landscape, anywhere...”**

- Statement of Outstanding Universal Value for Australia's Victorian Goldfields



Kareet Bareet (Black hill), Gordon, for Moorabool Shire Council

STRATEGY ACTION PLAN

TIMING

Short: 1 year

Medium: 2 years

Long: 3+ years

Ongoing: throughout the life of the Strategy

KNOWING

No.	Action	Who	Timing
1	Seek funding to progress further heritage studies on a staged basis for the balance of sites identified in the Stage 2 West Moorabool Heritage Study.	<ul style="list-style-type: none"> Growth & Development 	Ongoing
2	Prepare heritage citations for all 27 sites that do not currently have one. A review of the curtilage should be undertaken at the same time. A Planning Scheme Amendment will be required to incorporate the Statements of Significance in the Planning Scheme and make any changes to the curtilage.	<ul style="list-style-type: none"> Growth & Development 	Long
3	Review and correct any errors and omissions in HERMES entries for places within the Heritage Overlay.	<ul style="list-style-type: none"> Growth & Development 	Short
4	Undertake a gaps analysis of heritage places with and without heritage protection, to identify geographic and thematic gaps, as well as anomalies within existing Heritage Overlays, such as missing citations or incorrect curtilages.	<ul style="list-style-type: none"> Growth & Development 	Short
5	Seek funding to complete a Thematic Environmental History, to inform the gaps analysis and increase knowledge of Moorabool Shire's Aboriginal and non-Aboriginal cultural heritage.	<ul style="list-style-type: none"> Growth & Development 	Medium
6	Continue internal capacity building to increase staff knowledge and awareness of heritage places and processes, including for Aboriginal cultural heritage.	<ul style="list-style-type: none"> Growth & Development (lead) Whole of Organisation 	Ongoing
7	Investigate funding opportunities for research-based projects, such as a local history book, to enhance our knowledge of Moorabool Shire's heritage.	<ul style="list-style-type: none"> Growth & Development 	Ongoing

PROTECTING

No.	Action	Who	Timing
8	Complete Amendment C85 West Moorabool Heritage Study 2A Review.	<ul style="list-style-type: none"> Growth & Development 	Short
9	Develop a set of heritage guidelines that provide clarity for community and stakeholders on best practice heritage management.	<ul style="list-style-type: none"> Growth & Development 	Medium
10	Undertake an audit of all Council owned/managed heritage assets, to identify physical condition, and develop a conservation maintenance program (consistent with Victorian Government heritage asset audit toolkit).	<ul style="list-style-type: none"> Growth & Development Asset Management 	Medium
11	Develop a program for protecting places of heritage significance identified through the gaps analysis and ongoing research and implement through Planning Scheme Amendment(s).	<ul style="list-style-type: none"> Growth & Development 	Medium
12	Maintain up to date links on Council's website to information by First Peoples State Relations, to assist property owners in understanding their obligations to protect Aboriginal Cultural Heritage sites.	<ul style="list-style-type: none"> Growth & Development 	Ongoing

SUPPORTING

No.	Action	Who	Timing
13	Seek funding opportunities to progress heritage projects identified in this strategy, or in other Council strategies that include heritage outcomes.	<ul style="list-style-type: none"> Growth & Development (lead) Whole of Organisation 	Ongoing
14	Partner with local heritage groups and societies to deliver heritage projects identified in the strategy.	<ul style="list-style-type: none"> Growth & Development 	Ongoing
15	Work with internal and external stakeholders to best plan for and enable sustainable opportunities for the region from the Victorian Goldfields World Heritage Bid.	<ul style="list-style-type: none"> Growth & Development Asset Management Arts & Economic Development Brand & Advocacy 	Ongoing

COMMUNICATING AND PROMOTING

No.	Action	Who	Timing
16	Expand existing and develop better tools (digital and physical) to share and promote Moorabool Shire's important Aboriginal and non-Aboriginal cultural heritage places and stories.	<ul style="list-style-type: none"> • Growth & Development • Arts & Economic Development • Brand & Advocacy 	Medium
17	Explore options for developing a framework of experience and theme-based heritage trails across the Shire, including both First Nations and post-contact heritage content. This will include review of existing trails to identify where content is outdated.	<ul style="list-style-type: none"> • Growth & Development • Environment & Waste • Arts & Economic Development • Community Development & Activation 	Long
18	Actively contribute to, and advocate for, Moorabool Shire's inclusion as part of the Victorian Goldfields World Heritage Bid.	<ul style="list-style-type: none"> • Growth & Development (Lead) • Arts & Economic Development • Brand & Advocacy 	Ongoing
19	Work with stakeholders to create tourism offerings and experiences, including opportunities to leverage off the Victorian Goldfields World Heritage Bid.	<ul style="list-style-type: none"> • Growth & Development (Lead) • Arts & Economic Development 	Ongoing
20	Develop a communications plan to increase awareness of Council's free heritage advisory service.	<ul style="list-style-type: none"> • Growth & Development 	Short
21	Continue to progress First Nations storytelling by Traditional Owners as an important heritage interpretation element, such as in arts, tourism, and public space activations.	<ul style="list-style-type: none"> • Growth & Development • Arts & Economic Development 	Ongoing
22	Develop an information kit for heritage property owners, with advice on best practice conservation, understanding planning permit processes and accessing Council's free heritage advisory service. This will include providing links to resources for owners of properties with Aboriginal cultural heritage significance.	<ul style="list-style-type: none"> • Growth & Development 	Medium
23	Ensure local heritage documentation is publicly available in physical and digital form, including development of an interactive map portal.	<ul style="list-style-type: none"> • Growth & Development (Lead) • ICT 	Long
24	Support, participate in and promote Moorabool's heritage in existing local activities and events, such as NAIDOC week, National Reconciliation Week, war commemorations, heritage festivals/weeks etc.	<ul style="list-style-type: none"> • Growth & Development • Arts & Economic Development 	Ongoing
25	Use Council's existing website, publications and social media platforms to promote local heritage and heritage activities.	<ul style="list-style-type: none"> • Growth & Development (Lead) • Brand & Advocacy 	Ongoing