

# Heritage Strategy

and **Action Plan 2024 - 2028**



CITY OF GREATER  
**BENDIGO**



## Acknowledgement of Traditional Owners

The City of Greater Bendigo is on Dja Dja Wurrung and Taungurung Country. We acknowledge and extend our appreciation to the Dja Dja Wurrung and Taungurung People, the Traditional Owners of the land.

We pay our respects to leaders and Elders past, present and future for they hold the memories, the traditions, the culture and the hopes of all Dja Dja Wurrung and Taungurung Peoples.

We express our gratitude in the sharing of this land, our sorrow for the personal, spiritual and cultural costs of that sharing and our hope that we may walk forward together in harmony and in the spirit of healing.

*Djaara Lights combining the display of Djaara artwork and QR stories.*







# Contents

## PAGE

## **1 Introduction** **4**

---

- 1.1 What is heritage? 5
- 1.2 Why is heritage important? 6
- 1.3 Why do we need a Heritage Strategy? 7
- 1.4 Who can help achieve this Strategy? 7

## **2 How this Strategy was prepared** **8**

---

- 2.1 The process 11
- 2.2 Community engagement 12
- 2.3 What the community told us 13

## **3 Greater Bendigo heritage** **14**

---

- 3.1 Indigenous heritage 14
- 3.2 Natural heritage and landscapes 16
- 3.3 Buildings, structures and streetscapes 17
- 3.4 Parks, gardens and public spaces 20
- 3.5 Tourism and events 21
- 3.6 Art, objects and collections 22
- 3.7 Victoria Goldfields World Heritage 24
- 3.8 Creative City of Gastronomy 24

## **4 Our vision** **25**

---

## **5 The Action Plan** **27**

---

- Knowing our heritage 28
- Protecting our heritage 30
- Supporting our heritage 32
- Promoting our heritage 34

## **6 Monitoring and review** **37**

---

- Monitoring 2026 37
- Evaluation 2028 37

## **7 Action summary** **38**

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# 1 Introduction

Greater Bendigo's rich history is characterised by Aboriginal culture, gold mining, global migration and its distinctive box iron-bark forest. This history offers a wealth of heritage assets which provide opportunities for storytelling, while helping us understand our complex relationships with the world around us, and our place within it.

Heritage comes in many shapes and forms including buildings, landscapes, gardens, archaeological sites, objects and a range of sacred and religious places. Heritage is at the centre of Traditional Owners' ongoing connection to Country and the cultural practices of the Dja Dja Wurrung and Taungurung Peoples. Heritage often evokes emotional responses, inspiring appreciation for traditional craftsmanship or natural beauty. Yet the most important aspect of heritage and the experiences it brings, is that heritage creates our shared story.

The *Heritage Strategy and Action Plan 2024 - 2028* (the Strategy), outlines our aims for a progressive heritage landscape. A progressive heritage landscape seeks to celebrate heritage in a contemporary manner. It promotes a thriving City Centre, valued neighbourhoods and towns, and enhanced connections to Bendigo's heritage. It also encourages using heritage buildings and sharing heritage knowledge.

The City is bringing all aspects of heritage work together in this Strategy. The following pages identify environmental, physical and economic factors that affect heritage, and highlight areas for improvement.

Many of the actions will assist other strategic work to manage growth and development in a way that respects our history. Through this Strategy, there will also be opportunity to celebrate current heritage achievements.

A progressive heritage landscape is a long term vision, and so the first Heritage Strategy for Greater Bendigo will focus on setting up foundations. Tasks like reviewing heritage information, bringing heritage registers up to date and identifying heritage to be studied, will be the basis for this Strategy.

An important part of this foundational work, will also involve information sharing. The City wants to engage with our community to share historically inclusive stories about Greater Bendigo. This Strategy will therefore be an educational document which provides insight into Bendigo's heritage, and the heritage protection system. It will also highlight what the City currently does to manage and promote heritage.

Community support for heritage is strong and so promotion of heritage guidelines, financial assistance schemes and storytelling will be key to supporting each other in further enhancing our shared story.



## 1.1 What is heritage?

### Tangible Heritage (physical)

- Fixed buildings, landscapes, watercourses, trees, public gardens, bridges, statues and fountains
- Moveable objects like the City's mayoral robes or Aboriginal cultural heritage artifacts

### Intangible Heritage (non-physical)

- The practices, expressions, knowledge and skills that people recognise as part of their heritage
- Annual events such as the Bendigo Easter Festival or the Bendigo Cup annual horse racing event

*Pictured top - source: Victoria Collections (City of Greater Bendigo Civic Collection), Leon Schoots, Three photographs: Bendigo Easter Fair, 27 April, 1938.*

*Pictured middle - source: Victoria Collections (City of Greater Bendigo Civic Collection), Sandner Family, Slide - Series of 16 slides taken at the 1962 Bendigo Easter Parade.*





## 1.2 Why is heritage important?

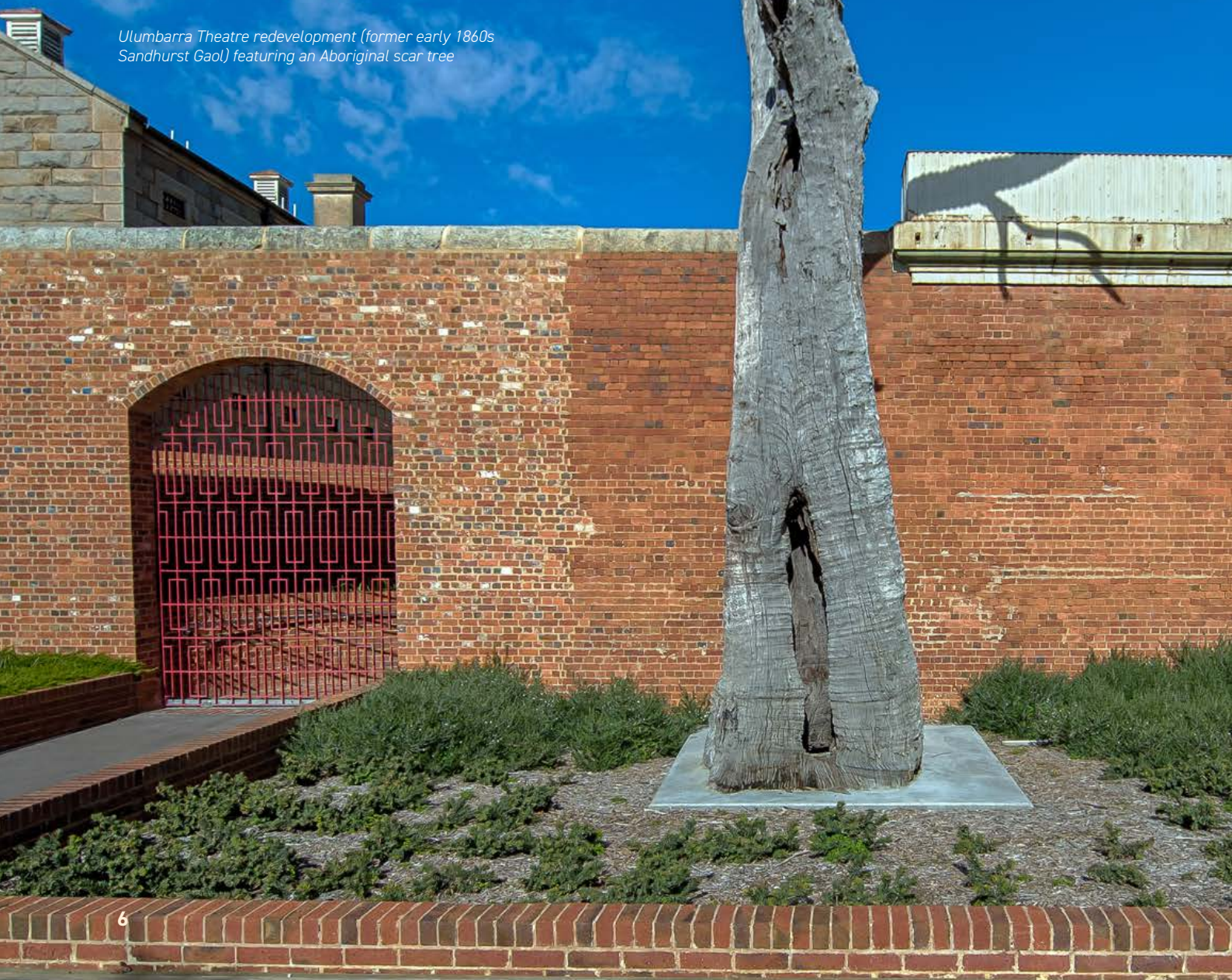
Greater Bendigo heritage is important, as it provides a connection to the past and informs our identity and purpose - both personally and collectively. It shapes our individuality and fosters a civic pride of place, connecting us to our city and our region.

Cultural heritage is not just a connection with the past, it implies a shared bond, and our belonging to a community. It represents our history, our present, and our future.

What we see physically today reflects changes in history, law and community values. It provides an understanding of how the city has developed to support change in the way people live, work and socialise.

It is therefore important to recognise that heritage value changes depending on the society and economic influences at the time. Therefore, what is valued as 'heritage' is not fixed and is in fact, continually changing.

*Ulumbarra Theatre redevelopment (former early 1860s Sandhurst Gaol) featuring an Aboriginal scar tree*





## 1.3 Why do we need a Heritage Strategy?

The Greater Bendigo Council (the City) plays a significant role in the protection, management and communication of our heritage. There are a range of external population, economic and social issues which influence heritage management. These issues effect not just the City, but private owners and custodians too. The following key challenges and opportunities currently facing heritage have been identified and are addressed in this Strategy:

### Challenges

- Accommodating population growth and new development while maintaining and enhancing heritage
- Managing the potential loss of significant heritage fabric, buildings and places
- Enhancing broader community involvement and understanding of heritage for all generations
- Encouraging heritage buildings to be used, accessible and more energy efficient in response to climate change
- Adapting and promoting significant heritage sites for tourism and community use

### Opportunities

- Growth and development provide opportunities to revitalize, highlight and use our heritage buildings within contemporary streetscapes. A clear strategic approach and design guidelines, will help future development compliment our heritage
- The City has an opportunity to promote positive aspects of heritage conservation, reuse of heritage buildings and provide resources to assist private owners care for their heritage
- There is scope to strengthen community pride by providing easy to access heritage information, interpretation resources, guidelines and education of heritage matters
- Opportunities exist to retrofit heritage buildings with modern energy-efficient technologies. There are ways to enhance their functionality while maintaining their unique character and historical significance
- Opportunities will arise for the City to advocate and support significant sites for tourism and community use

## 1.4 Who can help achieve this Strategy?

While the Strategy will provide a list of priorities for the City to complete, we recognise that the responsibility for heritage is shared. The Strategy therefore outlines what support the City can provide to the community, so they can help manage and promote Bendigo's heritage into the future.



## 2 How this Strategy was prepared

Our heritage exists within an active living landscape. A review of the heritage policy and protection system is provided below.

Official Heritage Registers		Official Statutory Levels
World	<ul style="list-style-type: none"> <li>World Heritage List</li> </ul>	<ul style="list-style-type: none"> <li>UNESCO World Heritage - United Nations Educational, Scientific and Cultural Organisation</li> <li>ICOM – International Council of Museums</li> <li>ICOMOS – International Council of Monuments and Sites</li> </ul>
National	<ul style="list-style-type: none"> <li>Commonwealth Heritage List</li> <li>National Trust Heritage List (non-statutory)</li> </ul>	<ul style="list-style-type: none"> <li>Environment and Biodiversity Act 1999</li> <li>Australian Heritage Council Act 2003</li> <li>National Heritage Protocol 2004</li> <li>Australian Heritage Strategy</li> <li>Underwater Cultural Heritage Act 2018</li> <li>National Standards for Australian Museums and Galleries 2022</li> <li>Aboriginal and Torres Strait Islander Heritage Protection Act</li> <li>Native Title Act 1993</li> <li>Protection of Moveable Cultural Heritage Act 1986</li> </ul>
State	<ul style="list-style-type: none"> <li>Victorian Heritage Register</li> <li>Victorian Heritage Inventory</li> <li>Victorian Aboriginal Heritage</li> <li>Victorian National Trust Register (non-statutory)</li> </ul>	<ul style="list-style-type: none"> <li>Planning and Environment Act 1987 (Sect 6B)</li> <li>Aboriginal Heritage Act 2006</li> <li>Victorian Planning Provisions</li> <li>Heritage Victoria (places and objects)</li> <li>National Trust of Australia (Victoria)</li> <li>Heritage Victoria Council (decisions)</li> <li>Victorian Aboriginal Heritage Council</li> <li>Registered Aboriginal Party: Dja Dja Wurrung Clans Aboriginal Corporation and Taungurung Land and Waters Council Aboriginal Corporation</li> </ul>
Local Government	<ul style="list-style-type: none"> <li>Local Heritage Overlay</li> <li>Local Significant Landscape Overlay</li> </ul>	<ul style="list-style-type: none"> <li>Greater Bendigo Planning Scheme (buildings and places)</li> <li>Council Plan (Mir wimbul) 2021-2025</li> </ul>







*Pink Cliffs landscape  
in Heathcote*



## Best practice policies and procedures

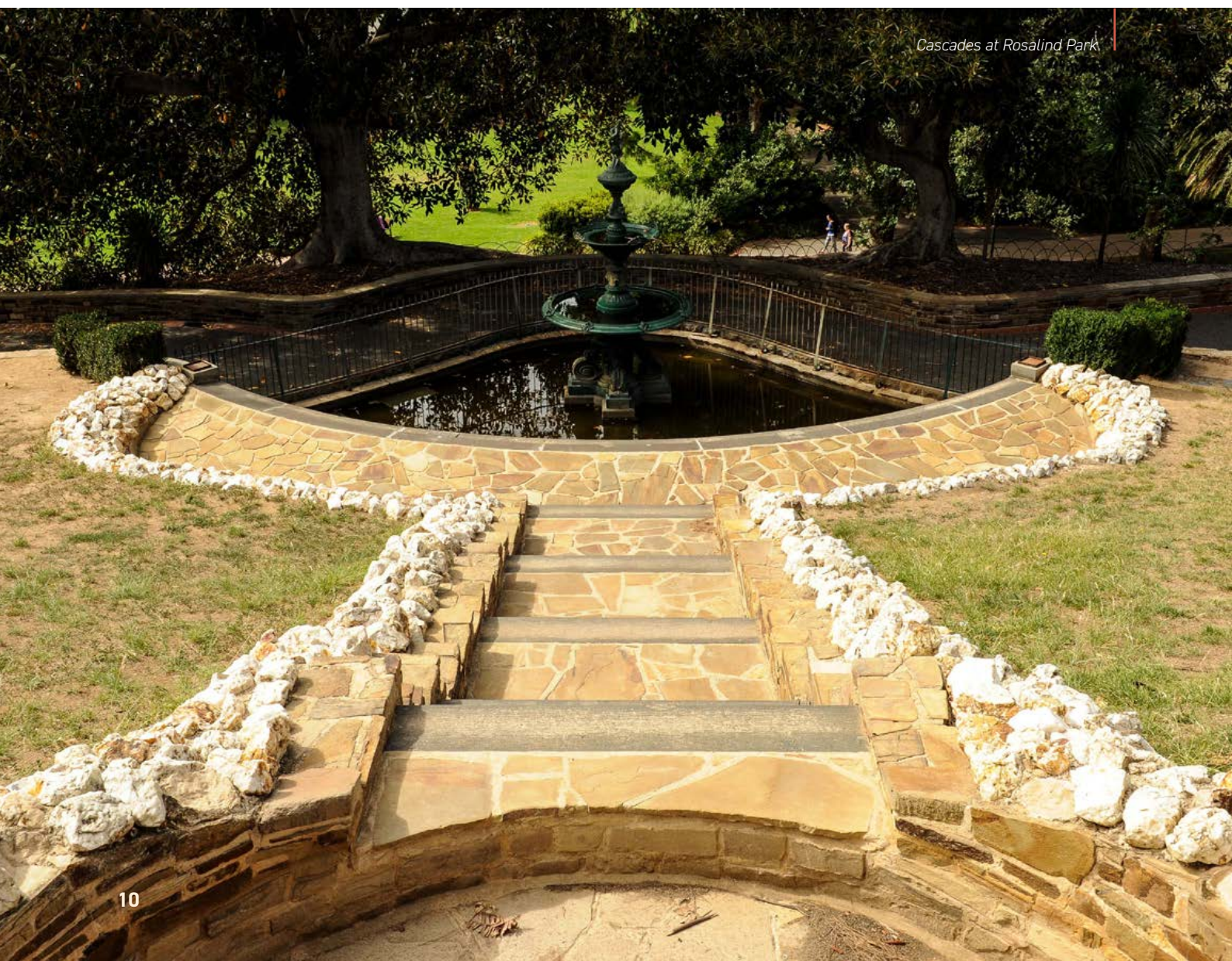
- Best practice built heritage management: Burra Charter of Australia (ICOMOS)
- Best practice collections: *Significance 2.0: A Guide to Assessing the Significance of Collections 2009*
- Planning Practice Note 1 - Applying the Heritage Overlay (PPN1)
- Heritage Strategy Guidelines: *Municipal Heritage Strategies: A guide for Councils*
- Framework for identifying historic themes - Victoria's Framework of Historical Themes
- Australian Heritage Commission Practical Guidelines: *Ask first, a guide to respecting Indigenous heritage places 2002*

## Adopted strategic documents

- *Managed Growth Strategy* (under development)
- *Bendigo Region Destination Management Plan 2015* (under revision)
- *City Centre Plan 2020*
- *City Centre Urban Design Framework 2022*
- *Biodiversity Strategy and Action Plan 2023 – 2033*
- *Heritage Design Guidelines* (under revision)
- *City Greater Bendigo Rosalind Park Precinct Master Plan 2014*

## Other audit/policy documents

- *Greater Bendigo Thematic Environmental History 2013*
- *City of Greater Bendigo Heritage Gap Analysis 2019*
- *Civic Collections Policy 2022*
- *Strategic Report Heritage Artifacts 2017*
- Numerous local heritage studies

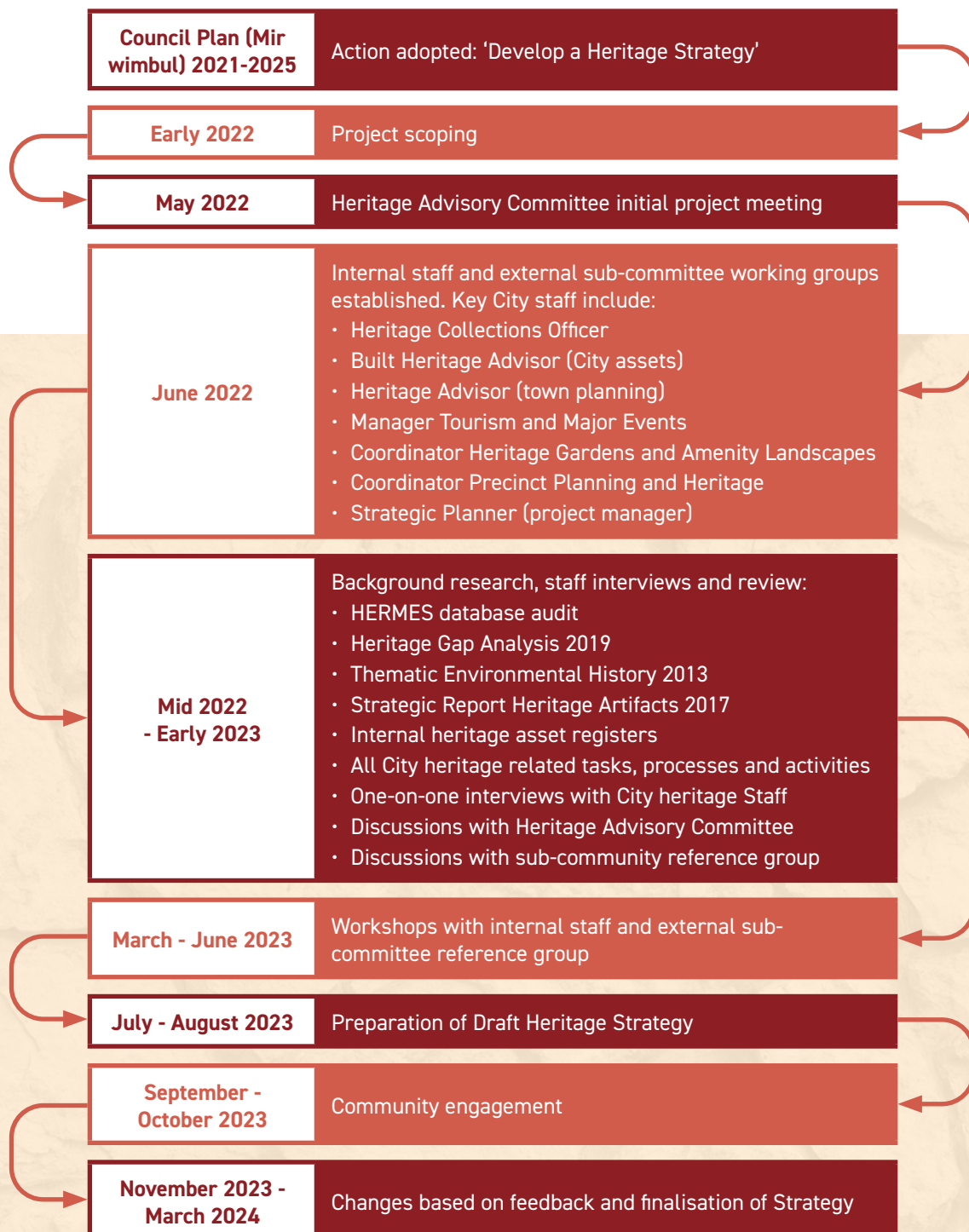




## 2.1 The process

The Heritage Strategy has been developed in consultation with our community. The Strategy brings together findings from workshops, background analysis and community engagement in accordance with Heritage Victoria Guidelines - *Municipal Heritage Strategies: A guide for Councils*. The guidelines suggest four heritage themes which are the focus of this Strategy. The themes include knowing, protecting, supporting and promoting.

The Heritage Advisory Committee and Sub-Committee Reference Group (both community groups) have met at key milestones throughout the project. These groups have informed the research process and actions in this document prior to wider community engagement. Pictured below are the stages of the project.





## 2.2 Community engagement

The Draft Heritage Strategy and Action Plan was open for community feedback between September 26 and October 30, 2023. The community was invited to view the draft document and rank their top five heritage actions.

### The top five actions voted by the community

1. Continue to promote heritage and heritage venues through tourism events and heritage attractions.
2. Establish routine heritage asset management and conservation of Greater Bendigo owned and managed heritage properties.
3. Review existing conservation management plans for Greater Bendigo owned and managed places and identify and prioritise which plans need review and which places require a plan to be prepared.
4. Increase public education and awareness of built heritage with release and advertisement of the trial financial assistance grant program.
5. Continue engagement with Traditional Owners and seek opportunity for staff training.

Pictured on the right is a summary of the community's involvement through the engagement period and overall project process.

### Heritage Advisory Committee

The Greater Bendigo Heritage Advisory Committee provides strategic advice to the City about our heritage. The most recent Committee was formally appointed by the Greater Bendigo Council on February 28, 2022 for a term of four years.

The membership of the Committee currently includes:

- One elected member of Council (the Chairperson)
- Ten community members who have expertise, skills, qualifications, experience and passion for heritage
- One representative from the Department of Transport and Planning
- One representative from Heritage Victoria
- One representative from a Registered Aboriginal Party



**366 visitors to the webpage**



**134 people downloaded the Draft Heritage Strategy**



**36 people ranked their top five actions**



**Regular updates to the Heritage Advisory Committee**



**10 people provided a short comment**



**3 written submissions were received**



**1 in-person meeting with the National Trust (Bendigo Branch)**



**3 meetings and 2 workshops with the Sub-Committee Reference Group**





Former Bendigo Gas Works infrastructure

"I also feel that we shouldn't be old in our heritage thinking - engage younger people. A contemporary heritage offering is a beautiful thing."

"Realise people come to Bendigo because of the heritage buildings and streetscapes. Maintaining the heritage of the city should be the number one priority."

"Would like to see at least some bushland and farmland listed as a heritage overlay, they are worth fighting to retain for our children."

"Actively promote the City's Heritage Design Guidelines over the period of the Strategy."

"There is the opportunity to work with Traditional Owners to publicly identify sites of significance and place story boards to note and explain their importance."

## 2.3 What the community told us

The community told us they want the City to continue the protection of Bendigo heritage. There was support to continue promotion of heritage through tourism events and heritage attractions, and for the City to increase public education and awareness of tangible and intangible heritage.

The most common themes from the written comments, submissions and meeting were:

- Built form heritage (requests to protect additional sites, comments about specific sites and requests to increase promotion of built heritage)
- Natural and landscape heritage (requests to greater acknowledge and protect natural sites)
- Suggested inclusions for the strategy (increased protection or monitoring of built heritage, particularly buildings which are yet to be restored)
- Queries about the content and actions chosen
- General support to continue the protection of heritage

Some community suggestions are out of scope for this four year plan, however there may be opportunity to include some of the suggestions and more ambitious promotion activities in future revision of the Strategy. It is also important to note that many heritage matters are multilayered and therefore an action in this Strategy around 'Knowing our Heritage' may need to be completed before an action related to 'Promoting our Heritage' can be included.





*Enlighten Festival celebrates cultural diversity with  
Dja Dja Wurrung Aboriginal Clans Corporation,  
Faces of YAPENYA at Rosalind Park Conservatory*

## 3 Greater Bendigo heritage

The Greater Bendigo municipality is on the traditional lands of the Dja Dja Wurrung and Taungurung Peoples. Today Dja Dja Wurrung Country is generally known to be located to the west of the Campaspe River and Taungurung Country is generally located to the east.

For the purposes of this Strategy, the Greater Bendigo area contains a wide variety of places and landforms. The area contains all urban suburbs of Bendigo, large areas of rural land, our famous box-ironbark forest and our hinterland townships including Axedale, Elmore, Goornong, Heathcote, Raywood and Redesdale.

### 3.1 Indigenous heritage

Indigenous people have an ongoing spiritual and personal connection to Country. Knowledge, practices, objects and places that are valued and culturally meaningful to Indigenous people are located and survive within the Greater Bendigo area. These, along with natural landscapes such as Big Hill and the sandstone of the Mount Camel Range, tell a story of our First Nations Peoples' identity and Country.

Traditional Owners are the custodians of Aboriginal Cultural Heritage. The *Aboriginal Heritage Act 2006* ensures that Aboriginal Cultural Heritage is protected. A long-standing statutory function of the City is to promote public awareness and understanding of Aboriginal Cultural Heritage. The City facilitates this through several core responsibilities relating to:

- Supporting Registered Aboriginal Parties
- Planning applications with potential Aboriginal Cultural Heritage impacts

Aboriginal cultural heritage mapping also offers statewide statutory protection. Mapping is publicly available which shows where potential Aboriginal artifacts, sacred objects and ancestral remains are located. This mapping is often seen within 200 metres of a named watercourse and 50 metres of a registered Aboriginal cultural heritage place. The mapping triggers the potential preparation of a Cultural Heritage Management Plan if significant earthworks to landforms and soils are proposed.

**The Strategy acknowledges the importance and need for ongoing relationships and collaboration where appropriate.**

This Strategy is consistent with the recognition of the Dja Dja Wurrung and Taungurung Peoples as custodians to their cultural heritage through State legislation. The Strategy acknowledges the importance and need for ongoing relationships and collaboration where appropriate. The City therefore plays an advocacy and supporting role to Traditional Owners in conjunction with the Reconciliation Plan, *Barpangu 2021-2025* – meaning 'build together', and *Dhelkunya Dja Dja Dja Wurrung Country Plan 2014-2034* which outlines priority goals and nine key themes to achieve the aspirations of the Dja Dja Wurrung people.



*Dja Dja Wurrung Aboriginal Clans  
Corporation event during NAIDOC Week*





## 3.2 Natural heritage and landscapes

The City's *Thematic Environmental History 2013* (Thematic History) provides an overview of the history of Greater Bendigo. It covers the post contact physical development of the area, within a set of themes, and identifies important natural and built characteristics.

Thematic History also details how Greater Bendigo's diverse environment has profoundly shaped the historical development of the area. It does this through detailing how the landscape and urban fabric reflect significant periods in our history.

There are a number of geological (underlying rock forms) and geomorphological sites (landscape features like ridges and mountains) in Greater Bendigo. An example is the internationally significant glacial pavement site (a site where rock has been gouged by ancient glaciers) located on the eastern shore of Lake Eppalock. It is protected by Heritage Overlay H0529 *McNutts - Sheedys Glaciated Pavements* and H0528 *Farleys Glaciated Pavement Site*. The Big Hill and Mandurang Valley landscape, Loddon and Campaspe River basins and numerous watercourses like the Bendigo Creek, are also significant to the natural history of the area.

The City's Thematic History also explains the significance of the box-ironbark forest which surrounds and contains urban Greater Bendigo. The forest is the origin of Bendigo's reputation as the - 'City within the forest' and the main setting for the Bendigo Goldrush. The City's Thematic History highlights the impact of goldmining not only on the wealth of Bendigo through the construction of significant architecture, but the physical impacts on the natural environment.

The impact that goldmining had on the landscape is still very evident today. The removal of trees and diggings were extensive where the remnants of the goldmining landscape is characterised by box-ironbark regrowth, exposed Ordovician soils and mining infrastructure.

Much of the bushland is extremely altered. Many landscapes embrace layers of history and are now combined with built form, archaeological remains and vegetation. Many of these landscapes are publicly accessible today and are protected by the Heritage Overlay:

- Lightning Hill Historic Area H0411
- Lake Neanger H0400
- Lake Tom Thumb H0401
- Virginia Hill (Crown Land) - New Argus Company Mine Site & Specimen Hill Surface Workings H0391
- Fiddlers Green Alluvial Workings H0413
- Sandfly Gully Historic Area – Sandfly Reef Mine & Alluvial Workings and Shamrock Reef Mine & Cyanide Works H0674
- Pink Cliffs Geological Reserve H0473 / H1352

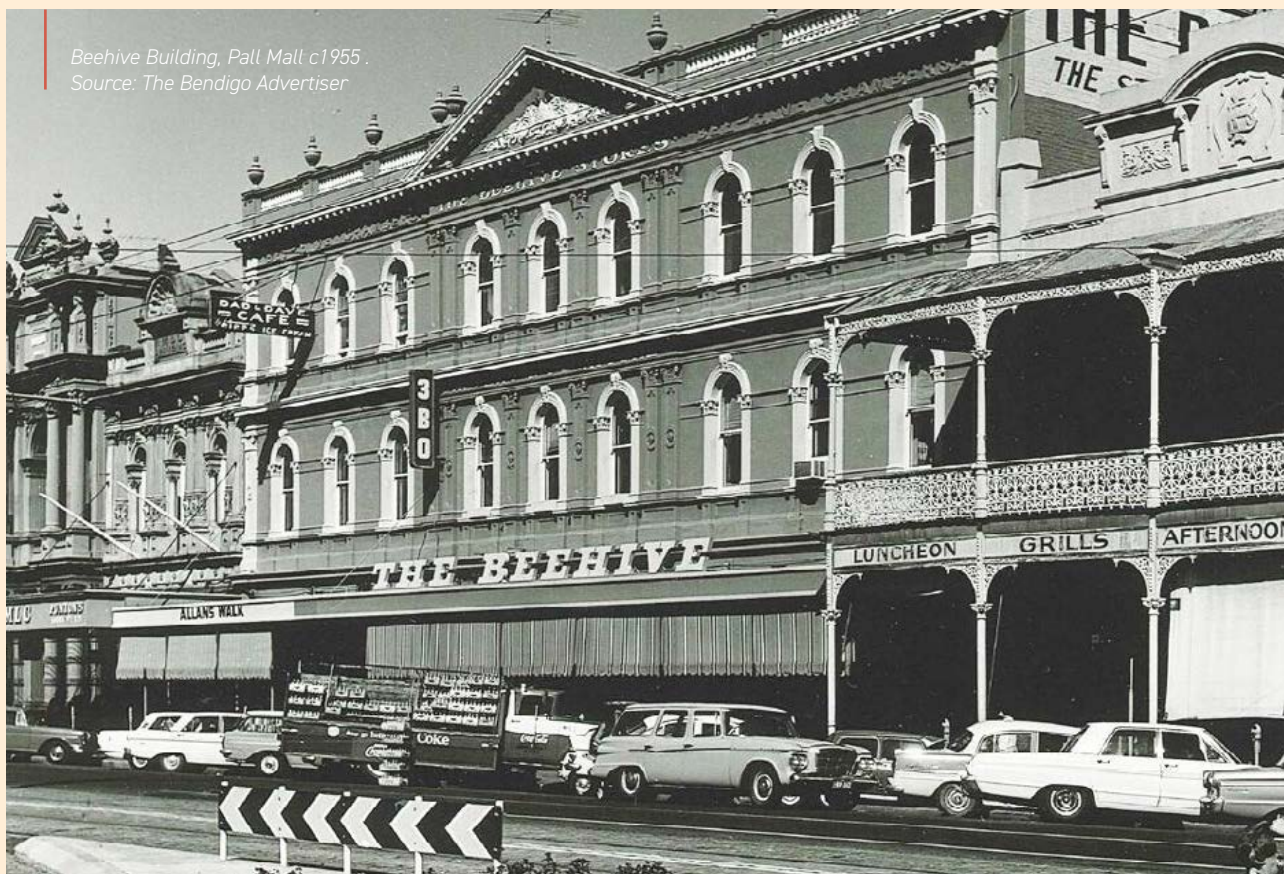
The City has undertaken a Big Hill and Mandurang Valley Landscape review. This assessment builds on the original assessment published in 2013. There is a focus on natural landscape features and visibility from public viewpoints as a part of the assessment.

*Pictured below: Big Hill landscape*





Beehive Building, Pall Mall c1955.  
Source: The Bendigo Advertiser



### 3.3 Buildings, structures and streetscapes

According to the City's *Heritage Gap Analysis 2019*, built heritage areas in Bendigo are not typically of one consistent period. They are usually a mix of periods and styles, unlike many areas in Melbourne that can be found with streets or suburbs of a single period.

Residential and commercial buildings in Greater Bendigo are typically recognised from one of the following styles:

- Miner's Cottage Style 1850 – 1875
- Bendigo Boom / Victorian Style 1870 – 1901
- Federation Style 1901 – 1918
- Inter-War Style 1918 – 1939
- Post-War 1940 – 1970

Until the 1970s, there was limited statutory protection for heritage places in Victoria. Many significant buildings were demolished in attempts to modernise cities when heritage was not as widely valued in society. Since then, wider changes in planning regulations have stemmed from a growing awareness and community appreciation for heritage.

There are different types of protection for heritage places and objects ranging across national, state and local statutory levels. The most commonly known

protection is the Heritage Overlay which is a tool used to protect places and buildings of local heritage significance. Properties with a Heritage Overlay are mapped and listed in the Greater Bendigo Planning Scheme.

The City is responsible for identifying and managing the protection of local significant heritage places. These places can be buildings, parks, trees, fences and even infrastructure like the Raywood Channel Historic Area (H0677). The City's Property Department is responsible for maintaining a range of heritage buildings owned or managed by the City.

The State Government through Heritage Victoria and the Heritage Council of Victoria is responsible for state significant heritage and historical archaeology. Such places include Fergusons Bridge, over the Campaspe River (H0709/VHR 1853) and the Beehive Building Complex in central Bendigo (H0219/VHR H686). An overview of local and state statutory heritage protection in Greater Bendigo is as follows:

- 40 Heritage Overlay Precincts
- 570 Individual Heritage Overlay Places
- 109 Victorian Heritage Registered Places
- 433 Victorian Heritage Inventory Objects



In addition to the statutory protection of buildings and places, by local and state governments, there is also a list of heritage items identified by the National Trust. The National Trust is a community organisation that works towards preserving and protecting heritage places. Although the National Trust plays an important role in advocating heritage protection, it is not responsible for issuing heritage or planning permits and is not a legal authority.

Non-statutory registers include:

- **Register for the National Estate** – Includes 124 places of heritage significance and those of natural values
- **National Trust Register** – There are 202 listings mainly nineteenth-century buildings (houses, public and commercial buildings, mining sites) and trees
- **Victorian War Heritage Inventory** – Contains 114 listings with information and images related to Victoria's war history including memorials, avenues of honour, memorial buildings, former defence sites and places of commemoration

Heritage protection is becoming more than just architectural and aesthetic values it is also about how people have used places, and links to social history. There is also now recognition of newer heritage that is emerging, for example post-war housing.

Today, the best way to ensure heritage buildings and places are protected is through people using them. This can come with challenges and a need to contemporise or develop certain parts of a site to support the way we live, work, and socialise. Change can often occur to historic buildings, provided the main fabric and heritage integrity of a place is preserved.

The *City Centre Plan 2020* and the *City Centre Urban Design Framework 2022* provide guidance and vision for the City Centre. The documents highly encourage alternative uses and redevelopment of key City Centre sites on individual heritage buildings and around heritage precincts.

As Bendigo grows, areas suitable for residential infill development will likely be around 400 metres of commercial centres or along main roads which often include existing heritage areas. Given this, the draft Managed Growth Strategy aims to balance the need for growth and protection of heritage.

To achieve this balance, growth will be directed towards areas that do not have heritage or environmental sensitivities. Areas where the Heritage Overlay applies will be designated for minimal change and have appropriate zoning and height controls to manage new development. This approach does not limit development but intends for the design of new buildings to be respectful of their heritage context. The City's Heritage Design Guidelines also provide assistance about ways to design in residential heritage areas.

## Case Study

The recently completed Bendigo Law Courts (pictured opposite) by Wardel Studio is an example of using well known urban design principles to achieve a design respectful of the surrounding heritage buildings. The façade has used sympathetic materials in a similar effect to the tiles of the adjacent Specimen Cottage building (one of the City's oldest buildings). The bulk of the Law Courts building has been broken up into sections. Similar angles have been used to the roof form of the cottage but in a contemporary manner. The lower ground level awnings also respond to the height of the cottage visually reducing the scale of the new built form.

The design of Bendigo Law Courts also features an artwork by Indigenous artist Racquel Kerr which depicts the DJAARA figure 'Bunjil' (eagle) on the main façade.

*Beehive Building interior wall paper prior to restoration works*





*Bendigo Law Courts and Specimen Cottage*





*Bendigo Botanic Gardens in White Hills*

### 3.4 Parks, gardens and public spaces

Heritage protection can also mean looking after community spaces. The City contains an array of parks including Rosalind Park, which contains the Conservatory and Fernery, Bendigo Botanic Gardens in White Hills, Canterbury Park, Eaglehawk Conservatory, Lansell and Queen's Gardens, the Mall and other City Centre areas. A significant amount of resources go into maintaining these places before and after events and for the community to use and enjoy.

Crusoe Reservoir and Number 7 Park are also owned and managed by the City. Encompassing 210 hectares surrounded by the Greater Bendigo National Park the area is the most used public space in the municipality. It is popular for its beautiful landscape, indigenous vegetation, rich cultural heritage, bush trails and recreational opportunities.

The Number 7 Park is a very important part of Bendigo's gold mining and public health history. This reservoir and water purification system was the first of its kind in Australia in supplying treated drinking water to Bendigo's gold miners of the 1860s. The settling ponds, the basin and channel system can still be seen today as you journey around an interpretive walk surrounded by box-ironbark forest. Frog ponds reinstated by DJAARA also recreate the traditional Bendigo Creek before the channel was installed.

Some other examples of City heritage assets include:

- 5 heritage fountains
- 45 heritage statue/monuments (older than 1990)
- 5 poppet heads
- 514 significant trees (within heritage overlays)

It is worth noting the City is currently investigating the potential for a significant tree register and options for

either a local law or planning scheme control to protect these trees. No decision has been made but work is being done to determine the best control mechanism if a register is formed.

Interestingly, many of the parks and gardens we have today have been significantly altered since their beginnings. The location of historic items, pathways and plantings have changed over the years. This is due to the need for these spaces to adapt to the way people use public space but also due to the need for these spaces to be multipurposed for recreation and events.

A key example of this, is the Rosalind Park Precinct. Located on traditional land of the Dja Dja Wurrung people, the area was a grassy woodland with a chain of deep, permanent fresh water ponds lined with large River Red Gums. In 1851, the gold rush transformed the area into predominantly mullock heaps and now those heaps have become the most beautiful and prominent public park in Bendigo.

Since its establishment as a parkland, the area has undergone many improvements including the unearthing and restoration of the Cascades – a 19th Century water feature which was buried. Designed by renowned architect William Vahland and built in 1880, it originally included statues, fountains and a fern grotto.

The City is now redeveloping the former Bendigo Municipal Baths for the use and enjoyment of the community and visitors. Historically, the Baths (constructed in 1912/1913) were a bathing facility where the community swam in the open water. The Baths were Bendigo's primary swimming facility prior to the construction of new swimming pool, on the western part of the site (now Faith Leech Aquatic Centre) in the 1950's.



### 3.5 Tourism and events

Greater Bendigo has earned its reputation as a world class events capital of regional Victoria. With local, national and international events hosted throughout the year, our beautiful tree-lined streets, diverse parks, grand buildings and open spaces contribute a picturesque backdrop for these occasions.

The Tourism and Major Events unit is responsible for the coordination of activities relating to the attraction and support of major events in Bendigo. Many events that are not directly heritage related support a heritage component whether that's the event occurs within a heritage building or is hosted within one of the City's iconic civic spaces. The City also owns a range of buildings for hire, including The Capital, Ulumbarra, Dudley House, Bendigo Town Hall, and The Engine Room, and a range of hinterland town halls which the City's Property unit maintains.

Bendigo's stunning Rosalind Park Precinct, Bendigo Botanic Gardens in White Hills and Canterbury Park in Eaglehawk offer great spaces to relax and take a break in manicured European style landscapes. Buildings like the Bendigo Town Hall, the former Post Office building (the Bendigo Visitor Centre) and many others, are beautiful examples of gold rush architecture visible in the City Centre which add to the streetscape experience.

The City hosts a vast array of events including the most widely recognised annual Bendigo Easter Festival. Celebrating the City's Chinese heritage with their very own dragons, the event intertwines the main streets with spectators eager to capture a glimpse of the parade. Other experience related events include White Night which is a light show featuring projections onto some of the City's most iconic buildings. The Lost Trades Fair is also run annually and is a unique opportunity to watch demonstrations and historic artisan skills. It illustrates a wonderful example of an event with experiences for both young and old.

In addition to built heritage and annual events, visitors can experience Bendigo's living history. There are many opportunities to discover the City's fascinating gold story and how it shaped the city at the Central Deborah Gold Mine, the Golden Dragon Museum, Joss House Temple and Bendigo Tramways or by taking a trip on one of the 'Talking Trams'. There is also Bendigo walking tours hosted by local guides and a range of self guided walks such as Old Tom Mine Walk (Greater Bendigo National Park), Pink Cliffs (Heathcote) and Victoria Hill Diggings Reserve (Ironbark).

Bendigo also boasts a range of historic industrial sites like the Former Bendigo Gasworks which was first opened in 1860 and operated until 1973. Protected under Heritage Overlay H0294, the site is of State

Significance and is the last intact example of its kind. In 2017, Councillors reviewed a feasibility study for potential adaptive reuse of the site and voted to adopt a masterplan to rehabilitate the land. The City's Economic Development team is now the service lead for the adaptive reuse which will hopefully see this site transformed into a future tourism destination.

In addition to many inner City attractions a range of smaller hinterland towns like Elmore and Heathcote also play an important role in Bendigo's heritage and tourism offerings. The towns embrace a historic commercial centre with charming heritage buildings which offer a unique village experience. The towns are individual in character and capture an array of annual events, passing visitor trade and locals enjoying the region.

The range of non-City run or managed venues and attractions also contribute to the tourism success of Greater Bendigo. Heritage related businesses and businesses which occupy heritage buildings support heritage protection and management through conveying knowledge and enabling appreciation of heritage.



*Campaspe Run and Miniature Railway attraction, Elmore.*



### 3.6 Art, objects and collections

The City is custodian of thousands of civic artefacts across multiple locations. The artefacts encompass a variety of object and material types, ranging from photographs, artworks and paper-based material, to textiles, furniture, photographs and ephemera. Caring for these collections takes substantial financial and human resources to determine their value, based on tangible and intangible aspects of their creation and use.

The City's Civic Collection adds to the community's understanding of the evolution and administration of the City of Greater Bendigo. Ranging from pre to post council amalgamation, this collection continues to grow and evolve with time.

The Heritage Collections Officer role was created at the end of 2019 as a recommendation of the *Strategic Report on Greater Bendigo's Historical Artifacts 2017*. The officer is tasked with creating and managing the new Civic Collection in line with museum best practice standards. This has meant creating policies and procedures to guide its development and assist with decision making (also a recommendation of the Strategic Report 2017). The Collection Officer does formal significance assessments of objects to inform the prioritising of restoration and preservation.

Another important component of developing any collection is the need to facilitate access to all collections. Whether through curated displays or online digital storytelling, we need to enable people the ability to experience and develop a connection with their cultural heritage. However, the objects and collections condition, and potential deterioration due to light exposure or storage display should be forefront to any future consideration to physical display.

Greater Bendigo has four main Historical and Heritage Societies along with specialist military, medical and family history groups. Also distributed throughout the community are sporting and service organisations which hold and house important heritage items. These groups collectively hold a substantial number of the City's heritage objects and archives and face a variety of challenges in caring for these varied and important social history collections. The larger operating heritage groups and museums are:

- Bendigo Historical Society
- Huntly Historical Society
- McIvor and Heathcote Historical Society
- Bendigo Soldiers Memorial Museum
- National Trust (Bendigo Branch)

Community collecting groups are volunteer organisations. Like many community groups, the collecting groups have seen a decline in active



volunteers since the COVID-19 pandemic. The challenge to keep these organisations open and resourced enough to adequately care for complex collections is substantial. Financial resources are stretched to meet the needs of people and the collections. Support is currently provided to these local heritage societies and groups through information sessions hosted by the City's Civic Collections Officer.

In addition to dwindling volunteer numbers, collection storage remains one of the biggest challenges for community collecting organisations, as the cost of housing items in a controlled environment is expensive and appropriate spaces are difficult to find. To ensure the Civic Collection and other City based collections are not simply stored away, recommendation around future use, access or display for suitable items needs to be explored in further detail. However, before these aspects can be considered, there is still more work to do to catalogue, assess and research the value and quality of the objects and collections to ensure the most important items are protected.

*Pictured above: Heritage Collections officer preserving the City's civic objects.*

*Pictured opposite: Mayoress Portraits between 1922 – 1956. Source: Victorian Collections (City of Greater Bendigo Civic Collection)*











## 4 Our vision

### **City of Greater Bendigo Community Vision 2021-2031:**

Greater Bendigo celebrates our diverse community. We are welcoming, sustainable and prosperous. Walking hand-in-hand with the traditional custodians of this land. Building on our rich heritage for a bright and happy future.

### **Our ambitions for heritage build upon the Community Vision:**

Our community, landowners and custodians valuing heritage and its contribution to the success of Greater Bendigo;

A heritage system with up to date information that protects and enhances our heritage assets;

Communication of history and heritage is available to people of all ages including current and future generations.







Ulumbarra Theatre  
interior redevelopment



## 5 The Action Plan

Heritage Victoria identify four key themes for heritage management. The following themes are featured in this Strategy and make a basis for the identified challenges, goals and actions.







# Knowing our heritage

Consistent and reliable heritage registers, conservation management plans and citations for places of heritage significance are critical for heritage management. Without up to date, reliable databases we risk losing important parts of history, inadequate heritage protection or incorrect information for the community.

The City has a statutory responsibility under the *Planning and Environment Act 1987* to identify and protect heritage places using the Greater Bendigo Planning Scheme. Once the significance of a place has been established through a heritage study, an amendment process is undertaken to include the site in the Heritage Overlay for protection. Heritage places are graded using the terms 'significant', 'contributory' or 'non-contributory'. They also include a citation with statement of significance which details what elements of a place are important and why. Understanding the significance of a place informs how change can occur or how something should be restored or preserved.

The *Heritage Gap Analysis 2019* reviewed all completed heritage studies. A range of gaps were identified including typology gaps such as Twentieth Century development – particularly post-war buildings. Archaeological, geographical and natural study gaps were also identified, as well as Aboriginal Heritage places and places on public land associated with gold mining. It is important to note that before a heritage knowledge gap can be studied the theme needs to be researched and included in the City's *Thematic Environmental History 2013*.

Once a heritage study is formally adopted into the Planning Scheme, *Planning Practice Note 1 'Applying the Heritage Overlay' (PPN1)* encourages all heritage citations to be securely stored within the HERMES database. HERMES is a State Government online heritage management tool. It enables councils to register citations and pictures of places included in the Heritage Overlay so that information can be viewed publicly on the Victorian Heritage Database website.

A review of the HERMES database was undertaken recently. The review revealed some inconsistencies in the information available on the database including incomplete records and limited photos. Some older

heritage studies also lack suitable statements of significance and do not meet current standards.

Whilst staff resourcing is considered one barrier to uploading consistent data, the City's ability to manage the database is heavily constrained by the functionality of the State Government system. The HERMES database has poor functionality and there is limited state funding to manage the additional workload to upload consistent and accurate data.

In addition to the statutory databases for built heritage, internal research revealed that there are multiple registers used to record the City's assets. Buildings managed or owned by the City including statues, fountains, civic objects (such as the Mayoral robes) and amenity trees (that are of significant historical or aesthetic value on particular sites) are all located on different registers. This is not unusual given the various types of physical heritage with differing protection, however there may be potential to improve by integrating this information in the future.

The City's large number of civic objects and collections is also an identified gap. Resources and a dedicated officer have already been allocated to undertake the considerable task of identifying, assessing, restoring and cataloguing items however more could be achieved with a review of other internal databases.

As the Dja Dja Wurrung and Taungurung Peoples are custodians to their cultural heritage and are supported through State legislation, it is important for ongoing relationships and collaboration where appropriate. Ongoing training is required to ensure we are supporting Traditional Owners. Matters include identifying works within planning applications with potential Aboriginal Cultural Heritage impacts, and supporting community aspirations in line with the *Dhelkunya Dja Dja Dja Wurrung Country Plan 2014-2034*.



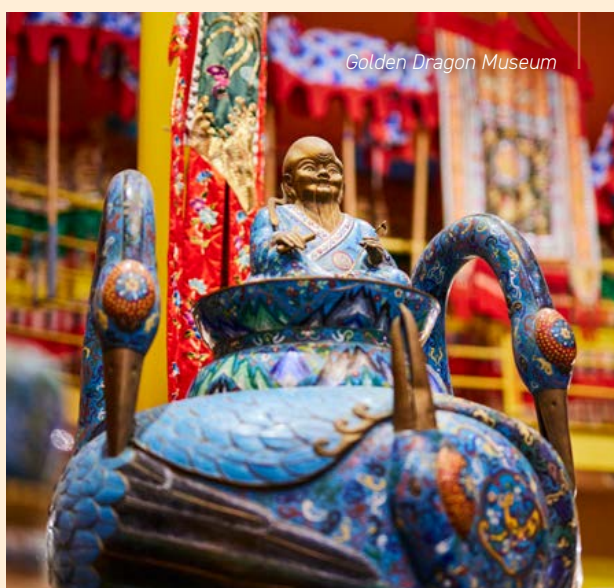
## Goal 1 Develop consistent heritage knowledge

Establishing evidence of history involves foundational work to ensure the City has up to date information. This will not just improve asset registers which inform conservation programs for City owned and managed places, but also benefit planning assessors, heritage consultants, permit applicants and provide information for the wider community.

Identifying, assessing and documenting heritage places, objects and collections and establishing them or updating them on information registers is a large task. This work will ensure new heritage studies are being undertaken to protect places not previously studied and objects are being appropriately stored and cared for.

The *Burra Charter - Australia International Council on Monuments and Sites (ICOMOS)* is generally regarded as the best practice standard for built and place based heritage conservation in Australia. The Burra Charter advocates that the place itself is important and that understanding its significance is key to establishing conservation solutions that respect heritage values, heritage fabric, and enable the place to meet today's needs.

Ongoing engagement and training with Traditional Owners will also be an important aspect of 'knowing our heritage'. Prior to major rezoning and projects, an Aboriginal Cultural Values Assessment prepared in consultation with DJAARA, will ensure the City continues the protection of Aboriginal heritage. The assessment should include identification of sensitive cultural places, indigenous heritage values, places and vegetation for protection, and where there may be opportunities to share culture of the Dja Dja Wurrung people.



ACTIONS	
1.1	<b>Prioritise</b> gaps identified in the Heritage Gap Analysis 2019 in the Heritage Work Program.
1.2	<b>Complete</b> heritage studies through the Heritage Work Program.
1.3	<b>Review</b> the City of Greater Bendigo Thematic History and update to include post-war theme.
1.4	<b>Complete</b> review of HERMES heritage database and develop processes to ensure accurate information is available to the community.
1.5	<b>Catalogue</b> the civic collections including assessing, registering, storing and digitisation of all objects.
1.6	<b>Review</b> information on registers for City owned or managed heritage buildings to inform future preservation and conservation programs.
1.7	<b>Review</b> internal registers to confirm all heritage assets located within City owned or managed heritage parks, gardens and landscapes are correctly listed.
1.8	<b>Engage</b> with Traditional Owners and implement staff training to ensure the City continues the protection of Aboriginal cultural heritage.
1.9	<b>Require</b> an Aboriginal Cultural Values Assessment to be undertaken early in the planning process for major rezoning and large projects, with a description about how the findings of each assessment has informed design.
1.10	<b>Develop</b> policies and tools to assist the City to manage digital records.
1.11	<b>Enable</b> the City's planners to undertake regular heritage training.
1.12	<b>Prepare</b> a budget submission for recurrent funding to continue the preparation of heritage studies and assessments and the documentation of oral histories.





# Protecting our heritage

Protecting our heritage is multifaceted and is a shared responsibility. It can include both statutory protection (once evidence of history is established) and also physical protection. Statutory protection can be in the form of a Heritage Overlay or local heritage policy. Physical protection can mean additional maintenance and upkeep which is important to ensure the longevity of heritage assets.

Leading by example is an important element of promoting good heritage management. Ensuring places identified in heritage studies are accurately recorded in the Heritage Overlay of the Greater Bendigo Planning Scheme, is one way of ensuring protection of heritage places. Ensuring old studies are updated to current requirements, and heritage mapping is accurately applied when subdivision or other development changes occur, are ongoing tasks for the City's Strategic Planning unit.

Climate change has also emerged as a significant threat impacting heritage conservation. Climate change will include extreme temperature periods (hot and cold), and an overall reduction in rainfall combined with an increase in the frequency of very heavy rainfall.

The City is working to mitigate the impacts of Climate Change through the City's *Climate Change and Environmental Strategy 2021 – 2026*. Investment that will improve community health and resilience, reduce power bills and increase the attractiveness of our landscapes, will also have benefits for heritage buildings. Climate Change presents an opportunity to improve heritage buildings to withstand the changing climate and bring them up to today's building standards.

The City owns and manages a range of properties with recognised heritage value. Many places are iconic civic buildings that the City has a responsibility to maintain. These heritage buildings can require additional maintenance which is a cost to the community, due to the need for particular tradespeople and speciality materials. The cost of these works is growing more expensive and competes against other important community infrastructure such as roads and footpaths.

This means maintenance on heritage buildings is often undertaken on a 'needs basis' rather than as part of a planned future works program.

Many of the City's heritage sites are protected by a Heritage Overlay or are listed on the Victorian Heritage Register. However, it is noted, not all places have had a conservation management plan (CMP) completed. The City has approximately 62 conservation management plans for City owned or managed buildings. These management plans detail the heritage values of a place and advise how the heritage asset should be used and managed to conserve significant aspects. A long term aim is to ensure each Greater Bendigo asset has an up-to-date conservation management plan.

The City understands the need to review the management of heritage places at all stages of the development life cycle including the identification, assessment, management construction, compliance and enforcement. The City also recognises that heritage is constantly changing and the volume of heritage aspects naturally increases over time. There will always be new buildings, places, objects and cultural items warranting heritage protection. In response, heritage studies and citations will require continual updating to ensure ongoing protection.

In some instances, the Heritage Overlay is not the best mechanism to protect heritage. This is given the Heritage Overlay is most commonly used for built heritage. Landscapes and trees for example, are often better protected under the Significant Landscape Overlay or Environmental Significance Overlay. Aboriginal culturally significant sites are also best protected under Aboriginal Cultural Heritage mapping.



## Goal 2 Lead heritage protection

The City is committed to developing initiatives which conserve and celebrate our cultural and built heritage in a way that connects with the values of the community. The City aims to lead heritage protection by demonstrating excellent management of City owned heritage assets and developing conservation management plans for City owned or managed heritage sites.

The City also aims to take a leading role advocating for the reuse and restoration of privately-owned, high profile sites such as the former law courts building and Bendigo Tafe buildings. This is considered an important advocacy task because the best way for heritage places to be valued and preserved is for people to use them. Once the decontamination and monitoring requirements at the Former Gas Works site are completed, the City will also be able to actively promote its repurposing and support opportunities for tourism development on the site.

Statutory protection is another way the City will protect heritage assets in public and private ownership. Once the significance of a heritage place or item is established through a heritage study, significance assessment or conservation management plan, then suitable protection (such as a heritage overlay) can occur through a planning scheme amendment process. Future development can also be guided through the statutory planning application process.

ACTIONS	
2.1	<b>Undertake</b> regular planning scheme amendments to correct errors within existing Heritage Overlays.
2.2	<b>Review</b> existing conservation management plans for City owned and managed buildings and identify which heritage building assets require a plan to be prepared.
2.3	<b>Identify</b> where conservation management plans apply to City owned or managed heritage parks, gardens and landscapes, and prior to any major works in City owned or managed heritage parks, gardens and landscapes, determine if a conservation management plan should be prepared.
2.4	<b>Develop</b> asset management plans for key City owned and managed heritage buildings to inform ongoing renewal and upgrade works.
2.5	<b>Continue</b> to undertake renewal and upgrade works within heritage parks and gardens for public use.
2.6	<b>Advocate</b> for the reuse and restoration of privately-owned, high profile heritage sites, including key historic features such as signs.
2.7	<b>Investigate</b> options for preventing privately owned heritage buildings falling into disrepair.
2.8	<b>Enable</b> regular activation of the Bendigo Gasworks site while the future planning for the site is being determined.





# Supporting our heritage

The City plays a significant role in the protection, management and communication of our heritage. However, many objects, landscapes and buildings are in private ownership. Heritage management and protection is therefore a shared responsibility. In many instances the City undertakes a supporting role to those private owners and custodians by providing advice, guidelines, information, and financial assistance.

The City provides a range of assistance to planning permit applicants, local heritage societies, event organisers and the wider community regarding heritage matters. An example of guidelines and services include:

## **Heritage Design Guidelines (residential)**

The Guidelines provide property owners and planning permit assessors details of preferred design outcomes for places located within a Heritage Overlay.

A property with a Heritage Overlay may have regulated renovation options, but it does not prohibit change. The Guidelines help property owners understand the heritage significance of their building, conserve heritage features and encourage good infill and extension design.

It's important that new development does not impact Bendigo's distinctive setting and context. Appropriate development includes the retention of buildings (more than just the façade). Appropriate development also allows new buildings to be visually distinguished from old buildings but at the same time does not detract from heritage features, colours and materials.

## **City Centre Urban Design Framework**

The Guidelines provide property owners and planning permit assessors details of preferred design outcomes for development within the City Centre. The Guidelines include a vision for preferred height, materials and setbacks to guide new development within heritage precincts.

## **Heritage Advisory Service**

The City's Heritage Advisor provides pre-application advice for planning permit application proposals to ensure appropriate heritage restoration and design.

## **Financial Assistance Program**

The City provides financial assistance for approved private heritage restoration works.

## **Collections management and storage support**

Support is provided to local heritage societies and groups through information and collection management sessions hosted by the City's Civic Collections Officer.

## **City of Greater Bendigo website**

The website provides information on heritage studies, details on when a planning permit may be required and how to look up whether a heritage overlay applies to your property.

## **Expert event assistance**

Assistance is available to event organisers from the City's Tourism and Major Events unit. The City has a superb range of heritage civic spaces and venues, including Bendigo Botanic Gardens, Rosalind Park, The Capital, Ulumbarra Theatre and Bendigo Town Hall which can be hired for events.

The City's Tourism and Major Events unit is very interested in heritage feature events and are willing to sponsor and partner with the right event in the future. Current events assistance includes:

- Event sponsorship and partnership
- Sourcing venues
- Accommodation booking
- Traffic management
- Activities and attraction itineraries
- Permit requirements
- Promotional support and marketing
- Ticketing services



## Goal 3 Provide resources to assist heritage management

While the City currently provides a broad range of heritage assistance and support which will continue to be available, there is room to grow and diversify these services.

Community interest in heritage is broad covering tourism, planning applications, restoration information and heritage research. Given the range of interests, the City's website is considered an ideal platform to source all this information including other government resources to help private owners care for heritage.

The success of the City's own Heritage Design Guidelines for residential properties has also seen a need to develop a set of guidelines specific for commercial areas. Signage, accessibility ramps and other commercial related design elements will be covered to assist applicants and planning officers to achieve good design outcomes in commercial settings.

Changes are also underway to make the current heritage financial assistance program more accessible in the form of a grant. The City recently joined partnership with the Victoria Heritage Restoration Fund (VHRF) managed by the National Trust. This means funds will not need to be paid back, making restoration works more accessible.

Acknowledging the challenges of managing heritage provides opportunities to support private owners to care for their heritage assets. Regular maintenance by private owners extends the lifespan of heritage assets and means repairs are likely less onerous and expensive. The benefits of regular maintenance can include community safety, long term protection of heritage and enhancement of neighbourhood amenity. A means of protection can be:

- Weatherproofing properties
- Securing properties
- Maintenance and repair
- Structural improvements

Relationships with different external groups will also be achieved under the vision of this Strategy. Meetings amongst local heritage groups will further enable education and information sharing. Presentations to upcoming planning and building design students will also increase education around built heritage matters and encourage good design. Historical societies and collecting groups will also be further empowered by the City's Civic Collections Officer through information sessions and advice to assist them in caring for their heritage collections.

ACTIONS	
3.1	<b>Update</b> current heritage website pages with a focus on ease of use and helpful heritage resources.
3.2	<b>Provide</b> information on the City's website about heritage restoration and maintenance to assist property owners in caring for heritage.
3.3	<b>Implement</b> a trial heritage financial assistance grant program for two years for certain private restoration works.
3.4	<b>Support</b> historical collecting groups, e.g. through information sessions and advice.
3.5	<b>Support</b> event organisers with assistance and advice.
3.6	<b>Develop</b> Heritage Design Guidelines for commercial areas.
3.7	<b>Provide</b> opportunities, and where available financial assistance, for specialised tradespeople and community-based history and heritage organisations to share information on events, oral histories, studies and places.
3.8	<b>Provide</b> educational opportunities to share heritage planning knowledge with students.





# Promoting our heritage

The value and uses of heritage change with different generations. While this can be the cause of deterioration to physical heritage, it can also lead to new adaptive uses and ways to re-engage with history. Presenting heritage to younger generations in a way that invites them to engage and learn, will be key to connecting younger people with heritage. Similarly, education and sharing information about First Nations culture will ensure their stories continue to be present in today's landscape.

There is great value in promoting and embracing our heritage in all aspects of Greater Bendigo life. Appreciation of heritage can foster connected communities who have access to diverse cultural and social experiences. Interpretation of heritage places and objects, and story telling in publication and on sites, is an opportunity to enhance peoples understanding and appreciation of heritage.

Promotion of heritage is also an important tourism driver. The City's economic future can be enhanced through expanding opportunities linked to heritage-based tourism, or by continuing to incorporate heritage into everyday events. For example, many events today in the Bendigo region have a heritage component. Whether they are hosted in a heritage garden, building or streetscape, heritage often makes up a part of events even if it is not the main focus.

The *Bendigo Regional Destination Management Plan 2015* is a key tourism strategy for Greater Bendigo and is currently being updated. The revised document will provide future directions for a regional approach to tourism. It will continue to highlight history and heritage as one of the leading attractions for Bendigo and the surrounding region, in association with arts, culture, sport, leisure and nature based tourism. These offerings set the region apart from other areas and will be the key attractions drawing tourists to the area. Given the range of attractions, there is an opportunity in the revision to enhance and expand on existing heritage attractions, advertisement, events and experiences.

There are many opportunities for the cultural heritage of the Dja Dja Wurrung and Taungurung people, to be further celebrated and represented. The Dja Dja Wurrung have been growing the presence of their history and culture in recent years. This is becoming more prominent with the Djaara Lights display and the Aboriginal naming of key buildings like Galkangu Gov

Hub meaning - 'we make things happen together and are more connected to Country.' Culturally important visuals such as the Bunjil (eagle) being incorporated into the main façade of the new Law Courts building has also enhanced Dja Dja Wurrungs culture in the city centre.

The City has assisted recently by hosting a dedicated First Nations Gallery - Djaa Djuwima at the Bendigo Visitor Centre. The Gallery showcases contemporary and traditional Aboriginal and Torres Strait Islander artists and makers who are living in or who are connected to the Greater Bendigo region. While the above mentioned examples are just some initiatives there is still more that can be done to ensure First Nations heritage and cultural stories are tangible around Greater Bendigo.





## Goal 4 Increase heritage promotion and education

This goal involves celebrating heritage and sharing heritage knowledge with tourists and the local community. For example, heritage interpretation is the communication of the meaning of a place or object through a variety of print, media, presentations, education and community activities. Done well, heritage interpretation can enhance the visitor experience. It may also strengthen the relationship between the site or object, and those who visit or even live around it.

Promotion of local attractions, improved website links and story telling will be key to raising public awareness of heritage and achieving our long term vision of a progressive heritage landscape. Including dedicated heritage articles in publications like the quarterly GB Magazine will enable heritage promotion on a local scale. In addition to this, information packages for property owners of Heritage Overlay places will be available with the promotion of the heritage financial assistance scheme.

Expanded promotion around nature-based tourism and new ways of promoting heritage assets are just some upcoming initiatives highlighted for the region in the revised *Bendigo Regional Destination Management Plan*. Increasing interpretive signage on City owned historic sites will also ensure the history of places is shared.

The City aims to promote the annual National Trust Heritage Festival. Supporting the Heritage Advisory Committee to undertake a promotional activity during the event, will further engage the wider community with our history. Digitisation and 'experience based' heritage attractions will also step beyond the mainstream ways of sharing our history. A range of engagement will be important to capture the appreciation of our younger generations. If we are to pass down Greater Bendigo's heritage, we need to do it in a way our youth want to communicate.

There is an opportunity to showcase the Lost Trade Fair offering all year round through a living art space at the Bendigo Visitor Centre. The attraction would not only display historical trades but also support local businesses with handmade artisan products for sale (which would otherwise only be available during the Lost Trades Fair). The permanent display would provide an all year promotion and presence of the event.

ACTIONS	
4.1	<b>Promote</b> heritage and heritage venues through tourism events and heritage attractions.
4.2	<b>Promote</b> heritage related stories through publications such as GB Magazine.
4.3	<b>Assist</b> the Heritage Advisory Committee to lead a promotion activity during their four-year term.
4.4	<b>Collaborate</b> with stakeholders to revise the Bendigo Region Destination Management Plan.
4.5	<b>Increase</b> public education of built heritage when advertising the trial financial assistance grant program.
4.6	<b>Support</b> the Victorian Goldfields World Heritage Bid in partnership with 14 other local Councils, State and Federal Governments and plan for tourism related opportunities.
4.7	<b>Develop</b> a living art space at the Bendigo Visitor Centre to showcase historical trades and artisan handmade products.
4.8	<b>Encourage</b> heritage interpretation on City owned sites, including tangible and intangible information.
4.9	<b>Promote</b> Bendigo events during the annual National Trust Heritage Festival.







THE COMMERCIAL BANK OF AUSTRALIA





Heritage property in  
Heathcote

## 6 Monitoring and review

This Strategy provides actions for the years between 2024 – 2028. The consolidation of heritage activities into a single document will help the City plan more effectively into the future.

Some heritage goals will need to be completed in stages and there is opportunity to include actions in the following four years. For example, the action to catalogue all civic objects and collections is a 3–4 year project and will need to be completed before consideration can begin about how to physically display the items.

### Monitoring 2026

Undertake a halfway milestone review of the Strategy to ensure the actions are on track for completion.

### Evaluation 2028

At the conclusion of the four year life of this Strategy, a review of the actions and outcomes will be undertaken. Actions which are not yet complete but still relevant can be carried over to the next Strategy cycle, to be considered and prioritised against new identified actions.

The actions identified within this first Strategy set strong foundations for the City's ongoing management of heritage. With each Strategy review, new actions will be able to build upon previously completed work and adapted to changing influences. The Strategy is therefore a living document that will continue to develop over time as new heritage opportunities and challenges appear.



## 7 Action summary

Knowing our heritage		Context	Responsible	Timing
1.1	<b>Prioritise</b> gaps identified in the Heritage Gap Analysis 2019 in the Heritage Work Program.	Ongoing	Strategic Planning	4 years
1.2	<b>Complete</b> heritage studies through the Heritage Work Program.	Ongoing	Strategic Planning	4 years
1.3	<b>Review</b> the City of Greater Bendigo Thematic History and update to include post-war theme.	New	Strategic Planning	1 year
1.4	<b>Complete</b> review of HERMES heritage database and develop processes to ensure accurate information is available to the community.	New	Strategic Planning	2 – 3 years
1.5	<b>Catalogue</b> the civic collections including assessing, registering, storing and digitisation of all objects.	Ongoing	Civic Collections	3 – 4 years
1.6	<b>Review</b> information on registers for City owned or managed heritage buildings to inform future preservation and conservation programs.	New	Property Department	1 year
1.7	<b>Review</b> internal registers to confirm all heritage assets located within City owned or managed heritage parks, gardens and landscapes are correctly listed.	New	Parks and Open Space	4 years
1.8	<b>Engage</b> with Traditional Owners and implement staff training to ensure the City continues the protection of Aboriginal cultural heritage.	Ongoing	Organisation-wide	4 years
1.9	<b>Require</b> an Aboriginal Cultural Values Assessment to be undertaken early in the planning process for major rezoning and large projects, with a description about how the findings of each assessment has informed design.	New	Strategic Planning	4 years
1.10	<b>Develop</b> policies and tools to assist the City to manage digital records.	New	Organisation-wide	4 years
1.11	<b>Enable</b> the City's planners to undertake regular heritage training.	Ongoing	Strategic Planning	4 years
1.12	<b>Prepare</b> a budget submission for recurrent funding to continue the preparation of heritage studies and assessments and the documentation of oral histories.	New	Strategic Planning	1 year
Protecting our heritage		Context	Responsible	Timing
2.1	<b>Undertake</b> regular planning scheme amendments to correct errors within existing Heritage Overlays.	New	Strategic Planning	4 years
2.2	<b>Review</b> existing conservation management plans for City owned and managed buildings and identify which heritage building assets require a plan to be prepared.	New	Property Department	1 year
2.3	<b>Identify</b> where conservation management plans apply to City owned or managed heritage parks, gardens and landscapes, and prior to any major works in City owned or managed heritage parks, gardens and landscapes, determine if a conservation management plan should be prepared.	New	Parks and Open Space	2 years
2.4	<b>Develop</b> asset management plans for key City owned and managed heritage buildings to inform ongoing renewal and upgrade works.	New	Property Department	2 – 3 years



Protecting our heritage (continued)		Context	Responsible	Timing
2.5	<b>Continue</b> to undertake renewal and upgrade works within heritage parks and gardens for public use.	Ongoing	Parks and Open Space	4 years
2.6	<b>Advocate</b> for the reuse and restoration of privately-owned, high profile heritage sites, including key historic features such as signs.	New	Chief Executive Officer	4 years
2.7	<b>Investigate</b> options for preventing privately owned heritage buildings falling into disrepair.	New	Strategic Planning	4 years
2.8	<b>Enable</b> regular activation of the Bendigo Gasworks site while the future planning for the site is being determined.	New	Strategic Planning	1- 4 years
Supporting our heritage		Context	Responsible	Timing
3.1	<b>Update</b> current heritage website pages with a focus on ease of use and helpful heritage resources.	New	Strategic Planning	1 year
3.2	<b>Provide</b> information on the City's website about heritage restoration and maintenance to assist property owners in caring for heritage.	New	Strategic Planning	1 – 2 years
3.3	<b>Implement</b> a trial heritage financial assistance grant program for two years for certain private restoration works.	New	Strategic Planning	1 – 2 years
3.4	<b>Support</b> historical collecting groups, e.g. through information sessions and advice.	Ongoing	Civic Collections	4 years
3.5	<b>Support</b> event organisers with assistance and advice.	Ongoing	Tourism and Major Events	4 years
3.6	<b>Develop</b> Heritage Design Guidelines for commercial areas.	New	Strategic Planning	1 year
3.7	<b>Provide</b> opportunities, and where available financial assistance, for specialised tradespeople and community-based history and heritage organisations to share information on events, oral histories, studies and places.	New	Strategic Planning	4 years
3.8	<b>Provide</b> educational opportunities to share heritage planning knowledge with students.	New	Strategic Planning	1 - 4 years
Promoting our heritage		Context	Responsible	Timing
4.1	<b>Promote</b> heritage and heritage venues through tourism events and heritage attractions.	Ongoing	Tourism and Major Events	4 years
4.2	<b>Promote</b> heritage related stories through publications such as GB Magazine.	New	Communications	4 years
4.3	<b>Assist</b> the Heritage Advisory Committee to lead a promotion activity during their four-year term.	New	Heritage Advisory Committee	1 – 4 years
4.4	<b>Collaborate</b> with stakeholders to revise the Bendigo Region Destination Management Plan.	New	Tourism and Major Events	1 – 2 years
4.5	<b>Increase</b> public education of built heritage when advertising the trial financial assistance grant program.	New	Strategic Planning	1 – 2 years
4.6	<b>Support</b> the Victorian Goldfields World Heritage Bid in partnership with 14 other local Councils, State and Federal Governments and plan for tourism related opportunities.	New	Organisation-wide	1 – 4 years
4.7	<b>Develop</b> a living art space at the Bendigo Visitor Centre to showcase historical trades and artisan handmade products.	New	Tourism and Major Events	1 year
4.8	<b>Encourage</b> heritage interpretation on City owned sites, including tangible and intangible information.	New	Strategic Planning	1 - 4 years
4.9	<b>Promote</b> Bendigo events during the annual National Trust Heritage Festival.	New	Strategic Planning	4 years



City of Greater Bendigo

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If you are deaf, or have a hearing impairment or speech impairment, contact us via the National Relay Service. Phone 133 677 then ask for 1300 002 642

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