

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



# TABLE OF CONTENTS

MOORABOOL SHIRE HISTORY	4
ABOUT THE STRATEGY	9
COUNCIL'S HERITAGE VISION STATEMENT	11
STRATEGIC CONTEXT	12
COUNCIL'S ROLE IN HERITAGE	13
WHAT IS HERITAGE?	14
HERITAGE ACHIEVEMENTS	17
WHAT WE HEARD	18
HERITAGE CHALLENGES AND OPPORTUNITIES	20
STRATEGY ACTION PLAN	27

MARCH 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, Bacchus Marsh



# MOORABOOL SHIRE HISTORY

## ANCIENT CONNECTIONS

First Peoples forged their connections with the area now known as Moorabool Shire deep in time, at least 40,000 years ago. Moorabool takes its name from the nocturnal Stone-curlew bird that lives by the river, meaning ‘Monster’ in Wadawurrung traditional language.<sup>1</sup> 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 communities of Aboriginal peoples 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.<sup>2</sup> 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 tail eagle.<sup>3</sup> Of particular spiritual importance within Moorabool is Lal Lal Falls, known as ‘the resting place of Bunjil’.<sup>4</sup>

## PASTORALISM AND AGRICULTURE

The arrival of European settlers on Australian shores brought with it dramatic change to the lives, traditions, food sources and social fabric of Aboriginal 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.<sup>5</sup>

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.

## SEARCHING FOR GOLD

The discovery of gold in Moorabool Shire from the early-1850s saw a rapid increase in emigrants from all over the world, and in turn, a rapid demise in local Aboriginal populations. The Board for the Protection of Aborigines established large missions across what is now the State of Victoria, to forcibly separate Aboriginal peoples from goldmining areas and valuable pastoral land, disrupting ancient ways of life for generations.<sup>6</sup>

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, their streets 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.

## RICH IN NATURAL RESOURCES

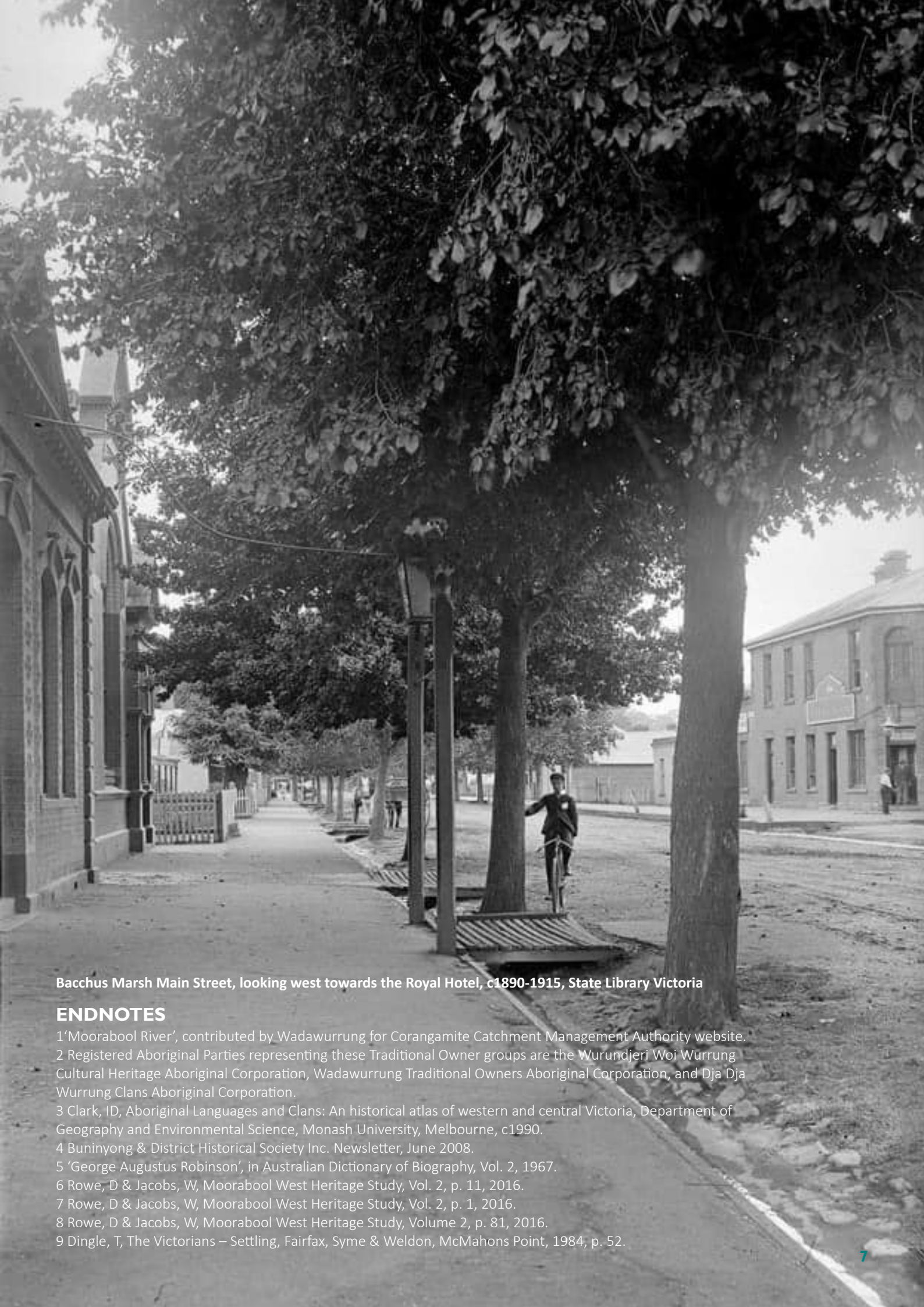
Across the Shire's diverse mix of mountain and forested ranges, open volcanic plains and elevated landforms, run the branches and tributaries of the Moorabool, Werribee and Lerderderg Rivers. These waterways provide for rugged gorges, steep ravines and rocky outcrops in areas including the well-known 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.<sup>7</sup>

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.<sup>8</sup> Forested areas were stripped for their timber, and gullies were pockmarked with mine shafts for several years after the goldrushes ended.<sup>9</sup> 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.





Bacchus Marsh Main Street, looking west towards the Royal Hotel, 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 Clark, ID, *Aboriginal Languages and Clans: An historical atlas of western and central Victoria*, Department of Geography and Environmental Science, Monash University, Melbourne, c1990.
- 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 (i.e. identifying, assessing and documenting heritage places).
- Protecting (i.e. securing statutory protection for significant places, developing policy/guidelines to assist decision making, appropriate management).
- Supporting (i.e. incentives, advisory services, financial assistance).
- Communicating and promoting (i.e. measures to raise awareness and appreciation of the heritage of the area).



**195**

**PLACES ON THE HERITAGE OVERLAY**



**25**

**PLACES ON THE VICTORIAN HERITAGE REGISTER**



**74%**

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



**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 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



# 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 to the local community and visitors to the area. This can be through a range of means including digital and in physical, and through channels such as arts, tourism and events.

## HERITAGE ADVISORY COMMITTEE

The Moorabool Heritage Advisory Committee was established in 2007 and has been meeting 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 the 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 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.”<sup>11</sup>



# 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.



Heritage contributes to tourism, economic prosperity and environmental sustainability.<sup>10</sup>







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



# 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 Heritage Advisory Committee, local historical 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).

## 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.'

## FIRST NATIONS PEOPLES AND STORIES

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

## HERITAGE-BASED TOURISM

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





## 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 Moorabool 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 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 for 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 heritage and history of Moorabool can be hard to find online.
- Securing funding for Council projects that promote and celebrate heritage.

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

# OPPORTUNITIES

## KNOWING

- Increase engagement with Traditional Owners and Registered Aboriginal Parties.\*
- Build heritage knowledge among Council staff.
- Locating and mapping heritages sites identified within existing heritage studies.

## PROTECTING

- Improve knowledge and management of Council owned/managed heritage assets.\*
- Development of 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'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.
- 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 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 heritage assets contribute to the distinctive building blocks of the Victorian Goldfields’ story, and the Shire may contain one or more individual places that will 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 people. 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"> <li>Growth &amp; Development</li> </ul>	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"> <li>Growth &amp; Development</li> </ul>	Long
3	Review and correct any errors and omissions in HERMES entries for places within the heritage overlay.	<ul style="list-style-type: none"> <li>Growth &amp; Development</li> </ul>	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"> <li>Growth &amp; Development</li> </ul>	Short
5	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"> <li>Growth &amp; Development</li> </ul>	Ongoing
6	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"> <li>Growth &amp; Development</li> </ul>	Ongoing



## PROTECTING

No.	Action	Who	Timing
7	Complete Amendment C85 West Moorabool Heritage Study 2A Review.	<ul style="list-style-type: none"> <li>Growth &amp; Development</li> </ul>	Short
8	Develop a set of heritage guidelines that provide clarity for community and stakeholders on best practice heritage management.	<ul style="list-style-type: none"> <li>Growth &amp; Development</li> </ul>	Medium
9	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"> <li>Growth &amp; Development</li> <li>Asset Management</li> </ul>	Medium
10	Develop a program for protecting places of heritage significance identified through the gaps analysis and ongoing research.	<ul style="list-style-type: none"> <li>Growth &amp; Development</li> </ul>	Medium
11	Maintain up to date links of Council's website to information by First Peoples State Relations, to assist property owners in understanding their obligations in protecting Aboriginal Cultural Heritage sites.	<ul style="list-style-type: none"> <li>Growth &amp; Development</li> </ul>	Ongoing

## SUPPORTING

No.	Action	Who	Timing
12	Seek out funding and grant opportunities to progress heritage projects identified in this strategy, or in other Council strategies that include heritage outcomes.	<ul style="list-style-type: none"> <li>Growth &amp; Development</li> </ul>	Ongoing
13	Partner with local heritage groups and societies to deliver heritage projects identified in the strategy.	<ul style="list-style-type: none"> <li>Growth &amp; Development</li> </ul>	Ongoing
14	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"> <li>Growth &amp; Development</li> <li>Asset Management</li> <li>Arts &amp; Economic Development</li> <li>Brand &amp; Advocacy</li> </ul>	Ongoing

## COMMUNICATING AND PROMOTING

No.	Action	Who	Timing
15	Expand existing and develop better tools (digital and physical) to share and promote Moorabool's heritage places and stories.	<ul style="list-style-type: none"> <li>• Growth &amp; Development</li> <li>• Arts &amp; Economic Development</li> <li>• Brand and Advocacy</li> </ul>	Medium
16	Explore options for developing a framework of experience and theme-based heritage trails across the Shire, including reviewing existing trails to renew content.	<ul style="list-style-type: none"> <li>• Growth &amp; Development</li> <li>• Environment &amp; Waste</li> <li>• Arts &amp; Economic Development</li> <li>• Community Development &amp; Activation</li> </ul>	Long
17	Actively contribute to, and advocate for, Moorabool's inclusion as part of the Victorian Goldfields World Heritage Bid.	<ul style="list-style-type: none"> <li>• Growth &amp; Development (Lead)</li> <li>• Arts &amp; Economic Development</li> <li>• Brand and Advocacy</li> </ul>	Ongoing
18	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"> <li>• Growth &amp; Development (Lead)</li> <li>• Arts &amp; Economic Development</li> </ul>	Ongoing
19	Increase awareness of Council's free heritage advisory service.	<ul style="list-style-type: none"> <li>• Growth &amp; Development</li> </ul>	Short
20	Continue to progress Aboriginal cultural heritage 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"> <li>• Growth &amp; Development</li> </ul>	Ongoing
21	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.	<ul style="list-style-type: none"> <li>• Growth &amp; Development</li> </ul>	Medium
22	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"> <li>• Growth &amp; Development (Lead)</li> <li>• ICT</li> </ul>	Long
23	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"> <li>• Growth &amp; Development</li> <li>• Arts &amp; Economic Development</li> </ul>	Ongoing
24	Use Council's existing website, publications and social media platforms to promote local heritage and heritage activities.	<ul style="list-style-type: none"> <li>• Growth &amp; Development (Lead)</li> <li>• Brand and Advocacy</li> </ul>	Ongoing