Moonee Valley Heritage Strategy
Adopted 7 June 2011
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Executive Summary

The Heritage Strategy will assist Council in conserving the heritage of Moonee Valley in an integrated manner, and to promote heritage within Council and to the community. The strategy will ensure that Council is better placed to manage and protect the heritage values of Moonee Valley.

This Heritage Strategy has been developed in order to identify further work required to continue to protect and manage heritage places in the City of Moonee Valley. The Strategy will provide the overall management framework to guide the future heritage assessment and management initiatives for heritage places.

This Strategy has been developed in line with the Local Government Heritage Strategies Information Guide March 2010, prepared by Heritage Victoria and published at www.dpcd.vic.gov.au.

The Strategy will give effect, at a local level, to the vast range of policies and strategies that exist for heritage management and protection across the three levels of government. This Strategy is a whole of Council document that will require Council support through the adoption and ongoing implementation and monitoring of the actions identified in the Strategy.

Actions within the Strategy respond to emerging issues and gaps in the management and protection of heritage places in Moonee Valley, and are set out across the four key themes of:

- **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).

The Strategy has been set out in two parts. The Background section provides the overarching policy context for heritage protection and management. The Strategy section sets out the vision and some key objectives for heritage protection and management within the City of Moonee Valley, and identifies the key actions needed to give effect to the vision and objectives.
Part 1: Background and Context

1.1 Moonee Valley

The City of Moonee Valley is known for its streetscapes and historic buildings, and the internationally renowned horseracing industry. Residents are attracted to Moonee Valley for many reasons, the most common being the closeness to shops, restaurants and entertainment, appreciation of the aesthetics of the areas and proximity to the CBD.

1.2 History

1.2.1 Traditional Owners

The traditional owners of the land are the Wurundjeri people, who relied on the Maribyrnong River and Moonee Ponds and Steele Creeks for fishing, transport and food.

There are a number of significant sites within the City, which form an important legacy for the community today. The Lily Street lookout, Steele Creek and nearby Brimbank Park as well as Lincoln and Buckley Parks have all been noted as having both cultural and archaeological significance to traditional owners.

1.2.2 Recent History

After European settlement the southern suburbs of Moonee Valley became home to working class residents, many of whom worked in the horseracing industry. More recently, gentrification has transformed these suburbs into highly desired inner-city communities.

To the north in Moonee Valley, the suburbs of Moonee Ponds, Essendon, Strathmore and Niddrie still retain the wide boulevards, tree-lined streets and mansions of yesteryear.

Residences in suburbs such as Flemington, Ascot Vale, Essendon, Strathmore and Moonee Ponds showcase architectural styles from the last 150 years.

Housing development in the west of Moonee Valley has been more recent, mostly since the 1970s, with those areas home to large Italian and Greek communities.

The City of Moonee Valley formed in 1996 out of amalgamation of parts of the City of Keilor and the City of Essendon.

Historic public buildings such as the Incinerator and the Clocktower are highly valued by the community. Napier Park is the last remnant of the original environment before European settlement. Queens Park was the first stop over for Burke and Wills’ 1860 expedition, and the Maribyrnong River was important as a water supply and recreational venue.

Economically, Moonee Valley has changed with the times. Agriculture was prominent early with sheep farming, the Newmarket Stockyards and market gardens. Horse racing figured prominently with both Flemington and Moonee Valley racecourses being located in the area.

Our cultural diversity has also changed over the last 200 years. The post-war era of the 1950s saw the arrival of Italian and Greek migrants who have settled throughout Moonee Valley. Since the 1970s, migrants have largely been from Vietnam and China.
The urban landscape of the City of Moonee Valley has been rapidly changing over recent years. This change has been occurring as a result of a growing population and changing demographics.

1.3 **Policy Context**

Heritage places are managed via a range of legislative frameworks, by local, State and Federal government bodies and agencies. In addition to legislative requirements, broader policy considerations and over-arching strategies support owners and managers of heritage places to maintain and conserve those places.

The management requirements for heritage places depend on the heritage significance of the place.

1.3.1 **State Policy Context**

1.3.1.1 **Planning and Environment Act 1987**

Section 4 of the Planning and Environment Act sets out objectives for planning in Victoria.

These include objectives to:

- Provide for the fair, orderly, economic and sustainable use, and development of land [Section 4(1)(a) – Planning and Environment Act 1987]; and
- Conserve and enhance those buildings, areas or other places which are of scientific, aesthetic, architectural or historical interest, or otherwise of special cultural value [Section 4(1)(d) – Planning and Environment Act 1987].

1.3.1.2 **State Planning Policy Framework (SPPF)**

Clause 15.03-1 of the SPPF relates to heritage conservation. The objective of this Clause is to ensure the conservation of places of heritage significance.

Strategies include:

- Identify, assess and document places of natural and cultural heritage significance as a basis for their inclusion in the planning scheme.
- Provide for the protection of natural heritage sites and man-made resources and the maintenance of ecological processes and biological diversity.
- Provide for the conservation and enhancement of those places which are of aesthetic, archaeological, architectural, cultural, scientific, or social significance, or otherwise of special cultural value.
- Encourage appropriate development that respects places with identified heritage values and creates a worthy legacy for future generations.
- Retain those elements that contribute to the importance of the heritage place.
- Encourage the conservation and restoration of contributory elements.
- Ensure an appropriate setting and context for heritage places is maintained or enhanced.
- Support adaptive reuse of heritage buildings whose use has become redundant.

[Section 15.03-1 – State Planning Policy Framework]
Clause 15.03-2 relates to Aboriginal cultural heritage. The objective of this Clause is to ensure the protection and conservation of places of Aboriginal cultural heritage significance.

1.3.1.3 Victorian Heritage Register

The Victorian Heritage Register is established by the Heritage Act 1995. It lists the State’s most significant heritage places and objects.

The Heritage Council of Victoria determines what places are included in the Victorian Heritage Register, and only places of significance to the State of Victoria are added.

Heritage places under the Victorian Heritage Register can include buildings, trees, parks and gardens, streetscapes, archaeological sites, shipwrecks and structures.

At the time of preparation of this Strategy 98 heritage places in the City of Moonee Valley were listed on the Victorian Heritage Register. A list of these places can be found at the Heritage Victoria website at http://vhd.heritage.vic.gov.au/. Places listed on the Victorian Heritage Register are automatically included in the Heritage Overlay of the Moonee Valley Planning Scheme.

1.3.1.4 Melbourne 2030

Melbourne 2030 is the Victorian Government’s long term plan for managing Melbourne’s growth and development. Melbourne 2030 focuses primarily on the metropolitan Melbourne urban area and nearby non-urban areas. It was released in 2002 and is incorporated into the State Planning Policy Framework. Melbourne 2030 encourages consolidation of urban areas, while protecting heritage values.

1.3.1.5 Aboriginal Heritage Act 2006

The Aboriginal Heritage Act 2006 provides protection for all Aboriginal places, objects and human remains in Victoria, regardless of their inclusion on the Victorian Aboriginal Heritage Register or land tenure.

Some of the objectives of this Act are to:

• To recognise Aboriginal people as the primary guardians, keepers and knowledge holders of Aboriginal cultural heritage;

• Recognise, protect and conserve Aboriginal cultural heritage in Victoria in ways that are based on respect for Aboriginal knowledge and cultural and traditional practices;

• To promote the management of Aboriginal cultural heritage as an integral part of land and natural resource management;

• To establish an Aboriginal cultural heritage register to record Aboriginal cultural heritage; and

• To provide appropriate sanctions and penalties to prevent harm to Aboriginal cultural heritage.

Scarred trees, stone arrangements and other places significant for their Aboriginal associations may be included in the Heritage Overlay of a local Planning Scheme.

The Moonee Valley Planning Scheme has one heritage place (Napier Park in Strathmore) of Aboriginal cultural heritage significance included in the Heritage Overlay.
1.3.2 Local Policy Context

1.3.2.1 Moonee Valley 2020 “Living together, living well”.

Moonee Valley 2020 is the municipality’s Community Vision. It outlines a long term vision that captures what people would like Moonee Valley to be in the future.

There are five aims to this Vision. One being “Fostering Local Character”. This means, in part, that in 2020 Moonee Valley will be recognised and valued for its significant local amenity and heritage features.

This vision will be achieved by balancing heritage values and effective planning to meet the demands of future changes and needs.

In order to meet this aim Council will:

• Work towards achieving sustainable growth of the Municipality while preserving its unique character and heritage

• Facilitate the preservation of appropriate heritage buildings, items and places of interest.

• Protect all designated heritage areas and objects of natural, Aboriginal and cultural significance.

1.3.2.2 Council Plan 2009-2013

The Council Plan takes the Moonee Valley 2020 values and aspirations and turns them into actions and strategies which help to achieve the long term shared vision for Moonee Valley.

The relevant Strategic Objective in relation to heritage is:

Strategic Objective 5: A well-planned and managed City:

A city that provides the infrastructure, facilities and design that meets the needs of the community.

Outcome 5.2:

Sustainable growth of the Municipality while preserving unique character and heritage.

Strategy 5.2.3:

Facilitate the preservation of appropriate heritage buildings, items and places of interest.

1.3.2.3 Municipal Strategic Statement (MSS)

The Municipal Strategic Statement sets out the key strategic planning, land use and development objectives for Moonee Valley, and the strategies and actions for achieving the objectives.

The MSS provides the basis for the application of zones, overlays and particular provisions in the planning scheme, and decision making by Council. In this regard the MSS provides the basis for heritage management and protection in Moonee Valley.

Council’s MSS has the following objectives in relation to heritage protection:

• To conserve the historic fabric of places of cultural heritage significance including buildings, streetscapes, gardens and archaeological sites.
• To conserve the historical quality of heritage places through careful consideration of proposed buildings and works
• To ensure that new development is sympathetic and integrates with the surrounding buildings.

The MSS identifies key issues in relation to heritage protection in the City of Moonee Valley, and sets out a number of strategies and policy guidelines in order to achieve the objectives, with one of the strategies being:

• Protect all designated heritage areas and objects of natural, Aboriginal and cultural significance.

1.3.2.4 Heritage Overlay within the Moonee Valley Planning Scheme

Places of heritage significance within Moonee Valley are usually protected by a Heritage Overlay. The Heritage Overlays is contained within the Moonee Valley Planning Scheme, and assists in managing changes to the built form of a heritage place in the municipality.

Heritage Overlays include places of local significance as well as places included in the Victorian Heritage Register.

Clause 43.01 of the Moonee Valley Planning Scheme sets out the requirements of the Heritage Overlay, and outlines a list of places (or Schedule) that are included in the Heritage Overlay for Moonee Valley.

At the time of writing this Strategy there are 316 heritage places included within the schedule to the Heritage Overlay of the Moonee Valley Planning Scheme. These include heritage precincts where there are numerous individual properties included within the one Heritage Overlay. The schedule to the Heritage Overlay for the City of Moonee Valley can be viewed at Planning Schemes Online at the following link http://www.dse.vic.gov.au/planningschemes/mooneevalley/ordinance/43_01s_moon.pdf.

Under the Heritage Overlay a planning permit is required to subdivide land, alter, construct or demolish buildings or otherwise impact on the significance of the heritage place. The schedule to the Heritage Overlay allows for the identification of additional controls such as fence, external paint or internal controls if required.

Places are included in the Heritage Overlay following the preparation and adoption of a heritage study.
1.3.3 Heritage studies and heritage documents prepared for the City of Moonee Valley

Heritage studies are prepared for the municipality by consultants engaged by Council. Heritage studies provide an inventory of buildings, precincts and other places of aesthetic, architectural, historical, scientific, social or other special importance within a locality of the municipality.

A heritage study identifies heritage places, and assesses and documents their importance. It sets out the history of a heritage place or precinct, and outlines what is significant and why it is significant. In developing heritage studies reference is generally made to Victoria’s Framework of Historical Themes.

A heritage study should generally provide recommendations as to whether a place warrants protections through the Heritage Overlay of the Planning Scheme, and can include suggestions for the future management of the heritage place. Copies of completed and adopted heritage studies for the Moonee Valley are able to be viewed at Council offices.

Below is a list of all adopted heritage studies and guidelines that relate to the City of Moonee Valley:

Reference Documents in the Moonee Valley Planning Scheme [Clause 21.05-10]
• Moonee Valley Historic and Significant Tree Study, Jill Burness, 1993.
• Local Character Study, GHD, 1997
• City of Moonee Valley Gap Heritage Study, Heritage Alliance, 2005.
  Adopted Document – not yet in the Moonee Valley Planning Scheme
  Other

1.3.4 Achievements in heritage protection and management for the City of Moonee Valley

The following is a list of some of the achievements in heritage protection and management for Moonee Valley in recent years.

• Continually reviewing and improving the heritage provisions of the Moonee Valley Planning Scheme to ensure that it does not contain errors or anomalies (Planning Scheme Amendments C29, C37, C39, C84, C95, and C105).

• Reviewing previous heritage studies and documents to ensure that they are relevant, up to date and consistent with accepted criteria (Review of Heritage Overlay Precincts, Planning Scheme Amendment C103 (Strathmore and North Essendon)).

• Continually undertaking and implementing heritage studies to assess places and precincts for their heritage significance.
• Finalising the input of all heritage studies and citations into Heritage Victoria’s Heritage Management Electronic System (HERMES).
• Providing a free Heritage Advisory Service to the community.
• Ensuring that heritage studies being undertaken are inputted into Council’s Geographic Information System so that staff are aware of recommendations for places.
• Master plans developed for Council’s parks and open space include recommendations to improve interpretation of places and objects of heritage significance.
• Developing and maintaining a register for the collection of community art and heritage (Community Art Collection).
• The preparation of heritage walking trail brochures for some areas within the municipality (Moonee Ponds, Ascot Vale, Queens Park).
• Providing a grant to the Flemington Association Inc. for the development of their heritage walk brochure.
• The Local History Room in the Sam Merrifield Library has an extensive collection of history resources including newspapers, maps, archives, photographs, newsletters and books.
Part 2: The Strategy

2.1 Why undertake a Heritage Strategy?
A Heritage Strategy is a document that will assist Council to meet its heritage obligations. It is important for Council to prepare a Heritage Strategy because:

- It will assist Council in conserving the heritage of Moonee Valley. The links with the past enriches the quality of lives and culture of the community.
- The retention of historically or culturally significant elements will contribute to the attractiveness of the City as a place to live, work and visit.
- New development may threaten the integrity and significance of heritage areas if it is not carefully managed.
- The innovative use of historical sites can make a valuable economic contribution to Moonee Valley.
- There is an opportunity to increase understanding within the community and promote the particular and varied character of the different neighbourhoods that comprise the City.

2.2 Vision Statement
Moonee Valley City Council conserves and enhances areas, buildings, and natural features of architectural, historical and cultural value (both Aboriginal and post European settlement) for the benefit of current and future generations and in partnership with the community.

Moonee Valley City Council and the community have a greater understanding of heritage significant sites in Moonee Valley, and they appreciate and are proud of Moonee Valley’s diverse and significant histories and heritage places.

2.3 Objectives:
A Heritage Strategy seeks to address the challenges of protecting and integrating the most valued parts of our heritage, whilst meeting the needs of a rapidly-changing urban environment. The strategy’s objectives include:

- Support and initiate ongoing research and investigation of the City’s history and heritage.
- Protect significant heritage places from adverse impacts resulting from deterioration and inappropriate land use and development.
- Provide support, assistance and encouragement to those who own and/or manage heritage places.
- Encourage community appreciation of history and cultural heritage, and promote active participation in its conservation.
2.4 **Key issues to be addressed by this Strategy**

A number of key issues are identified below that this Strategy has an opportunity to address. These issues are separated into the four key themes for this Strategy:

**Knowing**

- There is no overall history of Moonee Valley prepared, which would assist in identifying and prioritising for future heritage studies.
- The current practice of ad hoc assessments of places of heritage significance provides no consistent approach to heritage protection and management in Moonee Valley, and leads to gaps in heritage identification.
- Current citations for heritage places are inconsistent, with some Statement of Significance providing little information or not meeting current standards and criteria.
- Documentation and availability of information for heritage places is not consistent and could be improved.
- There is no register for Council owned and managed heritage places, with the exception of the art collection.

**Protecting**

- Current Heritage Guidelines for the assessment of planning permit applications are not specific enough and do not provide guidance for different types of applications.
- There are no policies or guidelines for the management of Council owned and managed heritage assets and infrastructure.

**Supporting**

- The free Heritage Advisory service is well used, and demand may soon exceed the capacity to provide this service under current resources, particularly if more Heritage Overlays are added to the Planning Scheme.

**Communicating/Promoting**

- There appears to be a general lack of understanding and appreciation of the value of heritage places by the community.
- Council’s website and Citizen’s Service Area is not currently used to its best advantage in providing information to the community about heritage in Moonee Valley.
2.5 Strategy Action Plan

In order to achieve the vision and objectives for heritage in Moonee Valley Council needs to adopt and then implement a Heritage Strategy for Moonee Valley. This Strategy incorporates actions under four main directions, being:

- **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).

The directions reflect the main themes set out in the Local Government Heritage Strategies Information Guide 2010, prepared by Heritage Victoria.

The Action Plan outlines which department within Council will be responsible for implementing each action (in many cases more than one department will be responsible). It also prioritises the implementation of actions, and attempts to assign expected resources to each action.

Actions are prioritised based on the following levels:

- **H** (High priority) – to be implemented within 1-3 years.
- **M** (Medium Priority) – to be implemented within 3-6 years
- **L** (Low Priority) – not a priority within 6 years.
### Knowing

<table>
<thead>
<tr>
<th>Action</th>
<th>Who's Responsible</th>
<th>Priority</th>
<th>Approximate Resourcing</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>K1</strong> Prepare a Thematic Environmental History for the City of Moonee Valley.</td>
<td>Strategic Planning</td>
<td>H</td>
<td>$60,000-$80,000.</td>
</tr>
<tr>
<td><strong>K2</strong> Review and update heritage citations for existing heritage places and precincts.</td>
<td>Strategic Planning</td>
<td>H</td>
<td>$10,000-$15,000.</td>
</tr>
<tr>
<td><strong>K3</strong> Finalise input of current heritage place information into Heritage Victoria’s Heritage Management Electronic System (HERMES) and continue to use HERMES to input heritage studies and citations.</td>
<td>Strategic Planning</td>
<td>H</td>
<td>$5,000</td>
</tr>
<tr>
<td><strong>K4</strong> Review and update Council’s Significant Tree Register.</td>
<td>Strategic Planning</td>
<td>H</td>
<td>$20,000</td>
</tr>
<tr>
<td><strong>K5</strong> Continue to input information on Council’s Geographic Information System about recent heritage studies and documents.</td>
<td>Strategic Planning, Transport and Major Projects</td>
<td>H (ongoing)</td>
<td>N/A</td>
</tr>
<tr>
<td><strong>K6</strong> Review Council asset register and ensure that Council owned and managed heritage assets are adequately documented in the Asset Management System.</td>
<td>Assets and Engineering, Transport and Major Projects, Strategic Planning</td>
<td>H</td>
<td>$5,000</td>
</tr>
<tr>
<td><strong>K7</strong> Continue to review and identify places and precincts of national, state, regional or local significance through future heritage studies, consistent with the themes of historic development identified in the Thematic Environmental History (when developed).</td>
<td>Strategic Planning</td>
<td>M (ongoing)</td>
<td>As required (approx $20,000 to $40,000 per study)</td>
</tr>
<tr>
<td><strong>K8</strong> Identify all areas of natural significance in the City of Moonee Valley.</td>
<td>Environment, Strategic Planning</td>
<td>M</td>
<td>$10,000</td>
</tr>
<tr>
<td><strong>K9</strong> Create a separate policy for the collection of heritage objects and art, or include a separate section in the Policy of Acquisition for heritage related objects and art.</td>
<td>Arts and Culture</td>
<td>M</td>
<td>$2,000</td>
</tr>
<tr>
<td><strong>K10</strong> Develop a register of publicly accessible heritage places and objects.</td>
<td>Arts and Culture, Leisure and Open Space</td>
<td>L</td>
<td>$2,000</td>
</tr>
</tbody>
</table>
### Protecting

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<thead>
<tr>
<th>Action</th>
<th>Action Description</th>
<th>Who’s Responsible?</th>
<th>Priority</th>
<th>Approximate Resourcing</th>
</tr>
</thead>
<tbody>
<tr>
<td>P1</td>
<td>Regularly review the Heritage Overlay Schedule and maps in the planning scheme to ensure they are accurate.</td>
<td>Strategic Planning</td>
<td>H (ongoing)</td>
<td>N/A</td>
</tr>
<tr>
<td>P2</td>
<td>Continue to update the Heritage Overlay to ensure that places listed on the Australian Heritage Council Register of National Estate and the Register of the National Trust of Australia (Victoria) are included.</td>
<td>Strategic Planning (with DPCD)</td>
<td>H (ongoing)</td>
<td>N/A</td>
</tr>
<tr>
<td>P3</td>
<td>Review and update heritage guidelines for the assessment of applications in the Heritage Overlay, particularly to address gaps in the current guidelines (i.e. infill development and additions, demolitions, guidance based on historic buildings styles).</td>
<td>Strategic Planning, Statutory Planning, Heritage Advisor</td>
<td>H</td>
<td>$3,000</td>
</tr>
<tr>
<td>P4</td>
<td>Develop and deliver a training program to educate Council staff on the statutory requirements of heritage protection, particularly for staff managing heritage assets.</td>
<td>Strategic Planning, Statutory Planning</td>
<td>H</td>
<td>$1,000</td>
</tr>
<tr>
<td>P5</td>
<td>Continue to ensure the protection of places of national, state, regional and local significance through the Heritage Overlay of the Moonee Valley Planning Scheme.</td>
<td>Strategic Planning</td>
<td>M (ongoing)</td>
<td>As required (approx $10,000 to $20,000 per Amendment)</td>
</tr>
<tr>
<td>P6</td>
<td>Request the Minister for Planning to apply the interim Heritage Overlay to significant places or places under potential threat of demolition, where a process to have a permanent Heritage Overlay applied has commenced.</td>
<td>Strategic Planning</td>
<td>M (ongoing)</td>
<td>As required (approximately $800.00 per Amendment)</td>
</tr>
<tr>
<td>P7</td>
<td>Ensure that places of heritage significance on public land are included within the Heritage Overlay.</td>
<td>Strategic Planning</td>
<td>M</td>
<td>$2,000</td>
</tr>
<tr>
<td>P8</td>
<td>Ensure the Planning Scheme Review analyses the effectiveness of heritage policies and guidelines contained within the Moonee Valley Planning Scheme.</td>
<td>Strategic Planning, Statutory Planning</td>
<td>M</td>
<td>N/A</td>
</tr>
<tr>
<td>Action</td>
<td>Who's Responsible?</td>
<td>Priority</td>
<td>Approximate Resourcing</td>
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<td>P9</td>
<td>Update the Asset Management Plans to include guidelines and management plans for Council owned and managed heritage assets and infrastructure, including the development of a Redundant Assets Policy and Assets Transfer Policy.</td>
<td>Assets and Engineering, Arts and Culture, Leisure and Open Space, Parks and Gardens, Transport and Major Projects</td>
<td>M</td>
<td>$10,000</td>
</tr>
<tr>
<td>P10</td>
<td>Develop an internal procedure when preparing to undertake capital works projects to identify whether there are any requirements for a Cultural Heritage Management Plan under the Aboriginal Heritage Regulations 2007.</td>
<td>Transport and Major Projects, Parks and Gardens</td>
<td>M</td>
<td>$1,000</td>
</tr>
<tr>
<td>P11</td>
<td>When preparing or reviewing/updating Council-managed master plans, ensure that all relevant sites and objects of heritage significance that have been identified through the register referred to in K10 are included, and management recommendations are clarified.</td>
<td>Leisure and Open Space, Strategic Planning, Heritage Advisor</td>
<td>M (ongoing)</td>
<td>N/A</td>
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## Supporting

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<thead>
<tr>
<th>Action</th>
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<th>Priority</th>
<th>Approximate Resourcing</th>
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</thead>
<tbody>
<tr>
<td><strong>S1</strong> Continue to offer the Heritage Advisory Service as free professional advice to owners and managers of heritage places within the City of Moonee Valley.</td>
<td>Statutory Planning</td>
<td>H (ongoing)</td>
<td>$35,000 p/a</td>
</tr>
<tr>
<td><strong>S2</strong> Review the capacity of Council’s Heritage Advisory Service in light of additional Heritage Overlays being added to the Planning Scheme.</td>
<td>Statutory Planning</td>
<td>H</td>
<td>N/A</td>
</tr>
<tr>
<td><strong>S3</strong> Heritage Advisor to train Statutory Planning staff on basic heritage assessments.</td>
<td>Heritage Advisor, Statutory Planning</td>
<td>H</td>
<td>N/A</td>
</tr>
<tr>
<td><strong>S4</strong> Support attendance of planning staff at heritage courses through the PLANET Professional Development Program, to improve their understanding of heritage citations, Statements of Significance and the assessment of heritage related issues.</td>
<td>Heritage Advisor, Statutory Planning Strategic Planning</td>
<td>H (ongoing)</td>
<td>$2,000 p/a</td>
</tr>
<tr>
<td><strong>S5</strong> Continue to annually explore opportunities for financial support from Heritage Victoria to continue to provide the Heritage Advisory Service.</td>
<td>Statutory Planning Strategic Planning</td>
<td>H (ongoing)</td>
<td>N/A</td>
</tr>
<tr>
<td><strong>S6</strong> Prepare and make available to the public a brochure promoting the Heritage Advisory Service.</td>
<td>Statutory Planning, Heritage Advisor</td>
<td>H</td>
<td>$1,500</td>
</tr>
<tr>
<td><strong>S7</strong> Support the Flemington Association Inc. in the release of their heritage walk brochure by providing a link to this through Council’s website.</td>
<td>Communications, Transport and Major Projects, Arts and Culture</td>
<td>H</td>
<td>N/A</td>
</tr>
<tr>
<td><strong>S8</strong> Develop planning permit exemptions for heritage places (with a particular emphasis on heritage precincts) and incorporate this into the Planning Scheme.</td>
<td>Strategic Planning</td>
<td>M</td>
<td>$3,000</td>
</tr>
<tr>
<td><strong>S9</strong> Investigate a waiver of planning permit application fees for minor buildings and works and heritage conservation. Prepare a procedure and internal policy.</td>
<td>Statutory Planning</td>
<td>M</td>
<td>N/A</td>
</tr>
<tr>
<td><strong>S10</strong> Investigate the cost and practicalities of developing a Financial Assistance Program for the restoration and conservation of privately owned heritage places, objects and vegetation in the Heritage Overlay, with particular emphasis on key elements of streetscapes.</td>
<td>Statutory Planning, Finance</td>
<td>L</td>
<td>$2,000</td>
</tr>
</tbody>
</table>
## Communicating and Promoting

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<tr>
<th>Action</th>
<th>Who's Responsible?</th>
<th>Priority</th>
<th>Approximate Resourcing</th>
</tr>
</thead>
</table>
| **CP1** | Regularly update the Moonee Valley City Council website in relation to:  
• Heritage advisory service  
• Heritage guidelines  
• Planning scheme requirements for Heritage Overlays | Strategic Planning, Statutory Planning | H (ongoing) | N/A |
<p>| <strong>CP2</strong> | Make available heritage place information to the community through the Victoria Heritage Database. | Strategic Planning, Communications | H | N/A |
| <strong>CP3</strong> | Promote the use of Heritage Victoria Guidelines to Council staff and the community in the management and possible development of heritage places. | Statutory Planning | H | N/A |
| <strong>CP4</strong> | Provide a link to and from the Heritage section of Council’s website to the Local and Family History section for the local libraries. | Strategic Planning, Library and Learning | H | N/A |
| <strong>CP5</strong> | Develop a Communications Strategy to ensure consistent and meaningful community consultation for future Heritage Studies. | Strategic Planning, Communications | H | N/A |
| <strong>CP6</strong> | Promote the HeritageChat network to Council staff involved in the management of heritage places. | Strategic Planning, Statutory Planning | M | N/A |
| <strong>CP7</strong> | Develop a strategy to improve interpretation and signage in relation to Council owned and managed heritage places. This should include a register of signs and a maintenance program for signage. | Operations, Leisure and Open Space, Transport and Major Projects, Arts and Culture | M | $2,000 |
| <strong>CP8</strong> | Continue to development brochures for heritage walking trails, and link this into the Moonee Valley Cycling and Walking Strategy and the Travel Smart map for the City of Moonee Valley. | Strategic Planning, Transport and Major Projects, Communications | M (ongoing) | $5,000 per brochure. |</p>
<table>
<thead>
<tr>
<th>Action</th>
<th>Description</th>
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<th>Priority</th>
<th>Approximate Resourcing</th>
</tr>
</thead>
<tbody>
<tr>
<td>CP9</td>
<td>Hold a Councillor Forum to inform Councillors about heritage related issues.</td>
<td>Strategic Planning, Statutory Planning</td>
<td>M</td>
<td>$1,000</td>
</tr>
<tr>
<td>CP10</td>
<td>Ensure that Draft Heritage Studies are available for viewing by the community at local libraries when on consultation.</td>
<td>Strategic Planning</td>
<td>M (ongoing)</td>
<td>N/A</td>
</tr>
<tr>
<td>CP11</td>
<td>Ensure that adopted Heritage Studies are sent to the local libraries, in particular to be included as part of the Local History Collection at the Sam Merrifield Library.</td>
<td>Strategic Planning, Library and Learning</td>
<td>M (ongoing)</td>
<td>N/A</td>
</tr>
<tr>
<td>CP12</td>
<td>Work with local historical societies to promote their role and assist them in educating the public about heritage in Moonee Valley.</td>
<td>Arts and Culture, Strategic Planning, Communications</td>
<td>M</td>
<td>N/A</td>
</tr>
<tr>
<td>CP13</td>
<td>Promote the Thematic Environmental History (once developed) as an information tool about history and heritage in Moonee Valley.</td>
<td>Strategic Planning, Communications</td>
<td>L</td>
<td>N/A</td>
</tr>
</tbody>
</table>
Part 3: Implementation
The implementation of Moonee Valley City Council’s Heritage Strategy requires:

• Adoption of the Heritage Strategy by Council to establish the future direction for Council on heritage matters.
• Setting up a Steering Committee within Council to oversee the implementation of actions identified in the Heritage Strategy.
• Allocation of resources to effectively undertake policy actions.

Part 4: Monitoring and Review
Ongoing implementation and effectiveness of the Heritage Strategy will be monitored to ensure that the objectives and actions are being achieved. Monitoring and reviewing of the Heritage Strategy will consist of:

• A report to be provided to Council annually that details how actions within the Strategy have been implemented.
• Ongoing review of the Strategy at the time of the annual report to Council, with a full review of the Strategy to occur ancillary to the Planning Scheme Review.
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