



Australian Government

## COVER SHEET FOR INPUT INTO AUSTRALIAN HERITAGE STRATEGY

***This completed form must be included with your input. If completing by hand, please ensure your writing is clear and legible.***

CONTACT DETAILS	
Please provide at least one contact address; a telephone number is optional. If you are making a submission for a group or organisation, please provide contact information for one member of your group or organisation.	
<i><b>NOTE:</b> The Department needs to collect some personal information in case we need to contact you should further information or clarification be required on your input. Personal information may be disclosed to the Minister for the Environment or the Secretary of the Department or to employees of Australian Government agencies assisting the Department for the purposes outlined above. Some of your input may be included in subsequent publications.</i>	
<b>Organisation (if applicable)</b>	Council of Australasian Museum Directors
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Public submissions may be published in full on the website, including any personal information of authors and/or other third parties <b>contained in the submission</b> . Please tick this box if you wish for your input to remain confidential (that is, you <b>do not consent</b> to having your input published on the internet).	<input checked="" type="checkbox"/>
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Please tick this box **if your input contains personal information of third party individuals**, and strike out the statement that is not applicable in the following sentence:  
The third party individual **consents / does not consent** to the publication of their information.

**HOW TO SUBMIT COMMENTS**

Return BOTH the cover sheet and the input template by email (preferred option) or post to the addresses below.

**Email:** [AusHeritageStrategy@environment.gov.au](mailto:AusHeritageStrategy@environment.gov.au)

**Post:** Australian Heritage Strategy  
Heritage Branch  
Department of the Environment  
GPO Box 787  
CANBERRA, ACT 2601

\* If you wish for only parts of your input to be treated as confidential, it would be appreciated if you could provide the confidential parts of your input as a separate document.

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## TEMPLATE FOR INPUT INTO THE AUSTRALIAN HERITAGE STRATEGY

### Overview

This template should be used to provide comments on the content of the Australian Heritage Strategy.

### Contact Details

**Name of Organisation:** Council of Australasian Museum Directors

**Name of Author:** Dr Meredith Foley

**Date:** 9 June 2014

### Questions

Please add your comments for some or all of the questions provided with the Strategy’s three high level themes below. If you have other information you wish to provide, please add this in the “Other comments” field.

#### 1. Improve National Leadership

What are the most important things the Australian Government should be doing to offer leadership in heritage?

How can the Australian Government provide guidance and support for our national heritage—while still empowering other government, industry and community members to take responsibility and get involved?

What priority areas are important to you, your organisation or group?

What practical actions would you suggest to improve national heritage leadership?

The Council of Australasian Museum Directors (CAMD) believes that the most important way in which the Australian Government could offer leadership in heritage is to develop a **national heritage approach** which covers all aspects of heritage currently identified in the draft strategy (diagram p.12) ie intangible heritage, places and sites and movable cultural heritage.

As CAMD has explained in its earlier submission to the review process (see attached), these aspects of culture are inextricably **connected** and these connections need to be made explicit and maintained in order to:

- promote a deeper understanding of heritage and its value to the community;
- improve access to heritage across Australia;



- avoid duplication of effort between heritage approaches by different agencies;
- attract Government and non-Government support; and
- ensure that the full range of social and economic benefits to the community flow from the Government's investment in supporting heritage.

The argument for an overarching national heritage approach does not mean that the Department of Environment site and place heritage programs and the Ministry for the Arts heritage collections programs need to be brought together as one Government structure. There are, in fact, many reasons why the current division remains appropriate.

CAMD has argued in the past that a national heritage approach could be effectively delineated via an overarching **national heritage policy** developed and maintained in collaboration by the Department of Environment and the Ministry for Arts. However, given the current direction of the draft Australian Heritage Strategy it seems that there is little appetite internally for such a policy.

As an alternative, CAMD would suggest that the following words:

*develop a cohesive national approach to all aspects of heritage*

could be included as a 'Priority' under the Strategy theme of 'National Leadership'. This would allow a range of different actions and commitments such as:

- the creation of a cross-portfolio **Australian Heritage Committee** which would draw membership from officials and stakeholders in both areas, and/or
- the establishment of other cross-portfolio mechanisms such as an **annual or biennial meeting** between the officials and Heads of Environment/Heritage programs and the Meeting of Cultural Ministers to discuss heritage policy and programs; and
- the closer alignment of sites and places heritage and movable culture heritage programs with relevant Government departments dealing with tourism, education, science and regional development.

CAMD believes that the current absence of approaches to bring place and site heritage and movable cultural heritage together is obscuring the larger picture of a heritage arena with declining resources at a time when its value in terms of community and nation building, education and in telling Australia's many stories to citizen and tourist alike is growing.

In its 2012 submission on the heritage strategy issue, CAMD demonstrated the integral connection of movable culture and museums to programs relating to heritage places and sites showing that museums:

- care for significant heritage places, sites and buildings (eg the Strategy document on p.11 shows the Royal Exhibition Building in Melbourne which is managed and interpreted by Museum Victoria);
- contribute strongly to the interpretation of many heritage places and sites;



- conserve collections which are an integral part of Australia’s heritage;
- are major providers of access to heritage through exhibitions, public programs, tours and online;
- are important sources of heritage expertise;
- deliver significant amounts of heritage education;
- are a key component of the heritage tourism sector; and
- help communities to engage in heritage.

Given the strength of their involvement in heritage it seems a particularly glaring omission that museums are not even mentioned as part of ‘Australia’s Heritage Community’ on page 14 of the draft Strategy.

(The attached paper provides a wide range of case studies illustrating the above activities).

1 (a) CAMD notes that only one Australian World Heritage site, Port Arthur World Heritage, is identified for support with restoration works (p.7). The Strategy would be strengthened by some clear indication of how this site was chosen over other World Heritage sites and whether similar support would flow to other such sites during the, as yet unspecified, term of the Strategy.

The exploration of innovative approaches to fund the long term protection and management of Australia’s heritage places would be enhanced by consultation with the major museums which currently manage and/or provide research and expertise in relation to these sites.

1(b) CAMD supports the proposal to map heritage assets and develop research studies but would note that a similar exercise is now decades overdue for the movable cultural heritage collections area. Yet, in many cases, it will be heritage collections and the expertise accompanying them which will provide the information required to successfully assess heritage places and sites.

1 (c) CAMD supports an improved recognition and protection of Indigenous cultural heritage and would note that its member museums have for many years worked closely with local Indigenous communities to advance the protection of Indigenous material culture and the stories of country which accompany it.

## 2. Pursue Innovative Partnerships

What partnerships are most needed within the heritage sector?

What heritage roles and responsibilities should be led by governments, peak heritage organisations or community groups in the 21<sup>st</sup> century?

How should resources be shared through heritage partnerships to ensure the greatest return on agreed priorities?

Can you provide examples of successful innovative partnerships you or your organisation have



established?

The following points relate to specific priorities and actions in the draft Strategy:

2(b) CAMD supports the need to build heritage capacity through workforce support, education and training and would suggest that there should be far greater skills/knowledge sharing and collaborative engagement between bodies currently supported by the Department of Environment, cultural heritage bodies under the Ministry for the Arts and State and Territory heritage organisations.

2 (c) CAMD supports the funding provided to the Federation of Australian Historical Societies to support local community heritage groups but would like to note that many of the FAHS groups maintain collections and museums associated with places and sites. Conversely Museums Australia and a number of CAMD member museums at the State and Territory level also provide training and support for historical societies, heritage groups and local museums which is critical to their ability to continue but which is not fully supported elsewhere by Government.

2(d) Visits to museums and galleries represent a significant part of the heritage tourism sector in Australia. In 2012-13 close to 6.5m visits were made to the 55 CAMD member museum sites by domestic (4.92m) and international (1.57m) tourists. It would be appropriate that the reference to pursuing linkages between the heritage, National Landscapes and tourism sectors be extended to include movable culture in the arts sector.

Examples of successful innovative partnerships carried out by CAMD are included in the case studies in the attached paper

### **3. Enable encourage communities to understand and care for their heritage**

What should the Australian heritage sector be doing to help the Australian community better engage in heritage activities?

How can a shared understanding of our national heritage be developed and best celebrated together?

Do you have any examples of activities that have been successful in promoting local heritage to a broader audience?

What is the role of technology and new media in providing greater community access to heritage?

One of the core roles of museums is public engagement. Museums already demonstrate best practice in terms of community engagement and volunteer programs and there are clearly benefits for collaboration between those managing sites and places and the museum sector.



3(a) CAMD welcomes the creation of the Community Heritage and Icons Programme funding to support 'local historical or heritage groups for the conservation, development and exhibition of our local cultural heritage' but would ask that the range of organisations eligible for funding under the Programme be made more explicit. In particular, information about the programme should state whether local and regional museums are eligible to apply.

3(b) CAMD agrees wholeheartedly with the paper's assertion that there is both an opportunity and a need to:

*communicate more effectively about heritage issues, to build greater recognition and sense of ownership within the Australian community of our national heritage in all its forms.*

The public surveys quoted which revealed a belief that heritage was 'old buildings' underlines the need for the type of broader approach, outlined above, to be taken to community communication of heritage.

CAMD would suggest that duplication of effort would be avoided and the public desire for 'one stop shops' online would be best served by further collaboration between the Department of Environment and the Ministry for the Arts on the communication of heritage values and the development of digital heritage sites.

Case studies illustrating the communication of heritage to local communities and the use of innovative technological approaches to heritage communication are included in the attached paper.

**Other comments**

Details of CAMD membership and sites is included with the attached.