

# **Brimbank Heritage Strategy**

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**Adopted 11 December 2018**

**Revised June 2025**

Brimbank City Council respectfully acknowledges and recognises the Wurundjeri and Bunurong peoples as the Traditional Custodians of the land and pays respect to their Elders past, present and future.

# Executive Summary

The Heritage Strategy (the Strategy) seeks to assist Brimbank City Council (Council) in conserving and promoting post-contact heritage in the City of Brimbank (the City) in a way that is strategic and integrated across the Council. It ensures Council is well placed to manage and protect the heritage values of the City.

The Strategy provides the overarching policy context for heritage protection and management, reaffirms Council's vision for heritage, key objectives for heritage protection and management in the City, and identifies the key actions needed to give effect to the vision and objectives.

This Strategy has been reviewed and updated to continue the work program established in the previous Brimbank Heritage Strategy's 2013 – 2017 and 2018 – 2023. The Strategy identifies further work required to continue to protect and manage heritage places in the City.

Delivery of the work program requires an all of Council response. The work program responds to emerging issues and gaps in the management and protection of heritage places in the City, and is informed by The Burra Charter 2013, the Planning Policy Framework, the *Heritage Act 2017* and the *Planning and Environment Act 1987* and feedback from engagement with landowners of heritage assets within the City.

The Strategy maintains the vision and strategic framework to guide the future heritage assessment and management initiatives for heritage places. The Vision is that *Brimbank values and celebrates its diverse heritage, and works to recognise, protect, and promote its significance for future generations to enjoy.*

The Strategy is framed around the following four key themes:

1. Knowing – identification, assessment, and documentation of heritage places.
2. Protecting – policy development, statutory protection, and appropriate management.
3. Supporting – assistance, advice, and incentives to help conserve heritage places.
4. Communicating and promoting – measures to raise awareness and appreciation of the heritage of the area.

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# 1. Introduction

Heritage is the places, objects and culture that define us. It includes landscapes, structures, objects, collections, and stories and is part of our shared histories, handed from one generation to the next.

Heritage places are managed through a range of Federal, State, and local legislation, and bodies and agencies. Council has an obligation to conserve and protect the City of Brimbank's cultural and built heritage under State and local planning policies. In addition to legislative requirements, there are non-statutory measures that support the conservation of heritage. These include the management and display of historic collections, sharing knowledge of heritage places and supporting owners of heritage places to manage their properties.

The City's history is reflected in its indigenous cultural heritage, and agricultural, industrial, and urban development that developed from the early 1800s. The municipality has a rich heritage of buildings; residential, commercial, and industrial precincts; landscapes, gardens, trees and objects including the Hume and Hovell bluestone cairn.

This Strategy focuses on European or post-contact heritage while the Brimbank Reconciliation Action Plan 2024 – 2026 includes actions about heritage prior to contact with European settlers in addition to requirements under the *Aboriginal Heritage Act 2006*. Both outline objectives and actions to document, manage and promote the City's cultural heritage.

This Strategy represents the review and update of the Brimbank Heritage Strategy 2018 – 2023, which was adopted by Council at its Ordinary Meeting of December 2018. The Strategy builds on the heritage controls in the Brimbank Planning Scheme by identifying projects and initiatives that contribute to heritage protection, and restoration and reuse of heritage buildings and places. The Strategy also aims to increase community awareness and education about heritage within the municipality.

## 2. Background and Context

### 2.1. History

The term heritage is commonly associated with built heritage and has generally referred to European or post-contact heritage, where buildings, groups of buildings, archaeological sites, gardens, landscapes, and shipwrecks tell a tale of our development since settlement, a period of over 200 years. However, this heritage does not tell a history of this country that dates back tens of thousands of years.

The *Victorian Aboriginal Heritage Act 2006* established Registered Aboriginal Parties (RAPs) to act as the “primary guardians, keepers and knowledge holders of Aboriginal cultural heritage.” The RAPs hold decision-making responsibilities for protecting Aboriginal cultural heritage in a specified geographical area. The Victorian Aboriginal Heritage Council determined the northern part of Brimbank as Wurundjeri Land and the southern part as Bunurong Land; therefore, the Wurundjeri and Bunurong People are the Traditional Custodians of the land in the City.

The municipal area has a distinct natural landscape, including important remnant grasslands and wetlands, rock-faces, basalt escarpments, and the incised valleys of the Maribyrnong River and Kororoit Creek.

The extensive volcanic plains were one of the earliest areas of post-contact settlement in Victoria. From the early 1800s, they were transformed by large pastoral estates with extensive stone walls, homesteads, irrigation projects, a vineyard, stockbreeding, dairies, and outbuildings. The City’s area had a significant association with the Bendigo gold diggings, with the main transport route to the diggings through the Keilor Village. Other significant legacies include the Main Outfall Sewer at Brooklyn (Brimbank HO13); the Trestle Bridge at Arundel Road<sup>1</sup>, Keilor (HO15); and the Rail Bridge (Albion Viaduct) often referred to as the ‘Quartermile Bridge’, over Maribyrnong River between Jacana and Albion Stations, Keilor East (HO5).

The City has significant industrial heritage. The first factory in the area, developed by German engineers in Deer Park, became Australia’s leading explosives and chemical factory. The Sunshine Harvester Works was once the largest farm implement factory in the southern hemisphere. Other factories include the John Darling Flour Mill, the former Wunderlich factory, and large-scale meat works, metal industries and engineering works. Much of Melbourne’s paving and early buildings came from the bluestone (basalt) quarries located across the City.

From the 1850s onwards, churches, halls and community centres developed along with planned housing estates, including one of the first ‘garden suburbs’ in Australia located in Sunshine. This was followed by more development in the 1940s-1950s, which included munition worker housing in a Commonwealth estate in Sunshine, post-World War II housing development in Sunshine West, Deer Park, St Albans and west of Keilor associated with European migration, followed by Asian and African migration in the 1980s and 90s.

Culturally, the municipality is one of the most diverse in Australia, with a large proportion of residents born overseas or from non-English speaking backgrounds.

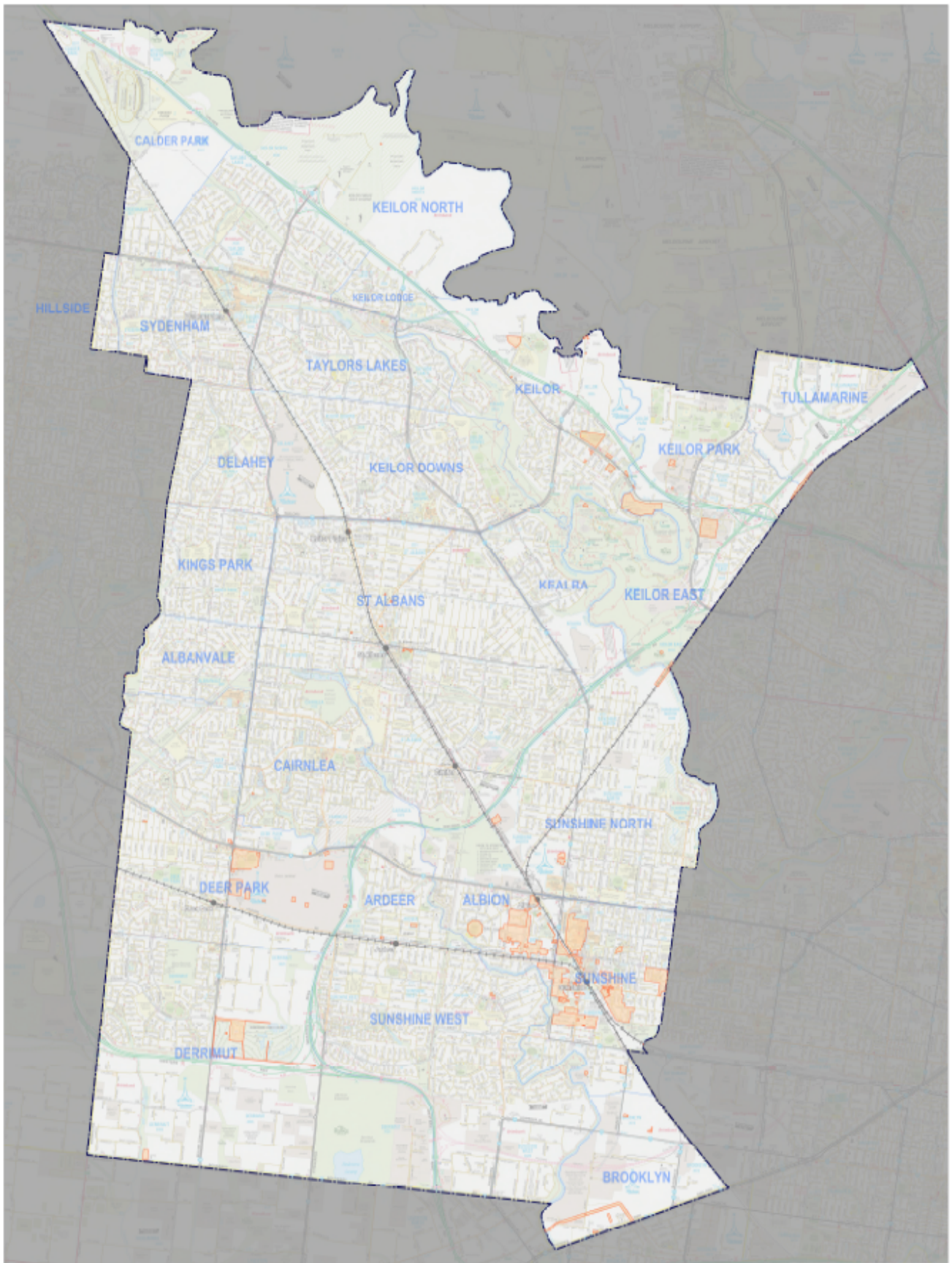
The early suburbs of the City include Sunshine (formerly Braybrook Junction) and St Albans that are clustered around the Sunbury railway line, Deer Park with proximity to industry and the nineteenth century village of Keilor located on the road to the goldfields.

The City of Brimbank was formed following the restructure of Victorian municipal governments in 1994, which amalgamated the former Cities of Keilor and Sunshine.

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<sup>1</sup> Partially destroyed during the October 2022 Maribyrnong River flood.

# Brimbank Heritage Assets Included in a Heritage Overlay



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## 2.2. Policy Context

The Strategy is informed by the following policies and strategies:

### Federal Government

The Burra Charter 2013 which is a set of principles adopted to create a nationally accepted standard for heritage conservation practice in Australia.

### Victorian State Government

- *Heritage Act 2017 (VH Act)* which sets out procedures to identify places of State heritage significance, and of historical archaeological value. It also establishes the processes for obtaining approvals for changes to those places, enforcing compliance, and other administrative procedures.
- Heritage Regulations 2017, which sets out the requirements for operation of the *Heritage Act 2017*.
- The Victorian Heritage Register, which lists the State's most significant heritage places, objects and historic shipwrecks protected under the *Heritage Act 2017*. Heritage Victoria issues permits for places listed on the Victorian Heritage Register under the Act.
- *Planning & Environment Act 1987*, which establishes a framework for the use, development, and protection of land in Victoria. The Act sets out procedures for preparing and amending the Victoria Planning Provisions and planning schemes.
- Planning Policy Framework (PPF) – Clause 15.03-1S Heritage Conservation, with the objective to ensure the conservation of places of heritage significance.

### Brimbank City Council

- Together We Are Brimbank incorporates Council's Community Vision 2040, Council Plan 2021-2025 and Municipal Public Health and Wellbeing Plan.
- Brimbank Local Historical Societies Support Policy 2017 guides Council support for historical associations in the City.
- Brimbank Planning Scheme sets out objectives, policies and provisions for the use, development, and protection of land in the City and includes clauses specific to heritage such as Clause 02.03-4 (Strategic Direction for built environment and heritage) Clause 15.03-1L (Heritage conservation – Brimbank) Clause 16.01-1L (Residential Development) and Clause 43.01 (Heritage Overlay).
- Local policy at Clause 15.03-1L (Heritage conservation – Brimbank) of the Brimbank Planning Scheme and the heritage design guidelines available on Council's website guides the assessment of permit applications for heritage places and includes specific recommendations for each heritage precinct.
- Heritage Overlays are part of local council planning schemes; they comprise of places of local significance and places of State significance that are included in the Victorian Heritage Register. Sites listed in the overlay schedule include stone walls; trees and landscapes; gardens; subdivision patterns; institutional, farm and industrial buildings; bridges; residences; and historical markers. Fourteen sites are also included in the Victorian Heritage Register.
- Brimbank Post-Contact Cultural Heritage Study (Version 2, 2015 as amended). This Study provides an inventory and assessment of buildings and precincts, and other places of aesthetic, architectural, historical, scientific, social or other special importance in the

municipality. The Strategy uses photographs, maps and documents held in the collections of Melbourne's Living Museum of the West and the Sydenham, Keilor, St Albans and Sunshine District Historical Societies as background data.

- Other smaller studies and stand-alone citations that have contributed to the Brimbank Planning Scheme's Heritage Overlay. This includes the Brimbank Heritage Gaps Study 2014, the Maxweld Street Heritage Assessment of 2014, Grand Junction Estate and Matthews' Hill Precinct Statement of significance, as well as single property assessments for the Former City West Water administrative building and the Moderne House in Sunshine.
- Conservation management plans for specific heritage precincts have also been prepared and registered as required.
- Councils are responsible for considering planning permit applications for the use and development of local heritage places under the *Planning and Environment Act 1987*.

### **3. Achievements**

Since developing the Heritage Strategy in 2013, Council has delivered a range of actions to protect, support and promote heritage including:

- Provision of an ongoing heritage advisory service at 'no charge' to the user. This involves a heritage expert conducting site visits and providing advice on restoration and maintenance of properties listed in the Heritage Overlay, including pre-application meetings for an extension or rear unit development.
- Establishment of the Brimbank Heritage Advisory Committee in 2013. The Committee is chaired by a Brimbank Councillor and continues to meet quarterly to discuss Councils heritage work, the work of member organisations and other heritage issues and opportunities.
- The Heritage Assistance Fund provided small financial grants (up to \$2,000) for restoration and maintenance works to heritage properties between 2009 and 2016. It was introduced after Council applied its first large Heritage Overlay to promote the importance of restoration. It concluded in 2016 as it had largely performed its purpose to assist residents in the newly applied Heritage Overlay and it was not sustainable for Council to continue funding restoration and maintenance of privately-owned heritage.
- Council officers have updated and continue to maintain the heritage layer on Council's Geographic Information System (GIS).
- The delivery of internal heritage workshops for Council staff to increase awareness and share experiences of protecting heritage places.
- A heritage page has been included on Council's website so that heritage information is available in one location.
- Council officers have and will continue to update Heritage Victoria's Heritage Maintenance Electronic Systems (HERMES) database with statements of significance and photos of heritage sites and precincts that have been included in the Heritage Overlay.
- Council's collection of community heritage items has been used as displays in some of Council's public buildings to promote the City of Brimbank's heritage.
- Council restored the Keilor Cenotaph with a grant from the Restoring Community War Memorials Grant Program. This included removal of bronze swords, a clean of the masonry contract fence and landscaping of the area.
- Council promoted its heritage work through media releases including successful funding, restoration and proposed heritage amendments in local newspapers.
- Council prepared the H.V. McKay Memorial Gardens Management Plan (November 2017) in consultation with the Friends of the H.V. McKay Memorial Gardens.
- The Vietnam War Memorial at Kevin Wheelahan Gardens, Sunshine, was completed in 2017, in partnership with the Vietnamese Community Association.
- The planting of additional Pin Oaks in the existing avenue of honour and interpretive signage installed at the Kevin Wheelahan Gardens in 2015 to honour the veterans from the Sunshine District who served in WW1. The project was completed in partnership with Brimbank City Council, Department of Veterans' Affairs, Returned Services League Australia, the Sunshine District Historical Sociality Inc and local school children.

- The installation of interpretive signage recognising places and objects of heritage significance installed at key locations including the Hume and Hovell bluestone cairn in Deer Park in 2014.
- The ongoing monitoring of heritage grant opportunities that has involved the preparation of grant applications to restore the Keilor Police Hut. In 2019 Council was awarded a \$200,000 Living Heritage Grant from the State Government and won an award at the Australian Institute of Architects Victorian Awards 2022 for the conservation and relocation project.
- Council has prepared several heritage gap studies that have supported the gazettal of Brimbank Planning Scheme Amendments C167, C171, C175, C200, C202 and C227brim in relation to the application of the Heritage Overlay.
- In August 2022, the Typological Study on Half-Houses in St Albans was completed.
- In December 2022, Council submitted proposed Amendment C219brim to the Minister of Planning for authorisation; the amendment sought to introduce additional Heritage Overlays for Beaufort Homes and update the local heritage policy.
- The former Sunshine Technical College was included on the Victorian Heritage Register on 6 February 2025
- A plaque was installed at 22-24 Talmage Street, Albion (former McKay House).
- The external restoration of Robertson's Homestead was completed December 2024.
- Council continues to maintain its own heritage properties, including the former Keilor Hall, the Keilor Gatehouse and Harrick's Cottage.

## **4. Key Considerations**

### **4.1. Community Engagement**

This Strategy was developed with input from the Brimbank Advisory Committee through a workshop held on 19 December 2017, a community heritage workshop which attracted forty landowners of heritage properties, and a community survey. Council also undertook a four-week community consultation on the draft Heritage Strategy from 24 September to 26 October 2018.

### **4.2. Issues and Opportunities**

The following issues and opportunities were derived from community engagement and review of the work program:

- Heritage provisions can be considered too restrictive or unreasonable and some owners would like to include sustainable features.
- Property owners would like financial support to help fund the repair and/or restoration of private heritage, noting the previous Heritage Restoration Funding has ceased.
- Some property owners don't maintain their heritage properties, and there isn't legislation or regulations that can require this.
- Local historical societies seek great Council support so that students and visitors have access to their collections, and for increased greater promotion of the City's history heritage, which can represent an opportunity for economic development and increased tourism.
- Council could do more to work with and harness community support and resources for mutual benefit.
- Growth and change needs to be balanced with community expectations about protection of heritage.
- Owners and developers need more information about the requirements of the Heritage Overlay and more encouragement and support to work with Council and the Heritage Adviser when planning renovations and development.
- The Heritage Design Guidelines should be modified and better promoted.
- Council can lead by example and ensure that all Council departments recognise, protect and enhance Council owned heritage.
- There are some gaps in community knowledge about which places are already protected by the Heritage Overlay and there are other sites which need to be assessed and possibly given protection.
- Council's heritage-related information can be difficult to locate on the Council website. More guidance and better links are needed. Some photographs need to be updated.
- For environmentally aware property owners and architects, heritage is often seen as an impediment to sustainability, instead of a valuable partner.
- The role of the Heritage Advisor is valued and needs to continue.
- The City of Brimbank's history needs to be better communicated to community, visitors and tourists, which could include more displays, brochures, school materials, walking trails and more access to the local historical societies' collections.

- Council's ongoing parks and streetscape program can provide opportunities for referencing and creating spaces of heritage value.
- Waterways provide opportunities for to recognise cultural and post contact significance (for example swimming pool in Kororoit creek and the Maribyrnong River and other waterways with regard to employment history).
- There is further opportunity to identify heritage properties and places for protection.
- A focus for future studies could be on the history of the Maribyrnong River and other waterways in the context of employment history.

## **5. The Vision and Strategic Framework**

This Strategy was developed in accordance with Heritage Victoria's Local Government Heritage Strategies: A guide for Councils (July 2013).

The Vision: *Brimbank values and celebrates its diverse heritage, and works to recognise, protect, and promote its significance for future generations to enjoy.*

The Strategy is developed using the following four themes:

- Knowing – identification, assessment, and documentation of heritage places.
- Protecting – policy development, statutory protection, appropriate management.
- Supporting – assistance, advice, and incentives to help conserve heritage places.
- Communicating and Promoting – measures to raise awareness and appreciation of the heritage of the area.

## 6. Key Themes

### 6.1. Knowing

#### Purpose:

To identify, assess, and document heritage places to ensure places of significance are not lost in the future. The Strategy helps identify and inform the community about these places where early identification provides greater transparency and certainty for property owners planning development of their heritage place.

#### Key Considerations

1. Ensuring there is a program of heritage gap studies to identify and assess properties that could have sufficient heritage value that requires protection. Volume 2 of the Post-Contact Cultural Heritage Study 2007 identified a number of potentially significant individual heritage places and precincts that are yet to be considered including:

- Dry stone walls – a dry stone wall study to define those walls which should be protected through the provisions of Clause 52.33 of the Brimbank Planning Scheme so that a permit is required to demolish, remove or alter a dry stone wall constructed before 1940
- Railway houses on the west side of Station Place, Sunshine (c1950)
- Glengala subdivision – a crescent pattern of streets, and large 1960s brick veneers in Killara Street, 1960s-70s curvilinear subdivisions
- Deer Park, particularly the trees, landscapes, and gardens
- Landscape elements and individual trees that reflect the Garden City movement.

Suggestions from the community included 1970s Brick veneer homes (Sunshine West & St Albans), manse associated with Sunshine Presbyterian Church, open space associated with Kevin Wheelahan Gardens, government houses (Sunshine West), Andy's Servo (corner of Anderson Road and Glengala Road, Sunshine), old milk bars.

Encourage property owners to prepare Conservation Management Plans for the following places:

- Nobel's Explosives, Ammunition and Leathercloth Factories, Deer Park
  - Mt. Derrimut Homestead and gardens
  - Overnewton Homestead.
2. Consider undertaking community consultation prior to a decision by Council to progress a Heritage Overlay amendment, acknowledging this may have unintended consequences including demolition of heritage places and fabric prior to planning controls being applied.
3. Ensuring Council understands whether its assets are potentially significant and pursue the appropriate protection under the Heritage Overlay. Further, in relation to Council-owned collections, objects, or archives, upload them to Victoria's heritage data and process management tool, HERMES.
4. Continuing to engage with community, particularly historical societies, about the importance of identifying potential heritage.

## **6.2. Protecting**

### **Purpose:**

To secure statutory protection, develop policy and guidelines, and appropriately manage Brimbank's heritage assets. Once identified and assessed, assets can be protected from unsympathetic alterations and demolition. Official recognition by inclusion on the Heritage Overlay creates increased owner and community awareness and appreciation of local heritage values. Proactive protection of heritage places allows greater certainty for property owners and increased acceptance of the Heritage Overlay.

### **Key Considerations**

1. The continued provision of the Heritage Advisory Service, at no cost to end users, is an extremely important initiative to facilitate and support heritage property owners through planned restoration and renovation. This initiative helps promote the importance of heritage and streamline the planning permit process.
2. Council is the owner of a range of heritage properties and continued education, information, and guidance to support the appreciation, restoration or reuse of heritage is important. Council developed a management plan for the H.V. McKay Memorial Gardens in consultation with the Friends of H.V. McKay Memorial Gardens and has an ongoing commitment to its implementation.
3. The undertaking of heritage gap studies and any resultant identification of heritage requires Council to pursue heritage protection through the preparation and exhibition of a planning scheme amendment to apply the Heritage Overlay. This may require consideration of other matters including an assessment of the current zone.

## 6.3. Supporting

### Purpose:

To provide support to property owners and to increase their knowledge of how to make changes to buildings and sustainable innovations that meet contemporary needs in a sympathetic manner that doesn't detract from their heritage significance.

### Key Considerations

1. Property owners in Heritage Overlay areas still lack general knowledge about what the planning provisions mean. There is an opportunity to conduct regular information sessions (e.g. once every two years) that include a keynote heritage speaker as well as information about the Heritage Overlay, the Heritage Design Guidelines, and the role of Council and the Heritage Adviser.
2. There is some concern among community about the additional costs associated with the restoration and or renovation of a heritage property. Council has previously provided a Heritage Assistance Fund which gave small grants up to \$3,000 for the restoration and maintenance of heritage properties; however, this was considered financially unsustainable and resource intensive.
3. The availability of State and Federal funding for restoration of heritage is limited and generally only available for heritage of State or national significance, war memorials and avenues of honour. Council continues to monitor funding availability particularly the Living Heritage Grant Programme.
4. The Heritage Advisory Committee (HAC) is one way Council engages with its historical societies and other heritage-related groups about the retention, protection, and enhancement of Brimbank's heritage. The HAC provides an important sounding board in relation to the heritage work that Council undertakes in relation to land use planning and development. The HAC is currently supported by Council's Strategic Planning Unit, who has the primary role of identifying and protecting heritage in the Brimbank Planning Scheme. Business items often include presentations from other Departments working on heritage projects. Stakeholders have indicated a desire to broaden the focus to include a stronger focus on education and promotion of heritage, which is beyond the focus and resources of Strategic Planning.
5. Local Historical Societies and community groups also seek support from Council's Strategic Planning Unit in relations to funding applications, promotion, and other matters. Council has endorsed the Brimbank Local Historical Societies Support Policy, which aims to guide Council support for historical associations in the City. Feedback has been provided about the need for a dedicated heritage officer to further support this work. This is a different role to the Heritage Advisor, which provides 'expert advice' in relation to heritage, heritage assessments and planning.
6. The incorporation of environmentally sustainable design to meet contemporary building expectations in a sympathetic manner that does not detract from their heritage significance is an important issue. Council has an Environmentally Sustainable Design Officer and there is opportunity to review Brimbank's Heritage Design Guidelines to include information regarding sustainable buildings and design.
7. As Council applies new Heritage Overlays, it could consider the development of heritage design guidelines specific to each precinct to assist property owners in undertaking restoration and renovations.

## 6.4. Communication and Promoting

### Purpose:

To ensure heritage information is available and easily accessible to raise awareness and appreciation of local heritage places, objects, and landscapes.

### Key Considerations

1. As Council moves to digital storage and online provision of information, Brimbank Historical Societies highlighted that this creates issues for information that is not yet available in this format. While it is important to ensure Council's heritage webpage remains up-to-date with relevant links to other important sites, and Council continues to update the photographs and listing of heritage sites on the HERMES database, it is also important that the location of non-digital information is known and opportunities to digitise, where appropriate, are examined.
2. Local Historical Societies have highlighted the need for greater support from Council in relation to organising and promoting events and materials that celebrate the City's heritage. Council has developed the Festival and Events Policy and Strategy 2022-2025 to define its role and the ways it can consider support for community organised festivals and events. The document articulates the resource commitments Council will make and how it will work with the local community to ensure festivals and events are inclusive, best practice, sustainable and flourishing. Council also has an annual Grants Program that provides financial support to not-for-profit organisations and community groups to deliver projects, events, and festivals and provides an avenue for historical societies and other heritage groups to explore.
3. Council officers are in the process of preparing a draft Visitor Economy Strategy<sup>2</sup> that identifies the opportunities for the City to improve its image and visitor experience.. The draft Visitor Economy Strategy proposes to consider the importance of heritage and provides opportunity for owners and managers of heritage places to participate in programs that may help develop the visitor experience and promote to a wider audience.
4. Continue to seek opportunities to publish heritage stories and promote local heritage events in the local paper and on Council's website.
5. Council's Parks and Public Realm Department has been involved in a number of public realm improvements that celebrate heritage including the Hume and Hovell bluestone cairn in Deer Park and streetscape enhancements in Hampshire Road, Sunshine that references the Sunshine Harvester. The Parks and Public Realm Department is also involved in developing interpretative signage. There is further opportunity to continue public realm improvements that reference Brimbank's heritage and appropriately interface with any surrounding heritage.

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<sup>2</sup> It is proposed the Visitor Economy Strategy will be presented to Council for consideration.

## **7. Three Year Action Plan**

All actions are ongoing and subject to resources being made available through Council's annual capital works and operational budget process.'

## 7.1. Knowing

*To identify, assess and document heritage places to ensure places of significance are not lost in the future. This helps identify and inform the community about these places where early identification provides greater transparency and certainty for property owners planning development of their heritage place.*

	<b>Actions</b>	<b>Responsibility</b>		<b>Performance Indicator</b>
1	Program regular heritage gap analyses to identify and assess properties that may warrant protection under the Heritage Overlay.	Strategic Planning		Completed gap studies.
2	Review the GIS system to map places of potential heritage significance.	Strategic Planning and Asset Services		Layers mapped in Council's GIS system and staff notified.
3	Continue to maintain a register of Council-owned heritage collections, objects, or archives (e.g., honour boards, statues) and publish on Council's website.	Property in consultation with Strategic Planning		Up to date register.

## 7.2. Protecting

*To secure statutory protection, develop policy and guidelines, and appropriately manage Brimbank's heritage assets. Once identified and assessed, assets can be protected from unsympathetic alterations and demolition. Official recognition by inclusion on the Heritage Overlay creates increased owner and community awareness and appreciation of local heritage values. Proactive protection of heritage places allows greater certainty for property owners and increased acceptance of the Heritage Overlay.*

	<b>Actions</b>	<b>Responsibility</b>		<b>Performance Indicator</b>
1	Continue funding the Heritage Advisory Service, adhering to the required procurement arrangements.	City Planning		Renewal of contract and Heritage Advice and assistance being provided
2	Run annual heritage training or workshop for Council staff including inviting suitable qualified experts to facilitate workshops where necessary.	Strategic Planning, Council's Heritage Advisor		Annual training or workshop.
3	Program the preparation of planning scheme amendments to add more heritage sites to the Heritage Overlay, when justification is established.	Strategic Planning		Preparation of planning scheme amendments to apply the Heritage Overlay for Council to consider.
4	Continue to implement heritage management plans for Council-owned assets including H.V. McKay Memorial Gardens.	City Operations		Implementation report.

### 7.3. Supporting

*To provide support to property owners and to increase their knowledge of how to make changes to buildings using sustainable innovations that meet contemporary needs in a sympathetic manner that doesn't detract from their heritage significance.*

	<b>Actions</b>	<b>Responsibility</b>		<b>Performance Indicators</b>
1	Delivery of an annual community information session targeting owners and developers of heritage properties.	Strategic Planning		Number of people attending sessions
2	Continue to monitor heritage funding grants and other financial support.	Strategic Planning		Support from external funding bodies.
3	Review the role and function of the Heritage Advisory Committee including its terms of reference and greater cross-function engagement.	Strategic Planning		Updated terms of reference every four years.
4	Continue to promote any heritage related funding opportunities to historical societies and relevant heritage focused community groups	Strategic Planning		Grant applications
5	Program the review of the Heritage Design Guidelines and incorporate sustainable building design.	Strategic Planning		Revised Heritage Design Guidelines

## 7.4. Communicating and Promoting

*To ensure heritage information is available and easily accessible to raise awareness and appreciation of local heritage places, objects, and landscapes.*

	<b>Actions</b>	<b>Responsibility</b>		<b>Performance Indicator</b>
1	Continue to maintain current heritage information on Council's website as a one-stop shop and promote heritage through Council's media channels.	Strategic Planning, Media and Communications		Revised pages. Higher number of visits.
2	Consider opportunities to promote heritage tourism opportunities to owners, managers and heritage organisations to participate in Council's business development program.	Economic Development		Number of organisations participating in heritage-related programs.
3	Submit positive heritage stories / media releases (as they occur) to appropriate communication channels and local media.	Cross functional		Number of published articles.
4	Continue to liaise with historical societies and community groups.	Cross functional		Historical societies and community groups support and enhance Council's heritage-related programs.
5	Investigate the extent of heritage information that is not digitised and the type of support that would be required to facilitate this.	Cross functional		Report
6	Continue to investigate ways to celebrate Brimbank's heritage through public art, interpretative signage, and public realm improvements.	Cross functional		Number of heritage projects.

## **8. Strategy Review**

The Strategy should be reviewed in 2028.

## **Brimbank City Council**

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