

SUMMARY PAPER

UNDERSTANDING THE HUL APPROACH

*IN OUR PEOPLE, CULTURE & PLACE:
A PLAN TO SUSTAIN BALLARAT'S HERITAGE 2017-2030*





BALLARAT AND HUL

In 2013, Ballarat became the first local government in the world to pilot the United Nations Educational Scientific and Cultural Organization's (UNESCO's) new approach to city management called 'The Recommendation on the Historic Urban Landscape' (UNESCO 2011).

For Council, the HUL approach builds our capacity to enable Ballarat to grow while safeguarding our heritage. Importantly, it makes sure that local people and localised approaches are a core part of guiding our city's future and are central to everything we do.

WHAT IS UNESCO?

UNESCO stands for the United Nations Educational, Scientific and Cultural Organization. It is the United Nations body that coordinates international cooperation and strengthens ties between governments and their local citizens, so that all citizens:

- have access to quality education;
- can live in culturally rich environments;
- fully benefit from scientific advances; and,
- enjoy freedom of expression, democracy and human rights (UNESCO n.d.).

Cover Image: Bridge Mall, Ballarat, Tony Evans Photography for Visit Ballarat.

INTRODUCTION

LEADING THE WAY WITH HUL

Heritage is of critical importance to the Ballarat community and our city's future. In whole-of-city consultations, the people of Ballarat said, of all the things they value about Ballarat, they love its heritage the most and want to retain it. They also told us they want Council to show leadership to achieve this vision. By applying UNESCO's HUL approach, *Our People, Culture & Place: A plan to sustain Ballarat's heritage 2017-2030* (the heritage plan) provides a best practice platform for making this happen.

For the first time ever, more than half the world's population live in urban environments. Cities around the world, including Ballarat, are now witnessing growing urban populations, changing economies, new types of development pressure and increased resource consumption – including demolition of heritage resources (see pages 15-16, 18-20). Ballarat's population is projected to increase by 60% to 2040 and our historic CBD is already seeing proposals for new large-scale development.

The HUL has been developed by experts, governments and practitioners around the world (including Australia) to address these challenges. It helps us to align the goals of social and economic development (the drivers of change) with the goals of conservation and provides a framework for making the most of our city, now and into the future.

BUILDING THE FRAMEWORK

How do we facilitate growth and change while safeguarding Ballarat's heritage, now and into the future?

This question started Ballarat's journey to find better ways to prepare for the scale of change proposed for our city. In 2013, we signed onto UNESCO's HUL pilot with the World Heritage Institute of Training and Research for the Asia and the Pacific Region under the auspice of UNESCO (WHITRAP) and began building a strong foundation for delivering the heritage plan.

- 2013-2016** Participatory workshops, symposiums, community days, background studies, and expert and community consultation led to the heritage plan's three priority areas (see pages 25, 85).
- 2013-ongoing** Research partnerships with Deakin University and Federation University Australia have delivered a best practice platform and a suite of tools used in the plan such as the digital knowledge base and mapping tools (see pages 44-45, 69).
- 2013** Guided by HUL, **Ballarat Imagine** whole-of-city community conversation resulted in heritage being highlighted as most loved and what we need to work hard to retain. The heritage plan responds to this vision (see page 1).
- 2015** By embedding HUL in **The Ballarat Strategy**, heritage moved from being 'off to the side' as a single planning consideration, to central in the city's future. This is the reason why the heritage plan can be delivered across all areas of Council (see pages 73-81).
- 2016-17** HUL was embedded in the **CBD strategy** (2017 review) and Ballarat Planning Scheme Municipal Strategic Statement (MSS), preparing the policy environment for delivering the heritage plan.
- 2015-ongoing** A series of participatory **Local Area Plans** have been delivered in four townships and are progressively being rolled out across the municipality. These plans implement HUL through the Ballarat Planning Scheme and ensure local people set the vision for the future of their neighbourhood (see pages 61-62).
- 2015-ongoing** Work with **United Nations Global Compact-Cities Programme (UNGCCP)** provided a best practice framework for assessing heritage vulnerability and targeting actions to address areas of vulnerability in the heritage plan (see pages 5, 15-20, 72, 86).
- 2016** **Preliminary heritage plan** released to test if we were on the right track with locals and stakeholders and inform the final heritage plan (see *Our People, Culture & Place: A manual for people implementing the heritage plan 2017-2030*).

HUL AND THE HERITAGE PLAN

The HUL approach is fundamental to the heritage plan. It is the reason why the plan is wide-reaching, interdisciplinary and integrated across Council.

Through the HUL we've not only had to understand what is of value in our city, we have had to understand this in the context of our complex, living and evolving city.

By applying HUL, we have learnt that our heritage is not only of value because we love it and it tells a story of our past, but also because it:

- Gives our city a competitive edge for a more diverse economy
- Is inspiration for our creative culture
- Contributes to community wellbeing and liveability
- Underpins an emerging economic 'sixth pillar' – tourism
- Supports a range of business sectors

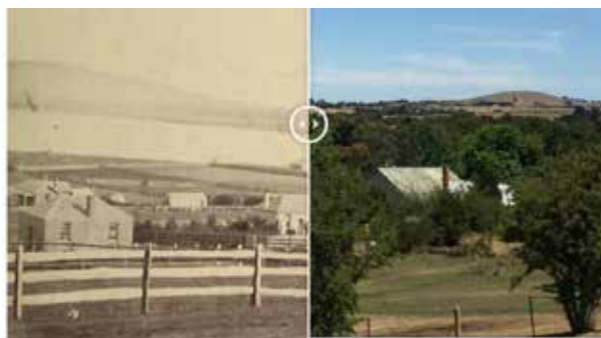
(See page 3 of the heritage plan).



Ballarat, National Mutual Building, Sturt St, Ballarat - Source: Pictures Collection, State Library of Victoria

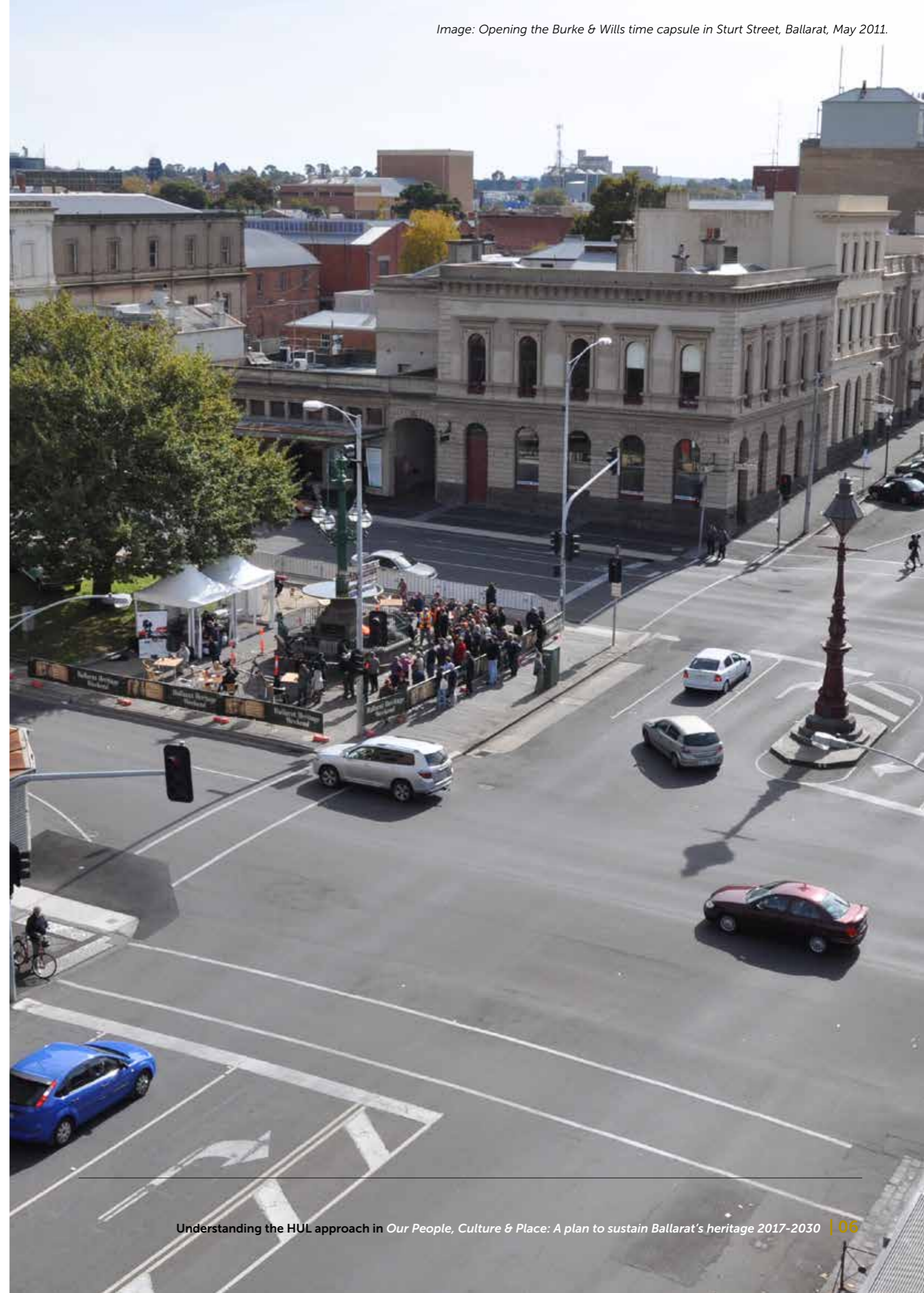


Sebastopol, Dimmocks Exchange Hotel, Albert Street Sebastopol, 1866 - Source: Pictures Collection, State Library of Victoria



Leamington - Lake (View to the West) 1866 - Source: Pictures Collection, State Library of Victoria

Change has always played a big part in Ballarat's identity.





Geology

The rocks of the Victorian Volcanic Plain and the Central Victorian Uplands underpin Ballarat's complex layered histories, including the epoch defining gold rush.

Topography

Ballarat's contrasting landforms showcasing undulating plains, ridges, valleys and volcanic hills provides the mantle on which its rich cultural landscape has evolved.

Hydrology and natural features (ecology)

The flow of Ballarat's creeks, the extensive lakes and water bodies, the native forest and open plains all result from the unique geology and landform that defines the municipality.

Land use patterns & spatial organisation

Ballarat's landscape stands testament to its physical and historical development over time, reflected in the tracks, boundaries and settlements that make up its rich tapestry.

Built environment

The buildings, monuments and streetscapes of Ballarat, their varied form and detail, contribute greatly to the character of the city and the quality of its urban landscape.

Open space and gardens

The street trees, public parks and private gardens contribute greatly to the 'garden city' and the network of parks and reserves promote a feeling of spaciousness and closeness to the forest and open country that is cherished by the community.

Infrastructure (above and below ground)

The road and rail connections and the many utilities and facilities provided in Ballarat all contribute to its celebrated liveability.

Perceptions and visual relationships

The view of the city's historic skyline inspires a sense of uniqueness, whilst expansive views over Lake Wendouree and out to Mounts Buninyong and Warrenheip and the Western Plains create a fabulous setting.

Social and cultural practices and values

The many cultural and sporting events, spiritual places, galleries and ovals give a richness and diversity to Ballarat's cultural life.

Economic processes

From the city's prosperity brought by gold, through subsequent periods of boom and bust into today's globalised world, economic forces have indelibly shaped Ballarat's character.

Intangible dimensions of heritage, diversity and identity

Ballarat's diverse cultures give rise to many stories inspired by history and environment from Aboriginal understandings and the spirit of Eureka to the creation of its unique landscape.

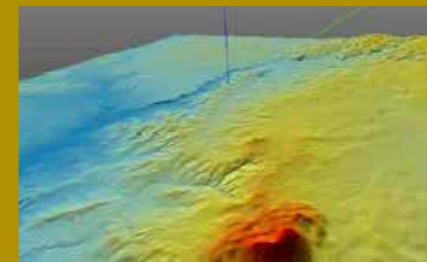
The HUL approach broadens our understanding of heritage so that we understand all the layers of city that make it what it is today.

We then use this as a point of departure for how our city evolves (see page 11 of the heritage plan).

HUL'S SIX CRITICAL STEPS

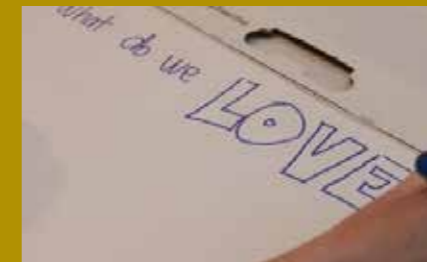
1. SURVEY AND MAP OUR NATURAL, CULTURAL AND HUMAN RESOURCES

See pages 11, 13, 44, 67-70.



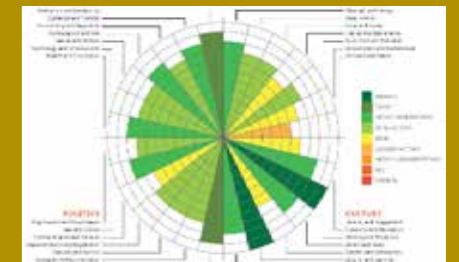
2. WORK WITH LOCAL PEOPLE TO SHAPE THE FUTURE OF THEIR CITY

See pages 1-14, 72 and throughout the plan.



3. ASSESS VULNERABILITY TO SOCIO-ECONOMIC AND CLIMATE STRESSES

See pages 15-20, 86.



4. INTEGRATE INTO WIDER CITY DEVELOPMENT FRAMEWORK

See pages 4-5.



5. PRIORITISE ACTIONS

See pages 23-82.



6. ESTABLISH PARTNERSHIPS AND LOCAL MANAGEMENT FRAMEWORKS

See pages 5, 72-81, 85.

- Ballarat Heritage Advisory Committee
- Creative and Cultural Industry sector
- Koorie Engagement Action Group
- Local organisations
- Local residents
- Other stakeholders
- Registered Aboriginal Parties and other Aboriginal and Torres Strait Islander peoples with connections to Ballarat
- Universities

REGULATORY TOOLS

See pages 4-5, 59-65.

FINANCIAL TOOLS

See pages 30, 33-34, 49.

COMMUNITY ENGAGEMENT TOOLS

See pages 13-14, 30-31, 36, 37-38, 44-48, 52, 61, 67-70, 72.

PLANNING AND KNOWLEDGE TOOLS

See pages 11, 18-20, 31, 44-46, 50, 60-62, 65-67, 72, 86.



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