



THE COMMUNITY'S PERCEPTIONS OF HERITAGE

Literature Review - Appendices

October 2014

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Appendix A: Existing Research and Surveys

List of Existing Research and Surveys

Type	Study Area	Title	Undertaken by	Date	Commissioned by	Source
National (Australian)						
Report / Survey	Australia	Distinctively Australian Market Research: Quantitative Findings	Colmar Brunton Social Research	2004 Aug	Department of Heritage and the Environment, Canberra	www.environment.gov.au/node/22335
Report / Survey	Australia	Valuing the Priceless: The Value of Historic Heritage in Australia	The Allen Consulting Group	2005 Nov	The Heritage Chairs and Officials of Australia and New Zealand, Sydney	www.environment.gov.au/heritage/publications/strategy/pubs/heritage-historic.pdf
Report / Survey	Australia	Understanding Public Involvement with Australian Heritage	Deakin University: Dr Heath McDonald Deakin Business School	2006 Nov	Department of Environment and Heritage, Canberra	Unpublished
Report / Survey	Australia	National Survey of Public Attitudes to Australian Heritage	Deakin University: Dr Heath McDonald Deakin Business School	2010 July	Department of Environment, Water, Heritage & the Arts, Canberra	Unpublished
State / Local						
Survey	Victoria	Local Government Community Satisfaction Survey	Wallis Consulting Group	1998 - 2011	State Government (DPCD) and local governments	Unpublished - http://www.dpcd.vic.gov.au/local-government/publications-and-research/data,-directories-and-surveys
Report / Survey	Mornington Peninsula	Heritage Place Owners Survey Results	Mornington Peninsula Shire Council	2013	Mornington Peninsula Shire Council	www.mornpen.vic.gov.au/Building_Planning/Heritage/Municipal_Heritage_Strategy
Report / Survey	Ballarat	Value of Heritage to the City of Ballarat survey	Sinclair Knight Merz/ City of Ballarat	2006	City of Ballarat	www.ballarat.vic.gov.au
International						
Report / Survey	New Zealand	Auckland Council Historic Heritage Survey	Auckland Council	2011 Dec	Auckland Council	www.aucklandcouncil.govt.nz/peoplepanel
Poll	Canada	Ontario Heritage Trust - web poll of visitors on questions related to heritage	Ontario Heritage Trust	2010 - ongoing	Ontario Heritage Trust	www.heritagetrust.on.ca/Resources-and-Learning/Survey-results.aspx
Survey	England	What Does 'Heritage' Mean To You?	MORI	2000	English Heritage	Unpublished

Type	Study Area	Title	Undertaken by	Date	Commissioned by	Source
Survey	Liverpool	Liverpool's Heritage	MORI	2001	English Heritage	Unpublished
Survey	London	London's Heritage	MORI	2002	English Heritage	Unpublished
Survey	England	Research for BBC 'Restoration' programme	IPSOS - RSL	2003	BBC – British Broadcasting Corporation	Unpublished
Survey / Report	England	Making Heritage Count?	MORI	2003	English Heritage, DCMS and the Heritage Lottery Fund	hc.english-heritage.org.uk/
Survey	England	Taking Part: the National Survey of Culture, Leisure and Sport.	BMRB Research	2005-2013	Department of Culture Media and Sport, Arts Council England, English Heritage, Sport England	www.gov.uk/government/collections/taking-part
Survey	England	History Matters	Ipsos MORI	2006	The National Trust	Unpublished
Survey / Report	England	Survey of Heritage Television Viewing 2005-06	University of Bristol, Television Research Partnership, Broadcasters' Audience Research Board	2006 Oct	Council for British Archaeology and English Heritage	hc.english-heritage.org.uk
Report / Survey	England & Wales	Sense of Place and Social Capital and the Historic Built Environment	Newcastle University and Bradley Research & Consulting	2009	English Heritage	hc.english-heritage.org.uk
Report / Survey	England	Impact of Historic Environment Regeneration	AMION Consulting and Locum Consulting	2010	English Heritage	hc.english-heritage.org.uk
Report / Survey	Ireland	Attitudes to Heritage in Ireland	Lansdowne Market Research	1999 2004 2005	The Heritage Council	www.heritagecouncil.ie/publications/market-research/
Report / Survey	Ireland	Heritage Week Public Awareness and Attitude Survey	Millward Brown IMS	2006	The Heritage Council	www.heritagecouncil.ie/publications/market-research/
Report / Survey	Ireland	Valuing Heritage in Ireland	Keith Simpson & Associates, Lansdowne Market Research, Optimize	2007	The Heritage Council	www.heritagecouncil.ie/publications/market-research/
Survey	Scotland	Visitor Survey	Historic Scotland	2003	Historic Scotland	Unpublished
Report / Survey	Scotland	Natural heritage national baseline survey of public attitudes	George Street Research	2005	Scottish Natural Heritage	www.snh.gov.uk/publications-data-and-research/

Research Objectives and Methodology

Project / Title	Objectives of the Study	Methodology	Implementation
National (Australian)			
<p>Distinctively Australian Market Research</p> <p>2004</p> <p>Department of the Environment and Heritage</p> <p>Prepared by: Colmar Brunton Social Research</p>	<p>The research was commissioned by the Australian Government relating to the <i>Distinctively Australian</i> initiative.</p> <p>The objectives were to obtain a measure of:</p> <ul style="list-style-type: none"> • The number of people across Australia who express an interest in the concept of heritage. • The number of people who would consider nominating a place to the National Heritage List; • The number of people who would consider taking up a heritage grant; and to • Profile these groups by a range of demographics and level of involvement in heritage activities. <p>There were also some specific research objectives in relation to Indigenous heritage.</p>	<p>The design of the research was based on 13 focus groups followed by a Computer Assisted Telephone Interview (CATI) survey of 1,206 people.</p> <p>The research was conducted between 22 June and 13 August 2014.</p>	<ul style="list-style-type: none"> • The findings can be used to provide a baseline measure to track changing attitudes to heritage over time.
<p>Valuing the Priceless: the Value of Historic Heritage in Australia</p> <p>2005</p> <p>Heritage Chairs and Officials of Australia and New Zealand</p> <p>Prepared by: The Allen Consulting Group</p>	<p>The research was commissioned to inform debate about the value of 'historic' heritage conservation in Australia. This study sought to address criticisms of past studies which tended to focus on economic activity as a proxy for value.</p> <p>The objectives were to:</p> <ul style="list-style-type: none"> • Quantify the values that people attach to a number of attributes of protection afforded to historic heritage places, using 'choice modelling'. • Identify people's views on a number of matters, which would in turn point to some elements of social capital affected by historic heritage place protection. <p>The research technique of 'choice modelling' was used to explore the degree to which people were willing to financially support greater historic heritage protection and which conservation outcomes they particularly value.</p>	<p>An online survey undertaken in September 2005 of a broadly representative sample of 2,024 Australians.</p> <ul style="list-style-type: none"> • The survey was preceded by a pilot study and focus groups in Perth, Sydney and Dubbo to develop the attributes and values for the choice modeling questionnaire. • A national sample was drawn from an online panel (AC Nielson's "Your Voice" panel) with 93,000 members. • The survey introduction explained that the survey focus was 'historic heritage places' and what types of places this includes. • The 'choice modelling' questions presented respondents with expected outcomes associated with the <i>status quo</i> system of heritage management and funding. This served as a benchmark against which alternative options were evaluated involving different levels of heritage protection. The issue of 'how much' is accompanied by questions about 'what type' of heritage protection should be pursued. 	<ul style="list-style-type: none"> • The survey analysis was provided at national, state, and metropolitan/regional levels for questions on public attitudes to heritage. • Survey questions on 'attitudes to heritage' were based on a sample from the 2003 MORI survey for English Heritage 'Making Heritage Count?' This allowed the authors to make an international comparison of the results.

Project / Title	Objectives of the Study	Methodology	Implementation
<p>Understanding Public Involvement with Australian Heritage</p> <p>2006</p> <p><i>Qualitative Research (Focus Groups and Interviews)</i></p> <p>Department of Environment and Heritage (DEH)</p> <p>Undertaken by: Prof. Heath McDonald, Deakin Business School, Deakin University</p>	<p>This research examined the factors that lead people to develop an interest in heritage and subsequently engage in heritage-related activities. This knowledge allows more efficient and effective promotion of heritage.</p> <p>The aim was to address the questions:</p> <ul style="list-style-type: none"> • What do people define as Australia's heritage. • How do they value it. • How can the population be segmented based on their attitudes to heritage to allow more efficient marketing efforts. <p>The research involved two related phases:</p> <ul style="list-style-type: none"> • Study 1: Qualitative studies • Study 2: A national survey of heritage attitudes and behaviours (refer to separate summary below) <p>The mixed-method approach was employed as a means of gaining both an in-depth understanding of the range of relevant attitudes and behaviours, and then to quantify the extent to which they are held or undertaken across the population.</p> <p>This research builds on previous research by the Department of Environment and Heritage that sought to understand the factors that influence public interest and involvement in heritage. It had been recognised that there was a wide variation in interest and involvement levels within the population. It had also been found that different aspects of the heritage 'product' can appeal to different people. That is, the same behaviours can be undertaken by different people (e.g. visiting a listed location) for very different reasons.</p>	<p>The qualitative research techniques of focus groups, in-depth interviewing and Repertory Grid Analysis (RGA) were used to gain a sense of how people defined heritage, their overall interest in the subject and the breadth of heritage activities undertaken.</p> <ul style="list-style-type: none"> • Recruitment of participants was by a specialist organisation with random selection from the published telephone directory for metropolitan Melbourne, using screening questions. • Seven (7) focus groups were arranged to cover a cross section of age groups and ethnicities. • The first three groups were divided along broad age lines (under 25, 25 to 45, and 46 years and older) to improve group cohesion and investigate any relationship between attitudes and age. Each discussion included an RGA exercise aimed at identifying how people define heritage and what procedures they use when determining what is, and what its not, a heritage item or activity. • Twelve (12) in-depth interviews were then conducted to further develop and clarify the findings of the initial RGA exercise. • Later, four focus groups with the three main ethnic groups of Australian migrants (Vietnamese, Italian and Arabic) and Indigenous Australians were arranged to test the universality of the RGA findings and the initial group results. The findings of this RGA work then formed the basis of the quantitative study. <p>For further details of the methodology see: Understanding Public Involvement with Australian Heritage, Final Research Report, November 2006.</p>	<ul style="list-style-type: none"> • To avoid repeating past work, and to address limitations in other similar studies, the research was conducted away from heritage places and allowed respondents to define heritage themselves. • Focus groups were arranged to cover a cross section of age groups and ethnicities. This design was an attempt to address the exclusion of young people, indigenous groups and newer migrants, which was an issue noted in past research. • The researchers identify Repertory Grid Analysis as the most appropriate technique for determining how people define a construct, because it identifies their thought processes by asking them to distinguish things that are similar from a range of options, and then asking them to explain why they view them that way. • With the personal nature of heritage confirmed through the research, a mixed-method and mixed-model approach to heritage consumption work is seen as a necessity by the researchers. This was seen as critical in interpreting the results of the national survey particularly where a number of findings, at first, appeared counter-intuitive.

Project / Title	Objectives of the Study	Methodology	Implementation
<p>Understanding Public Involvement with Australian Heritage</p> <p>2006</p> <p><i>Quantitative (Survey) Research</i></p> <p>Department of Environment and Heritage (DEH)</p> <p>Undertaken by: Prof. Heath McDonald, Deakin Business School, Deakin University</p>	<p>This research followed on directly from the qualitative research work, described above.</p> <p>In exploring the participant's views on what constituted Australia's heritage in the qualitative research work, a wide range of elements were proposed. These elements, however, were not valued equally by participants, and the research proposed a number of factors that people use to assess the heritage value of an object.</p> <p>In the quantitative survey research, these ideas were tested. It sought to quantify the extent to which the range of relevant attitudes and behaviours are held and undertaken across the Australian population.</p> <p>The research had three main objectives:</p> <ul style="list-style-type: none"> • To determine which elements of Australia's heritage are seen as being the most important to protect. • To understand how people assess different heritage elements, and identify the factors that are most influential in shaping people's assessments. • To assess and understand people's reaction to various messages which seek to communicate the importance and value of Australia's heritage. 	<p>An online survey of a nationally representative sample of over 3,200 Australians.</p> <ul style="list-style-type: none"> • A national sample was drawn from an online panel (TNS's "Emailcash" panel) with over 350,000 members, broadly representative of the Australian population. • A sample of 10,000 members was selected randomly on the basis of representing the Australian population on demographic variables (e.g. age, income and ethnicity) and geographic variables (e.g. urban versus rural dwellers). • An initial pilot sample of 3,000 randomly selected members resulted in 1,156 responses being received (38.5 per cent). The pilot confirmed the panel's suitability and the research instrument. • After adding a small number of additional questions, the survey was then completed by a further 2,068 panel members (referred to as 'Wave 2') from the remaining random sample of 7,000. Data was collected over four consecutive days in October 2006. • The total sample for most questions was 3,224 respondents (35 per cent). Average completion time was 20 minutes. 	<ul style="list-style-type: none"> • Use of a large online panel was seen as the most cost-efficient and effective way to reach a large number of Australians. The researchers noted that past studies have validated the suitability of online surveying for work such as this. • The demographic profile of respondents showed it was successful in gaining the views of a cross section of Australians. • Groups that were often not included in past heritage research, such as Indigenous Australians and migrants, were represented in numbers that reflect the national average.
<p>National Survey of Public Attitudes to Australian Heritage</p> <p>2010</p> <p><i>Quantitative (Survey) Research</i></p> <p>Department of Environment, Water, Heritage & the Arts</p>	<p>The Australian Government repeated and expanded the 2006 quantitative study in May 2010 with a national online survey of over 2,000 Australians to track any changes to attitudes over time.</p>	<p>An online survey undertaken in May 2010 of a nationally representative sample of 2,011 Australians.</p> <ul style="list-style-type: none"> • Respondents were drawn from the online panels of two large national panel providers (TNS/Pure Profile) and cross-checked to ensure no duplication occurred. The panels are maintained to ensure that they are both representative of the population in demographic terms, and to ensure respondents are not over-surveyed. • The sample was chosen to reflect the Australian national population on the key demographics such as age, ethnicity and occupation. • The response rate was 39 per cent. 	<ul style="list-style-type: none"> • Survey repeated and expanded to track changes in attitudes over time. • Some questions in the 2006 survey related to visitation of World Heritage List and National Heritage List sites were not included in the 2010 survey. • Analysis of 2010 results doesn't include comparative ratings of heritage elements (means) against factors (constructs) influencing the degree of importance to protect and preserve a heritage item.

Project / Title	Objectives of the Study	Methodology	Implementation
State / Local			
<p>Local Government Community Satisfaction Survey</p> <p>1998 - ongoing</p> <p>Victorian State Government and local governments</p> <p>Undertaken by: Wallis Consulting Group</p>	<p>The objective of this survey is to provide an overview of how communities in Victoria view the performance of Councils. The survey has been conducted each year since 1998. The questions refer to key areas of service delivery. Key survey topics include:</p> <ul style="list-style-type: none"> Town planning policy and approvals, including heritage and environmental issues. Economic development, including arts, cultural facilities, events and festivals. <p>In the 2011 survey standard responses were available to explain why improvements are needed, including:</p> <ul style="list-style-type: none"> Too little regulation in heritage areas/knocking down old houses. Too much regulation in heritage areas. Ugly/inappropriate design/development/out of character with area. 	<p>Computer Assisted Telephone Interviewing (CATI) conducted annually of over 20,000 Victorians.</p> <ul style="list-style-type: none"> Each year, all Victorian Councils are invited to participate in this survey. In 2011, 77 of Victoria's 79 Councils took part in the study. The 'standard' sample size for the project is now 400 (previously 350) interviews per local government area, but a few Councils choose to boost their sample to permit smaller area analysis of their results. The total number of interviews completed across Victoria in 2011 was 28,337. 	<ul style="list-style-type: none"> An existing State Government survey which provides an opportunity to obtain feedback from residents in a timely and cost-effective manner. This survey enables trends in community satisfaction to be monitored and areas for both celebration and improvement to be highlighted. The findings could be used to provide a baseline measure of the public's perception of planning controls and the protection of heritage, by local government area. For example, the 2011 survey question included topics related to heritage.
<p>Heritage Place Owners Survey</p> <p>2013</p> <p>Mornington Peninsula Shire Council</p>	<p>The survey was conducted in response to submissions received to the Mornington Peninsula Heritage Review (exhibited in mid 2012) which proposed a number of new heritage listings in the Shire. The survey response was used to help frame the new Municipal Heritage Strategy.</p> <p>Key survey topics were:</p> <ul style="list-style-type: none"> Awareness of and attitudes to heritage. Management of heritage places. Assistance to property owners. 	<p>In April 2013, the Council surveyed over 450 owners of heritage overlay properties. The survey generated more than 150 responses.</p> <p>Details of the methodology are not published.</p>	<ul style="list-style-type: none"> The Council believes this is the first time that any Victorian municipality has surveyed the views of its heritage place owners. The survey response is valuable in identifying awareness of and attitudes to planning controls, issues associated with owning heritage properties, and views on assistance provided by government.
<p>Ballarat Value of Heritage Survey</p> <p>2006</p> <p>City of Ballarat</p> <p>Reported by: Sinclair Knight Merz</p>	<p>As part of a study into the economic, social and cultural benefits of heritage to the City of Ballarat, the City undertook a survey of Ballarat residents and visitors on their perceptions of the value of heritage in the City. The survey was derived from the 2005 national survey by The Allen Consulting Group.</p> <p>Part of the impetus for this study was the World Conference of the League of Historic Cities which was hosted by Ballarat in 2006.</p>	<p>A random survey mailout with 142 responses.</p> <ul style="list-style-type: none"> The survey questions were broadly based on those in the 2005 Allen Consulting Group survey. The survey was altered to be specific to the Ballarat area, and gave background information on the importance of local heritage including examples of national, state, and locally significant places in the Ballarat region. The survey consisted of a random mailout to 400 households. 142 responses were received from persons aged 18 and over. 	<ul style="list-style-type: none"> Respondents weren't representative of the City of Ballarat population on key indicators including age and educational attainment. The study notes this will have influenced the results towards favouring heritage. The additional background information on the importance of local heritage will likely have influenced the results. As the survey methodology differs from the 2005 Allen Consulting Group survey the results cannot be directly compared.

Project / Title	Objectives of the Study	Methodology	Implementation
International			
<p>Auckland Historic Heritage Survey</p> <p>2011</p> <p>Auckland Council</p>	<p>The objective of the Auckland Historic Heritage survey was to involve the local population in guiding the development of a new plan for the management of historic heritage in the region. The survey was prior to development of a draft plan.</p> <p>Key survey topics were:</p> <ul style="list-style-type: none"> • Understanding of historic heritage, including ways to improve it. • Protection of historic heritage. • Caring for historic heritage, and the role of different groups. • Visits to historic heritage places and activities. • Priorities for historic heritage initiatives. 	<p>An online survey undertaken in October 2001 by 1,963 members of the Auckland People's Panel.</p> <ul style="list-style-type: none"> • Panellists are recruited to be 'average' members of the public. At the time of the survey it was not representative of the population in areas including age and ethnicity. • The survey was sent to all People Panel members (6,737) and had 1,943 responses. On average, the survey took 11 minutes to complete. The seven questions had a quantitative component and also allowed participants to give reasons in an open-ended response. 	<ul style="list-style-type: none"> • Participation in the People's Panel is voluntary. As such, the demographic and geographic distribution of panellists responding may not reflect the general population. • The survey response is valuable from a large-scale consultation and engagement perspective.
<p>What does 'Heritage' mean to you?</p> <p>2000</p> <p>English Heritage</p> <p>Undertaken by: MORI</p>	<p>In 2000 English Heritage was asked to co-ordinate an important and wide-ranging review of all policies relating to the historic environment in England. As part of the review process they commissioned MORI to undertake some research into the public's attitudes towards the built environment.</p> <p>The objectives were to gather information about:</p> <ul style="list-style-type: none"> • General perceptions/attitudes towards the concept of heritage and what it means to people. • People's participation in heritage activities. • Attitudes towards heritage among people of ethnic minority background. 	<p>The research involved four approaches:</p> <ul style="list-style-type: none"> • Omnibus survey research of residents in England. • A face to face quantitative survey of residents in England. • A series of three focus groups, with Black and Minority Ethnic groups (BMEs) in London, Birmingham and Leicester. • Analysis of data contained in MORI's Socioconsult Monitor. 	<ul style="list-style-type: none"> • The survey provides a baseline measure against which changing attitudes to heritage have been tracked over time. • Inclusion of questions related to what heritage means to people, the importance of heritage, and how it can be made more accessible, is useful in making many management decisions.
<p>Making Heritage Count?</p> <p>2003</p> <p>English Heritage, DCMS, and the Heritage Lottery Fund</p> <p>Undertaken by: MORI</p>	<p>This research was commissioned by English Heritage to build on earlier research and explore ways in which the sector can broaden access to heritage and the historic environment. This relates to broader strategic commitments by Government to open up institutions to the wider community, to promote lifelong learning and social cohesion.</p> <p>The research objectives were to:</p> <ul style="list-style-type: none"> • Improve and further understanding of <i>who</i> is participating in the historic environment and <i>how</i> to better engage with excluded ethnic and socially deprived groups. 	<p>The research was split into three strands which examined associations with heritage, how people experienced it and whether they want to be more engaged, specifically at a local level.</p> <ul style="list-style-type: none"> • Omnibus 'headline' study - questions were placed on the MORI Omnibus, the regular MORI survey among the general public. A nationally representative quota sample of 1,649 adults (aged over 15) was interviewed in England in 190 different sampling points. Interviews were conducted face to face, in respondents' homes, using Computer Assisted Personal Interviewing. 	<ul style="list-style-type: none"> • The omnibus 'headline' survey was representative of the population and provided key tracking of questions on awareness of, attitudes to and participation in heritage. • The detailed face to face quantitative study in three case study areas investigated definitions of heritage, its meaning to people, barriers to access and reasons behind this. It allowed regional differences to be examined.

Project / Title	Objectives of the Study	Methodology	Implementation
	<ul style="list-style-type: none"> Establish a benchmark for the participation by the priority groups on which to measure future progress over the years. Help evaluate the role of the historic environment in achieving social and economic objectives. <p>Key survey topics were: <i>Omnibus Survey</i></p> <ul style="list-style-type: none"> Awareness of, attitudes to and participation in heritage. <p><i>Detailed Quantitative Survey</i></p> <ul style="list-style-type: none"> Definitions of heritage, its meaning to people, barriers to access and reasons behind this. <p><i>Qualitative Focus Groups</i></p> <ul style="list-style-type: none"> Perceptions of heritage and historic environment. Meaning of heritage in people's lives. 'Participation' in heritage with reference to local sites. Relationship between heritage and identity (personal/local/national). Role of local heritage. The role of heritage in education. Barriers to participation and reasons behind this. Opportunities to increase engagement. 	<ul style="list-style-type: none"> A detailed quantitative study – focused on a selection of three 'case study' areas - Cornwall, West London and Bradford with personal face-to-face interviews in home among the English public as a whole. Quota samples were set for age, sex, class, working status, household tenure and ethnicity within each case study area and representative samples of adults aged 16+ were interviewed in Bradford (513) Cornwall (517) and London (501). The data was weighted to be representative of each of the three areas. A series of six (6) qualitative focus groups with excluded ethnic and socially deprived groups - two in each of the three case study areas. Respondents were recruited to specific quotas (such as class, income, ethnicity and religion). Participants were given a disposable camera, in advance of the focus groups, and were asked to take a roll of photographs of their local environment – things that matter to them personally. The films were developed in advance and used as stimulus material to help respondents engage better with the subject. 	<ul style="list-style-type: none"> The use of focus groups helped to obtain a more in-depth understanding of people's attitudes, and what can be done to encourage more interaction with heritage among excluded groups. It also enabled a focus on key sub-groups of interest e.g. local characteristics or ethnicity by class, family types, etc. Focus groups encourage cross-fertilisation of ideas, to use different stimulus materials, and to interact more closely with participants. The value of qualitative research is that it allows insight into attitudes and the reasons for these, which can not be probed in as much depth with a structured questionnaire. However, it must be remembered that qualitative research is designed to be illustrative rather than statistically representative. It is also important to bear in mind that we are dealing with perceptions rather than facts.
<p>Attitudes to Heritage in Ireland</p> <p>1999, 2004, 2005</p> <p>The Heritage Council</p> <p>Undertaken by: Lansdowne Market Research</p>	<p>The primary objective of the research was to establish a baseline of heritage awareness in Ireland and to provide an indication of the current level of understanding of heritage and related issues among the general public.</p> <p>Key survey topics were:</p> <ul style="list-style-type: none"> Awareness and understanding of heritage. Main issues in relation to heritage. Importance of heritage in Ireland. Awareness of bodies responsible for heritage at national and local level. Attitudes to current means of protecting heritage. Sources of information on heritage. Incidence of involvement in heritage conservation. 	<p>The research was split into two stages:</p> <ul style="list-style-type: none"> A qualitative stage - to explore in-depth attitudes, perceptions, and overall understanding of heritage in its broadest context. A quantitative survey – data was collected through the Lansdowne Market Research Omnibus survey. A representative sample of 1,400 Irish adults (aged 15 and over), representing the population both geographically and demographically were interviewed at 70 sampling points spread nationwide. Interviews were conducted face to face, in respondents homes. 	<ul style="list-style-type: none"> The research was designed in a way to allow the exercise to be repeated in the future to monitor changes in awareness and understanding of heritage and the strength of attitudes and perceptions of national heritage.

Project / Title	Objectives of the Study	Methodology	Implementation
<p>Valuing Heritage in Ireland</p> <p>2007</p> <p>The Heritage Council</p> <p>Undertaken by: Lansdowne Market Research, Optimise and Keith Simpson & Associates</p>	<p>This research was commissioned by the Heritage Council to assess the economic value placed on built and natural heritage by the general public, in order to inform the Council's future policy advice to government and forthcoming plans and projects. The survey also repeated and expanded the previous survey questions on the general public's attitudes to heritage.</p> <p>The objectives of the research were to:</p> <ul style="list-style-type: none"> • Explore the overall attitudes, opinions and experiences of the Irish public regarding heritage and heritage protection. • Determine the aspects of heritage upon which the public places most value, particularly in the context of current general public spending. • Establish the extent to which the public is willing to pay (in the form of a proposed notional taxation) for extra heritage protection or provision. • Establish the contributing factors towards the valuation of heritage, in terms of socio-economic background, attitudes, information and personal values. <p>Key survey topics were:</p> <p><i>Qualitative Focus Groups</i></p> <ul style="list-style-type: none"> • Definition and awareness of heritage. • The value of protecting heritage. • Heritage preservation and setting the balance. • Priorities for the protection of heritage. • Means of protecting heritage. • Bodies / agencies with responsibility for heritage. • Funding for heritage protection. • Factors influencing engagement with heritage. <p><i>Quantitative Survey</i></p> <ul style="list-style-type: none"> • Interest in heritage. • Consumption of heritage issues in the media. • Heritage engagement – proximity and frequency. • Attitudes towards heritage protection. • Priorities for government expenditure. • Willingness to pay: the valuation of heritage. 	<p>The research was split into two stages:</p> <ul style="list-style-type: none"> • A series of eight (8) qualitative focus groups - arranged to cover a cross section of age groups, life stages and locations in the Republic of Ireland. Findings from this first phase were considered when designing the questionnaire for the subsequent quantitative survey. • A quantitative survey was undertaken between March and April 2006 of a nationally representative sample of 1,008 adults (aged 15+). The study was quota controlled to be representative of key demographics and took place at 100 randomly selected sampling points, throughout the Republic of Ireland. • A visual information card was used to explain the wide range of aspects of the built and natural environment included within the definition of "heritage". • The survey was preceded by an initial pilot study conducted to establish the price parameters for the Contingent Valuation section of the main stage survey. The Contingent Valuation method was used to ascertain "willingness to pay", including the value of particular types of heritage and the amount of additional money that people would be willing to pay for protection and/or improvement. • A specific analysis package, Max Diff analysis, was used in the design in terms of "trading off" and prioritising spend on heritage against other public spending. The pilot questionnaire results indicated that the packages of options to be considered under a 'choice conjoint design' required a significantly greater amount of time to consider than the time allowed for the interview. On this basis, the alternative Max Diff analysis approach was considered more appropriate. <p>For further details of the methodology refer to the full report.</p>	<ul style="list-style-type: none"> • This study tracked over time, an emerging trend of increased awareness of, and improved attitudes towards, heritage and heritage protection. • The study sought to find out more about the depth of heritage interest including consumption of heritage-related newspaper articles and TV programmes, and to find out how much heritage engagement existed by asking various questions about visiting heritage sites, frequency of visits and the reasons for visiting those sites. • The research design considered it important that respondents think about their responses within the context of a comprehensive definition of heritage. For this study, each respondent was shown an image card below explaining what was meant by heritage. • The research report indicates that the methodology uses tried and tested methods and follows standard norms. The study team included an expert recognised for his experience of the Contingent Valuation methodology.

Appendix B: Deakin National Surveys 2006 and 2010

Public Attitudes to Australian Heritage

Note: Any shading within the tables has been added for the purpose of this report to highlight key results.

Figure 1: Quantitative Survey 2010 – Key messages: raising public involvement in heritage¹

Communication messages aimed at raising public involvement in heritage were tested in the Deakin surveys. In both 2006 and 2010 the most preferred phrase was 'Heritage is about understanding both the good and bad in our past and what it means for our present and future'.

Which of the following statements most closely matches your view of Australia's Heritage?

Response to 2010 national survey

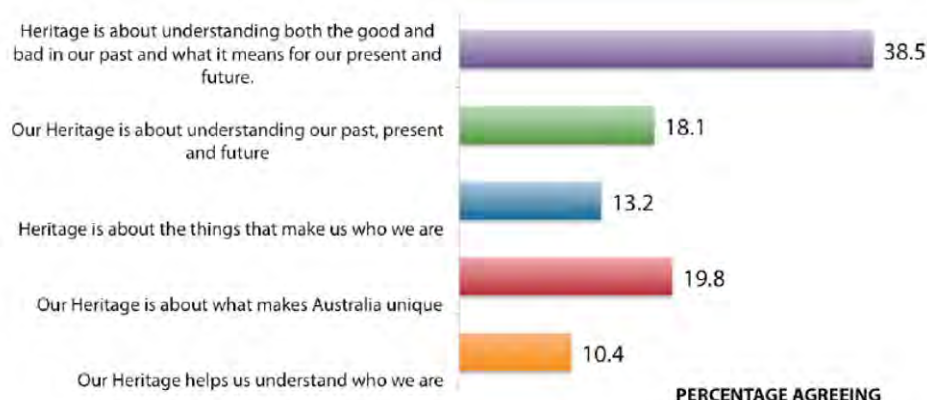


Table 1: Quantitative Survey 2006 & 2010 – Heritage related behaviours²

How often have you engaged in the following activities in the past 12 months?

Response to 2010 and 2006 national survey. The responses below are not Victoria specific.

Heritage-related activities	Survey Year	Not at all in the past year	Once in the past year	2 - 5 times in the past year	6 - 12 times in the past year	More than 12 times in the past year
		%				
Visited an Australian Heritage Site	2010	52.7	28.4	15.1	1.8	2
	2006	33.9	35.9	25	4.1	3
Watched a TV show related to Australia's Heritage	2010	40	23.7	28.4	5.1	2.7
	2006	9.4	20	40.1	18.8	11.7
Read a Book or Article related to Australia's Heritage	2010	60.2	19.6	15.4	3.3	1.5
	2006	29.7	27	29.8	9.1	4.4
Attended a Cultural Festival or Event	2010	59	23.6	15.2	1.5	0.7
	2006	39.1	32.5	22.1	4.7	1.6
Taken a tourist holiday within Australia	2010	51.8	27.8	18.4	0.9	1.1
	2006	34.6	34.8	25.7	3.3	1.7
Played an active role in the heritage protection or preservation of something	2010	90.3	4.9	2.7	0.9	1.1
	2006	72.7	15.8	7.6	2	1.9
Volunteered at a heritage place or event	2010	92.9	3	2.2	0.9	1.0
	2006	Question not included				
Donated money to a heritage-related cause	2010	75.3	17	6.6	0.6	0.5
	2006	Question not included				

¹ Source: McDonald, H. (2010a) [unpublished]

² Source: McDonald, H (2011a) and McDonald, H (2011b). The 2006 survey results are based on the Final Research Report (November 2006) and reported in McDonald (2011b). The 2007 results presented in the 2010 national survey report vary slightly.

Table 2: Quantitative Survey 2006 – Visitation of World and National Heritage List sites³

Thinking about the most recent of these places you visited, what was the primary purpose of your visit?

This question was asked in 2006 national survey. The responses below are not Victoria specific.

Primary purpose for most recent visit to a NHL or WHL site	National Heritage List		World Heritage List	
	n	%	n	%
To visit a heritage site and learn more	178	10	337	17.4
General tourism	1,304	73.3	1,151	59.3
Showing an overseas/interstate visitor	118	6.6	203	10.5
An event on at that location	126	7.1	182	9.4
Other (please specify)	54	3	69	3.6
Total	1,780	100	1,942	100

Table 3: Quantitative Survey 2010 – Awareness of World and National Heritage List⁴

This question was asked in 2010 national survey. The responses below are not Victoria specific.

Awareness of World Heritage List and National Heritage List	National Heritage List	World Heritage List
	%	%
I haven't heard of it at all	11	24
I've heard of it, but I'm not sure what it is	50	45
I've heard of it and I know what it is	39	31

Table 4: Quantitative Survey 2010 – Awareness of NHL: source of information⁵

This question was asked in 2010 national survey only.

Source of Information (have heard)	%
Can't remember	40.2
From television or other media reports	36.6
From friends or relatives discussing it	8.7
From some activity in our local area	7.8
From material present at a site you visited	6.6

Table 5: Quantitative Survey 2010 – Activities undertaken at WHL and NHL sites⁶

On your most recent visit to a heritage place, which of the following do you recall seeing or doing?

This question was asked in 2010 national survey only.

Activity	Yes %	No %
Reading brochures related to the place	69.3	30.7
Seeing educational material relating to the significance of the place	65.6	34.4
Seeing or purchasing souvenirs	49.2	50.8
Reading signage identifying the place as being on the NHL or WHL	47.3	52.7
Participating in a guided tour	38.4	61.6

³ Source: McDonald, H. (2011b)

⁴ Source: McDonald, H. (2010a) [unpublished]

⁵ Source: McDonald, H. (2010a) [unpublished]

⁶ Source: McDonald, H. (2010a) [unpublished]

Table 6: Quantitative Survey 2006 – Visitation at WHL sites in Victoria⁷

The following places are all on the World Heritage List. Have you visited any of these places?

This question was asked in 2006 national survey. Only sites in Victoria are displayed in the table below.

National Heritage List Sites in Victoria	Count (n =)	% respondents who had visited
Royal Exhibition Building and Carlton Gardens	586	28.3

Figure 2: Quantitative Survey 2010 – Interest in World Heritage Listing⁸

Does the fact that something is listed on the World Heritage List make it more or less interesting for you?

Response to 2010 national survey

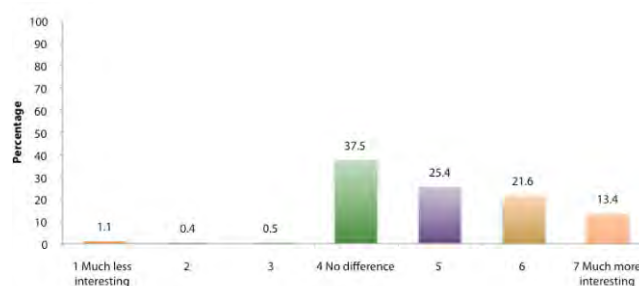


Table 7: Quantitative Survey 2006 – Visitation at NHL sites in Victoria⁹

The following places are all on the National Heritage List. Have you visited any of these places?

This question was asked in 2006 national survey. Only sites in Victoria are displayed in the table below.

National Heritage List Sites in Victoria	Count (n =)	% respondents who had visited
Budj Bim National Heritage Landscape – Tyrendarra Area	33	1.6
Budj Bim National Heritage Landscape – Mt Eccles Lake Condah Area	43	2.1
Royal Exhibition Building National Historic Place	516	25
Eureka Stockade Gardens	609	29.4
Castlemaine Diggings National Heritage Park	232	11.2
Glenrowan Heritage Precinct	441	21.3
Newman College	65	3.1
Sidney Myer Music Bowl	624	30.2
ICI Buildings (former) / Orica House	138	6.7
HMVS Cerberus	298	14.4
Melbourne Cricket Ground	840	40.6
Point Nepean Defence Sites and Quarantine Station Area	241	11.7
Rippon Lea House and gardens	335	16.2

Figure 3: Quantitative Survey 2010 – Interest in National Heritage Listing¹⁰

Does the fact that something is listed on the National Heritage List make it more or less interesting for you?

Response to 2010 national survey

⁷ Source: McDonald, H. (2006) [unpublished]

⁸ Source: McDonald, H. (2010a) [unpublished]

⁹ Source: McDonald, H. (2006) [unpublished]

¹⁰ Source: McDonald, H. (2010a) [unpublished]

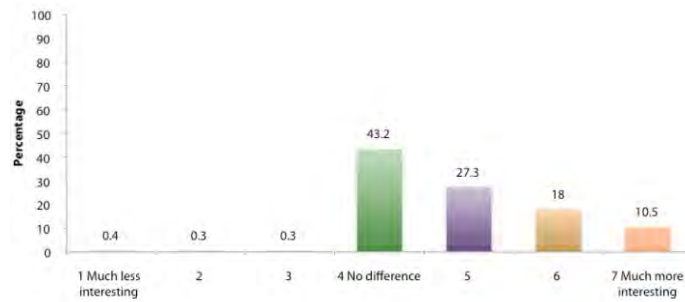


Figure 4: Quantitative Survey 2010 – Interest in heritage¹¹

To what extent are you interested in the following activities?

Response to 2010 national survey

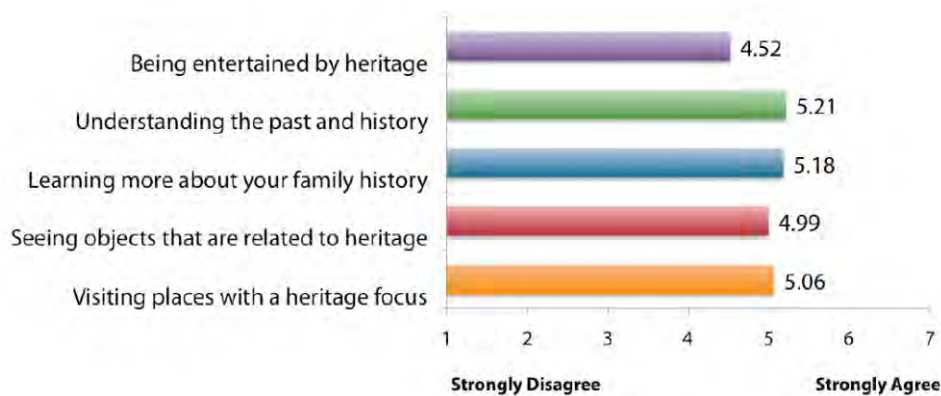


Table 8: Quantitative Survey 2010 – Public attitudes to heritage in Australia¹²

Please look at the following statements and indicate the extent to which you agree with them?

Response to 2010 national survey. Sub-headings in the table have been added for the purpose of this report.

Public Attitudes to Heritage	1	2	3	4	5	6	7	Mean
	Strongly Disagree			Strongly Agree				
	%							
General Attitudes to Heritage								
The most important parts of our heritage are the aspects that are unique to Australia	Data not published							4.89
Individual's heritage is important to Australia's heritage	1.2	2.6	5.6	19.6	24.1	23	23.8	4.85
What makes Australia's heritage unique is its rich diversity	2.1	3.3	7	22.3	23.1	21.8	20.4	5.08
General Attitudes towards heritage protection								
It is important to protect our national heritage for future generations	1	1.1	2.3	11.8	16.1	23.7	43.9	5.87
Only things that are important to all Australians should be protected	18.9	16	15.9	21.6	12.3	7.3	8.1	3.47
Changes to and use of heritage places								
If a place is heritage protected it shouldn't change at all or be used	11	14.1	16.2	23	15.5	11.3	9	3.88
If a place is heritage protected it can still be used and can have small changes without damaging it	4.6	3.6	5.9	14.4	20.2	28.4	23	5.19
Responsibility for heritage protection								
Protecting our heritage is the government's responsibility and not the peoples'	18.5	15.9	17	25.6	11.1	5.2	6.7	3.37
Every Australian should be able to	1.8	3.5	6.4	20.4	21.8	21.7	24.3	5.19

¹¹ Source: McDonald, H. (2010a) [unpublished].

¹² Source: McDonald, H. (2010a) [unpublished]. The data in this table is based on graphs in the report.

Public Attitudes to Heritage	1	2	3	4	5	6	7	Mean
protect the parts of their heritage that are important to them								
Education and information								
We all need to be able to understand how Australia's heritage is relevant to today and the future	1.2	2.6	5.6	19.6	24.1	23	23.8	5.27

Table 9: Quantitative Survey 2006 & 2010 – Importance ranking of heritage elements¹³

How important is it to you, that each of the following are protected and preserved as part of Australia's Heritage?

Response to 2006 & 2010 national survey. .

Heritage Element	2010 Importance Rating (1-7)	2010 Relative Rank	2006 Importance Rating (1-7)	2006 Relative Rank	Change in Ranking 2006-2010	Change in Importance Rating 2006-2010
Native animals	6.39	1	6.48	4	+3	-0.09
Natural icons/ landmarks	6.32	2	6.6	1	-1	-0.28
Nature reserves	6.26	3	6.57	2	+1	-0.31
Historic architecture	5.9	4	5.72	7	+3	0.18
Major waterways	5.72	5	6.55	3	-2	-0.83
Australian military history	5.66	6	5.57	10	+4	0.09
Indigenous Aboriginal culture	5.57	7	5.47	12	+5	0.1
Australian inventiveness	5.49	8	5.75	5	-3	-0.26
Australian art and cultural works	5.48	9	5.37	13	+4	0.11
Man-made landmarks/ icons	5.28	10	5.73	6	-4	-0.45
Celebrations/festivals/events	5.19	11	5.71	8	-3	-0.52
Early white/ Anglo Saxon settlement	5.15	12	5.61	9	-3	-0.46
Sporting traditions	4.86	13	5.19	14	+1	-0.33
Australian personalities	4.72	14	5.48	11	-3	-0.76
Immigration/ multiculturalism	4.69	15	4.89	15	0	-0.2

Table 10: Quantitative Survey 2010 – Importance ranking of heritage elements: detailed¹⁴

How important is it to you, that each of the following are protected and preserved as part of our heritage?

Response to 2010 national survey Note: * I don't consider this to be part of Australia's heritage

Public Attitudes to Heritage	1	2	3	4	5	6	7	Mean Scale Rating	Not part of Aus heritage *
	Not important at all			Very important					
Native animals	0.9	0.5	1.6	5.2	8	13.7	67.3	6.39	2.8
Natural icons / landmarks	1	0.5	1.3	5.7	9.3	17.6	62.8	6.32	1.8
Nature reserves	1.1	0.7	1.7	6.3	9.4	17.2	61.1	6.26	2.5
Historic architecture	1.1	1.3	3.4	10.1	14.7	22.3	45.7	5.9	1.3
Major waterways	1.7	2.2	4	13.4	13.3	16.3	42.7	5.72	6.5
Australian military history	2.3	1.9	5.5	11.7	15.8	19.9	41.1	5.66	1.9
Indigenous Aboriginal culture	4	3.1	4.8	12.4	13.9	16.5	43.1	5.57	2.2
Australian inventiveness	1.8	2.1	4.2	15	19.4	21.2	31	5.49	5.3
Australian art and cultural works	2.6	2.9	5.6	13.9	17.2	20.5	35.3	5.48	1.9
Man-made landmarks/ icons	1.9	2.3	6.4	17.1	22.8	21.8	24.8	5.28	2.9
Celebrations/festivals/ events	2.2	2.6	7.4	17.8	22.4	20.2	23.5	5.19	4
Early white/ Anglo Saxon settlement	2.9	4.6	8.6	17.9	16.3	19.1	28.1	5.15	2.6
Sporting traditions	5	5.5	9.5	17.8	18.7	17.7	20.9	4.86	4.9
Australian personalities	3.6	5.9	11	21.6	18.5	14.3	17.7	4.72	7.4
Immigration/ multiculturalism	6.1	5.8	8.9	19.9	17.9	14.2	18.5	4.69	8.7

¹³ Source: McDonald, H. (2011a). The survey data was collected in October 2006 and some further analysis undertaken in 2007. Published papers refer to the 2007 date.

¹⁴ Source: McDonald, H. (2010a) [unpublished]. The data in this table based on from graphs in the report.

Table 11: Qualitative Research 2006 – Summary of constructs¹⁵

Note: The constructs used in the survey questionnaire are bolded

Over 150 constructs were elicited from the focus group discussions and interviews. These were subject to content and factor analysis to identify underlying similarities. The process resulted in five broad areas, with a varying number of constructs selected to best reflect each area.

Permanence	Represents the Past	Represents our future
	Always existed	Part of development
	Unchanged	Changed over time
	Fleeting	Perpetual
	Transient	Persistent
	Ongoing	Temporal
	Finite	Unlimited
Locus of Importance	Very old	Modern
	Important to certain groups	Important to all Australians
	Important only to Australia	Important to the world
	Built our national identity	Gives global recognition
	I can associate with it	I cannot associate with it
	Important only to a few	Important to all Australians
Origin	Relates to me directly	Has no personal relevance to me
	Unique to Australia	Found in other places
Type	Indigenous	Non-indigenous
	Activities	Things
	People	Objects
	Man-made	Naturally occurring
Vulnerability	Can be directly experienced today	Cannot be directly experienced today
	Irreplaceable	Can be recreated
	Fragile	Robust
	Rare	Common
	Vulnerable	Protected
	Needs financial support	Can support itself
	Valued by most	Neglected by most

Table 12: Quantitative Survey 2006 & 2010 – Determinants of importance ratings¹⁶

Factors influencing the degree of importance to protect and preserve a heritage item

Through regression analysis a model was built that shows the partial contribution of each variable to the overall importance rating. All of the 13 rated constructs were included in the initial stepwise analysis. Some of the constructs were found to have a significant impact on the overall importance ranking. The differences between 2006 and 2010 reflect differences in the importance of those factors to people at that point in time.

Note: In the 2012 essay, a simplified model was presented which cut the lowest contributing factors to tell a clearer story.

Construct	Contribution to overall ranking		
	2011 essay ²	2007-10 overview	2006 report ¹
Irreplaceable	38%	33.9%	18%
Relates to me directly	19%	18.6%	16%
Represents our future	17%	17.1%	6%
Important to all Australians	15%	14.9%	30%
Unique to Australia	4%		10%
Vulnerable	4%	3.8%	n/a
Naturally occurring		4.4%	7%
Important to the World		4.3%	6%
Rare		3%	7%

Model specifications: Stepwise Regression Analysis

¹ $r = .62$, $r^2 = .39$ $n = 3224$,

² $r = .66$, $r^2 = .44$

¹⁵ Source: McDonald, H. (2007).

¹⁶ Source: McDonald, H. (2011a), McDonald, H. (2010b) [unpublished], McDonald, H. (2006) [unpublished].

Table 13: Quantitative Survey 2006 – Rating of elements on the construct scales¹⁷

Note: Similar analysis from the 2010 national survey is not available. The shading in the table has been added for the purpose of this literature review. It has been applied to the six constructs found to have a significant impact on the overall importance ranking.

- The bottom five elements on each construct are shaded black,
- The top five elements are shown on a white background,
- The middle five are shaded grey.

Comparative ratings of heritage elements (means)	Natural icons/ landmarks	Major Waterways	Nature Reserves	Native Fauna	Historic architecture	Early White/Anglo Saxon settlement	Australian inventiveness	Manmade Landmarks/ icons	Celebrations /festivals /events	Australian military history	Indigenous /Aboriginal culture	Australian art and cultural works	Australian personalities	Sporting traditions	Immigration/ multiculturalism
<i>n</i>	904	930	925	3,224	943	903	925	928	936	958	861	935	911	897	941
Represents our past (1) – Represents our future (7)	4.6	5.4	4.8	4.3	2.3	2.0	4.8	4.5	4.8	2.4	2.4	3.6	2.8	4.7	5.1
Very old (1) – Modern (7)	2.7	2.9	2.5	3.3	2.3	2.0	4.6	4.8	4.7	2.7	2.0	3.8	3.2	4.6	4.7
Rare (1) – Common (7)	2.5	3.4	2.8	3.8	2.7	2.4	4.4	3.8	4.8	3.1	2.5	3.7	3.4	5.3	5.1
Important only to Australia (1) – Important to the world (7)	5.6	4.3	5.6	4.9	4.1	4.3	5.4	4.5	3.5	4.1	4.5	4.6	3.7	4.8	5.1
Relates to me directly (1) – Has no personal relevance to me (7)	3.3	2.9	3.1	3.7	4.1	4.0	3.7	4.1	3.4	4.0	4.5	4.1	4.3	4.1	3.8
Important only to a few (1) – Important to all Australians (7)	6.0	6.1	5.9	5.6	4.9	5.1	5.5	5.5	5.5	5.3	5.0	4.8	5.0	5.0	5.0
Fragile (1) – Robust (7)	2.6	2.0	2.5	3.3	3.1	2.5	4.7	5.2	4.5	3.4	2.8	3.9	4.0	5.2	4.2
Irreplaceable (1) – Can be recreated (7)	1.7	2.1	2.0	2.0	2.8	2.2	4.6	4.4	4.4	2.6	2.4	3.2	2.8	4.7	4.4
Protected (1) – Vulnerable (7)	3.9	4.9	4.2	3.9	3.7	3.8	4.2	3.7	4.0	3.6	4.2	3.9	3.8	3.8	4.2
Found in other places (1) – Unique to Australia (7)	5.9	4.5	4.9	6.1	4.3	4.5	3.8	5.7	4.6	4.6	6.0	4.3	5.1	3.3	3.1
Man-made (1) - Naturally occurring (7)	6.2	5.6	6.2	6.2	1.8	2.0	2.3	1.7	2.7	2.7	3.1	2.6	3.5	2.8	3.1
Unchanged (1) – Changed over time (7)	5.1	5.8	5.0	3.7	4.0	4.4	5.1	3.9	5.1	4.3	4.5	4.6	4.3	5.0	5.3
Can be directly experienced today (1) – Cannot be directly experienced today (7)	2.7	3.0	2.8	2.8	2.7	3.0	2.9	2.1	2.8	3.1	3.5	3.0	4.0	2.5	2.6
All, <i>n</i> = 3,224	6.6	6.6	6.5	6.5	5.8	5.8	5.8	5.8	5.8	5.7	5.6	5.4	5.3	5.2	4.9
Australian born, <i>n</i> = 2,296	6.6	6.6	6.6	6.6	5.9	6.0	5.8	5.8	5.8	5.9	5.5	5.6	5.2	5.3	4.8
Overseas born, <i>n</i> = 928	6.5	6.5	6.4	6.5	5.8	5.7	5.9	5.8	5.7	5.6	5.9	5.3	5.0	4.9	5.2

¹⁷ Source: McDonald, H. (2011b).

Figure 5: Quantitative Survey 2010 – Preferred sources of heritage information¹⁸

If you wanted to find out more about some aspect of heritage, where would you go for information?
Response to 2010 national survey

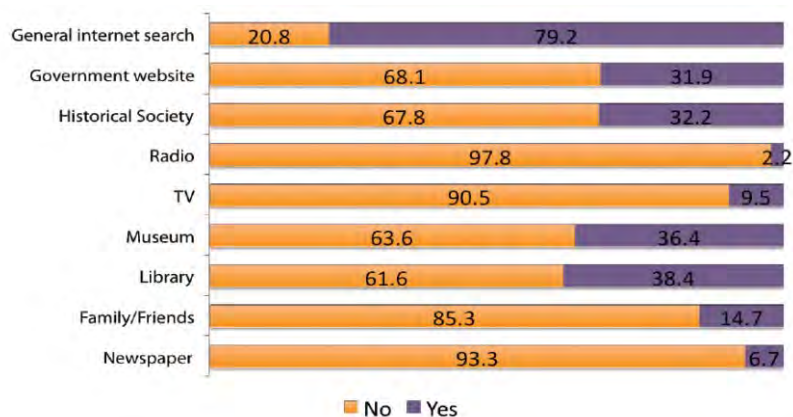


Table 14: Quantitative Survey 2010 – Attitudes towards Government involvement in heritage¹⁹

Which of the following statements most closely resembles your view of the Government's role in heritage management?

This question was asked in 2010 national survey only. In context, this may refer to the Federal Government's role.

Attitudes towards Government involvement in heritage	%
Not enough is being done by the government	41%
About the right amount is being done, given other priorities	51%
Too much is being done, given other priorities	8%

¹⁸ Source: McDonald, H. (2010a) [unpublished]. Data is published in McDonald, H. (2011a).

¹⁹ Source: Data is published in McDonald, H. (2011a).

Appendix C: Allens National Survey 2005

Public Attitudes to Historic Heritage – Victorian results

Table 15: Quantitative Survey 2005 – Public attitudes to historic heritage in Victoria²⁰

To what extent do you agree or disagree with the following statements about heritage?

Note: Sub-headings in the table have been added for the purposes of this literature review

Public Attitudes to Historic Heritage	Region	Strongly Agree	Agree	Neither Agree or Disagree	Disagree	Strongly Disagree
General attitudes to heritage						
It is important to educate children about heritage	Total Aus.	60.2	36.7	2.8	0.2	0.1
	Total VIC.	62	34	4	0	0
	VIC. Metro	60	36	4	0	0
	VIC. Regional	67	28	5	0	0
Australia's heritage is not relevant to me or my family	Total Aus.	1.5	3.5	14.0	46.3	34.6
	Total VIC.	1	4	13	42	39
	VIC. Metro	2	5	13	45	36
	VIC. Regional	0	2	15	36	47
Heritage is a part of Australia's identity	Total Aus.	48.2	44.1	5.3	1.6	0.7
	Total VIC.	51	42	5	2	1
	VIC. Metro	47	47	5	1	1
	VIC. Regional	62	30	5	2	1
Heritage plays an important part in Australia's culture	Total Aus.	40.9	46.2	9.4	3.1	0.4
	Total VIC.	44	44	7	4	1
	VIC. Metro	42	46	8	3	1
	VIC. Regional	50	40	4	7	0
Celebrating heritage is important	Total Aus.	36.7	44.8	16.3	1.8	0.5
	Total VIC.	36	45	17	2	0
	VIC. Metro	36	44	18	2	0
	VIC. Regional	37	47	13	2	0
Historic houses in my local area are an important part of the area's character and identity	Total Aus.	39.7	40.5	14.5	4.3	0.9
	Total VIC.	41	39	15	4	1
	VIC. Metro	38	41	16	5	1
	VIC. Regional	50	33	13	2	2
Built heritage can mean small and modest places as well as grand historic buildings and churches.	Total Aus.	50.9	41.9	5.3	1.8	0.1
	Total VIC.	51	43	5	2	0
	VIC. Metro	47	47	5	1	0
	VIC. Regional	61	31	6	3	0
Heritage can mean recent as well as old buildings	Total Aus.	19.8	43.6	22.1	12.9	1.5
	Total VIC.	21	43	21	14	1
	VIC. Metro	20	44	22	13	1
	VIC. Regional	23	41	18	15	3
My life is richer for having the opportunity to visit or see heritage	Total Aus.	34.8	43.9	16.8	3.7	0.9
	Total VIC.	38	43	15	4	1
	VIC. Metro	34	46	16	4	1
	VIC. Regional	48	33	14	4	1
Looking after our heritage is important in creating jobs and boosting the economy	Total Aus.	16.6	39.5	32.9	9.3	1.7
	Total VIC.	19	40	30	9	2
	VIC. Metro	16	41	30	11	2
	VIC. Regional	26	37	31	5	1

²⁰ Source: Data is published in Allen Consulting Group (2005).

Public Attitudes to Historic Heritage	Region	Strongly Agree	Agree	Neither Agree or Disagree	Disagree	Strongly Disagree
Attitudes towards heritage protection						
It is important to keep historic features wherever possible when trying to improve towns and cities	Total Aus.	53.5	41.2	4.2	1.0	0.1
	Total VIC.	54	42	3	1	0
	VIC. Metro	52	45	3	1	0
	VIC. Regional	61	34	3	2	0
The historic buildings in my local area are worth saving and are important parts of heritage	Total Aus.	40.0	44.1	12.5	2.9	0.5
	Total VIC.	40	44	12	3	1
	VIC. Metro	34	47	15	3	1
	VIC. Regional	55	36	6	3	1
It is important to protect heritage places even though I may never visit them	Total Aus.	46.1	47.3	5.0	1.2	0.3
	Total VIC.	46	47	5	2	0
	VIC. Metro	46	47	5	2	0
	VIC. Regional	47	46	6	2	0
It is possible to keep heritage places and provide for the needs of today	Total Aus.	25.6	61.1	10.1	2.9	0.3
	Total VIC.	27	60	9	3	0
	VIC. Metro	25	64	8	3	0
	VIC. Regional	32	52	13	3	0
We protect too much heritage	Total Aus.	2.2	6.8	21.7	45.1	24.3
	Total VIC.	3	7	20	44	27
	VIC. Metro	2	7	21	45	26
	VIC. Regional	5	6	17	41	31
Information and Awareness						
I don't know what heritage activities are taking place in my area	Total Aus.	5.9	33.8	29.3	27.5	3.5
	Total VIC.	6	35	31	25	4
	VIC. Metro	6	37	32	23	2
	VIC. Regional	4	29	28	30	8
There is never any information on heritage topics of interest to me	Total Aus.	3.2	18.0	39.0	35.1	4.7
	Total VIC.	No data				

Table 16: Quantitative Survey 2005 – Value of heritage: attribute implicit prices²¹

Note: These results are based on the national response. There is no analysis by state.

The choice modelling allowed implicit prices to be assigned to each of the changes associated with the attributes.

Attribute	Annual price per person	Units
Places protected	\$5.53	per 1000 additional heritage places protected
Condition of places	\$1.35	per 1% increase in the proportion of places in good condition
Age mix of places	Minus \$0.20	per 1% increase in the proportion of places that are over 100 years old
Accessibility of places	\$3.60	per 1% increase in the proportion of places that are publicly accessible
Development control		
- Change to level 1	\$39.50	Change from 'demolition permitted' to 'substantial modifications permitted but no demolition'.
- Change to level 2	\$53.07	Change from 'demolition permitted' to 'minor modifications permitted only'.
- Change to level 3	\$2.38	Change from 'demolition permitted' to 'no modifications permitted'.

²¹ Source: Allen Consulting Group (2005).

Table 17: Quantitative Survey 2005 – Views on adequacy of protection for historic heritage²²

Do you think enough is being done across Australia to protect historic heritage?

Region	No, too little is being done	Yes, about right	Too much is being done	Don't know
Total Aus.	61.9	32.2	3.4	2.5
Total VIC.	65.4	28.6	3.0	3.0
VIC. Metro	64.7	29.2	3.2	2.8
VIC. Regional	67.2	26.7	2.5	3.6

Table 18: Quantitative Survey 2005 – Priorities for historic heritage expenditure: significance²³

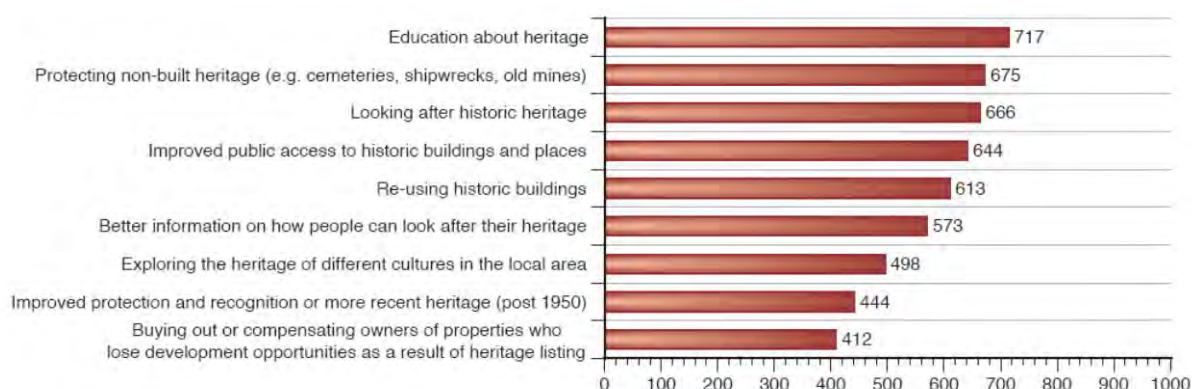
Historic heritage protection is funded by all levels of government. If more funds were to become available, where do you think the additional money should be spent?

Region	Places of significance to the nation	Places of significance to your State or Territory	Places of significance to your local area	Don't know
Total Aus.	61.0	19.3	17.2	2.5
Total VIC.	62.3	20.3	14.8	2.5
VIC. Metro	62.8	21.5	13.1	2.6
VIC. Regional	61.1	17.1	19.5	2.4

Figure 6: Quantitative Survey 2005 – Community preferences for additional spending on heritage²⁴

If more money was to be spent on heritage issues, which of the following would you choose to spend it on?

Note: These results are for the state of Victoria.



Note: The maximum number of units for a category is 1000, which is equivalent to 100 per cent of respondents ranking the category as their first priority. The lower bound may vary because of the opportunity provided to respondents to nominate an optional category. In practice, the lower bound is close to 100 units.

²² Source: Allen Consulting Group (2005).

²³ Source: Allen Consulting Group (2005).

²⁴ Source: Allen Consulting Group (2005).

Appendix D: Mornington Shire Council Survey 2013

Attitudes of Heritage Property Owners

Table 19: Quantitative Survey 2013 – Heritage place owner views towards heritage²⁵

Heritage Places Owners	Yes	No	No Response	Other
Awareness of Heritage				
Were you aware that your property is listed on the Heritage Overlay of the Mornington Peninsula Shire Planning Scheme?	83.5	12.7	3.8	n/a
Do you understand why your building/place is considered to be of heritage value?	77.2	17.7	5.1	n/a
Have you seen, or do you have a copy of, the heritage assessment or citation for your heritage listed property?	63.9	31.0	5.1	n/a
Did you purchase the property because of its heritage attributes?	22.2	72.8	5.1	n/a
Were you the owner at the time the place was heritage listed by the Council?	42.4	43.0	6.3	8.2*
If yes, did you support listing at that time?	73.4	18.8	1.6	6.3
If yes, have you changed your mind since listing?	84.4	9.4	6.3	n/a
Do you consider the heritage listing of your property a privilege?	50.6	38.6	8.9	1.9*
Do you consider the heritage listing of your property a burden?	38.0	34.2	23.4	4.4
Managing your Heritage Place				
Do you feel that you have a good understanding of how your property needs to be managed as a heritage place?	63.3	27.8	7.0	1.9*
Do you feel you have the skills to do so?	59.5	27.8	10.1	2.5*
Do you understand the need for controls/constraints on heritage listed properties?	75.9	12.7	3.2	8.2
Have you ever applied for a planning permit to do works on your property (since it has been heritage listed)?	34.2	57.0	6.3	2.5
If yes, have you found restrictions on your property to be onerous or unreasonable?	40.7	51.9	5.6	1.9
How would you describe the condition of your property?	Refer to response in Table 20 below.			
Do you intend to undertake works to, or alterations of, your heritage listed property in the next 5 years?	40.5	44.9	7.0	7.6
Assistance				
Did you know that Council provides assistance to heritage property owners such as: <u>free advice from a heritage architect</u> ?	31.6	60.1	8.2	n/a
Did you know that Council provides assistance to heritage property owners such as: <u>heritage grants</u> ?	34.8	50.6	14.6	n/a
Did you know that Council provides assistance to heritage property owners such as: <u>rates rebates</u> ?	37.3	50.6	12.0	n/a
Have you utilised any of the assistance that Council provides property owners?	19.6	71.5	8.9	n/a
If yes, was this assistance helpful to you?	69.0	26.2	n/a	4.8*
If no would you be more likely to apply if grants were more generous?	76.0	19.2	n/a	4.8*
Do you agree that Council has a responsibility to support heritage owners?	88.0	3.8	7.0	1.3
Would you like more regular contact or information from Council about heritage issues affecting property owners?	69.6	19.0	11.4	n/a
Do you belong to a heritage or historical society of any kind?	18.4	74.1	7.0	0.6
A suggestion has been made that there would be an organisation representing the views of heritage place owners. Do you support this idea?	64.6	14.6	15.2	5.7*

* Written responses made to the question

²⁵ Source: Mornington Peninsula Shire Council (2013). The data in this table based on graphs in the report.

Table 20: Quantitative Survey 2013 – Heritage place owners: existing condition of property²⁶

Condition of Property	Very Poor	Poor	Fair	Good	Excellent	No response	Other
How would you describe the condition of your property?	2.5	5.1	10.1	25.3	45.6	5.7	5.7

Grading definitions:

Excellent: only usual maintenance required

Good: a small amount of restoration required

Fair: needs quite a bit of work

Poor: extensive repairs and restoration required

Very poor: not viable to retain the property

²⁶ Source: Mornington Peninsula Shire Council (2013). The data in this table based on a graph in the report.

Appendix E: Tools and Techniques

Existing Heritage Council & Heritage Victoria Tools & Techniques

Tool / Technique	Organisation	Target Groups	Details	Source / Location
Media	<ul style="list-style-type: none"> Heritage Victoria Heritage Council of Victoria 	<ul style="list-style-type: none"> General Community 	<ul style="list-style-type: none"> Response to media enquiries. Promoting new additions to the Victorian Heritage Register and other key decisions. Working with the media to provide background for articles on heritage properties, adaptive reuse and archaeology. Promoting information sheets such as the Heritage and Sustainability Sheets, Industrial Heritage Adaptive Re-use Case Studies and the Preserving War Heritage and Memorabilia Fact Sheets. 	Not applicable
Website	<ul style="list-style-type: none"> Heritage Victoria Heritage Council of Victoria 	<ul style="list-style-type: none"> Current & Potential Property Owners Participants in hearings Education Bodies (tertiary, secondary and primary) Heritage Practitioners Local government 	<ul style="list-style-type: none"> Heritage website within the Department of Planning, Transport and Local Infrastructure. The site received over 300,000 page views in 2013 and is the third most visited government site. New Heritage Council of Victoria Website launched in October 2014. Sections on the site include Get Involved, Your Home, Research & Projects, Hearings & Appeals, Heritage Protection and About the Heritage Council. The websites link to other new media including Flickr and Youtube. 	www.heritage.vic.gov.au/ heritagecouncil.vic.gov.au/
E-Newsletter	<ul style="list-style-type: none"> Heritage Council of Victoria 	<ul style="list-style-type: none"> Heritage practitioners Historical societies Local government 	<p>Inherit</p> <ul style="list-style-type: none"> The Heritage Council of Victoria's free e-newsletter. People can sign up to receive the e-newsletter via the Heritage Council's website. 	http://heritagecouncil.vic.gov.au/
Social Media	<ul style="list-style-type: none"> Heritage Victoria Heritage Council of Victoria 	<ul style="list-style-type: none"> Social media users Youth 	<p>Twitter, Flickr, You Tube</p> <ul style="list-style-type: none"> The Heritage Council of Victoria broadcasts news through Twitter. Followers receive regular 140 character updates of heritage news in Victoria. There were approx. 2000 followers in September 2013. The Heritage Council of Victoria YouTube page includes short videos of Melbournians talking about their favourite heritage places, short films created for Culture Victoria, seminars and more. The Heritage Victoria Flickr pages include photo collections with commentary of archaeological sites, shipwrecks, archaeological artefacts, quality conservation outcomes, adaptive reuse studies, infill design examples and major submerged landscapes. 	<p>Heritage Council of Victoria</p> <p>https://twitter.com/HeritageVic</p> <p>http://www.youtube.com/channel/UCGz283w2GL1hwLamWS0rxYg</p> <p>Heritage Victoria</p> <p>www.flickr.com/photos/heritage_victoria</p> <p>http://www.youtube.com/user/vichheritage</p>

Tool / Technique	Organisation	Target Groups	Details	Source / Location
iPhone App	<ul style="list-style-type: none"> Heritage Council of Victoria Heritage Victoria Support from <ul style="list-style-type: none"> Commonwealth Government 	<ul style="list-style-type: none"> General Community Tourists 	Vic Heritage iPhone App <ul style="list-style-type: none"> The iPhone app enables users to locate places on the Victorian Heritage Register across the state. Free to download from iTunes. It has been downloaded almost 10,000 times, had over 27,000 visits, and has a five star rating in the appstore. Regional and urban tourism visitors to any town can search 'Near Me' and receive a map and list of heritage places nearby, or they can search by place name, address or architect or type of building to plan a visit. 	https://itunes.apple.com/au/app/vic-heritage/id481956934?mt=8
iPhone & Android App / Heritage Walking Tours	Partnership between <ul style="list-style-type: none"> Veterans' Affairs Heritage Victoria Heritage Council of Victoria 	<ul style="list-style-type: none"> General Community 	'100 Place for 100 Years' War Heritage Trails <ul style="list-style-type: none"> The app guides people to 100 sites that recognise the contribution of men and women who served in a range of conflicts including World War I, the Vietnam War and more recent conflicts in Iraq and Afghanistan. The app was launched with a set of eight companion, location-specific, brochures that can be downloaded by those without a mobile device. 	https://anzaccentenary.vic.gov.au/victorian-heritage-trails-app/
Database	<ul style="list-style-type: none"> Heritage Victoria 	<ul style="list-style-type: none"> Current & Potential Property Owners Local Government Interested Community 	Victorian Heritage Database (VHD) <ul style="list-style-type: none"> A fully searchable online database containing information about Victorian Heritage Places and Precincts, including statements of significance, physical descriptions, historical information, builder, architectural style, photographs and heritage overlay number. 	http://vhd.heritage.vic.gov.au/
Database	<ul style="list-style-type: none"> Heritage Victoria 	<ul style="list-style-type: none"> Owners and Managers of Heritage Property and Objects 	Consultant and Contractor Directory A directory of tradespeople, architects and consultants with expertise in heritage issues.	http://www.dtpli.vic.gov.au/heritage/consultant-and-contractor-directory
Information Sheets and Guides	<ul style="list-style-type: none"> Heritage Victoria Heritage Council of Victoria 	<ul style="list-style-type: none"> Owners and Managers of Heritage Property and Objects Consultants and Contractors 	Information sheets and guides, including: <ul style="list-style-type: none"> Technical guides and leaflets on all aspects of caring for heritage places and objects, including maintenance. Heritage places and sustainability Landscapes and gardens Preserving war heritage and memorabilia 	http://heritagecouncil.vic.gov.au/your-home/ http://www.dtpli.vic.gov.au/heritage/research-and-publications
Case Studies	<ul style="list-style-type: none"> Heritage Victoria Heritage Council of Victoria 	<ul style="list-style-type: none"> Owners and Managers of Heritage Property Architects and Heritage Practitioners 	Industrial Heritage Case Studies <ul style="list-style-type: none"> Twelve case studies and an issues paper on the adaptive reuse of heritage places which aims to encourage good design and adaptive reuse for heritage buildings• 	http://heritagecouncil.vic.gov.au/research-projects/industrial-heritage-case-studies/
Advisory Service	<ul style="list-style-type: none"> Local Councils Heritage Victoria (part funding in some regional areas) 	<ul style="list-style-type: none"> Local Government Owners and Managers of Heritage Property 	<ul style="list-style-type: none"> Grants are provided on a dollar-for-dollar basis in some regional areas, with councils being required to at least match the Department's contribution. 	http://www.dtpli.vic.gov.au/heritage/local-government/heritage-advisors

Tool / Technique	Organisation	Target Groups	Details	Source / Location
Grants / Assistance	<ul style="list-style-type: none"> Heritage Restoration Fund Supported by Heritage Council of Victoria 	<ul style="list-style-type: none"> Media especially local and regional Eligible organisations 	<p>Victorian Heritage Register Places and Objects Fund</p> <p>The heritage grants program supports communities to care for and manage the state's significant heritage places and objects. Activities include:</p> <ul style="list-style-type: none"> Informing public and interested organisations about grants program Promoting the successful outcomes for communities in completed heritage projects 	<p>http://www.dtpli.vic.gov.au/heritage/about-heritage-in-victoria/heritage-grants</p>
Signage / Interpretation	<ul style="list-style-type: none"> Heritage Council of Victoria 	<ul style="list-style-type: none"> General Community Owners and Managers of Heritage Property and Objects 	<p>Blue Plaques program</p> <ul style="list-style-type: none"> The Heritage Council provides free complimentary plaques for new and existing places on the Victorian Heritage Register. <p>The program assists managers of registered places to celebrate the significance of their property and share its history with the wider community.</p>	<p>http://heritagecouncil.vic.gov.au/get-involved/order-a-blue-plaque/</p>
School Education	<ul style="list-style-type: none"> Heritage Council of Victoria History Teachers' Association of Victoria Culture Victoria Funding grant from Telematics Trust 	<ul style="list-style-type: none"> Primary Schools Local Community Museums 	<p>History in Place – Education Toolkit</p> <ul style="list-style-type: none"> An innovative education program linking primary schools with their local community museum. It provides a framework for students to engage with local history and heritage in a fun and challenging way using digital technologies, creating short films using tablet devices. The program supports practical implementation of the new Australian Curriculum in History and Victoria's Framework of Historical Themes. A pilot, of six primary schools and community museums, concluded in June 2013 and a toolkit to enable the project to roll out more broadly was launch in September 2013. 	<p>http://heritagecouncil.vic.gov.au/get-involved/find-educational-resources/</p>
Events	<ul style="list-style-type: none"> Open House Melbourne & Open House Geelong Supported by Heritage Council of Victoria 	<ul style="list-style-type: none"> General Community 	<p>Open House Melbourne & Open House Geelong</p> <ul style="list-style-type: none"> The Heritage Council is the official Heritage Partner for Open House Melbourne held annually in July. Open House Melbourne showcases the city's unique architectural heritage and aims to foster an appreciation and understanding of the value of architecture, urban design and design excellence. Visitors in 2012 made more than 135,000 visits to Open House sites. The 2013 Open Houses program held a promotion for visitors to spot the plaques. Open House Geelong held its first program in November 2012. The Heritage Council also supported the second event in November 2014. 	<p>http://heritagecouncil.vic.gov.au/get-involved/explore-open-house-melbourne/</p>
Exhibitions	<ul style="list-style-type: none"> Heritage Victoria 	<ul style="list-style-type: none"> General Community Curators 	<ul style="list-style-type: none"> Ian Potter Archaeology Exhibition 2014 	<p>http://heritagecouncil.vic.gov.au/get-involved/events/</p>

Tool / Technique	Organisation	Target Groups	Details	Source / Location
Television Series	<ul style="list-style-type: none"> Channel 31 Supported by Heritage Council of Victoria Building Designers Association of Victoria Numerous other organisations 	<ul style="list-style-type: none"> General Community 	<p>Sacred Spaces</p> <ul style="list-style-type: none"> Focuses on architecture, heritage and design, presented from the viewpoint of a wide range of professionals each season. Regional architecture featured for the first time in a 13 part series broadcast from September 2013. Episodes featured the restored Murtoa Stick Shed, Theatre Royal in Castlemaine, Port Phillip Estate Winery in Red Hill and Seymour Railway Refreshment Room. 	<p>Some episodes available at: http://www.youtube.com/user/bdaydesign</p>
Television Series	<p>Informal assistance:</p> <ul style="list-style-type: none"> Heritage Council of Victoria Heritage Victoria 	<ul style="list-style-type: none"> General Community 	<p>Informal assistance in facilitating contact with owners of heritage places if the project appears worthwhile:</p> <ul style="list-style-type: none"> Dr Blakes Mysteries Upcoming ABC series on restorations of Australian Heritage homes A range of other proposals 	<p>Not applicable</p>
Short Films / Documentaries	<ul style="list-style-type: none"> Heritage Council of Victoria Culture Victoria 	<ul style="list-style-type: none"> General Community 	<p>Short films and documentaries:</p> <ul style="list-style-type: none"> Dimboola Print Museum Murtoa Stick Shed Haring Mural documentary 	<p>http://heritagecouncil.vic.gov.au/get-involved/watch-heritage-videos/</p>
Forums	<p>Involvement in Panel Discussions:</p> <ul style="list-style-type: none"> Heritage Council of Victoria Heritage Victoria 	<ul style="list-style-type: none"> General Community 	<ul style="list-style-type: none"> Melbourne Conversations - July 2013 (City of Melbourne) 	<p>Not applicable</p>
Forums	<p>In partnership with:</p> <ul style="list-style-type: none"> Museum Victoria Heritage Council of Victoria 	<ul style="list-style-type: none"> Heritage Practitioners General Community 	<ul style="list-style-type: none"> Annual Heritage Address 	<p>Not applicable</p>
Stakeholder meetings	<ul style="list-style-type: none"> Heritage Council of Victoria 	<ul style="list-style-type: none"> Local Government State Government Agencies Local Heritage Organisations and Groups 	<ul style="list-style-type: none"> Annual Regional Engagement Trip Heritage Council of Victoria meetings with stakeholder presentations 	<p>Not applicable</p>
Awards	<ul style="list-style-type: none"> Heritage Council of Victoria 	<ul style="list-style-type: none"> Volunteers Heritage Practitioners General Community 	<ul style="list-style-type: none"> Ray Tonkin Award for individual volunteer services to Heritage Minister's Award for Heritage (from July 2014) 	<p>Not applicable</p>

Tool / Technique	Organisation	Target Groups	Details	Source / Location
			<ul style="list-style-type: none"> Heritage Council Award (from July 2014) 'Houses' Magazine Heritage Award - The Heritage Council partnered with 'Houses' magazine to present the inaugural Heritage Award in 2012, one of eight categories celebrating Australia's best residential projects. 	
Publications / Books	Supported by <ul style="list-style-type: none"> Heritage Council of Victoria 	<ul style="list-style-type: none"> Interested Community Architects and Landscape Architects 	<ul style="list-style-type: none"> The Heritage Council supported the republication of <i>Living in Australia</i> and <i>Victorian Modern</i> by architect Robin Boyd. The Heritage Council supported the publication of a book by noted garden historian Richard Aitken, <i>Cultivating Modernism: treading the modern garden 1917-1972</i>, published by The Miegunyah Press (Melbourne University Press) in November 2013. 	Not applicable
Heritagechat Yahoo! Group	<ul style="list-style-type: none"> Heritage Victoria 	<ul style="list-style-type: none"> Local Government Heritage Advisors Heritage Officers in Local and State Government Heritage Consultants Tertiary Students 	<ul style="list-style-type: none"> Heritagechat is an email chat group for local government heritage advisors, heritage officers in local and State government and professional heritage consultants. The group is administered by Heritage Victoria as part of the Local Government Heritage Advisory Service Program. 	http://www.dtpli.vic.gov.au/heritage/local-government/heritagechat
Publications / Toolkit	<ul style="list-style-type: none"> Heritage Victoria 	<ul style="list-style-type: none"> Local Government Victorian Government Asset Managers 	<ul style="list-style-type: none"> Local Heritage Toolkit Heritage Overlay Guidelines Municipal Heritage Strategies Guide Victorian Government Cultural Heritage Asset Management Principles, Guidelines for Implementation and Cultural Heritage Asset Management Strategy Model 	http://www.dtpli.vic.gov.au/heritage/local-government http://www.dtpli.vic.gov.au/heritage/about-heritage-in-victoria/government-owned-heritage
Workshops and seminars	<ul style="list-style-type: none"> Heritage Victoria 	<ul style="list-style-type: none"> Local Government Heritage Advisors Victorian Government asset managers Tradespeople – specialist skills 	<p>The Heritage Council supports funding for workshops and seminars for local government officers, heritage advisors and asset managers</p> <ul style="list-style-type: none"> An annual workshop for local government officers and heritage advisors. An annual cultural heritage asset management forum that provides an opportunity for Government heritage asset managers to meet and exchange ideas, issues and solutions and to share expertise, helps develop skills in heritage conservation policy and practice, promotes successful case studies and creative solutions, promotes greater understanding and appreciation of cultural heritage management. 	Not applicable
Research	Partnerships with: <ul style="list-style-type: none"> Australian Research Council Universities Maritime Archaeology Association of Victoria and volunteers 	<ul style="list-style-type: none"> Heritage Protection Agencies Universities Local Industry 	<ul style="list-style-type: none"> Heritage Victoria has a partnership with the Maritime Archaeology Association of Victoria, providing advice and support for the projects to record and document the corrosion environment of Port Phillip in order to better understand the factors affecting the preservation of historic shipwrecks. MAAV volunteers provide skills and support for a number of larger scale maritime archaeological field projects. 	

Examples of Tools & Techniques by Other Organisations

Tool / Technique	Organisation	Target Groups	Details	Source / Location
E-Newsletter & Website	City of Melbourne	<ul style="list-style-type: none"> • General Community • Tourists 	<p>What's On – in the Land of Inbetween</p> <p>The site deliver nearly 20 million page views a year and ranks highly in Google search results. There is no charge for listing an event or business, but it must be within the City of Melbourne municipality and fall under one or more of the existing <i>What's On</i> site categories. Events, Walking Tours, Exhibitions, Festivals, Museums and Libraries, Landmarks and Notable Buildings and a range of other categories promote heritage and culture experiences. People can subscribe to the weekly e-newsletter for hot tips on what's happening around town.</p>	http://www.thatsmelbourne.com.au/Pages/ListYourEventBusiness.aspx
Information Sheet	Heritage Council of New South Wales	<ul style="list-style-type: none"> • Owners of Heritage Properties • General Community 	<p>Information sheet - Heritage listing explained – what it means for you</p> <ul style="list-style-type: none"> • What are heritage listings? (local, state, national, world) • How does heritage benefit you? • Why list? • What does listing mean? (recognition, approvals for change, support) • What is listed? • Heritage renovating tips • Listing myths and facts snapshot. 	http://www.environment.nsw.gov.au/heritage/listings/explained.htm
Information Sheet	Queensland Heritage Council	<ul style="list-style-type: none"> • Owners of Heritage Properties 	<p>Information sheets - Insurance</p> <ul style="list-style-type: none"> • Six things insurers need to know about heritage places • Insuring a Queensland heritage place 	http://www.qldheritage.org.au/publications.html
Information Sheet	Gold Coast City Council	<ul style="list-style-type: none"> • Owners of Heritage Properties 	<p>City of Gold Coast Heritage Guideline Series</p>	http://heritage.goldcoast.qld.gov.au/
iPhone App	Australian Government	<ul style="list-style-type: none"> • General Community 	Heritage places, wetlands, protected species, protected areas, weeds and invasive species near you.	https://itunes.apple.com/au/app/myenvironment/id458267028?mt=8
Good Practice Guidance	Heritage Lottery Fund (UK)	<ul style="list-style-type: none"> • Not-for-Profit Organisations 	<p>Good-practice guidance to help grant applicants plan and deliver their heritage project. The HLF fund applications from not-for-profit organisations and partnerships led by not-for-profit organisations. Under the Our Heritage programme, they also fund applications from private owners of heritage. If private owners are involved, they expect the public benefit to be greater than any private gain.</p>	http://www.hlf.org.uk/HowToApply/goodpractice/Pages/Goodpracticeguidance.aspx
Good Practice Guidance	English Heritage	<ul style="list-style-type: none"> • Local Government • Voluntary Organisations 	<p>Good Practice Guide for Local Heritage Listing</p> <p>A good practice guide to support the preparation and management of local heritage lists. By bringing together good practice on the creation and management of local heritage lists across England, the guide provides the basis for a transparent, consistent and proportionate system for the identification and recording of local heritage assets.</p>	http://www.english-heritage.org.uk/caring/listing/local/local-designations/local-list/

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Program / Grants	Australian Government	<ul style="list-style-type: none"> • General Community 	Green Army Programme Community Heritage and Icons Programme	http://www.environment.gov.au/land/green-army http://www.environment.gov.au/national-heritage
Grants / Assistance	Local Council's (some)	<ul style="list-style-type: none"> • Local Government • Owners of Heritage Properties 	Some local government authorities have heritage grants schemes and provide rates rebates to owners of heritage properties.	Not applicable
Program	City of Whittlesea (Victoria)	<ul style="list-style-type: none"> • Local Community 	<p>Cultural Heritage Program</p> <p>Residents can learn about the history of the city they live in by participating in a local annual Cultural Heritage Program. The program – which is unique in Victoria - celebrates the City of Whittlesea's cultural diversity, history and heritage through a variety of informative events, cultural festivals and tours. The program is developed each year with the community, to provide an opportunity to collectively celebrate:</p> <ul style="list-style-type: none"> • Aboriginal heritage • built heritage and early European history • environmental heritage • rich personal and cultural heritage <p>People can book online for Cultural Heritage Program events.</p>	https://www.whittlesea.vic.gov.au/community-services-and-health/culture-and-arts/cultural-heritage-program
Program	Bio-Regional Australia	<ul style="list-style-type: none"> • General Community • Developers • Business • Local Government 	<p>One Planet Communities / One Planet Council's</p> <p>One Planet Living is a global initiative based on 10 principles of sustainability developed by BioRegional and the World Wildlife Fund. 'Culture and Heritage/ Culture and Communities' is one of the 10 principles.</p> <p>BioRegional Australia works with local councils, companies and property developers to incorporate the One Planet Principles into everyday operations and to establish One Planet Communities.</p>	http://bioregional.org.au/
Web Poll	Ontario Heritage Trust	<ul style="list-style-type: none"> • General Community 	Web Poll and results on community attitudes to heritage	http://www.heritagetrust.on.ca/Resources-and-Learning/Survey-results.aspx
Website	Australian Government National Trust Federation of Australian Historical Societies Inc.	<ul style="list-style-type: none"> • General Community 	<p>Australian Community Heritage website</p> <p>The Community Heritage website is a place where individuals and groups can share information and stories about Australia's heritage. The purpose of the website is to encourage the collection and sharing of information, stories and anecdotes related to people, places and events that have contributed to Australia's heritage.</p> <p>The website allows people to create an individual profile or a group identity so they can enter information about places, people and historical events in Australia.</p>	http://www.communityheritage.net.au/ http://www.environment.gov.au/topics/heritage/heritage-places
Website	City of Port Phillip (Victoria)	<ul style="list-style-type: none"> • Local Community 	<p>Heritage Website</p> <p>This website aims to share the places, people, objects and stories of cultural heritage and historical significance in the City of Port Phillip.</p>	http://heritage.portphillip.vic.gov.au/Home

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Website	English Heritage	<ul style="list-style-type: none"> Land Managers & Decision Makers 	<p>Historic Environment Local Management (HELM)</p> <p>Provides accessible information, training and guidance to decision makers. See links below to information for: Heritage Champions, Elected Members, Planners, Neighbourhood Planners, Heritage Specialists, Highways Engineers, Estates Managers, Regeneration Specialists, Land Managers</p>	http://www.helm.org.uk/
Website	English Heritage	<ul style="list-style-type: none"> All Decision Makers General Community 	<p>Heritage Counts</p> <p>Existing data & studies on economic, cultural & environmental impacts of cultural heritage</p>	http://hc.english-heritage.org.uk/