Increasing Public Engagement with Heritage

Professor Heath McDonald

WASHHC 2017
5 Key Questions

• What do people think ‘heritage’ means?
• Do people care about heritage?
• What are their priorities?
• Why those things?
• Are we doing enough / the right things?
Research Program

What do people think ‘heritage’ means?
Do they care about heritage?
Why do they / don’t they get more involved in heritage?

Concept / Element Brainstorming
3 MINI GROUPS BY AGE (1 ½ hrs)

Construct Elicitation and Rating
12 DEPTH INTERVIEWS (1hr)

Indigenous and NESB (Italian, Vietnamese, Arabic)
4 MINI GROUPS (2 hrs)

Quantitative Research 2007
Nationally Representative Survey of 3,200 Australians

Quantitative Research 2010
Nationally Representative Survey of 2,100 Australians
What comes to your mind when you think of heritage?
But... What would you show a visitor?
TOPIC: What best reflects Australia’s Heritage?

Elements (examples):

Constructs (ways we make sense of things): Manmade vs Natural, Unique vs. Common etc.
<table>
<thead>
<tr>
<th>Heritage Element</th>
<th>% people naming</th>
<th>Importance Rating 2010 (1-7)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Native animals.</td>
<td>5.7%</td>
<td>6.39</td>
</tr>
<tr>
<td>Natural icons/landmarks.</td>
<td>4.5%</td>
<td>6.32</td>
</tr>
<tr>
<td>Nature reserves.</td>
<td>35.7%</td>
<td>6.26</td>
</tr>
<tr>
<td>Historic architecture.</td>
<td>24.6%</td>
<td>5.9</td>
</tr>
<tr>
<td>Major waterways.</td>
<td>4.3%</td>
<td>5.72</td>
</tr>
<tr>
<td>Australian military history.</td>
<td>0.9%</td>
<td>5.66</td>
</tr>
<tr>
<td>Indigenous Aboriginal culture.</td>
<td>0.2%</td>
<td>5.57</td>
</tr>
<tr>
<td>Australian inventiveness.</td>
<td>0.9%</td>
<td>5.49</td>
</tr>
<tr>
<td>Australian art and cultural works.</td>
<td>8.5%</td>
<td>5.48</td>
</tr>
<tr>
<td>Man-made landmarks/icons.</td>
<td>1.2%</td>
<td>5.28</td>
</tr>
<tr>
<td>Celebrations/festivals/events.</td>
<td>5.0%</td>
<td>5.19</td>
</tr>
<tr>
<td>Early white/Anglo Saxon settlement.</td>
<td>3.6%</td>
<td>5.15</td>
</tr>
<tr>
<td>Sporting traditions.</td>
<td>3.4%</td>
<td>4.86</td>
</tr>
</tbody>
</table>
Australia’s Native Fauna include birds and animals. Examples of some of Australia’s Native Fauna are shown below.

14. How important is it to you, that Australia’s Native Fauna are protected and preserved as part of our Heritage?

<table>
<thead>
<tr>
<th>Not Important at all</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
</tr>
</thead>
<tbody>
<tr>
<td>Highly Important</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>2</th>
<th>Very Old</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>Rare</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
</tr>
<tr>
<td>4</td>
<td>Important only to Australia</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
</tr>
<tr>
<td>5</td>
<td>Relates to me directly</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
</tr>
<tr>
<td>6</td>
<td>Important To Only a Few</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
</tr>
<tr>
<td>7</td>
<td>Fragile</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
</tr>
</tbody>
</table>

Robust (Durable)
### Why those things?

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>IRREPLACEABLE</td>
<td>33.9%</td>
</tr>
<tr>
<td>RELATES TO ME</td>
<td>18.6%</td>
</tr>
<tr>
<td>REPRESENTS FUTURE</td>
<td>17.1%</td>
</tr>
<tr>
<td>IMPORTANT TO ALL AUSTRALIANS</td>
<td>14.9%</td>
</tr>
<tr>
<td>NATURAL</td>
<td>4.4%</td>
</tr>
<tr>
<td>IMPORTANT TO THE WORLD</td>
<td>4.3%</td>
</tr>
<tr>
<td>VULNERABLE</td>
<td>3.8%</td>
</tr>
<tr>
<td>RARE</td>
<td>3.0%</td>
</tr>
</tbody>
</table>

**Overall Importance Ranking**
Is Govt Doing Enough?

- About Right: 51%
- Too Much: 8%
- Not enough: 41%
What should Government do?

- Providing best practice to other levels of government: 59.8% Yes, 40.2% No
- Linking Australia's national heritage with individual's own history: 65.7% Yes, 34.3% No
- Celebrating Australia's heritage: 40.1% Yes, 59.9% No
- Raising Awareness: 38% Yes, 62% No
- Funding for Heritage Conservation: 25.7% Yes, 74.3% No
- Legal protection: 32.9% Yes, 67.1% No
SHARED CELEBRATIONS INCREASE ENGAGEMENT

GLOBAL

ENTRY

CELEBRATING: ICONS, TOURISM & MIGRATION

PERSONAL

ENTRY

WHAT MATTERS TO ME AND MINE?

UNIQUENESS

ROLE IN IDENTITY

VULNERABILITY

PORTRAYING: WHAT MAKES US UNIQUE

NATIONAL

ENTRY

CONNECTING: WITH OTHERS & EXPERIENCING

LOCAL

PROTECTING: WHO I AM & WHAT MADE ME THIS WAY

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GLOBAL

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What are community expectations for heritage protection?

Chris Johnston (Strategic Planner, Director of Context Pty Ltd)

- What are the community expectations for heritage protection? (PDF - 1.05 MB)
- What are the community expectations for heritage protection? (DOCX - 348.18 KB)

Heath McDonald (Professor Marketing, Swinburne University)

- What are the community expectations for heritage protection? (PDF - 1.11 MB)
- What are the community expectations for heritage protection? (DOCX - 1.24 MB)

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