The Value of Heritage

WA State Heritage & History Conference
12 May 2017
The New City of Perth

1 April 2015: New structure endorsed by Perth Council

February 2016: New Directorate managers employed

February 2016: Capital City Act endorsed by Government

1 July 2016: Capital City Act comes into effect

November 2016: Organisational Restructure completed
Economic Development & Activation Directorate

- Economic Development (+ International Engagement)
  *Take the economic development rhetoric seriously.*

- Business Support & Sponsorship
  *No Local Government is an island.*

- Marketing & Communications
  *Change needs good marketing and communications.*

- Arts, Culture & Heritage
  *Culture ≠ the Arts: Integrating cultural activities*
UNIT VISION: Arts, Culture and Heritage Unit will drive the City of Perth to be a leader in cultural **Innovation, Collaboration and Creativity**.
Why arts, culture & heritage
Built Heritage Conservation
The Value of Heritage

- Statutory Obligations
- Social Obligations
- Economic Benefits
- Sustainability/Environment
- Cultural Benefits
Current Heritage Program

- Incentives
- Assessments
- Heritage Program
- Research
- Marketing
Assessment

• Currently the Scheme contains 467 places (including trees)
• Additionally, the City of Perth has approximately 400 places on a database that was established as part of our requirements under the Heritage Act in 2000.
• Of these places we know 194 will be over 100 years old in 2029.
Incentives

• Rates Concession
• Awards
• Transfer of Plot Ratio
• Bonus Plot Ratio
• Grants
Marketing & Communication

- Promotion of the program and engagement with property owners and developers
- Heritage Conservation Advocacy – WALGA – Heritage Act - Revaluation
- Engagement – Conferences – University Presentations (Curtin, ECU)
Research

- Historical Data Collection
- Heritage listing and valuation impacts
- Cultural heritage tourism
Barrack Street Revitalisation

119 Barrack Street Before..... and After
Public Consumption of Heritage


- Relevance to personal experience
- National importance, irreplaceability, uniqueness
- Complex consumer relationship
- Multiple and diverse avenues into heritage experiences
- Direct engagement is not the whole story
Cultural Outcomes

Creativity stimulated (Stimulation)
Sparks the imagination, curiosity, inspiration to create new cultural works, working either alone or with others.

Aesthetic enrichment experienced (Enrichment)
Experiences that are familiar, aesthetic validation, or unfamiliar, aesthetic growth or challenge, being moved or transcending the everyday.

New knowledge, ideas and insights gained (Insight)
Generation of ideas, insights, critical reflection and creative thinking experiences. A desired endpoint is deeper understanding, unlimited and continually generated.

Cultural diversity appreciated (Appreciation)
Appreciation of different forms of cultural expression, cultural diversity, from cultural backgrounds, life experience and interests

Connection to shared heritage experienced (Belonging)
Illumination of the present through a sense of continuity with the past, and a pathway to the future, through connections to present and past

www.culturaldevelopment.net/outcomes
Arts, Culture & Heritage Portal
Cultural Infrastructure Planning

Plan

Infrastructure

Partnerships
Our Vision Moving Forward

Community consultation
Develop partnerships
Greater flexibility
Grow audience engagement

Reap economic and cultural returns for the region