



## Draft Heritage Strategy

## Public Exhibition

Engagement Activity Report

Exhibition period: 15 June to 27 July 2020

**August 2020**

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## Table of contents

1	Background.....	3
2	Engagement activities.....	3
2.1	Data collection and handling.....	3
2.2	Public exhibition period.....	3
2.3	Engagement objectives.....	3
3	Promotions and communication.....	4
3.1	Media.....	4
3.2	Key messages.....	5
3.3	Webpage.....	5
3.4	Social media.....	5
3.5	Electronic Newsletters (eDM's).....	5
3.6	Stakeholder engagement.....	6
4	Key findings.....	6
4.1	Support for vision.....	6
4.2	Achieving strategic directions.....	7
4.3	Satisfaction with heritage conservation in Newcastle.....	9
5	Next steps.....	11
	Appendix A – promotional collateral.....	12

## Table of figures

Table 1	Online form submissions.....	7
Table 2	Unsure of vision open-ended.....	7
Table 3	Support vision open-ended responses.....	8
Table 4	Unsure of vision open-ended.....	9
Table 5	Don't support vision open-ended.....	9
Table 6	Satisfaction with heritage management in newcastle.....	11

# 1 Background

City of Newcastle's (CN's) Heritage Strategy (the Strategy) aims to provide a strategic framework to guide our management of heritage conservation matters across the LGA for the next ten years. It is drawn from its parent document the Newcastle 2030 Community Strategic Plan 2018-2028 (CSP) along with the Newcastle Heritage Policy 2013.

To develop the Strategy and achieve Council adoption, the document was placed on public exhibition as an opportunity to gain community and stakeholder feedback and increase public awareness of the draft Strategy.

The community was able to view the document online on a public exhibition webpage established within CN's Have Your Say engagement hub. The Strategy was accompanied by a guided online submission form that asked several questions.

This report details the process and the outcomes of the engagement activities conducted between 15 June to 27 July 2020. This includes online feedback during the formal public exhibition of the draft strategy.

Taking into consideration the community and stakeholder feedback, the Draft Heritage Strategy will need to be adopted by Council before becoming CN's key strategic framework to guide the future regulation and management of Newcastle's heritage.

## 2 Engagement activities

Prior consultation with the community had informed CN that moving towards 2030, community and stakeholders desired Newcastle's local heritage to be valued, enhanced and celebrated.

The key aim of the public exhibition of the Strategy was to engage with the local community and stakeholders to promote CN's commitment to the protection, support and promotion of heritage in the city. The exhibition also served to seek levels of agreement/ endorsement of the document's strategic directions and actions.

Feedback from the public exhibition will help inform any amendments before finalising the draft Strategy. As part of the formal public exhibition period, CN's Community Engagement team facilitated the following community engagement:

- A dedicated Newcastle Have Your Say with FAQs and image gallery
- Online guided submission/ feedback form
- Stakeholder correspondence
- Tailored promotions and communications.

### 2.1 Data collection and handling

Submissions were received online through an online form, email and hard copy. A CN Have Your Say project webpage was established to capture online submissions. Written submissions were able to be posted to CN's mailing address. To reduce printing and due to COVID-19, hardcopies of the draft plan were not made available.

### 2.2 Public exhibition period

The draft Strategy was initially on public exhibition from Monday 15 June until Monday 13 July 2020, but was subsequently extended until Monday 27 July 2020 (total exhibition period = 42 days).

### 2.3 Engagement objectives

- Encourage participation, increased understanding and feedback from a broad range of stakeholders in the weeks leading up to and during the public exhibition.
- Present the draft Action Table for review

- Ascertain and advise CN if they thought anything was missing in the Strategy
- Ascertain from the community how satisfied with the quality of heritage conservation within the LGA as aligned with an organisation corporate KPI.

### 3 Promotions and communication

During the exhibition period, a promotional campaign was implemented to raise awareness of the public exhibition and encourage submissions.

The exhibition was promoted through the following channels:

- Dedicated webpage on CN's engagement hub
- Promotional video
- Digital screens at Newcastle Libraries
- CN's NovoNews (internal enews)
- CN's Natural Connection (external enews)
- CN's Have Your Say (external enews)
- CN's Creative City (external enews)
- CN Facebook page
- CN's Libraries (external enews)
- CN Libraries Facebook page
- Print advertising
- Sponsored (paid) digital advertising
- Direct email to identified stakeholders
- Direct email to community panel members (Newcastle Voice)
- Distribution of print promotion to Libraries and Newcastle Museum
- Media Release
- Formal Public Exhibition Period.

Copies of promotional collateral can be found in Appendix A.

#### 3.1 Media

The media release was sent to:

- 11 local newspapers and magazines
- 4 national newspapers
- 2 industry publications
- 7 local radio stations
- 3 TV stations.

Three articles were published as a result with online publications Newcastle Live, Newcastle Weekly and InTouch Magazine.

	Channel	Estimated Reach
  	Webpage (CN)	880+
	Social media (Facebook & Twitter)	15,000+ 650+ (clicks)
	Newcastle Voice	2,500+
	Novo News	900+
	Liveable City	1,000+
	Natural Connection	1,000+
	Libraries	37,000+
Creative City	770+	
	<b>Total</b>	<b>59,500+</b>

### 3.2 Key messages

A series of key messages accompanied the public exhibition period and were applied across both digital and print communications. Messaging included:

- As Australia's/NSW second oldest city, our city has a rich portfolio of dedicated heritage conservation areas and buildings that are recognised for their character and heritage significance.
- It is time to review and refresh our Newcastle Heritage Strategy. The Heritage Strategy provides a strategic framework to guide CN's management of heritage conservation matters across the LGA for the next ten years.
- Review our vision and proposed goals during the Public Exhibition Period.

### 3.3 Webpage

A dedicated project webpage was created on CN Public Exhibition page. The key objective of the page was to allow participants to view the draft document and lodge feedback or a submission. The page also provided a link to CN's current Heritage Policy.

### 3.4 Social media

The social media campaign consisted of promotional and Facebook posts on City of Newcastle Facebook page and Have Your Say Facebook group, along with the Libraries social media channels. The key objectives of the social media campaign were to expand awareness of the exhibition period and to encourage feedback and formal submissions. Other organisations and individuals also shared CN's posts to their followers.

### 3.5 Electronic Newsletters (eDM's)

Articles were published in the following internal and external eDM's to encourage participation:

#### Newcastle Voice

An eDM was distributed to 2524 Newcastle Voice database of residents and stakeholders. This is an active database of community members who have registers to be part of Council's online engagement hub.

#### Natural Connection

An eDM was distributed to over 1,000 subscribers of the Natural Connections eDM.

#### Creative City

An eDM was distributed to over 700 subscribers of the Creative City eDM.

#### Libraries

An eDM was distributed to over 37,000 subscribers of the Newcastle Libraries eDM.

## **NovoNews (internal)**

An eDM was distributed to over 900 subscribers of the CN staff eDM.

### **3.6 Stakeholder engagement**

A comprehensive list of stakeholders was developed as part of establishing a Communications and Engagement Plan. These stakeholders were notified of the exhibition period.

Mapped stakeholders included:

- Engaged local citizens, Heritage Architects
- General community including school children & tertiary students
- State government – Heritage NSW, DPIE, HCCDC
- Local Aboriginal Land Councils – Awabakal, Worimi & Mindarriba
- Special interest groups (the Hunter Regional Committee of the National Trust, The Newcastle Art Gallery Society, Newcastle Art Gallery Foundation, The Lock-Up Cultural Centre)
- Community Groups (Cooks Hill Community Group, Newcastle East Residents Group)
- Tertiary education (GLAMx Digitisation Lab & Hunter Living History Initiative of the Cultural Collections of the University of Newcastle)
- Local History Societies (Merewether Historical Society, Newcastle Family History Society, Newcastle Industrial Heritage Association, Stockton Historical Society, Wallsend Historical Society)
- 'Lost Newcastle' Facebook Group
- NSW Heritage Network (online network of NSW public & private sector heritage professionals facilitated by Heritage NSW)
- CN's Heritage Working Party, Local History Library & libraries staff
- CN's Guraki Aboriginal Advisory Committee & Liveable Cities Advisory Committee.

## **4 Key findings**

The community was encouraged to provide feedback via a dedicated project page on CN's Public Exhibition webpage. They were encouraged to download and read the Strategy and provide feedback via an online submission form or email a written submission.

The online submission form was a convenient alternative to attending in-person drop-in sessions. The web form asked several questions including support for the Vision in the Strategy, opinion on whether actions outlined in the Strategy would achieve strategic directions and satisfaction with heritage conservation in Newcastle.

Over 880 visits occurred to the dedicated project webpage during the exhibition period. A total of 37 online web form submissions was received during the public exhibition period.

### **4.1 Support for vision**

Overall, the majority of responses indicated support for the Vision within the Strategy:

#### ***The vision for heritage in Newcastle is:***

*In 2030, the City of Newcastle will be a leader in local government heritage management by providing outstanding services to the community in a manner which is economically and environmentally sustainable and respects the diversity and significance of local heritage to the people of Newcastle.*

*The City of Newcastle's heritage assets will be well managed and presented, reinforcing the city's attractiveness as a heritage tourism destination and strengthening its reputation as a smart, liveable and sustainable global city.*

From 37 responses to this question, there was a strong indication of support (25 selected 'Yes'):

Response	Count
No	6
Yes	25
Unsure	6

TABLE 1 ONLINE FORM SUBMISSIONS

From the six whom indicated 'Unsure', only three submissions provided further explanation to why they were unsure if they supported the Vision within the Draft Heritage Strategy:

Response	Open-ended comments
Unsure	<i>More fully define 'economically sustainable' &amp; how that criteria impacts private development of historic sites/buildings/zones. Absolutely support heritage protection and local community + tourism value.</i>
Unsure	<i>The notion of the city as a heritage tourism destination is not consistent with recent planning decisions that have offered heritage jewels up for short term development gains. Tourism as an end in itself is not a sustainable plan for economic development (as the recent public health crisis has demonstrated).</i>
Unsure	<i>I support the vision as stated but here are examples where heritage and the public wishes are displaced by developer motives, even to the point of bending the law and this is disappointing.</i>

TABLE 2 UNSURE OF VISION OPEN-ENDED

## 4.2 Achieving strategic directions

Included in the Strategy are four Strategic Directions that are aligned with the UN Sustainable Development Goals (SDG's):

**Knowing our heritage** – Enhancing our community's knowledge of and regard for local heritage items and places

**Protecting our heritage** – City of Newcastle will protect and conserve the City's heritage places for the benefit of everyone

**Supporting our heritage** – City of Newcastle will protect the integrity of heritage places by ensuring consistent and sympathetic uses, physical and aesthetic treatments and outstanding interpretations

**Promoting our heritage** – Newcastle's significant heritage places are a unique historical resource and represent an asset for the continuing educational, cultural and economic enrichment of the region. City of Newcastle will invest in the promotion and care of these assets as part of the City's economic and cultural development.

The submission form provided for responses to the question, 'Do you think the objectives, actions and tasks of the Strategy's Action Table will assist in achieving these four Strategic Directions?'

Responses that indicated support for the Vision within the Strategy and responded to this question stated the following (n= 20):

Do you support the vision?	Open-ended comments
Yes	<i>Only if implemented and adequately resourced.</i>
Yes	<i>It is a plan, perhaps another layer of beauraucracy which will only hinder rather than enhance cultural heritage in Newcastle. Councils history of managing our assets is questionable.</i>
Yes	<i>The approach shown is well stated.</i>
Yes	Yes
Yes	<i>If implemented and adhered to sure, however appetite and specific leanings of council, developers and the state government is likely to derail the process unfortunately.</i>

Yes	<i>We have read the draft of the Strategy's Action Table in Appendix A and agree in principle with the actions CN propose to initiate.</i>
Yes	<i>Generally so</i>
Yes	<i>They should do.</i>
Yes	<i>It is noted that provision has been made for training/education of staff to enable them to make decisions in line with the objectives to ensure that recommendations to Council are compliant. As Councillors make the final decisions, it may be advantageous for Councillors to be included.</i>
Yes	<i>Too vague to tell</i>
Yes	<i>I can only hope so</i>
Yes	<i>Possibly, if entered into in a genuine manner with a genuine desire to prioritise heritage over profit and not just paying lip service to conservation.</i>
Yes	<i>If they get put into action instead of just ticking off community consultation and then continuing to exploit our heritage.</i>
Yes	<i>3.2 and 3.2.2. How will this goal to ensure heritage is given due consideration in CN development Assessments be implemented? Will this goal be applied to the D.A. for ██████████ which will put a 4 story footprint on an otherwise 2 story footprint of the very narrow Railway St in Cooks Hill Heritage Conservation Area? Railway St heritage Thorns terraces that will be significantly overshadowed and damaged by vibration from trucks and works throughout the building process.</i>
Yes	<i>This is a comprehensive draft of the city's heritage values and the steps required to maintain and uphold them. In particular the sections in 5.3 on integrity, open space and public access are essential elements. The plan is totally dependent upon Council officers having the will and ability to overcome the constant claims of developers and promoters who seek appropriate heritage sites for their own purposes, generally associated with commercial profit.</i>
Yes	<i>The objectives are fine as far as they go, but require more filling out. There are significant gaps. Council needs to take heritage more seriously by appointing a senior heritage officer with real influence on council decision-making</i>
Yes	<i>Hopefully. It largely depends on the attitude and will of the Councillors and council officers.</i>
Yes	<i>The tasks in the action tables are excellent (well done!) - but in many cases, do not match the objectives &amp; outcomes of the four directions. Some auditing, re-ordering of tasks is recommended.</i>
Yes	<i>Yes</i>
Yes	<i>I commend Council and the authors on the preparation of the Heritage Strategy. It has been thoughtfully considered and is superbly presented. It provides strong justification to make heritage conservation at the core of broader and long term strategic decisions and directions for the future of the city.</i>

**TABLE 3 SUPPORT VISION OPEN-ENDED RESPONSES**

Responses that indicated uncertainty for the Vision within the Strategy (4) and responded to this question stated the following (n= 4):

<b>Do you support the vision?</b>	<b>Open-ended comments</b>
Unsure	<i>The word 'ensure' is not qualified by how this will be done / Heritage will be prioritised vs other government priorities. protections And commitments to public eater front spaces is not addressed. It remains unclear what success looks like/will be evidenced.</i>
Unsure	<i>It is difficult to tell. There are items in 2013 report repeated in this Draft without progress/outcome information. Eg: 'heritage database is well maintained and available on council's website.' (pg 23) I cant locate the complete listing of 700 listed items in the NLEP on the NC website. If 'Knowing our heritage' is a goal (which I think is a great goal) then what was the progress made from the 2013 report? This should be listed in the Draft report with next steps &amp; dates.</i>

Unsure	<i>We need Plans of Management that incorporate the heritage values for crown land in Council's management - in particular Arcadia Park and King Edward Park. It seems that the draft strategy omits reference to the Headland Reserve as a sacred site to local Aboriginal groups, and also omits reference to heritage/archeological significance of the coal mining activity on the Headland Reserve (including Arcadia Park).</i>
Unsure	<i>the objectives are fine and the public involvement ticks a box, it's the execution of the plans and promises the count. Please be true.</i>

TABLE 4 UNSURE OF VISION OPEN-ENDED

Responses that indicated they did not support the Vision within the Strategy and responded to this question stated the following (n= 6):

Do you support the vision?	Open-ended comments
No	<i>It will just complicate the renewal of our city, cost far too much for literally no outcome.</i>
No	<i>no. Curtin uni has done a study that shows the infrastructure (road, water, sewage, phone/NBN, electricity etc) costs for a new suburb are \$684,000 per dwelling (Curtin_Sustainability_Paper_0209). Bust the transport myths that 99% of people are confused about: <a href="http://cyclingfallacies.com/en/">cyclingfallacies.com/en/</a></i>
No	<i>No, especially with the quality of local government we have now.</i>
No	<i>No I don't. 2030 plan and keeping Aboriginal heritage and culture do not go hand in hand!</i>
No	<i>no. Train transport through the bush linking up higher density cities. Why waste this money to build a house that makes people unhappy driving 2 hours to work and unhealthy because they have no time for exercise. More mixed social housing (and making it compulsory for 30% of apartments in each sky scaper is needed for basic human right to have a home.</i>
No	<i>There needs to be focus on precinct level conservation, specifically a strategy for dealing with unsympathetic architecture, ie changing exterior finishes where practicable and a review of the city's modernist heritage architecture to decide what to keep, and what to demolish. Owners should be compelled to either sell or restore when an item is derelict. Access to heritage sites is all important. Overall, the Strategic Action Table is grossly inadequate</i>

TABLE 5 DON'T SUPPORT VISION OPEN-ENDED

### 4.3 Satisfaction with heritage conservation in Newcastle

The form provided a field for individuals to respond to a question asking how satisfied they are with the quality of heritage conservation in Newcastle, with 33 individual responses:

How satisfied are you with the quality of heritage conservation in Newcastle?	Sentiment
<i>On a scale of 1 - 10 I would currently give it an 8. I would give it a 10 but I took 2 points off for choices made in the past about particular things that now can't be changed.</i>	Positive
<i>No. With all Hunter Street now devoured of our old buildings and nothing left but high rise. And our maritime history not on show in a suitable building where visitors can explore our rich maritime history. No I do not think there is much of an effort being made to preserve what is left of our old Newcastle.</i>	Negative
<i>Not at all, move with the times and get rid of old dangerous practices and objects</i>	Negative
<i>Dissatisfied - the current rhetoric is not reflected in either development controls or funding expended by council on heritage conservation</i>	Negative
<i>Do not know much about it to comment.</i>	Don't Know
<i>Baths: questionable decision making &amp; an architectural/usage vision out of sync with community priorities. The call is to protect, maintain, restore buildings &amp; public facilities for all. Limit commercial development that detracts from core purpose.</i>	Negative

<i>disgusted at The Store disappearing. recent heritage DA facades are not fully incorporated into design. A lack of reference to the vision, criteria for development/zoning.</i>	
<i>I am not satisfied with the quality of heritage preservation in Newcastle, Newcastle is trying to be too many things to too many groups. Our memorials and monuments are degraded and the conservation of heritage items are left to chance. Council cannot adequately look after any of the infrastructure items currently.</i>	Negative
<i>I am very disappointed in the neglect that seems to be currently given to our maritime heritage.</i>	Negative
<i>More promotion of Aboriginal heritage would be good</i>	Other
<i>unsatisfied. Stop urban sprawl causing social isolation and wasted travel time and contributing to housing being unaffordable. More mixed social housing (and making it compulsory for 30% of apartments in each sky scaper is needed for basic human right to have a home. Bust the transport myths that 99% of people are confused about: <a href="http://cyclingfallacies.com/en/">cyclingfallacies.com/en/</a></i>	Negative
<i>Love updates to town hall, collections, Aboriginal heritage recognition. Refusing development for pigeon infested eyesores for years (Merewether surfhouse and Newcastle Post Office) is unforgiveable. But, never allow another Crown Plaza monstrosity. Renewal/mixed conservation is better than neglect e.g. Mall. Preserve quality items, record others, move on. Development can be sympathetic allowing for beautiful new buildings e.g. courthouse and uni building, and in residential areas too!</i>	Mixed
<i>Not at all. You have thrown us a few conservation crumbs but rolled over to rich developers and state parliamentarians.</i>	Negative
<i>The heritage of the city of Newcastle is presently disgusting. The mid-century and later renovations and rebuilding of premises has not been given any consideration to Newcastle's wonderful heritage.</i>	Negative
<i>Very disappointed as my 1870's building, located within the Heritage Conservation area, has just been damaged by council and it appears no-one even seems to care!</i>	Negative
<i>On the whole OK</i>	Negative
<i>It's not too apparent.</i>	Negative
<i>Not at all. So many buildings around 100 years old can be demolished under a CDC as they're not in a heritage area. Examples are a number of demolitions of houses in Carrington that would date from early 1900s to be replaced by modern monstrosities without more than a CDC. I'd like to see more protections of heritage buildings without making it prohibitive to renovate them.</i>	Negative
<i>Totally dissatisfied. My heritage conservation area has been devalued by Council's lack of sympathy to the new development in the area.</i>	Negative
<i>No not very look at the store and Wickham school of arts the silence is deafening from council</i>	Negative
<i>not satisfied. Stop urban sprawl causing social isolation and wasted travel time and contributing to housing being unaffordable. Curtin uni has done a study that shows the infrastructure (road, water, sewage, phone/NBN, electricity etc) costs for a new suburb are \$684,000 per dwelling (Curtin_Sustainability_Paper_0209).</i>	Negative
<i>I am not satisfied. An example: NC's own report. Pg9, 2013 Heritage Strategy promotes the Duke of Kent Hotel. Today its a construction site. Guttled with just a facade. Pg18: 'adaptive reuse is preferred to wholesale demolition of heritage items ...development should retain, renovate, and re-use heritage buildings' The Duke site, and city blocks around it, are anything but building conservation. Keeping a facade while wholesale demolishing everything behind it is just face value conservation.</i>	Negative
<i>Not very. Scant regard has been given to protection of heritage in recent times. Many buildings have been sacrificed to profit for developers. (Facading buildings is not conserving them.) What has replaced them has very little architectural merit with the possible exception of the court and university buildings. And let's not even mention the kfc building and the aboriginal heritage which wa buried under it!</i>	Negative
<i>It has at times been sadly lacking. I live near King Edward Park and apparently the original gates ended up as the gates of a house in New Lambton Heights which belonged at that time to an elevated council employee. There seems to be an attitude at Council of How can we make money out of our assets instead of how can we conserve them for generations to come and to enhance our community.</i>	Negative

<i>At an individual site level conservation is quite poor but not terrible. Certain styles such as art deco seem to be discounted by council staff and easily demolished. Other older styles are generally preserved but often neglected especially in a residential context. At a precinct level the quality of heritage conservation is atrocious. Unsympathetic architecture abounds degrading a sense of history and destroying tourism potential.</i>	Negative
<i>Not satisfied. There appears to be an ideological assumption that heritage has to be monetised - the EOI scheme for the Ocean Baths is an indicator of what thousands of people understood to be a very disrespectful approach to conservation of our much-loved heritage. Council's approach to the rezoning of land at [REDACTED] showed scant regard for adjacent heritage conservation zones and items on The Hill, and for Arcadia Park King Edward Park.</i>	Negative
<i>Not satisfied. The Heritage Strategy 2018 and community consultation 2-3 years ago did nothing to prevent denigration of heritage by unsympathetic developments e.g Laman St.</i>	Negative
<i>The positive pro heritage tone of the document is very encouraging but the quality of heritage conservation in Newcastle is at best patchy. Council allowed and promoted a car race track through a key heritage precinct. Council leased Upper Reserve to a developer for a commercial building having no relation to heritage value of the site. Views of and from the obelisk currently threatened by overdevelopment of NBN site. As is Astoria Park.</i>	Mixed
<i>I am not alone in thinking that developer interests seem to come first eg the unlawful proposal to build a 500 capacity function on the King Edward Headband Reserve passed by council vetoed by court, because it failed to comply with the POM and th dedication under the crown lands act fir cubic recreation: defined by the Act 1989</i>	Negative
<i>I am not very satisfied. In the name of "adaptive reuse" we have seen too many high quality heritage buildings gutted and only their facades protected. This is paying lip service only to heritage and does nothing to adaptively reuse or preserve either the cultural elements or the embodied energy of the buildings. Much more remains to be done on Indigenous heritage as well.</i>	Negative
<i>Too often lip service is paid to heritage. The mighty dollar tends to take precedence.</i>	Negative
<i>Sadly, CN has been complicit in the loss or 'facadism' of listed heritage items, and significant items in HCAs. CN needs to consider the intrinsic value of heritage to the liveability, distinctive character, economy and carbon footprint of Newcastle.</i>	Negative
<i>Moderate. CN should be strong leaders in this space and set a good example of best managing CN's buildings and assets, and following process for cultural education and protection of traditional heritage.</i>	Mixed
<i>I am not a local resident however my visits to Newcastle always delight in the enjoyment of the heritage the city and surrounds, and it is critical to protect these assets for future generations.</i>	Positive

TABLE 6 SATISFACTION WITH HERITAGE MANAGEMENT IN NEWCASTLE

## 5 Next steps

The key aim of the community engagement was to promote CN's commitment to the protection, support and promotion of heritage in the Newcastle LGA and to garner levels of agreement of the Strategy's strategic directions and actions.

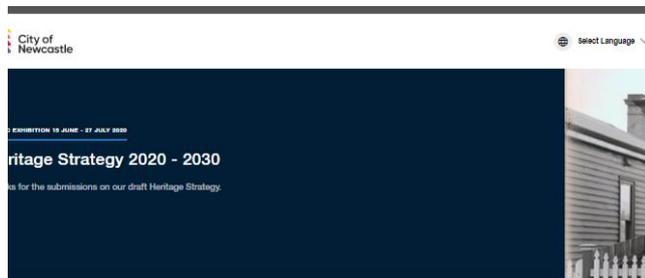
Overall, the online feedback was supportive of the draft Strategy vision and contents. There were some comments expressed that CN needs to be implementing and supporting heritage preservation through resourcing, and taking consideration towards developments both existing and proposed.

Refining the language around the outcomes and measures contained within the document is recommended to provide clarity around CN's objectives and how these aims can be measured. Reviewing how the satisfaction level in relation to heritage is currently monitored is also recommended to better monitor corporate performance on heritage matters.

Taking into consideration the formal and informal community and stakeholder feedback, the Draft Heritage Strategy will need to be adopted by Council before becoming CN's key strategic framework to guide the future regulation and management of Newcastle's heritage.

# Appendix A – promotional collateral

## CN website



### Have your say on our draft Heritage Strategy

To guide City of Newcastle's (CN) approach to the management of heritage in the Newcastle local government area over the next ten years we've updated our Heritage Strategy. It is drawn from its parent document the Newcastle 2030 Community Strategic Plan 2018-2028 (CSP) and the Newcastle Heritage Policy 2013.

As the second oldest penal settlement in NSW and birthplace of Australia's coal industry, our city has a rich portfolio of heritage conservation areas, archaeological sites, heritage-listed buildings and places that are recognised and protected for their character and heritage significance. Equally significant, Awabakal and Worimi peoples, descendants of the traditional owners of the land situated within the Newcastle local government area have heritage and cultural ties to Newcastle which date back tens of thousands of years.

Today the Newcastle urban area is home to one of the largest Aboriginal populations in Australia, a diverse community drawn from many Aboriginal language groups which actively identify with, foster and protect their distinctive cultures, beliefs and languages through connection to land and each other. This rich Aboriginal and European heritage is reflected, protected and celebrated by CN's moveable cultural heritage collections, with public exhibitions and performances at our museums, art gallery, libraries and theatres.

### The vision for heritage in Newcastle

In 2030, the City of Newcastle will be a leader in local government heritage management by providing outstanding services to the community in a manner which is economically and environmentally sustainable and respects the diversity and significance of local heritage to the people of Newcastle.

The City of Newcastle's heritage assets will be well managed and presented, reinforcing the city's attractiveness as a heritage tourism destination and strengthening its reputation as a smart, liveable and sustainable global city.

### Ways to have your say

Consultation with the community has told us that moving towards 2030, local heritage needs to be valued, enhanced and celebrated. This Strategy allows us to establish a framework for achieving this vision and to meet our statutory responsibilities for managing local heritage.

The Public Exhibition period closed 5pm Monday 27 July 2020.



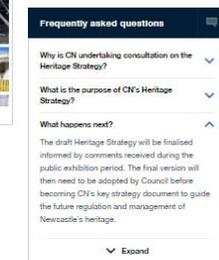
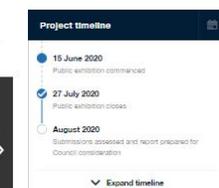
You can also submit your views via email or mail.

**Email:** mail@hcc.nsw.gov.au

**By mail:** Chief Executive Officer | Attention: Tom Smith, Heritage Planner, City of Newcastle PO Box 489 Newcastle NSW 2300

**Subject:** Heritage Strategy - 'Submissions' in the title for emailed and posted feedback.

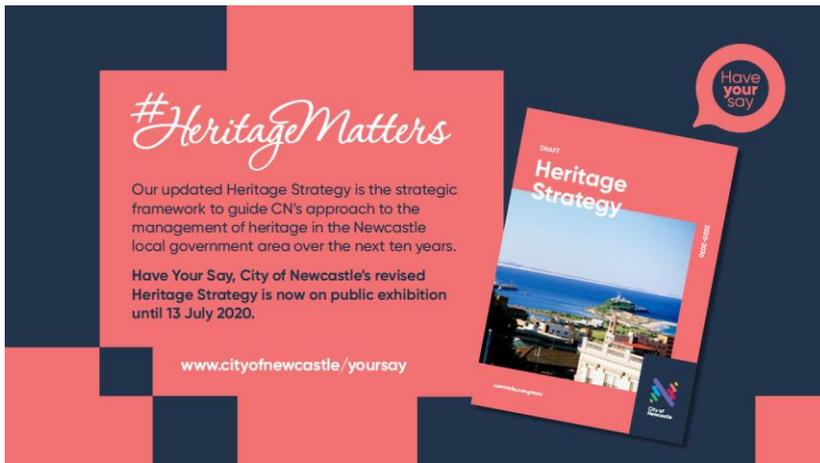
**Note:** Writing a submission is one way of sharing your views and opinions with Council. All submissions are considered before making a decision and your submission may be included in a report to Council. If you wish to have information in your submission suppressed, you will need to request this in writing.



### Protecting your privacy

The City of Newcastle is committed to protecting your privacy. We take reasonable steps to comply with

## Library Digital Screens



## Video and animated GIF



**We want your feedback on our new draft Heritage Strategy!**



## Printed Table Tent



Our updated Heritage Strategy is the strategic framework to guide CN's approach to the management of heritage in the Newcastle local government area over the next ten years.

Have your say



Have your say

City of Newcastle's revised Heritage Strategy is now on public exhibition until 13 July 2020.

[www.cityofnewcastle/yoursay](http://www.cityofnewcastle/yoursay)



## Newcastle Voice/Have Your Say and Novo enews



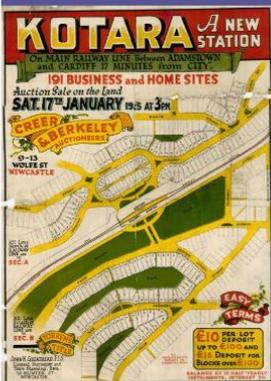
### Have Your Say on our Heritage Strategy

As the second-oldest settlement in NSW and birthplace of Australia's coal industry, our city has a rich portfolio of heritage conservation areas, archaeological sites, heritage-listed buildings and places that are recognised and protected for their character and heritage significance. Equally significant, Awabakal and Worimi peoples, descendants of the traditional owners of the land situated within the Newcastle local government area, have heritage and cultural ties to Newcastle which date back tens of thousands of years.

We have a responsibility for local heritage, through environmental planning instruments, regulatory services and community engagement activities. To assist us protect, promote and present our heritage city we have a Heritage Strategy that is updated every 10 years.

The updated draft Strategy is now open for [comment during the public exhibition period](#) until 5pm 13th July. Have your say via the link below.

Have Your Say



### Help shape how we manage Newcastle's rich heritage

To guide the approach to the management of heritage in the Newcastle local government area over the next ten years we've updated our Heritage Strategy.

You're encouraged to [review the Strategy](#) and share your views by **Monday 13 July**.

[FIND OUT MORE](#)

## Paid Social Media

**City of Newcastle**  
Published by Agorapulse [?] · 1 hr · 🌐

Who we are and where we've come from is reflected and preserved in our City's heritage areas and buildings.  
How we take care of them is set out in our Heritage Strategy. You're invited to review this strategy and offer feedback until Monday 13th July.  
Here's how you can get involved: <https://tinyurl.com/ydeuf6pp>



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**City of Newcastle shared a post**  
Admin · Published by Comms Newcastle [?] · June 17

Who we are and where we've come from is reflected and preserved in our City's heritage areas and buildings.  
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## Social Media posts

**City of Newcastle** @CityNewcastle · 1s

We have extended the exhibition period for our draft Heritage Strategy.  
It now closes 5pm on Monday 27th July.  
Click the link to participate and provide your feedback: [tinyurl.com/ydeuf6pp](https://tinyurl.com/ydeuf6pp)



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Tuesday 16 June 2020

## Help shape how we manage Newcastle's rich heritage

Community members are invited to have their say on how to manage the city's heritage assets and better recognise Newcastle's Aboriginal history.

A rich portfolio of local conservation areas and buildings are noted for their character and heritage significance in *The City of Newcastle Heritage Strategy*.

An updated version, which is currently on public exhibition, places greater emphasis on Newcastle's original inhabitants in guiding management of the city's historical treasures over the next decade.

Highlighted are the Awabakal and Worimi people's early encounters with European settlers and subsequent history of dispossession, as well as the reconciliatory 2016 recognition by the Geographical Names Board of eight places and landmarks with dual Aboriginal names.

"We are engaging with the local community and stakeholders to communicate our commitment to the protection, support and promotion of Newcastle's heritage," Councillor Peta Winney-Baartz said.

"Our city has a unique mix of heritage conservation areas, archaeological sites, heritage-listed buildings and places that are recognised and protected for their character and heritage significance.

"The Awabakal and Worimi peoples, descendants of the traditional owners of the land, have ties dating back tens of thousands of years, and this updated strategy better considers their ancient and ongoing connection as well as their hardships since settlement in a fitting, unvarnished history.

"This is important because Newcastle is home to one of Australia's largest Aboriginal populations, a diverse community drawn from many language groups which identify with, foster and protect their distinctive cultures, beliefs and languages through connection to land and each other.

"The new strategy emphasises our rich Aboriginal and European heritage and the important role the City's public exhibitions and performances play at our museum, art gallery, libraries and theatres, all of which celebrate our cultural heritage."

The updated heritage strategy also builds on the Newcastle 2030 Community Strategic Plan (CSP).

"Through the CSP, the Newcastle community strongly expressed its wish for local heritage to be valued, enhanced and celebrated.

"This heritage strategy allows Council to articulate a framework for achieving this vision, and to meet its statutory responsibilities."

Community input will be considered when the draft Heritage Strategy 2020-2030 is finalised by Council later this year. Community members can review the draft strategy and have their say