

Benefits of a Heritage Strategy/Heritage Interpretation Plan: Kilcoy and District

Heritage process:

Significance Assessment

Determines what places, sites, buildings, collections are significant including intangible significance (eg. Spiritual connections, memories of a place, associations).

Heritage Management Plan - Interpretation Strategy

Once the significance of a place has been documented, a management plan is needed to ensure protection and appropriate uses of the place/site/building etc. This can include a detailed interpretation strategy that can look into appropriate interpretation methods for site understanding and recommendations. This type of plan involves key stakeholder and community consultation initiatives to rally support for the protection and promotion of heritage values.

What is a heritage place?

Australia's heritage, shaped by nature and history, is an inheritance passed from one generation to the next. It encompasses many things – the way we live, the traditions we hold dear, our history and values. It is also reflected in the natural and cultural diversity of places and objects that help us to understand our past and our effect on the Australian landscape.

A heritage place is a specific area or site, perhaps a large area such as a whole region or landscape, or a small area such as a feature or building, which is valued by people for its natural and/or cultural heritage significance. Natural heritage significance means the importance of ecosystems, biodiversity and geodiversity for their existence value, and/or for present or future generations, in terms of their scientific, social, aesthetic and life support value (definition from the Australian Natural Heritage Charter: for the conservation of places of natural heritage significance (2002).

Cultural heritage significance means aesthetic, historic, scientific, social or spiritual value for past, present or future generations (definition from The Burra Charter: The Australia ICOMOS (International Council on Monuments and Sites) Charter for Places of Cultural Significance (1999).

Indigenous heritage value of a place means a heritage value of a place that is of significance to indigenous persons in accordance with their practices, observances, customs, traditions, beliefs or history (definition from the Environment Protection and Biodiversity Conservation Act (1999), section 528). This includes landscapes, sites and areas. Indigenous persons are the authority on indigenous heritage.

Why protect heritage places?

The reasons for protecting heritage places may be aesthetic, economic, historic, ethical, environmental, legal or even personal. A community may want to protect heritage places because:

- they are a link with the past, a reminder of special moments in lives, history or culture they are part of a location's special identity which could bring economic as well as other benefits to the area
- they have natural or cultural values which should be handed on to future generations there are social, spiritual or ethical (including respect for existence or intrinsic values) obligations to do so
- there are legal obligations to do so contained in environmental protection, planning, indigenous sites or endangered species legislation.

Heritage places are important to current and future generations. When communities work together to identify and conserve heritage places, they can reflect on the past and build stronger bonds for the future. Keeping these places enables the community to experience again and again the pleasures they offer. Once lost, they are gone forever. No record or photograph can ever substitute for an actual place.

What are the benefits of interpretation?

"Knowledge becomes understanding when it is coupled with feeling" – Alexander Lowen

The following are 12 good reasons why heritage interpretation is a critical element in the success or failure of heritage sites:

- Heritage interpretation demonstrates how a heritage site has value to the visitor.
- Heritage interpretation can inspire visitors and create a sense of individual and community pride.
- Heritage interpretation is the reason that visitors come to the heritage site. They pay good money for the story and site experience.
- Without heritage interpretation historic sites are, in the eyes of the visitor, just another OLD site!
- Heritage interpretation gets visitors to CARE about heritage.
- Heritage interpretation programs, events and services are the reasons visitors return to heritage sites.
- Heritage interpretation programs, events and services can increase visitation by increasing the perception of BENEFITS tourists receive by going to a

particular heritage site.

- Heritage interpretation programs, events and services can produce reductions in site maintenance, and reduce negative management issues when used as a management tool.
- Well designed heritage interpretation presentations and programs increases visitor dwell time increasing the need for catering and shop sales.
- Heritage interpretation provides added value to any heritage tourism experience, and heritage site marketing efforts.
- You cannot have heritage tourism without heritage interpretation. Heritage tourism is dependent upon the story of the site and the willingness of visitors to want to travel to see, learn about and experience the site.
- Heritage interpretation brings in more visitors, more repeat visitors and more income.
- Heritage interpretation helps visitors create their own unique choice of ways to experience and learn about a site and its story.

Heritage Tourism: branding principles to consider!

Tourism is a highly competitive market. It is crucial to carefully define your target market, scope and desired outcomes following four branding principles:

1. Focus on a tightly defined target market and the most compelling offering to that market.
2. It is not the physical features of a destination that appeals to a visitor but rather an outstanding experience of those features.
3. The experience must differentiate the place from anywhere else.
4. Get it right for the few ideal visitors and the rest will respond – always.

Key message – you don't need to be all things to all people! Identify your type of visitor, target market, audience... what do they want to experience? See? Do? What would make them revisit, tell their friends and family. Why would you stop in Kilcoy?

Further reading on heritage tourism:

<https://www.environment.gov.au/system/files/pages/f4d5ba7d-e4eb-4ced-9c0e-104471634fbb/files/essay-benefits-leaver.pdf>

Useful case studies

The City of Ballarat is undertaking UNESCO's Historic Urban Landscape approach – the whole heritage world is watching how they pull this off! Very interesting case study into how a township can come together to celebrate and protect their history whilst pushing for further economic development. Useful strategies to get people involved and what kinds of things you should be aiming for. A great example of Ballarat's civic engagement tool titled 'Visualising Ballarat – A new historic urban landscape mapping tool' and 'The Peel Street Story –Unearthing real stories'.

<http://www.ballarat.vic.gov.au/sh/heritage/historic-urban-landscape-approach.aspx>

Heritage Interpretation plan for York in WA - Some simple/useful ideas for how one of these plans are approached and ideas on the kinds of recommendations that can be made.

http://www.york.wa.gov.au/Profiles/york/assets/moduledata/councilmeetings/6c563f5c-f95d-4903-806d-4bf01c06b6fd/1.0/4_November_2014_-_V2_York_Interpretation_Master_Plan.pdf

Scenic Rim Tourism Strategy 2017-21

Includes towns like Maleny and Montville – sleepy towns that are now serious tourism destinations. Interesting strategy that has increased visitor numbers to the area.

<http://www.scenicrim.qld.gov.au/documents/44179689/44426244/Item%203.1%20Att1%20Scenic%20Rim%20Tourism%20Strategy%202017%202021%20C%26CS%20Agenda%2023%20Jan%202017.pdf>

Potential interpretation themes/layers for Kilcoy/Somerset:

Indigenous history/ spiritual significance:

Theme	Sub-themes	Value
The Jinibara People	<ul style="list-style-type: none"> • tradition and history • land uses • spiritual connection • storytelling • language • Native Title understanding 	Consulting with Traditional Owners and being able to share and communicate Indigenous cultures is highly valuable to understanding a places significance
European Settlement	<ul style="list-style-type: none"> • 'Hopetown' • Sister City - Kilcoy, Scotland • Free settlement 	
Kilcoy Massacre	<p>Individuals from Gubbi Gubbi, Djindubari, Dalla tribes murdered</p> <p>Controversy surrounding history/historical suspect</p> <p>Provide context to understanding lack of primary sources (Where their names recorded? Why not?) what kind of historical records are available</p>	Valuable narrative to help understand Kilcoy's turbulent beginnings after European settlement
Life of Gaiarbau	<ul style="list-style-type: none"> • Life • Connection to country • Contribution to understandings of southeast Qld's Aboriginal culture • Tapes recorded with Uni of Qld Dr. L. P Winterbotham 	Kilcoy's connection to a Qld state significant narrative
Kilcoy Industries	<ul style="list-style-type: none"> • Timber (routes?) • Dairy • Industrial/economic development in small towns 	
Kilcoy today	<ul style="list-style-type: none"> • Shared community values • 	

USEFUL RESOURCES

https://www.heritage.vic.gov.au/_data/assets/pdf_file/0018/55521/Protecting-Local-Heritage-Places.pdf

http://www.nntt.gov.au/searchRegApps/NativeTitleRegisters/ILUA%20Register/2017/QI2017.004/QI2017_004%20Schedule%203%20-%20Map%20ILUA%20Area.pdf

<http://www.environment.gov.au/heritage/ahc/publications/commission/books/australian-national-heritagecharter.html>

<https://australia.icomos.org/publications/burra-charter-practice-notes/>

<http://www.environment.gov.au/epbc/what-is-protected>

<https://icrtourism.com.au/wp-content/uploads/2012/09/interpreting-manual.pdf>

<https://australia.icomos.org/resources/australia-icomos-heritage-toolkit/interpretation-presentation-of-heritage-places/>