



THE CITY OF
GREATER GEELONG

OUR HERITAGE, OUR COLLECTION

Strategic Report on the Use and
Management of the City of Greater
Geelong's Heritage Collection





The City of Greater Geelong acknowledges Wadawurrung Traditional Owners of this land and all Aboriginal and Torres Strait Islander People who are part of the Greater Geelong community today.

Opposite image:
Ceremonial Hunting Grounds in the You Yangs, 1993, by Stanley Couzens.
National Wool Museum Collection.

CONTENTS

EXECUTIVE SUMMARY	4
PRIORITIES AND RECOMMENDATIONS	5
INTRODUCTION	10
THE COLLECTION	16
CHALLENGES	32
COLLECTION PRIORITIES	34
COMMUNITY COLLECTIONS	48
REFERENCES	49

Publication date: April 2020

Graphic design and layout by Studio Zoe.

All photography in this report (unless otherwise noted) are by Nicole Marie.

Cover image:

View of City Hall, 1918. Council Art & Artefact Collection.

The project was funded through Australian Government's Building Better Regions Fund



Australian Government

BUILDING OUR FUTURE





Clock of the Edina, c1917, Council Art & Artefact Collection. The SS Edina was one of the longest running steam vessels anywhere in the world. Built in 1853, it was used in the Mediterranean during the Crimean War, carried cotton for the Confederate states during the American Civil War and ended its days on Port Phillip Bay, over a century later, making the trip between Geelong and Melbourne. Having appropriate staffing and good overall knowledge of the collection helps to track object movements so that significant objects are always monitored. The Clock of the Edina went on display at the Geelong Heritage Centre from November 2019 to February 2020.

EXECUTIVE SUMMARY

The City of Greater Geelong is the owner of a Heritage Collection of major national, state and local significance. It is made up of more than 12,000 heritage objects, artefacts and artworks, with an estimated value of nearly \$28 million. Spread across numerous locations throughout the municipality, the collection is incredibly diverse and reflects Geelong's history as a vibrant and progressive city.

Our Heritage, Our Collection is the first time that the entire City of Greater Geelong Heritage Collection has been presented in a unified and holistic way. This report focuses specifically on moveable cultural heritage such as objects, artworks and artefacts. Although a collection of significance, the City of Greater Geelong's Heritage Collection faces many challenges that prevent appropriate care and community access. Challenges such as a clearly unified approach to Geelong's heritage collections and appropriate resourcing, prevent many objects and stories from being cared for and accessed.

This report has been developed through research, benchmarking, collection audits, internal Council workshops, community surveys, a community workshop and collection photography and documentation.



Our Heritage, Our Collection, delivers two overall images of the Heritage Collection.

1. It looks at what we have by providing an overall understanding of the whole City of Greater Geelong Heritage Collection, including a description of the six sub-collections that it comprises.
2. It looks forward by outlining future directions for the Heritage Collection. This is done through a collection statement and four collection priorities. From these collection priorities, the report presents six key recommendations for the future use and management of the Heritage Collection.

COLLECTION	NUMBER OF OBJECTS
National Wool Museum	7,874
Geelong Maritime Museum (portion owned by Council)	2,452
Geelong Heritage Centre (portion owned by Council)	1,000
Outdoor Collection (Public Art, Monuments, Memorials and Plaques)	319
Council Art & Artefact Collection	510
Geelong Gaol	218
Total objects	12,373

Object: Mayoral Chair, featuring carving of the Geelong coat of arms, c1860. Geelong Heritage Centre Archives (Council owned).

Opposite photo: Historic anchor Rippleside Park, Geelong. Part of the Outdoor Collection.

COLLECTION PRIORITIES

Significance and Care

Develop a full understanding of the Heritage Collection in its entirety, assess the significance and value of the Heritage Collection and set in place the policies and guidelines that are internationally recognised for the fundamental care of heritage collections.

Access and Showcase

Provide access to the collections through exhibitions, public programs, digital formats and displays throughout the municipality and through loans to cultural institution and traveling displays. Develop innovative ways to showcase the Heritage Collection digitally and in unique locations.

Creativity and the World

The Heritage Collection showcases the creative story of the city. It builds upon existing collections with an outward and worldly focus that is enticing to residents and visitors alike.

Diversity and Reflection

The Heritage Collection reflects a diversity of views and interpretations of culture and heritage and showcases the cultural development of the region. The Heritage Collection is timeless, it reflects our history, our present and our future.

KEY RECOMMENDATIONS

Recommendation 1 – Policy

Council to adopt a Collection Policy for the whole collection.

Recommendation 2 – Resourcing

Provide appropriate resourcing to oversee the collection, in particular key roles such as a Collection Manager and collection and curatorial staff to support collection care and access.

Recommendation 3 – Care

Care for the collection through industry standard collection storage facilities, in particular a purpose-built offsite storage location to properly store Council's heritage collections.

Recommendation 4 – Access

Provide greater access to the collection through additional displays, online collections, public programs and pop-up displays across the municipality.

Recommendation 5 – Specialised Services

Provide appropriate budget for specialised services to care for and maintain the collection.

Recommendation 6 – Acquisitions

Continue to maintain existing collection strengths but also build the diversity of the collection through acquisitions that reflect the unique character of Geelong.



OUR HERITAGE, OUR COLLECTION





View of Geelong, c1852, by Edward Snell.
Geelong Heritage Centre Archives (Council Art
& Artefact Collection – Council owned).

INTRODUCTION

The City of Greater Geelong is home to rich and diverse cultural heritage. Geelong and the Bellarine are a community of collections and collectors.

The City of Greater Geelong recognises its duty of care as stewards (owners) of more than 12,000 heritage objects, artefacts, and artworks – the Heritage Collection.¹ Spread across numerous locations throughout the municipality, the entire Heritage Collection is incredibly diverse and reflects Geelong’s history as a vibrant and progressive city.

The *Our Heritage, Our Collection* strategic report provides an overall understanding of the depth and scope of the entirety of the City of Greater Geelong’s heritage collections and proposes an overall framework for managing the entire City of Greater Geelong Heritage Collection. It highlights collections care challenges and outlines measures of success for good governance, the proper care of and improved access to heritage collections. It further outlines the base level of resources required to ensure success and presents options for future initiatives related to heritage collections

This City of Greater Geelong (Council) is committed to the protection, management, care and access to the Heritage Collection. It acknowledges that the Heritage Collection documents the evolving history of the City and the region.



Photo: Diary of Victorian woollen mill worker John Fraser, 1872. National Wool Museum Collection.

The *Our Heritage, Our Collection* strategic report aligns with and assists in delivering actions and measures of success highlighted in the:

- Clever and Creative Future Vision
- Council Plan 2018-22
- Heritage Strategy 2017-2021

This report focuses only on moveable cultural heritage – such as objects, artefacts and artworks. Through nearly a decade of work, museum professionals, heritage practitioners, dedicated volunteers and a cast of creatives in the region have identified thousands of objects and hundreds of stories unique to Geelong. Together these objects and stories are *Our Heritage, Our Collection*.

However, despite the excellent work of so many, the City of Greater Geelong continues to face significant challenges that prevent fulfilling the Measures of Success identified by the community through engagements such as Clever and Creative and Council Plan. Challenges such as a lack of overarching guiding principles and plans, appropriate resourcing and a clearly unified approach to Geelong’s heritage collections and moveable heritage. The *Our Heritage, Our Collection* strategy lays the foundations to address these challenges and provides Council with a vital and invaluable guiding document for preserving and making accessible its collections.

The Heritage Collection contains objects of local, state, national and international significance. Some highlights of the Heritage Collection include: artworks by renowned engineer and artist Edward Snell (c1852) and works by the well-known Geelong artist Robert Ingpen. Unique and valuable objects include the exquisite Mayoral Chains from the former municipalities of South Barwon, Newtown and Geelong West. There are historic clocks, sister city gifts, ceremonial spades, robes, photographs and much more. Theme-based collections highlight the maritime, military, wool and industrial history of the region. Equally evocative are objects such as the Old Geelong Gaol collection that provides a rare glimpse into the harsh realities of everyday life through a unique collection of inmate contraband items. There is also an equally rich Outdoor Collection of monuments, memorials, industrial machinery and one of Australia’s largest and most significant public art collections that the Geelong community has been actively building for over a century.

¹ Figures as of 30 October 2019, these figures do not include books in the collection libraries.



The *Our Heritage, Our Collection* strategic report is the culmination of over a decade of work across multiple projects and significant professional and community engagements. It builds upon the foundational work completed for the City of Greater Geelong Heritage Strategy, 2017-2021, which developed an overarching approach that sought to encompass all heritage in the Geelong region. It identified four key themes for City of Greater Geelong's heritage agenda: knowing, protecting, supporting and communicating education and celebration. The *Our Heritage, Our Collection* report embraces those themes focusing specifically on the vast moveable heritage collection.

This strategic report has been developed through research, benchmarking, collection audits, internal Council workshops, community surveys and workshops, photography and documentation. It will deliver on Council Plan goals and contribute to Geelong's Clever and Creative Future Vision.

Photo: Mayoral Hat, black velvet and ostrich feathers with box. Geelong Heritage Centre Archives (Council owned).

Photo below: Storks, Geelong Botanic Gardens. Outdoor Collection.



HERITAGE

UNESCO broadly defines heritage as that which is inherited. There can be:

Intangible heritage

Made up of such things as oral traditions, performing arts and rituals.

Tangible heritage

Which can be immovable or fixed cultural heritage – such as buildings, trees and archaeological sites; or moveable cultural heritage - such as historic items, artworks and objects in collections.

Photo: Reflection seat sculpture, 2014 by Jacinta Leitch. Created as a place of quiet reflection for the thousands of children placed in orphanages and children's homes in Geelong. Part of the Outdoor Collection.

CONTEXT

The frameworks for managing, caring for and providing access to moveable cultural heritage are grounded in legislated and internationally-accepted standards of practice across national, state and local levels. Local government is responsible for local heritage objects through the introduction of controls, guidelines and policies. Some of the guiding frameworks underpinning the findings and recommendations of this report include:

National

- The Burra Charter
- Moveable Cultural Heritage Act 1987
- Historic Shipwrecks Act 1976
- Environmental Protection and Biodiversity Conservation Act 1999
- Aboriginal and Torres Strait Island Heritage Protection Act 1984

State

- Heritage Act 2017
- Planning and Environment Act 1987
- Aboriginal Heritage Act 2006

Local

- Council Plan
- A Clever and Creative Future
- Planning Scheme
- Asset Management Transformation Project
- Municipal Heritage Strategy 2017 – 2021
- UNESCO Geelong – City of Design
- Karreenga Aboriginal Action Plan
- Arts and Cultural Strategy



COUNCILS & COLLECTIONS

In 2016, Museums Australia (Victoria) released the report *Local Government & Cultural Collections in Victoria*. The report revealed there are more than 1000 collecting organisations across Victoria and over 43 million objects in public collections. It highlighted the important role of local governments in preserving Victorian stories and providing access to objects through cultural collections. The report revealed that the care of collections by Victoria's 79 local government organisations "is an essential part of the creative industries ecology across the State of Victoria". One of the key findings was that low staffing was not only a major challenge for Local Government Authorities but also severely impacted the capacity of community collecting organisations.

Across Victoria two major policy influences have brought about an interest in heritage collections and a change in many LGA policies – asset management and local council amalgamations.

The City of Greater Geelong is currently undertaking an Asset Management Transformation Project, which includes developing a full understanding of heritage assets (including collections). This understanding is vital to achieving improved asset management governance.²

Local council amalgamations in Victoria in the late 1990s recast not only geographical boundaries but also heritage collections. The City of Greater Geelong was created from the former Bellarine Rural City Council, Corio Shire Council, Geelong City Council, Geelong West City Council, Newtown City Council and South Barwon City Council. All the heritage collections of these former shires became an asset of the City of Greater Geelong – and formed the core of the Heritage Collection. A comprehensive understanding (audit, significance assessment and financial valuation) of these combined collections has wavered since amalgamation. This has been and remains a significant issue of risk to Council highlighted most recently by the ownership issues around the Old Geelong Gaol collection and the Geelong Maritime Museum collection.

Reflecting international trends, local councils across Australia are engaged in improving business practice by implementing broad strategic oversight policies and management guidelines along with the resources to support them, for their heritage collections. Examples of local councils who are currently engaged in reviewing their heritage collections include City of Ballarat and Maribyrnong City Council in Victoria and City of Ipswich in Queensland. Leading examples of councils that have adopted collection policies include City of Port Phillip in Victoria and Sunshine Coast Council in Queensland.³ Going even further, some councils have commissioned larger strategic reports and implemented broader policies to cover both council owned collections and community owned collections that are housed in council owned buildings, for example the Greater Bendigo Heritage Collection Policy. Consistent across all these examples is that heritage collections policies stem from and support broader comprehensive municipal heritage strategies and/or cultural strategies.

The City of Greater Geelong is not alone in striving to develop and implement broad oversight over their heritage collections. Interestingly, however, the City of Greater Geelong is unique in having two theme-based social history collections under its duty of care the National Wool Museum and the Geelong Maritime Museum.

ARTS AND CULTURE

The City of Greater Geelong is in the process of developing a comprehensive Arts and Culture Strategy that will deliver a strategic framework across arts, culture and heritage. *Our Heritage, Our Collection* will be an integral part of the Arts and Culture Strategy.

² This stems from the 2014 Victorian Auditor-General's report *Asset Management and Maintenance by Councils* that recommended that councils accelerate their progress in areas such as asset management governance.

³ City of Port Phillip, Port Phillip City Collection Policy, 2017. Sunshine Coast Council, Art and Heritage Collections Policy, 2017.

OUR HERITAGE

VOICES FROM THE GREATER GEELONG COMMUNITY⁴

THE THEMES I WOULD LIKE TO SEE REPRESENTED

“Aboriginal life and knowledge; pre and post contact settlement; maritime history; agricultural and pastoral history; local inventors and inventions; the development of education, governance and justice; social development and the role of women and children in society; cultural development.”

COMMUNITY DESIGN

“We do a good job in public art, heritage, green, urban design and infrastructure. Yet we provide virtually non-existent resources to care for local museum collections. Damage through neglect is bad practice.”

MY FAVOURITE OBJECT

“The bollards.”

YOUR VISION OF GEELONG IN 30 YEARS' TIME

“We need the region and City to develop, but still hold traits of our history and heritage - this is coming from someone who is young! I've travelled to many places around Australia and the world, and we need to hold Geelong's character, both physically and as a sense of place.”



MY FAVOURITE OBJECT

“Collections without walls. Think outside the box when coming up with ideas for public displays.”

THE IMPORTANCE OF CARING FOR HERITAGE

“Our heritage items remind us who we are, our history and heritage, and the unique values and culture that binds us. It must be preserved at all costs.”

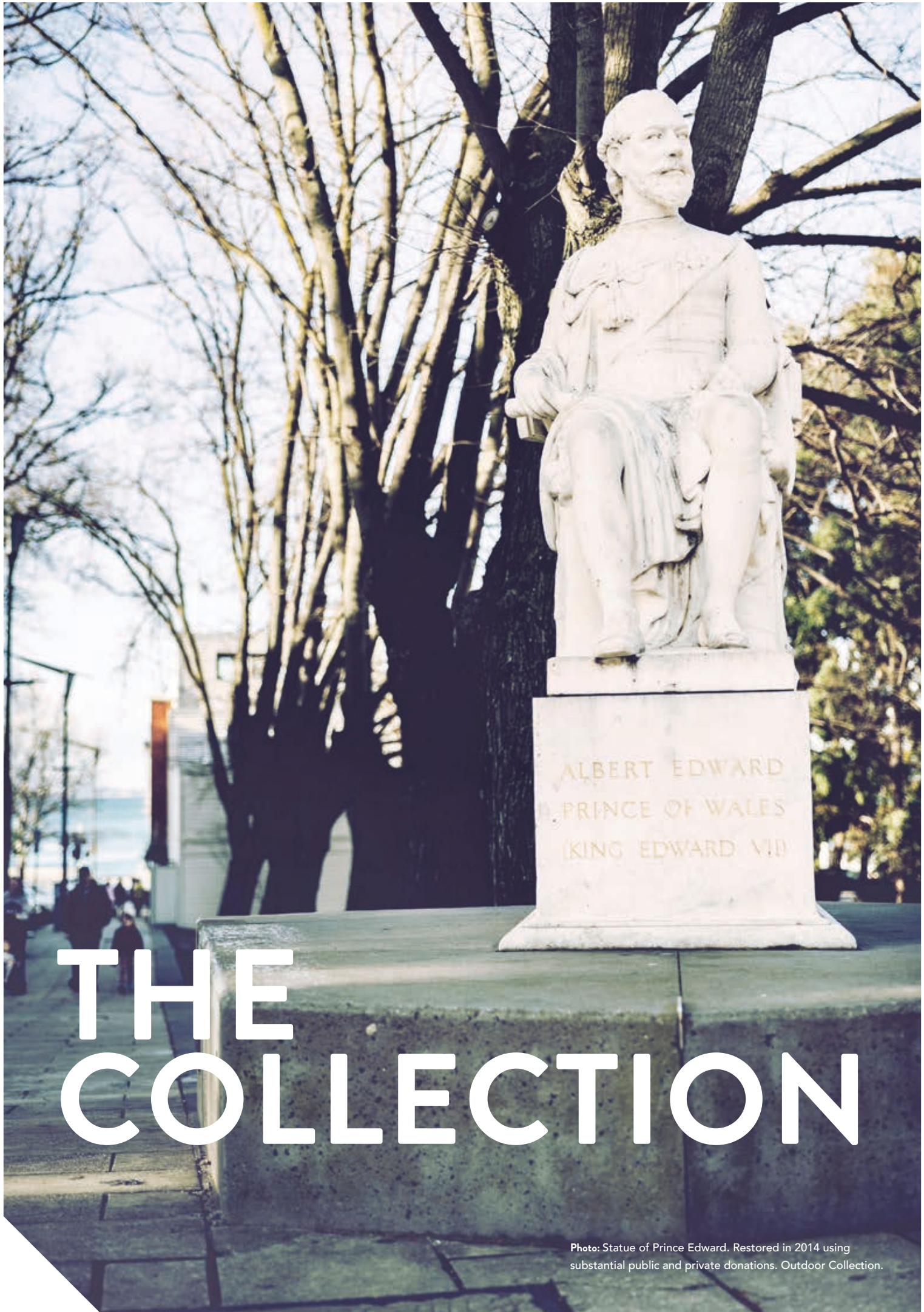
THE IMPORTANCE OF CARING FOR HERITAGE

“In order to feel pride and connection to place it is important for the current and future citizens of the City of Greater Geelong to understand the heritage on which their city was built. It is also an important means to educate visitors and the wider population of the significance of Geelong in the history of Australia. Protecting our cultural heritage has both philosophical and economic benefits for Geelong.”

MY FAVOURITE OBJECT

“The amazing loom at the Wool Museum.”

ONE PARK, GEELONG.



ALBERT EDWARD
PRINCE OF WALES
(KING EDWARD VII)

THE COLLECTION

Photo: Statue of Prince Edward. Restored in 2014 using substantial public and private donations. Outdoor Collection.

12
Blechnum
Spina
Australia



Asplenium, *sp. nov. Habitu*

The nationally significant *Fern & Lycopods Album* collated by John Raddenberry, second curator of Geelong Botanic Gardens, c1888. Originally a bound volume of pressed fern specimens from across the world it received major restoration work in 2014. Geelong Heritage Centre Archives (Council owned).



DIEU MON DROIT

NEWTOWN & CHILWELL

CENTIS ADULTOS
EDUCUNT FOETUS

1858

THE HERITAGE COLLECTION

The City of Greater Geelong recognises its duty of care as stewards (owners) of more than 12,000 heritage objects, artefacts, and artworks – the Heritage Collection.⁵ The Heritage Collection covers the breadth of the community from municipal treasures to industrial and social history, and includes rare and significant objects. The Heritage Collection contains objects of local, state, national and international significance.

Council is committed to the protection, management, care and access to the Heritage Collection. It acknowledges that the Heritage Collection documents the evolving history of the City and the region and that ‘preserving our heritage’ is identified as a key community priority.

The Heritage Collection is made up of six sub-collections. These are:

- National Wool Museum
- Geelong Maritime Museum (portion owned by Council)⁶
- Geelong Heritage Centre (portion owned by Council)
- Outdoor Collection (Public Art, Bollards, Monuments, Memorials and Plaques)
- Council Art and Artefact Collection
- Old Geelong Gaol Collection

Object: Wooden crest featuring the coat of arms of Newtown & Chilwell Council, 1858. Geelong Heritage Centre Archives (Council owned).

⁵ Figures as of 30 October 2019, these figures do not include books in the collection libraries.

⁶ Geelong Maritime Museum is a challenging situation that has varying levels of ownership. As at 30 October 2019, through discussion with Geelong Maritime Museum, it has been advised that one-third of the object collection is owned by the City of Greater Geelong. Total objects = 7258; one-third = 2452. Further investigation into finding the exact number of objects is an important measure of success in this report (see below).

⁷ Total insured value is indicative only. It is believed that this is a severe under estimate. One action in this report is for more accurate valuations of the collections.

NUMBER OF OBJECTS

COLLECTION	NUMBER OF OBJECTS
National Wool Museum	7,874
Geelong Maritime Museum (portion owned by Council)	2,452
Geelong Heritage Centre (portion owned by Council)	1,000
Outdoor Collection (Public Art, Monuments, Memorials and Plaques)	319
Council Art and Artefact Collection	510
Geelong Gaol	218
TOTAL	12,373

INSURED VALUE⁷

COLLECTION	INSURED VALUE \$
National Wool Museum	7,500,000
Geelong Maritime Museum (portion owned by Council)	1,000,000
Geelong Heritage Centre (portion owned by Council)	5,600,000
Outdoor Collection (Public Art, Monuments, Memorials and Plaques)	13,100,000
Council Art and Artefact Collection	500,000
Geelong Gaol	10,000
TOTAL	27.71M

NATIONAL WOOL MUSEUM

The National Wool Museum (NWM) collection focuses on the cultural life of Australians as told through the wool, fibre and textile story. It has particular strength in preserving the Geelong's wool and textile story. The collection is Australia's most expansive wool focussed heritage collection.

Established in 1988 as part of the Australian Bicentennial Celebrations, the National Wool Museum was opened by Her Majesty Queen Elizabeth II on 14 April 1988. It is housed in the former Dennys, Lascelles Ltd Woolstore⁸ (built in 1872), a heritage listed building of State significance. For thirty years it has become a must-see museum and tourist attraction with significant revenue generated from the Museum Shop, program/ticket sales, venue hire and leasing.⁹ As of 2018-19 the building has over 273,000 visitors annually, is open to the public in excess of 120 hours per week and annually hosts eight exhibitions and over 100 programs and activities. The NWM achieved accreditation status through Australian Museums and Galleries Association Victoria in 2017.

Since its beginnings, the NWM collection has grown to reflect the many aspects of the Australian wool story from harvesting and processing to transportation and sales. There is also a substantial library related to Australian wool and textile heritage. Through public programs, outreach and displays, the collection engages the community by interpreting relevant wool and textile stories which reveal Australian cultural identity and provide a significant research resource. Online digital collections engage over 20,000 visitors annually through National Wool Museum on Victorian Collections and the National Quilt Register – the only digital resource of its kind in the world.

The NWM collection is made up of items of state, national and international significance. These include samples from Victoria's first woollen mill, a fabric sample from MacArthur's first wool clip, Australia's largest publicly held collection of Wagga quilts, a substantial collection of spinning wheels from around the world and a significant photographic collection. The collection contains an extensive array of items related to wool and the development of the wool industry in Australia, with a strong focus on the wool industry of Geelong.

The collection is comprised of nearly 8,000 items. In 2008, an external Significance Assessment described the national importance of the collection.

NUMBER OF OBJECTS	7,874
INSURED VALUE	\$7.5M
ITEMS OF SIGNIFICANCE	A fabric sample from MacArthur's first wool clip, a sample of the million-dollar bale, Australia's largest collection of wool presses, most significant public collection of wagga quilts in the country.

STATUS

- Fully Accredited through Australian Museums and Galleries Association Victoria.
- High-standard collection policies in place.
- Actively cared for and maintained by dedicated staff.
- Collection fully catalogued on kEmu (museum collections database) and available online through Victorian Collections. <https://victoriancollections.net.au>

CHALLENGES

- Requires additional storage, in particular for large objects.
- Off-site storage is situated in a not fit for purpose leased facility that does not meet museum standard.
- Requires additional permanent collection staff to fully care for collection.
- Environmental controls within museum need upgrading, do not meet museum standard and limit capacity to display external/touring exhibitions.
- Collection requires accurate external valuation.

⁸ Note: 2022 marks the 150th anniversary of the building and is a significant milestone for Geelong and Australian heritage.

⁹ Total revenue in 2018-19 equivalent to 43% of total expenditure.

NATIONAL WOOL MUSEUM STATEMENT OF SIGNIFICANCE, 2008

"The National Wool Museum collection is a nationally significant collection, unique in Australia and of high local significance. It demonstrates the development, and importance, of wool and the wool industry in Australia generally and in Geelong specifically. ... The collection is particularly significant because of the way in which it can demonstrate the importance of wool, and the effect wool had and has, on the economic and social development of Australia. The Museum holds a number of unique and original items in its collection... Australia's growth as a nation has been significantly enhanced through the development and use of wool, and the National Wool Museum collection is a testament to this fact."

Biosis. 2014. National Wool Museum, Significant Assessment



Photos Top to Bottom:

Textile fragment from MacArthur's first wool clip that was turned into red woollen fabric, c1821.

Blade shears, used by M. Embling, 1920.

Fabric sample book, from Collins Brothers Mill, Geelong, c1910.

GEELONG MARITIME MUSEUM

The Geelong Maritime Museum (GMM), sometimes referred to as the Geelong Naval and Maritime Museum, housed in the former stables of Osborne Park, North Geelong – a building owned by the City of Greater Geelong. The GMM has been closed since 2017 with the closure of Osborne House. The museums' collection is made up of a range of artefacts, documents and photographs relating to the maritime and naval history of Geelong and Victoria. The majority of items were on display in several rooms of the former Osborne House Stables, with some items displayed outside in the courtyard and at the front of the building.

The GMM was founded approximately 1989 and moved to its Osborne House location in 1996. The museum collection transferred from Corio Shire to City of Greater Geelong through amalgamation. Some of the collection dates to the Geelong Harbour Trust and the Port of Geelong Authority. There are many objects identified of local, state and national significance in the collection, including a unique collection of shipwreck objects. There is also a vast reference library that has been compiled by the community run museum.

The museum is staffed by volunteers and receives support from City of Greater Geelong. The GMM collection has mixed ownership which creates a complexity of issues for its care and management. The objects in the GMM collection are split into three areas of ownership: those owned by City of Greater Geelong (formerly owned by Shire of Corio); those owned by the Geelong Maritime Museum Association (GMMA) and those on loan from other institutions or private owners. The unresolved issues regarding ownership and duty of care responsibilities is a significant risk to Council and the GMMA.

Photos: Opposite page: Objects from the Geelong Maritime Museum collection.

NUMBER OF OBJECTS	2,452
TOTAL OBJECTS FOR THE ENTIRE COLLECTION	\$1M
ITEMS OF SIGNIFICANCE	Naval uniforms, navigational equipment, shipwright's and sailmaker's tools, ship fixtures and equipment, rocket rescue apparatus, deep sea diving equipment, rope-work displays, Geelong Harbour Trust, model ships (including large-scale ship models SS Wandilla and MV Kanimbla), charts, plans and photographs, luggage, shipwreck artefacts (including from the Lighting) and salvage items from ships.

STATUS

- Currently inactive due to Osborne House closure.
- Managed by volunteers of Geelong Maritime Museum Incorporated.

CHALLENGES

- Resolving ownership and management responsibility of the collection is a critical priority.
- Completing the conservation treatment, cataloguing and packing of the collection for storage is a priority.
- Further investigation needed on the exact number of objects owned by the City of Greater Geelong.
- External organisation managing Council asset.
- For a museum of this size and significance, overarching governance structures are needed, including collection policies and procedures and how to manage loans.
- The GMM collection requires full and thorough documentation.
- The 2014 Significance Assessment should be reviewed and amended to include the entire collection in order to determine the ongoing needs required to care for the collection.

GEELONG MARITIME MUSEUM STATEMENT OF SIGNIFICANCE, 2014

The Geelong Maritime Museum collection is of historical, technological and aesthetic significance to Geelong. A number of items are also individually significant at the State level. The collection is historically significant for its association with the growth and development of the port and town of Geelong. It is also significant for its representation of maritime technology and history in Victoria from the mid nineteenth to mid twentieth centuries. Relics such as ship bells and other items from famous ships including the Kanimbla, Edina, Lightning, Ozone and Capitaine Wallis, and the Tugs Geelong, Wybia, Lienta and Victor, are significant as some of the very few physical and tangible objects remaining from these vessels, which otherwise can only be experienced from photographs and text.



GEELONG HERITAGE CENTRE (PORTION OWNED BY COUNCIL)

The Geelong Heritage Centre (GHC) was established as the Geelong Historical Records Centre by City of Geelong Council, under direction of a Supreme Court Order and commenced operations in 1979. Much of the GHC collection is made up of archival material. The GHC is an approved 'Class A' Place of Deposit by the Public Record Office Victoria and is therefore fully accredited to store and provide public access to permanent and temporary public records.

The GHC collection has been assessed and formally recognised as being of national significance and the Heritage Centre operation is widely acknowledged as a major Australian regional archive, preserving and providing access to the recorded history of the Geelong region. Over the course of its 40 years of operation the GHC has not only collected historical records but in addition to these it has also collected objects, artefacts and artworks. It holds a significant collection of moveable heritage that details the story of the Geelong region, in particular the municipal and civic heritage of the City of Greater Geelong and the former seven municipalities that were amalgamated to become Council in 1993. These objects are cared for by the GHC on behalf of the City of Greater Geelong.

Prior to October 2015, the GHC was part of the Council's Arts & Culture Department. The GHC formally transitioned to the Geelong Regional Library Corporation to become a fully integrated offer in the then new Geelong Library & Heritage Centre (opened in November 2015). To facilitate the formal transition, the Geelong focussed collections of the GHC remain owned by the Council but are cared for and maintained by the GHC. The Council ownership of part of the GHC collection is formally reflected in the Library Agreement (2009) and Supplemental Library Agreement (2016).

The GHC collects items that reflect our local indigenous culture and history as well as Geelong's historical, developmental, cultural, economic and political life including records and/or items of state and local government, private industry, community groups and individuals following European settlement.

For the purpose of this report, the focus is on the portion of the City of Greater Geelong Heritage Collection managed and cared for by The GHC on behalf of Council.

NUMBER OF OBJECTS	1000 (Approximate figure given by Geelong Heritage Centre)
TOTAL OBJECTS FOR THE ENTIRE COLLECTION	\$5.6M
ITEMS OF SIGNIFICANCE	Items telling the municipal story of City of Greater Geelong and its former municipalities, such as mayoral robes, hats and honour boards. Items include early book by John Raddenberry, Geelong Botanical Gardens Fern & Lycopods (c1888) and a Brass Gorget presented to Wadawurrung man Dan-Dan-Nook as "Geelong's best runner, 1860".

STATUS

- Actively managed by dedicated staff in industry standard collection storage facility.
- High-standard collection policies in place.

CHALLENGES

- In need of additional staffing to carry out necessary object documentation.
- Precise number of objects owned by Council needs to be documented.
- Accurate valuations are needed on the collection.

Opposite Photos Top to Bottom

Officer's Shako Badge, 1829-1844. Badge worn by Captain Foster Fyans, bears the arms of the 4th King's Own Regiment. Presented to Geelong by Fyans' granddaughter and her family in 1958. Geelong Heritage Centre Archives (Council owned).

Scottish military dirk, c1790. Presented to Comunn Na Feinne Society Geelong in the 1850s and passed on to Newtown Council during their reinvigoration of the Highland Gathering. Geelong Heritage Centre Archives (Council owned).

GEELONG HERITAGE CENTRE STATEMENT OF SIGNIFICANCE, 2014

ART GUARDIANS attest to the social, cultural and historic significance of the Geelong Heritage Centre collection which has been gathered for over one hundred and eighty years, a testament to the rigour of the Geelong community who sought to record and preserve their regions history. The collection is incredibly diverse and includes archival paper based records in all manner of formats, from loose to large bound volumes, photographs, manuscripts, pictures, paintings, lithographs, parish maps, survey plans, estate sales notices, architectural drawings, engineering drawings, sound recordings, reel to reel films, videos, furniture, textiles, period clothing, indigenous artefacts and commemorative items including early Australian silverware, flags, bottles, coins, medals, bibles, and personal diaries from the 19th -Century.





OUTDOOR COLLECTION

The Outdoor Collection encompasses public art, monuments, memorials, plaques and significant industrial objects displayed in public areas. The collection is evidence of more than a century of support for monuments and artworks in Geelong's public spaces. Many of the early civic works were funded through public commissions and subscriptions. For example, in 1904, the statue of the late Queen Victoria was fully funded by the community and was unveiled to a crowd of thousands of people. The collection of statues and monuments is spread across the city and commemorates many of the turning points in national and local history. It is one of the largest and most significant collections of public art in Australia.

Major public infrastructure improvements to the Central Geelong Waterfront, to the Little Malop Street precinct and the Green Spine project, have brought a curated and enticing artistic presence to Geelong's rejuvenated public spaces. Many of these works reflect on the city's unique heritage as part of their creative expression. Major works include: 'Cargo Boxes' (2000) by Maggie Fooks and Bill Perin, and the 'Geelong Bollards Trail' (1995) by Jan Mitchell and Cam Scale's *To the Unknown Mariner* (2015) which paid homage to the region's rich maritime heritage.

The Outdoor Collection has a wide collection focus that encompasses both contemporary public art and heritage through monuments, memorials and statues. The complexities of caring for and managing a contemporary and a heritage collection under one sub-collection are challenges that needs addressing in the future.

Opposite Photos Top to Bottom

Statue in honour of Queen Victoria – unveiled 25 May 1904 to a crowd of thousands. This was funded through public subscriptions. Originally placed in Market Square, now stands in Eastern Park.

Water fountain, Eastern Beach.

NUMBER OF OBJECTS	319
INSURED VALUE	\$13.1M
ITEMS OF SIGNIFICANCE	Major public art commission, such as: Cam Scale, <i>To the Unknown Mariner</i> , 2015. Jan Mitchell's, Baywalk Bollards, 1995, made up of 140 bollards reflecting on Geelong's history. Stork Fountain, Eastern Beach. Queen Victoria Monument, Eastern Park. City Hall Lion Statues.

STATUS

- Actively cared for and maintained.
- A Public Art Strategy for the City of Greater Geelong, adopted in 2011.
- Plaques Policy adopted in 2013.

CHALLENGES

- A 'too broad' collection mandate that encompasses both contemporary public art commissions and the care and management of heritage objects such as monuments and memorials.
- Ongoing public art maintenance.
- Multiple areas and departments managing different components of sub-collection.
- Some major heritage objects not accurately accounted for as part of Heritage Collection.
- No clear collection management policies in place for accessioning and deaccessioning.
- In need of additional collection staff dedicated to care and maintenance of items.



COUNCIL ART AND ARTEFACT COLLECTION

The Council Art and Artefact Collection (CAC) encompasses the city's hanging artwork collection, a small artefact collection, sister-city gifts and council generated items of significance such as event memorabilia. This sub-collection also encompasses the heritage furniture that is connected to individual buildings, for example Customs House.

The CAC is spread among many Council owned buildings across the municipality. A large amount of the collection is hanging in Council meeting rooms and offices, but it lacks overall, care, monitoring and basic interpretation. Although portions of the collection have been digitised and are available on Victorian Collections – very little of the collection is available to the community for viewing.

Rudimentary 'inventories' of the CAC were conducted in 2003, 2009, 2015 and as part of this Strategic Plan project. The 2015 Audit revealed significant losses to Council assets due to lack of policy, no dedicated staff resources and inadequate storage facilities that did not meet the most basic requirements. Storage, care and management of the CAC is identified as a critical priority.

NUMBER OF OBJECTS	510
INSURED VALUE	\$0.5M
ITEMS OF SIGNIFICANCE	Civic generated objects including mayoral chains from former municipalities and the Geelong mayoral chair. Specific items of significance include works such as Edward Snell's, View of Geelong, 1853.

STATUS

- Spread across multiple Council facilities
- Partially digitised and available online through Victorian Collections <https://victoriancollections.net.au>.

CHALLENGES

- Not actively managed.
- No collection policies in place.
- Inadequate storage facilities.
- Object movements not monitored.
- In need of a responsible officer to oversee the collection.
- In need of complete documentation.
- No interpretation of items.



Above photo: Ceremonial Trowel, presented to the Corporation of Geelong by Joseph Reed and Builders William Allen and Allen Cakebread on the occasion of laying the foundation stone, Geelong Town Hall, 9 April 1855. Geelong Heritage Centre Archives (Council owned).

Below photo: Sister City Souvenir, c1990. Japanese fan presented to Geelong and Bellarine by sister city Izumiōtsu, Osaka. Geelong Heritage Centre Archives. Council Art & Artefact Collection (Council owned).

Opposite above photo: Mayoral Chains, Town of Geelong. Geelong Heritage Centre Archives. Council Art & Artefact Collection (Council owned).



OLD GEELONG GAOL COLLECTION

The Geelong Gaol was built between 1849 and 1865, and was a significant capital works project for the emerging city of Geelong that used convict labour. The building is of state heritage significance as an intact example of a regional nineteenth century prison in Victoria. It was one of nine prisons in Victoria to adopt the Pentonville Model of Prison. Over the decades of its operation there were a number of modifications and additions to the building, but the original cruciform plan remains relatively intact. It operated until 1991. Throughout more than a century of use, a number of heritage objects were collected at the prison.

The Geelong Gaol closed in 1991. The City of Greater Geelong owned the building from 1994 until its sale in 2018. There was a small, but significant collection of objects related to the history and operation of the gaol that was left on-site, then the gaol closed. Ownership of these objects transferred to Council with ownership of the Geelong Gaol. As part of the agreement of sale, and to ensure these heritage objects remained in public collections, the objects did not transfer as part of the 2018 sale and remain in the Heritage Collection.

Under a memorandum of understanding, part of the Old Geelong Gaol collection is on loan to the private enterprise organisation Geelong Gaol Museum.

NUMBER OF OBJECTS	218
INSURED VALUE	\$10,000
ITEMS OF SIGNIFICANCE	Collection of confiscated items that document the make-do and desperate living situation of incarcerated prisoners, former Gaol Governors dress uniform.

STATUS

- Most of the collection is currently loaned to the Geelong Gaol Museum – a private enterprise operating out of the Old Geelong Gaol site.
- In 2019, part of the collection was loaned to Federation University, Ballarat, for a display during Ballarat Heritage Weekend.
- A small part of the collection is stored at the National Wool Museum.

CHALLENGES

- There are no collection policies in place for the collection.
- Little monitoring of the whole collection.
- A majority of the collection requires conservation.



Photos: Three of the contraband items that make some of the unique items in the Old Geelong Gaol Collection.

CHALLENGES

The City of Greater Geelong (Council) recognises its duty of care for a vast and significant collection of heritage objects, art and artefacts. Properly caring for, managing and providing access to these collections has been identified by community as a value and a priority in *Clever and Creative Future*¹⁰, this was reiterated by *Council Plan 2018-22*¹¹ and supported by staff and community through the engagement for this report.

STATUS

- Despite the strength, diversity and recognised value (cultural and financial) of Council's heritage collections, there remains no overall governance framework for it.
- Policy around heritage collections is fragmented.
- Management guidelines are siloed and often do not comply with internationally accepted practice for the care and management of heritage collections.
- Full understanding of externally managed collections is difficult to ascertain.
- Coordinated structure across Heritage Collections is a significant challenge and remains an identified risk to Council.



Object: Spinning wheel, Nepal and Tibet region, 1900. Part of the Zakrzewski Collection of spinning wheels. National Wool Museum Collection.

RESOURCING

- There is no Council Heritage Collections Manager with the responsibility to manage, care for, provide access to or support the collection as a whole.
- Some sub-collection areas of the Heritage Collection, such as the Council Art & Artefact Collection and the Geelong Gaol Collection, have no Council officers designated with responsibility of managing this asset.
- The National Wool Museum, a nationally important collection, has no collection manager nor any permanently employed collections staff.
- The number of permanent staff at the Geelong Heritage Centre does not adequately meet the demand to manage a collection of their significance and size.
- The Outdoor Collection has few responsible officers to implement collection care.
- The Outdoor Collection covers both commissioning and care of contemporary public art and care and management of historical objects, which makes overall management unsustainable.
- Responsibility for the care and management of Outdoor Collection falls across multiple departments with varying degrees of expertise and understanding of heritage objects.

COLLECTION STORAGE AND KNOWLEDGE

- Collection storage is the number one issue identified by both Council staff and community collecting organisations.
- Lack of a fit for purpose / purpose-built collections store is a critical issue and has resulted in loss of Council assets.
- Collection storage facilities are beyond capacity.
- Lack of knowledge transfer between Council supported collecting institutions and community collections.

¹⁰ Clever and Creative Future: Community Values: Preserving our heritage and encouraging creative design. Success will be achieved by: Creative use of heritage assets.

¹¹ Council Plan 2018-22: Key Priorities: Incorporate arts and cultural initiatives into infrastructure development to enhance our sense of place. Recognise and share our heritage through storytelling. Work with galleries and museums to improve our public art and heritage offerings.



ACCESS

- Access is the number two identified issue by both Council staff and community collecting organisations.
- Some collections are not available for the community to view or engage with.
- Digital access is inconsistent, data incomplete and images of poor quality.
- The community does not know about some collections and cannot engage with aspects of our rich history.

REPRESENTATION

- There are few objects representing the rich heritage of the First Nations people of the region.
- There are few objects representing the cultural diversity of the region.
- The Council generated material shows low gender diversity.
- There is lack of initiative and resources committed to contemporary collecting.

COLLECTION PRIORITIES 2020–2023

COLLECTION STATEMENT

The City of Greater Geelong Heritage Collection reflects the histories, cultures and stories of the Geelong region. The collection will engage present and future communities to understand where Geelong and its peoples have come from, to influence our futures. Through its objects, artefacts and artworks, it tells stories of Geelong's place in the world and through innovative curating it shows the clever and creative pulse of the city. By setting the best standards of care and interpretation, it will build the capacity of the whole community in caring for and showcasing our heritage both locally and internationally.



COLLECTION PURPOSE

Council and the City of Greater Geelong recognise our duty of care and are committed to the protection, management, care and access to the region's moveable cultural heritage. The Heritage Collection is owned and managed by the City of Greater Geelong. The collection statement and priorities provide a framework for the sustainable development and management of the City of Greater Geelong Heritage Collection. It assists in delivering actions and measures of success highlighted in:

- Clever and Creative Future Vision
- Council Plan 2018-22
- Arts and Culture Strategy
- UNESCO Geelong City of Design
- Heritage Strategy 2017-2021

COLLECTION PRIORITIES

Our Heritage, Our Collections strategy helps to guide how we use and manage the Heritage Collection across all areas of Council. Priorities One and Two are Foundational priorities – what we must do to ensure care and access. Priorities Three and Four are Aspirational priorities – where we will steer the collection towards a holistic approach to the collection.

PRIORITY 1 SIGNIFICANCE AND CARE

Develop a full understanding of the entire collection, assess the significance and value of the collection and set in place the policies and guidelines that are internationally recognised for the fundamental care of heritage collections.

PRIORITY 2 ACCESS AND SHOWCASE

Provide access to the collections through exhibitions, public programs, digital formats and displays throughout the municipality and through loans to cultural institution and traveling displays. Develop innovative ways to showcase the collection digitally and in unique locations.

PRIORITY 3 CREATIVITY AND THE WORLD

The collection showcases the creative story of the city. It builds upon existing collections with an outward and worldly focus that is both education and enticing to residents and visitors.

PRIORITY 4 DIVERSITY AND REFLECTION

The collection reflects a diversity of views and interpretations of culture and heritage and showcase the cultural development of the region. The collection is timeless, it reflects our history, our present and our future.

Object: Painted black enamel metal chest, thought to be the original lock box used by first Town Clerk of Geelong, William Weire to store important documents such as early leases and agreements, c1850. Geelong Heritage Centre Archives (Council owned).

1 SIGNIFICANCE AND CARE

FOUNDATIONAL PRIORITY – WHAT WE MUST DO TO ENSURE CARE AND ACCESS.

Develop a full understanding of the entire collection, assess the significance and value of the collection and set in place the policies and guidelines that are internationally recognised for the fundamental care of heritage collections.

KEY PRIORITIES

- The number one identified priority: the development of purpose-built storage locations that will house the Heritage Collection and key identified community collections.
- Holistic governance of the collection.
- Develop a full understanding of the collection and care for it in its entirety.
- Assess the significance of all collection items.
- Maintain a current financial valuation of the collection.
- Be recognised for its good governance through exemplary local government collection management.

MEASURES OF SUCCESS

- *Our Heritage, Our Collections* Strategy endorsed and adopted by Council.
- Permanent Council Collections Manager position approved and put in place to oversee the management, care and access of the entire Heritage Collection.
- Resources and support for existing collections officers in order to facilitate the completion of collections work related to Outdoor Collection, Old Geelong Gaol, Geelong Heritage Centre and the National Wool Museum collections.
- Council Collections Policy and Guidelines developed for entirety of Heritage Collection. These supported and implemented across Council.
- Development of a purpose-built collections store, fit for purpose to internationally recognised museum standard.
- Complete the Geelong Maritime Museum collection conservation – including comprehensive documentation, verification of ownership and ensure collection is safely stored until such time as the Museum is re-developed.

- Collections care, access and interpretations embedded in any Council Reconciliation Action Plans.
- Entire Heritage Collection catalogued in an appropriate collection management system and maintained on the City of Greater Geelong Asset Register.
- Complete financial valuation of the Heritage Collection is completed.
- Significance assessment of Heritage Collection is completed.
- A program of support and training is developed, resourced and implemented that builds the skills and capacity of community groups and volunteers through training and professional development.

RELATED PLANS AND PROJECTS

- Asset Transformation Project
- Arts and Culture Strategy
- Heritage Strategy 2017-2021

LINKS TO COUNCIL PLANS AND INITIATIVES

We will foster Geelong's Clever and Creative Future vision by:

- Development and implementation of sustainable solutions.
- Preserving our heritage.

We will deliver on Council Plan goals:

- Informed social infrastructure and planning, in particular with regards to asset management and accessible community infrastructure based on community need.
- Organisational leadership, strategy and governance, to proactively manage our assets

We will deliver on Council Plan 2018-22 Measures of Success:

- Increased number of objects actively cared for within our arts and heritage collections.
- Increased access to cultural collections through online engagement.

Photo: Boer War Memorial, La Trobe Terrace. Outdoor Collection.



ONE FLAG,
ONE NATION,
ONE DESTINY.

IN COMMEMORATION OF
TROOPER **WALTER E. CLARK**,
OF THE VICTORIAN 2ND CONTINGENT,
WHOMENED BORN TO THE SOUTH AFRICAN WAR,
KILLED ON THE 5TH JULY, 1900,
AT DIMABURPOORT, S. A.
ALSO OF
CORPORAL **ERIC A. WILSON**,
WHO DIED ON THE 27TH DECEMBER, 1900,
AT PRYTHIA, S. A.



Photo: ???



2 ACCESS & SHOWCASE

FOUNDATIONAL PRIORITY – WHAT WE MUST DO TO ENSURE CARE AND ACCESS.

Provide access to the collections through exhibitions, public programs, digital formats and displays throughout the municipality and through loans to cultural institution and traveling displays. Develop innovative ways to showcase the collection digitally and in unique locations.

KEY PRIORITIES

- The number two identified priority: develop opportunities for display and access of collections.
- Showcase the Heritage Collection and highlight the unique heritage of the region.
- Invest in existing collecting and heritage institutions.
- Provide access to the collections through exhibitions, public programs and pop-up displays throughout the municipality.
- Work with Wadawurrung Traditional Owners to identify and develop opportunities for display, access and interpretation of Heritage Collections.
- Develop responsive and creative ways to showcase the collection digitally and in unique locations both locally and nationally.
- Maintain and develop existing collections of council generated material and associated documents of municipality business, in particular the municipal collection and the council art and artefact collection.
- Use existing buildings and infrastructure to showcase the collection.

MEASURES OF SUCCESS

- The Council Collections Manager to assist with and facilitate access.
- Increased resourcing, for example collection officers, so that greater community access to the collection can be provided.
- Identify potential display opportunities in new or existing buildings.
- Increased number of collection items showcased through exhibitions and displays.
- Increased digital engagement with the collection.
- Adoption of innovative approaches to showcasing collections, such as using digital technology or “museums without-walls” approaches.

- Building the capacity of all collecting organisations in the region, both council supported and community run museums, through training and greater collaboration.
- Exhibitions and pop-up object display in Council owned heritage buildings and as part of new building developments.
- Review and update existing policy on plaques and memorials.
- Develop a Community Museum Plan that outlines how the city can support community collections and build their capacity as heritage organisations.

RELATED PLANS AND PROJECTS

- Heritage Strategy 2012-2021
- Arts and Culture Strategy
- Public Art Strategy
- Plaques and Memorials Policy
- UNESCO Geelong – City of Design

LINKS TO COUNCIL PLANS AND INITIATIVES

We will foster Geelong’s Clever and Creative Future vision by:

- Development and implementation of sustainable solutions.
- Preserving our heritage.
- Creativity Drives Culture.
- A Destination that Attracts Local and International Visitors

We will deliver on Council Plan goals:

- Vibrant Arts and Culture.
- Growing Our Tourism and Events.

We will deliver on Council Plan 2018-22 Measures of Success:

- Increased number of objects actively cared for within our arts and heritage collections.
- Increased access to cultural collections through online engagement.

Photo: Axminster carpet loom (1910) in operation at the National Wool Museum. One of the very few fully operational looms of its kind in the world. During the community consultation for this report, the loom was widely noted as the community’s favourite Council owned collection item.



Photo: Old shipping buoys, Geelong Waterfront. Part of the Outdoor Collection.

3 CREATIVITY AND THE WORLD

ASPIRATIONAL PRIORITY – WHERE WE WILL STEER THE COLLECTION AS WE DEVELOP A HOLISTIC APPROACH TO THE COLLECTION.

The Heritage Collection showcases the creative story of the city. It builds upon existing collections with an outward and worldly focus that is enticing to residents and visitors alike.

KEY PRIORITIES

- The collection showcases the creative vision of the city and embraces UNESCO Geelong – City of Design.
- Through specific theme-based collections, such as maritime and wool, preserve and highlight stories of Geelong’s place in the world.
- Through contemporary collections and innovative curation, show the creative pulse of the city.
- Record and tell municipal stories of events, people, milestones and decisions made by the municipality.
- The collection is an enticing attraction for tourists to understand Geelong as a unique city and region.

MEASURES OF SUCCESS

- Maintain the existing strengths of the collection by focussed acquisitions, regular displays and growing significant collections.
- Support existing collecting institutions to achieve greater impact for their exhibitions and displays.
- Reach wider audiences through increased visibility of the collection by embracing digital and pop-up display opportunities.
- Embrace the potential of public art to showcase Geelong as a clever and creative city by appropriately resourcing projects.
- Showcasing and instilling a community connection to creativity (past and present).
- Increased access to collections by residents and tourists.
- Develop pop-up displays that highlight the Municipal Collection and the Geelong Maritime Museum collection.
- Develop innovative digital collection platform that showcases all significant items in the collection.
- Engage with other cities in the UNESCO Creative Cities Network to develop collaborations.
- Additional officers to oversee Memorial, Monuments and Plaques.

LINKS TO COUNCIL PLANS AND INITIATIVES

We will foster Geelong’s Clever and Creative Future vision by:

- Development and Implementation of Sustainable Solutions.
- Creativity Drives Culture.
- A Destination that Attracts Local and International Visitors.
- A Leader in Developing and Adopting Technology.

We will deliver on Council Plan Goals:

- Vibrant Arts and Culture
- Growing Our Tourism and Events

We will deliver on Council Plan 2018-22 Measures of Success:

- Increased number of objects actively cared for within our arts and heritage collections.
- Increased access to cultural collections through online engagement.

4 DIVERSITY AND REFLECTION

ASPIRATIONAL PRIORITY – WHERE WE WILL STEER THE COLLECTION AS WE DEVELOP A HOLISTIC APPROACH TO THE COLLECTION.

The collection reflects a diversity of views and interpretations of culture and heritage and showcase the cultural development of the region. The collection is representative and respectful and it is timeless, it reflects our history, our present and our potential futures.

KEY PRIORITIES

- Work with First Nations peoples in the region, the Wadawurrung, to support collections and exhibitions.
- Reflect on the historical workings of municipality business, through collecting Council-generated material of the current and future incarnations of the City of Greater Geelong and its former municipalities.
- Reflect a diversity of views and interpretations of culture and heritage and showcase the cultural development of the region.
- Develop the collection to reflect the diversity and unique character of Geelong.
- Show a commitment of the city to self-awareness and untold stories.
- Work with the whole community to embrace our heritage.

MEASURES OF SUCCESS

- The collection is embraced, accessed, shared and celebrated in Geelong and further afield.
- Council generated material is accessible and showcased so that the community engages with the vibrant history of municipality business.
- Increased cultural and gender diversity represented through the number of collection items that embrace diversity.
- Council generated material is documented, accessible and visible to the community.
- Work with community to understand what themes and untold stories that collections and exhibitions should showcase.
- Guidelines for care and documentation of council generated heritage items are available and in place for the city.

LINKS TO COUNCIL PLANS AND INITIATIVES

We will foster Geelong's Clever and Creative Future vision by:

- Creativity Drives Culture.
- An Inclusive, Diverse, Healthy and Socially Connected Community.

We will deliver on Council Plan Goals:

- Vibrant Arts and Culture.
- A More Inclusive and Diverse Community.

Photo: Brass Gorget – Presented to Dan-Dan-Nook, Wathaurong man by the Comunn Na Feinne Society, 1860. The gorget is inscribed 'KING DAN-DAN-NOOK' Best Runner Geelong 1860. Geelong Heritage Centre Archives (Council owned). Photo image used with permission from Wadawurrung Traditional Owners.



KING

DAN-DAN-NOOK

Jerry,

Best Runner,

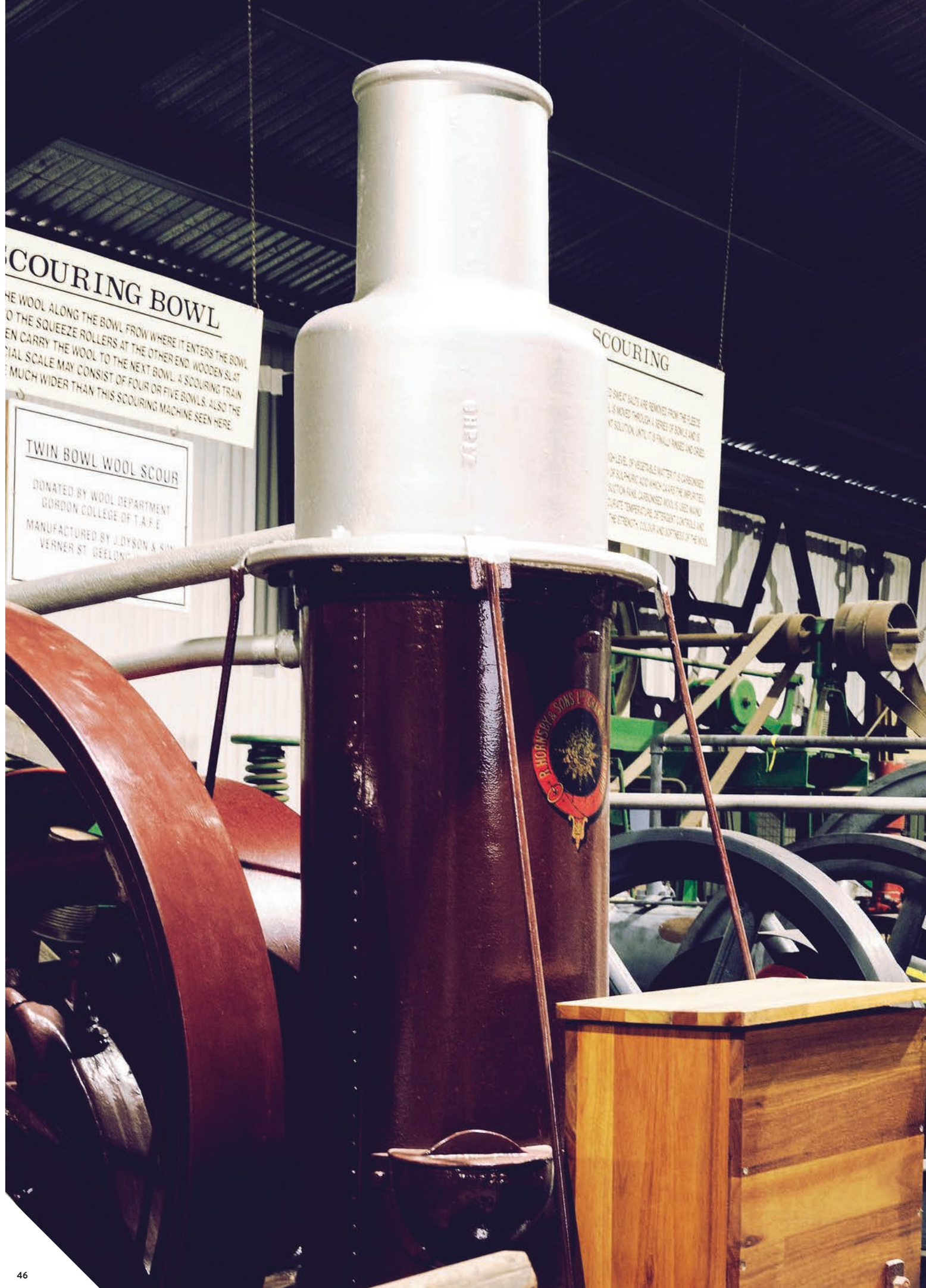
Geelong,

1860.





Photo: Inside the spinning room at the Federal Woollen Mills, c1960. National Wool Museum Collection.



SCOURING BOWL
THE WOOL ALONG THE BOWL FROM WHERE IT ENTERS THE BOWL
TO THE SQUEEZE ROLLERS AT THE OTHER END. WOODEN SLATS
BETWEEN THE ROLLERS CARRY THE WOOL TO THE NEXT BOWL. A SCOURING TRAIN
USUALLY CONSISTS OF FOUR OR FIVE BOWLS. ALSO THE
SCOURING BOWL IS MUCH WIDER THAN THIS SCOURING MACHINE SEEN HERE.

TWIN BOWL WOOL SCOUR
DONATED BY WOOL DEPARTMENT
GORDON COLLEGE OF T.A.F.E.
MANUFACTURED BY J. DYSON & SONS
VERNER ST. GEELONG

SCOURING
TO REMOVE SALTS ARE REMOVED FROM THE FLEECES
IT IS MOVED THROUGH A SERIES OF BOWLS AND IS
WASHED IN A HOT SOLUTION UNTIL IT IS FULLY WASHED AND DRIED.
A LEVEL OF VEGETABLE MATTER IS CARBONISED
UP SULPHURIC ACID WHICH CLEANS THE IMPURE WOOL
BY SUCTON AND CARBONISED WOOL IS USED MAINLY
FOR SPINNING. DIFFERENT TEMPERATURES CONTROLLED AND
THE STRENGTH, COLOUR AND SOFTNESS OF THE WOOL.

“Heritage objects create a lot of interest and we like to show the young people how things used to be done and allow the older ones who do remember the opportunity to reminisce about the past.”

Edward (Ted) Stephens (pictured) of the Vintage Machinery Committee of the Royal Geelong Agricultural and Pastoral Society, a community run collection.



COMMUNITY COLLECTIONS

Although outside the scope of this report, community collecting organisations are important in maintaining and telling stories of the region.

Geelong is home to more than twenty community museums and collecting organisations, which range from historical society collections to industrial machinery collections and include objects as diverse as football jerseys to cars. Recent museums opening in Geelong include the *Museum of Play and Art Children's Museum* and the *Australian Orphanage Museum* operated by Care Leavers Australia Network (CLAN). While some community museums start with initial private funding or government seed funding, many community museums survive through the effort and goodwill of volunteers. From time to time community museums and collecting organisations require council support.

Through the engagement process a strong undercurrent came from community collecting organisations regarding the ongoing viability of these collections. The primary needs of these organisations fall into three categories:

1. Maintaining their volunteer base.
2. Financial support for operations, facilities and display.
3. Training and professional advice in the areas of museum governance, object care and museum interpretation.

Building the capacity of the whole community in the area of heritage collections and museums will be of benefit to the whole Geelong community in caring for and celebrating Geelong's heritage. Moving forward a Geelong Community museums plan, building upon previous strategic work completed in 2009, would be necessary to understand the needs of community collecting organisations. This has been noted in the Strategy under strategic priority "Access and Showcase".

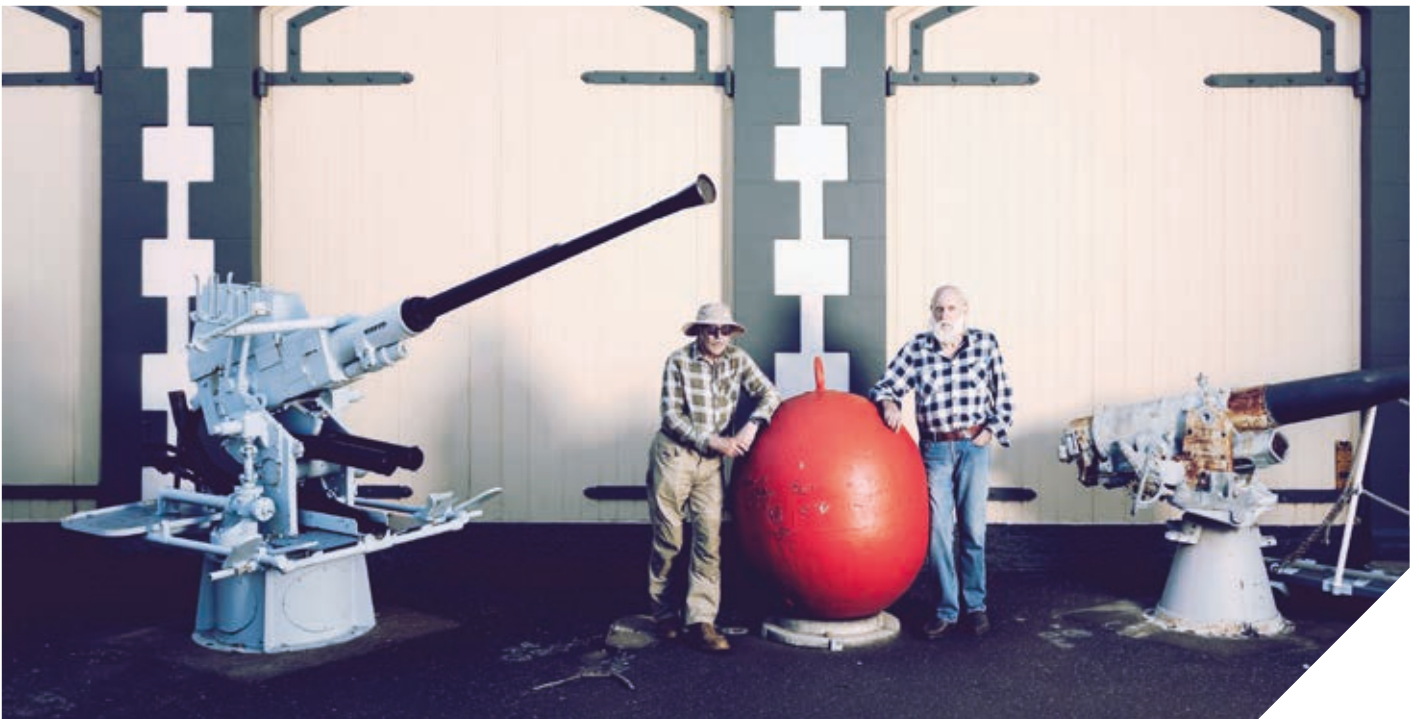


Photo: Malcolm Dunn (treasurer) and Bob Logan (president), standing outside the Geelong Maritime Museum. The Maritime Museum has a unique governance structure in that one-third of the collection is owned by Council.

GEELONG GALLERY

Geelong Gallery was established in 1896 and holds a magnificent 6000 item collection of 19th, 20th and 21st century Australian and European painting, sculpture, printmaking, photography and decorative arts, including rare and significant heritage objects and images related to Geelong. Although not owned by Council, it is crucial to recognise that the management, care, interpretation of and access to this collection plays an important role in planning the future of the City of Greater Geelong Heritage Collection.

Object: Edward Fischer. Frederick woodhouse (designer). The 1874 Geelong Gold Cup, 1874. Gold and hardwood. Purchased through the Dorothy McAllister Bequest Fund with the assistance of the Geelong Racing Club 2018. Geelong Gallery Collection.





IMPLEMENTATION, REVIEW AND MONITORING

Responsibility for reviewing and monitoring of the strategy will be overseen by the Arts & Culture Department. The implementation will rest with the relevant collecting groups and responsible divisions and be subject to the future operational budgets for Council's consideration. The collection statement and priorities proposed in this report will be reviewed in four years.

REFERENCES

KEY HERITAGE COLLECTION DOCUMENTS COMPLETED BY THE CITY OF GREATER GEELONG

Art Guardians. 2014. Geelong Heritage Centre: Significance Assessment. Prepared for GHC.

Biosis. 2014. Geelong Maritime Museum Collection: Significance Assessment. Report to Arts & Culture Department.

Biosis. 2014. National Wool Museum: Large Objects Collection, Significance Assessment. Prepared for NWM.

City of Greater Geelong. 2017. Heritage Strategy, 2017-2021.

City of Greater Geelong. 2011. Connecting People, Place & Environment: A Public Art Strategy for the City of Greater Geelong.

Geelong Heritage Centre. 2016-2019. Collection and Acquisition Policy.

International Conservation Services. 2008. National Wool Museum: Significance Assessment, Collection Policy and Development Plan. Prepared for the City of Greater Geelong.

McWilliams & Associates. 2007-2011. A Valuation of the Geelong City Council Outdoor Collection.

National Wool Museum. 2017. Collection Policy. Endorsed by the Manager of Arts & Culture 2018.

Root Projects. 2009. City of Greater Geelong Community Museum Strategy. Final Report to Arts & Culture Department.

Root Projects. Customs House and NWM Report 2016.

Victorian Centre for the Conservation of Cultural Materials. 1997. Geelong Maritime Museum Needs Analysis and Strategy Plan.

FURTHER POLICIES, STRATEGIES AND REPORTS

Cardamone, Megan. 2017. *Strategic Report on Greater Bendigo's Historical Artefacts*. Adopted by City of Greater Bendigo Council in 2018.

City of Port Phillip. Port Phillip Collection Policy. Endorsed by Port Phillip City Council in 2017.

City of Ballarat. 2017. *Our People, Culture and Place: A Plan to Sustain Ballarat's Heritage 2017-2030*. Ballarat.

Heritage Victoria. 2009. *Guidelines for the Implementation of the Government Cultural Heritage Asset Management Principles*. Melbourne.

Heritage Victoria. 2009. *Victorian Government Cultural Heritage Asset Management Principles*. Melbourne: Heritage Council of Victoria.

NSW Heritage Office. 2004. *Objects in their Place: An Introduction to Moveable Heritage*. Parramatta: NSW Heritage Office.

Owens, K. 2016. *Local Government and Cultural Collections in Victoria*. Melbourne: Museums Australia (Victoria).

Russell, R. and Winkworth, K. 2009. *Significance 2.0: A Guide to Assessing the Significance of Collections*. Adelaide: Collections Council of Australia.

Sunshine Coast Council. *Art and Heritage Collections Policy*. Endorsed by Sunshine Coast Council in 2017.

Victorian Auditor-General. 2014. *Asset Management and Maintenance by Councils*. Melbourne: Government Printer.

OTHER SOURCES

Ames, M. 1992. *Cannibal Tours and Glass Boxes: The Anthropology of Museums*. Vancouver: UBC Press.

Harrison, R. 2012. *Heritage: A Critical Reader*. London: Routledge.

Parson, M., and Sullivan, S. 1995. *Looking After Heritage Places: The Basics of Heritage Planning for Managers, Landowners and Administrators*. Carlton, VIC: Melbourne University Press.

Sayer, F. 2015. "Museums, Archives, and Heritage Centres". In *Public History: A Practical Guide*. London: Bloomsbury.

West, S. 2010. *Understanding Heritage in Practice*. Manchester: Manchester University Press.

Young, L. 1997. "Museums, heritage, and things that fall in-between". *International Journal of Heritage Studies*. Vol. 3. pp.7-16.

UNESCO. 2019. *Preserving Our Heritage*. Available:

<https://en.unesco.org>

CITY OF GREATER GEELONG

PO Box 104

Geelong VIC 3220

P: 5272 5272

E: contactus@geelongcity.vic.gov.au

www.geelongaustralia.com.au

CUSTOMER SERVICE CENTRE

100 Brougham Street

Geelong VIC 3220

8.00am – 5.00pm

© City of Greater Geelong 2019

LATEST NEWS:

 [@CityofGreaterGeelong](#)

 [@GreaterGeelong](#)

 [@CityofGreaterGeelong](#)

 [CityofGreaterGeelong](#)