

CUMBERLAND LOCAL HERITAGE AWARDS 2019

Responsible Division: Environment and Infrastructure
Officer: Group Manager Planning
File Number: SC 481 (SUB 488)

SUMMARY

The Cumberland Local Heritage Awards (herein 'Awards') aims to support and promote heritage properties within the Local Government Area (LGA) and reflects the value attached to heritage by the community. The Awards show Council's appreciation for those who have an active role in preserving and maintaining local heritage, and those who demonstrate an interest in learning about local history.

This report recommends that the Awards be run in 2019 in accordance with the Cumberland Local Heritage Awards Guidelines. It is also proposed that the Awards be run to coincide with the National Trust's Heritage Festival.

RECOMMENDATION

That the Cumberland Local Heritage Committee:

- 1. Recommend that the Cumberland Local Heritage Awards run in 2019 in accordance with the Cumberland Local Heritage Awards Guidelines and as outlined in the report.**

REPORT

Background

Cumberland Council ran the Cumberland Local Heritage Awards in 2017 and 2018. Last year, the Awards were run from 30 April 2018 to 15 June 2018 to coincide with the National Trust Heritage Festival. The National Trust Heritage Festival is an annual event around a theme.

The aims of the Awards are to:

- a) Promote the value and benefits of heritage to the community;
- b) Commend owners for their valuable work in conserving and maintaining heritage;
- c) Recognise work undertaken by owners of heritage significant properties;
- d) Involve and educate schoolchildren about local history and heritage; and
- e) Promote the conservation of heritage within the LGA.

The Cumberland Local Heritage Awards were based on the heritage award initiatives of the former Holroyd and Parramatta City Councils.

Two (2) new categories were added in 2018 to the four (4) categories from the previous year. It is proposed that the Awards in 2019 continue with the six (6) categories as in 2018 but with minor changes. The six (6) proposed categories are:

- Category 1 – Best Maintained Heritage Property
- Category 2 – Restoration and Development
- Category 3 – Historesearch: Researching our Local History
- Category 4 – Keeper of the Stone (Children’s Heritage Award)
- Category 5 – Writing Competition
- Category 6 – Artwork Competition

Cumberland Local Heritage Awards Guidelines

The Cumberland Local Heritage Awards Guidelines (‘Guidelines’) provides the policy for the running of the Awards and for each identified category:

- An overview of the category;
- Details the entry and assessment criteria;
- Outlines the nominees/applicant responsibilities; and
- Outlines the judges’ responsibilities.

The Guidelines, adopted by Council at its meeting on 5 April 2017 and amended in March 2018, are provided at **Attachment 1**.

Awards Categories

Category 1 – Best Maintained Heritage Property

This category recognises the work of property owners to maintain and enhance the appearance of a heritage property.

Owners of privately owned heritage listed properties and privately owned properties located within a heritage conservation area, within the Cumberland LGA are eligible to apply.

This category is proposed to be run as in 2018.

Category 2 – Restoration and Development

This category recognises work done to restore or develop a property to highlight and enhance the appearance of the heritage property.

Owners of privately owned heritage listed properties and privately owned properties located within a heritage conservation area, within the Cumberland LGA are eligible to apply.

This category is proposed to be run as in 2018.

Category 3 – Historesearch: Researching our Local History

This category encourages individuals/groups/organisations to research an item or person or event or place of local history, which may be presented in written or visual art form.

It is proposed to adopt the National Heritage Trust festival theme for 2019, being “Connecting People, Places and the Past”.

This category is proposed to be run as in 2018.

Category 4 – Keeper of the Stone (Children’s Heritage Award)

This category encourages primary school children to learn about, and be involved in, local heritage through a colouring-in competition.

It is proposed that the National Heritage Trust festival theme for 2019 be adopted, and the image to be coloured in reflect this theme.

The category comprises two Divisions, being:

- Division 1 comprising Kindergarten to Grade 2 (inclusive).
- Division 2 comprising Grade 3 to Grade 4 (inclusive).

This category is proposed to be run as in 2018.

Category 5 – Writing Competition

This category encourages upper primary school children in grades 5 and 6 to learn about, be involved in, and reflect on what heritage means to them. The category is run as a writing competition.

It is proposed that the National Heritage Trust festival theme for 2019 be adopted but with the text in the announcement and application form for this category to be worded appropriately for upper primary school students.

The category comprises two Divisions, being:

- Division 1: Short Story Competition (Fiction)
- Division 2: Essay Competition (Non-fiction)

No entries were received for Division 2 Essay Competition (Non-fiction) in 2018. It is therefore recommended that both divisions be combined with participants provided the opportunity to submit either fiction or non-fiction entries.

This will require an amendment to the Guidelines. The proposed amended Guidelines forms **Attachment 2**.

Category 6 – Artwork Competition

This category encourages primary and high schools within the Cumberland LGA to engage and encourage students to learn about, and be involved in, local heritage. This category is for a group entry and is run as a visual art competition with a theme based on the National Trust Heritage Festival. It is proposed that the name of this category be amended from ‘School Poster Competition’ to ‘Artwork Competition’ to more accurately reflect this category and to also increase the appeal of this category to both primary and high school students.

It is proposed that the National Heritage Trust festival theme for 2019 be adopted but with the text in the announcement and application form for this category to be worded appropriately for primary and high school students. The scale (size) of the art entry has also been adjusted to encourage entries.

The category comprises two Divisions, being:

- Division 1: Kindergarten to Grade 6 (Primary School)
- Division 2: Grade 7 to Grade 12 (High School)

The proposed change of name of the category will require an amendment to the Guidelines (See **Attachment 2**).

Entry Forms

In preceding years, the nomination form for Category 1 – Best Maintained Heritage Property and Category 2 – Restoration and Development were integrated as a single form. For 2019, it is proposed that separate nomination forms are developed for each of these two categories to reflect their different documentation requirements. Nomination forms for Categories 1 and 2 have also been amended to increase clarity.

Photos of the property now form a mandatory requirement for Category 1. Similarly, before and after photos for Category 2 must now be submitted as a mandatory requirement, as well as description of the works undertaken.

The entry forms for Category 3 – Historesearch: Researching our Local History and Category 4 – Keeper of the Stone (Children’s Heritage Award) have been amended to increase clarity.

The entry form for Category 5 – Writing Competition has been amended to reflect the proposed changes to this category and increase clarity.

The entry form for Category 6 – Artwork Competition has been amended to reflect the proposed change in the name of the category and to increase clarity.

Program Commencement and Assessment

It is proposed that the timing for the Awards coincide with the annual National Trust Heritage Festival, which runs from 18 April 2019 to 19 May 2019. As per previous years, this would also run concurrently with the proposed Cumberland Local Heritage Rebate Program for 2019 (the subject of a separate report).

It is proposed that entries open on Wednesday, 1 May 2019 and close on Friday, 14 June 2019. This nomination period of just over six (6) weeks is consistent with previous years, and is timed to avoid the 2-week school holiday period of 13 to 28 April 2019.

The assessment and judging by the Cumberland Local Heritage Committee (Committee) of entries and applications received may then occur in July 2019. The presentation of Awards to the respective category winners would be held in early September 2019.

Proposed Timeline

The proposed timeline for the 2019 Cumberland Local Heritage Awards is as follows:

Week commencing Monday 22 April 2019	Preparation for the Awards.
Wednesday 1 May 2019	Entries open for the Awards Program.
Tuesday 30 April 2019 and Wednesday 1 May 2019 Tuesday 14 May 2019 and Wednesday 15 May 2019 Tuesday 28 May 2019 and Wednesday 29 May 2019	Notices to appear in local newspapers,
Wednesday 1 May 2019 to Friday 14 June 2019	Information available from the Council website, local libraries and customer service.
Friday 14 June 2019	Entries close for the 2019 Awards.
Friday 14 June 2019 to Friday 21 June 2019	Council Officers shortlist entries for Category 4, collate entries for all other categories, and prepare a report for consideration by the Heritage Committee.
Tuesday 25 June 2019	Report and Awards entries to be sent to the Heritage Committee.
Tuesday 2 July 2019	Heritage Committee Meeting to discuss and select winners of each category.
August 2019 (Tentative)	Report to Council with Committee recommendations of successful Heritage Awards winners.
August/September 2019	Notify winners of outcome.
Tuesday 10 September 2019	Awards Presentation Ceremony.

Cumberland Local Heritage Awards Ceremony

The 2018 Awards Ceremony was held at The Holroyd Centre in Merrylands. The scale of the Awards Ceremony was expanded in 2018 from approximately 40 persons in the previous year to about 80 persons.

As the Awards Ceremony was very successful in 2018, it is proposed that it be held on 10 September 2019 at The Holroyd Centre with approximately the same number

of guests. The anticipated cost of the Awards Ceremony in 2019 is \$2,095 (Please see 'Financial Implications' section below).

COMMUNITY ENGAGEMENT

Letters will be sent to all private owners of heritage listed properties and properties within heritage conservation areas within the Cumberland LGA inviting entries to categories 1 and 2 of the Awards. A brochure, providing an overview of all Award Categories, will be included with the letter. Copies of this brochure will also be available from Council's Customer Service in the Auburn and Merrylands Council offices, and all local libraries within the Cumberland LGA.

Letters will be sent to all high schools in the LGA inviting entries to Category 3 Historesearch and Category 6 Artwork Competition. Letters will be sent to all primary schools in the LGA inviting entries to Category 4 Keeper of the Stone, Category 5 Writing Competition and Category 6 Artwork Competition. Copies of the competition entry forms will also be provided. The entry form for Category 4 includes the colouring-in stencil.

Notices will be placed in local newspapers, Council's website and social media platforms advising of the opening of the Awards and inviting entries. A media statement will also be released to promote the opening of the Awards as a positive news story.

The media statement, newspaper advertisement and letters to owners of heritage properties for the Awards may be combined with those of the Cumberland Local Heritage Rebate Program, if both initiatives are run in 2019.

POLICY IMPLICATIONS

The Cumberland Local Heritage Awards Guidelines adopted in April 2017 and amended in March 2018 will require an amendment to reflect the proposed changes to Category 5 Writing Competition and Category 6 School Poster Competition (See **Attachment 2**). Upon Council endorsement of the amended Guidelines, those Guidelines will then form Council policy for the Awards.

FINANCIAL IMPLICATIONS

It is estimated that the total cost of the prizes for the 2019 Awards will be approximately \$6,785. There are sufficient funds allocated to the Awards under the Strategic Planning Budget to cover this cost.

Items	2017 costs	2018 costs	2019 anticipated costs
PRIZES			
Category 1	\$979 (Bronze plaque)	\$1028.5 (Bronze plaque)	\$1100 (Bronze plaque)
Category 2		\$1028.5 (Bronze plaque)	\$1100 (Bronze plaque)
Category 3	\$0 (No winner)	\$750	\$1000 (Prize is up to the value of \$1000)

Category 4	\$319 (Keeper of the Stone engraving) \$150 (winner) \$150 (runner-up)	\$319 (Keeper of the Stone engraving) \$150 * 2 (Two winners) = \$300	\$350 (Keeper of the Stone engraving) \$150 * 2 (Two winners) = \$300
Category 5	Not applicable	\$200	\$300
Category 6	Not applicable	\$100 * 4 = \$400	\$100 * 4 = \$400
Frames		\$6.66 * 20 = \$133.2	\$7 * 20 = \$140
Total Cost for Prizes	\$1 598	\$4 159.2	\$4 690
AWARDS CEREMONY			
Catering	Organised by the GM's office. So these costs are approximate. Water, juice, tea, coffee, biscuits on arrival Hot finger foods Estimated cost: \$18 * 40 pax = \$720	Organised by the Holroyd Centre. Water, juice, tea, coffee, biscuits on arrival Hot finger foods Approx. 80 pax \$18.08 per person Total cost: \$1 446.5	Proposed to be organise by the Holroyd Centre. Water, juice, tea, coffee, biscuits on arrival Hot finger foods Approx. 80 pax \$20 per person Total cost: \$1 600
Venue	\$0	\$495 (fixed rate for Cumberland Council) Waratah Room, The Holroyd Centre	\$495 (fixed rate for Cumberland Council) Waratah Room, The Holroyd Centre
Total Cost Awards Ceremony	\$720	\$1 945.1	\$2 095
Total Cost Heritage Awards	\$2 318	\$ 6 104.3	\$6 785

CONCLUSION

The Awards recognise efforts of private property owners to maintain and enhance local heritage items, and encourages residents, particularly school children, to learn about and appreciate local history and heritage.

It is proposed to run the Awards in 2019 as outlined in this Report. This will required some changes to the Guidelines as outlined in **Attachment 2**.

Nomination forms and entry forms for the Awards have been amended to increase clarity and to reflect the proposed amendments to Categories 5 and 6, and form **Attachment 3**.

ATTACHMENTS

1. Cumberland Heritage Awards Guidelines dated 5 April 2017 and amended March 2018.
2. Amended Cumberland Local Heritage Awards Guidelines.
3. Nominations and Entry Forms