

HERITAGE COUNCIL STATEMENT OF STRATEGIC PRIORITIES 2024

In its Strategic Plan 2023-26 the Heritage Council has set out a comprehensive and detailed account of its proposed path towards achieving its vision, that ‘our heritage is valued as the essence of what makes us Western Australian’.

The Council recognises that this broad scope of activity is aspirational, and is intended to guide statutory, operational and strategic activities.

To assist the Council, its stakeholders and the Department of Planning, Lands and Heritage in working effectively towards its vision, the Council has identified priority areas for activity in 2024-25. These priorities will be reviewed annually in the context of the Statement of Expectations issued by the Minister for Heritage and other relevant inputs.

Strategic Priority 1: Sharing the epic stories of Western Australia

- Research and consultation processes will identify how places work together to build the ‘big picture’ of Western Australia’s history.
- Information on heritage places will contribute to an understanding of the epic stories of Western Australia’s past.
- Sharing the stories of Western Australia’s heritage places will be a key element in proactive communication and education.

Strategic Priority 2: Enabling the activation of heritage places

- Owners of State Registered places will have access to clear and consistent heritage advice at early stages of project planning.
- The Council will work with other advisory and statutory bodies to offer a single point of contact and referral for development-based proposals.
- Where proposals risk adverse impacts to a heritage place, the Council will be proactive in proposing acceptable outcomes.
- Proponents will be given a clear understanding of constraints, conditions and requirements, which will be appropriate to the context of the site and the proposal.

These priority areas will be supported through a priority activity:

Priority Activity: Communication and stakeholder engagement

- Effective stakeholder engagement that understands and prioritises our key stakeholders, their needs and expectations
- Proactive communication that is clear, consistent and relevant, guided by a Communications and Marketing Strategy and associated Stakeholder Engagement Plan
- Engagement, education and information relevant and appropriate to our diverse stakeholders throughout Western Australia
- Impactful communication that activates existing and new audiences and stakeholders that will assist in delivering the Council’s vision
- A specific focus on reaching a younger stakeholder group, which represents the custodians, audience and decision-makers of the future.