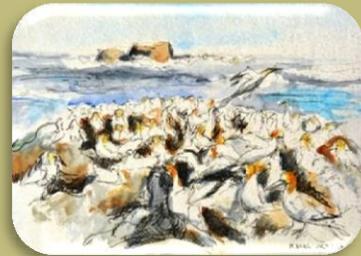


# CULTURAL COLLECTION STRATEGY

people



stories



places

2016-2020

Adopted by Council 27 January 2016



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## 1. BACKGROUND – GLENELG SHIRE

Glenelg Shire Council in Victoria's south-west has a population of around 20,000.

The Gunditjmara, Bunganditj and Jardwadjali people have inhabited this region since the earliest of times, and the continued presence of the Indigenous people in the shire is evidenced by an array of coastal middens, stone fish traps, and stone huts dating back 12,000 years.

Seasonally European sealers in the 1820s and whalers in the 1830s visited the region. With the arrival of the Henty brothers in 1834, Portland became the site of the first permanent European settlement in Victoria.

In the years that followed the township grew rapidly, and the Henty brothers explored inland and established pastoral runs in the rich grazing land in the north of the shire. This region of the shire was the centre of the area named "Australia Felix" (in this context Latin for 'fortunate') by Major Thomas Mitchell during his 1836 exploration.

Portland harbour became an active trading port, and in the 1850s, over 11,000 assisted British immigrants first set foot on Australian soil at Portland. This region of south west Victoria is significant to the settlement, and maritime and pastoral history of the state.

Several nationally significant figures have connections with Glenelg Shire. Mary MacKillop, co-founder of the Josephite order was a teacher in Portland in the early 1860s; feminist and suffragette Vida Goldstein was born in Portland in 1869; and socialist and poet Mary Gilmore lived in Casterton district in the early 20<sup>th</sup> century.

Glenelg Shire Council was established in 1996 with the amalgamation of the former City of Portland, Shire of Glenelg, and Shire of Heywood. The shire takes in the towns of Portland, Casterton and Heywood, and the smaller centres of Dartmoor, Nelson, Merino, Digby, Narrawong and Cape Bridgewater.

## 2. SUMMARY

Glenelg Shire Council aims to facilitate ongoing understanding of the region's history, environment and people, through preserving and making accessible relevant cultural material. This purpose is supported through the development, management and use of the Glenelg Shire Council Cultural Collection, in association with parallel Council and community-based initiatives.

The Cultural Collection Strategy is guided by the commitment made in the Council Plan with regards to elevating the history, prominence and cultural significance of Glenelg Shire

The Glenelg Shire accepts responsibility as custodian for this collection, which documents the Shire's unique history, environment and people through an extensive collection of cultural material including artworks; maritime, civic, and social history objects; historic documents and related ephemera; and public art.

The management of the Glenelg Shire's Cultural Collection and implementation of the Cultural Collection Strategy is coordinated by Council's Cultural Collection Officer (CCO). The Cultural Collection Management Committee (CCMC), a committee comprising representatives from arts and heritage organisations from throughout the Shire, acts in an advisory capacity to the CCO.

This Strategy provides the framework for Council's decisions on priorities, resource allocation and planning for the Cultural Collection for 2016 to 2020.

The plan has been developed from a review of the Cultural Collection Strategic Plan 2009-2014, and takes into account advice and input from the Cultural Collection Strategy Review Committee and recommendations from various studies undertaken in recent years related to objects held in the Cultural Collection and sites of display and storage for the collection.

The Cultural Collection Strategy Review Committee comprised representatives of Arts and Cultural organisations, stakeholder agencies and community representatives; one nominated Councillor; and Council's Cultural Collection Officer.

A series of meetings were held to review the Cultural Collection Strategic Plan 2009-2014, to discuss priorities for the management, development and use of the Cultural Collection for the years 2016 to 2020, and to develop a list of objectives for the future management, development and use of the Cultural Collection for inclusion in the Cultural Collection Strategy 2016-2020.

## **3. SCOPE AND GOALS OF THE COLLECTION**

### **3.1 Mandate**

The Glenelg Shire Council accepts responsibility as custodian for the Glenelg Shire Cultural Collection, which documents the Shire's unique history, environment and people. Council aims to enable ongoing understanding of the region's history environment and people, through preserving and facilitating access to relevant cultural material. This purpose is supported through development and management of the Glenelg Shire Cultural Collection, in association with parallel Council and community-based initiatives.

### **3.2 Principles**

The Strategy is based on the following principles:

- The need to preserve and conserve the Glenelg Shire Cultural Collection
- The importance of cultural heritage in enriching the lives and well-being of residents of the Glenelg Shire and visitors to the region
- The need to articulate and define the significance of the Glenelg Shire Cultural Collection
- The need to recognise and articulate the cultural diversity represented in the Glenelg Shire Cultural Collection
- The need to raise community awareness of, and access to, the Glenelg Shire Cultural Collection
- The importance of government, community and the private sector working cooperatively to effectively manage the Glenelg Shire Cultural Collection
- The need to encourage and support community skills development, training and education for persons involved in the management of the Glenelg Shire Cultural Collection

### **3.3 Vision**

The Glenelg Shire Council aims to effectively manage its Cultural Collection for the benefit of current and future residents, facility users and visitors.

### **3.4 Goals 2016-2020**

#### **3.4.1 Collection Management**

To ensure that the collection is cared for as a unique and irreplaceable asset.

#### **3.4.2 Collection Development**

To ensure that the collection develops in accordance with the collection policy so as to best illustrate the history of, and cultural activity in, the Glenelg Shire region.

#### **3.4.3 Collection Use**

To actively encourage awareness, understanding, research, access and enjoyment of the Cultural Collection and the stories it tells.

## **4. PLANNING AND OPERATIONAL CONTEXT**

### **4.1 Significance of the Collection**

The Glenelg Shire Cultural Collection is significant for the following reasons:

- It is directly and indirectly linked with famous people and events, particularly in terms of the Henty family, assisted immigrants and early Victorian settlers.
- Many items in the collection are rare and irreplaceable. These relate to the narratives of early settlement, maritime history, and growth of Casterton, Heywood and Portland since their foundation.
- The collection contains images and documents relating to past work practices and industry.

- It includes specific and sound collection material in areas covering:

The discovery and settlement of Portland, and development of the pastoral industry and settlement of the hinterland

Maritime history, including material from shipwrecks, representative items associated with whaling, diving, fishing and lifesaving, and social history material highlighting the relationship of people to the sea,

The development of Glenelg Shire and the Council,

Official government records from Heywood, Portland and Casterton,

Visual art, public art and community art

## **4.2 Collection Policy**

The Glenelg Shire Council Cultural Collection Policy was developed and implemented in 2003 to establish a framework for collection development that is sustainable, refines and strengthens the collection's identity and significance, and builds appropriate partnerships with other collecting institutions within the region.

The Collection Policy addresses:

- The goals and scope of the Shire's collecting activities
- The rationale and process for acquiring collection material
- The rationale and process for de-accessioning collection material
- Access to the Cultural Collection and provision of information
- Preservation and conservation of the collection

## **4.3 Multi-site environment**

There are a number of sites for display and storage of the Cultural Collection; some of which serve multiple purposes:

- Portland Arts Centre
- Maritime Discovery Centre (Portland)
- History House (Portland)
- Gun Room (Portland)
- Rocket Shed (Portland)
- Portland Battery
- Casterton Town Hall
- Heywood Old School
- Shire Offices at Portland, Casterton and Heywood

These sites provide differing levels of storage, display and access with respect to the collection, and offer a range of unrelated services (eg. visitor information, genealogical research, storage of other materials, performing arts services and council administration). Buildings and structures themselves, which are sites of the Cultural Collection, are not considered to be part of the Cultural Collection with the exception of the Portland Battery.

The cannon at Portland Battery are part of the Cultural Collection and are an integral part of the site and former use of the site. Through association with the cannon, the Battery infrastructure is therefore considered part of the Cultural Collection as well.

Two sites have a role as museums – History House and the Maritime Discovery Centre. They offer various levels of exhibition and interpretation, and draw on the Cultural Collection as well as other resources for their displays.

Storage for the Cultural Collection that meets acceptable standards is currently an issue which Council is seeking to resolve.

## 5. OBJECTIVES

### 5.1 COLLECTION MANAGEMENT

	OBJECTIVE	INDICATIVE COST	RESPONSIBILITY	COMP. DATE
<b>OUTCOME: The Collection is housed, displayed and managed to an appropriate professional standard</b>				
5.1.1	Seek funding for design and costing of storage and display facility within the Portland Drill Hall and for a business model to operate the proposed Drill Hall facility	External funding or capital works funding c. \$40,000	CCO, Grants Officer	2016-17
5.1.2	Continue to investigate short term alternative temporary storage sites for the collection that are stable and secure	Within Cultural Collection budget	CCO, CCMC	ongoing
5.1.3	Continue to catalogue, digitally record and transfer to collection database for the Cultural Collection, setting realistic targets for cataloguing of the collection.	Within Cultural Collection budget	CCO, volunteers	ongoing
5.1.4	Gun Room: Preventative conservation – regular cleaning of the space and regular cleaning and monitoring of the objects, and continued monitoring program to identify insect or pest activity	Within Cultural Collection budget	CCO	ongoing

5.1.5	Develop a housekeeping manual for routine collection management functions in all display and storage environments	Within Cultural Collection budget	CCO	2018
5.1.6	Seek funding to engage a consultant to develop a scope of works and costings for Portland Battery and cannon restoration/conservation with consideration to the recommendations of the Portland Battery Conservation Management Plan	External funding c. \$40,000 - \$50,000	CCO, Grants Officer, Assets & Infrastructure Dept.	2018
5.1.7	Continue to work to best practice methods in the management, development and use of the Cultural Collection with considerations of current limitations and in line with Museums Australia Accreditation standards	Within Cultural Collection budget	CCO, CCMC, volunteers	ongoing
<b>OUTCOME: Collection materials and environments are stable and secure</b>				
5.1.8	Ensure the Cultural Collection is stored and displayed in the best possible manner in current sites and continue environmental monitoring program for sites of storage and display	Within Cultural Collection budget	CCO, Assets & Infrastructure Dept.	ongoing
5.1.9	Develop a priority list of items of significance and under threat requiring conservation treatment.	Within Cultural Collection budget	CCO	2016

5.1.10	Employ qualified conservators to assess and treat materials prioritised as significant or under threat	External grants and/or within Cultural Collection budget	CCO, Professional Conservators	ongoing
5.1.11	Continue to undertake recommendations identified in the Portland Lifeboat Conservation Management Plan (2010) when funding is available	External grants and/or within Cultural Collection budget	CCO, Professional Conservators, external contractors	2020
5.1.12	Undertake recommendations of the South West Guns and Cannon Conservation Management Plan (2009) when funding is available	External grants and/or within Cultural Collection budget	CCO, Professional Conservators, external contractors	2020
5.1.13	Provide OH&S and other training (including disaster preparedness) as required for front of house staff at MDC and History House	Within Cultural Collection budget	CCO, Risk Management Officer	2017 & ongoing
<b>OUTCOME: Adequate resources are developed and maintained for caring for the collection</b>				
5.1.14	Maintain ongoing annual operational support from Glenelg Shire Council for the Cultural Collection	Minimum of \$140,000 annually	Council, CCO	annual
5.1.15	Maintain full-time CCO position with the primary objectives of:  1. Co-ordinate management of the GSC Cultural Collection through implementation of the Cultural Collection Strategy		Council	annual

	(continued)  2. Undertake curatorial responsibilities when and where appropriate, to publicly promote and display particular items/themes relevant to the Cultural Collection			
5.1.16	Continue to purchase archival packaging material for storage of Cultural Collection	Within Cultural Collection budget	CCO	ongoing
5.1.17	Establish disaster preparedness and disaster response plans for all current sites of the Cultural Collection	Within Cultural Collection budget	CCO	2016
5.1.18	Continue to undertake remedial and preventative conservation of collection material	External grants and/or within Cultural Collection budget	CCO, Professional Conservators	ongoing
5.1.19	Undertake a re-evaluation of the collection every 5-7 years by a professional valuer for asset, insurance and loan purposes	Within Cultural Collection budget	CCO, Approved valuer	2019

## 5.2 COLLECTION DEVELOPMENT

	OBJECTIVE	INDICATIVE COST	RESPONSIBILITY	COMP. DATE
<b>OUTCOME: Ensure the collection develops in line with current Museum practice</b>				
5.2.1	Review Cultural Collection Development and Deaccession policies, determining thematic categories within the core collection as per policy (industry, settlement, migration, etc.)	Within Cultural Collection budget	CCO, CCMC	2017
5.2.2	Continue to provide training opportunities for all personnel involved with the care of the Cultural Collection (including volunteers)	Within Cultural Collection budget	CCO, Museums Australia (via workshops)	ongoing
5.2.3	Develop and apply legally binding permission and copyright forms which clearly state the parties involved and specify conditions and rights of publication for Cultural Collection material	Within Cultural Collection budget	CCO	2016
<b>OUTCOME: Ensure the collection is developed in an active and sustainable manner and its identity is strengthened</b>				
5.2.4	Review/develop other policies/procedures (loans, exhibitions, etc) – to be reviewed at regular intervals	Within Cultural Collection budget	CCO, CCMC	2017

5.2.5	Maintain dedicated acquisition budget for the Cultural Collection (through Council's capital works program) to increase annually indexed to CPI	\$10,000 annually	CCO, Council, Finance Dept.	annual
5.2.6	Where possible, assist stakeholders, community groups and researchers to develop oral histories to supplement the Cultural Collection (dependent on external project funding)	External grants	CCO, Community groups, Independent curator/ researcher	ongoing
5.2.7	Continue to locate items on past inventories but not physically sighted. Clarify ownership of items on the inventory if disputed or confused.	Within Cultural Collection budget	CCO	ongoing
5.2.8	Continue to identify items held by the Shire which could be proposed for accession to the collection, and establish a formal process whereby relevant old Council records are assessed for potential deposit in the Portland Family History Group's POD (Place of Deposit) at History House	Within Cultural Collection budget	CCO	ongoing

<b>OUTCOME: Ensure the capacity for partnership initiatives and complementary collecting is maintained</b>				
5.2.9	Maintain links with other organisations and Council agencies with parallel collecting interests (specifically regional Historical Societies, other Maritime museums and Council Records management)	Within Cultural Collection budget	CCO	ongoing
5.2.10	Maintain the Cultural Collection Management Committee as representative major stakeholder groups to provide support and advice to the CCO	Within Cultural Collection budget	CCO, CCMC	ongoing
5.2.11	Continue Glenelg Shire Council's relationship with the City of Warrnambool and Moyne Shire in regards to the management and promotion of the three south west Victorian Batteries and cannon.	Within Cultural Collection budget	CCO	ongoing
5.2.12	Promote awareness amongst staff and stakeholders of the Public Art Master Plan and encourage inclusion of public art as an integral element in appropriate public works	Within Cultural Collection budget	CCO, Arts and Culture Unit, RAV Creative Arts Facilitator Great South Coast	ongoing

## 5.3 COLLECTION USE

	OBJECTIVE	INDICATIVE COST	RESPONSIBILITY	COMP. DATE
<b>OUTCOME: The rationale and use of the collection is effectively promoted to the community</b>				
5.3.1	Continue to develop well researched temporary exhibitions and changes to the permanent displays at the MDC, History House, GSC Foyer, Casterton Town Hall foyer, and other locations where collection is displayed.	External grant and/or within Cultural Collection budget	CCO	ongoing
5.3.2	Maintain the Cultural Collection presence on GSC website and through social media (Facebook) and other web-based platforms	Within Cultural Collection budget	CCO, CSO	ongoing
5.3.3	Maintain media coverage for significant new acquisitions, displays and other activities relating to the Cultural Collection	Within Cultural Collection budget	CCO, Media Liaison Officer	ongoing
<b>OUTCOME: The collection is accessible for research, publication and exhibition</b>				
5.3.4	Digitalise Cultural Collection for inclusion in cataloguing database, exhibitions and reproduction	Within Cultural Collection budget	CCO, professional photographer	ongoing
5.3.5	Implement collection policy guidelines on access and train staff (including volunteers) to enable these to be applied effectively and day to day operations to be self-regulated	Within Cultural Collection budget	CCO	2017

## 6. ABBREVIATIONS

A&CM – Arts and Culture Manager  
CCO – Cultural Collection Officer  
CCMC – Cultural Collection Management Committee  
PFHG – Portland Family History Group  
MDC – Maritime Discovery Centre  
RAV- Regional Arts Victoria

## 7. RELEVANT COUNCIL DOCUMENTS AND OTHER REFERENCES

- Glenelg Shire Council Cultural Collection Strategic Plan 2009-2014
- Glenelg Shire Council Collection Policy 2003
- Heritage Victoria Collections Conservation Support Project South West Region Pilot Program, Priorities for Preventative Conservation and Management of the collection – Glenelg Shire Council Cultural Collection held in the Gun Room, May 2008
- Heritage Victoria Collections Conservation Support Project South West Region Pilot Program, Priorities for Preventative Conservation and Management of the collection – Portland Maritime Discovery Centre, May 2008
- South West Guns and Cannon Conservation Management Plan 2009
- Portland Battery Conservation Management Plan 2009
- Portland Lifeboat Conservation Management Plan 2010
- Glenelg Shire Council Public Art Policy 2011
- Glenelg Shire Council Public Art Master Plan 2014
- Glenelg Shire Cultural Collection Feasibility Study 2013
- Glenelg Shire Council Plan (2013-2017)
- Glenelg Shire Council website [www.glenelg.vic.gov.au](http://www.glenelg.vic.gov.au)
- Glenelg Shire Council Cultural Collection Facebook page [www.facebook.com/pages/Glenelg-Shire-Council-Cultural-Collection/168903529804658](https://www.facebook.com/pages/Glenelg-Shire-Council-Cultural-Collection/168903529804658)

## 8. ACKNOWLEDGEMENTS

### 8.1 CULTURAL COLLECTION STRATEGY REVIEW COMMITTEE

Cr. Karen Stephens (Chair)  
 Adam Black (Portland)  
 Anne Grant (Portland)  
 Dianne Jennings (Portland)  
 Evelyn Pevitt (Casterton)  
 Joy Savill (Heywood)  
 Bernard Wallace (Portland)  
 Trevor Smith (Cultural Collection Officer)

### 8.2 COVER PHOTOGRAPHS

<p style="text-align: center;"><b>people</b></p>	<p>JOHNSTONE,          O'SHANNESY &amp; Co.          (active 1865-1905)  <b>Burswood, Portland</b>          c. 1867-1875          Watercolour and          gouache on silver          gelatin photo          Acquired 2014</p>	<p>Unknown          Photographer  <b>Wanderers Football          Team, Heywood</b>          1908          Silver gelatin          photograph          Gift of Joy Savill 2012</p>
<p>Alexander ROSS  <b>Original plans for the          Portland Town Hall</b>          (detail)          8 September, 1863          Acquired 1863</p>	<p style="text-align: center;"><b>stories</b></p>	<p>Melissa BOAG  <b>Gannet Sketch</b>          2015          Pen and wash          Acquired 2014</p>
<p>Con KROKER          (1910-1989)  <b>Star of the Sea Quest</b>          1953          Silver gelatin photo          Gift of Nan Kroker 2007</p>	<p>Kenneth JACK          (1924-2006)  <b>Warrock Homestead</b>          1986          Pen and ink          Acquired 2015</p>	<p style="text-align: center;"><b>places</b></p>