



Objective 3 – Public AWARENESS

To actively promote and celebrate the city's built heritage.

Actions

Promotion

1. Undertake promotional activities to highlight the contribution heritage conservation makes to the built environment
2. Make information about the city's built heritage resources available to owners, stakeholders, the community and visitors
3. Explore opportunities to promote important heritage properties in Council ownership.

Community and stakeholder partnerships

4. Establish effective partnerships with owners and stakeholders to ensure better management and sustainable use of the city's built heritage
5. Liaise with other heritage stakeholders in the development and provision of conservation guidelines that promote the city's built heritage
6. Co-sponsor and co-ordinate workshops periodically with heritage stakeholders to provide technical advice to participants, including owners, about appropriate conservation practices and techniques
7. Work with local communities to establish trails, run guided tours of the community, hold workshops, and other programmes that identify and interpret the City's built heritage.