



# Taking Ballarat to the world

Exciting cultural, economic and tourism opportunities arose from the first stage of an international trip by City of Ballarat Mayor Samantha McIntosh and Art Gallery of Ballarat Director Louise Tegart.

Cr McIntosh and Ms Tegart spent four days in Paris, with several meetings resulting in positive, tangible outcomes, including the opportunity for Ballarat to play a role in the 2021 Year of Australia in France celebrations.

Acting Australian Ambassador to France, Angus McKenzie, made the offer after being impressed by the City of Ballarat's willingness to travel overseas to "see things in the flesh", seek out pro-active meetings and for being a very progressive council.

Talks between Cr McIntosh and Ambassador McKenzie resulted in:

- Mr McKenzie describing the City of Ballarat as the sort of "willing, enthusiastic partners" he wanted to involve in the 2021 Year of Australia in France.
- Mr McKenzie offering to undertake research on the effects of the Waste to Energy plant in Paris, along with gauging residents' opinions

- Mr McKenzie speaking about his role as a UNESCO Ambassador, his role on the World Heritage Committee and the HUL (Historic Urban Landscape) heritage approach which the City of Ballarat is currently piloting. The City of Ballarat is part of a 13-council bid for the Central Goldfields to receive World Heritage listing by UNESCO, which is predicted to boost the local economy by up to \$68 million annually.
- Speaking about a partnership exhibition with the Musee de la Chartreuse de Douai and the Art Gallery of Ballarat, and the potential of an exhibition going to Douai from Ballarat.
- Discussing the opportunities for Ballarat to be part of the 2021 Year of the Australian in France's cultural and public diplomacy celebrations

Cr McIntosh has also visited the Paris Catacombs, which is one of the most successful underground tourism facilities in the world, welcoming over a million visitors annually.

The City of Ballarat is looking at developing its underground tourism potential and Cr McIntosh gained some very interesting insights from the world's premier example of underground tourism to bring back for discussion.

# Taking inspiration from one of the world's most Creative Cities

Cr McIntosh and Art Gallery of Ballarat Director Louise Tegar visited several Paris sites aimed at bringing knowledge back for the City of Ballarat Creative Cities Strategy currently being developed.

These included:

- The Musee de la Chasse et la Nature (Museum of Hunting and Nature), which is one of the premier examples of trans-historical curating, which is mixing old art with new and is one of the areas the Art Gallery of Ballarat plans to explore.

The Art Gallery of Ballarat is currently installing an exhibition by Louiseann King in its permanent collection which is an excellent example of trans-historical curating.

- A meeting was held with Kathryn Weir who is the Centre Pompidou Cultural Development Director and former Head of International Art and Director of the Cinematheque at Brisbane's Gallery of Modern Art.

Ms Weir worked extensively on the Asia Pacific Triennale, which was hugely successful in developing new audiences for GOMA and Brisbane, while currently also working on multi-disciplinary programming in Paris and with partner museums in Malaga, Metz France and Brussels. This meeting feeds directly into the Creative Cities Strategy.

- The Musee de Quai Branly which features the indigenous art and cultures of Africa, Australia, Oceania and the Americas and is an incredible example of innovative exhibition design and production. It also has an active program which encompasses all artforms including performance, literature and film, which links in with the future Art Gallery of Ballarat direction.
- Discussions were held about a partnership exhibition with the Musee de la Chartreuse de Douai and the Art Gallery of Ballarat.
- Station F, which is the world's largest creative co-working space and business incubator and home of some of the world's largest companies such as Google and Facebook.

It is situated in a former rail freight, houses more than 3000 people and features numerous play spaces, art installations and restaurants. Since opening in 2017, it has been home to more than 1000 start-ups and entrepreneurs.



One of the consistent messages that came from the Creative Cities Strategy consultation sessions was the need for creative co-working spaces in Ballarat.

Station F encourages collaboration, creative experimentation and is the world leading model for this kind of business.

- The Cité de la Mode et du Design is a multi-disciplinary art and performance space that hosts temporary exhibitions, events and performances.

The City of Ballarat is looking at ways to best look after the city's heritage and maximise economic returns from its heritage base, as well as ensuring the city's heritage 'personality' is not compromised by rapid population growth and significant investment.

This ultra-contemporary building has been designed to work with the heritage building of old docks underneath. The visit was useful to see how an inter-disciplinary space for hire can work, while still retaining its core purpose - a reflection that can be applied to Civic Hall, the Art Gallery of Ballarat, and the potential of a Ballarat exhibition going to Douai.

## Next steps

1. Explore partnership exhibition between the Musee de la Chartreuse de Douai and the Art Gallery of Ballarat
2. Feedback from museum visits to be fed into the Creative Cities Strategy
3. Lessons from Station F for creative co-working spaces as part of the Creative City Strategy





## Boost to Victorian Goldfields World Heritage listing

Similar to the Central Victorian Goldfields, the landscape of Cornwall and West Devon was transformed into a hive of mining activity during the 18th Century.

It's now a historic UNESCO World Heritage Site which has experienced increased exposure, visitor spend and job creation.

With an active bid for World Heritage Listing of the Central Victorian Goldfields, Ballarat Mayor Samantha McIntosh met with the team who played an instrumental role in having the mining landscapes declared a UNESCO World Heritage Site.

Cr McIntosh met with Deborah Boden, World Heritage Site Co-ordinator, and Ainsley Cocks, World Heritage Site Research and Information Officer, to discuss their bid processes, what they learned, what the listing has meant for the region, and what the 13 local councils advocating for the Central Victorian Goldfields can learn from their experience.

The model used in Cornwall and West Devon, where multiple sites across a wider landscape are listed, is the same model being pursued in the Central Victorian Goldfields bid.

The Cornwall and West Devon model is based around regeneration, with a major emphasis on redevelopment, restoration, tourism, business, education and investment.

The nine councils involved in the project have successfully leveraged 90 million pounds in direct capital investment into the area, which has resulted in a complete transformation of disused and dilapidated industrial mining sites. It has also assisted in the site's renewal as a tourist destination through the development of marketing and educational products.

Cr McIntosh will now use this feedback to brief the 13 councils and partnering organisations.

The financial benefits to the region of World Heritage Listing has been identified as up to \$68 million each year in added income which will flow to jobs and local economies.

### Next steps

1. Brief 13 councils and partnering organisation on the learnings from Cornwall World Heritage listing bid
2. Mayor Samantha McIntosh discussed the bid with World Heritage listing officials during her trip to speak at the Third Regional Conference of the Organisation of World Heritage Cities Asia-Pacific in Suzhou, China.

# Learning valuable lessons from waste to energy

Education and meaningful community engagement are vital elements of any successful Waste to Energy proposal.

In the wake of the City of Ballarat signing a Heads of Agreement for a due diligence study leading to a business case for a Waste to Energy plant, Cr McIntosh and a senior council officer visited Waste to Energy plants in Paris, Cornwall and Peterborough and learnt:

From Paris' SYCTOM - Isséane Recycling Centre and Energy from Waste plant located on the Seine River and surrounded by 4000 houses:

- There is a need to educate the community about waste and recycling
- Council must be transparent throughout all processes and procedures
- Council needs to ensure there is constant communication with the community
- Energy from this facility is filtered through water and used to heat Paris apartments

From the Cornwall Energy Recovery Centre:

- It converts 240,000 tonnes of non-recyclable rubbish to energy each year.
- It exports 16.6 megawatts of energy to the grid – enough to power the equivalent of 21,000 homes.
- An adjoining factory uses the plant's steam.



- It takes extra commercial and industrial waste from other regions.
- They encourage visits and tours, have a full-time education officer who hosts school groups (waste management is part of the United Kingdom's school curriculum) in a purpose-built education centre and who provides education on the full spectrum of avoiding waste production, reducing waste, reusing and recycling.
- The facility hosts community carols singing and Christmas celebrations.
- They also support a community grants program.
- It was interesting to see how the council, private operator and community can work in partnership to understand the role energy recovery can play in overall waste management.

The Peterborough Energy Recovery Centre:

- The technology used was provided by Babcock & Wilcox Volund, which is the same as that proposed for the BWEZ Waste to Energy plant.
- The very detailed and technical tour was an important opportunity to better understand how the BWEZ plant may ultimately operate, including a comprehensive look at all stages of the energy recovery process.
- The plant is fully owned by the Peterborough City Council and contributes all power generated back into a local power network.
- The plant was clean, efficient and has raised few community concerns
- This plant also has a strong education focus, including an education centre and site tours

## Next steps

More detailed scoping is currently underway for the whole of waste cycle management which would surround the BWEZ Plant, including:-

- education and training package
- community engagement and messaging
- new industry opportunities
- circular economy related innovation centre





## 16<sup>th</sup> World League of Historical Cities conference

Mayor Samantha McIntosh returned with new beneficial relationships with cities from around the world after the 16th World League of Historical Cities. As part of the conference this year, the City of Ballarat also participated in the League of Historical Cities Board of Directors meeting where the city was heavily promoted.

During the conference and board meeting a number of significant opportunities arose for Ballarat, including:

- Ballarat has been successfully re-elected as a World League of Historic Cities board member for another four-year term (2018 – 2022).

- Cr McIntosh addressed the conference delegation, heavily promoting Ballarat and its expertise in historic city innovation. Representatives from Bad Ischl, Austria indicated they would like to establish a digital-city relationship with Ballarat to share data and ideas.

A number of useful case studies highlighted during the conference will now be explored in Ballarat, including:

- The use of social media influencers to promote heritage cities. Bursa, Turkey spent the same money they usually would on an exhibition (which would generate 200-300 visitors) on social media influencers to visit and create videos. This resulted in leveraging 200,000 people.
- The use of digital technologies to drive visitation and increase history understanding from new demographics.
- Representatives from Ljubljana, Slovenia highlighted useful learnings on how to unite all players in the tourism space to leverage economic, social and cultural benefits.

## Next steps

1. Follow up digital-city relationship with Bad Ischl to share data and ideas
2. Ballarat will continue to represent the Asia Pacific Region on the seven-member board, a board which now manages the league of 116 historic cities from 65 countries and regions of the world.
3. Explore use of social media influencers to promote heritage cities, along with the use of digital gaming to take Ballarat's history and heritage to new age groups.

