

Heritage Survey

FINAL REPORT

October 2023



YOUR SAY
PANEL

Background

This report presents the findings of the heritage survey. Fieldwork was conducted between 7-16 July, collecting n=1,233 completes.

The purpose of this survey was to provide a baseline understanding of community attitudes, perceptions and understanding of heritage issues in the ACT.

The results from this survey will inform ongoing communications with the public on heritage issues and events (including the annual Canberra and Region Heritage Festival).

Methodology notes:

- All Panel members were invited to take part in the survey.
- Results have been weighted by age, gender and region using 2021 ABS Census population data. Figures relating to sample sizes (e.g. “n=”) have been displayed as unweighted counts throughout the report.

Acknowledgement of Country

We acknowledge and pay respects to the past, present, and future Traditional Custodians and Elders of this nation and the continuation of cultural, spiritual, and educational practices of Aboriginal and Torres Strait Islander peoples. We value their contribution to the life of our city and to the Canberra region.



How many?

1,233

Who?

Canberrans 18+

When?

7-16 Jul 2023

Executive summary

A solid base understanding of what heritage is

- Individual interpretations of the word 'heritage' suggest that most respondents do not view it as simply as 'the past', but in terms of how the past is respected, preserved and recognised.
- More than three quarters (>75%) indicated that heritage could be related to the following themes: Aboriginal artefacts, Aboriginal places, nature reserves, Aboriginal culture, trees, and objects.

Heritage in the public eye varies across multiple issues

- Almost half (49%) of respondents recalled hearing, seeing or reading something about heritage in the ACT over the past two years, with local outlets (e.g., The Canberra Times, RiotACT, and TV news) representing the most common sources.
- The most mentioned topic was the Heritage Council (mentioned by 15% who recalled something) with most of these comments noting how the council had been disbanded.

There's healthy interest in a range of heritage topics, but interest for nominating heritage is for a minority of Canberrans

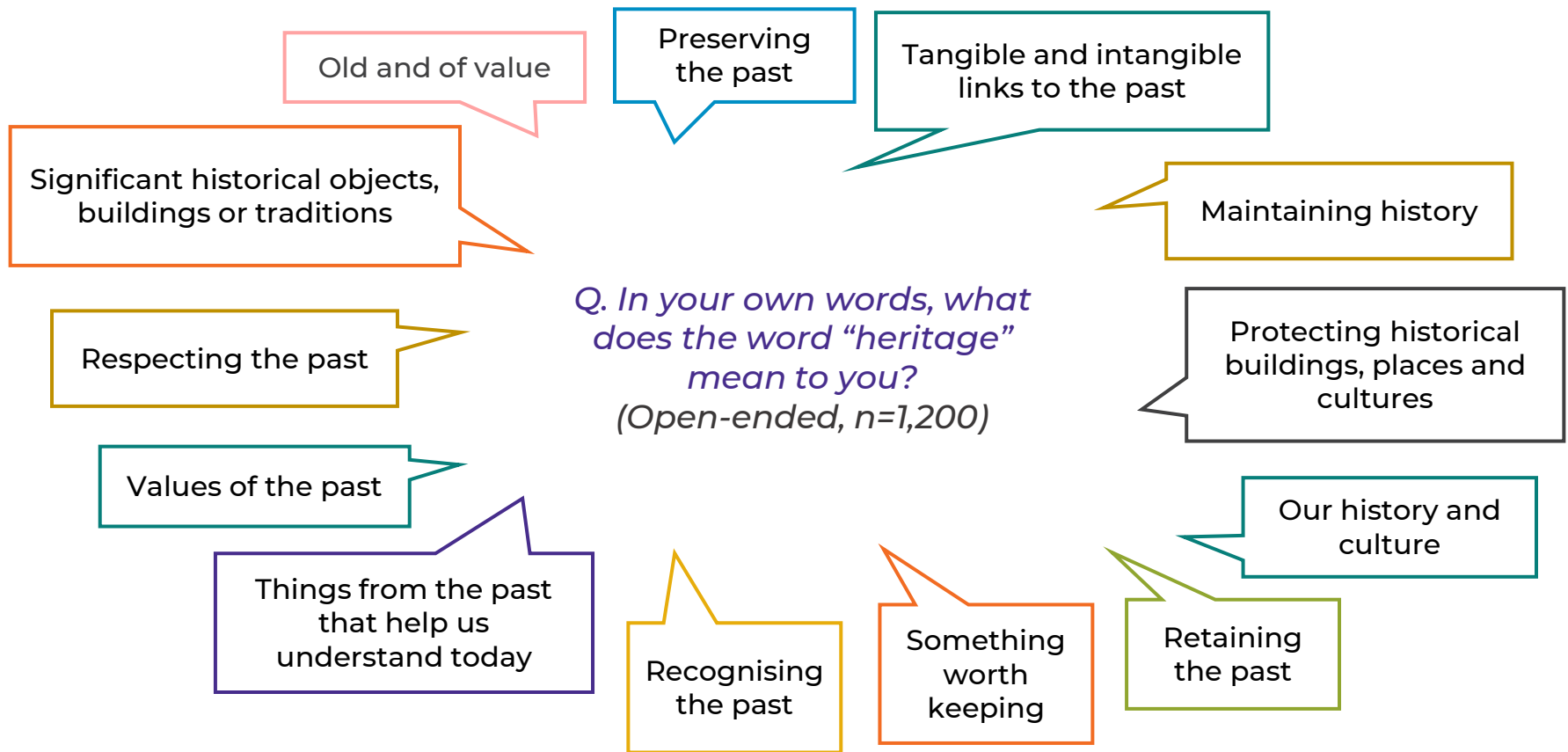
- From a list of 12 potential heritage topics to learn about, 8 of these topics were of interest for 42%-57% of all respondents. Some of these topics included Aboriginal history in the ACT (57%), information about existing heritage listed places/objects (56%), and new places/objects that become heritage listed (55%).
- One area that recorded comparatively lower interest was information on how to nominate a place / object to be heritage listed (of interest for 23%). This is in line with the 14% of respondents who were most serious (answering either very or somewhat interested) about wanting to nominate something for heritage registration in the future.

High interest to learn about ACT history does not equate to high interest to attend festival

- Although most respondents (77%) indicated that they were interested to learn about the ACT's history, this did not translate into most having an interest to attend the Canberra and Region Heritage Festival in 2024.
- Rather, respondents were split on how likely they would be to attend the festival in 2024, with 30% likely, 26% neutral, 41% unlikely, and 13% answering don't know.

The meaning of 'heritage'

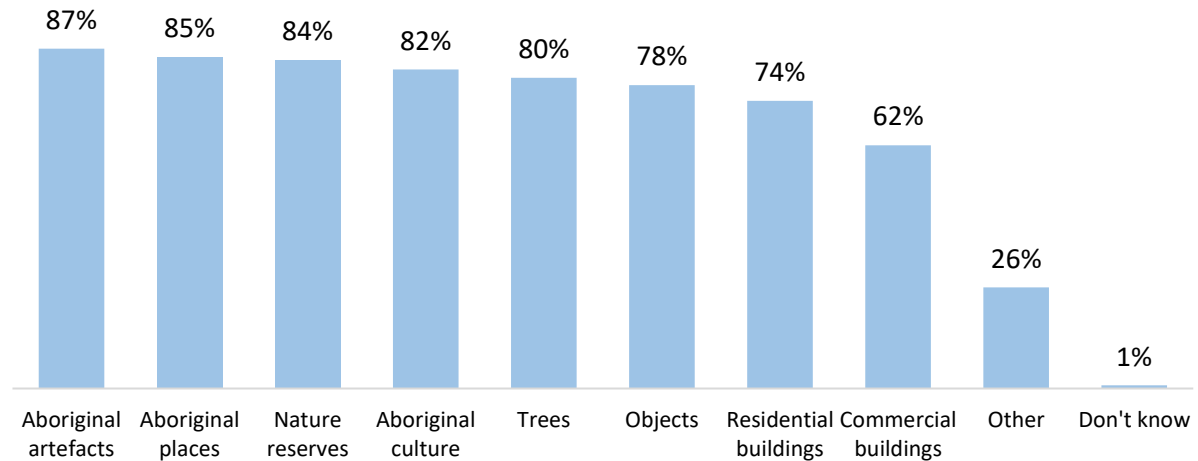
Respondents generally had a good understanding of the word 'heritage'; phrases commonly mentioned are shown below:



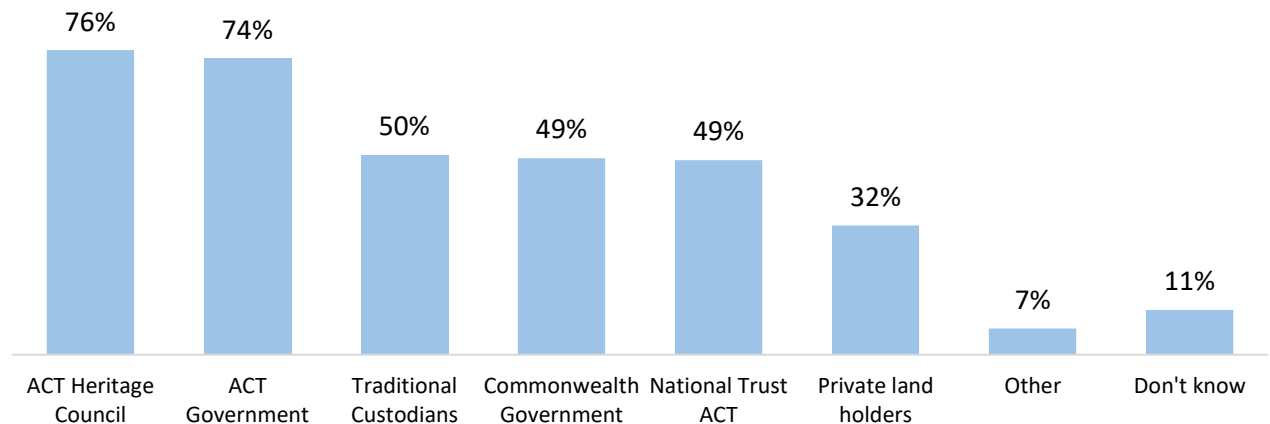
Heritage – what’s included and who has responsibility?

‘Heritage can include anything from the (recent or distant) past that we want to keep for current and future generations.’

Q. Based on this definition, what themes do you think are heritage related? (n=1,233)



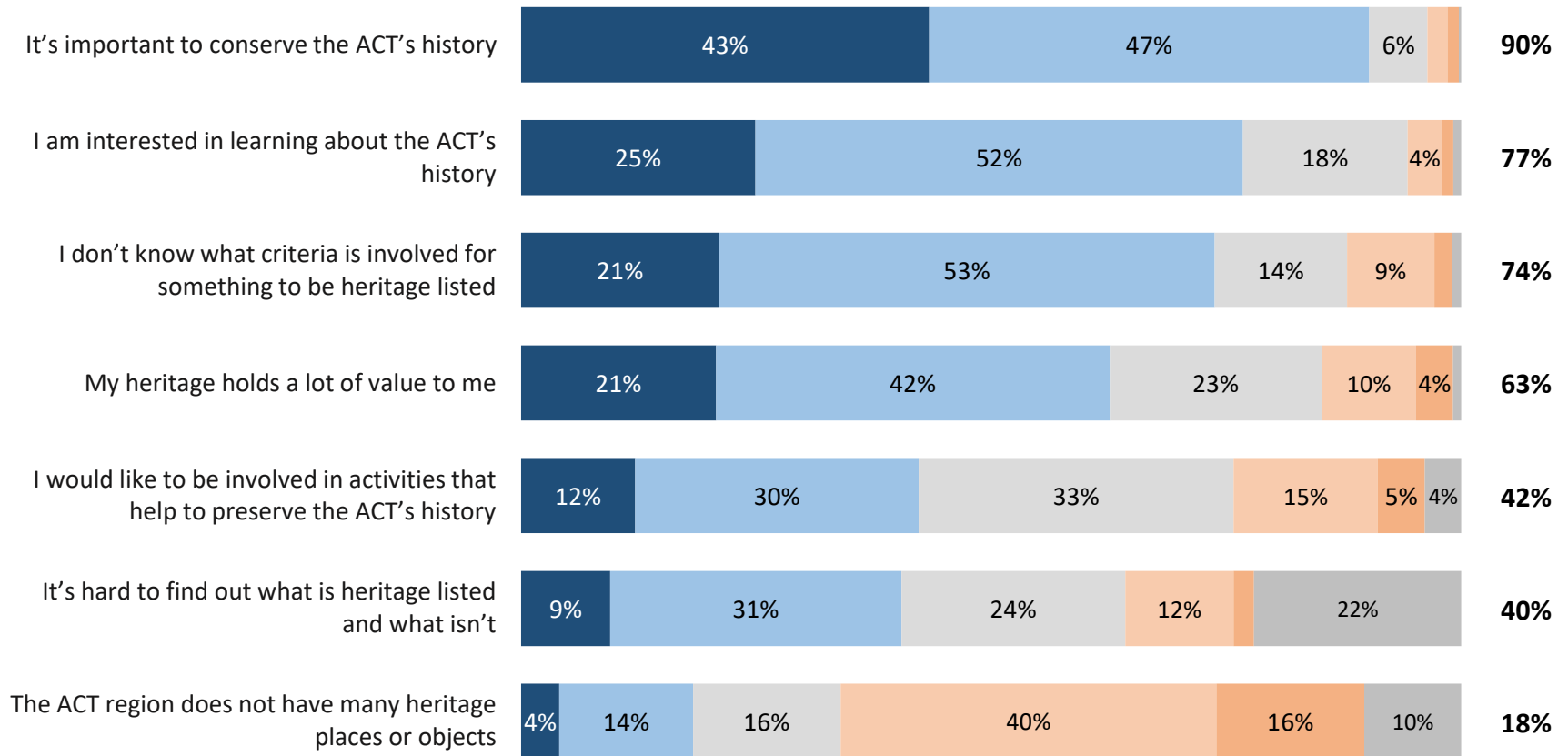
Q. To the best of your knowledge, who has responsibility for managing heritage in the ACT? (n=1,233)



Agreement statements

Q. Please indicate your agreement with the following statements:

Total agreement:

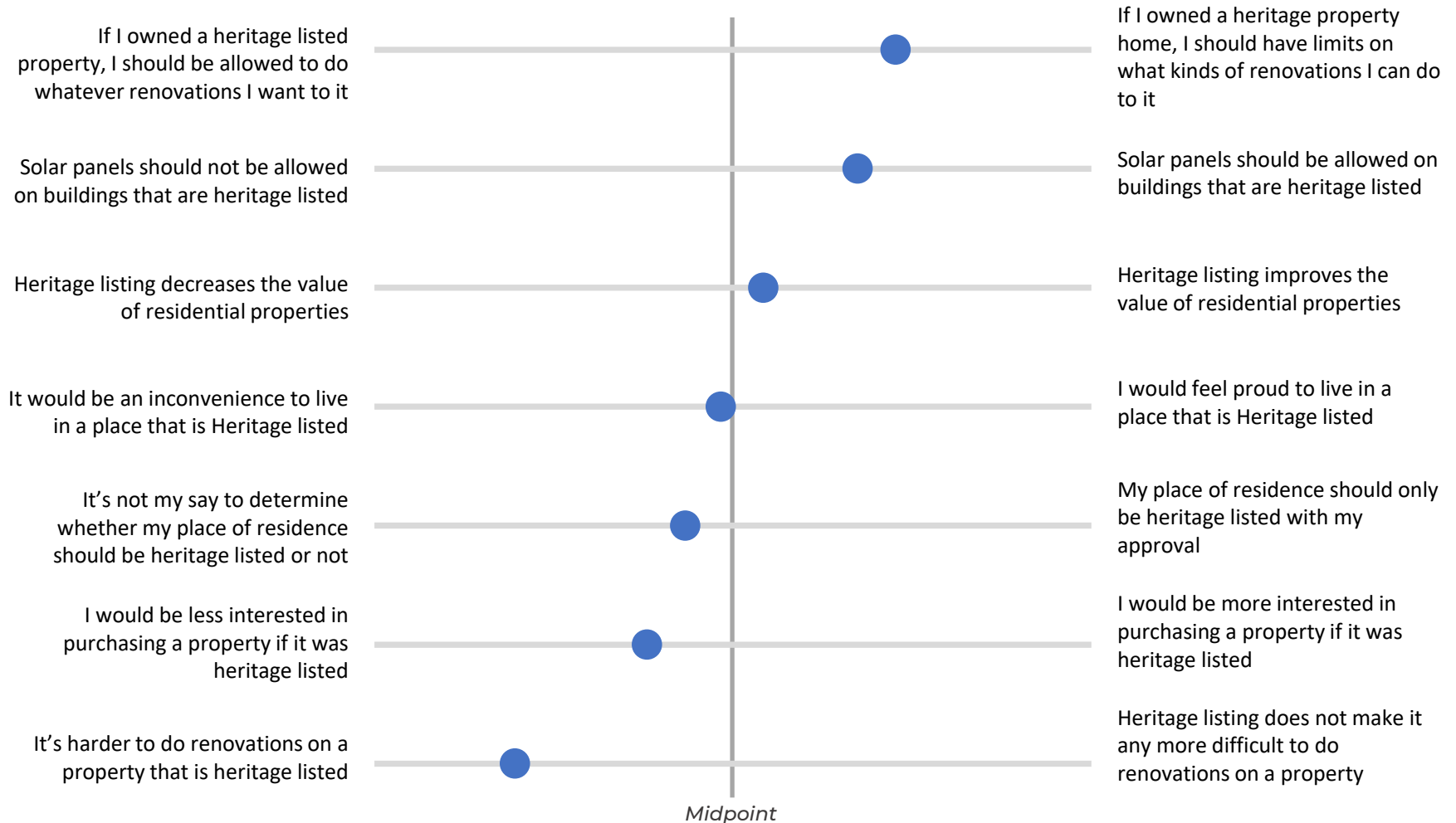


All respondents (n=1,233)

■ Strongly agree
 ■ Agree
 ■ Neutral
 ■ Disagree
 ■ Strongly disagree
 ■ Don't know

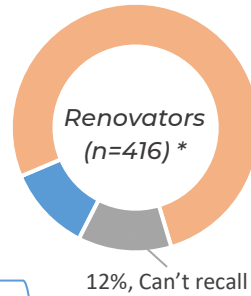
Opinion statements

Using a five-point scale, respondents were asked to select where they fit between each pair of statements. The dots displayed below represent the average score from the five-point scale. (All respondents, n=1,233).



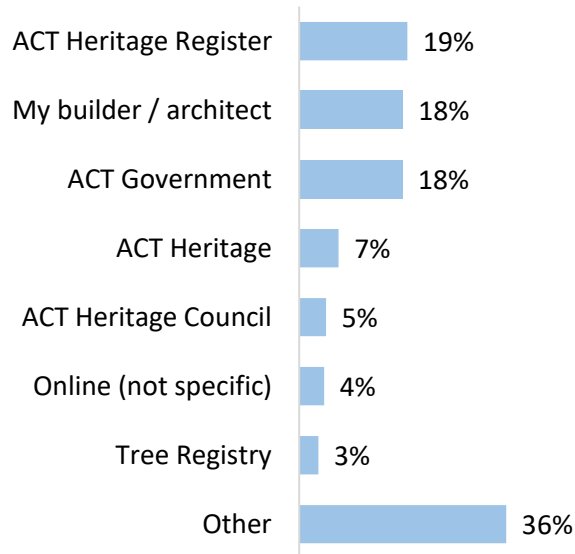
Renovations

11% checked the heritage status for building(s) they conducted renovations on

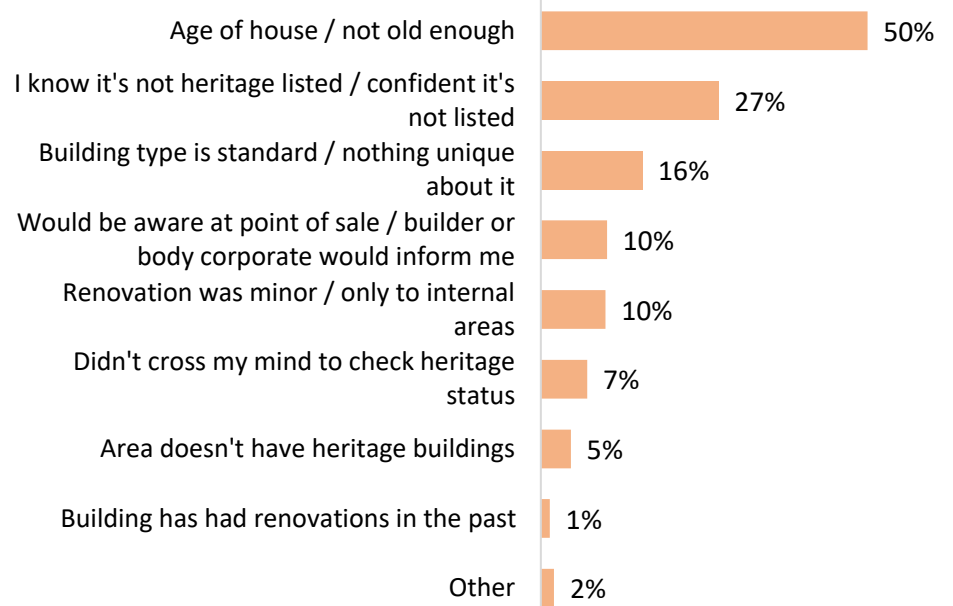


76% did not check the heritage status for building(s) they conducted renovations on

Q. Where did you check the heritage status for building(s) you have renovated?
(Open-ended, n=57)



Q. How come you did not check the heritage status for building(s) you have renovated?
(Open-ended, n=328)



Heritage awareness

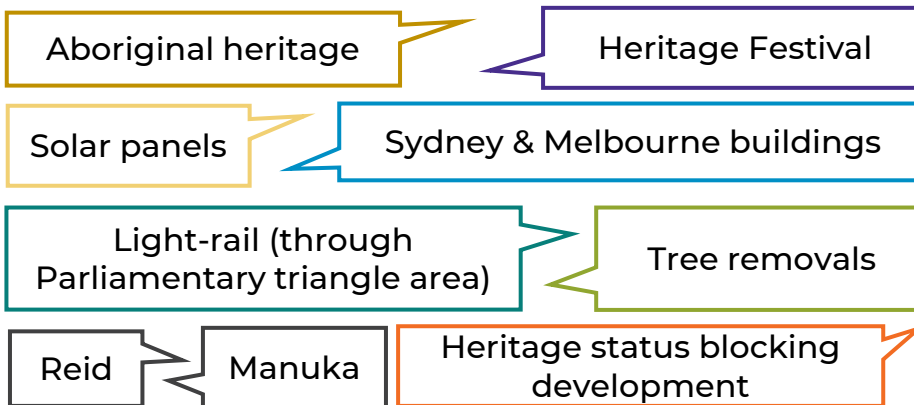


49%

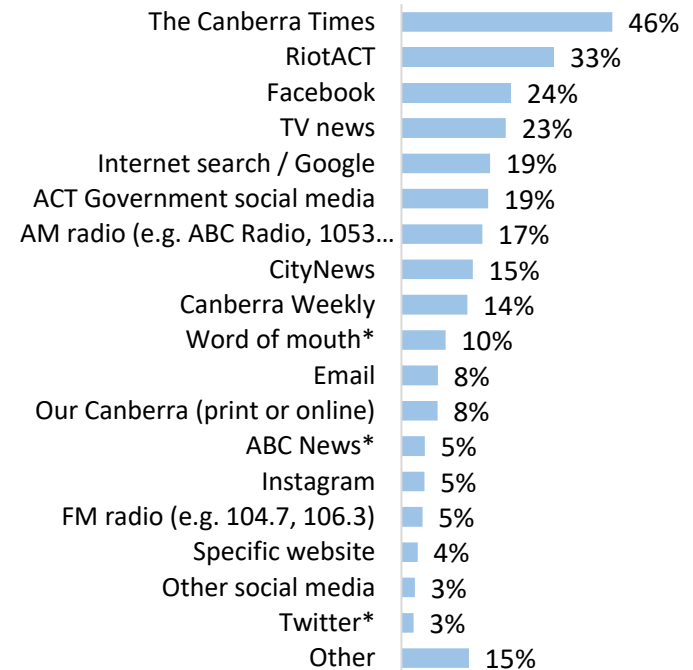
recall hearing, seeing, or reading anything related to heritage in the ACT recently (i.e., in the past 2 years)
(n=1,233)

Those who recalled something were asked to describe what they recalled hearing, seeing or reading. **'The Heritage Council'** was one of the most common responses (mentioned by 15%).

Other topics that were regularly mentioned (albeit comparatively less often) have been highlighted in themes below:

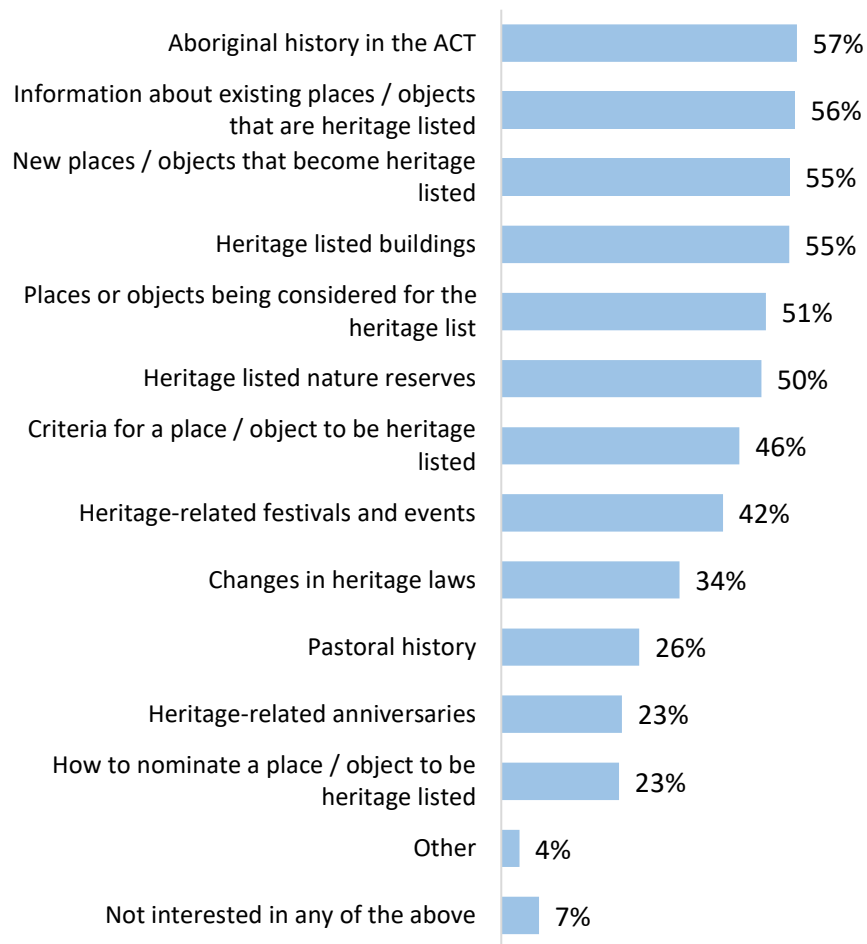


Q. And where did you recall hearing, seeing or reading this message? (n=635)

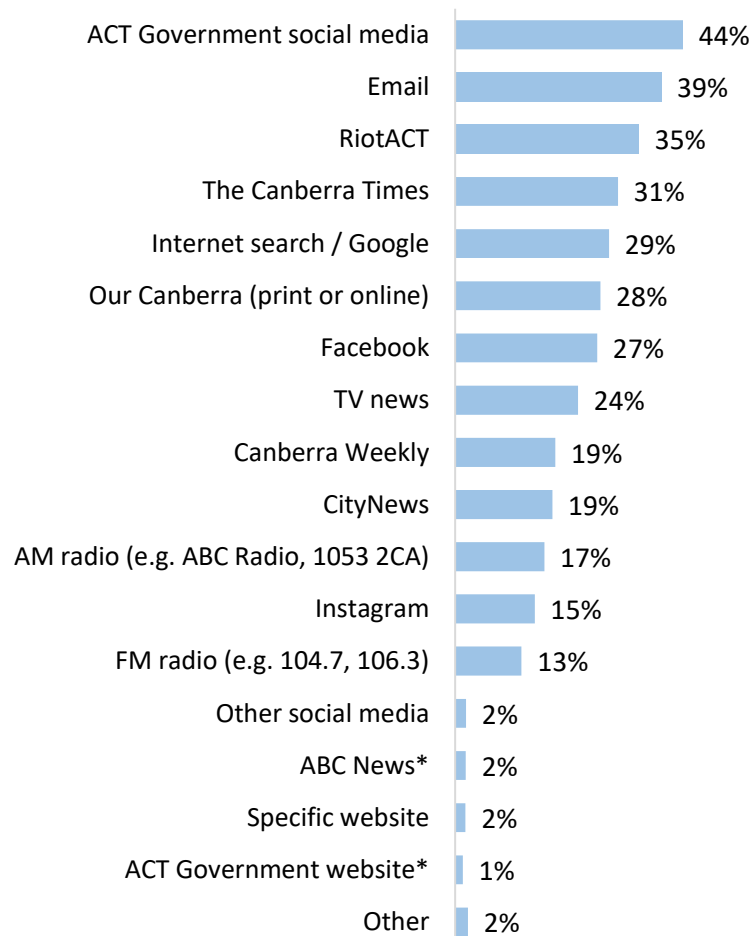


Topics of interest

Q. Which of these topics, if any, would you be interested in learning about? (n=1,233)



Q. What is your preferred channel(s) for receiving information about these topics? (n=1,156)



Nomination process

Q. Prior to taking this survey, were you aware that any person may nominate a building, place or object to be heritage registered?



34% were aware that any person may nominate a building, place or object to be heritage registered
(n=1,233)

n=24 had made a nomination to the heritage register in the past.

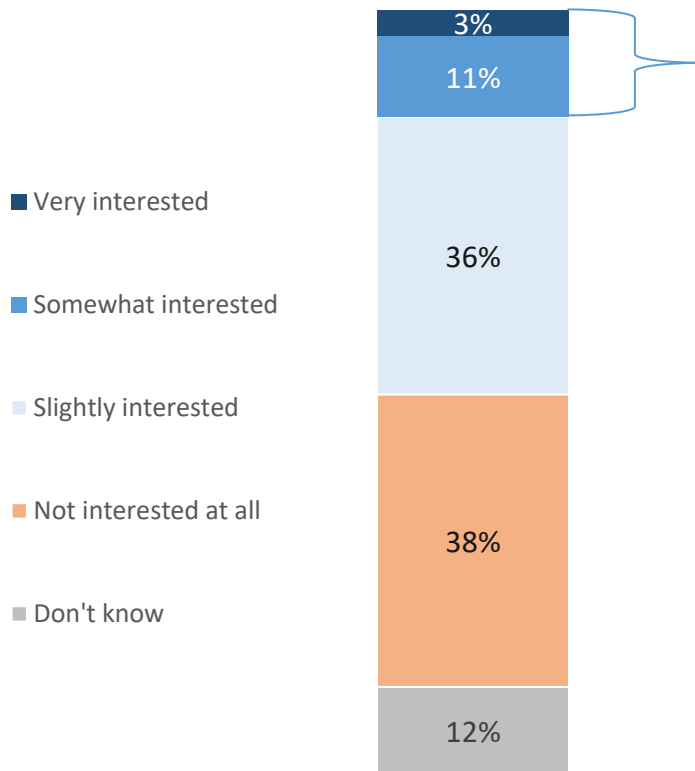
Among this small cohort, the most common suggestions for improving the nomination process included:

- making the time to process a nomination faster, and;
- providing greater communication or updates on the status of the nomination.

Interest in nomination process

Q. How interested would you be in nominating a building, place or object for heritage registration?

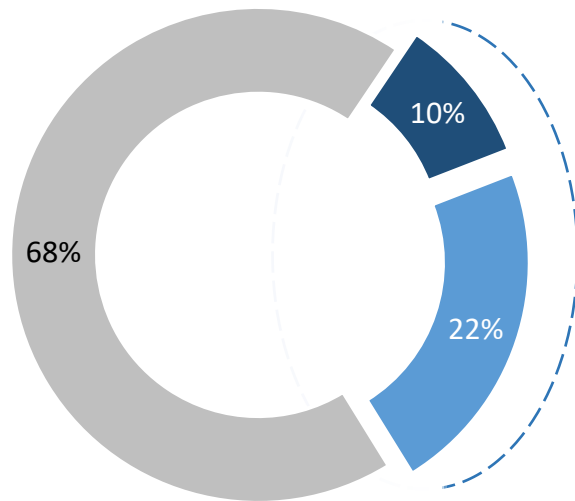
(n=1,233)



In an open-ended question, respondents were asked to write what they would you be interested in nominating. There were no standout responses, with a range of places, buildings and natural sites mentioned.

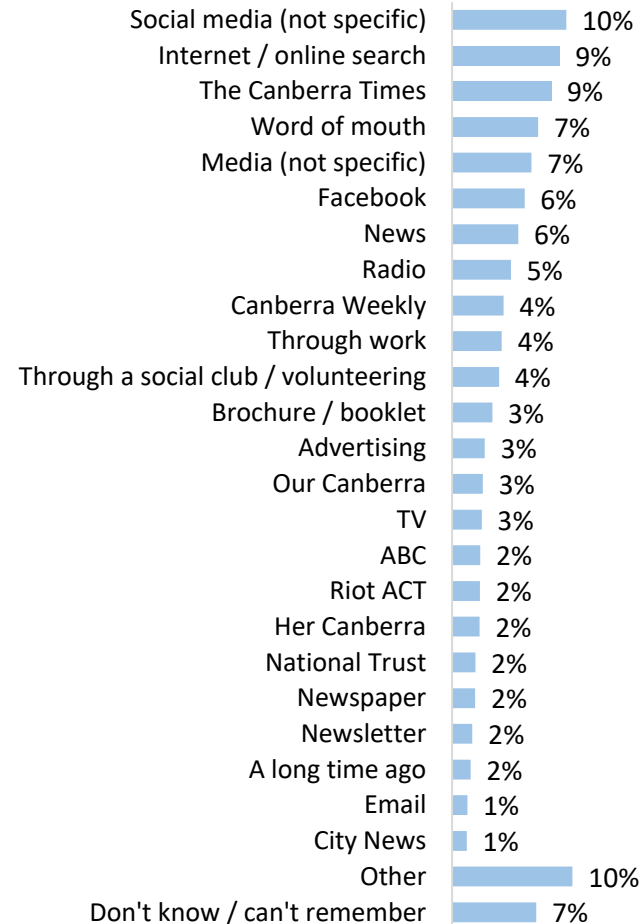
Awareness of Canberra & Region Heritage Festival

32% have heard of the Canberra and Region Heritage Festival before
(n=1,233)



- Aware and have attended *
- Aware but not attended before
- Not aware

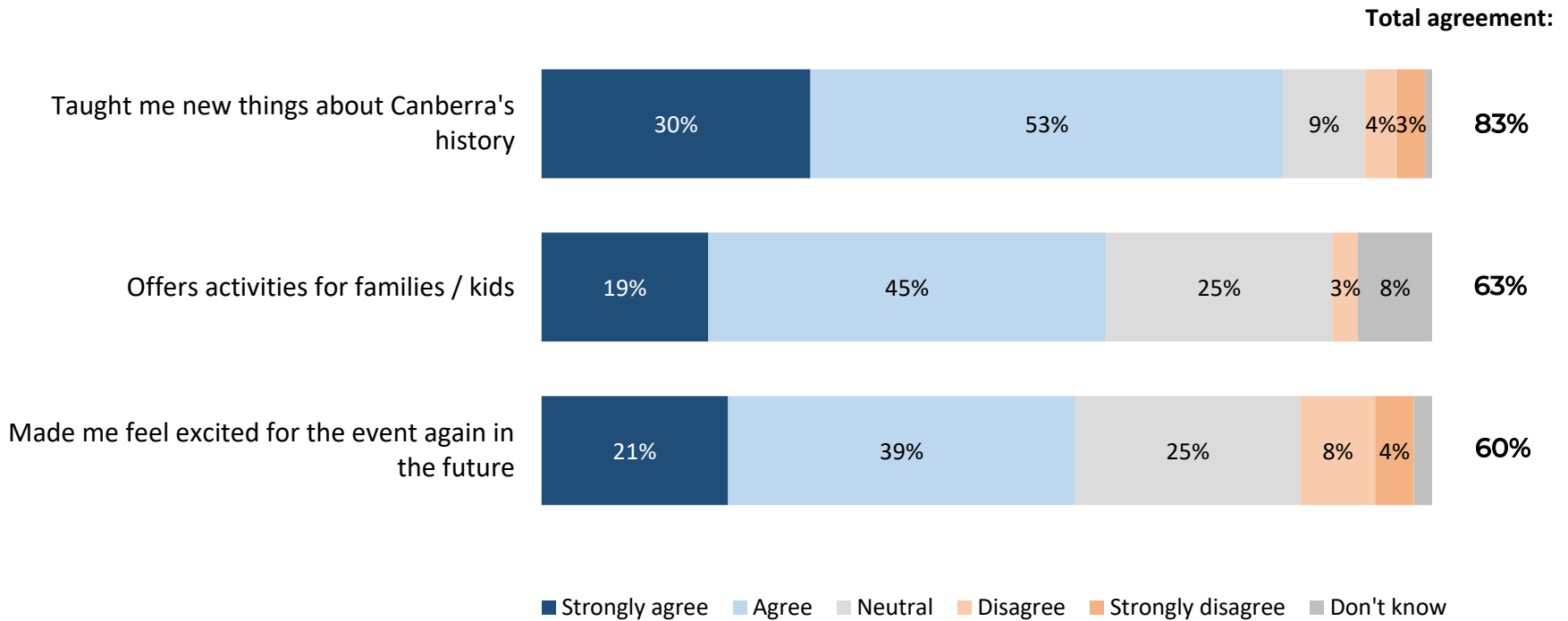
Q. How did you first become aware of the Canberra and Region Heritage Festival?
(Open-ended, n=413)



* Note: A previous YourSay Panel survey conducted in June 2021 was the 'Major Events Survey' - this survey also recorded 10% (from a sample of n=1,347) who had attended the Canberra and Region Heritage Festival in the past.

Festival experience

Those who have attended the festival in the past (10%, n=156) were generally **positive** about their experience, as seen by the high level of agreement recorded for the following statements:



Canberra & Region Heritage Festival improvements

More publicity / promotion / advertising of the festival and specific events (note this was the most mentioned area for improvement)

Supply of free / low-cost activities

More activities (including for younger demographics / families)

Supply activities at night / weekends (outside of business hours)

More access to information on the festival earlier (including timelines of events, maps)

Q. How could the Canberra and Region Heritage Festival be improved for future years?

(Open-ended, asked to previous attendees only, n=122)

Improve website

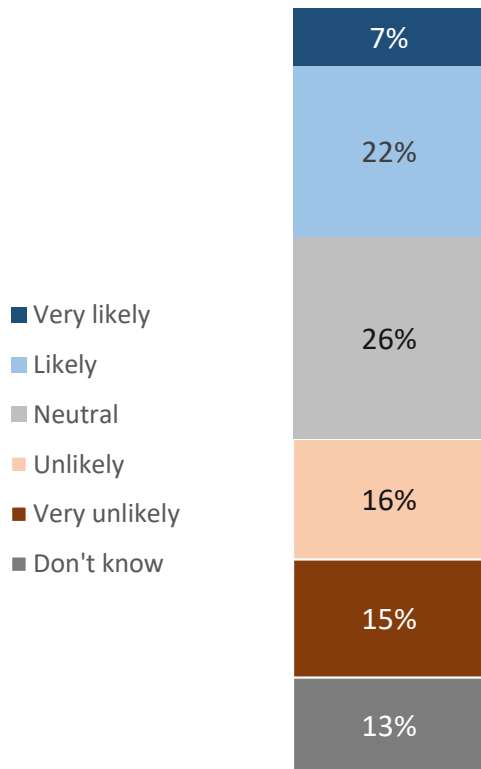
More open buildings / access to buildings typically off-limits

Extend festival over a longer period (making it possible to attend more events)

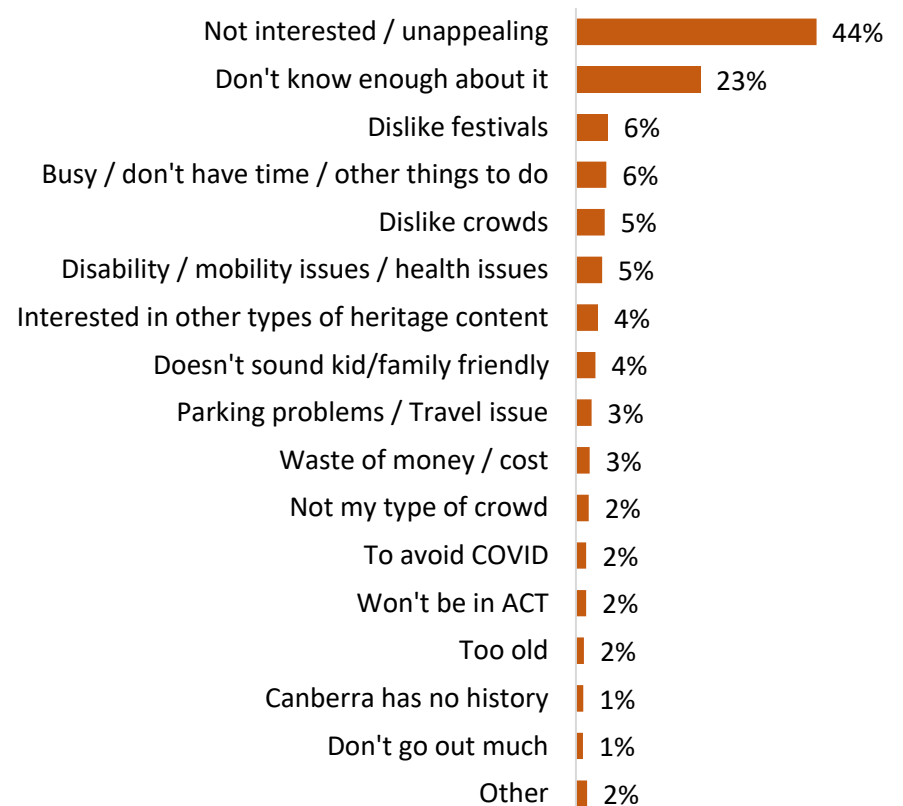
Events offered more than once (in case of being sold out)

Likelihood to attend future festival

Q. How likely are you to attend the Canberra and Region Heritage Festival in 2024?
(n=1,233)



Q. How come you are **not** likely to attend the Canberra and Region Heritage Festival in 2024?
(Open-ended, n=331)

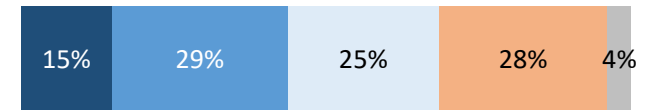
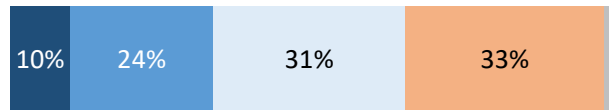


Appeal of specific festival events

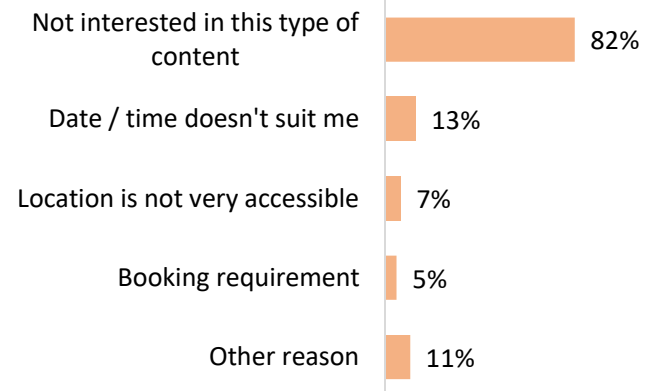
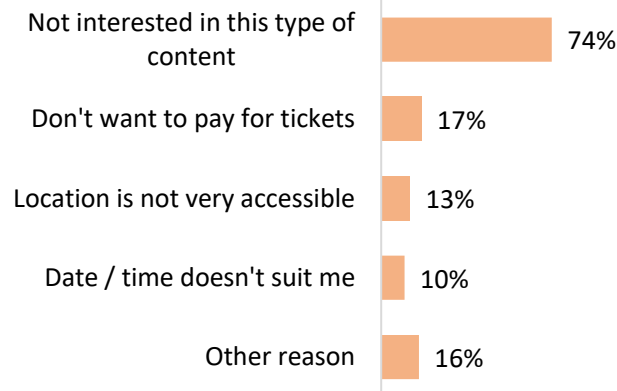


■ Very interested
 ■ Somewhat interested
 ■ Slightly interested
 ■ Not interested at all
 ■ Don't know

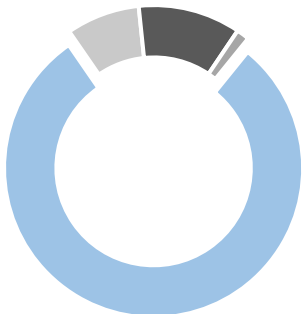
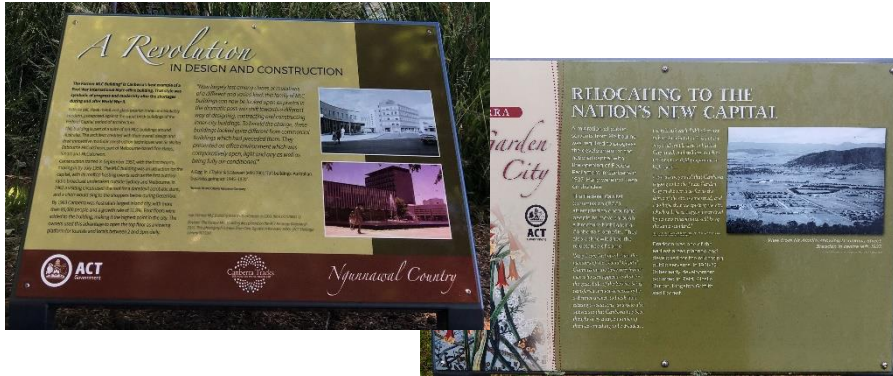
*Q. If this event was held again in the future, how interested would you be in attending? **
 (n=1,233)



Q. How come you are not interested in this event?
 (n=352-425)



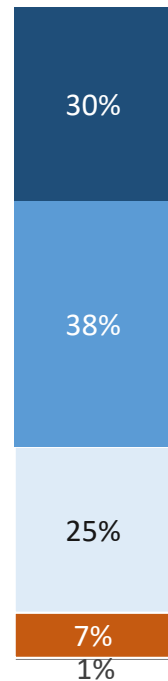
Canberra Tracks signage



80% have seen a sign in Canberra that looks similar to this
(8% Maybe, 11% No, 1% Don't know)
(n=1,233)

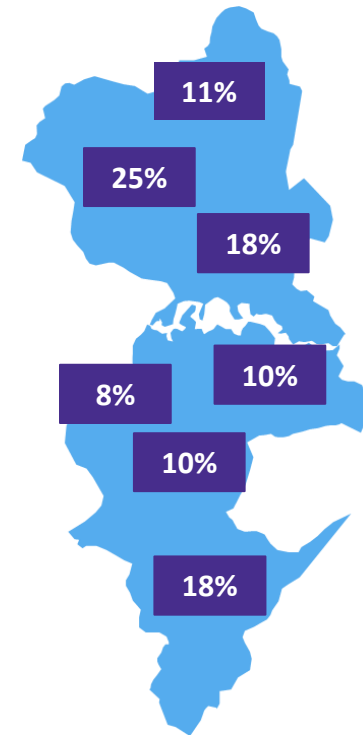
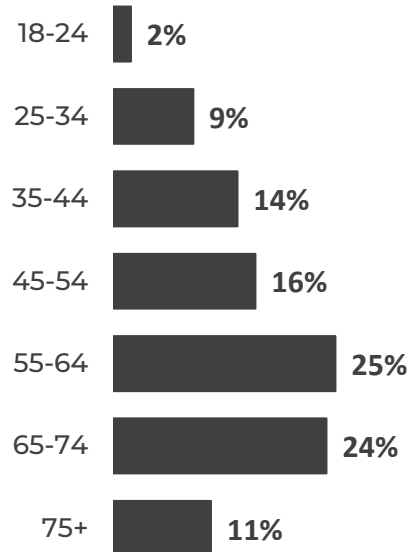
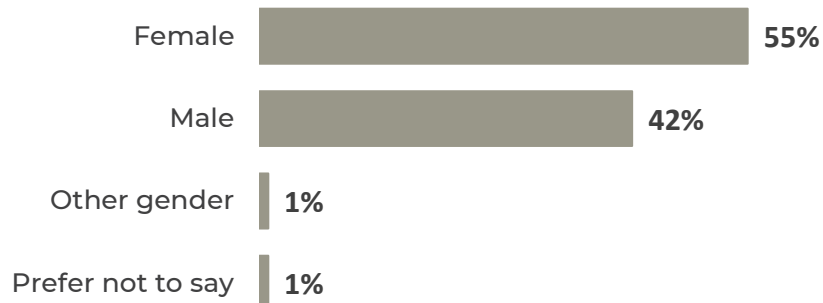
How interested would you be in learning more about 'Canberra Tracks'? *
(n=1,233)

- Very interested
- Somewhat interested
- Slightly interested
- Not at all interested
- Don't know



* Note: Respondents were shown the following paragraph of text prior to this question being asked – 'The signs displayed on the previous page are part of the 'Canberra Tracks' - consisting of eight routes located across the ACT region. These signs provide historical facts and stories for a range of locations on each route.'

Sample profile (unweighted, n=1,233)





ACT
Government

YOUR SAY
PANEL