CONSERVING HERITAGE: ACTIVISM & ADVOCACY IN THE 21st CENTURY

A symposium presented by Australia ICOMOS
Supported by Deakin University and National Trust of Australia (Vic)
Friday 17 October 9.00am-4.00pm, Deakin University City Campus, 550 Bourke Street, Melbourne

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ATTRACTING MASS INTEREST

Heritage has a high approval rating for its contribution to Australian society and culture.
But it competes with many other worthy causes for media, political and community attention.
Yet opportunities to attract mass interest have perhaps never been greater than in this new digital age.

WHAT ARE THE CURRENT THREATS?

What now are the challenges for advocates and activists, and how can they be met?
The grass-roots activism of the 1970s and early-1980s achieved legislative reforms.
But attacks on legislative frameworks and funding cuts suggest that new approaches are needed.

WHAT ARE THE NEW TOOLS OF ACTIVISM?

How do heritage advocates capture the attention of government and the wider public?
Membership of the National Trust is growing and groups such as Melbourne Heritage Action foster heritage activism in the Melbourne CBD.

So is a return to the activism of the last century the answer?

Social media provides endless opportunities for anyone with an issue to promote their cause and local interest groups rapidly emerge and disappear again as issues are won or lost.

How do you build a strong, broad and lasting public support base with new technology?
What are the new tools in the business of advocacy and activism?

What can we learn from other activists and advocacy organisations?

Groups supporting environmental conservation, the arts, fair-minded town planning, and a more enlightened approach to transport have a good record of continuous campaigning and achieving good outcomes.

JOIN US!

This symposium seeks to learn from prominent activists operating outside cultural heritage:

- **Six key speakers in three sessions, with plenty of time for discussion in each**
- **Final panel discussion on the relevance of this wider experience to heritage**

Speakers already confirmed are:

- Jackie Fristacky: Mayor, Yarra City Council
- Corinne Fisher: Convener, Better Planning Network (NSW)
- Professor Peter Tregear: Head, School of Music ANU
- Brendan Sydes: CEO and lawyer, Environmental Justice Australia
- Jonathan La Nauze: Healthy Ecosystems Program Manager, Australian Conservation Foundation

Join us in this crucial discussion of our mutual concerns, and perhaps begin to chart a collective course towards greater public and political support.

Registrations now open!