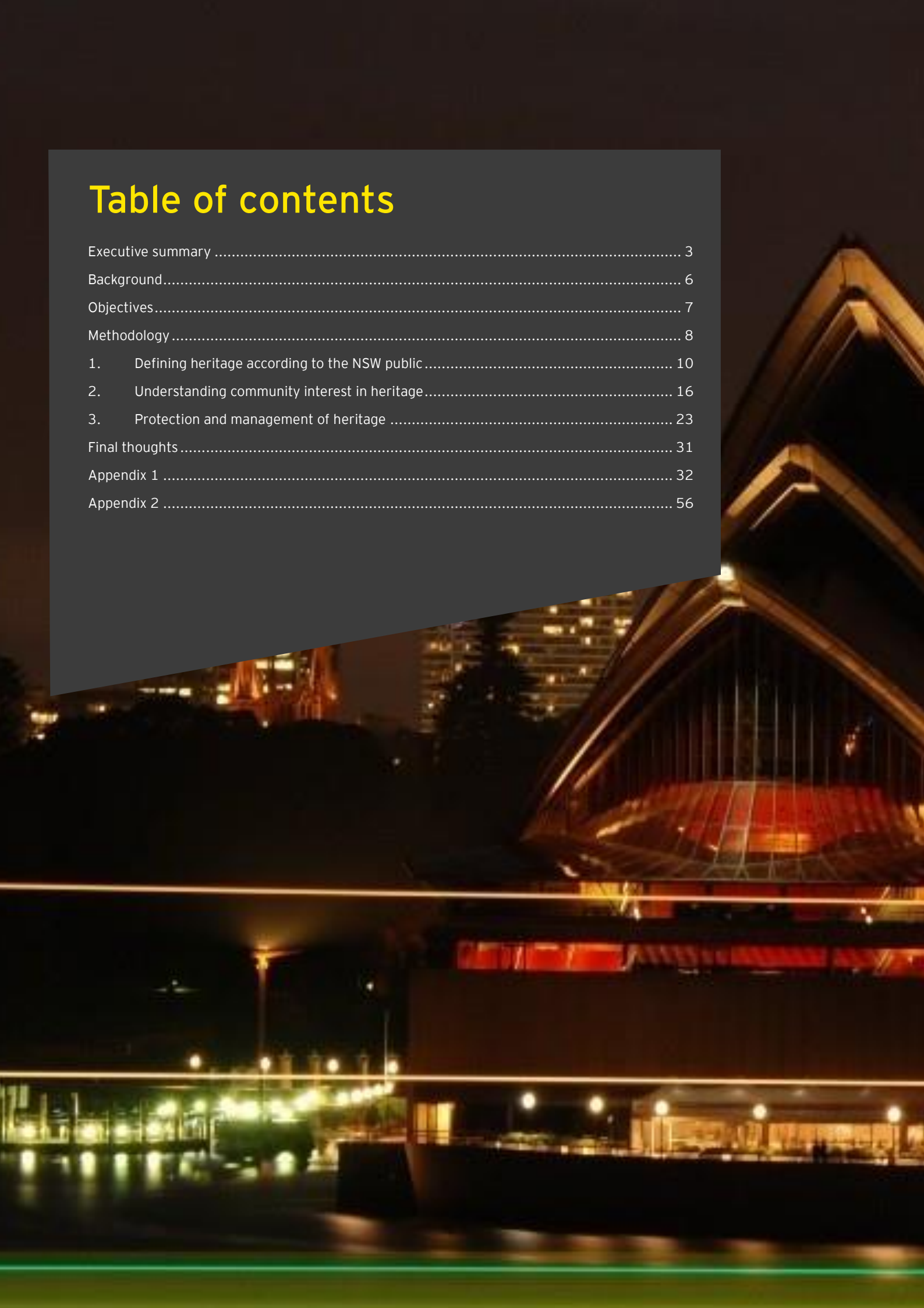


# Office of Environment and Heritage

## NSW COMMUNITY ATTITUDES TO HERITAGE REPORT

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# Executive summary

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## Background to the research

As part of its commitment to protect, celebrate and share heritage in NSW, OEH has worked with EY Sweeney to undertake a social research program, developed to enhance understanding of how heritage is perceived and valued by the people of NSW. The research program was undertaken in two stages.

In the first stage of the program (conducted by OEH), qualitative research was undertaken with focus groups drawn from the NSW community. This research was used to explore key themes and inform the development of a second stage of the research.

In the second stage, a quantitative survey was undertaken with the NSW community. This included a robust and representative sample of n=1,000 people from across NSW, n=45 people from the Aboriginal community and n=50 people from outer regional and remote NSW. This document outlines the results of the second stage of the research.

Please note, where this report refers to "Aboriginal" or "Indigenous" interviewees, the term refers to individuals who identified as belonging to a NSW based mob (e.g. the Wiradjuri) and does not include people from the Torres Strait Islander community.

## Key findings

A number of key themes were identified in the research. A summary of these themes is provided over the following two pages:

## Defining and engaging with heritage

1. **Heritage means many different things to different people, but is considered valuable by almost everyone...** For example, males are more likely to associate heritage with phrases such as: "colonial/since 1788", while females were more likely to associate heritage with intangible concepts, such as heritage being something to pass on to future generations. Despite these differences, heritage is considered highly valuable by the vast majority of the NSW community.
2. **Heritage is seen to offer value for both individuals and the community...** when asked

about the benefits of heritage to the community, answers could broadly be grouped in to three key categories:

- ▶ **Preservation...** of traditions and culture
- ▶ **Connections...** between a person and their local community
- ▶ **Economy...** the ability of heritage to boost tourism in an area

At an individual level, heritage provides a sense of personal or spiritual connection with an area:

- ▶ *"Ancestry and family, I am who I am because of my heritage, I am where I am because of my Elders"*
    - member of the Wiradjuri mob
  - ▶ *"Learning about the...stories of those who came to Australia after WWII is...a connection to my...family's personal story"*
    - female aged 15-24 from Sydney
3. **Perceptions of heritage are substantially different for Aboriginal interviewees...** intangible heritage such as "connections between a place and a people" and "Aboriginal dreaming" had more resonance amongst Aboriginal interviewees than other forms of heritage. In particular where heritage related to the post contact period in Australian history.
  4. **Overall, there are four broad types of heritage that draw public interest...**
    - ▶ **Natural heritage...** such as nature reserves, native animals, gardens and parks, etc.
    - ▶ **Man-made heritage...** such as the Sydney Harbour Bridge, historic public or commercial architecture, etc.
    - ▶ **Practices and rituals...** intangible behavioural-based heritage such as Aboriginal cultural practices, celebrations, festivals and sporting traditions
    - ▶ **Culture and icons...** involving cultural heritage such as family/ancestry, historical periods (e.g. the gold rush), multiculturalism, etc.

5. **People interact with heritage in a multitude of ways...** Interaction with heritage among the NSW community is high with both direct and indirect forms of engagement common over the past 12 months. Direct activities undertaken include:

- ▶ visiting a heritage site
- ▶ participating in cultural festivals/ activities
- ▶ taking a holiday for specific cultural/ heritage purposes
- ▶ conservation and support-based behaviours such as:
  - donating money to heritage related causes
  - playing an active role in heritage protection/ preservation activities
  - volunteering at a heritage place or event

Indirect methods of engaging with heritage were also common and include:

- ▶ watching a TV show related to heritage
- ▶ reading a book or article related to heritage

6. **Building public engagement with heritage should start with education...** there is a significant relationship between a person's understanding and knowledge of heritage and their engagement and interest in heritage. With that in mind, it will be critical to build awareness of heritage across NSW (particularly awareness of heritage within a person's local community) in order to build community awareness and eventual visitation to heritage at a local level.

## Perceived threats to, and future management of, heritage

7. **Three key threats to heritage were identified by NSW residents...**

- ▶ **Development...** almost one in five (18%) NSW residents indicated new property development as the greatest threat to heritage in the state (the highest noted)
- ▶ **Apathy...** just over one in 10 (12%) indicated that a lack of interest from the community was a key risk

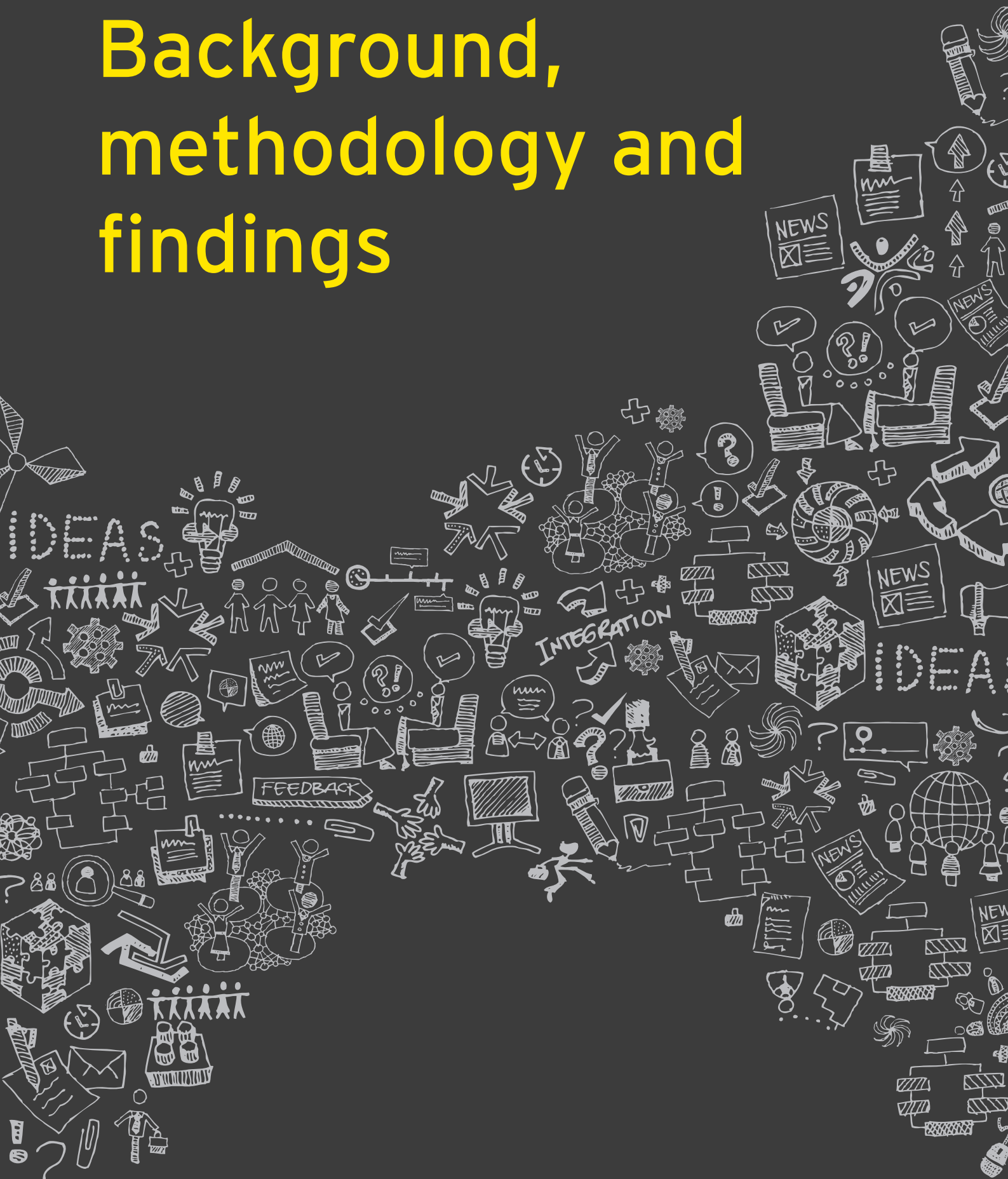
▶ **Erasure of culture...** a further 1 in 10 also highlighted that the erasure of Indigenous culture and the forgetting of history was also a critical threat

8. **Government overwhelmingly seen to be responsible for protecting heritage...** with 7 in 10 indicating that the protection and management of heritage in the state belonged to local, state and federal departments. However, respondents do not want to be excluded from this process altogether, with around 3 in 10 feeling the protection and management of heritage should also belong to the community. Seeking proactive engagement from the community and highlighting what they can do to help protect heritage may assist to increase awareness of, and engagement with, heritage.

9. **Important to build awareness of current protection efforts and focus on delivering at a community level...** when asked to indicate if current protection strategies were effective, around 4 in 10 said they did not know - highlighting a need to build awareness of current efforts amongst the community. People who did have knowledge of current strategies were more likely to view local efforts positively compared to broader state-wide initiatives - suggesting that current efforts should focus on delivering at a community level.

10. **Future strategies should find a balance between protecting and promoting heritage...** when asked about future strategies that could help protect the NSW heritage, respondents indicated they would like to see stricter controls and better management of heritage by the government. Education, the distribution of information about heritage and hosting more events that celebrate culture were seen to be critical for the promotion of heritage both for state tourism as well as at a local level.

# Background, methodology and findings



# Background

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The NSW Office of Environment and Heritage (OEH) is the NSW government agency with primary responsibility for developing and administering the state's environment and heritage policies and programs. The Heritage Council of NSW is a government agency that advises the Minister for Heritage on heritage matters, makes recommendations to list items on the State Heritage Register (SHR), and determines applications to make changes to SHR listed items.

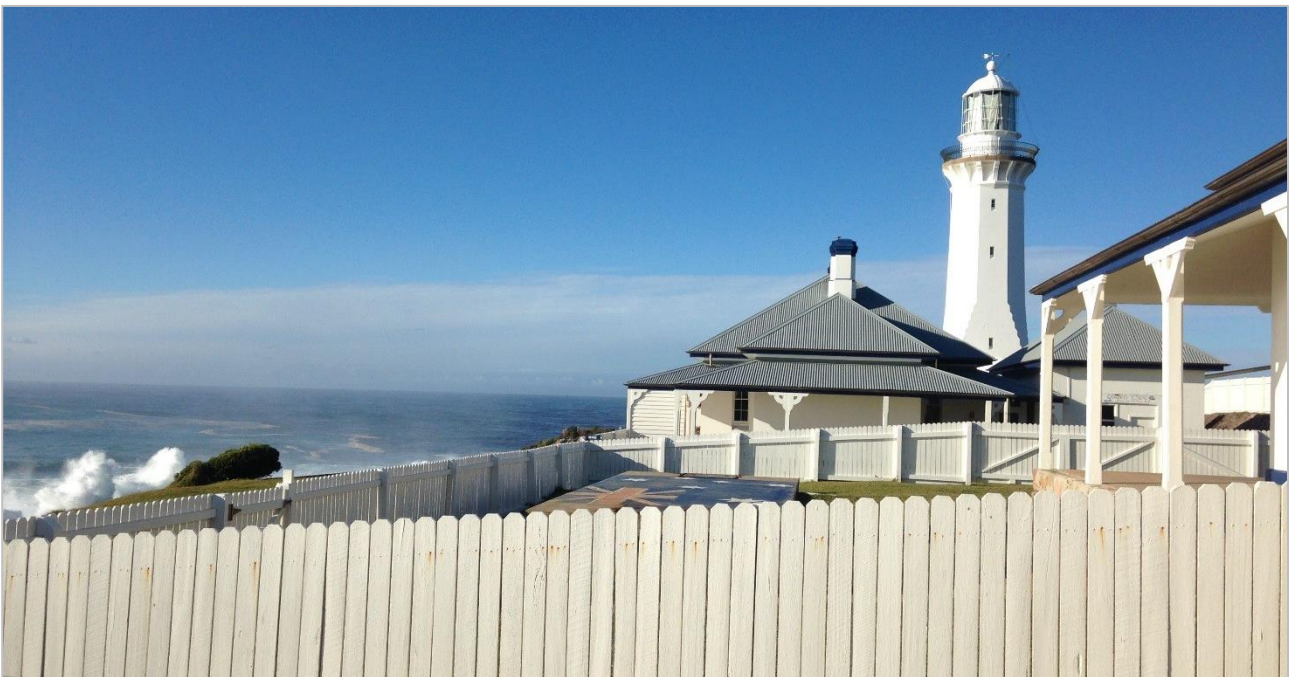
OEH is committed to working in partnership and in consultation with Aboriginal people and local communities to protect, celebrate and share heritage across NSW. As part of this commitment, OEH is developing a strategic approach to identifying and protecting places and values which will be informed by a social research program which has been developed to enhance OEH understanding of how heritage is perceived and valued by the people of NSW.

The research has been designed to provide robust information to inform future policy and practice for heritage protection, conservation, administration and celebration in NSW. This includes, but is not limited to, considerations about future listings on the SHR, grant funding program directions, development of public resources for heritage conservation, and decisions about government management of

heritage assets and will inform future heritage programs and policies. Along with this, the research may be used to develop a strategic framework that outlines why certain heritage places and items are valued by the NSW community.

The research has been undertaken as a two-phase research program with the first phase consisting of qualitative research which was undertaken by OEH. The second phase of the research utilised a quantitative survey to provide a comprehensive and statistically robust validation of the key themes identified in the first phase of the research, as well as providing a comprehensive analysis of heritage perceptions held in the NSW community and the prevalence of those views.

This report outlines the results of the quantitative survey. In Section 1, the topic of heritage is explored, including: defining what heritage is according to the NSW community and measuring awareness of and engagement with heritage at a broad level. Section 2 develops a clearer understanding of community interest and interaction with heritage. Finally, Section 3 identifies the risk factors associated with heritage which are most salient for the community as well as understanding what types of government intervention strategies are seen to be most appropriate for heritage in the state.



*Green Cape lighthouse and lighthouse keeper's cottage, NSW. Photograph by Caroline Ford*

# Objectives

A series of objectives were developed for the quantitative phase of the program, including an overall aim to:

**Provide a robust and representative overview of perceptions and attitudes towards heritage within NSW**



Specifically, the research looks to address the following ...

<p><b>Defining heritage</b></p>	<ul style="list-style-type: none"> <li>▶ Provide a clear understanding of what the community considers to be heritage</li> <li>▶ Broadly define how the people interact with heritage at a local area level</li> <li>▶ Determine how perceptions of heritage vary across different sections of the NSW community</li> </ul>
<p><b>Evaluate engagement with heritage</b></p>	<ul style="list-style-type: none"> <li>▶ Measure community interest in different types of heritage in NSW</li> <li>▶ Identify the perceived benefits of heritage for both the state as a whole, as well determining the benefits which heritage is seen to provide at a local community level</li> </ul>
<p><b>Risks and management</b></p>	<ul style="list-style-type: none"> <li>▶ Identify the key risks for heritage which are most salient for the NSW community</li> <li>▶ Understand what management and risk-mitigation efforts are considered to be most appropriate by the community</li> <li>▶ Identify the bodies/persons who should be responsible for implementing heritage protection strategies</li> </ul>

# Methodology

The research was undertaken as a two-phase research program investigating NSW residents' views on and concerns about heritage.

## Phase 1: Qualitative research

In the first phase of the program, qualitative research was undertaken by OEH. The research consisted of eight focus group discussions, interviews and mini-group sessions with people from a range of social and cultural backgrounds, ages and geographic locations. The results of this phase of the research provided insights into the kinds of heritage places people are attached to, how they understand heritage concepts and some of their concerns about heritage.

## Phase 2: Quantitative research

The second phase (which is the focus of this report) involved a quantitative survey. To achieve a robust and representative sample of the NSW population, a three-tiered surveying approach was adopted for the research. This approach ensured the results of the research were inclusive of all key groups within the NSW community, whilst also guaranteeing the results would be representative of the broader community - therefore allowing key findings to be extrapolated to the broader population. The three-tiered approach involved:

- ▶ A 15 minute online survey with a representative sample of n=1,000 NSW residents
- ▶ A 15 minute supplementary computer assisted telephone interview (CATI) survey conducted with a sample of n=50 people from remote and regional NSW
- ▶ A 30 minute supplementary face-to-face (i.e. interview administered) survey with a sample of n=45 Indigenous people from across NSW. These interviews were conducted by ETIC Consulting Group, who specialize in conducting social research with the Indigenous community.

Table 1 provides a detailed breakdown of the total sample achieved for the research:

**Table 1: Detailed sample breakdown**

Sample group		Sample size (n=)	Weighted proportion
Representative online sample			
Gender	Males	461	49%
	Females	529	51%
Age	15 to 24	159	16%
	25 to 34	190	18%
	35 to 44	203	17%
	45 to 54	153	17%
	55 to 64	157	14%
	65 to 74	109	14%
	75+	29	4%
Residential location	Sydney	626	60%
	South East NSW	73	9%
	South West/ western NSW	52	8%
	Northern NSW	111	10%
	Hunter/Central coast	138	13%
CALD	Speak language other than English at home	234	22%
Supplementary samples			
Remote and outer regional		50	N/A
Aboriginal		45	N/A
<b>Total</b>		<b>1,095</b>	

The achieved online sample of n=1,000 has a maximum margin of error of  $\pm 3.1\%$ . This means that if 50% of the sample give a particular answer, we can be 95% sure that between 46.9% and 53.1% of the broader NSW population would give the same answer. The supplementary samples of n=45 and n=50 have maximum margins of error of 14.6% and 13.9% respectively.

## Weighted data

The online data were weighted according to Australian Bureau of Statistics 2011 census data on age, gender and residential location to ensure that all results were fully representative of the broader NSW population. The CATI sample of remote and regional respondents and the face-to-face survey of Indigenous respondents were allowed to fall-out naturally.



## Comparing subgroups

Statistical significance testing was used throughout this report to compare various sections of the community (e.g. comparing males and females). Where differences are noted as “significant” the samples have been compared at the 95% confidence interval.

Where differences are noted to have been ‘indicative’, ‘substantial’ or ‘marginal’ they were not found to be significant at the 95% confidence interval. However, these results were determined by the researchers to be of key interest to the study and as such were included. Where these differences are noted, they should be used with caution.

Due to differences in data collection methodologies for the main online sample and the supplementary samples, no direct statistical comparisons have been made between these groups and the broader community. With that in mind, where substantial and relevant differences occurred across these samples the indicative difference has been noted.

## Interpreting charts

Throughout the report, the results in some charts add to more than 100%. Where this is the case, the question may have allowed respondents to select more than one answer, or the numbers included in the figure may be effected by rounding.

## Questionnaire

The questionnaire included a range of questions and covering the following topics:

- ▶ Features and characteristics of the respondent’s local residential area - including interaction with, and visitation of (physical) features, which features are most important, and which features respondents consider to be ‘heritage’
- ▶ The words or phrases that people most closely associate with heritage
- ▶ Levels of interest in different types of heritage (including reasons for interest in particular types)
- ▶ Heritage related behaviours undertaken in NSW in the past 12 months
- ▶ Sources of information used to find out about heritage in NSW
- ▶ Opinions concerning the adequacy of heritage protection in NSW and one’s local area
- ▶ Heritage types believed to be most at risk and why (including identification of threats to heritage)

- ▶ Perceived importance of the protection, conservation, promotion, celebration and education about heritage, including strategies for improving these
- ▶ The individuals/bodies that should be most responsible for the protection/upkeep of heritage
- ▶ Perceived importance of heritage relative to other government priorities
- ▶ Experience with, and attitudes towards, heritage listed properties (including perceived benefits/disadvantages and views on development regulations)

## Aboriginal interviewees

Throughout the report, where the terms “Aboriginal” or “Indigenous” are used, this refers to those surveys conducted by ETIC (a specialist firm in conducting research with Aboriginal persons in NSW) with residents who identify as belonging to a NSW based mob (e.g. the Wiradjuri), and does *not* include people from the Torres Strait Islander community.

# 1. Defining heritage according to the NSW public

“[Heritage] allows opportunities to build community and [is] for everyone to come together” - resident living in a metro area in NSW

When developing strategies to protect the heritage of NSW, it is important to first understand what the community see as “heritage”. Section 1, provides background on this topic, including: understanding how the various subsections of the community define heritage, measuring perceived awareness and understanding of heritage in NSW, and determining the types of heritage-related behaviours that the public undertake on a regular basis.

## 1.1. Defining heritage

Heritage means a variety of things to different sections of the NSW population. To gain a better understanding of the various perceptions the public have when it comes to heritage, respondents were asked to identify the five things they most closely associate with heritage from a range of words and associations which related to the historical aspects of heritage, cultural aspects, the relevance heritage has for people, the fragility of heritage, the regulations and restrictions associated with heritage, and the tangible and intangible aspects that the public may associate with heritage. Figure 1 shows the top ten associations selected by the NSW community as a whole.

**Figure 1: Top ten associations with heritage\* (%)**



Base: NSW representative sample, n=1,000  
 Q9. Which of the following words do you most closely associate with Australian Heritage? Please select up to 5.  
 Data weighted to represent NSW  
 Note: respondents were shown 27 items related to heritage and asked to select the top five

## Heritage - a key representation of NSW's past

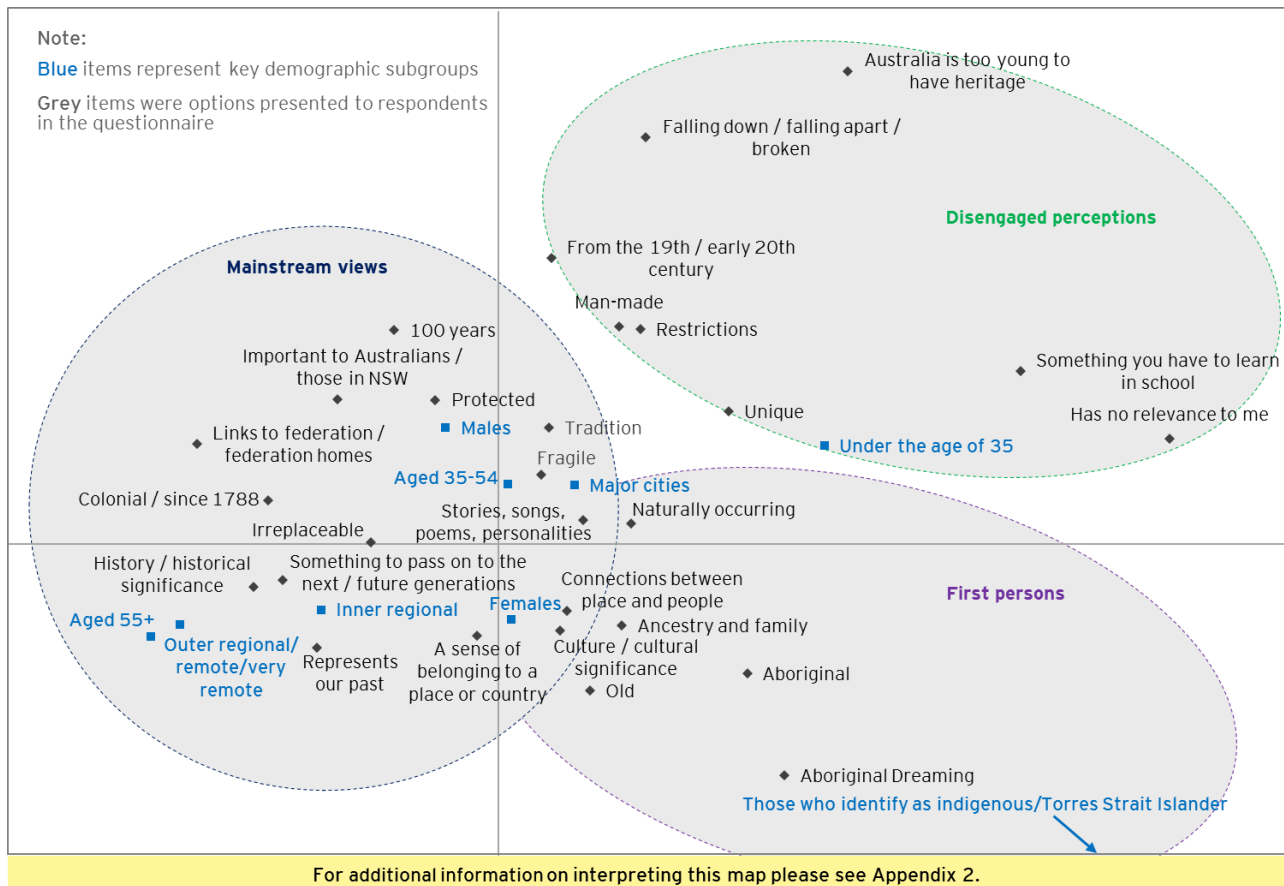
The analysis highlighted the cultural and historical importance of heritage to the NSW community. For example, 2 in 5 associated heritage with “historical significance”. Along with this, around a quarter felt that heritage was a way of representing the past, associated it with culture or traditions, or that it provides a sense of belonging. Interestingly, 22% of the NSW population also identified the term “Aboriginal” as one of their top five associations with heritage - highlighting the intrinsic link the broader NSW community make between heritage and the nation’s first inhabitants. However, just as many NSW residents also associated heritage with colonial/since 1788.

While heritage was associated with history and culture, there were a range of differences across various sections of the community. For example, males were significantly more likely than females to associate heritage with phrases such as: “colonial/since 1788” (25% compared to 18%) and “from the 19<sup>th</sup>/early 20<sup>th</sup> century” (12% compared to 8%). In contrast, females were more likely to associate heritage with Aboriginal Dreaming (17% compared to 12%) and the idea that heritage is something to pass on to future generations (25% compared to 19%). There were also several differences by age, with those over the age of 35 more likely than younger people to associate heritage with “historical significance” (49% compared to 30%), “representing our past” (33% compared to 19%), “something to pass on to the next/future generations” (25% compared to 16%) and “colonial/since 1788” (25% compared to 15%). With that in mind, those under the age of 35 were still more likely to associate heritage with “historical significance” than any other word or phrase tested. This age group was also the most likely to indicate that heritage was not relevant to them (7% of under 35s compared to 2% of over 35s).

Amongst the CALD community, heritage was again most commonly associated with “historical significance”. However, this association was lower than amongst the non-CALD community.

To provide a clearer understanding of the perceptual differences the community hold when it comes to heritage, an association map was developed using a correspondence analysis.

**Figure 2: Associations with heritage amongst the NSW community (correspondence map)**



Base: NSW representative sample, n=1,000; Outer regional/remote boost, n=50; Aboriginal boost, n=45

Q9. Which of the following words do you most closely associate with Australian Heritage?

Data weighted to represent NSW

Note: respondents were shown 27 items related to heritage. The blue text indicates demographic subgroups

The map illustrates the relative association each group has with different perceptions - it does not reflect the absolute scores for each group. Instead, it can be broadly interpreted based on the distance each item and group is from the origin point (i.e. where the two axes meet). For example, those who identified as Indigenous/Torres Strait Islander, associated heritage more heavily with the statement "Aboriginal Dreaming" compared to other statements and other groups.

## Underlying differences across the community

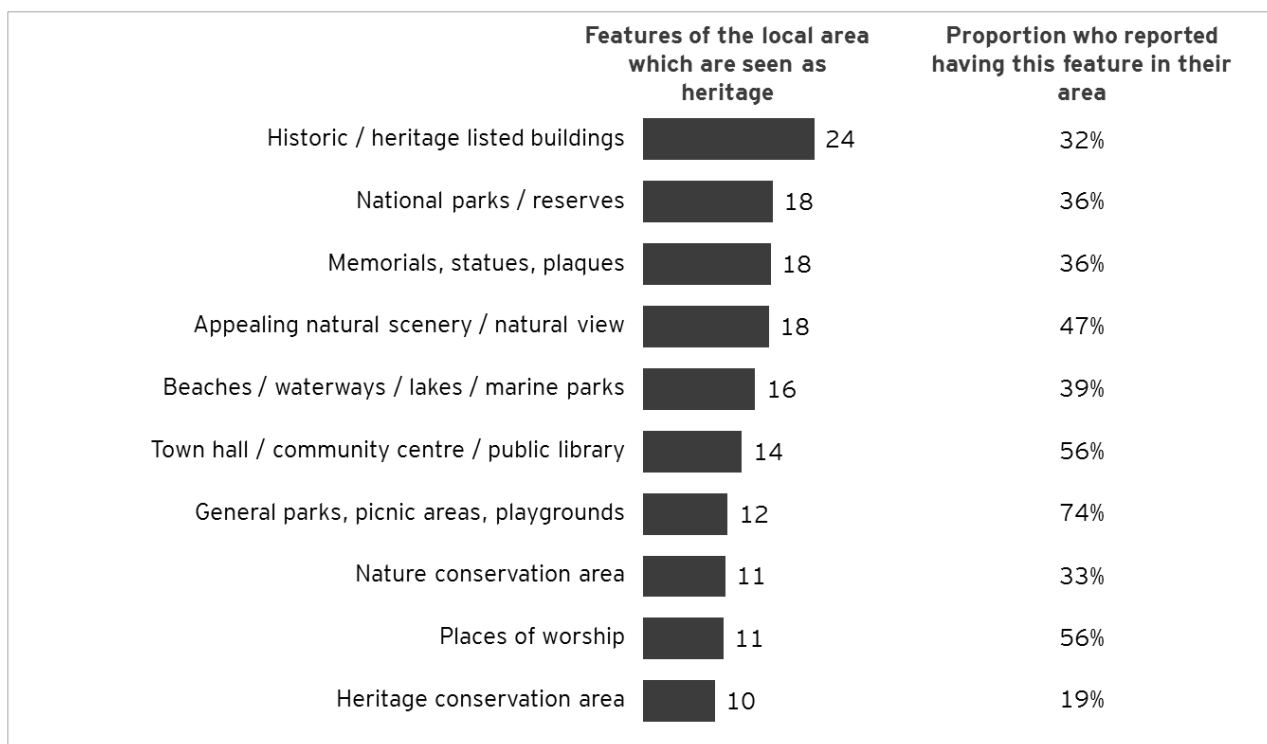
The correspondence analysis identified three key territories when it comes to defining heritage. On the left side of the map, was a mainstream view of heritage, which heavily skewed towards the post-contact period of Australian history. This includes statements such as: "colonial/since 1788", "links to federation" and "represents our past".

In the bottom right of the correspondence map, a territory more closely associated with Australia's

first peoples was apparent. Statements in this territory included: "Aboriginal Dreaming", "connection between place and people" and "ancestry and family". It is important to note, that this territory does not suggest that Aboriginal Dreaming and cultural practices are exclusively important to the Indigenous community as heritage. Rather, it highlights that these forms of heritage are critical to this community in comparison to other types of heritage (e.g. links to the post contact period and federation).

The third territory (located at the top of the map) identifies an under-developed perception of heritage within the community, and is most heavily associated with younger persons. This result highlights that a small proportion of young people hold the strong views that heritage: "has no relevance to me", "falling down" and "Australia is too young to have heritage". However, it is important to note that, at an absolute level, less than 10% of all people under the age of 35 actually selected these statements.

**Figure 3: Defining characteristics of the local area which people perceive to be heritage - top ten (%)**



Base: NSW representative sample, n=1,000

Q1. Thinking about the area where you live, which of the following features and characteristics does it have? Q13. Of all the features and characteristics that define your local area, which do you consider to be heritage?

Data weighted to represent NSW

Note: Respondents were asked to select which features of their local community were heritage. Features not present in their community (defined in Q1) were not shown in Q13

The associations and territories outlined above provide clear guidance on the conceptual associations the community have with heritage. While this is a critical step for developing a holistic understanding of community perceptions towards heritage, it is also important to understand how these associations' impact perceptions of heritage in a person's local community.

Figure 3 addresses this by identifying the features of local areas which are most commonly seen to be heritage. For this analysis, respondents were firstly asked to identify the features and characteristics present in their local area. These features included the built environment, the natural environment and the cultural/lifestyle features of the area (e.g. ancestral spiritual connection, museums and art galleries, etc.). Once these features were identified, respondents were asked to identify which of them they considered to be heritage.

### Local heritage more likely to be natural areas and historic buildings

Within the local area, respondents are more likely to identify natural and built features as being heritage. Interestingly, those who were aged 65+ were significantly more likely than younger people to identify heritage features in their local area which related to the built environment, such as: historic and heritage listed buildings (37% compared 21%) and memorial statues and plaques (24% compared to 17%). In contrast, younger people under the age of 35 were more likely to identify cultural activities such as restaurants, cafes, bars and entertainment as being heritage features of their local area (9% compared to 1% of those aged 65+).

These results were very similar amongst the CALD community, with national parks / reserves and general parks/ picnic areas/ playgrounds the most commonly identified heritage in their local area. With that in mind, this group were significantly less likely than the non-CALD community to identify historic or heritage related buildings (14% compared to 27%) and memorials, statues and

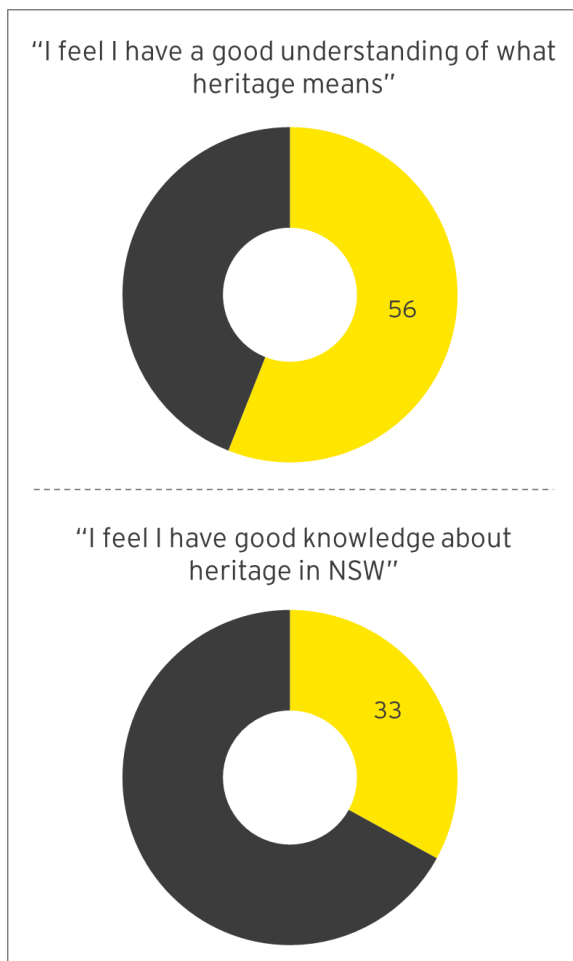
plaques (9% compared to 20%) as heritage in their local area.

Amongst the Aboriginal community, natural landscape and cultural aspects were most commonly cited. This included beaches and waterways (38%), the ancestral and spiritual connection to the area (36%), known local stories (29%) and places of cultural practice (22%).

**1.2. Awareness and understanding of heritage in NSW**

Along with defining heritage, it is also important to determine if the community feels they have a well-developed understanding or knowledge of the topic. Figure 4 shows the proportion of the community who feel they have a good understanding of what heritage means, as well as a good level of knowledge about heritage in NSW.

**Figure 4: Awareness and understanding of heritage in NSW (proportion who agree) (%)**



Base: NSW representative sample, n=1,000; Q34. Here are some statements some people have said about heritage in NSW. Please indicate if you agree or disagree with each of the following? Data weighted to represent NSW

**The majority understand what heritage means, but have limited knowledge about it in NSW**

Around half of the community feel they have a good understanding of what heritage means. Positively, this level of understanding is similar across the community, with no significant differences across key demographic groups such as age, gender, CALD status, or residential location.

With that in mind, perceived understanding is notably higher amongst those from the outer regional/remote sample (86%) and the Aboriginal interviewees (62%) - suggesting that heritage is potentially more salient for these communities.

Despite the majority feeling they understood what heritage meant, perceived knowledge about heritage in NSW is notably lower, with only 1 in 3 people feeling well-informed. Interestingly, those under the age of 35 were significantly more likely to feel they have good knowledge of heritage in NSW compared to those aged 35+ (38% compared to 31%).

Those from outer regional/remote areas and the Aboriginal community were more likely than the broader community to feel they have good knowledge about heritage in NSW (62% and 49% respectively). This may be the result these groups having a more specific definition of heritage - particularly for Indigenous people, who are more likely to treat heritage as a critical expression of culture and community. There were no notable difference amongst the CALD community.

**Understanding heritage drives engagement with the topic**

There is a significant relationship between understanding heritage and engagement with the topic. For example, those who feel they have a good understanding of what heritage means are significantly more likely to indicate that the protection and conservation of heritage is very important to them personally (49%), compared to those who do not feel they have a good understanding of what heritage means (11%). This group are also more likely to indicate that the continued promotion and celebration of intangible heritage is very important to them personally (37%) compared to those who do not have a good understanding of heritage (8%). In contrast, those

who had a limited understanding of the term 'heritage' and those with a limited knowledge of heritage in NSW were more likely to feel heritage is not relevant to them personally.

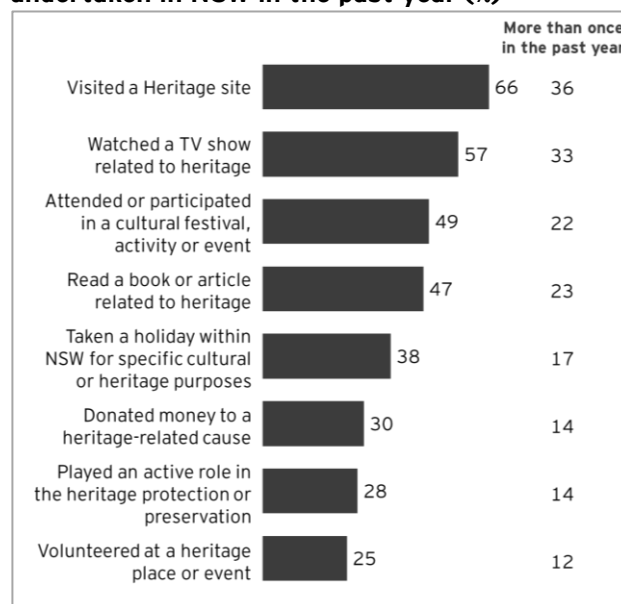
This relationship highlights the importance of building and maintaining public interest in heritage. For example, amongst those who feel that heritage is not relevant, only 1 in 5 feel that the protection and conservation of heritage is important to them personally. Going forward, the NSW Government could look at ways to help drive interest in heritage across the state. This would potentially help build community empathy towards, and interaction with, heritage.

### 1.3. Heritage-related behaviours undertaken in NSW

There are a multitude of ways the public can interact with heritage across NSW. This includes both direct (e.g. physically visiting a heritage location or partaking in a cultural activity) and indirect (e.g. watching or reading materials that relate to heritage) behaviours.

These interactions with heritage can also have a variety of objectives. For example, people who visit a heritage site for a holiday have a fundamentally different purpose in mind to someone that actively undertakes conservation efforts for that same site. To gain a better understanding of the interactions the community has with heritage, respondents were asked to indicate which, if any, heritage-related behaviours they have undertaken over the past 12 months (as well as the number of times they undertook each behaviour). Figure 5 shows the results of this analysis.

**Figure 5: Heritage-related behaviours undertaken in NSW in the past year (%)**



Base: NSW representative sample, n=1,000  
Q26. What heritage-related behaviours, if any, have you undertaken in NSW? Data weighted to represent NSW

### Both direct and indirect behaviours were common over the past year

Over the past year, around two-thirds of the community recall visiting a heritage site in NSW - around half of these people (36%) visited heritage sites more than once. A number of other direct activities were also undertaken, with 1 in 2 attending or participating in cultural festivals/activities, and 2 in 5 taking a holiday within NSW for specific cultural or heritage purposes. Indirect activities were also common, with 3 in 5 watching a TV show, and 1 in 2 reading a book or article related to heritage.

A substantial number of people also undertook conservation and support-based behaviours over the last 12 months. This included actions such as: 3 in 10 donating money to a heritage-related cause, 28% playing an active role in heritage protection or preservation activities and 1 in 4 volunteering at a heritage place or event.

Interestingly, those under the age of 35 were also significantly more likely to report undertaking direct activities, such as: conservation and support based behaviours over the last year. In terms of direct behaviours, 57% indicated they attended or participated in a cultural festival, activity or event (compared to 45% of those aged

over 35) and 46% reported taking a holiday within NSW for specific cultural or heritage purposes (compared to 33% of those aged over 35). Younger people were also more likely to report donating money (38% compared to 26%), volunteering (36% compared to 19%) and playing an active role in the heritage protection or preservation of something in NSW (36% compared to 23%). Males were also more likely to report undertaking conservation and support based behaviours than females over the past year.

It is currently unclear why younger audiences and males would be more likely to have undertaken each of these behaviours. However, it may relate to differences in what these groups identify as heritage related behaviours, sites or cultural practices. Alternatively, it may also relate to younger people having a greater amount of free time and capacity to visit heritage sites and take part in cultural practices than older people.

## **Those from CALD and Indigenous backgrounds more likely to engage with heritage**

Those from a CALD background were significantly more likely to have undertaken a variety of heritage related behaviours including: watching TV shows related to heritage (64% compared to 56%), attending or participating in cultural festivals (56% compared to 47%) or taken holidays within NSW for specific cultural or heritage purposes (49% compared to 34%). This group were also more likely to have performed conservation and support based behaviours including: donating money (41% compared to 26%), playing an active role in heritage protection (34% compared to 26%) and volunteering at a heritage place or event in NSW (35% compared to 22%).

Attending or participating in a cultural festival, activity or event was prevalent amongst the Indigenous community, with 7 in 10 having done so at least once in the last year and more than half having done so multiple times.

## 2. Understanding community interest in heritage

“Ancestry and family, I am who I am because of my heritage, I am where I am because of my Elders” - member of the Wiradjuri mob

Section 1 highlighted the variety of ways the NSW public define heritage. While this is undoubtedly an important step in building relevant heritage policy, it is just as important to evaluate, at a granular level, the types of heritage which are most relevant to the various segments of the NSW community. In Section 2, we begin by measuring community interest across a variety of heritage topics. Following this analysis, we evaluate the perceived benefits which the community derive from heritage in the state.

### 2.1. Interest in different forms of heritage

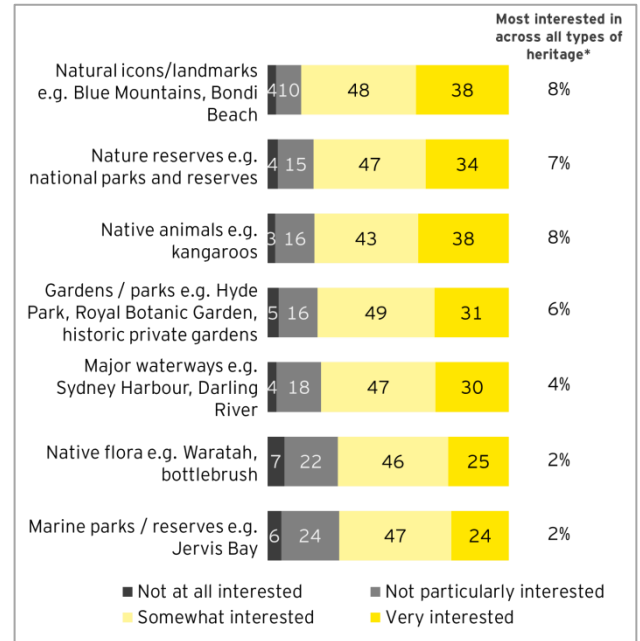
To develop an understanding of the types of heritage that the community are most interested in, respondents were shown a list of 27 different types of heritage. For each item, respondents were asked to indicate their personal interest in that heritage. The results indicate that heritage can be analysed and understood in terms of four broad categories, which are important for the NSW community: 1) natural heritage, 2) man-made heritage, 3) practices and rituals and 4) culture and icons.

### Natural heritage highly salient for the broader NSW community

Community interest was relatively high for natural forms of heritage, with approximately 4 in 5 indicating they were somewhat or very interested in natural icons/landmarks, nature reserves, native animals, gardens/parks and major waterways. Perceptions of native flora and marine parks/reserves were also positive, with 7 in 10 reporting they were somewhat or very interested in this type of heritage.

Overall, 8% indicated that natural icons or landmarks (e.g. the Blue Mountains, Bondi Beach, etc.) or native animals (e.g. kangaroos) were the most interesting form of heritage in NSW. These were the second highest (only behind family/ancestry - discussed in more detail later).

**Figure 6: Interest in natural heritage (%)**



Base: NSW representative sample, n=1,000  
 Q10. How interested are you in the following types of heritage? Q11. Which type of heritage would you say you are most interested in? Data weighted to represent NSW  
 \*Note: compares across all types of heritage tested (e.g. natural, cultural, built spaces, etc.)

While interest in the natural heritage of NSW was broadly positive, there were several notable differences across the community. For example, females were significantly more likely than males to be somewhat or very interested in gardens/parks (85% compared to 73%) and native animals (85% compared to 76%). Similarly, those aged 35 and older were significantly more likely than younger people to be interested in major waterways, such as Sydney Harbour (82% compared to 70%).

Those from a CALD background were more likely to be interested in gardens and parks (85% compared to 78%) and marine parks (79% compared to 68%) than those from a non-CALD context.

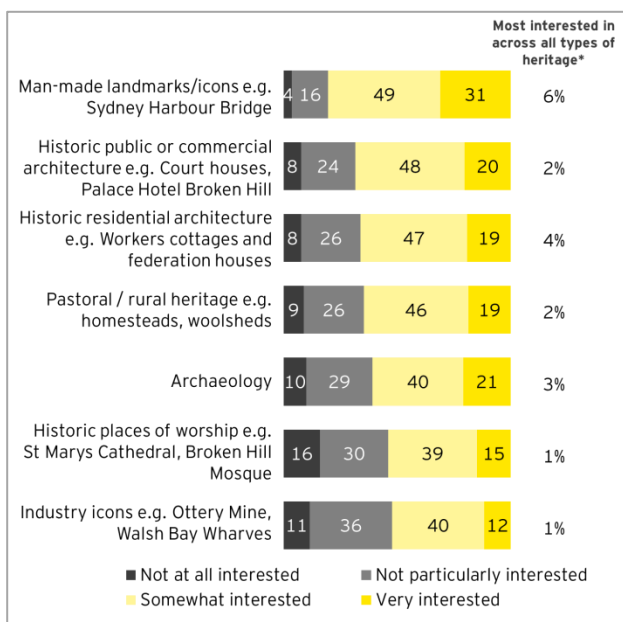


The Aboriginal interviewees showed relatively lower interest for this type of heritage - with fewer than 6 in 10 of this group indicating they were somewhat or very interested in any of the items tested. This result is surprising and may potentially relate to several cultural factors, including that heritage in NSW is historically based on Western notions of heritage management where cultural and natural heritage are viewed as separate (and which shaped the questions asked for this research). For example, Indigenous communities believe natural and cultural values are intrinsically linked. As such, what the broader community consider to be important "natural heritage" (e.g. landscapes, flora and fauna) could potentially be seen by the Aboriginal community as important from a cultural or spiritual perspective, potentially explaining the relatively low interest amongst this group.

### Man-made heritage engaging for most, but less critical than natural heritage

The majority of the community find man-made heritage somewhat or very interesting. For example, 80% indicated they were somewhat or very interested in man-made landmarks or icons (e.g. Sydney Harbour Bridge). Similarly, 68% were also interested in historic public/commercial architecture, 66% in historic residential architecture and 65% in pastoral/rural heritage (e.g. homesteads, wool sheds, etc.). Archaeology (61%), historic places of worship (54%) and industry icons (52%) were also found to be somewhat or very interesting by many. Figure 7 shows these results in more detail:

**Figure 7: Interest in man-made heritage (%)**



Base: NSW representative sample, n=1,000

Q10. How interested are you in the following types of heritage? Q11. Which type of heritage would you say you are most interested in? Data weighted to represent NSW  
\*Note: compares across all types of heritage tested (e.g. natural, cultural, built spaces, etc.)

Interest in man-made heritage was typically higher amongst older age groups, with those aged 55+ significantly more interested than under 35s in man-made landmarks (87% compared to 75%), historic public or commercial architecture (78% compared to 58%), historic residential architecture (76% compared to 53%) and pastoral/rural heritage (74% compared to 53%). Nevertheless, amongst under 35s interest was highest for man-made landmarks and archaeology (60%).

Along with age, there were several additional demographic differences, including: those living in major cities were significantly more interested in historic places of worship than those from inner or outer regional areas (59% compared to 42% and 37% respectively). In contrast those from inner and outer regional NSW were more interested in pastoral or rural heritage (71% and 76% compared to 62%). Extending from this, those from a CALD background were more likely to be interested in historic places of worship (62% compared to 52% of the broader community) and industry icons (61% compared to 50%). Finally, interest in man-made heritage was relatively low amongst the Indigenous community with only 3 in 10 indicating they were interested in any of these types of heritage.

### Practices and rituals less engaging for the broader community

Figure 8 provides a detailed overview of community attitudes in relation to practices and rituals.

**Figure 8: Interest in heritage relating to practices and rituals (%)**



Base: NSW representative sample, n=1,000

Q10. How interested are you in the following types of heritage? Q11. Which type of heritage would you say you are most interested in? Data weighted to represent NSW  
\*Note: compares across all types of heritage tested (e.g. natural, cultural, built spaces, etc.)

Despite being lower than other forms of heritage, interest in this type of heritage was still relatively positive. Around 3 in 5 indicated they were somewhat or very interested in Indigenous/Aboriginal cultural practices. The same proportion were interested in celebrations, festivals or events which related to heritage (e.g. local agricultural shows, National Trust Heritage Festival) and 1 in 2 were interested in sporting traditions such as cricket.

As with other forms of heritage, there were several notable differences across the community. Celebrations and festivals were significantly more appealing to females (63% compared to 54% of males); in comparison, males were significantly more interested in sporting traditions than females (62% compared to 43%). Celebrations and festivals were also more appealing to those in the major cities (61% compared to 50% of those in regional areas) and those from CALD backgrounds (68% compared to 55%).

The Aboriginal interviewees were highly interested in Indigenous cultural practices (78%) and celebrations and festivals (87%) - emphasizing the critical role that cultural practices play for the Aboriginal community in NSW.

### Culture and icons play varying roles throughout the community

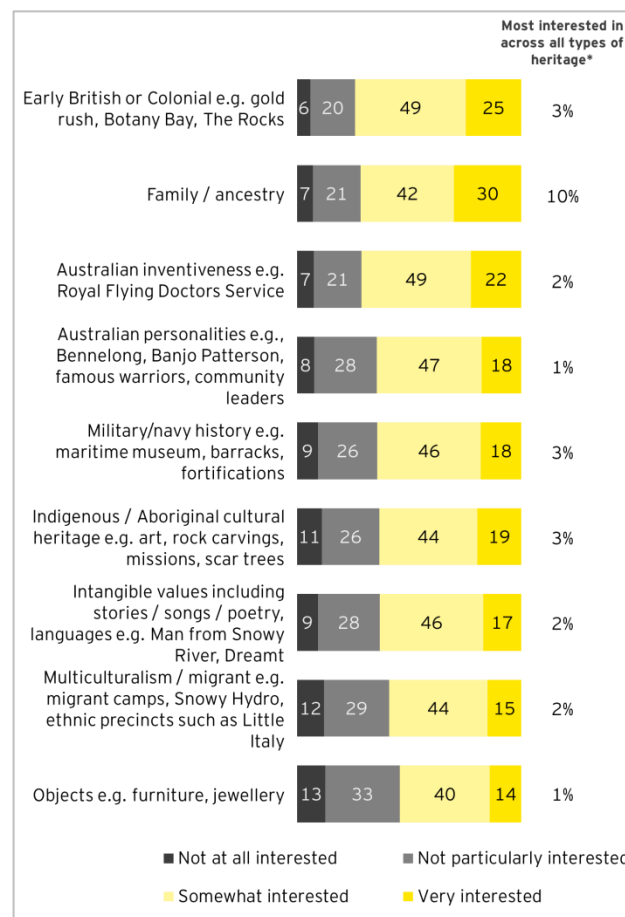
Culture and icons play an important role in Australian heritage. Around 3 in 4 indicated they were somewhat or very interested in early British or colonial heritage (e.g. the goldrush, Botany Bay), while 7 in 10 said they were interested in family/ancestry and Australian inventiveness. Around 3 in 5 said they were interested in Australian personalities (e.g. Bennelong and Banjo Patterson), military and naval history, Indigenous cultural heritage (e.g. art and rock carvings), intangible values, and multiculturalism. Finally, just over half of the community said they were interested in objects such as furniture and jewellery.

While culture and icons play an important role in heritage for NSW, interest rates varied significantly across the community. For example, males were more interested in military and naval history than females (68% compared to 61%). In contrast, females were more interested than males in Indigenous cultural heritage (67% compared to 60%) and objects such as furniture and jewellery (60% compared to 49%). Interest in objects was also higher among CALD respondents than non-CALD respondents (63% compared to 52%), as was interest in multiculturalism (69% compared to 56%).

Age was also a key differentiator for this type of heritage, with those aged 35+ most likely to be interested in early British or colonial heritage than those under the age of 35 (79% compared to 64%) and Australian inventiveness (76% compared to 62%). Those under the age of 35 were most likely to be interested in family/ancestry (67%), followed by early British or colonial heritage (64%) than those over the age of 35. However, these interest levels were still significantly lower than older age groups.

Amongst the Aboriginal interviewees, interest rates were highest for family/ancestry (78%), Indigenous cultural heritage (80%) and intangible values (64%). Interest in early British or colonial heritage (9%), Australian inventiveness (7%) and military history (16%) was very low amongst this group. Interest in multiculturalism (18%) and objects such as furniture and jewellery (22%) was also low.

**Figure 9: Interest in culture and icons (%)**

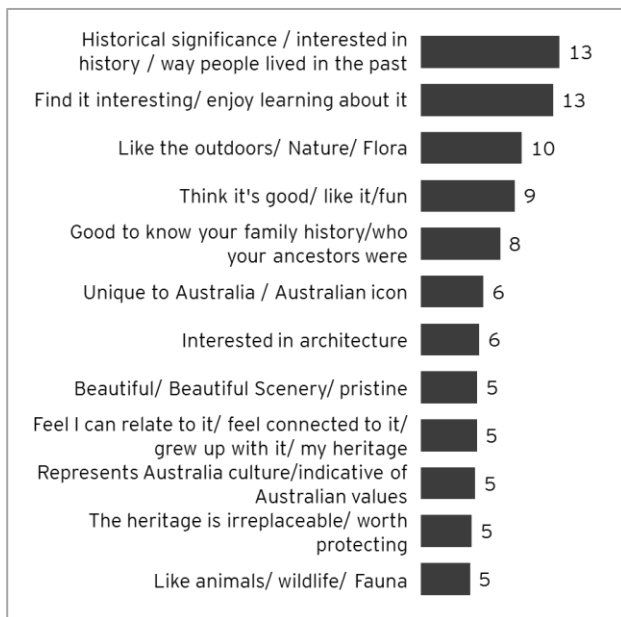


Base: NSW representative sample, n=1,000  
 Q10. How interested are you in the following types of heritage? Q11. Which type of heritage would you say you are most interested in? Data weighted to represent NSW  
 \*Note: compares across all types of heritage tested (e.g. natural, cultural, built spaces, etc).

## 2.2. Reasons for interest in different types of heritage

After identifying community interest in the various types of heritage, respondents were asked to indicate the main reason they were interested in heritage. With this in mind, respondents were asked an open ended question about why they were most interested in the type of heritage that they selected. The results of this analysis are shown below.

**Figure 10: Main reason for being interested in heritage (%)\***



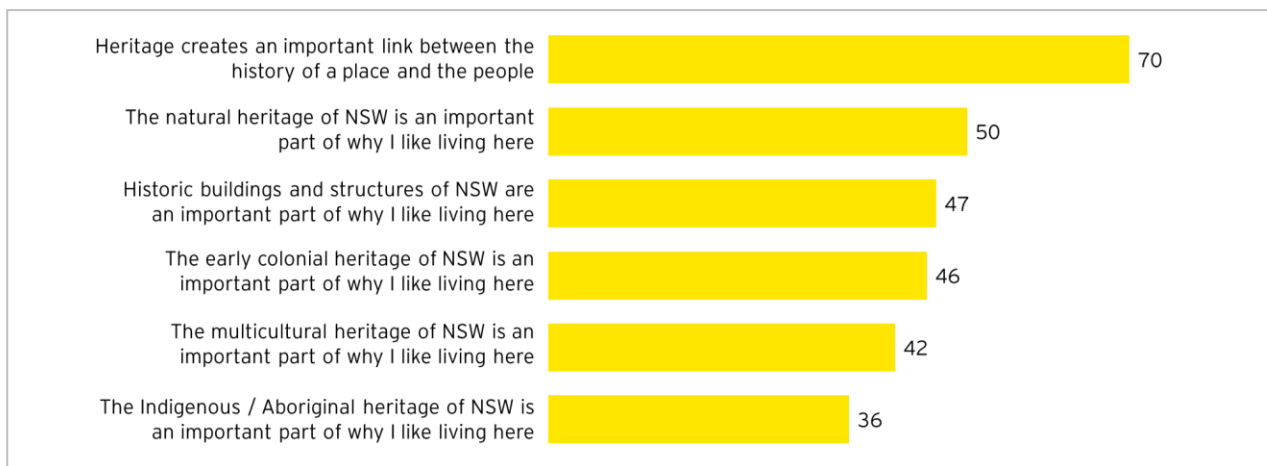
Base: Have a type of heritage they are most interested in n=930; Q12. Why are you most interested in this type of heritage? Note: responses less than 5% not shown

## Variety of reasons drive interest in heritage

There are a wide range of drivers for interest in different types of heritage, with no single driver dominating the analysis. However, the most popular responses centred around a general interest in and enjoyment of learning about the topic (13%) and an interest in history/the way people lived in the past/historical significance, with each of these mentioned by 13% of respondents. Slightly fewer (10%) identified an appreciation of nature and the outdoors as a key reason for selecting a particular type of heritage as most important to them. There were no notable differences according to age, gender or CALD status.

However, for the Aboriginal community, knowing about family history/ancestors (44%), protecting Indigenous heritage (15%) and feeling connected with their heritage (15%) were the top reasons given.

**Figure 11: Perceived value of heritage to NSW (read as proportion who agree) (%)**



Base: NSW representative sample, n=1,000

Q34. Here are some statements some people have said about heritage in NSW. Please indicate if you agree or disagree with each of the following? Data weighted to represent NSW

### 2.3. Perceived value of heritage

While the NSW community are highly interested in heritage, there is a critical question around the social and personal value that the community derive from this heritage. While the majority may be highly interested in the various forms of heritage, this interest may not necessarily translate into the community feeling as if they receive any tangible or intangible benefits from heritage at a state-wide or a local level. Figure 11 provides an overview of some of the key perceived benefits of heritage at a conceptual level.

#### An important link between people and their state

Overall, 7 in 10 agreed that heritage creates an important link between the history of a place and the people who live there - highlighting the connection between the community and the physical landscape of NSW. In addition, the different types of heritage present in NSW are seen as a key benefit to living in NSW. For example, half feel that the natural heritage of NSW is an important part of why they like living in the state. Extending from this, historic buildings and structures (47%), early colonial heritage (46%) and multicultural heritage (42%) were also seen as important benefits of living in NSW. More than 1 in 3 also said that the Indigenous heritage of NSW is an important part of why they like living in the state - highlighting the salient link between Indigenous culture and the broader community in NSW as a whole.

The perceived benefits of heritage were not uniform, with several notable differences across

key subgroups. Females (74%) were more likely to indicate that heritage created an important link between the history of a place and the people compared to males (65%). This belief was also higher amongst older demographics, with those aged 35+ (77%) more likely to note the link than those under the age of 35 (56%). Despite this, people under 35 years of age (47%) were more likely to indicate that the multicultural heritage of NSW was an important part of why they enjoy living in NSW compared to older people (39%). Respondents from CALD backgrounds were more likely to say both the natural (58% compared to 48% of non-CALDS) and multicultural heritage (54% compared to 38% of non-CALDS) of NSW is an important part of why they enjoy living in NSW.

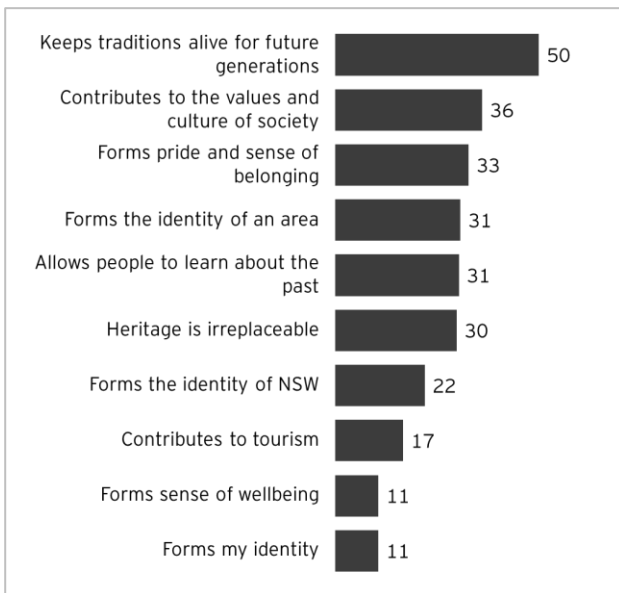
#### Heritage is valued for its intangible benefits

In addition to being an important part of why many people like living in NSW, the protection and celebration of heritage was also seen to provide a number of other tangible and intangible benefits for the community. To understand these perceived benefits in more detail, respondents were first asked to identify how important they felt it was to protect and/or celebrate heritage - with around 8 in 10 indicating it is somewhat or very important to them (based on a four point scale from not at all important to very important). These respondents were then asked to identify the three most important reasons for protecting and celebrating heritage.

The most commonly cited reasons focussed on the intangible and latent benefits that heritage

offers to the traditions and cultural identity of the community. Figure 12 provides more detail:

**Figure 12: Most important reasons for protecting and celebrating heritage (%)**



Base: Those who felt it was important to protect or celebrate heritage, n=866  
 Q19. Which of the following best explains why you think it is important? Please select up to 3 reasons. Data weighted to represent NSW

Half of those who felt it was important to protect and celebrate heritage indicated that keeping traditions alive was a key motivator. Around 1 in 3 also felt that heritage has a strong contribution to the values and culture of society as well as providing a sense of belonging. Around 3 in 10 said that the influence heritage has in helping form the identity of an area, offering insights into the past and being irreplaceable were amongst their top three most important reasons. Of lesser importance was the contribution that heritage provides to tourism (17%) and forming a sense of wellbeing or personal identity (11% for each).

The reasons for protecting and celebrating heritage were different across the various subsections of the community. Females (57%) were more likely to place importance on keeping traditions alive for future generations than males (43%); this was a similar outcome for those aged 65+ (64% compared to 47% of those under the age of 65). Those aged 65+ were also more likely to indicate that heritage is irreplaceable (45%) than younger people (27%). Interestingly, those under the age of 35 were significantly more likely than older audiences to indicate that heritage forms a sense of wellbeing (15% compared to 8%) and that it forms a part of their personal identity (17% compared to 8%). Those from CALD backgrounds were more likely to say heritage

forms a sense of well-being (15% compared to 9%) but were less likely to express the view that heritage is irreplaceable (20% compared to 33% of the non-CALD community).

Amongst the Indigenous community, the most important reasons for protecting and celebrating heritage relates to the key role it plays in their sense of self, whereby 7 in 10 indicated that heritage forms pride and a sense of belonging. Half of this group also said that heritage helps form their identity, and a quarter indicated that it provides them with a sense of wellbeing, both of which were substantially higher than in the broader community.

While these results highlight the broad value the wider community places on heritage, to fully understand the benefits of heritage in NSW it is important to also evaluate the effects of having heritage at a local level. To achieve this, respondents were asked to indicate the three features of their local area that have the most positive influence on their experience living there (note, this question referred to any features of their local area, not just heritage). The results of this question were then compared to those features in their local area which were seen as heritage.

**Figure 13: Impact of heritage on experience in the local area - heritage in the local area that has the most positive impact on experiences in that area (%)**

Features of the local community which are seen as heritage	Number of respondents	Feature has a significant positive influence on their experience in the area - overall	Feature has a significant positive influence on their experience in the area - Amongst those who see feature as being heritage
Historic / heritage listed buildings	24	6%	12%
National parks / reserves	18	14%	41%
Memorials, statues, plaques	18	4%	3%
Appealing natural scenery / natural view	18	23%	55%
Beaches / waterways / lakes / marine parks	16	26%	72%
Town hall / community centre / public library	14	10%	20%
General parks, picnic areas, playgrounds	12	35%	59%
Nature conservation area	11	7%	18%
Places of worship	11	9%	22%
Heritage conservation area	10	4%	11%

Base: NSW representative sample, n=1,000

Q4. Please pick the three most important features of your local area to you. By important we mean that the feature or characteristic of your area has a significant and positive influence on your experience of living there? Q13. Of all the features and characteristics that define your local area, which do you consider to be heritage?

Data weighted to represent NSW

Note: Respondents were asked to select which features of their local community were heritage. Features not present in their community (defined in Q1) were not shown in Q4 or Q13

The bar chart in Figure 13 shows the top ten features the community identify as heritage in their local area. The two columns to the right of this chart show the proportion who see each feature as having a significant positive influence on their experience in the area; the first column indicates the level of influence at a total level (i.e. the whole sample), while the second column indicates the level of influence each feature has for those people who indicated the feature was heritage in their area (i.e. 41% of those who identified a national park/reserve as heritage in their local area indicated this feature had a positive influence on their experience).

## Natural heritage has a strong positive influence on experience

The analysis highlights the critical benefit that natural heritage plays in local areas. For example, 14% of NSW residents said that national parks/reserves have a significant positive role on their experiences in the local area (or 41% of those who identified this as a type of heritage in their local area). Along with this, 23% said the natural scenery (55% of those who identified this as a type of heritage in their area), 26% said beaches/waterways (72% of those who identified this as a type of heritage in their area) and 35% said general parks or picnic areas (59% of those who identified this as a type of heritage in their area) have a significant positive influence on their experience living in that area.

The influence of different types of heritage differed by age, with cafes and restaurants (43%) and cultural diversity (13%) significantly more important to those under the age of 35 than older people (32% and 8% respectively). Similarly, cultural diversity was more important for CALD respondents (15% compared to 8% of non-CALDs), as were places of worship (12% compared to 8% of non-CALDS).

There were also several differences based on residential location. In particular, those living in regional NSW were more likely to indicate that the natural scenery (35% compared to 19%) and the sense of community (28% compared to 18%) were highly important compared to those in metro areas.

## Critical that people can interact with their heritage

One of the key differentiators that appeared to drive interest in natural heritage was the opportunity for the majority of the community to interact with it easily, and experience it first-hand. For example, amongst those who indicated they had a national park or reserve in their local area, 7 in 10 have visited it in the past. This was the same for those with beaches or waterways in their local area. However, amongst those who recognised having a historic or heritage listed building in their local area, only 45% had visited that location. Similarly, less than half had visited memorials or statues in their local area.

### 3. Protection and management of heritage

“We have destroyed a lot of our heritage buildings...it's sad to see all those buildings destroyed” - resident living in a remote area in NSW

Sections 1 and 2 highlight the importance of heritage to the NSW community. Following this, it is important to explore the extent to which the general community feels heritage in NSW is adequately protected and properly managed. It is also critical to understand what the community perceive to be the key threats to heritage in NSW as well as identifying the bodies or persons the public believe should be responsible for protection of heritage.

#### 3.1. Heritage protection and management in NSW

To develop a clear understanding of what concerns the community have regarding heritage, respondents were asked whether they think heritage protection in NSW is well managed. The results suggest the community is relatively disengaged with heritage protection efforts across the state. For example, more than 1 in 2 neither agreed nor disagreed that heritage protection is well managed in NSW. Similarly, 2 in 5 did not know if the protection of heritage in NSW and their local area is adequate or not.

#### Community are split on current protection efforts

Although the results highlight that a large proportion of the state are uncertain of the efficacy of heritage protection efforts in NSW, there was a notable polarisation amongst those who did have an opinion, Figure 14 provides more details.

When considering heritage protection across the state, one quarter felt that current protection efforts provide adequate protection for heritage in NSW. In contrast, 1 in 3 did not feel that the protection of heritage was adequate.

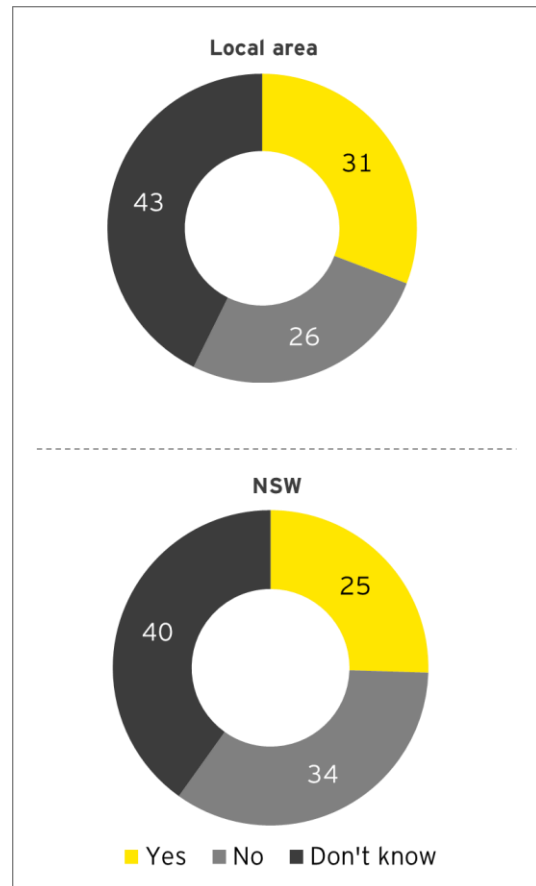
This divide was driven, in part, by differences at a demographic level. For example, males (29% compared to 22% of females) were significantly more likely to feel that efforts were adequate, while females (45%) were more likely to say they did not know (compared to 35% of males).

Older audiences were more critical of current protection efforts, with 47% of those aged 65+ indicating they were not adequate, compared to only 25% of those under the age of 35.

Alternatively, CALD respondents were more likely to feel that the protection of heritage in NSW is adequate compared to English only speakers (31% compared 24%).

Interestingly, amongst the Aboriginal community, 6 in 10 indicated that the protection of heritage is not adequate. Similarly, half of those from remote areas indicated that efforts were not adequate - highlighting the potential need to more effectively engage both of these stakeholders in future conservation efforts.

**Figure 14: Perceived adequacy of heritage protection (%)**



Base: NSW representative sample, n=1,000  
 Q21 Do you think the protection of heritage in your local area is adequate?  
 Q22 Do you think the protection of heritage in NSW is adequate?

## Protection efforts seen more positively at a local level

While many were uncertain about the adequacy of protection efforts across NSW, perceptions were more positive at a local level. Overall, 3 in 10 felt the protection of heritage in their local area is adequate (compared with 25% for NSW overall) and only one quarter said that current efforts were not adequate (compared with 34% for NSW overall). Nevertheless, a sizeable proportion (43%) admitted they did not know, once again highlighting the broad disengagement amongst the community.

As above, there were a number of differences at a demographic level, with males (30%) more likely to indicate that local protections are currently not adequate, compared to 23% of females (48% of whom said they did not know). CALD respondents were also more likely than those from a non-CALD background to rate protection in their local area as adequate (37% compared to 29%).

People under the age of 35 (37%) were most likely to say protection of local heritage is adequate. Alternatively, those aged 65+ (35%) were significantly more likely to feel local heritage protection is inadequate.

### 3.2. Attitudes concerning heritage listed properties

When discussing community perceptions of protection efforts, it is also important to evaluate the attitudes NSW residents towards heritage listed properties, particularly those who work or live in one of these locations.

## 1 in 3 feel regulations on heritage listed properties are appropriate

When asked about development regulations on heritage listed properties, over a third (36%) said they felt current regulations are about right. Alternatively, a quarter (24%) believe regulations are too weak and only 13% said they are too strict. One quarter (26%) said they did not know.

Overall, 1 in 10 indicated they live or work in a heritage listed property (5% live, 6% work). These people were asked to indicate if they felt the heritage or conservation status was a positive or negative attribute of the property.

## Heritage status seen as positive for most properties

Having a heritage listing or conservation status was generally seen to be positive, with 83% of those who live in, and 61% of those who work in one of these properties, indicated that the listing was somewhat or highly positive.

Respondents identified a number of reasons that a heritage listing was positive. Amongst those who live in a heritage listed property some reasons included:

- *"If we are fair dinkum about jobs and tourism then we must do something about it. Talking about [it] will not help, controls need to be kept on developers"*
- *"It ensures that heritage listed homes and areas are available to those who have an interest in them. I value this because it shows that people are interested in the history of the dwelling and area"*
- *"because it gives safeguards that it will not be destroyed and adds to the value because it will not be built out by "chook box" blocks of units which are the slums of tomorrow"*

Amongst those who work in a heritage listed property some reasons included:

- *"...it adds to cultural awareness"*
- *"The significance and the history involved are important to me"*
- *"The heritage aspect makes it more than just a building or work place. Clients are usually interested in the architecture & stories of the past"*
- *"It brings a uniqueness and aesthetic culture to the workplace, rather than looking dated all the time"*
- *"People tend to visit this building and area because it doesn't look like the suburban wasteland that Sydney is becoming"*

While most felt that living/working in heritage listed properties was positive, around 1 in 10 residents/tenants felt that it was somewhat or highly negative for their property. Among those who live in a heritage listed property some reasons for this included:

- *"It was declared without adequate consultation or active on ground inspection and whilst it is a small part of a network it does not add significantly to the whole network. It was an old gold mining area and maps declare it as old disturbed area yet it has been assessed as a 'grassy box woodland' despite the presence of buildings within the area. Its declaration prevents anything being done within its confines"*
- *"You can't renovate your own home because of heritage issues"*



- *“Although I am a great believer in preserving heritage unfortunately it tends to paralyse the growth of the area and people are reluctant to invest...leading to [a] lack of prosperity and growth”*

Among those who work in a heritage listed property this included:

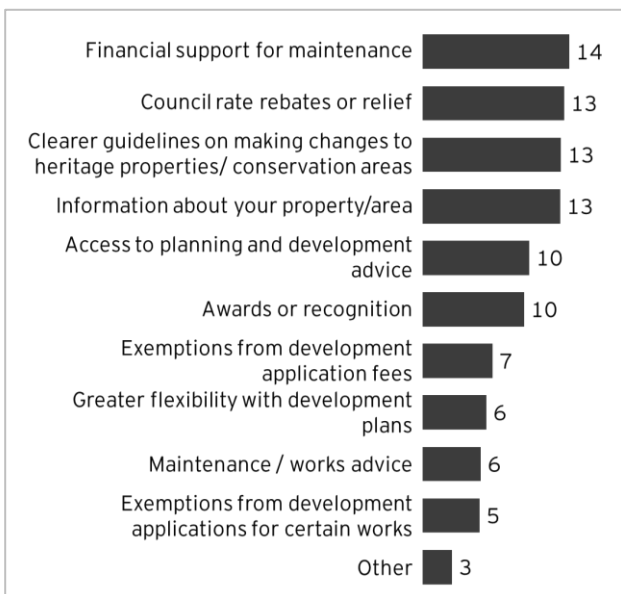
- *“The building does not function well as a workplace but no work is allowed to be done”*
- *“...dictates what colours it can be painted...”*
- *“Maintenance”*

To help improve the experiences of those who live or work in heritage listed areas, the NSW Government is interested in understanding what types of support would be useful for these people. With that in mind, respondents were asked to select the support mechanism which would have the greatest impact on their capacity to live/work in or manage heritage listed or conservation area properties.

### Preferred support mechanisms varied

No single support mechanism was preferred by owners/tenants of heritage listed properties, with at least 1 in 10 selecting each of the top six options. Figure 15 shows the results in more detail:

**Figure 15: Support mechanism which would have the greatest impact on managing listed properties (%)**



Base: Those who live or work in a heritage listed or conservation area property, n=103  
 Q33. Which of the following would make the greatest impact on your capacity to live/work in or manage heritage listed or conservation area property?

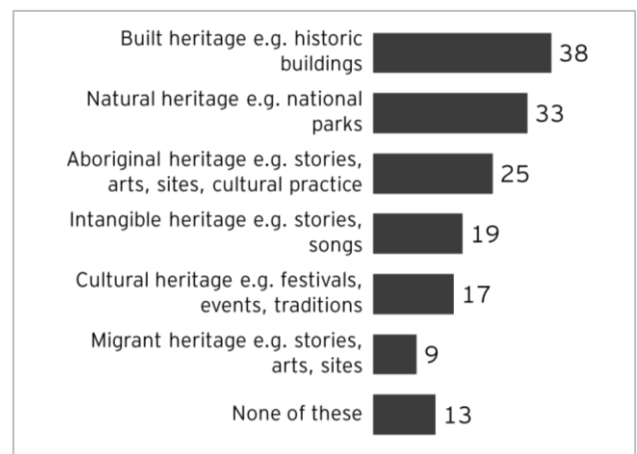
The most popular mechanisms relate to financial support or rebates, with 14% indicating they would prefer financial support for maintenance and 13% prefer council rebates or relief. Clearer guidelines (13%) and the distribution of helpful information were also seen as highly important. Beyond this, 1 in 10 indicated that planning and development advice would be useful as awards or recognition for well executed development of heritage buildings. Other less popular mechanisms included exemptions from DA fees (7%), greater flexibility with development plans (6%), advice with maintenance and works (6%) and exemptions from DA's for certain types of works (5%).

### 3.3. Risks and threats to heritage

The previous results highlight two key findings: 1) a large portion of the NSW community are disengaged with the protection of heritage in NSW, 2) a notable portion of the community are concerned that current protection strategies may not be providing adequate protection to certain types of heritage across the state.

Respondents were shown six broad categories/types of heritage (i.e. natural, built, cultural, Aboriginal, migrant and intangible). They were then asked to select the two types they believe to be most at risk of neglect or disappearance. Figure 16 shows the results of this analysis.

**Figure 16: Heritage types most at risk (%)**



Base: NSW representative sample, n=1,000  
 Q14 Thinking about heritage in NSW as you know it, which type of heritage do you think is most at risk of neglect or disappearance?

## Built and natural heritage seen to be most at risk

The community were reasonably concerned for all types of heritage, with concern at its highest for built and natural elements. In total, around 4 in 10 indicated that built heritage and 1 in 3 said that natural heritage were the top two, most at risk, forms of heritage. Although concern was highest for these two categories, there was also reasonable concern for Aboriginal heritage (25%), intangible heritage (19%), cultural heritage (17%) and migrant heritage (9%). Interestingly, around 1 in 8 (13%) indicated that they did not think any of these types of heritage were at risk.

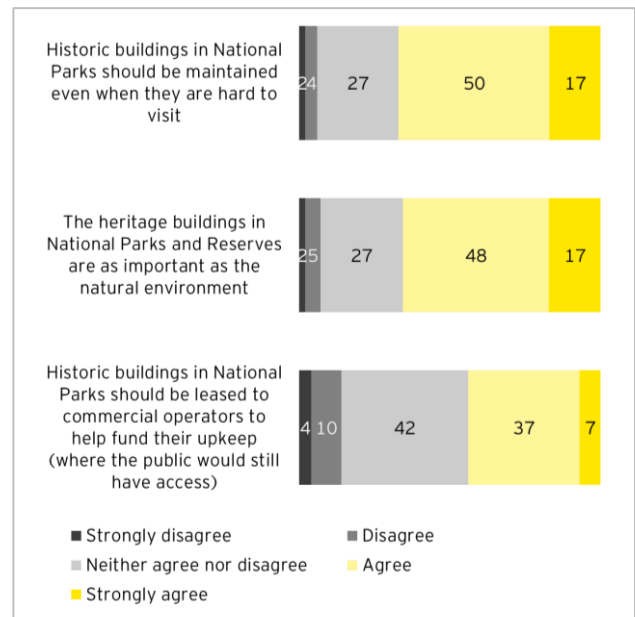
There was some conjecture regarding the level of risk associated with natural heritage. This included females being more likely to indicate that natural heritage was at-risk than males (36% compared to 29%); and those under 35 years of age (39%) more likely to indicate it was at risk than those aged 35+ (30%). In contrast, those aged 65+ were more likely to indicate that built heritage (51%) and migrant heritage (16%) were at risk than younger audiences (35% and 8% respectively). The CALD community were less likely to identify built heritage as being at risk (31% compared to 39%).

Amongst the Indigenous sample, Aboriginal heritage and intangible heritage were the types deemed to be most at risk with over half in this group mentioning these (73% and 56% respectively). This was followed by cultural heritage (22%). Amongst remote respondents, natural heritage was seen to be the most vulnerable (50%)

### 3.4. Historic buildings in national parks

The above results demonstrate the affinity of the community for both built and natural forms of heritage. One area where these two types of heritage intersect is heritage listed buildings within national parks and reserves. With that in mind, Figure 17 analyses several key attitudes towards these buildings.

**Figure 17: Attitudes to heritage buildings in national parks (%)**



Base: NSW representative sample, n=1,000  
Q34. Here are some statements some people have said about heritage in NSW. Please indicate if you agree or disagree with each of the following? Data weighted to represent NSW

### Historic buildings in national parks considered highly important by many

Around two thirds (65%) feel that heritage buildings in national parks and reserves are as important as the natural environment, a finding that was consistent across most demographic groups. A similar proportion (67%) also believe that historic buildings in national parks should be maintained even when they are hard to visit - with adults aged over 35 more likely to hold this view (73% compared to 55% of those under 35 years of age).

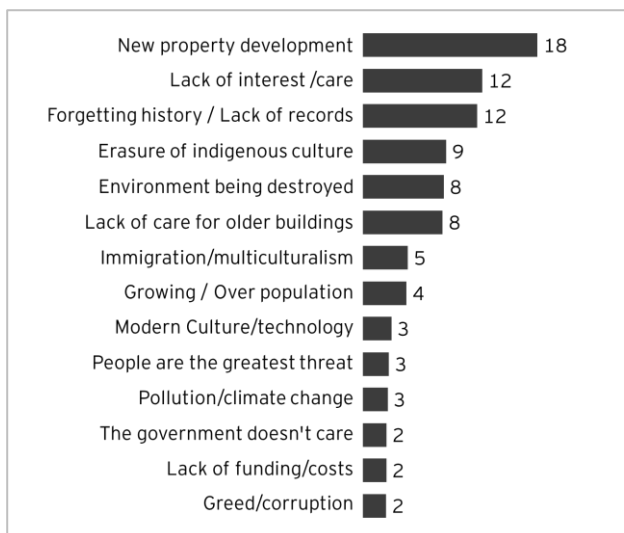
Somewhat fewer (44%) agreed that historic buildings in National Parks should be leased to commercial operators to help fund their upkeep, although there was a high degree of uncertainty on this issue with almost as many (42%) saying they neither agreed nor disagreed.

### 3.5. Identifying threats to heritage

After evaluating perceptions of at-risk heritage, it is critical to identify the threats which the community feel are placing these types of heritage most at risk.

With that in mind, respondents were asked to explain, in an open-ended format, what they perceive to be the main risks for heritage in NSW - these results were then grouped into a quantifiable list. Figure 18 below shows the results of this analysis.

**Figure 18: Reasons for believing each type of heritage is at risk/perceived risks for heritage in NSW (%)**



Base: NSW representative sample, n=1,000; bases for each type of heritage shown above  
 Q15. Why do you think that type of heritage is most at risk?  
 What do you believe are the greatest threats to it?  
 Data weighted to represent NSW  
 Note: Question was asked in an open-ended format.  
 Results shown above were coded according to the frequency of each type of response

### Property development and a lack of community interest are critical

Across all types of heritage, new property development (18%), a lack of interest in heritage/the capacity to forget about history (12%), the erosion of Indigenous culture (9%), environmental degradation (8%) and a lack of care for older buildings (8%) were the most commonly acknowledged risk factors. Interestingly, there were very few differences based on demographics.

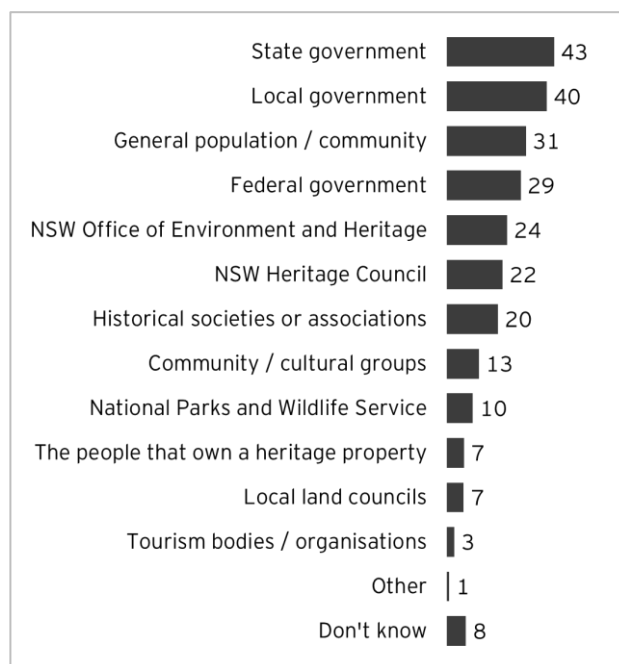
#### 3.6. Responsibility for protection and upkeep of heritage

As well as understanding the perceived risks to heritage, it is also critical to identify who the community feels should be primarily responsible for heritage in the state.

Respondents were provided with a list of twelve stakeholders and asked to select the three groups they believed to be most responsible for the

protection and upkeep of heritage places. The results are detailed in Figure 19.

**Figure 19: Groups responsible for heritage protection (%)**



Base: NSW representative sample, n=1,000  
 Q20 Who do you think is most responsible for the protection and upkeep of heritage places?

### Government overwhelmingly seen as responsible for protecting heritage

Overall, 7 in 10 indicated that responsibility for protecting heritage belonged to at least one level of government, with around 4 in 10 identifying state and local governments and 3 in 10 believing it should be the domain of federal government. The belief that heritage is primarily the responsibility of the government was also demonstrated by a high level of agreement with the statement 'Heritage that is important to NSW is best protected by government ownership' and 'Government should retain publicly owned heritage', with over half agreeing with each of these statements. Interestingly, somewhat fewer recognise the role of the Office of Environment and Heritage and the Heritage Council in protecting heritage (24% and 22% respectively).

Along with government, a sizeable proportion (3 in 10) also feel that the general community are key to protecting heritage, a sentiment echoed across most demographic groups. One in five also see historical societies or associations as responsible, and this was higher among those aged 55 years and over (28%). Members of the CALD community were more likely to indicate that community and cultural groups should be

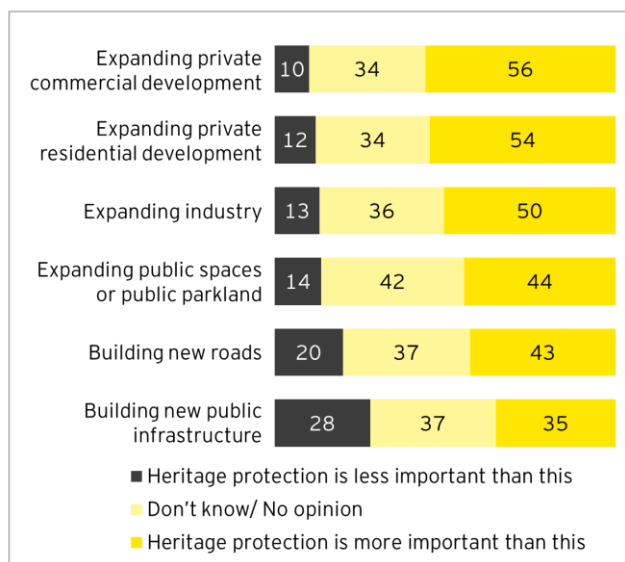
responsible for heritage protection (17% compared to 12% of the broader community).

Among the Indigenous sample, the vast majority (64%) view the federal government as being responsible. This was followed by local land councils (38%) and community / cultural groups (36%). Around 3 in 10 believed state government and general community should be responsible for the protection and upkeep of heritage places (29% each).

### 3.7. Importance of heritage protection relative to other activities and government priorities

While the majority believe it is the role of government to protect and conserve heritage, there is a need to identify the perceived importance of protecting heritage in relation to other core government functions. To better understand the relative importance of heritage protection, respondents were shown a list of six items and asked to rate whether they believed each was more or less important than heritage protection. These results are shown in Figure 20. Please note, these results are an indication of community attitudes only - additional analysis would need to be conducted to appropriately inform government policy.

**Figure 20: Importance of heritage relative to other priorities (%)**



Base: NSW representative sample, n=1,000  
Q35 How important is heritage protection to you compared to other activities and government priorities?

## Many would prioritise heritage over development

Around half of the NSW population agree that investment in heritage conservation is more important than expanding commercial and residential development (e.g. business parks, shops, offices, apartments, housing subdivisions, etc.). One in two also place heritage protection above expanding industry (e.g. forestry, mining, farming, etc.). However, fewer regard heritage protection as more important than expanding public spaces/parkland (44%), building new roads (43%) or building new public infrastructure (35%).

Interestingly, only a small proportion rated any of the activities as more important than heritage protection - with the remainder unsure or undecided.

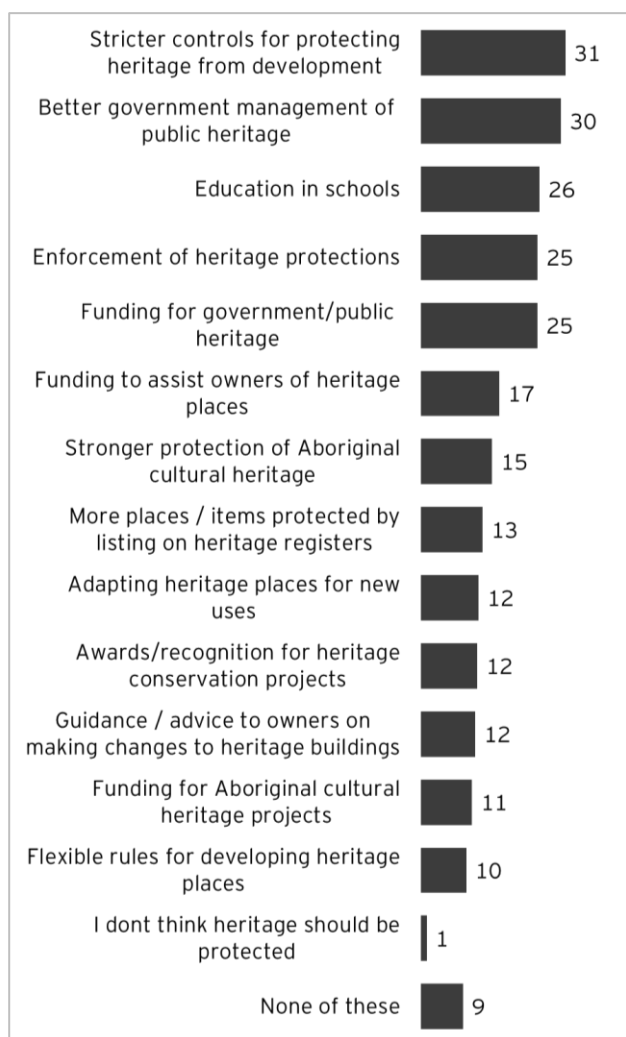
It is important to treat the results of this question as being exploratory in nature. While a majority said they would prioritise heritage protection over commercial, residential and industrial development, the question was asked as a hypothetical scenario and did not fully explore the potential trade-offs or side-effects (e.g. potential limits on local population or employment growth) that could result from prioritising heritage protection in certain areas.

### 3.8. Suggested ways to improve the protection and celebration of, and education about, heritage

While a substantial proportion of the community believe Government should prioritise heritage protection over other activities, there is also a question around what types of strategies the community would like to have implemented. This can provide government with an indication of the types of strategies that could receive the greatest community support and those that are not considered to be important by the general public.

To measure the appeal of various approaches, potential government efforts were divided into two lists: 1) actions to protect and conserve heritage in NSW, and 2) efforts to build the profile and celebration of heritage across the state. Respondents were asked to select three items from each list which they would most like to see implemented. The results of these questions are shown over the coming pages.

**Figure 21: Preferred strategies for protecting heritage in NSW (%)**



Base: NSW representative sample, n=1,000  
Q24 Which of the following would you like to see more of to improve the protection of heritage?

### Greater restrictions on development and improved education were key

Opinions on the best way to improve the protection of heritage were varied across the community. With that in mind, stricter controls on development and better government management of public heritage (e.g. parks, public buildings) were the most favoured options with 3 in 10 selecting each. Following this, better education in schools, enforcement of heritage protections, and funding for government/public heritage (e.g. parks, public buildings, archives, museums), were mentioned by a quarter.

Within the community, older adults were significantly more likely to support greater restrictions on development with 46% of those over 55 selecting this strategy compared to only 20% of those under 35 years of age.

Interestingly, those under the age of 35 were significantly more likely to indicate that none of these potential strategies were appropriate for protecting heritage (13% compared with 6% of those aged 55 and over). Respondents from CALD backgrounds were more likely to be in favour of increased funding for Aboriginal cultural heritage projects (18% compared to 9%).

Within the Aboriginal interviewees, at least 8 in 10 favoured stronger protection of Aboriginal cultural heritage and funding for Aboriginal cultural heritage projects. Among regional respondents, funding to assist owners of heritage places was the most popular method of protecting heritage (selected by over a third).

**Figure 22: Activities the community feel would best promote the celebration and education of heritage (%)**



Base: NSW representative sample, n=1,000  
Q25 Which of the following would you like to see more of to improve celebration of and education about heritage?

### Schools and public events to lead improved celebration of and education about heritage

Half of NSW residents indicated they would like to see more education in schools about all types of heritage as a means of improving education about, and celebration of, heritage. Over a third would also like to see more events celebrating heritage, while a similar proportion think the availability of information about heritage places

in either local papers or via the internet would assist in improving community knowledge about, and celebration of, heritage.

Females were significantly more interested than males in events that celebrate heritage (41% vs. 31%), while respondents aged 55 and over were more likely than their younger counterparts to favour increased education about heritage (62% vs. 42%). There were no notable differences amongst those from a CALD background.

Interestingly, 1 in 10 were not interested in seeing any of these options implemented. As was the case with heritage protection, younger people showed the least interest in any of the suggested approaches.

The Aboriginal community were again more likely to favour those items that specifically referred to Aboriginal heritage, namely, events which celebrate heritage and publications about local and state heritage.

# Final thoughts

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Heritage means a number of different things to the NSW community and as a result, there is a need for conservation efforts to address a range of heritage needs across the state. To better understand these needs, a number of key topics have been analysed from the perspective of the NSW general community, as well as key stakeholder groups (e.g. the Indigenous community). This analysis began by developing a clear understanding of what heritage means to the NSW community.

Heritage is seen as a key representation of the cultural and historical identity of NSW. This identity varies across the state however, with various stakeholders considering a range of different things to be heritage. For example, heritage relating to the post-contact period of Australian history typically has more salience amongst the older and male communities, while the Indigenous community are more likely to identify cultural practices and the dreamtime as critical pieces of heritage.

While there was strong community interest for all types of heritage, natural heritage achieved the broadest range of support across the community, with more than 7 in 10 indicating they were somewhat or very interested in most forms of natural heritage tested. Man-made heritage was also important to the broad community, however, it was less critical for some stakeholders such as the Indigenous community. Practices, rituals and cultural icons were also largely appealing for the community, but certain types of these heritage had more traction with the community. For example, family/ancestry was the most appealing example of heritage across all four categories, with 1 in 10 indicating this was the most interesting type of heritage.

While the majority of the community has relatively high interest in heritage, this does not necessarily translate to strong awareness of heritage protection efforts. For example, more than half neither agreed nor disagreed that heritage protection is well managed in NSW and 4 in 10 did not know if protection of heritage in NSW or their local area is adequate or not.

In contrast, those with knowledge about heritage have strong opinions on the matter. For example, one quarter feel that current protection efforts provide adequate protection for heritage in NSW. Alternatively, a third did not feel that the protection of heritage was adequate - highlighting a split amongst the community on this issue.

Dissatisfaction among the Indigenous community was also high with 6 in 10 believing the protection of heritage is inadequate.

Amongst those who did have an opinion on current protection strategies, satisfaction appeared to have some relationship with the way they view heritage. For example, those groups who associated heritage with the built or colonial history of NSW (e.g. older audiences), were typically more likely to feel that current conservation efforts are adequate. Alternatively, those sections of the population which typically associate heritage with intangible cultural practices were typically less likely to feel current protection strategies were appropriate.

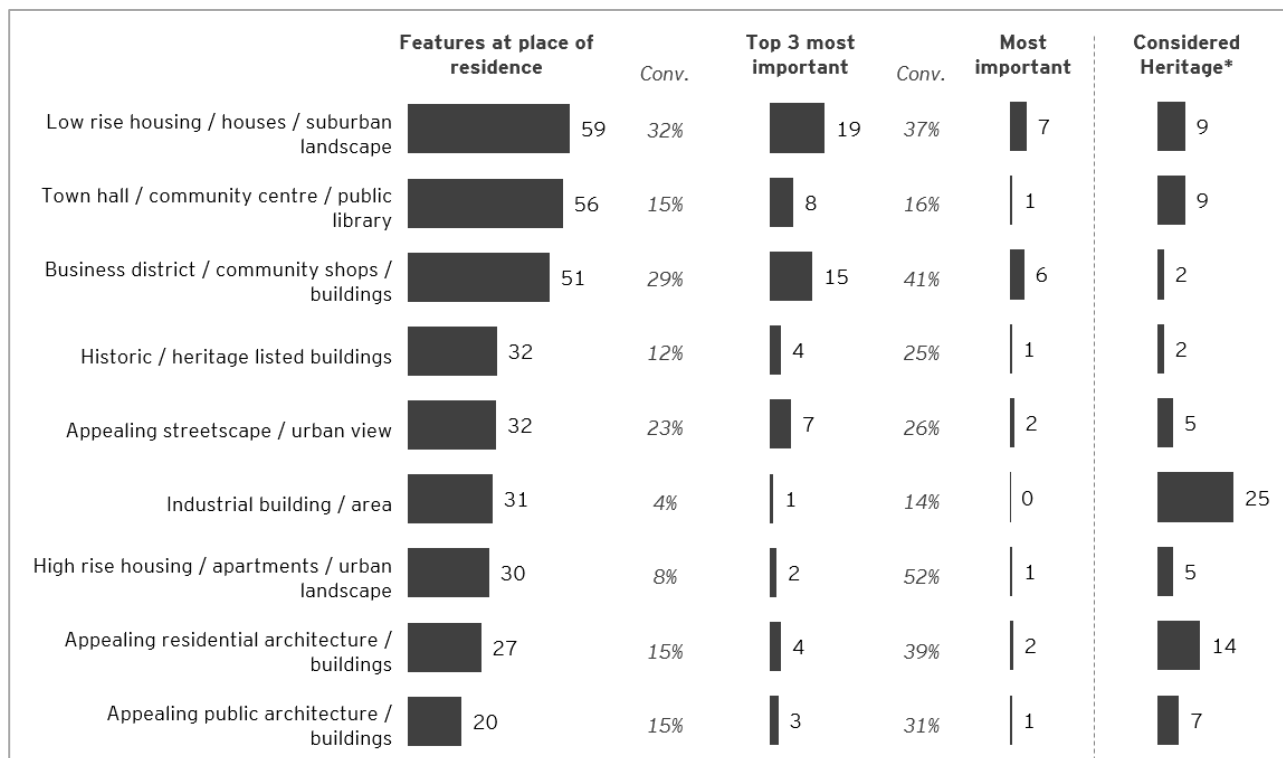
While many people did not have an opinion on the efficacy of current protection strategies, the majority did indicate that government should be responsible for protecting and managing heritage - with 7 in 10 indicating that local, state and federal governments all have a part to play. In terms of prioritisation, at least half of the community indicated that the government should prioritise the protection of heritage over expanding private commercial and residential development as well as industry. Positively, there is also recognition amongst NSW residents that they too are responsible for the protection and management of heritage. This is positive and implies that greater awareness and insight on how they can help may be well received.

When asked to identify preferred strategies for protecting heritage going in to the future, most favoured placing stricter controls on development and improving government protection strategies.

# Appendix 1

The appendix includes results from all questions asked in the online quantitative survey...

**Figure 23: Perceived importance of features around place of residence - Built environment (%)**



Base: Main sample, n=1000; live in area with various features, n=975

Q1 Thinking about the area where you live, which of the following features and characteristics does it have?

Q4 Which three are most important to you?

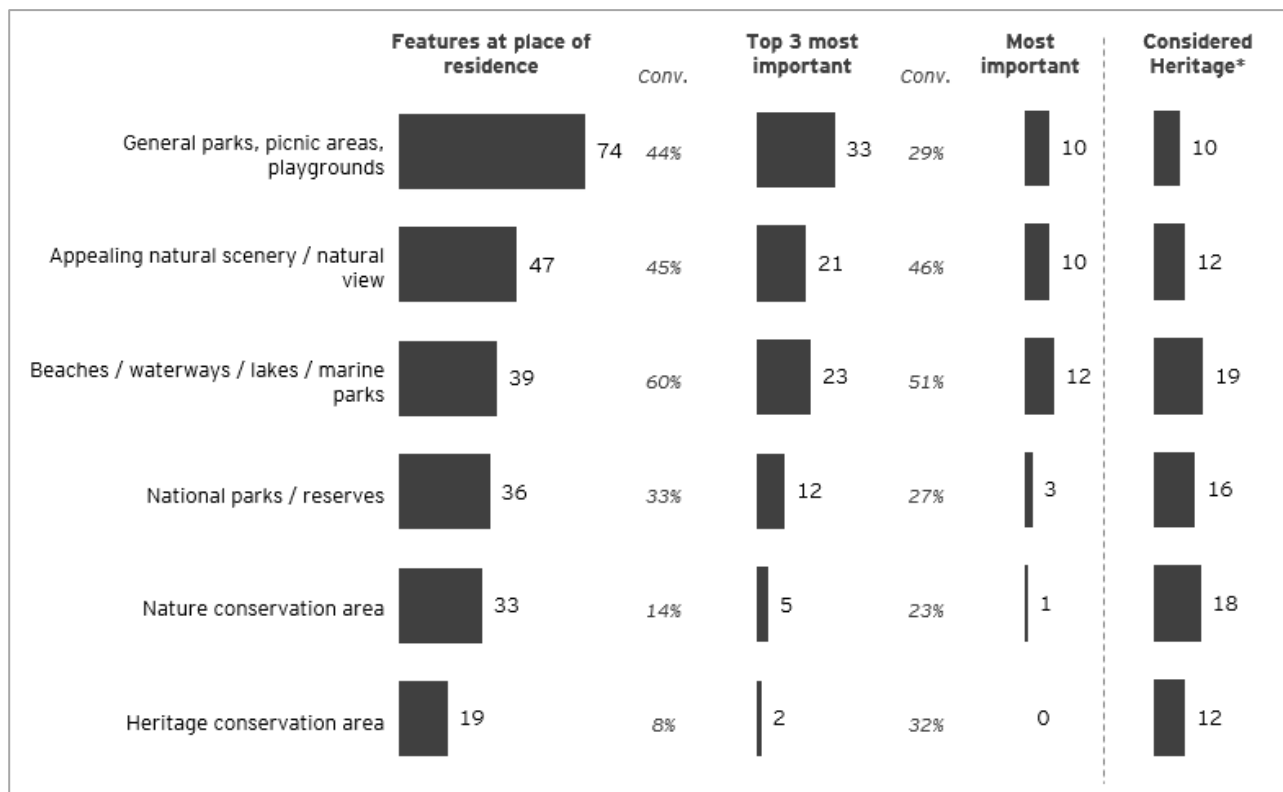
Q5 Which one would you say is most important to you?

Q13 Of all the features and characteristics that define your local area, which do you consider to be heritage?

\* Note: based out of those living in areas with features asked in Q1



**Figure 24: Perceived importance of features around place of residence - Natural environment (%)**



Base: Main sample, n=1000; live in area with various features, n=975

Q1 Thinking about the area where you live, which of the following features and characteristics does it have?

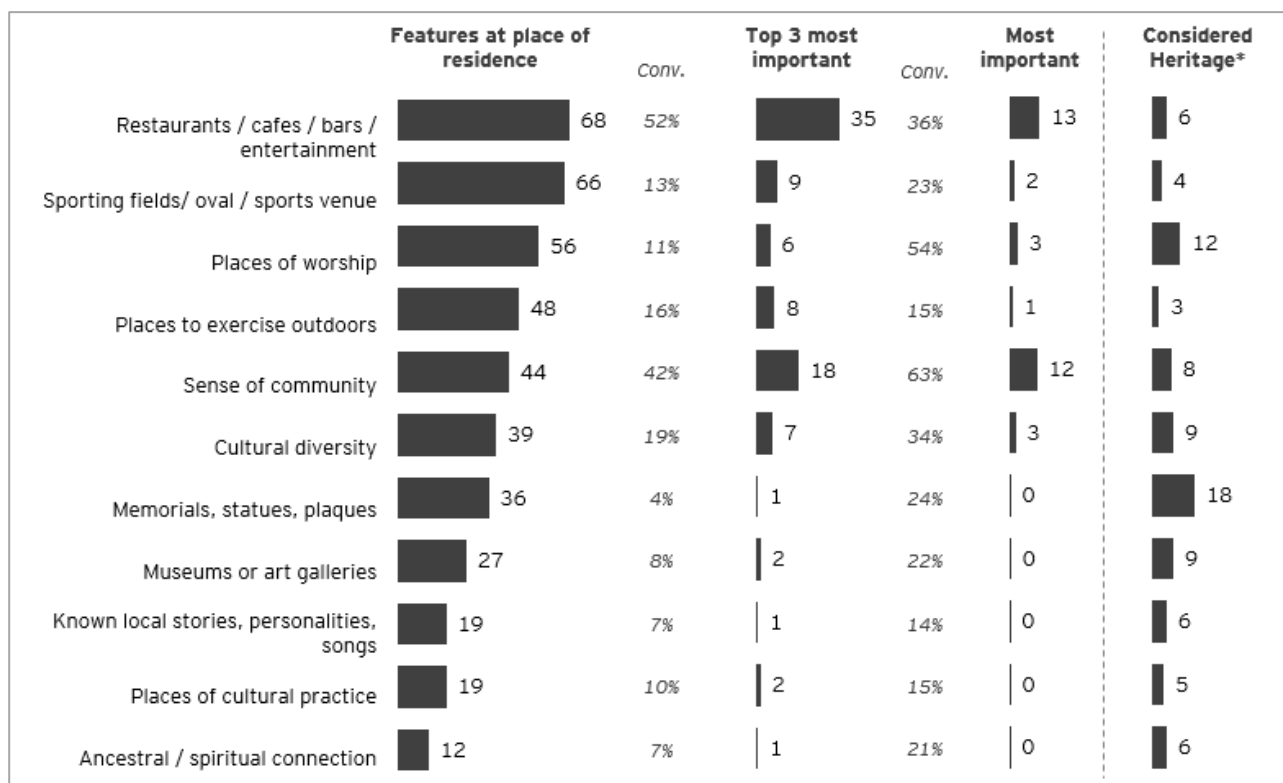
Q4 Which three are most important to you?

Q5 Which one would you say is most important to you?

Q13 Of all the features and characteristics that define your local area, which do you consider to be heritage?

\* Note: based out of those living in areas with features asked in Q1

**Figure 25: Perceived importance of features around place of residence - Culture/lifestyle features (%)**



Base: Main sample, n=1000; live in area with various features, n=975

Q1 Thinking about the area where you live, which of the following features and characteristics does it have?

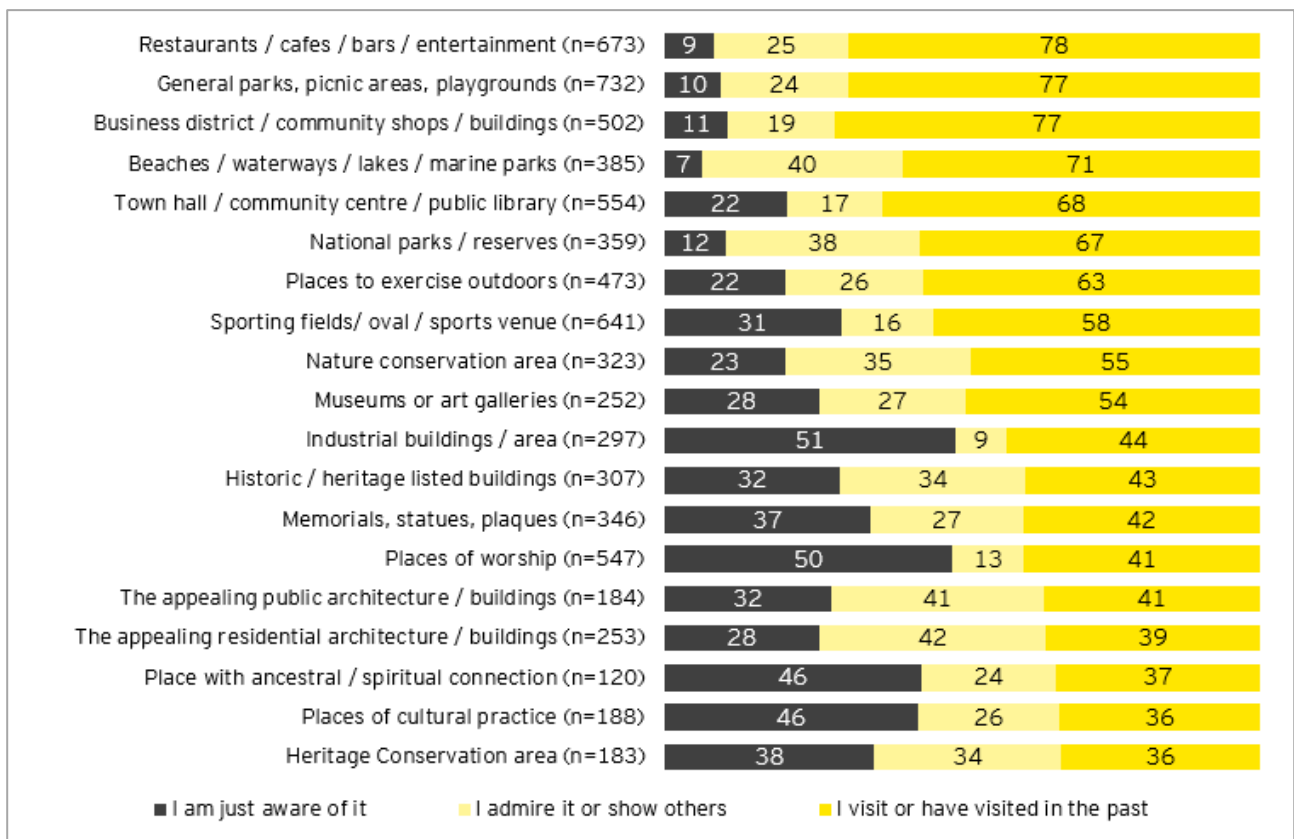
Q4 Which three are most important to you?

Q5 Which one would you say is most important to you?

Q13 Of all the features and characteristics that define your local area, which do you consider to be heritage?

\* Note: based out of those living in areas with features asked in Q1

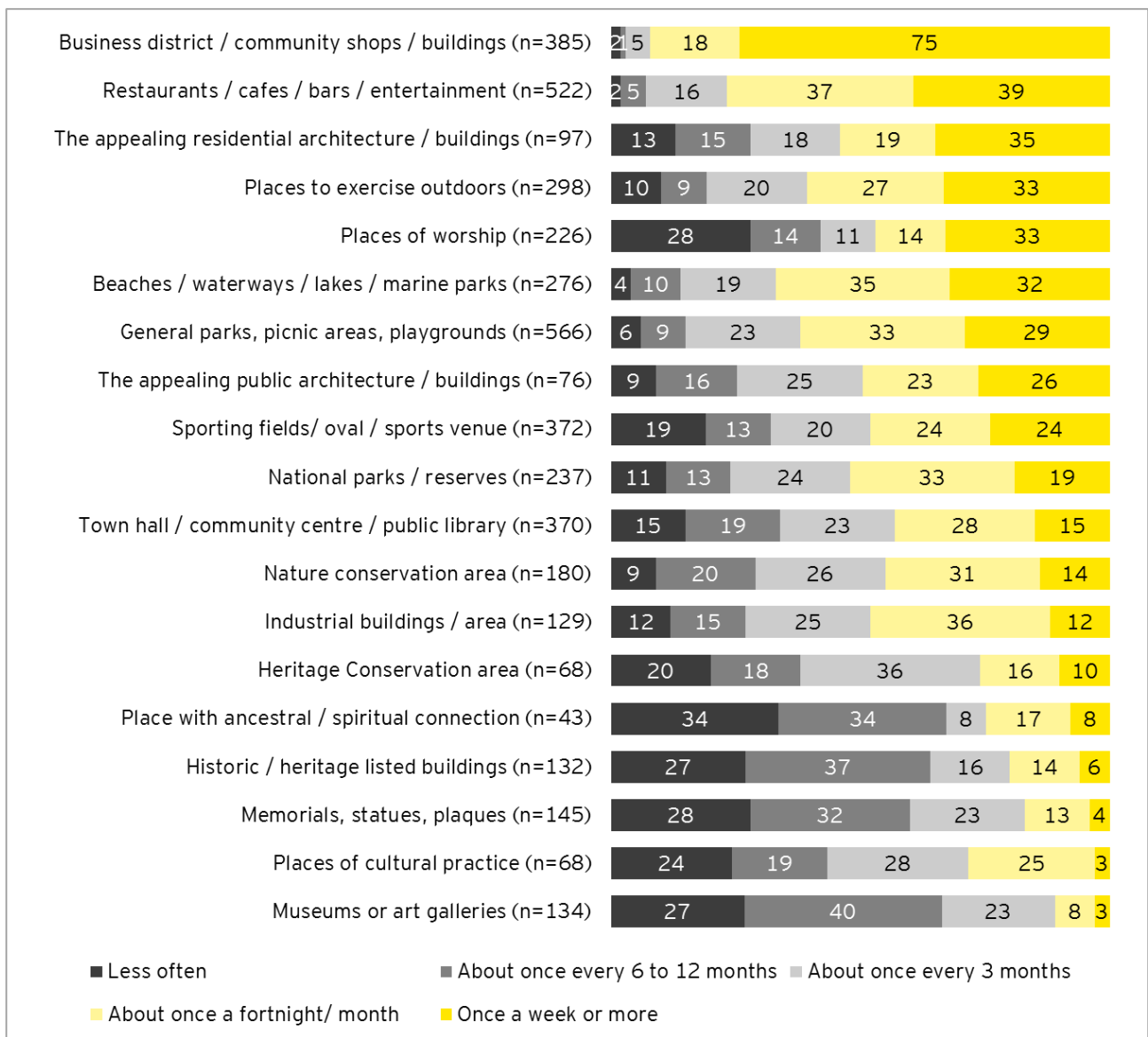
**Figure 26: Level of engagement with various type of places (%)**



Base: As shown in chart

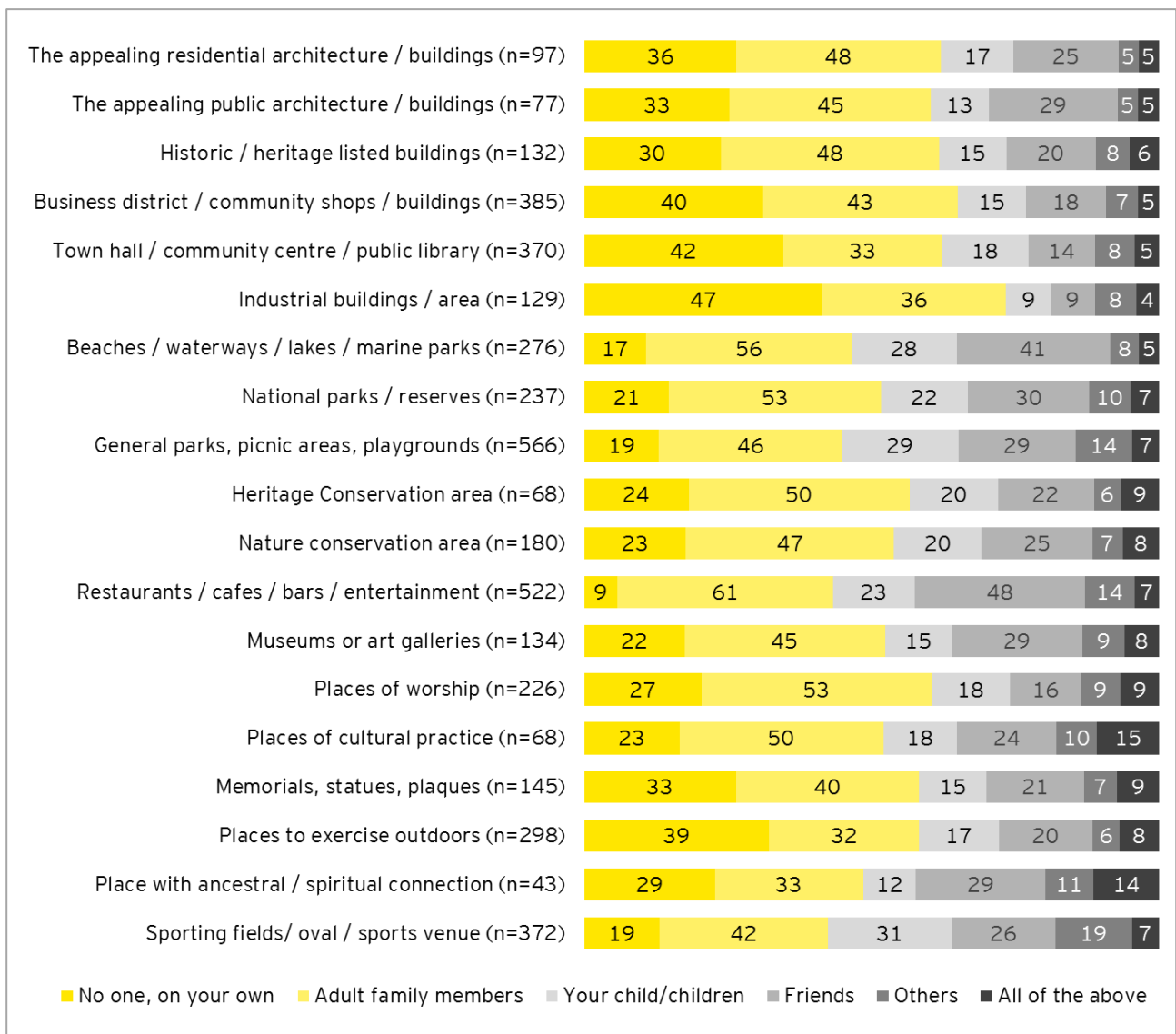
Q6 Which of the following best describes your level of engagement with these places in your area?

**Figure 27: Frequency of visit (%)**



Base: As shown in chart  
 Q7 How often do you visit the following places in your area?

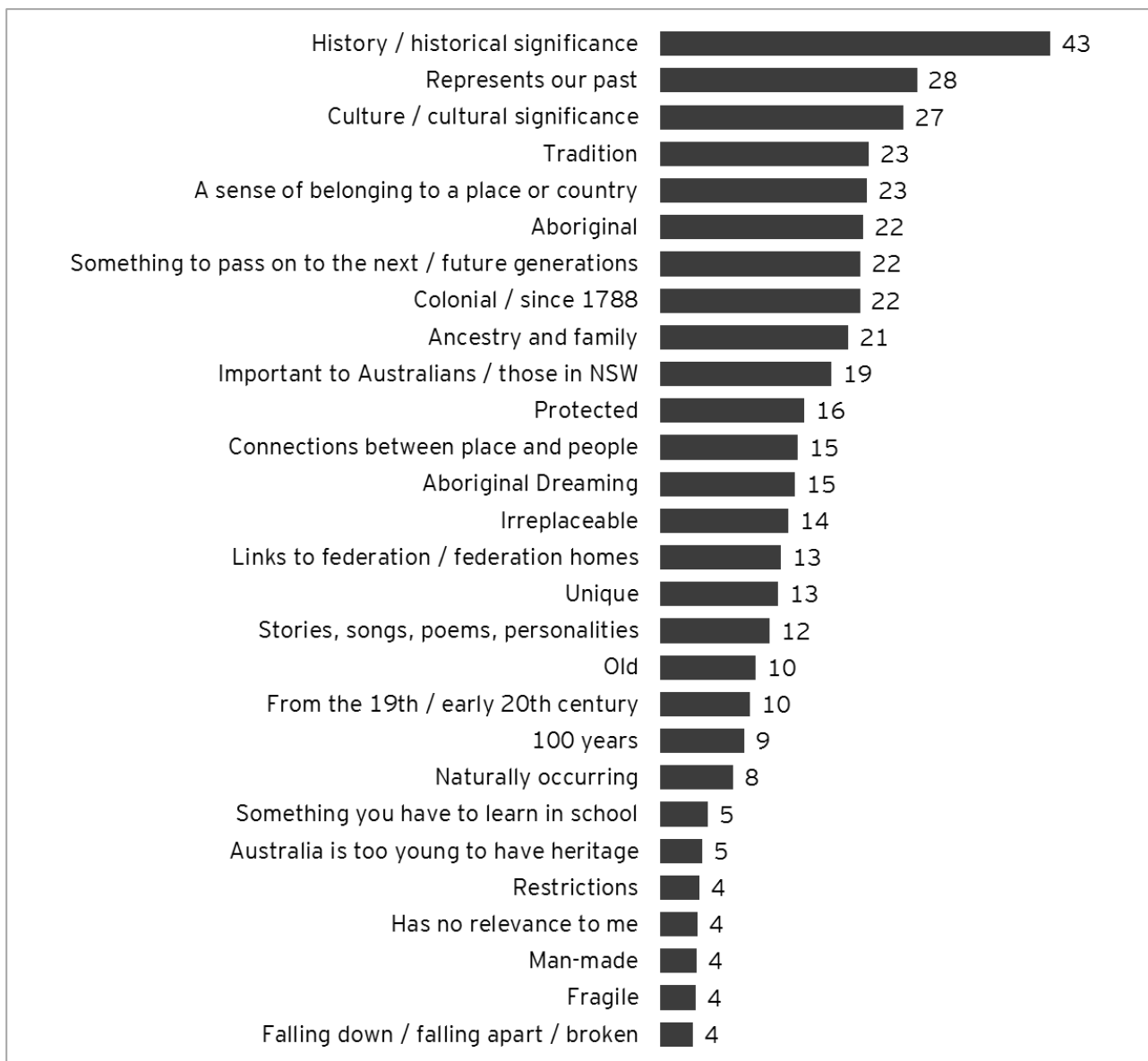
**Figure 28: Company respondent keep in a typical visit (%)**



Base: As shown in chart

Q8 When you visit each of these places, who are you typically with?

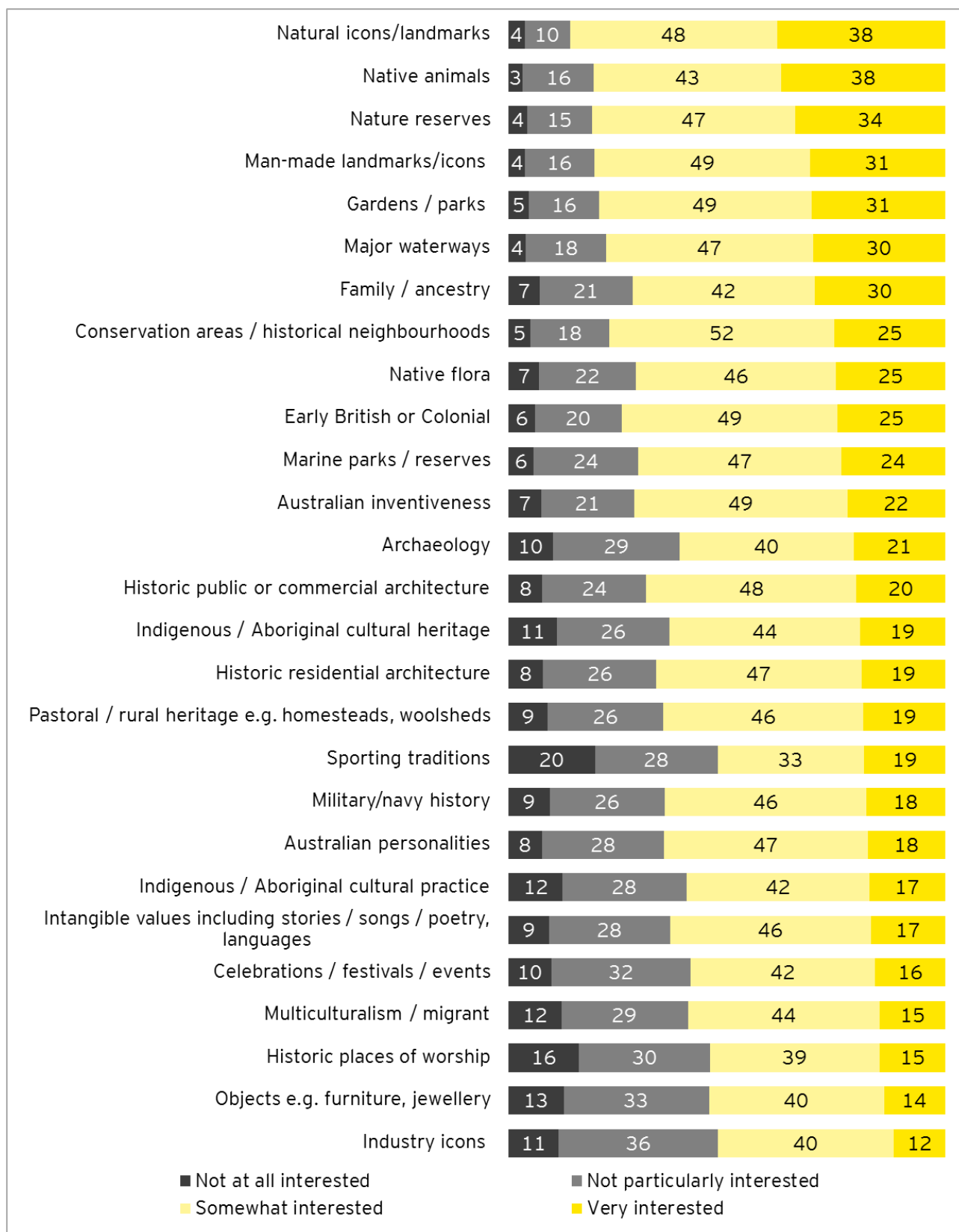
**Figure 29: Level of association with heritage (%)**



Base: Main sample, n=1000

Q9 Which of the following words do you most closely associate with Australian heritage? Please select up to 5.

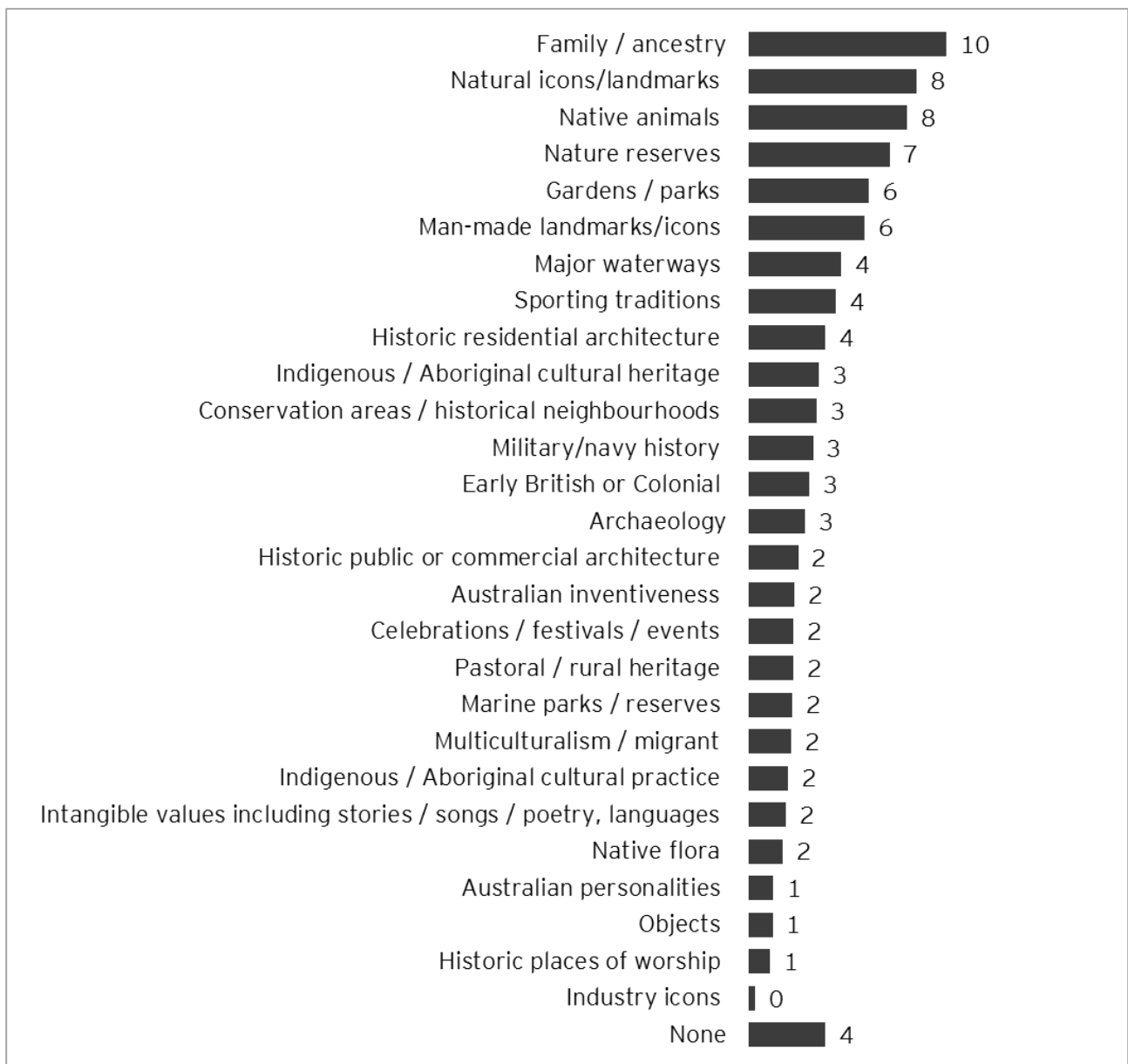
**Figure 30: Level of interest in types of heritage (%)**



Base: Main sample, n=1000

Q10 Overall heritage means different things to different people. Below is a range of things people consider to be heritage. How interested are you in the following types of heritage personally?

**Figure 31: Most interested across all types of heritage (%)**

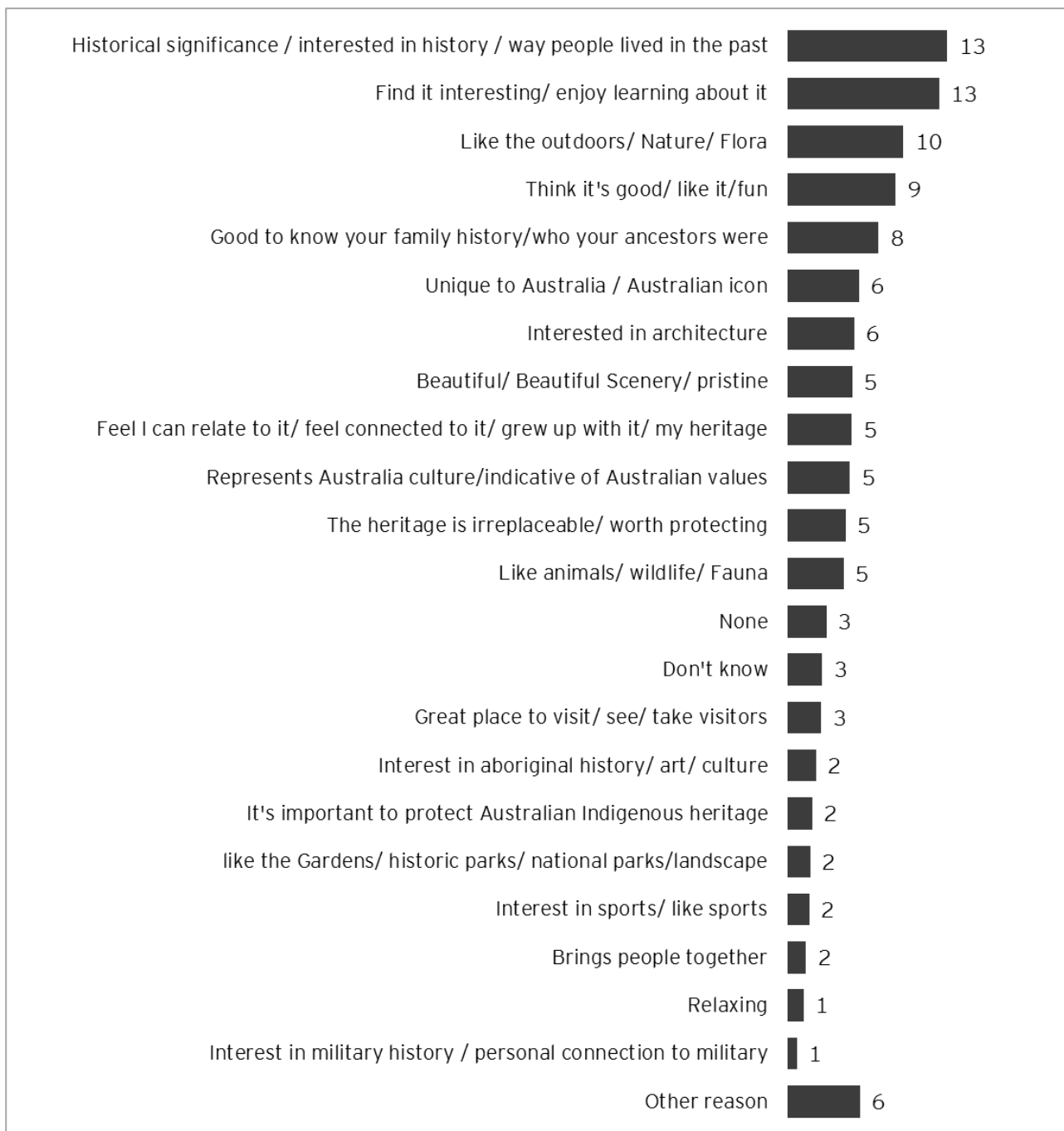


Base: Shown interest in heritage, n=965

Q11 Which type of heritage would you say you are most interested in?

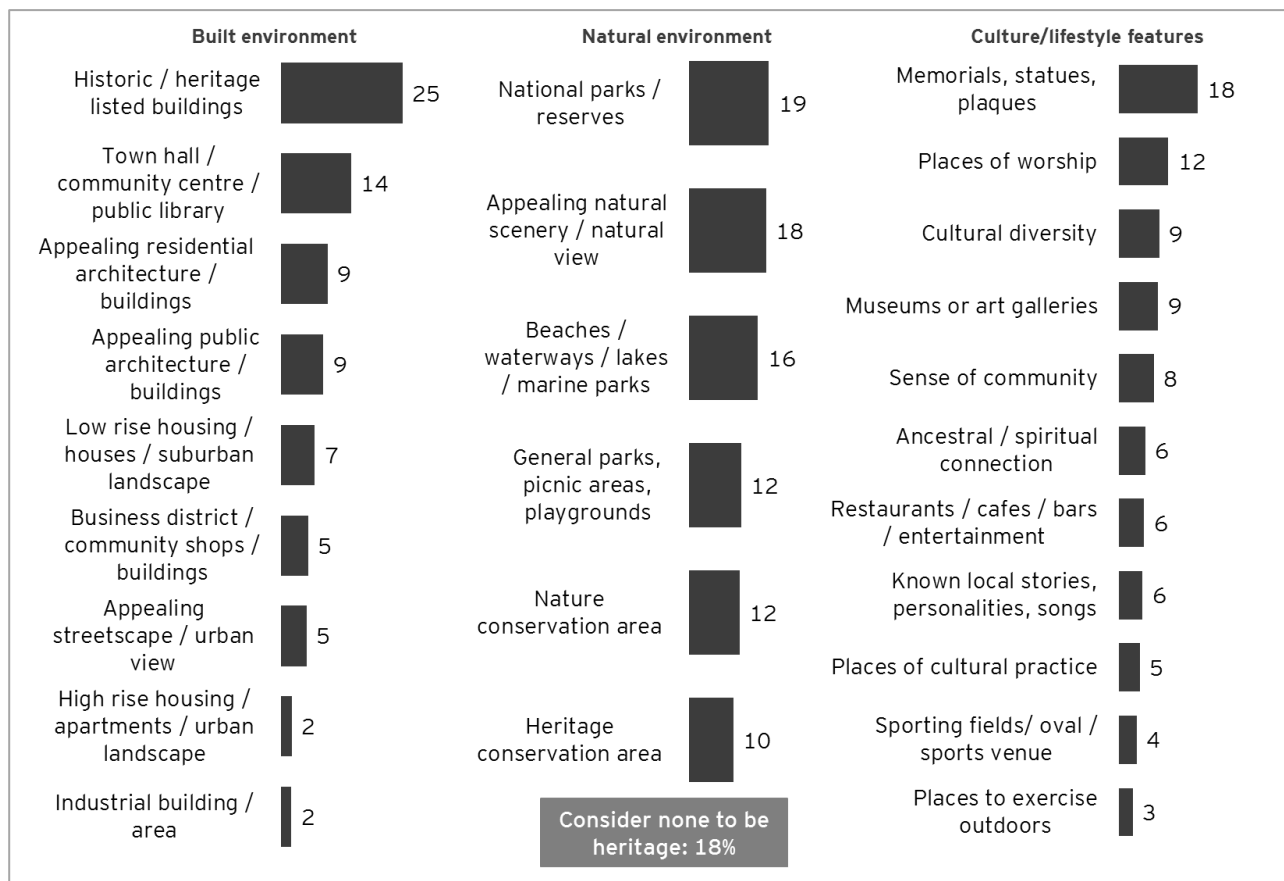


**Figure 32: Reasons most interested in particular type of heritage (%)**



Base: Main sample, Selected type of heritage most interested in n=930  
 Q12 Why are you most interested in this type of heritage?

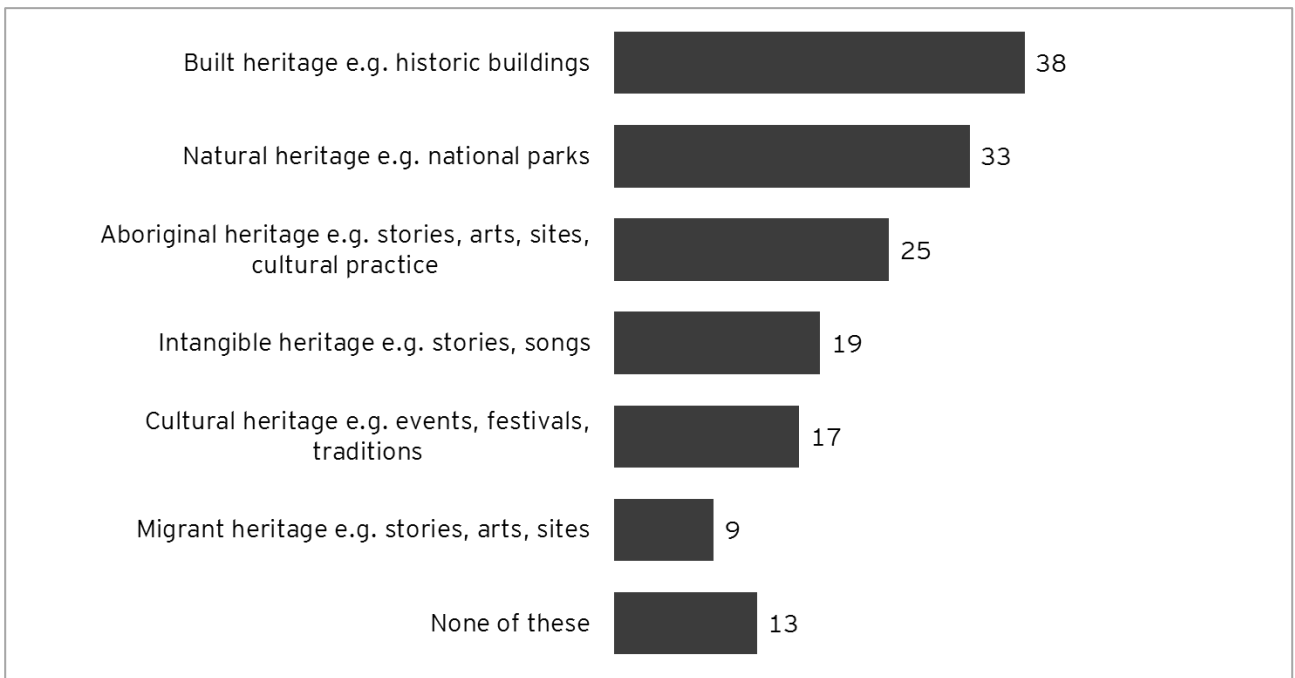
**Figure 33: Consideration of local features as heritage (%)**



Base: People with each feature in their community, base varies

Q13 Of all the features and characteristics that define your local area, which do you consider to be heritage?

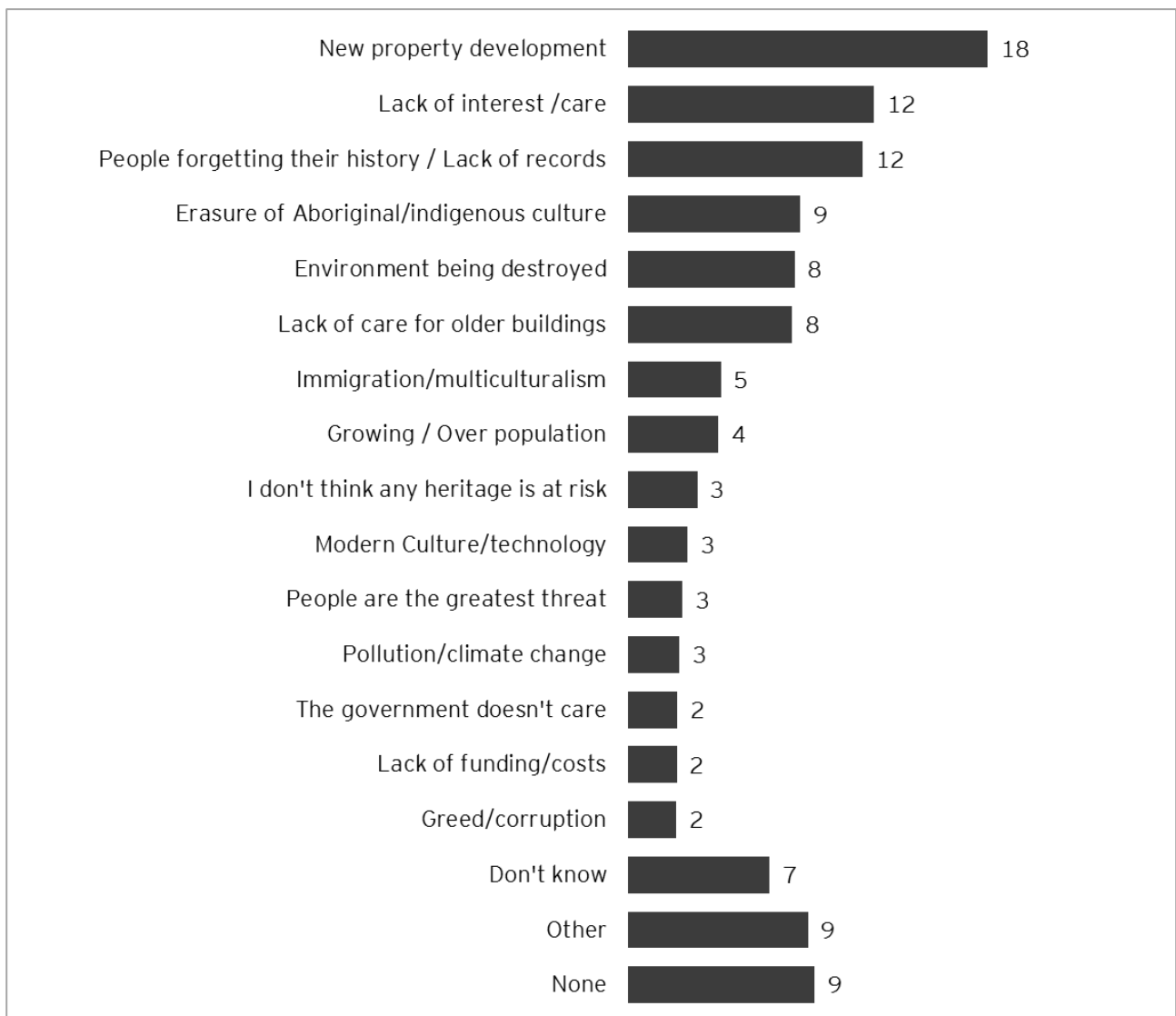
**Figure 34: Heritage considered to be at risk of disappearance (%)**



Base: Main sample, n=1000

Q14 Thinking about heritage in NSW as you know it, which type of heritage do you think is most at risk of neglect or disappearance?

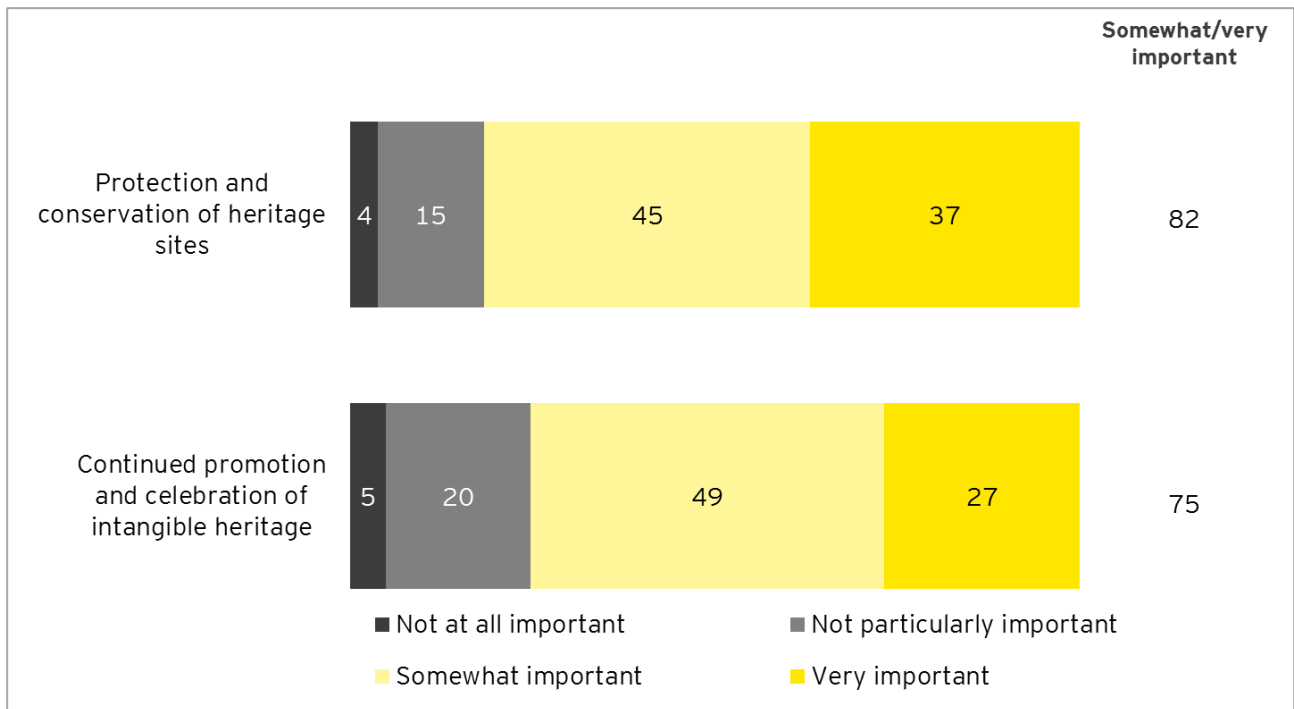
**Figure 35: Perceived threats to various types of heritage (%)**



Base: Main sample, n=1000

Q15 Why do you think that type of heritage is most at risk? What do you believe are the greatest threats to it?

**Figure 36: Importance of conservation of tangible/intangible heritage (%)**



Base: Main sample, n=1000

Q14B. How important is the protection and conservation of heritage sites to you personally?

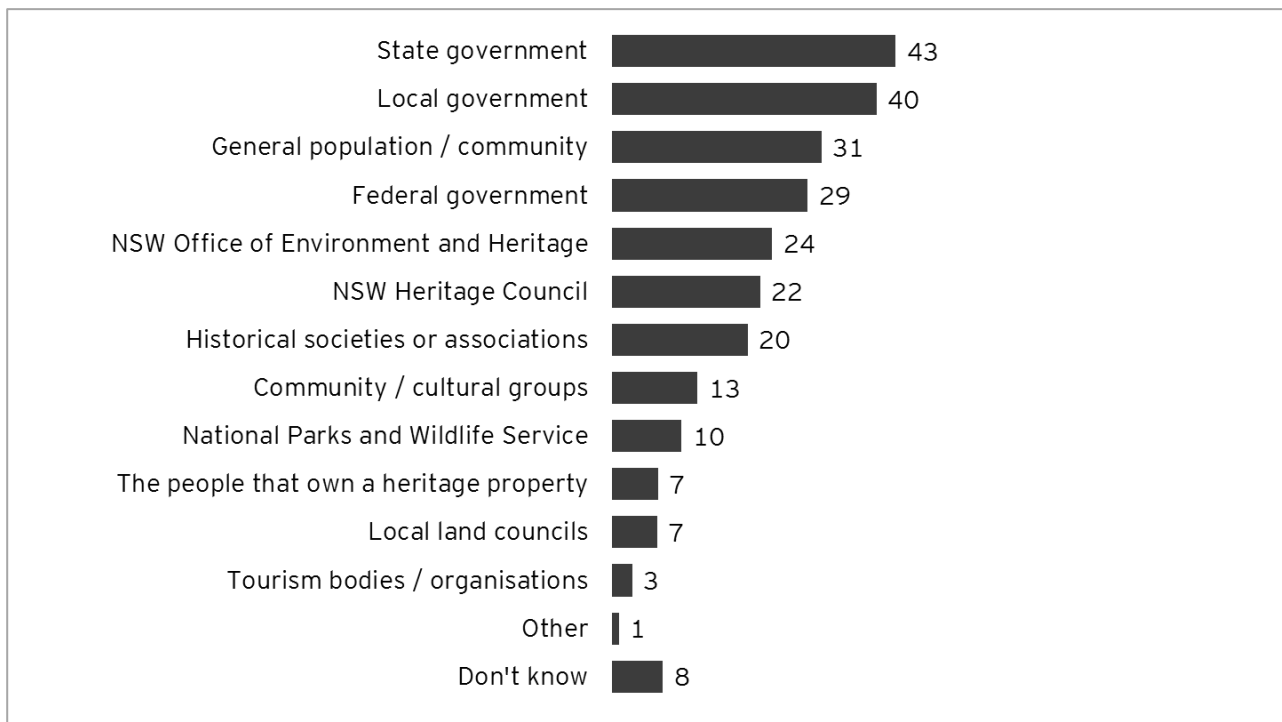
Q14C. How important is the continued promotion and celebration of intangible heritage to you personally?

**Figure 37: Reasons to conserve heritage (%)**



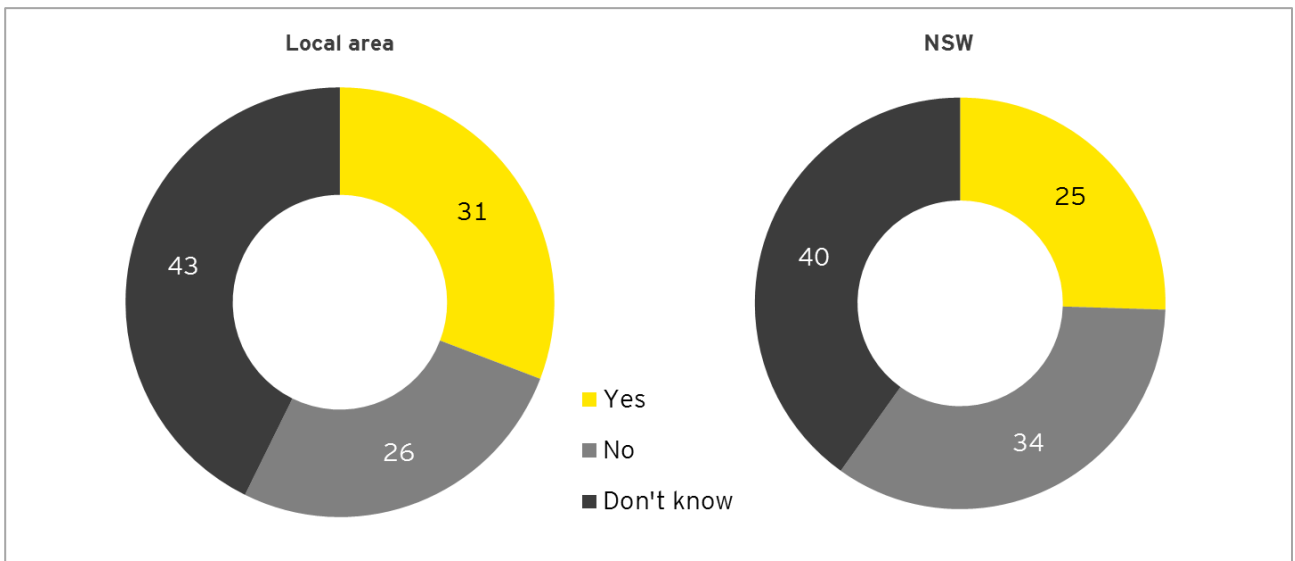
Base: Important to conserve heritage, n=866  
 Q19 Which of the following best explains why you think it is important?

**Figure 38: Bodies responsible for protection of heritage (%)**



Base: Main sample, n=1000  
 Q20 Who do you think is most responsible for the protection and upkeep of heritage places?

**Figure 39: Perceived adequacy of protection of heritage (%)**

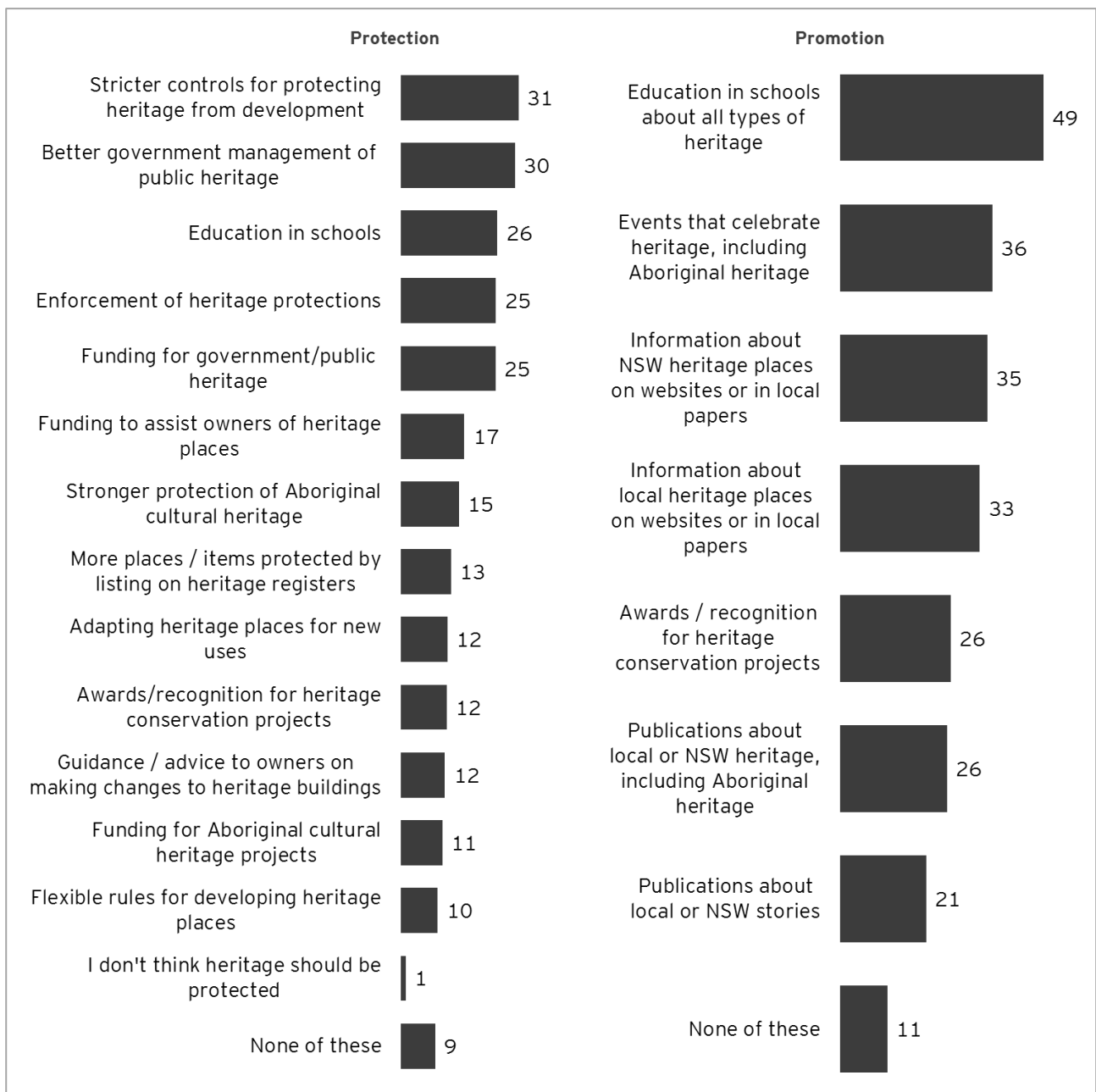


Base: Main sample, n=1000

Q21 Do you think the protection of heritage in your local area is adequate?

Q22 Do you think the protection of heritage in NSW is adequate?

**Figure 40: Actions of heritage conservation the public would like to see more of (%)**



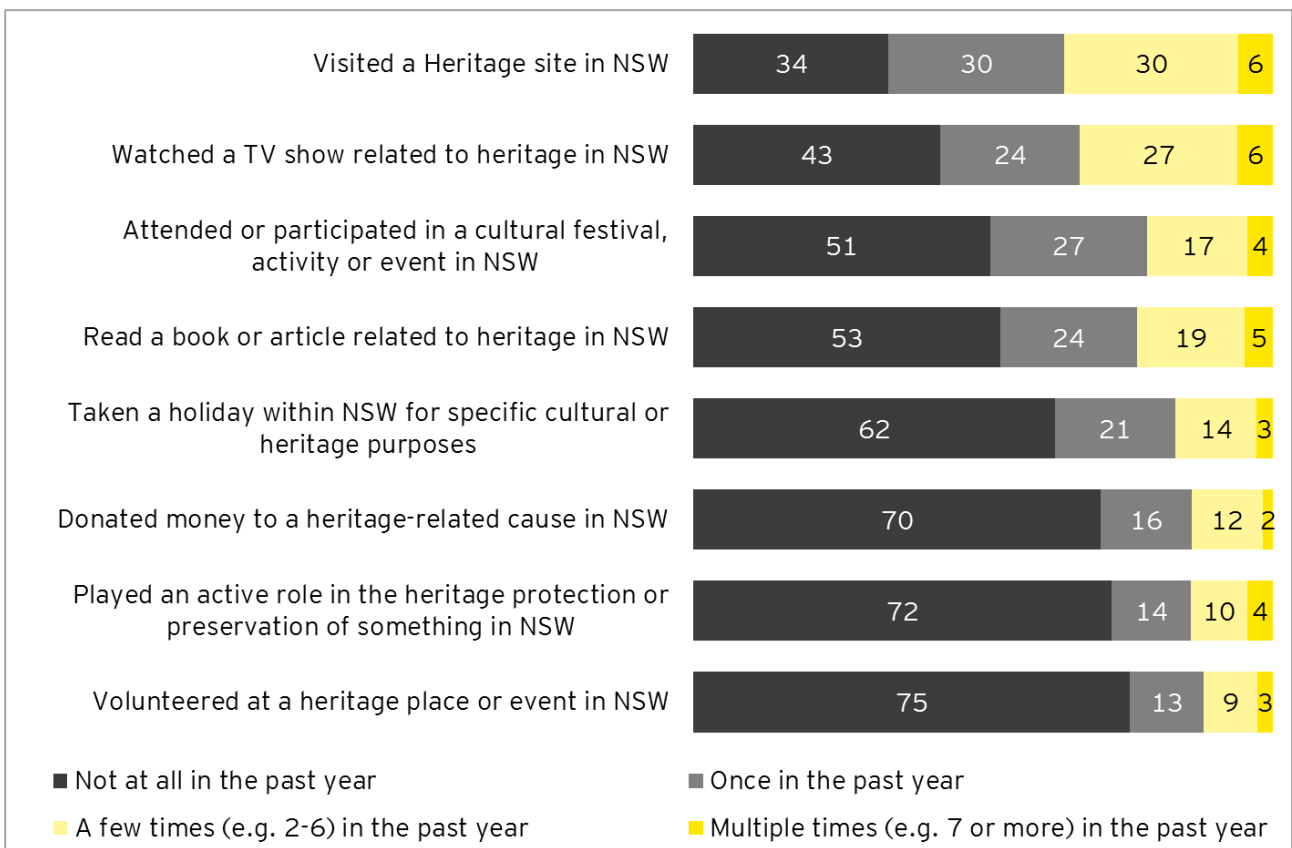
Base: Main sample, n=1000

Q24 Which of the following would you like to see more of to improve the protection of heritage?

Q25 Which of the following would you like to see more of to improve celebration of and education about heritage?

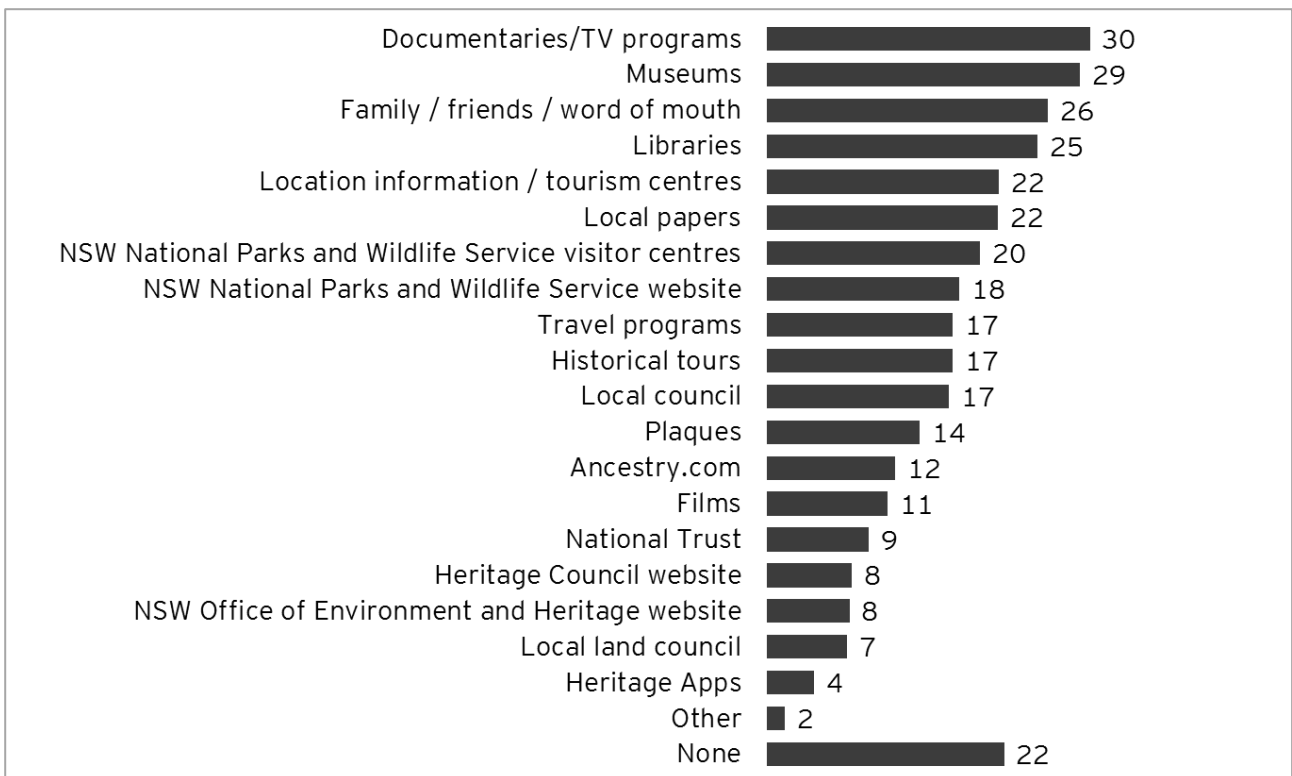


**Figure 41: Heritage related activities taken in NSW (%)**



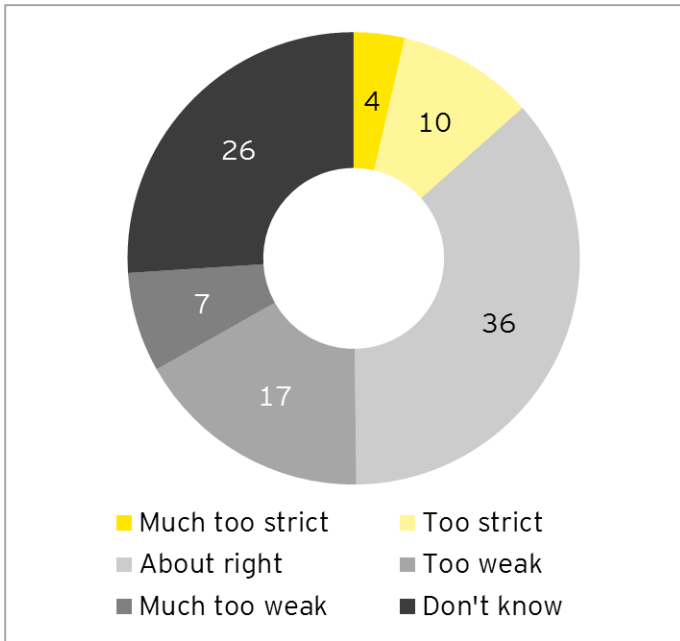
Base: Main sample, n=1000  
 Q26 What heritage-related behaviours, if any, have you undertaken in NSW?

**Figure 42: Information sources used to discover NSW heritage (%)**



Base: Main sample, n=1000  
 Q27 Which of the following information sources, if any, have you ever used or visited to find out about heritage in NSW?

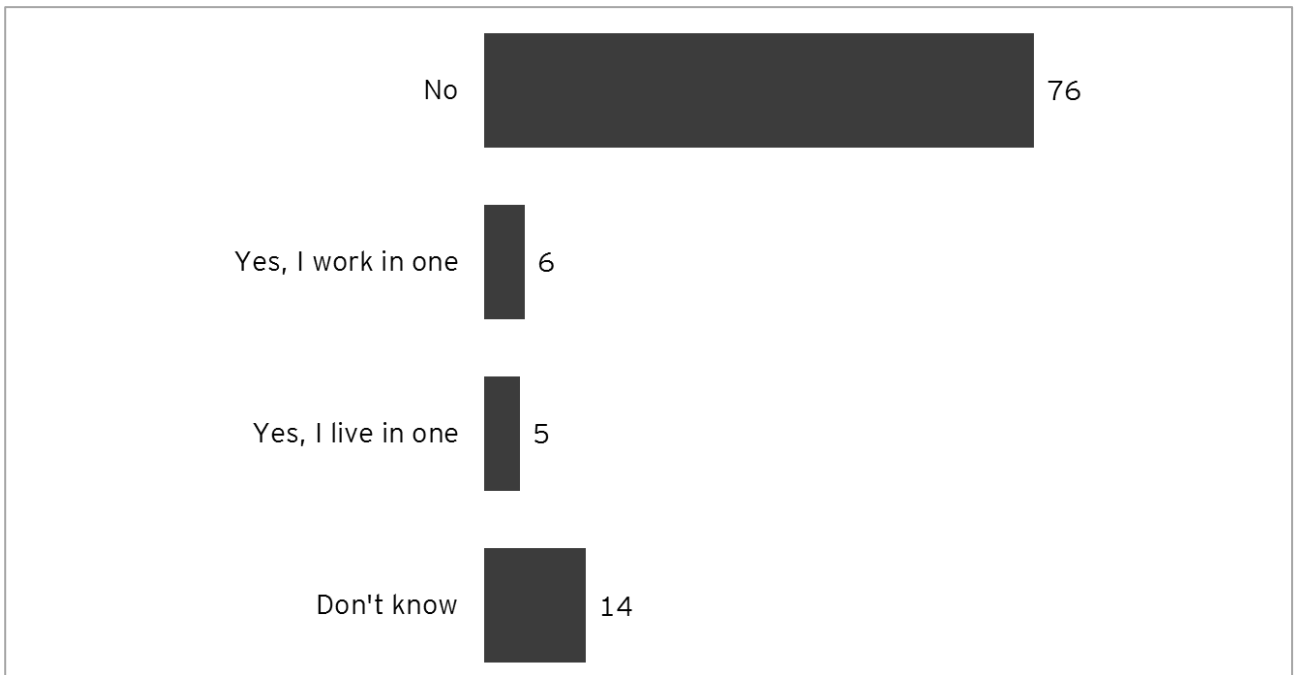
**Figure 43: Perception towards policies relating to heritage properties (%)**



Base: Main sample, n=1000

Q28 Do you think that the development regulations placed on heritage listed properties in NSW for protection purposes are?

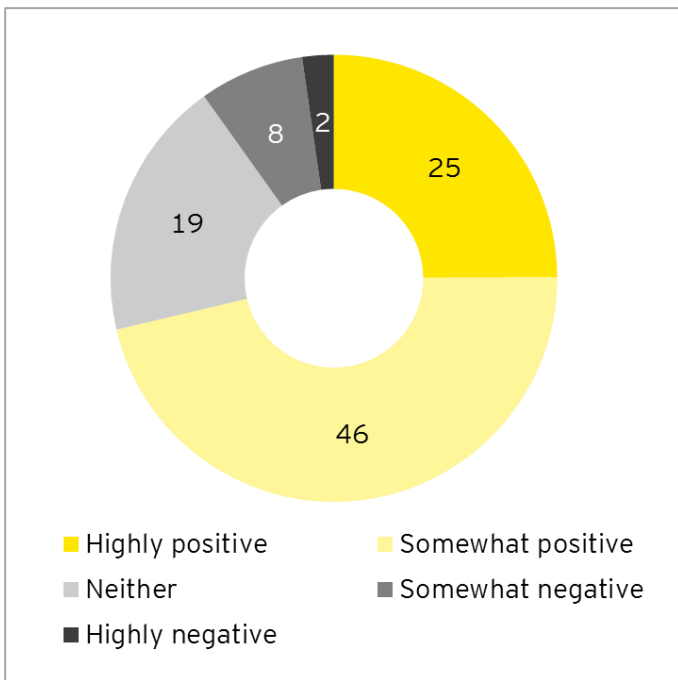
**Figure 44: Residential relationship with heritage listed conservation locations (%)**



Base: Main sample, n=1000

Q29 Do you live or work in heritage listed property or heritage conservation area? Please select all that apply.

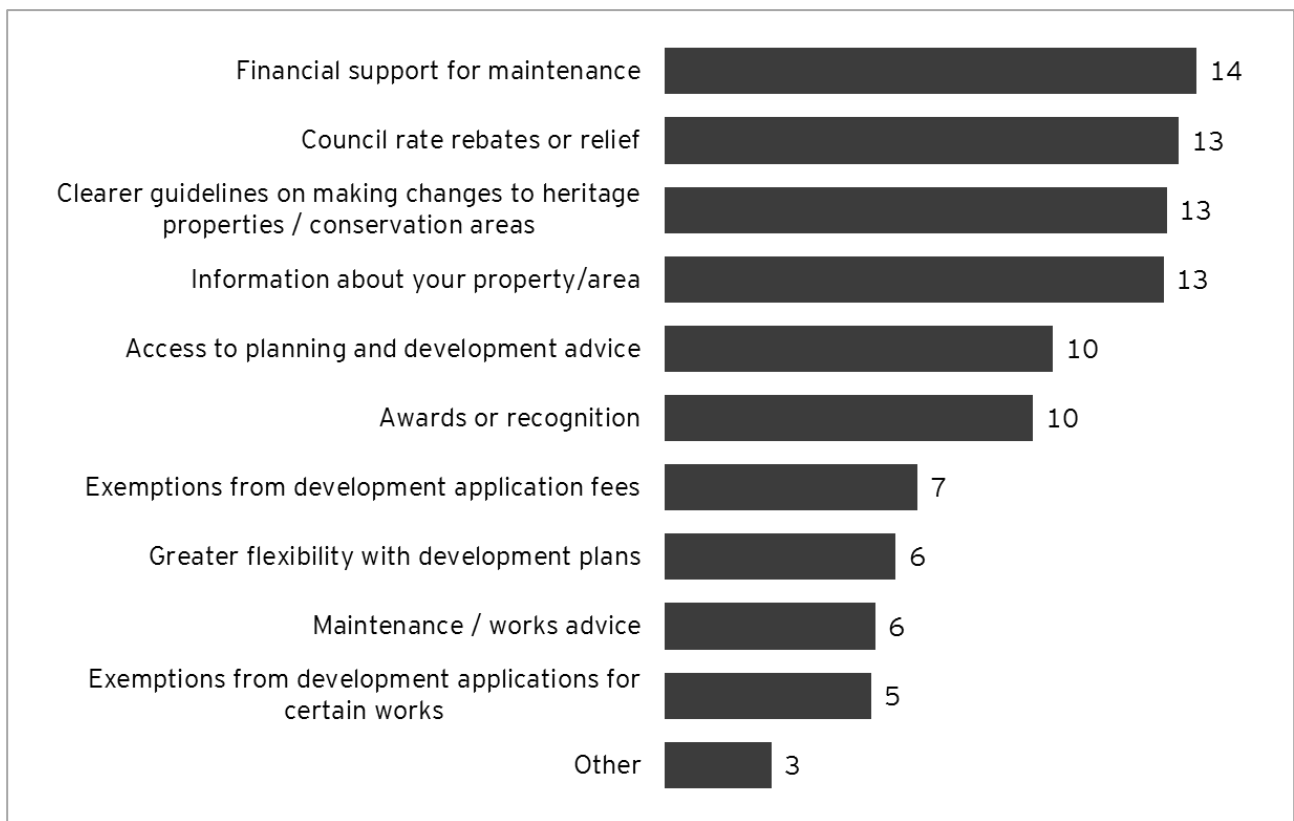
**Figure 45: Perception towards policies relating to heritage properties (%)**



Base: Live or work in heritage listed property/area, n=104

Q30 Do you think the heritage or conservation area listing is a positive or negative attribute of the property?

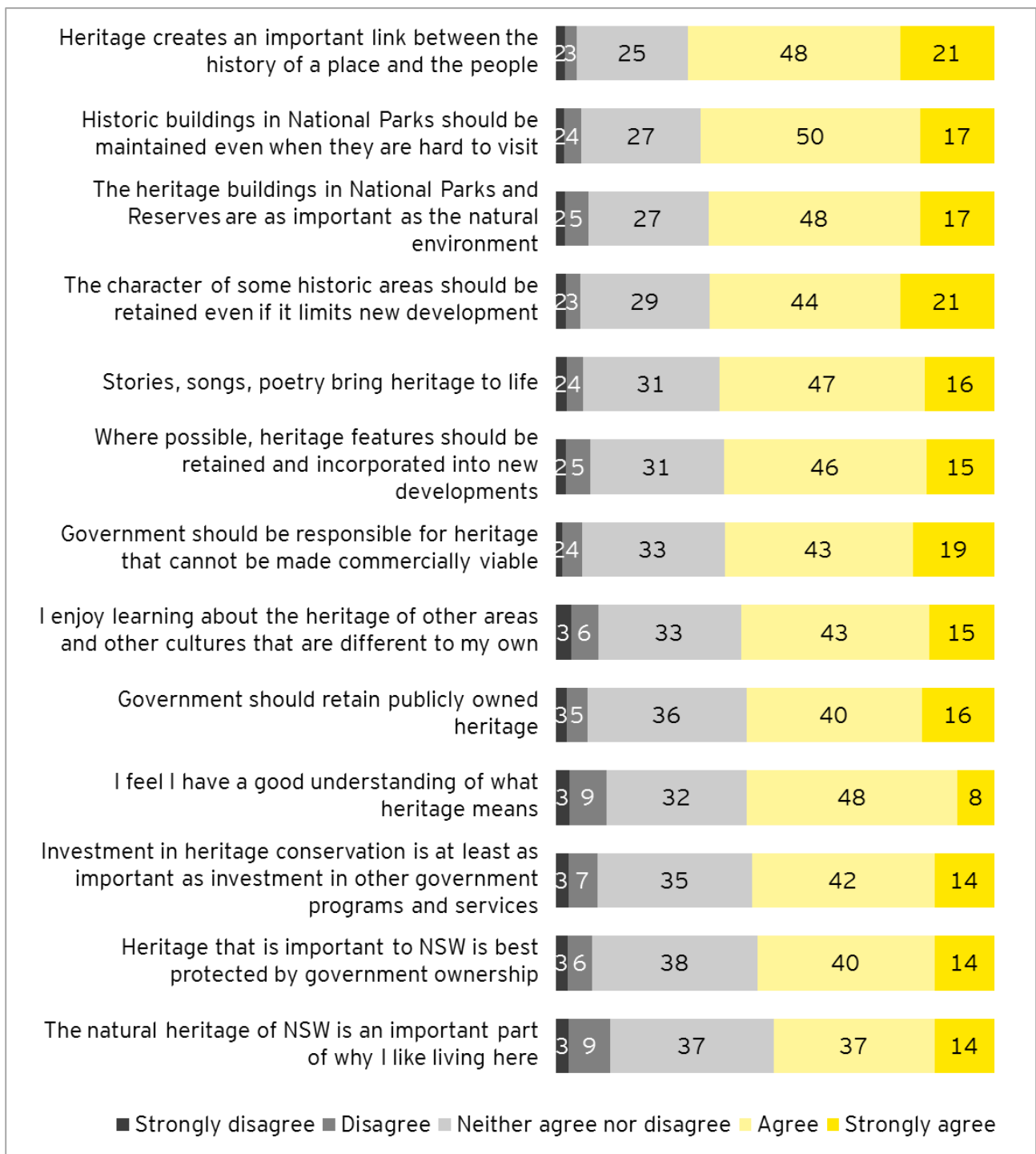
**Figure 46: Aspects having greatest impact on capacity to live/work in heritage listed locations (%)**



Base: Work or live in heritage listed locations, n=103

Q33 Which of the following would make the greatest impact on your capacity to live/work in or manage heritage listed or conservation area property?

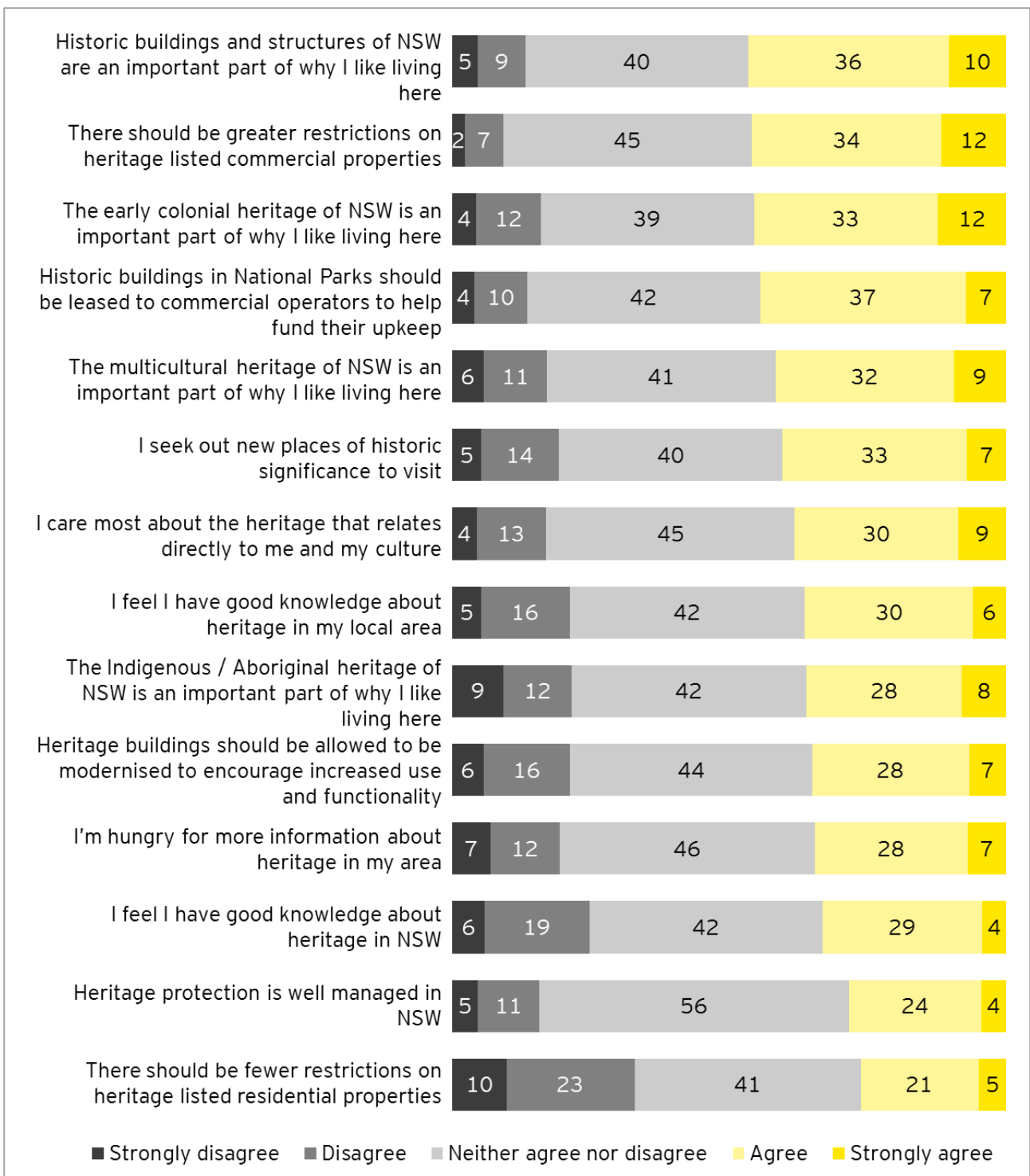
**Figure 47: Attitude towards heritage in NSW (%)**



Base: Main sample, n=1000

Q34 Here are some statements some people have said about heritage in NSW. Please indicate if you agree or disagree with each of the following.

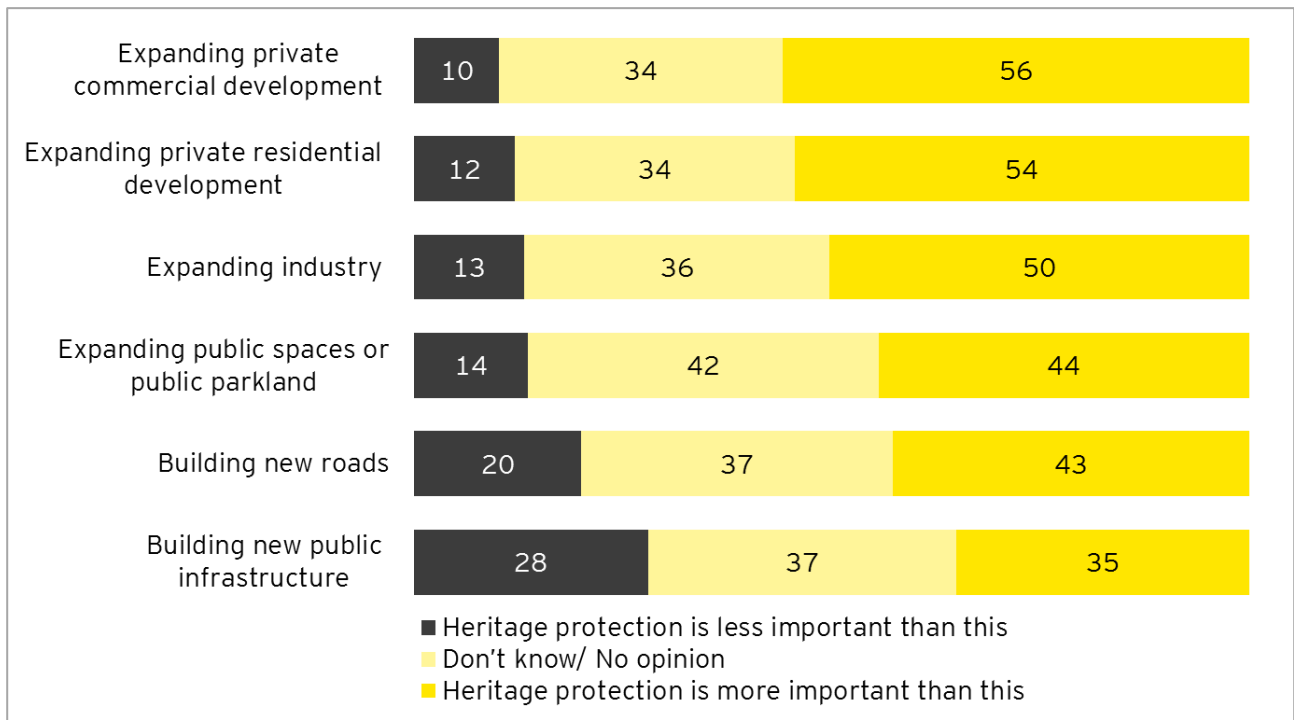
**Figure 48: Attitude towards heritage in NSW (cont.) (%)**



Base: Main sample, n=1000

Q34 Here are some statements some people have said about heritage in NSW. Please indicate if you agree or disagree with each of the following.

**Figure 49: Prioritisation of heritage protection over economic developments (%)**

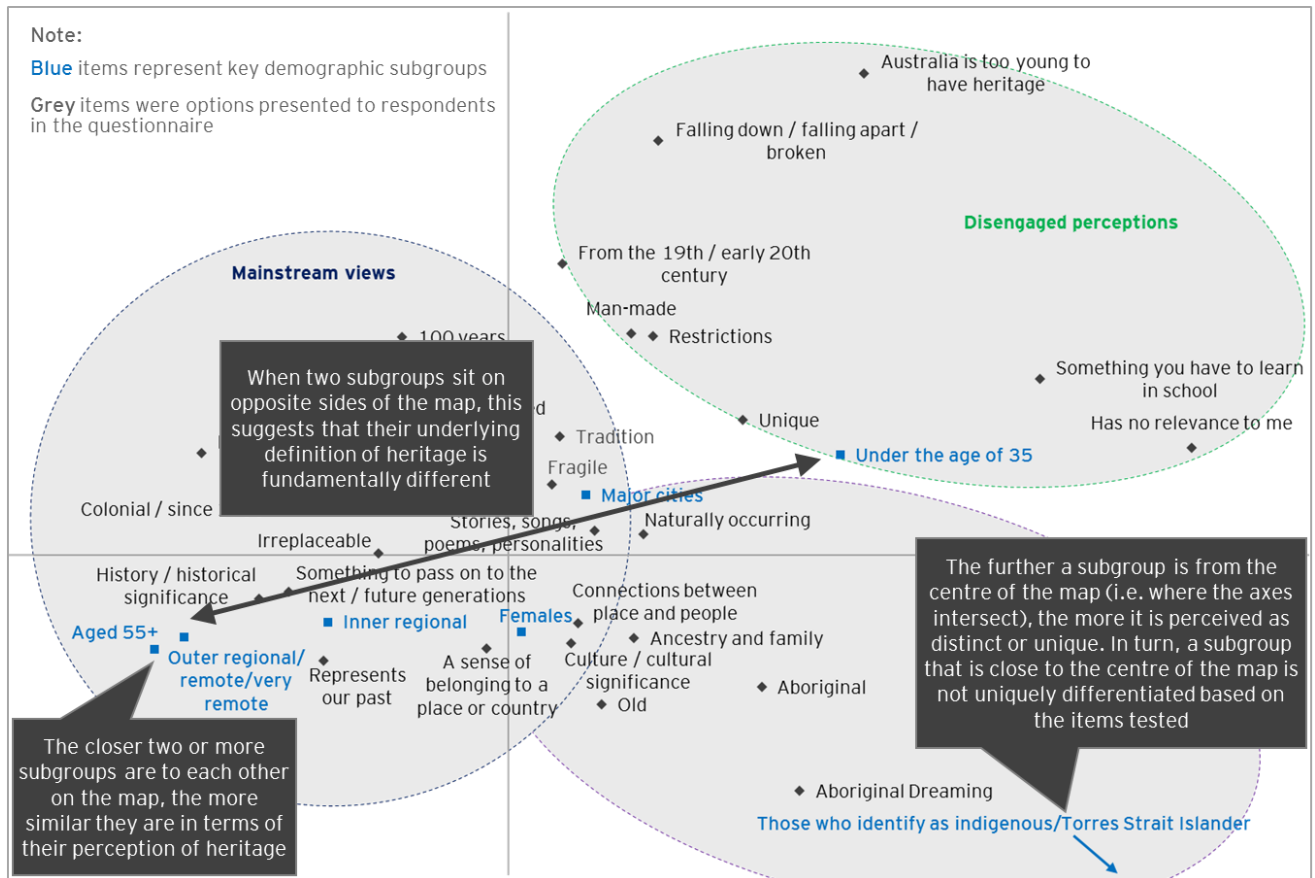


Base: Main sample, n=1000

Q35 How important is heritage protection to you compared to other activities and government priorities?

# Appendix 2

**Figure 50: Instructions for interpreting a correspondence map (%)**



Correspondence analysis is a descriptive/exploratory technique designed to simplify large data sets, and effectively visualise two-way and multi-way statistical interactions across a variety of categorical variables. In the context of this research, the analysis has been used to visualise the relationship between demographics and the NSW community's definition of heritage.

To interpret the map, it is important to start by looking at the positioning of the various demographic subgroups (i.e. blue items on the map). Where groups move further from the centre of the map (i.e. where the two axes meet), the more their perceptions of heritage should be considered distinct. Similarly, a group which is further from other subgroups in the map should be treated as having a more unique perception of heritage.

Along with the demographic subgroups, it is also important to consider the perceptual items (i.e. the grey items on the map), these are the options which were shown to respondents during the survey. The closer an item is to the centre of the map, the less distinct or unique its association is to any of the individual subgroups. Where a group and an item move away from the centre of the map in a similar

direction, this indicates that a relatively distinct relationship exists between that item and the group. The further an item and group move from the centre of the map, the more unique and distinct the relationship becomes. For example, the term "Aboriginal Dreaming" was distinctly associated with people who identified as Indigenous or Torres Strait Islander.

When interpreting a perceptual map, it is important to note that the axes do not necessarily represent or refer to a single dimension, as is the case with more traditional bivariate analyses (i.e. the x and y axes do not necessarily represent two exclusive and definable variables). Instead, the axes should be treated as referring to the level of association present within the dataset (refer to the example in the previous paragraph)

For readers who are interpreting a perceptual map for the first time, it can be helpful to ignore the axes and only consider the extent to which items move away from the centre of the map. To help with this process, we have identified three unique "territories" on the map: 1) mainstream views, 2) the views of Australia's first persons and 3) disengaged perceptions. The territories have been



developed by the researchers after interpreting the results of the correspondence analysis, and should be treated as qualitative in nature (i.e. they do not represent a quantifiable segment of any kind).

The final point to consider when interpreting a perceptual map is that this analysis identifies relative association. While a perceptual item (such as Aboriginal Dreaming) may not appear close to a group (such as those under the age of 35), this does

not necessarily indicate that a low association exists between the item and that group - it only indicates that a more distinct relationship exists with other sections of the population (e.g. people who identified as Indigenous or Torres Strait Islander) or other items. With that in mind, it is always important to consider the absolute scores of various subgroups in conjunction with the correspondence map.

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