

Recommendation	Current activities	Further actions - State Heritage Office	Further Actions - Heritage Council
1. Simplify the process			
(a) Add HC/SHO roles to website to distinguish between two bodies.	General review and update of website content.	Review Brand Strategy and consider whether changes should be recommended.	
(b) Show steps of SHO and HC decision-making.	Ongoing work to develop and extend the policy framework for development referrals. Periodic review of Development Assessment Framework. Illustrate referral processes and delegation structure on website.	Develop and deliver online tracking system for referrals, grant applications and nominations. Make adopted policies readily available to applicants, and show how they have been applied. Provide information explaining where and why full disclosure cannot be given.	Consider options for increased transparency of Heritage Council decision-making and advice (e.g. release of redacted agendas / minutes).
(c) Engage w building and planning stakeholders to improve understanding of heritage approvals.	Develop Stakeholder Engagement Plan and schedule. Regular contact with professional bodies, presentations etc.	Partner with relevant groups and agencies to produce an online module for building codes & access. Pick up discussions with AIBS on building standards etc.	Identify opportunities within personal and professional networks and highlight to SHO.
2. Marketing			
(a) Promote training modules to increase uptake.	Review website to include specific pages for education and resources.	GHPDP module to be completed. Work with PIA and others to promote to planners.	Promote availability of modules within professional networks. Note opportunities for future modules and advise SHO.
(b) Increase awareness of inContact in professionals.	Promote restructured prices to encourage greater uptake.		Promote inHerit within professional networks and own practice where relevant.
(c) Increase social media activity.	Included within Marketing and Communications Strategy (work in progress).	Encourage staff to participate in social media and share items within personal networks (within protocols and policies established in Strategy). Educate staff in identifying good social media stories and promote activity.	Participate in social media activities relating to heritage (within protocols and policies established in Strategy). Identify potential items to Comms team. Distribute items within personal networks.
3. Timeliness of decision-making			
(a) Email Council decisions prior to letter being received.	Already in place where requested.	Develop procedure for notifying applicants of decision - where not dependent on confirmation of minutes.	Identify support for informal advice being provided before confirmation of minutes.
4. Communication / Engagement			
(a) Use existing peak body networks to deliver information.	Ongoing relationships with key bodies .	Make active use of newsletters and other comms within professional networks.	Identify resources that may be available through personal networks.
(b) Partner to deliver more technical seminars.	Develop Stakeholder Engagement Plan and schedule activities. Identify and promote events and training given by others.	Support and facilitate activities across the sector.	Identify willingness to deliver training in specialist areas. Identify resources that may be available through personal networks.
(c) Tailored/targeted information for peak bodies and members.	Ongoing relationships with key bodies (e.g. program of updates to WALGA Zone meetings). REIWA input on buying & selling brochure.		Identify willingness to deliver training in specialist areas. Identify resources that may be available through personal networks.
(d) Provide info on panel contracts in heritage sector		Identify active panels that may be relevant to heritage work.	Confirm strategic role and objectives in relation to support for heritage professionals.
[e] Target community and developers with events and info.	Develop Stakeholder Engagement Plan and schedule activities.		
(f) Raise profile of Chair (or alternative HC spokesperson)		Develop media strategy for Chair. Identify events and opportunities for participation, and forward to Chair.	Identify events and opportunities for participation, and forward to Chair.

5. Tools				
	(a) Review inHerit		Keep users updated on changes and improvements to inHerit. Initiate broad survey of inHerit users and develop user-led objectives.	
	(b) Improve contacts database	Contacts user group working with developers to resolve issues in current system.	Continue efforts to encourage new subscriptions to the eNewsletter. Follow up with WALGA to determine if/how rates data can be accessed to distribute information.	Encourage professional and personal networks to subscribe to eNewsletter.
	(c) Review website functionality	Ongoing work to develop mobile-friendly website. Content review in progress.		
6. Collaboration				
	(a) Joint projects w NT, DCA etc. to share resources, particularly in educating public.	Development of MOU with NTWA.	Identify further opportunities for partnership and cooperation and actively seek engagement.	Identify opportunities within personal and professional networks.
	(b) Highlight successful projects	Photo gallery of completed adaptive reuse and conservation projects delivered on website. Use of video presentations from seminar (Brookfield Place).	Review functionality of website to determine whether information is easily accessible and clear.	Identify successful projects worthy of recognition and inform SHO. Actively encourage participation in Heritage Awards.
7. Engagement and Perceptions				
	(a) Explore research partnerships	Exploring partnership with WALGA to develop market research and community perceptions study.		Identify opportunities within personal and professional networks.
	(b) Build broader community appreciation and understanding of heritage	Explore WA Heritage interface in development for website - easy access to heritage information in map-based system.	Use community perceptions study to develop targeted community education and information program. Highlight information and events available from other organisations.	Make use of opportunities for public advocacy of heritage.
	(c) Engage young professionals	Support requests for internships and other trainee roles where possible. Partnership with Young Engineers and scholarships to Kalgoorlie seminar.	Consider scholarship option and discounted student registration for State Conference.	Identify opportunities within personal and professional networks.