



**City of Port Phillip**  
**Memorials and Monuments**  
**Guidelines**

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## Related documents

- Port Phillip City Collection memorials on the Victorian Heritage Register
- Assessment process for new memorials
- Process diagrams
- New memorial application form 2017
- Guidelines for the naming or re-naming of roads, lanes and reserves
- Reserve and lane naming nomination form 2017
- Curtilage requirements



Raoul Wallenberg Memorial  
Futago, 2013  
St Kilda Town Hall forecourt

# 1. Introduction

## Memorials and monuments in the City of Port Phillip

The City of Port Phillip's memorials and monuments record and reflect the significant stories of people, places and events that have shaped the identity of the former municipalities of Port Melbourne, South Melbourne and St Kilda.

Monuments and memorials have a social, historical and aesthetic significance for the local and broader communities. They provide a tangible civic focus for commemorating events and people associated with the City of Port Phillip, and for keeping alive the intangible memories and knowledge of the heritage associated with this municipality.

They are often valued as significant heritage objects in their own right irrespective of their commemorative function, and provide opportunities to encounter history and heritage as part of everyday experience for residents and visitors.

The degree of significance of the City's memorials is recognised by the inclusion of nine monuments on the Victorian Heritage Register (see Appendix I). Annual Anzac and Remembrance Day services, attended by more than 1500 people, are held at three war memorial sites: World War I Drinking Fountain at Port Melbourne, Alfred Square in St Kilda and the World War I and World War II Jewish Memorial at Ripponlea. The Raoul Wallenberg Memorial at St Kilda Town Hall and the Lemnos Gallipoli Memorial, Albert Park are also both the focus of annual commemorations.

The City of Port Phillip has responsibility for more than one hundred and fifty memorials located in the public realm. These include heritage monuments, statues and memorial public art, fountains, a clock tower, a park shelter, a rotunda and plaques. In addition to their community and cultural significance, these memorials and monuments have a value of almost \$9 million. They are assets which require a level of management appropriate for the community, and to the heritage and financial investment that they embody. Management practices must ensure their significance is retained. Maintaining national and international standards for the care of heritage objects is fundamental to their preservation and interpretation.

Opportunities exist for the creation of new memorials to commemorate people, organisations or significant events. New memorial applications can be made for commissioning new memorial structures such as a statue or plaque, naming an existing street, building or facility, or the planting of a tree. Consideration of proposals for new memorials must be undertaken in the context of the expectations of the community and Council.

Council recognises the importance of these valuable assets and acknowledges its responsibilities as custodian on behalf of the community. Council is committed to demonstrating excellence and best practice in conservation, collection management, interpretation and promotion.

## 2. Guiding Principles

### Principles

#### 1. Significance

All memorials and monuments must demonstrate a social, cultural, historical, architectural or aesthetic significance to the local and broader communities.

#### 2. Ownership

Memorials and monuments located on public or Crown Land within the City of Port Phillip are deemed to be the primary responsibility of the City of Port Phillip (unless established by other arrangement). Other agencies and organisations (such as State and Federal Governments) may have statutory or secondary responsibilities, particularly with regard to conservation management and funding.

#### 3. Management

Memorials and monuments will be managed in a manner that is consistent with best practice standards and with the cultural, heritage, environmental, social, administrative and financial aspirations of the City. Heritage monuments should be managed on the basis of the standards established in the *Burra Charter 2013* and in line with the Port Phillip City Collection Policy. As noted in these documents, Council may, in special circumstances, need to remove, replace, relocate or de-accession memorials or plaques.

#### 4. Conservation

Conservation, restoration and maintenance work on heritage memorials should only be undertaken by or under the supervision of specialists with expertise in heritage conservation and in consultation with Heritage Victoria where required. This includes masonry, ceramics and metalwork associated with the structures and electrical and plumbing work associated with lighting and water features. Replacement, repair and conservation of memorials are at the discretion of the City of Port Phillip.

#### 5. New memorials

Applications for new memorials are managed in a consistent and transparent manner. They are assessed against criteria which demonstrate their relevance and significance to the City. New memorials may be commissioned by the City following this same process.

Naming of a place as a memorial function is for the period of the useful life of the structure/asset and may be reviewed at any time. The retention (or otherwise) of the name or further commemoration of the name needs to be subject to a re-evaluation process by application of these Guidelines.

Council has no obligation to preserve a previously established commemorative place/object in the event of any future relocation or demolition that may occur at a particular site.

#### 6. Community engagement

Providing access to stories of places, people and events demonstrates commitment to sharing community cultural heritage and history. Opportunities for interpretation of, and community engagement with, memorials and monuments will be provided on site and online through the City of Port Phillip heritage website.



Lemnos Gallipoli Memorial, 2015  
Peter Corlett, OAM  
Foote Street Reserve, Albert Park  
Donated by the Lemnos Gallipoli Commemorative Committee

### 3. Definitions

‘Memorial’ and ‘monument’ are different in meaning for the purposes of these Guidelines.

A ‘memorial’ is any object designed and established specifically in memory of an individual, organisation, anniversary or event; it may be a monument but can take other forms.

A plaque on a raised plinth, stone wall or structure (no matter how small) with a commemorative function is deemed a ‘memorial’.

A ‘monument’ is deemed to be an architectural structure or statue which has (or is expected to have) enduring significance; it may or may not have a memorial function.

A ‘marker’ is specifically used to identify a historically or culturally significant place that is not otherwise marked or evident as a significant place, provides historical information and is part of a coordinated historical marking program.

### 4. Scope

These Guidelines apply to memorial structures such as a statue or plaque, civic buildings, facilities and other entities and trees where the naming is intended to commemorate a person, organisation or event.

Memorials and monuments form part of the Port Phillip City Collection (PPCC). They are managed by Council officers under Council's Port Phillip City Collection Policy.

Council plaques, such as those commissioned for Council buildings, form part of the PPCC when they are no longer physically associated with the building (in the case of loss or demolition) and where there is a significance to Council through featured names or dates as determined by the Memorials and Monuments Working Group.

Plaques located on non-Council buildings which are no longer physically associated with the building (in the case of loss or demolition) that are deemed significant may also be collected as determined by the Memorials and Monuments Working Group.

Historic plaques in the public realm which commemorate people form part of the PPCC.

Heritage Recognition Program plaques, botanical tree plaques and footpath/road based plaques and pit lids are considered infrastructure assets and are not part of the PPCC, unless decommissioned and deemed significant by the Memorials and Monuments Working Group.

These Guidelines apply to public land within the municipal boundaries of the City of Port Phillip with the exception of the Albert Park Reserve.

An artwork or other feature intended primarily to enhance open space and not designed as a memorial is not considered a memorial for the purpose of these Guidelines. Structures required primarily to provide directional or interpretive information are also excluded.

Trees planted in memoriam are managed by Council officers under the relevant open space strategies.

Council does not permit the scattering or burial of cremated ashes or remains in botanical or recreational parks, along the Foreshore, or in any other similar public spaces.

Naming or re-naming of roads, lanes and reserves follow separate guidelines (see Appendix 6 and 7).

## **5. Context**

### **5.1 Policy Context**

There are a range of Council documents that inform and support these Guidelines and create a context for the development of new memorials and monuments, and guide the management of existing ones within the City. These Guidelines sit within a broader social, cultural and planning framework across the City of Port Phillip.

### **5.2 Strategic Context**

Memorials and monuments help define a sense of place, history and community. They are key components in 'place-making', open space planning and urban design. They reflect the stories of the people and events that have made significant contributions to our sense of identity.

These Guidelines provide the basis for the management of existing memorials and for decision-making relating to the creation of new memorials. They will ensure that:

- commemorative naming celebrates achievements and contributions significant to the City of Port Phillip (and, in some instances, to the State of Victoria)
- memorials and their surrounds are maintained to meet community expectations
- memorials, particularly heritage monuments, are conserved and maintained in a manner consistent with industry standards and best practice and in line with heritage legislation
- the specialist expertise required for the management and maintenance of heritage memorials is recognised.

External funding for the maintenance of memorials and monuments will be sourced where relevant and applicable (in keeping with national and state milestone opportunities such as World War I commemorations).

Partnerships where relevant will be developed to support the development of new memorials, and the promotion and conservation of existing memorials and monuments.



Women's Welcome Home Rotunda  
Photographer: David Greenberg, 2003

### 5.3 Operational context

These Guidelines inform the administration, assessment and development of Council's memorials and monuments collection, including collection management and asset management procedures that apply to the maintenance of Council-owned objects.

The City of Port Phillip manages buildings, parks, gardens and other public spaces within its municipality, either as landowner or as the appointed Committee of Management for Crown Land reserves. Management of memorials and monuments (including consideration of new memorial applications) in all public spaces takes into consideration the impact of memorials on the landscape and amenity, condition and maintenance requirements, and opportunities for engagement.

Council does not have a formal memorials and monuments commissioning program. Rather the priority is to support individuals and communities in the nomination and fundraising for new memorials which meet the criteria outlined in these Guidelines.

Council's Memorials and Monuments Working Group assesses new memorial applications in line with these Guidelines. These, together with memorial and monument conservation priorities, are reviewed and endorsed by the Cultural Heritage Reference Committee. Approval for new memorials and monuments is by the General Manager, Community Development, under delegated authority.

An annual inspection of all memorials and monuments is undertaken to assess condition and inform the annual maintenance schedule. This is supported by an annual operational budget, and a capital project commitment to bring the structural condition of objects to a standard where ongoing preservation is possible.

Memorials and monuments are included in the triennial valuation review of the Port Phillip City Collection as required by Council under the Australia Accounting Standards. This valuation of Council assets takes place every three years in accordance with fair value methodology which defines value against an active and liquid market, or according to replacement costs where no market exists. This information is then presented in Council's Annual Financial Statements which are audited by the Victorian Auditor-General's office. Registered valuers undertake the review of the memorials and monuments in the collection.

Overall care of memorials and monuments is undertaken in line with the Port Phillip Collection Policy, within the guidelines of the Burra Charter, 2013 and also within legislative requirements of Heritage Victoria and other government agencies as required.

## 6. Objectives

The objectives of these Guidelines are to:

Ensure **collection management** of memorials and monuments within appropriate industry and heritage standards including preservation and conservation. All objects which form part of the PPCC are catalogued and their details made available online through the Port Phillip heritage website.

Provide guidelines for the assessment of applications for the **establishment** of new memorials in recognition of people, organisations or events deemed to have made a lasting contribution to the City of Port Phillip and are appropriate to be memorialised in this city.

Support **community engagement** with interpretation of memorials and monuments, provide access to stories of people and place, and identify opportunities for commemoration of significant events.



Catani Clocktower, 1930 (sk2288)  
Designed by Norman Schefferle

## Edwin Knox Memorial Fountain – case study

*The Edwin Knox Memorial Fountain was originally unveiled in 1902 in Cleve Gardens, on the corner of Fitzroy Street and The Esplanade. The fountain was erected in memory of Edwin Knox who died in 1901 whilst serving in the Victorian Bushmen's Corps during the Boer War. The memorial was funded by public subscription, reflecting the community's sorrow at the loss of this young man.*

*At some stage over the years the fountain was removed. By the end of the 20<sup>th</sup> century, all that was left was the original basalt pedestal with a drinking tap awkwardly affixed to the centre.*

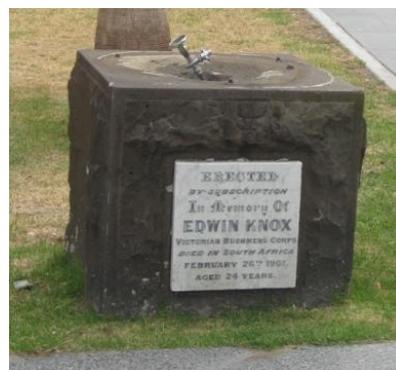
*Local veterans and community members advocated for the restoration of this memorial. Following Burra Charter principles, and with support from the community, an interpretive approach was developed which referenced and acknowledged the original ornamental fountain through a contemporary interpretation. A panel noting the history of the fountain, and documenting the interpretive and conservation works, was also installed.*



Edwin Knox Memorial  
Cleve Gardens, St Kilda (sk0008)  
Erected 1902  
Reinterpreted 2013



The original memorial



The memorial in a deteriorated state

## 7. Procedures for the establishment of new memorials

Applications can be made to the City of Port Phillip for the installation of a new memorial and/or commemorative naming of a place. These can take the form of commissioning new memorial structures such as a statue or plaque, naming a street or park/reserve, building or facility, or the planting of a tree.

Applications will be initially considered by the Memorials and Monuments Working Group. Successful applications will then be reviewed by Council's Cultural Heritage Reference Committee for endorsement. Applications will then be referred to the delegated authority or Council for final approval where relevant.

### 7.1 What form can a memorial take?

Applicants should be encouraged to consider forms of commemoration within one of the following categories:

- Landscape features or artworks that are not explicitly memorial in their form – for example trees or structures that are proposed within the approved master plan for the site concerned. Various desirable works and features have been identified for the City's parks and gardens but some may not have sufficient priority to receive Council funding but could be realised through bequests.
- Restoration of an existing memorial or feature of a complementary nature, rather than erection of a new structure. This should be seen as contributing to a culture of ongoing respect that all memorials depend on, both for their ongoing upkeep and relevance.
- Purpose-designed structures that are explicitly memorial in form, that is, memorials outside the above categories. These should be considered only if their subject and location comply with the criteria detailed below.
- One off memorial events/displays that celebrate and acknowledge a person, place or event. These should be considered only if their subject and location comply with the criteria detailed below. A permit may be required for an event.

Note that naming of an asset such as a roadway or feature, building or facility is also possible. For more information see *Guidelines for the Naming or Re-naming of roads, lanes and reserves*.

Council does not permit the scattering or burial of cremated ashes or remains in botanical or recreational parks, along the Foreshore, or in any other similar public spaces.

Not all memorials are identified by a plaque, such as trees planted in memoriam.

### 7.2 Selection criteria

Individuals, organisations or events may be nominated as the subject of a new memorial in the City of Port Phillip. The following selection criteria must be met:

#### **For individuals or organisations**

- 7.2.1 The subject being nominated (the 'Nominee') must have made a highly significant contribution to the shared community history in the City of Port Phillip that is also significant at a state or national level.

- 7.2.2 Nominee(s) must have achieved at a high level and made their contribution over and above what might be reasonably expected through paid employment, or their voluntary contribution to the community and should stand out from others who may have also made a valuable contribution.
- 7.2.3 Nominee(s) should have left a tangible legacy to the community that has resonance with the broader public.
- 7.2.4 Nominated anniversaries or events must be unique and highly significant to the history and development of the City of Port Phillip and the State of Victoria and/or Australia.
- 7.2.5 Nominated events of historical or cultural significance must be highly significant to a particular site/area within the City of Port Phillip.
- 7.2.6 No new memorial should be considered that commemorates a person, event or occasion already memorialised unless circumstances are truly exceptional.
- 7.2.7 To address the imbalance of the types of names currently in use for roads, lanes and reserves, names that meet one or more of the following criteria (in no particular order) will receive preferential treatment:
- the role or contribution of Aboriginal people to Australia and to the City of Port Phillip
  - the role or contribution of women to Australia and the City of Port Phillip
  - the role or contribution of members of the multicultural community in the development of Australia and the City of Port Phillip
  - recognition of important social, political and cultural events and issues relevant to local growth and development and with reference to shared community history
- 7.2.8 Memorials must demonstrate a relevance to site, bear a relationship with the open space setting and be consistent with any approved master plans or conservation plans for the site. Memorials should be integrated into the landscape and considerate of the purpose of the site.
- 7.2.9 Impact on landscape character and physical heritage: memorials in parks must be consistent with existing master plans and not detract from the aesthetic value of the parkland or foreshore. This applies also to the physical works required to install the memorial or access to the site in the long term.
- 7.2.10 Maintenance and management: the long-term viability of the memorial and its maintenance will be considered in the application for any new memorials.

**For events:**

- 7.2.11 An anniversary or event must be unique and highly significant to the history and development of the City of Port Phillip, and the State of Victoria and/or Australia.
- 7.2.12 Historical or culturally significant events must be connected to a particular site or area within the City of Port Phillip.

Applicants whose subjects do not fit these criteria may discuss the possibility of donating a tree or park furniture in memoriam with relevant officers from Public Spaces. Such a donation would only be accepted on the condition that no plaque would be installed as public reserves are botanical or recreational rather than memorial in purpose.

Council reserves the right to make exemptions at its discretion.

### **7.3 Who can make a request to commemorate a person(s), organisation or event?**

A request to commemorate a person or persons by naming can originate from the community, Council officers or sitting Councillors.

Requestors can suggest a place or object they feel is appropriate. However the final decision on a place/object being appropriate rests solely with Council and the choice of the place/object to be named after the nominee is at the discretion of Council.

### **7.4 What locations are appropriate for memorials?**

A proposed memorial requiring a position in a park, garden, foreshore or other nominated open space site must:

- have a direct association with the particular location
- be consistent with the Council approved master plan for the site
- not compromise the aesthetic integrity of the site
- not interfere with or disturb the underlying landscape character of the proposed setting.

Note that the identification of acceptable sites for memorials within a park, garden or foreshore master plan indicates only that these locations comply with all other applicable policies and strategies. It does not establish a rationale for erection of memorials regardless of relevance or policy.

The City's parks should not duplicate the commemorative function of cemeteries or war memorials. Consequently, some applications for memorials will be referred to other sites if:

- the nominee is based in or linked to an institution located on private land or at a site connected to that institution, for example, in the buildings or grounds of churches, hospitals or other organisational headquarters, or
- the nominee is deceased, and a memorial is considered to be more appropriately located within one of the metropolitan cemeteries or memorial parks, which were established for that purpose.

### **7.5 How is a request made?**

Requests must be made by completing the Memorials and Monuments Application Form.

This form requires a detailed description of how the person(s), organisation or event to be commemorated fit the selection criteria.

### **7.6 How is a request assessed?**

Applications are initially assessed by the Memorials and Monuments Working Group which comprises relevant Council officers with responsibilities relating to memorials.

This Group assesses applications for the creation and naming of memorials against the Selection Criteria and makes recommendations to the Cultural Heritage Reference Committee for endorsement, prior to approval by a delegated authority or recommendation to Council.

Planning permits and community consultation processes may be triggered by the memorial depending on its scale and location.

Memorials and monuments will also be evaluated by Council's Heritage Acquisition Working Group in order to be accepted into the Port Phillip City Collection.

Applications for the establishment of public art with a memorial function are subject to review by the Public Art Working Group in order to be accepted into the Port Phillip City Collection.

### **7.7 What funding considerations apply?**

Memorials can only be supported if funding, through external sponsorship or donations, will be obtained for all associated costs including community consultation, construction as well as ongoing running and maintenance, conservation, interpretation, and presentation.

Construction budgets should include site preparation as well as professional fees for design and project management.

Proposals that are likely to require significant ongoing maintenance will not be approved, unless the applicant provides the necessary funds in advance for the maintenance and upkeep of the donated work for a period designated by the City.

### **7.8 What conditions apply to the creation of new memorials?**

#### **7.8.1 Naming**

The naming is for the period of the useful life of the structure/asset/ memorial and may be reviewed at any time.

Council reserves the right to conduct 'naming rights' partnerships for specific projects where deemed appropriate.

Where an Aboriginal name is proposed, Council will consult with appropriate Indigenous community members.

#### **7.8.2 Exclusions**

It is not Council's practice to commemorate a living person. However, in special circumstances, Council has discretion regarding this criterion.

No new memorial should be considered that commemorates a person, event or occasion already memorialised in the City unless circumstances are truly exceptional.

#### **7.8.3 Initiation and assessment process**

Council or a delegated authority (where relevant) will make the final decision as to whether to proceed with any new memorials or naming proposals that meet the criteria outlined in these Guidelines.

#### 7.8.4 **Legislation**

The application of these Guidelines should be consistent with and must not contravene any related legislation, such as, but not limited to:

- Local Government Act 1989 (as amended)
- Crown Land Reserves Act 1978 (as amended)
- Planning and Environment Act 1987 (as amended)
- Heritage Act 1995
- Guidelines for Geographic Names 2010 (Version 2)
- Where the proposal is for an Aboriginal name, the Geographical Place Names Act 1988 must be followed.

#### 7.8.4 **Standards**

International standards applicable to the management and treatment of heritage items (including memorials) are articulated in the following documents:

- International Council on Monuments and Sites (ICOMOS) Burra Charter, 2013. The Australian ICOMOS charter for the conservation of places of cultural significance
- Australian Institute for the Conservation of Cultural Materials ethical guidelines
- Heritage Collections Council 2001, Significance National Conservation and Preservation Policy and Strategy.

## **8. Review**

The Memorials and Monuments Guidelines will be reviewed in 2022.