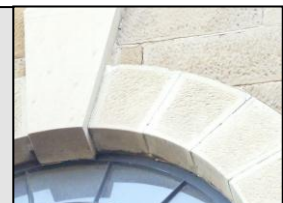


City of Ballarat



Conservation Management Plan - Ballarat Avenue of Honour and Arch of Victory

John Wadsley Planning and Heritage Consultancy



Conservation Management Plan - Arch of Victory and Avenue of Honour

Prepared for the City of Ballarat

Document Version:

Status	Date
Draft 0	23 August 2013
Draft 1	20 September 2013
Draft 2	14 February 2014
Draft 3	25 February 2014
Final Draft	13 August 2014
Final	November 2014

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Appendix A	Project Brief	

Executive Summary

This Conservation Management Plan (CMP) has been prepared for the Avenue of Honour and the Arch of Victory located within the City of Ballarat. This site, as a living memorial, honours local men and women who enlisted from Ballarat and surrounding areas for service during the Great War of 1914-1918.

The Avenue of Honour was laid out and planted between June 1917 and August 1919 with some 3,771 trees planted over a distance of some 22 kilometres. The work was very much a community-driven activity led by the employees of the Lucas clothing factory (E. Lucas and Co Pty Ltd). The Avenue of Honour and Arch of Victory were officially opened in June 1920 by the Prince of Wales.

Following a detailed review of the history of the Avenue and Arch and a comparative analysis of other commemorative avenues and arches from the Great War period, a new statement of local heritage significance has been developed in this CMP to clearly identify the important heritage values that are embodied in these sites and which require protection. At the local level, the Avenue of Honour and the Arch of Victory is highly significant to the Ballarat community because it exemplifies the efforts made by the local population to commemorate those who had enlisted for service. It remains a strong reminder of this part of Victoria's history and the impact of the Great War on a rural community. The ongoing commitment and involvement of the Lucas employees (now represented through the Lucas Past Employees Association) and the Arch of Victory/Avenue of Honour Committee is an important association with this memorial.

It is generally recognised now that the Ballarat Avenue of Honour acted as a catalyst for the development of many other remembrance avenues, particularly in Victoria. The vast majority of avenues in Australia are not associated with an arch commemorating the Great War, thus making the relationship between the Ballarat Avenue of Honour and the Arch of Victory a rare and highly significant combination.

The Ballarat Avenue of Honour is the longest commemorative avenue in Australia and possibly the longest remaining avenue in the world commemorating service in the Great War. The Arch of Victory is the largest commemorative arch in Australia. Together the Ballarat Avenue of Honour and the Arch of Victory illustrate not only a highly significant war memorial in Australia, but also highlight the sustained effort and dedication of the Ballarat community in creating these memorials. It is considered that this heritage site has national, and even international, significance and should be considered for re-nomination for National Heritage Listing based on the findings of this CMP.

A number of stories of soldiers and nurses commemorated on the Avenue have been provided as examples of themes and material that could be used in future interpretation of the Avenue and the Arch. To that end an interpretation strategy is further developed, as this is considered to be such an important element for future management and community involvement.

It is clear there are significant development pressures occurring around the Avenue of Honour and Arch of Victory. A detailed assessment has been made of the various issues that are affecting the heritage significance of this site, focussing on: the integrity of the Avenue; the critical connection between the trees and individual soldiers, sailors and nurses; the arrangement and continuity of the trees and plaques; replanting programs and tree species, the visual and aesthetic quality of the Avenue; the scale of physical interruptions/intrusions and visual breaks along the Avenue; streetscaping and landscaping treatments; pedestrian access; interpretation and future research; and maintenance regimes.

A detailed Action Plan is outlined in this CMP and is recommended for adoption to ensure the ongoing conservation and management of what is arguably one of Australia's most important military heritage sites. The key recommendations are outlined below.

Action Plan - Recommended Activity/Works

1. WORKS AND MAINTENANCE

- 1.1 Archaeological - investigate possible location of avenue markers and other artefacts for nurses, seamen and other personnel groups.
- 1.2 Tree spacing - formally adopt a limit of 9-12 metre spacing for all new tree placements.
- 1.3 Tree alignment - formally adopt the 1 metre offset ("ultimate alignment") as the maximum variation for the alignment of tree planting unless greater offset required for safety considerations.
- 1.4 Tree alignment - remove and replant trees on the "ultimate alignment" where the alignment has been splayed as soon as possible, unless greater offset required for safety considerations.
- 1.5 Tree alignment - formal designs are produced to direct all tree planting and realignment works and presented to the AOV/AOH Committee for its consideration.
- 1.6 Tree Protection Zone - formally adopt a TPZ with a multiplication factor of 15 x tree diameter over bark at breast height (DBH) with a minimum TPZ of a 6 metre radius for all tree plantings and works.
- 1.7 Tree Protection Zone - All works within a TPZ must conform to AS4970-2009 "Protection of trees on development sites" or as otherwise agreed to by City of Ballarat and the Arch of Victory/Avenue of Honour Committee.
- 1.8 Tree species - all new tree plantings should be exotic, broadleaf and deciduous, primarily using original species if they have been shown to be successful. Other related species can be used if they are similar in shape, colour and height and are suitable for the climatic and soil conditions.
- 1.9 Tree species - if required, new plantings should be in blocks of a minimum of 30 trees, and averaging 50 trees, broadly following the original planting strategy of not planting long sections with only one species.
- 1.10 Tree replacement - formally adopt the principle that trees are allowed to go through their life cycle to reach maturity and be sustained until a tree's health, condition and/or structural integrity is so compromised that it must be replaced.
- 1.11 Tree replacement - review the implementation of the Strategic Asset Management Plan and develop a new 15 year tree replacement plan utilising the block and combination plantings recommended in the CMP and presented to the AoV/AoH Committee for its' consideration.
- 1.12 Access points and intersections - trees and name plaques that have been displaced/removed as a result of access points and intersections being installed should be replaced as soon as possible.
- 1.13 Access points and intersections - new access points and intersections to be kept to an absolute minimum and should only be permitted as a last course of action, after full site analysis, investigation and consultation to assess the impact on heritage values, and must only be permitted if they do not involve removal of trees and name plaques.
- 1.14 Access points - sealed surfaces and kerbing should only be permitted on access points east of Skipton Rail Trail; gravelled surfaces should only be permitted on access points west of Skipton Rail Trail.
- 1.15 Access points - informal/unauthorised access points should be closed.
- 1.16 Maintenance - in general, the Avenue should be maintained as a cleared space from fence to fence in the road reserve.
- 1.17 Works and Maintenance - ensure all responsible authorities, staff and contractors are trained and formally inducted to avoid damage to trees and name plaques.
- 1.18 Maintenance - maintain open swale drains to ensure adequate drainage function and where possible realign the swales to allow for future tree planting on the ultimate alignment.
- 1.19 Works and Maintenance - Retain the open swale profile adjacent to Avenue trees for the entire Avenue to provide the maximum benefits for tree growth.
- 1.20 Maintenance - encourage adjacent landowners to take care of the section of the Avenue adjoining their property through mowing, litter control and condition monitoring of trees and name plaques.
- 1.21 Arch of Victory - ensure appropriate maintenance works are undertaken in accordance with the approved maintenance program.

- 1.22 Arch of Victory - undertake regular surveys and investigations to ensure structural integrity is maintained.
- 1.23 Arch of Victory - maintain a 'clear zone', free from built form and obtrusive landscaping, of 80 metres in front and 50 metres on each side.
- 1.24 Tree and plaque inspections - to be undertaken regularly and documented as per recommendations in the SAMP.
- 1.25 Annual tree and plaque works programs - developed and implemented as per recommendations in the SAMP.
- 1.26 Plaque alignment and installation - all plaques be positioned directly in front of each tree and installed to a set standard.
- 1.27 Signage - commence reduction in traffic / pedestrian signage and guide posts to an absolute minimum, including consolidation of signs on to fewer posts, after appropriate consultation with VicRoads and relevant groups.
- 1.28 Signage - relocate directional and street signage away from street alignment after appropriate consultation with VicRoads and relevant groups.
- 1.29 Documentation - ensure all works along the Avenue and around the Arch are formally documented including a photographic record.

2. PLANNING AND DEVELOPMENT CONTROLS

- 2.1 Signage - formally adopt:
 - a) There will be no signs attached to trees, including property numbers, postal/delivery indicators, and warning signs;
 - b) There will be no private or commercial signage (including temporary/portable signage) within the AoH road reserve (or on its immediate boundary) along the length of the Avenue and within 50 metres of the Arch, Memorial Rotunda and Memorial Cairn; and
 - c) Signage relating to existing historic elements associated with the Avenue and Arch, and future structures for interpretation purposes is acceptable.
- 2.2 Streetscape design within the AoH road reserve - formally adopt:
 - a) There will be no built structures or elements within 50 metres of the Arch, Memorial Rotunda and Memorial Cairn, apart from existing historic elements associated with the Avenue and Arch and future structures for interpretation nodes;
 - b) Built structures or elements within the entire road reserve (or on its boundary) along the length of the Avenue are to be discouraged, kept to a minimum and be set back from the tree line; and
 - c) The Strategic Asset Management Plan (SAMP) must reflect the specific development guidelines prepared for the entire Avenue of Honour.
- 2.3 Development interface design with the AoH road reserve - formally adopt:
 - a) A 20 metre 'no built form' buffer area be required on private land from the road reserve boundary for the entire length of the Avenue of Honour for all new development or structures (excluding existing residential areas with direct access to the road reserve east of Dyson Drive and Ring Road);
 - b) All planning permit applications for land with frontage to the Avenue of Honour be referred to the AoV/AoH Committee for comment;
 - c) Service roads and/or car parking should only be permitted in the 20 metre buffer area if there is landscaping that positively contributes to the landscape character of the Avenue of Honour;
 - d) The creation of new access points should only be permitted as a last course of action, after full consultation to assess the impact on heritage values, and must only be permitted if they do not involve removal of trees and name plaques; and
 - e) That the Avenue should be regarded as being in an urban setting from Learmonth Street to Dyson Drive, extending to the Ballarat-Skipton Rail Trail as the Lucas development proceeds. Further to the west the Avenue should be regarded as being in a rural setting, all the way to the Weatherboard-Learmonth Road.

- 2.4 Intersection design - formally adopt:
- a) The design of new intersections and intersection upgrades are to place trees as close as possible on a 1 metre offset to minimise/negate splayed alignment;
 - b) The creation of new intersections should only be permitted as a last course of action, after full consultation to assess the impact on heritage values, and must only be permitted if they do not involve removal of trees and name plaques;
 - c) The upgrade of intersections should only be permitted after full consultation to assess the impact on heritage values, and must not involve removal of trees and name plaques;
 - d) Lucas suburb access - redesign of proposed street layout to remove one of the two proposed junctions with Remembrance Drive; and
 - e) All planning permit applications for land requiring access to the Avenue of Honour be referred to the AoV/AoH Committee for comment.
- 2.5 Sturt Street duplication - formally adopt:
- a) Not to support extensions to duplication of Sturt Street or Remembrance Drive west of Dyson Drive/Western Link Road intersection.
- 2.6 Develop 'Avenue of Honour Development Interface Guidelines' and an associated overlay for the entire Avenue of Honour for incorporation into the Ballarat Planning Scheme, based on the directives from the Ballarat West Growth Area - Avenue of Honour Urban Design Guidelines and the Conservation Management Plan (CMP).

3. INTERPRETATION AND EDUCATION

- 3.1 Arch of Victory - from a heritage perspective the German Howitzers should be replaced at their original location at the Arch of Victory. However, other locations adjacent to the Arch or Avenue may also be appropriate such as at the Ranger Barracks. Wherever they are located, appropriate interpretation material must be provided to explain the history and relevance of these guns to Ballarat.
- 3.2 Interpretation strategy - formally adopt the strategy proposed in this CMP.
- 3.3 Interpretation nodes - identify and confirm locations for nodes based on this CMP.
- 3.4 Visitor signage - discuss location of new tourist signs on Western Freeway with VicRoads.
- 3.5 Visitor signage - install new directional signs at key points, such as each major intersection around Ballarat and at northern end of the Avenue.
- 3.6 Orientation signage - install new signage denoting the street name and the Avenue of Honour, along with tree number indicators at junctions/intersections.
- 3.7 Digital and Internet applications - develop digital applications for mobile phones and tablets with maps and historical information, as well as a comprehensive and interactive website listing all names, history of trees and social aspects.
- 3.8 Commemoration - encourage opportunities for descendant replantings, various anniversary events, guided tours, etc. Develop formalised and sensitive guidelines for commemoration and provide information in a fact sheet or application form to support this on the website. Temporary commemoration is encouraged but when material becomes degraded it should be removed.

4. DOCUMENTATION AND RESEARCH

- 4.1 Tree and name plaque locations - physical audit of all trees and name plaques along the Avenue and provide GPS record of all current tree and plaque locations.
- 4.2 Name plaques - ongoing diligent recording of any movement of all name plaques and those held in storage.
- 4.3 Name plaques - production of new name plaques with corrected details for placement along the Avenue should not be undertaken. Any corrected details should be listed in publications, interpretation and digitally, telling the story of the time and interpreting the reasons for some incorrect information being used in the Avenue.
- 4.4 Confirmation of names - compare name plate audit results with records of the original plantings, checking with AIF service records, AWM records and other local research.

- 4.5 National Heritage List - prepare a new nomination for the Avenue and the Arch drawing on the new material and evidence contained in this CMP.
- 4.6 Visitor brochure - research and publish a new brochure for the Avenue and Arch based on the historical work in this CMP.
- 4.7 Council and tourism websites - update information on relevant websites to correct historical inaccuracies.
- 4.8 Historical research - Encourage researching the service history of all the personnel commemorated on the Avenue. Discuss with AoV/AoH Committee, University of Ballarat, RSL, and local historical groups/researchers.
- 4.9 Historical research - facilitate a coordinated approach to researching the key themes for inclusion on the interpretation nodes. Discuss with AoV/AoH Committee, University of Ballarat, RSL, schools and local historical groups/researchers.
- 4.10 Community engagement - encourage descendants to share their family stories and memorabilia.
- 4.11 Community engagement - encourage local schools to have their students undertake research and/or field trips on the Avenue, possibly including essay/art competitions.
- 4.12 Financially focussed community engagement - promote community financial support DGR status as ongoing to support the Avenue of Honour.

1 Introduction

This Conservation Management Plan (CMP) has been prepared for the Avenue of Honour and the Arch of Victory located within the City of Ballarat in the Central Highlands region of Victoria. This site honours local men and women who enlisted from Ballarat and surrounding areas for service during the Great War of 1914-1918.

The Avenue of Honour was laid out and planted between June 1917 and August 1919 with some 3,771 trees planted over a distance of some 22 kilometres. The work was very much a community-driven activity led by the employees of the Lucas factory (E. Lucas and Co Pty Ltd). The Avenue of Honour and Arch of Victory were officially opened in June 1920 by the Prince of Wales.

The Avenue of Honour is the longest commemorative avenue in Australia and the Arch of Victory is the largest commemorative arch in Australia. It is generally recognised now that the Ballarat Avenue of Honour acted as a catalyst for the development of many other remembrance avenues, particularly in Victoria. Together the Ballarat Avenue of Honour and the Arch of Victory illustrate not only a highly significant war memorial in Australia, but also highlight the sustained effort and dedication of the Ballarat community in creating these memorials. The Avenue of Honour we see today is also the main survivor of a number of similar avenues planted in Ballarat commemorating service and sacrifice in the Great War.

1.1 Project scope

The aim of this CMP is to develop policies and strategies for the ongoing conservation and management of the Avenue of Honour and Arch of Victory in Ballarat. It builds on previous work undertaken by the City of Ballarat and is consistent with Heritage Victoria guidelines. The CMP will form the basis for a program of future works and activities for the site.

This CMP reviews the history of the Avenue of Honour and the Arch of Victory to better understand how and why they were created as an expression of community commemoration and how that commemoration has continued and changed over time. A comparative analysis of other commemorative avenues and arches from the Great War period is provided to place the Ballarat examples in this broader context. An assessment of the heritage significance of the Avenue and Arch has been developed to clearly identify the important heritage values that are embodied in this site and which require protection and management.

From this a management plan has been developed, with appropriate management guidelines based on the identified heritage values. These can then inform future works and activities on the Avenue and Arch. It is intended that this CMP will complement, and contribute to, other planning and heritage management policies developed by the City of Ballarat.

In particular this CMP has been prepared in accordance with the *Australia ICOMOS Guidelines for the Conservation of Places of Cultural Significance* (the Burra Charter, Australia ICOMOS 1999) and *The Conservation Plan* (Kerr, 2004). The full brief for this project is attached at Appendix A.

1.2 Project location

The Arch of Victory is located at the junction of Sturt Street and Learmonth Street in Alfredton, a suburb of the City of Ballarat (see Figure 1 overleaf). Adjacent to the Arch is the Memorial Rotunda and 'Roll of Honor', and the Memorial Wall. The Avenue of Honour extends westwards from the Arch along Sturt Street and Remembrance Drive (the old Burrumbeet Road/Western Highway). It passes the communities of Cardigan and Lake Burrumbeet until it reaches the Western Freeway, where works are currently underway to construct new overpasses for the Freeway. There is a short break in the Avenue at the railway line then it continues north along Avenue Road and the Burrumbeet - Learmonth Road to the junction with the Weatherboard - Learmonth Road. A Memorial Cairn and Cross of Remembrance are located at the northern end of the Avenue and there is the Tribute Tree on the opposite side of the road. The Avenue is some 22 kilometres long.



Figure 1 - Location of Ballarat Avenue of Honour and Arch of Victory

1.3 Project management

The project was conducted by John Wadsley Planning and Heritage Consultancy, with additional historical research, collation of data and analysis of historical themes provided by Adrian Howard, President of Friends of Soldiers Memorial Avenue Inc. in Hobart. Ian Wight, Consultant Heritage Planner in Melbourne, provided support and guidance on Victoria's heritage policy and legislative framework.

This project was managed for the City of Ballarat by Tim Grace, Coordinator of City Image and Public Realm. A Project Steering Committee oversaw the project at the strategic level, which included representation from the Arch of Victory/Avenue of Honour Committee. A Project Control Group also provided assistance and oversight.

1.4 Stakeholder and community consultation

During the preparation of this CMP, there have been discussions with Council staff, Heritage Victoria, utility and service providers, land developers and other heritage professionals who have undertaken work on the Avenue and Arch in order to identify the key issues impacting on future management of these places. To find out more about the social history of the Avenue and the Arch, there has been contact with members of the local community who have direct connections to the Avenue and Arch, professional historians and local history researchers, community and service group representatives and military history organisations.

Because the very foundation of this war memorial came from the efforts of the local Ballarat community, it is important that the local community are involved in its future conservation and management.

1.5 Acknowledgements

John Wadsley would like to thank the following individuals and organisations for their assistance in undertaking this project:

- City of Ballarat - Tim Grace, Susan Fayad, David Grant, Brian Benson, Hamish Lampp, Jeff Johnson, Jim Leonard, Jackie Freckleton, Mark Cartledge, Sean O’Keefe and Daryl Wallis
- AoV/AoH Committee members - Bruce Price (President), Ted Lynes, Wendy Jacobs, Jeremy Johnson, Paul Jenkins (Ballarat South Rotary Club) and Dr Ross Squire
- Heritage Victoria - John Hawker
- VicRoads - Michael McCarthy and Sam Brown
- Powercor - Richard Scholten
- Quadratum - Fraser Brown
- Lucas Past Employees Association - Kath Leonard and Dot Roberts
- RSLA Ballarat Sub-Branch - Alex Tascas, President
- University of Ballarat - Clare Gervasoni
- Art Gallery of Ballarat - Anne Rowland
- Ranger Barracks Museum - Neil Leckie
- Ballarat High School - Barbara Walsgott and Tom Arnold
- Local historians/heritage practitioners - Michael Taffe, Phil Roberts , Dorothy Wickham and Lisa Gervasoni
- Local residents - Rosalie Darby and Stephen Falla
- Property developers - Richard Howell (Integra) and Peter Ridsdale (Thorney Properties Pty Ltd)
- Visual artists - David Porter and Konrad Winkler



Figure 2 - The Arch of Victory looking west to the Avenue of Honour

2 Legislative and Planning Framework

2.1 Victorian Heritage Register

The Ballarat Avenue of Honour and Arch of Victory are listed on the Victorian Heritage Register (VHR) under the *Heritage Act 1995* - Reference Number H2089. This listing exempts the place from the provisions of the Heritage Overlay as no permit is required to develop a heritage place which is listed on the Victorian Heritage Register (Clause 43.01-2) as these powers are exercised by the Executive Director under the *Heritage Act*.

Under Clause 64 of the *Heritage Act* a person must not:

(a) remove or demolish; or (b) damage or despoil; or (c) develop or alter; or (d) excavate - without a permit issued by the Executive Director.

This avoids duplication of the permit requirements under the Heritage Overlay and the *Heritage Act* for buildings and works. However permits that may be required under the zone provisions for other matters not involving development will require a permit from the City of Ballarat.

2.1.1 National Trust of Australia (Victoria)

The Avenue of Honour has been classified as a place of state significance by the National Trust of Australia (Vic) although it is unclear if the citation includes the Arch of Victory (NT file number: T11335). The National Trust is an advisory body with no statutory powers although it plays an advisory role with regard to proposed modifications to classified sites.

2.2 City of Ballarat Planning Scheme

Planning Schemes in Victoria must seek to achieve the objectives of planning in Victoria as set out in Section 4(1) of the Planning & Environment Act 1987. One of these objectives is directly relevant to the preparation of this CMP and derives in large measure from the *Australia ICOMOS Burra Charter 1999*:

To conserve and enhance those buildings, areas or other places which are of scientific, aesthetic, architectural or historical interest, or otherwise of special cultural value.

Under the Planning Scheme, the Avenue of Honour and Arch of Victory are located within a road zone (RDZ1) but are subject to a Heritage Overlay over the entire length of the Avenue including the Arch, listed as HO154.

Adjacent to the road zone, there are a number of zones which potentially impact on the Avenue of Honour and/or the Arch of Victory and have requirements to mitigate any impacts on cultural heritage values. Generally along both sides of the Avenue are residential zones (R1Z, LDRZ and RLZ) and mixed use and industrial zones (MUZ and IN1Z) extending west from Learmonth Street to Dowling Road. There is an urban growth zone (UGZ1) for the new suburb of Lucas between Dyson Drive and the Ballarat-Skipton Rail Trail. Beyond this all the way to the northern end of the Avenue is a farming zone (FZ) on both sides of the Avenue. There is also a public park and recreation zone (PPRZ) along the Ballarat-Skipton Rail Trail and adjacent to the Avenue at Lake Burrumbeet.

Some specific zones and development plans have also been designated adjacent to the Avenue which relate to new development areas and/or special uses. These are:

- DPO5 - Ballarat Golf Course Development Plan
- DPO6 - Cardigan Village Development Plan - part of the Cardigan Village Township Zone (TZ)
- DPO10 - Ballarat West Employment Zone
- SUZ11 - Ballarat Golf Course Special Use Zone
- SUZ14 - Ballarat West Employment Zone
- CDZ1 - Comprehensive Development Zone

2.3 Relevant Council plans, policies and guidelines

2.3.1 Ballarat Entrances Strategy

The *Ballarat Entrances Strategy* (THA Landscape Architects, August 2006) was adopted by the Council in August 2006, implementing a four year capital works program. This strategy identified the cultural and visual significance of the Avenue of Honour as the western entrance to Ballarat, linked with other key places including Lake Wendouree, Victoria Park and Sturt Street. It recommended ongoing protection and enhancement of the Avenue, improved signage and interpretation, and promotion of the Avenue as part of a larger heritage trail.

2.3.2 Ballarat Road Transport Strategy

The *Ballarat Road Transport Strategy* (Ratio Consultants, March 2007) was produced for the City of Ballarat to guide future planning and development. It specifically examined future demand on arterial roads and major local streets, identifying that substantial growth would be seen in western Ballarat. The report found that the Avenue of Honour (Sturt Street) between the Arch of Victory and Ring Road had a poor safety record and the intersection at Learmonth Street was congested. With traffic volumes in this section expected to rise from 10,500 vehicles per day in 2005-2006 to 14,800 in 2031, it was considered that the risk of crashes and the level of congestion and delay at intersections would substantially increase. It recommended this intersection be upgraded.

2.3.3 Towards 2020 - Ballarat Tourism Strategy

This strategy was adopted by the Council in 2008. It states that Ballarat's heritage and cultural environment is a significant tourism asset. The strategy identified that the key destination characteristics of Ballarat (including cultural heritage) should be preserved as tourism assets and that Ballarat's heritage is seen as a prime source of competitive advantage.

2.3.4 Ballarat West Growth Area Plan

The Ballarat West Growth Area has been identified as the primary area of new residential and employment growth in the City of Ballarat. The Growth Area comprises 1,717 hectares of land located to the west of the City's current urban area. The Growth Area will provide up to 18,000 new houses at full development to accommodate a population of over 40,000 people. It will also provide the roads, schools, parks and community centres needed by the new community. The Avenue of Honour runs directly through the Growth Area.

This Plan (Tract Consultants, March 2009) identified existing infrastructure provision as well as provided the basis for more detailed infrastructure modelling and planning to set a long term framework and guidance for more detailed land use planning in the area over the next 30 years. The Ballarat West Growth Area Plan highlighted the linear entry corridor formed along Remembrance Drive which links key features including the Avenue of Honour and the Arch of Victory. It noted that the Avenue '...sets a high precedent for the quality of major roads in the area.' One new suburb has subsequently been named - the suburb of Lucas, acknowledging the Lucas factory and employees that contributed so much towards the development of the Avenue of Honour and Arch of Victory.

2.3.5 Preserving Our Heritage Strategy

Through the 'Preserving Our Heritage Strategy' adopted in 2010, the Council is undertaking an innovative approach to implement initiatives to preserve heritage properties in Ballarat. Working in partnership with the community, the Council is assisting and encouraging owners of heritage properties to preserve and maintain these important living places. The Council is striving to set an example by better protecting public buildings and strengthen Council policies and design guidelines as well as raising community awareness about heritage matters.

2.3.6 Alfredton West Precinct Structure Plan

The Alfredton West Precinct is approximately 325 hectares to the west of Dyson Drive that will accommodate around 11,000 new residents and over 3,900 dwellings. The *Alfredton West Precinct Structure Plan* (Integra Group, 2011) provides a plan for urban development in the precinct now known as Lucas. It describes how the land is expected to be developed, the infrastructure and services planned to support development and how it will be delivered. It details the form and condition that must be met by future land use and development and provides the basis for the use and development controls that apply in the schedule to the Urban Growth Zone (UGZ) and what permits may be granted under the Schedule to the zone.

The plan highlights that future urban structure should create a strong sense of place through the recognition of natural and cultural features of the site and surrounds including the Avenue of Honour. The plan specifically refers to sympathetically addressing the interface of the Avenue with future development and transport links through implementing the Ballarat West Growth Area - Avenue of Honour Urban Design Guidelines.

2.3.7 Ballarat West Employment Zone

The Ballarat West Employment Zone (BWEZ) is a 623 hectare precinct to the west of Ring Road and north of Remembrance Drive that has been earmarked as Ballarat's future industrial area. There is a small section of the BWEZ which has frontage to Remembrance Drive just east of Dyson Drive and adjacent to an existing light industrial/commercial area at the Ring Road junction. This frontage is also at the site of the proposed intersection of the Ballarat West Link Road with Remembrance Drive.

2.3.8 Ballarat West Link Road project

The Ballarat Western Link Road (BWLR) is 16 kilometres long and will link the Western Freeway to the Midland Highway. It will provide a link for the western areas of Ballarat as well as serve new developments in the Ballarat West Employment Zone, the Ballarat Airport Precinct and new residential developments, including the new suburb of Lucas. Early in 2010 the City of Ballarat adopted the preferred alignment of the proposed road, which will see it cross Remembrance Drive at the Dyson Drive intersection. This will require a new intersection layout and works that will impact on the Avenue of Honour including relocation of trees and plaques.

2.3.9 Ballarat Imagine - Today Tomorrow Together: The Ballarat Strategy

This strategy was adopted by the Council in 2013 and outlines a preferred vision for Ballarat's future to 2040. As a community document, The Ballarat Strategy focuses on applying five key principles, largely based on community feedback through the Ballarat Imagine process. Heritage is identified as being a key element reflecting the city and community history, and that it is part of Ballarat's economic strength. It is noted that the community expects the City's heritage should be protected and enhanced for the future.

2.4 Plans specific to the Avenue of Honour/Arch of Victory

2.4.1 Ballarat Avenue of Honour Management Strategy Plan (1997)

The *Ballarat Avenue of Honour Management Strategy Plan* (Mark McWha Pty Ltd, February 1997) was the first attempt to provide a management framework for the Avenue of Honour. It followed the construction of the Ballarat Bypass on the Western Freeway and the City of Ballarat taking on greater responsibilities with Avenue maintenance. The primary aim of the Plan was to guide the restoration, conservation and enhancement of the trees and name plaques within the Avenue. A detailed survey of the surviving trees and plaques was undertaken, as well as the general physical condition of the Avenue. Recommendations were made regarding tree surgery and replacement, name plaque maintenance and replacement and general maintenance policies. This plan led to a major tree replacement program commencing in 1997. It should be noted that this document is essentially a landscape management plan and is not based on contemporary cultural heritage conservation practices.

2.4.2 Sturt Street Upgrade project

A *Heritage Impact Statement* (Bryce Raworth Pty Ltd and John Patrick Pty Ltd, September 2007) was commissioned by Roadcon Pty Ltd as part of the proposal to upgrade and duplicate Sturt Street from Learmonth Street to Ring Road. The Sturt Street duplication addressed projected future increases in traffic volumes and associated road safety issues and included the construction of a new roundabout to the east of the Arch of Victory. The report detailed the heritage significance of the Arch of Victory and Avenue of Honour, described the anticipated impacts on the Avenue of Honour and proposed a mitigation strategy involving relocation and/or replacement of a number of existing trees, as well as reinstatement of some 'lost' tree sites and protection of all sites during the works. It assessed the impact of duplicating the roadway to the north of the Avenue on the physical elements as well as how people interacted with the Avenue.

A number of separate reports were prepared on tree management for this road project, including *Tree Report - Sturt Street Upgrade* (John Patrick Pty Ltd, April 2008), *Heritage and Tree Management Plan* (John Patrick Pty Ltd, August 2008), and *Arborist Report - Effects of the Pine and Cypress Removal Adjacent to Avenue Trees* (Homewood Consulting, November 2008).

2.4.3 Ballarat Arch of Victory Conservation Management Plan (2008)

This report (Bryce Raworth Pty Ltd, June 2008) was commissioned by Roadcon Pty Ltd in response to a requirement under a Heritage Victoria permit (P12177) for the duplication of approximately two kilometres of Sturt Street from Learmonth Street to Ring Road. The Sturt Street upgrade addressed projected future increases in traffic volumes and associated road safety issues and included the construction of a new roundabout to the east of the Arch of Victory. The CMP assessed the cultural heritage significance of the Arch of Victory and made recommendations for the conservation of its building fabric and setting, particularly in relation to the new road works. It did not deal with the management of trees along the Avenue of Honour.

2.4.4 Ibis Gardens subdivision

A *Heritage and Tree Management Plan* (John Patrick Pty Ltd, July 2008) was prepared for the Ibis Gardens subdivision to the north of Remembrance Drive west of Dyson Drive.

2.4.5 Ballarat 2015 Avenue of Honour Strategy

In 2010, the City of Ballarat committed to develop and action a Ballarat 2015 Avenue of Honour Strategy, in consultation with key stakeholder groups, to schedule Avenue of Honour restoration and upgrade opportunities in time for the 2015 Centenary of Anzac.¹ The key objectives of the Strategy are, in summary, to: identify and schedule restoration and upgrade opportunities for the Avenue, including external funding, infrastructure improvements, interpretation mediums and tree condition strategies; review, update and enhance the Ballarat Avenue of Honour Management Strategy Plan to support the Ballarat Avenue of Honour Strategic Asset Management Plan; work with VicRoads to achieve the best possible outcomes particularly regarding the Western Freeway duplication and its interface at the Avenue of Honour; and, develop design guidelines for the Avenue.

2.4.6 Ballarat West Growth Area - Avenue of Honour Urban Design Guidelines (2010)

These guidelines were prepared to ensure that future development within the Ballarat West Growth Area establishes an appropriate interface with the Ballarat Avenue of Honour. The aim of the *Ballarat West Growth Area - Avenue of Honour Urban Design Guidelines* (Hansen Partnership, November 2010), is to provide an appropriate mechanism so that new developments sensitively respond to the cultural heritage and aesthetic qualities of the Avenue of Honour. This document sets out a number of minimum standards that should be applied to new private developments (that have an interface with the Avenue of Honour) and also contains recommendations for potential future outcomes within the Remembrance Drive road reservation.

¹ City of Ballarat, (15th December 2009), *Ballarat 2015 Avenue of Honour Strategy Project Control Group Terms of Reference*

2.4.7 Ballarat Arch of Victory Conservation Works - Specifications (2010)

These specifications were prepared by Lovell Chen (December 2010) to guide conservation works on the Arch approved by the City of Ballarat. These works, which have been completed, included repair of all cracks, repair and replacement of render to all surfaces, replacement of deteriorating mouldings, removal of lichen and other growth, general cleaning of surfaces, and painting of the structure. A major task was removal of the existing roof across the span of the Arch and replacement with a new structure that provided improved ventilation to reduce condensation. Missing internal bricks were replaced and a concrete lintel was repaired. Repainting of some lettering on plaques was carried out and new floodlighting was installed.

2.4.8 Western Freeway Upgrade Project (2011-2014)

The Western Freeway Upgrade Project includes construction of two new overpass structures including a two-lane westbound carriageway and a two-lane eastbound carriageway over Remembrance Drive on the Western Freeway near Burrumbeet north-west of Ballarat. The Remembrance Drive Interchange forms part of Stage 1B (Carpenters Road to Smith's Lane) of the Ballarat to Beaufort section and will reconnect two sections of the Avenue of Honour which were cut by the Ballarat Bypass constructed on the Western Freeway in 1994.

2.4.9 Tree Assessment and Replacement Strategy (2011)

This study was commissioned by VicRoads as part of planning for construction works for the Western Freeway overpass. The *Ballarat Avenue of Honour Tree Assessment and Replacement Strategy* (Homewood Consulting, September 2011) assessed some 64 trees on the Avenue of Honour between the northern end of Remembrance Drive and the southern end of Avenue Road. The report noted that the symmetry and condition of the Avenue had been badly compromised in this section due to the construction of the Ballarat Bypass in 1994. The report provided an action plan for implementing a range of strategies and conservation policies to protect the heritage significance of the Avenue as part of the overpass project.

2.4.10 Remembrance Drive Interchange Conservation Management Plan (2011)

This plan (SKM, October 2011) was commissioned by VicRoads as part of planning for construction works for the Western Freeway overpass in order to gain project approval from Heritage Victoria. The study area covered a 500 metre long section of the Avenue of Honour at the intersection of the Western Freeway and Remembrance Drive / Avenue Road. The report noted that the symmetry and condition of the Avenue had been compromised in this section due to the construction of the Ballarat Bypass in 1994. The report provided an action plan for implementing a range of strategies and conservation policies to protect the heritage significance of the Avenue.

2.4.11 Remembrance Drive Interchange Memorial Plaque Management Plan (2012)

This plan (SKM, June 2012) was commissioned by VicRoads to manage the removal and reinstatement of memorial plaques as part of construction works for the Western Freeway overpass as required by the Heritage Victoria permit (P16074). The plan provides an action plan to be implemented for the security and protection of the memorial plaques and any other significant movable items associated with the Avenue of Honour.

2.4.12 Ballarat World War 1 Howitzers: History, Significance and Conservation Assessment (2012)

This report (International Conservation Services Pty Ltd, July 2012) was prepared on four German guns captured during the Great War and donated to Ballarat as war trophies. Two of the guns were originally placed at the Arch of Victory in 1921 and remained there until the 1960s. The report details the provenance, significance and condition of the guns and makes a number of recommendations regarding options for conservation treatment, interpretation and display of the guns.

2.4.13 Strategic Asset Management Plan (2012)

The *Strategic Asset Management Plan* (GHD Pty Ltd, November 2012) commissioned by the City of Ballarat was developed for the Avenue of Honour and included undertaking an extensive condition assessment and GPS location of all Avenue trees and name plaques and developing a program of replacement, maintenance and improvement. The SAMP provides information on how the tree and name plate assets that form the Avenue will be managed, where responsibilities lie for making future decisions on the management of these assets and the costs associated with sustaining these assets over the long term. A range of technical and operational service standards have been developed to address factors such as quality, function and safety associated with the management of the Avenue's trees and name plaques and deal with issues including operations, maintenance, replacement and disposal of the Trees and Plaques.

2.4.14 Proposed Eleanor Drive Intersection and Avenue of Honour Improvement Works HIS (2013)

This *Heritage Impact Statement* (Frontier Architects for Heritage Pty Ltd, January 2013) was commissioned by the Integra Group as part of submitting an application to Heritage Victoria for works to construct a new junction with Remembrance Drive to provide access to the new suburb of Lucas. The location of the proposed junction is 230 metres west of Dyson Drive. The report supported the proposed design for the junction arrangements which proposed three separate traffic lanes split on different alignments to avoid removal of trees on the Avenue. Additional works were also proposed to plant new trees for some that were 'lost' and to achieve greater consistency with the species planted in this section. At the time of writing it is understood this project has not yet been approved.

2.4.15 Heritage Victoria Permits

A number of permits have recently been issued by Heritage Victoria for various works along the Avenue of Honour, including the shared pathway from Finchs Road to Whites Road, service road works at Alfredton shopping centre, and the Ibis Gardens service road extension. Many of Heritage Victoria's permits require a monetary contribution to be made to the Council based on the numbers of tree/plaques in the area concerned.

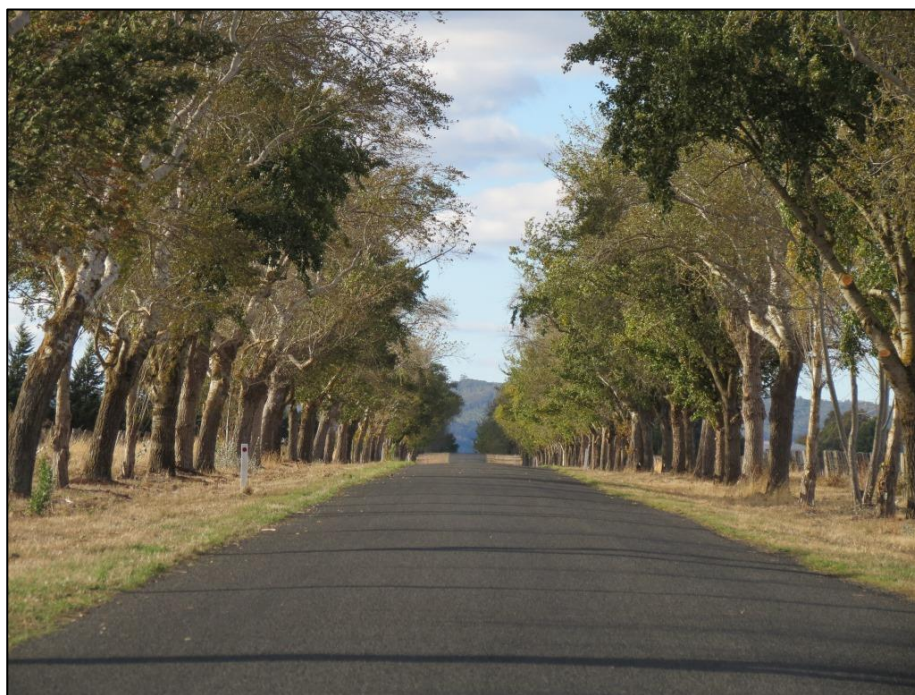


Figure 3 - The Avenue of Honour, near Hendersons Road 2013

3 Historical Context

This section provides an overview of Ballarat's involvement in the Great War, the creation of the Avenue of Honour and the construction of the Arch of Victory. There is also a discussion on how the Avenue and Arch have changed over time and the nature of commemorative events and community involvement.

It should be noted that the *Ballarat Avenue of Honour Management Strategy Plan* provides a detailed history of the physical development of the Avenue and Arch, particularly the works undertaken along the Avenue and tree removals/replacements up to 1996.² It is not intended to duplicate all that work here, but rather to provide historical information that has not been previously covered as well as highlighting some of Ballarat's social history related to the development of these places.

3.1 Ballarat's development

3.1.1 Overview

The first European settlers came to the Ballarat area in the late 1830s. When gold was discovered in 1851 the land was transformed. Within a year there were approximately 20,000 diggers searching for gold. With this population explosion, Ballarat was proclaimed a town by 1852 and a city by 1870.³ By the 1860's, the prospect of finding gold around Ballarat had significantly diminished although much deeper mines were being dug in search of riches. By then, the Ballarat township had grown and was supporting a range of major businesses including flour mills, foundries, agricultural supplies and banks. A rail line reached Ballarat in 1862 and opened up opportunities for the transport of farm and industrial products to markets in Melbourne and elsewhere. A direct rail line to Melbourne was completed in 1889 and in 1917 major railway workshops were opened in Ballarat, which became a major employer.

In 1921 the two town Councils, Ballarat West and Ballarat East amalgamated to form the City of Ballarat. While the Depression badly affected Ballarat's economy, it recovered and the city grew rapidly in the post-war years. Major housing projects in the 1950s and 1960s saw Ballarat expand to the north, south and west. Further demand for housing led to a major urban development strategy by the City of Ballarat which includes new development near the Avenue of Honour in Alfredton, a new suburb to be created known as Lucas (reflecting the association of the Lucas employees and the Avenue of Honour) and more residential development around Cardigan. Ballarat still supports important manufacturing industries, agriculture and food processing as well as being Victoria's largest inland city.

3.1.2 The city beautiful

One of the most visible outcomes of the wealth generated in Ballarat from mining was the creation of a prosperous inland rural city, exemplified in its grand public buildings, substantial private residences and the development of parks, gardens, civic spaces and wide tree-lined streets.⁴ Sturt Street is a fine example of this civic pride, laid out in 1851 with a substantial width of 60 metres, divided into two carriageways and a wide central median (it had been part of the former stock route to Adelaide). Many churches and public buildings were also located on Sturt Street, adding to its importance as the western gateway into Ballarat.⁵ It is Sturt Street that connects directly with the Avenue of Honour further to the west, highlighting the significance of placing the Avenue as part of the western entrance to the city.

² See Mark McWha Pty Ltd, (1997), *Ballarat Avenue of Honour Management Strategy Plan*, Section 2 and Appendix 3

³ This report has adopted the spelling of Ballarat throughout, not the alternative version - Ballaarat.

⁴ Freestone, R., (2010), *Urban Nation, Australia's Planning Heritage*, p.119

⁵ McDougall & Vines, (July 2007), *Sturt Street Gardens, Ballarat, Victoria Conservation and Landscape Management Plan*, p.4-5 and p.54

Mark Twain visited Ballarat in 1895 as part of a world tour and he was impressed. '*Ballarat is a town of only 40,000 population; and yet ... it has every essential of an advanced and enlightened big city ... a park of 326 acres; a flower garden of 83 acres, with an elaborate and expensive fernery in it and some costly and unusually fine statuary; and an artificial lake covering 600 acres ...*'⁶

Some of the reasons for the development of Ballarat as a 'garden city' were the number and quality of local nurseries growing a wide range of stock - particularly exotic trees, the regional climate, and the efforts of members of local horticultural societies and community organisations. These businesses and groups would encourage the creation of Ballarat Botanical Gardens, help foster regular horticultural competitions and festivals, and play an important role in a number of commemorative avenues around Ballarat.⁷

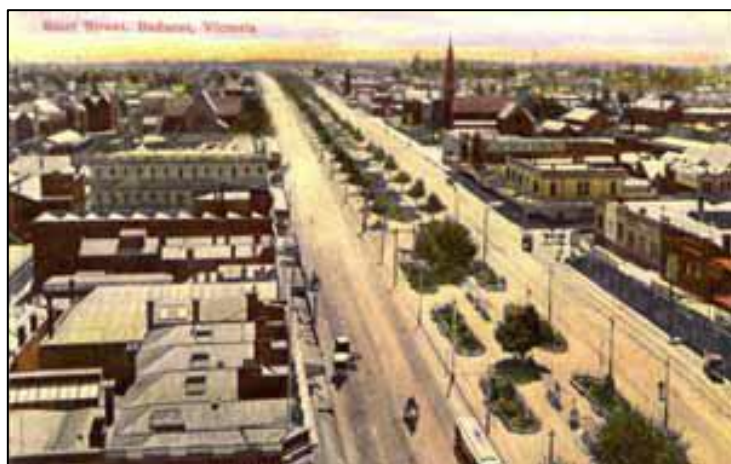


Figure 4 - View of Sturt Street, c. 1906

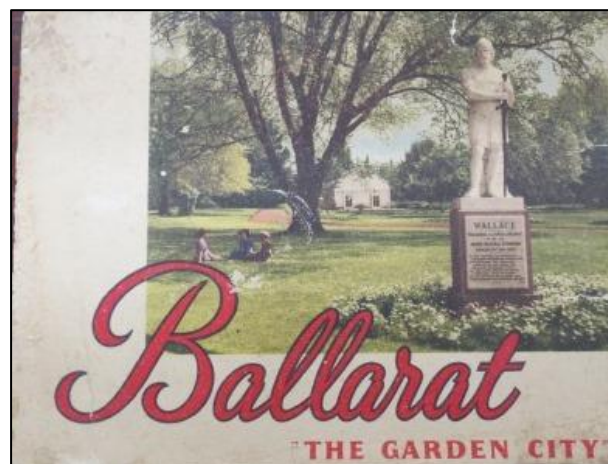


Figure 5 - 'Ballarat, The Garden City' brochure, c. 1950s

3.2 Ballarat during the Great War

The people of Ballarat responded to the outbreak of war in August 1914 with the same enthusiasm as many other communities around Australia, with a great deal of patriotic fervour. The local militia units (70th and 71st Battalions) were called into their barracks and put on alert. The 8th Battalion Australian Imperial Force (AIF), which would have a high number of Ballarat men enlisted into it, was created at Broadmeadows in August 1914. It was put under Colonel William Bolton⁸, who had been the commander of the 70th Infantry (Ballarat Regiment). After they had come back to the city for their final farewells in September, a large group of 8th Battalion men marched to the railway station. And as a local reporter noted, there was concern for what awaited them, '*...the grim menace of war was brought home in all its stern reality to the understanding of the people...*'⁹

The 14th Battalion, formed in October 1914, may have had about one quarter of its number recruited from the Ballarat area. The 39th Battalion was formed in February 1916 at the Training Depot at Ballarat Showgrounds, drawing many of its recruits from the Ballarat area and the Western District of Victoria. The camp was located at the northern end of Lake Wendouree and was used for assembling later reinforcements for the 39th as well as other units during the war. In April 1916 the local YMCA provided a club house for the soldiers' recreation.

One local man, Thomas Harris, already an active community member, took on the role of Superintendent of Commonwealth Canteens and Stores for the Ballarat District. He also founded the Citizen's Soldiers' Comfort Committee that helped to provide welfare for the 39th Battalion recruits. His twin sons, Thomas and John, enlisted in March 1916.

⁶ Twain, M., (1897), *Following the Equator*.

⁷ Pers comm, Michael Taffe, who is writing a history of the Ballarat Horticultural Society

⁸ Bolton was repatriated after serving at Gallipoli, then commanded the Ballarat Training Depot and was later the first national president of the Returned Sailors' and Soldiers' Imperial League of Australia.

⁹ Quoted in Bate, W., (1993), *Life after Gold: Twentieth-Century Ballarat*, p. 49

On the 39th's departure, the commanding officer, Lieutenant Colonel Rankine wrote to Mr Harris, 'Your association with the 39th through your two sons will be a further source of pride to you, and my best wish is that I may be able to hand them back to you safe and sound, with honour to themselves, and their parents.' They did survive the war to see the trees that had been planted for them on the Avenue of Honour. However, their father who had worked so hard with his war work, including leading the local Fathers' Association, developed heart trouble and died in 1922, aged 48.¹⁰



Figure 6 - Soldiers outside the Ballarat Town Hall, c.1915



Figure 7 - Soldiers near Lake Wendouree, c.1916

Early on in the war, local newspapers would publish the names of those who volunteered. Then with the fighting at Gallipoli, and later in Palestine and on the Western Front, the newspapers would regularly publish the official casualty lists. The Ballarat Town Hall flag would be flown at half-mast on Sundays to acknowledge those who had died. As the true nature of the war became known, recruitment began to falter particularly in late 1916 and 1917. There were concerns that some local mothers and wives were holding men back from enlisting, or that some families kept their sons working in shops or on farms, and meetings were held to encourage recruitment, often with church ministers at the forefront.¹¹

Many fundraising committees were established in Ballarat to support the recruitment drive, as well as other organisations often largely composed of women, such as the Red Cross and the Mayoresses' Patriotic League (a group formed by the Councils of Ballarat and Ballarat East). The latter was responsible for sending crates filled with food, clothing and other comforts for the men of the 39th Battalion in May 1916 on its departure for Melbourne and then overseas. Often the whole city would be involved in fundraising, as was the case with a large fair and pageant held along Sturt Street in December 1915. With the increasing number of men returning wounded, more fund-raising was carried out and again Sturt Street was often the focal point for stalls and entertainment. There was also a Queen Carnival in 1916. The Ballarat Junior Technical School made stools and foot warmers, and some 500 billies were packed and sent to the front by the Mayoresses' Patriotic League. Eventually thousands of items were donated to the Australian Comforts Fund and the Red Cross, with Ballarat always being one of the highest fund-raising areas in Victoria.

Unemployment due to the downturn in mining was still high, but some local industry increased production during the war. The Sunnyside Woollen Mill undertook a number of defence contracts producing khaki cloth for uniforms. The Lucas clothing factory also increased its business, mainly due to a reduction in imported clothes. JF Wiles had invented a horse drawn steam cooker in 1915 and then won defence contracts to supply hundreds of these throughout the war. His factory was located at the old Phoenix Foundry.¹²

¹⁰ Barry Dunne, 'The 39th Battalion', <https://sites.google.com/site/the39th/thomasa.harris>

¹¹ Bate, p.54

¹² University of Ballarat, Ballarat and District Industrial Heritage, http://bih.ballarat.edu.au/index.php/Wiles_Mobile_and_Stationary_Steam_Cooker

Local photographers also prospered through the trade in military portraiture. There was even a 'Buy Ballarat' day in October 1916 encouraging support for local firms, with factories open for inspection and displays of machinery on Sturt Street.¹³

The conscription debate caused division in Ballarat as it did with many communities. There were many public meetings, often with local women stridently supporting a 'Yes' vote, advocating conscription; the local press supported the cause for conscription and strongly supported the Prime Minister Billy Hughes for his stand on the issue. Hughes came to Ballarat in October 1916 and spoke at the Coliseum to great applause. Labor Party members and unions did oppose conscription, which put them at odds with Hughes. At the October 1916 referendum, the results showed that Ballarat and the surrounding district had voted 'No' with that vote at 53%, although the results for the urban area were much closer with a 'No' vote just over 50%. And with the second referendum in December 1917 the majority of the vote was still in the negative.¹⁴

In December 1916, a Returned Soldiers' Institute was established at the former Lester's Hotel to help the increasing number of wounded men coming home and provide them with accommodation and recreation. Donations came from many local sources, including families and businesses. The employees of the Lucas factory provided a piano. The Training Depot had by now closed at the Showgrounds because of falling recruitment.

As the Allies began to get the upper hand on the Western Front in mid-1918, the focus turned to repatriation. A Fathers' Association was formed in Ballarat which regularly lobbied for soldiers' employment and support schemes, closely liaising with the local Repatriation Committee. The Ballarat School of Mines offered repatriation classes for returned soldiers, including fitting and turning, woodworking, metalworking, electrical engineering and commercial subjects. In 1922 these classes ended with over 400 former soldiers having passed through the School.¹⁵

The end of the Great War came with the Armistice on 11th November 1918. For the people of Ballarat, the news broke late on that Monday night, and the town centre soon became an excited mass of people celebrating the end of the conflict. *'Processions were hurriedly improvised and headed by brass bands or the Pipers' Band, the processionists marched up and down the streets, flag waving, singing, shouting, cheering and playing or beating instruments or tins, or anything that would give forth a sound ... As usual Lucas girls were to the fore. Preparations had been made for receiving the news and when it came the girls who were assembled at the factory formed into procession ... The School of Mines students were also prepared. They soon had their gun-carriage in the streets and whilst some of the boys pulled it along others were mounted on it singing patriotic songs.'*¹⁶ A public holiday was declared on the 12th with returned soldiers marching along with groups of employees from various firms, ending at the City Hall. Later in the afternoon yet more processions were held with soldiers, bands, fire brigades, nurses, Red Cross and other volunteers and school children.

In the weeks that followed there were many church services as well as what was called 'Anzac Saturday' on 30th November. This was an official 'welcome home parade' for 500 soldiers on leave and those repatriated. A procession of cars and motorcycles filled with soldiers left from the Returned Soldiers' Institute, travelled down Sturt Street and then back all the way to the Avenue of Honour, then uncompleted. The Lucas employees had erected two large banners - 'Day and Night, You Fought For Us' and 'We Thank You' - as well as a welcome arch at the beginning of the Avenue of Honour. The parade went around Lake Wendouree and then to the Botanical Gardens by paddle steamer. A huge crowd had turned out for the parade - estimated at 30,000, a large proportion of Ballarat's population.¹⁷

¹³ Ibid, p.58

¹⁴ Ibid, p.62-64

¹⁵ University of Ballarat, Ballarat and District Industrial Heritage, http://bih.ballarat.edu.au/index.php/World_War_One

¹⁶ *The Ballarat Courier*, 12th November 1918, p.2

¹⁷ Bate, p.73

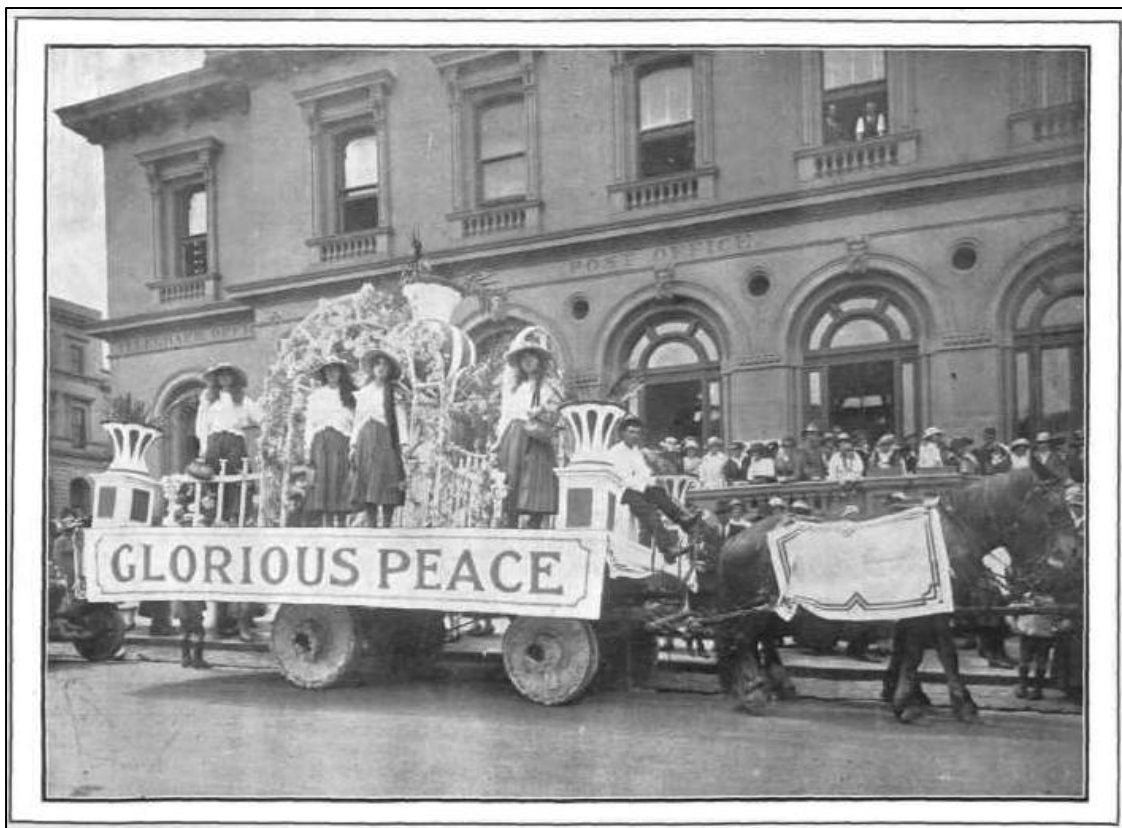


Figure 8 - The Lucas factory float during Armistice Day celebrations in Ballarat, November 1918

3.3 Establishment of the Avenue of Honour

The planting of the Avenue of Honour heading west from Ballarat on what was then known as the Burrumbeet Road has long been associated with the efforts of the local community and, in particular, the 'Lucas Girls' - employees of the E. Lucas & Co Pty Ltd clothing factory. They were heavily involved with fund-raising and organisation for the project as well as the physical act of planting the trees. However, the origins of the idea to create an avenue as a way of recognising the service of men and women from Ballarat and surrounding areas may have developed from a number of sources.

3.3.1 Origins

Tree plantings associated with Arbor Day were already popular around Australia. These were community events seeking to beautify towns and cities through co-ordinated tree plantings. Ballarat, with its strong participation in horticultural societies and well-established and productive nurseries, saw much activity for local Arbor Day celebrations.

The notion of using Arbor Day to plant trees in honour of enlisted soldiers was raised at an Arbor Day meeting convened by the Ballarat Progress Association on 16th May 1917. Alexander Nicholson, a local police inspector, proposed that '*... an avenue should be planted to commemorate the great achievements of our gallant boys at Bullecourt. ... He suggested that the avenue should be at the continuation of Sturt Street along the Burrumbeet Road.*' At the same meeting, Mr Price, manager of the Lucas factory and an active member of many community organisations, indicated that at the suggestion of Mrs Tilly Thompson, sales manager for the Lucas factory, '*... the young ladies at Lucas' whitework factory were going to plant between 400 and 500 trees as a start towards commemorating the enlisting of every soldier from Ballarat.*'¹⁸ From this report it would appear that planning for an avenue was already in train and the various suggestions coalesced into one project.

¹⁸ *The Ballarat Courier*, 17th May, 1917, p.2; also see Taffe, M., (unpublished paper), *The Avenues of Honour, Ballarat*, p.7-8

At that same Arbor Day meeting it was also reported that Mrs Thompson had heard about a similar project at Mount Lofty near Adelaide.¹⁹ It should also be noted that a memorial avenue had already been planted at Eurack, 70 kilometres south of Ballarat, as part of Arbor Day activities in July 1916. It is possible that this avenue was known to people in Ballarat.²⁰ And, of course, there were already some established avenues commemorating service in the Boer War - in Horsham and Apsley in Victoria, as well as in other states.

Another source of inspiration may have been correspondence from the State Recruiting Committee of Victoria to all councils in 1917 which recommended, as an incentive to recruitment, that the names of enlistees be memorialised in an Avenue of Honour.²¹ However, it has been suggested that this recommendation came as a response to the Ballarat initiative, rather than the other way around.²²

The Returned Sailors' and Soldiers' Imperial League of Australia wrote to councils exhorting them to follow the initiative of the Minister of Forests, Hon. T. Livingston, in planting out over 500 acres of Melbourne's reserves with trees in honour of soldiers and noted that the idea had already been taken up in Ballarat, Chelsea, Northcote and other municipalities. A number of newspapers published this letter as a way of encouraging their own council leaders to act. There was another aspect to this concept, where the idea of planting trees was seen as a way of employing returned soldiers in a meaningful way. *'We strongly urge immediate action by the council so as to give employment to returned soldiers ... It has already been followed at Ballarat and other places, where the names of soldiers have been memorialised on labels attached to trees ... It will appeal to both general and local patriotism in each community which desires to do honour to their local soldiers.'*²³

Perhaps too, the concept of planting trees as memorials was seen as a way of circumventing an official regulation in October 1916, under the *War Precautions Act 1914*, which prohibited unauthorised memorials costing more than £25. There were concerns that allowing a plethora of memorials may take resources away from the war effort; in the end, many communities ignored this ruling, although there is no direct evidence to suggest the Avenue of Honour was conceived with this in mind.

There was also a view expressed by some authorities that memorials should be more utilitarian in purpose, rather than just a statue or obelisk.²⁴ Perhaps tree-lined streets were perceived as offering some broader community benefit, following in the Arbor Day tradition. Certainly across the different municipalities that made up Ballarat a number of commemorative avenues were conceived and planted - in Ballarat East, Ballarat North, Sebastopol and Golden Point, the Ballarat Orphanage and even at the Ballarat Golf Club.²⁵ Sadly many of these have almost completely disappeared, although avenues planted in Learmonth, Tourello and Addington (all located in the former Shire of Ballarat) still exist.

Whatever the impetus, a committee was immediately set up to manage the Avenue of Honour project, comprising representatives of the Ballarat Progress Association, the Ballarat Australian Natives Association, Inspector Nicholson, Mrs Thompson and other Lucas factory staff with support from the local Council. Things moved so quickly that the first plantings were planned for the beginning of June - less than a month later - to coincide with the King's Birthday celebrations.

¹⁹ This was an avenue of trees planted on 9th September 1915 in Stirling, South Australia, possibly the first memorial avenue planted in Australia for the Great War. Refer to Section 6 for further details.

²⁰ The Eurack Avenue of Honour is now generally accepted as Victoria's first Great War avenue.

²¹ Inglis, K. (2005), *Sacred Places - War Memorials in the Australian Landscape*, p.156; also Dargavel, J., 'Trees age and memories change in the Avenues of Honour and Remembrance', in *Australia's Ever-changing Forests IV: Proceedings of the Fourth National Conference on Australian Forest History* (1999), p.41

²² Morgan, JM, (2008), *Arboreal Eloquence: Trees and Commemoration*, p.142-143. Unfortunately, the date of the original letter from the State Recruiting Committee is not known.

²³ *Werribee Shire Banner*, 23rd August 1917, p.1

²⁴ Inglis, p.120-121

²⁵ Roberts, P., (1995), *Golf at the Arch*, p.36, and Taffe, M., (no date), *The Avenues of Ballarat*

3.3.2 Fundraising

The Lucas Girls had already been active with fundraising, for the Red Cross and other funds, as well as sending a YMCA worker overseas to provide support for Australian soldiers. They funded this person for over three years. For the Avenue of Honour they held exhibitions of their work, made thousands of dolls and bead necklaces for sale; held button days, afternoon teas and concerts; as well as donating a portion of their own wages. The Lucas firm supported its staff by also donating to the cause.²⁶

The local community were strongly involved with the majority of funds raised coming from the Ballarat area. Local employee organisations, sporting clubs and societies also carried out fundraising and subscribed monies to the project enabling them to be part of the planting program. The Mayor of Ballarat opened a fund to receive subscriptions, and the local newspapers were enthusiastic in their support, ‘... *A visit to the avenue will undoubtedly convince one of the desirability of assisting in this laudable object...*’²⁷ As the plantings progressed, souvenir booklets were produced and sold, with proceeds going towards the cost of name plates and tree guards. And as the Avenue project came to an end, fundraising turned to the creation of the Arch of Victory.

3.3.3 Planting days

The first planting day was held on 4th June 1917, with 505 trees planted; unfortunately it rained heavily during the ceremony.²⁸ A number of dignitaries (including the Premier and other State politicians, Mayors and Councillors of the various municipalities and senior military figures) and the Lucas Girls were responsible for the actual plantings, yet many different community groups were involved: the local nurseries had responded quickly to have so many trees available; local farmers had been mobilised to provide the timber for the tree guards; timber merchant Robert Sim & Co manufactured the tree guards; most of the holes had already been dug by local Scouts groups, students of Ballarat High School and some family members associated with the soldiers; there were 25 gardeners who supervised the plantings; and over 30 carpenters attached the name plates and finished erecting the tree guards. And during the day, ‘...*there were thousands of people in the vicinity, as in every tree planted someone, relatives or friends, had a particular interest, and the ranks of these were swelled by others who were attracted by the somewhat unique ceremony, and those who were personally interested in the tree-planters.*’²⁹



Figure 9 - Delivery of tree guards to the Avenue, c.1917

²⁶ Newton Studio, (1921), *An Appreciation, The Arch of Victory and Avenue of Honour Ballarat*, p.2

²⁷ *The Ballarat Courier*, 30th June 1917, p.11

²⁸ E Lucas & Co., (First Edition, June 4th 1917), *Souvenir of the Avenue of Honour*, Programme booklet and *The Ballarat Courier*, 5th June 1917, p.1; it should be noted that the Final Edition of this booklet (June 1919) suggests that 1,000 trees were planted on 4th June 1917.

²⁹ *The Ballarat Courier*, 5th June 1917, p.1

The second planting day was held on 18th August 1917 when approximately 447 trees were planted by the Lucas Girls and a number of dignitaries. 203 trees were also planted by local clubs, associations and employee groups honouring men, some of whom were associated with these organisations.³⁰ These included the Ballarat City Fire Brigade (with fire brigade helmet symbols set in concrete to mark their section (trees numbered 1001 to 1050), Ballarat Post and Telegraph Office, Burrumbeet Park Racing Club, Australasian Women's Association, Sunnyside Woollen Mill, Coulthard's Ballarat Business College, Ballarat Gun Club, Ballarat Drapers' Association, Ballarat Horticultural Society, Ballarat North Railway Workshops, Federated Carters' And Drivers' Union of Australia (Ballarat Sub-Branch), Newington Australian Natives Association, Allchin Brothers staff, Ballarat Exhibition Commissioners, Royal Society of St George, Morris and Walker Pty Ltd, Operative Bakers' Society, Painters' Union, Bread Carters Federation (Ballarat Sub-Branch), Ballarat Ironworkers' Association and Longhurst employees. The residents of Ballarat Shire, South Riding also planted 50 trees.

A special section of 47 trees (in addition to the above) was reported as being planted for nurses serving overseas (trees numbered 954 to 1000). 'Two large red crosses on a white ground marked the portion of the avenue allotted to the nurses.'³¹ This may refer to concrete markers similar to those used by the Fire Brigade.

The third planting was conducted in two parts; the first on 25th August 1917, with approximately 30 trees planted along the Burrumbeet Road. These were planted in the afternoon after another ceremony had been held on what was known as the Ballarat East Avenue of Honour which extended from the Caledonian Bridge along the Melbourne Road. Although the latter was a separate avenue, established at the suggestion of a local schools committee and with the support of the Ballarat East Town Council, it used a section of tree numbers in sequence with the western Avenue of Honour (from 1,242 to 1,342). It appears this was in response to a desire to ensure that all soldiers across Ballarat who had enlisted would be remembered through a tree, as well as perhaps balancing the grand entry now being laid out in western Ballarat with a similar statement of patriotism to the east.³² Even though this project was assisted by the main Avenue of Honour committee, it appears there were some later disagreements and the two parted company for subsequent plantings. The Ballarat East Avenue of Honour would eventually have some 490 trees planted.³³

The second part of the third planting was on 1st September 1917 and saw 104 trees planted, including 31 trees in a special section, 'In Honour of our Navy Boys', which was highlighted on the ground by four large anchors set in concrete, one at each end of the section (trees numbered 1422 to 1452).



Figure 10 - The Avenue of Honour, near Learmonth Street c. 1917



Figure 11 - Opening of the Ballarat East Avenue of Honour, 1917

³⁰ E Lucas & Co., (Second Edition, August 18th 1917), *Souvenir of the Avenue of Honour*, Programme booklet; *The Ballarat Courier* reported that 801 trees in total were planted that day. Again, the Final Edition of Lucas' *Souvenir* suggests the 447 'Lucas Girl trees' and the 47 nurses' trees were planted earlier on 4th June. These inconsistencies between the various editions of the *Souvenir* need to be further investigated.

³¹ *The Ballarat Courier*, 20th August 1917, p.5

³² Taffe, M., *The Avenues of Ballarat*, unpublished Research Paper, p.13

³³ Unfortunately only remnants of this avenue remain today

Once again there were large crowds present and they heard a speech from Colonel Charles Hardy DSO. Hardy was a local Ballarat doctor who had served at Gallipoli and in France with the Army Medical Corps before being repatriated at the age of 55 with heart problems. Hardy spoke *'... of the cheering effect which news of what was being done for them in Australia had upon the boys at the Front. They would look upon themselves as very greatly indebted to those who had planted that beautiful avenue which would stand for years, and draw the attention of everybody who passed. He was rather proud of being one of their boys himself, and wished to thank them for planting a tree for him.'*³⁴

Another 65 trees were planted along the Ballarat East avenue that same day, helping to bring the total number of trees along both avenues to over 1500 so far, which had been the target for the 1917 planting season.



Figure 12 - Colonel Charles Hardy

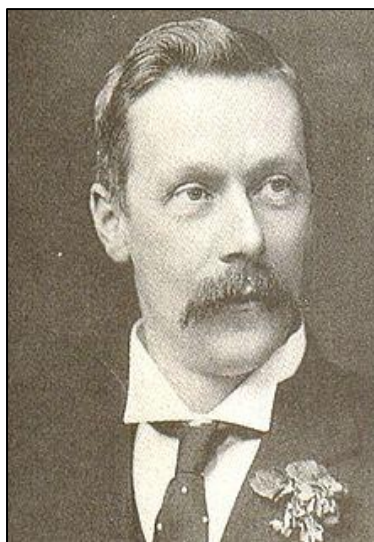


Figure 13 - Sir Alexander Peacock



Figure 14 - Mrs 'Tilly' Thompson

The fourth planting and the first of the 1918 season was conducted on 1st June, with some 501 trees planted. Once again Mrs Thompson and the Lucas Girls saw the event was well organised with Mr John Williams (the chief gardener at Victoria Park in Ballarat) again in charge of the planting by the Lucas employees and as *'... each tree was decked with a flag, the scene on the drive out was a very pretty one.'* The Windermere Red Cross also ran an afternoon tea as a fundraiser. Sir Alexander Peacock, Premier of Victoria and the local Member of Parliament, noted the importance of the community in preserving the avenue, but also commented on how the war was going and made some prophetic statements.

*'This avenue belonged to the public, and it would be the duty of the citizens of that immediate vicinity, as well as those who promoted the movement, to preserve and guard those mementoes of the love and admiration of the people. A great battle was at that moment raging in France, and if the enemy broke the line they would reach the Channel ... We had to go right on in the interests of the present and future generations. If it was a stalemate it would break out again 20 or 25 years hence.'*³⁵

By now the avenue extended over 10 kilometres from Ballarat nearly to near the present day Cardigan village, and over 2,000 trees had been planted.

The fifth planting occurred on 20th July 1918 and a record number of trees were planted, some 600 in all. Newspaper articles reporting on the event extolled the virtues of the Lucas Girls and their employers for having *'... laid the foundation of a grand avenue of honour'*. And again support came from many quarters - the drivers of all the motor cars that conveyed people out to the avenue, the farmers who delivered the tree guards, the Boy Scouts Band who kept people entertained, and the gardeners who supervised the work, as well as the many people who came to be part of the day's activities.

³⁴ *The Ballarat Courier*, 3rd September 1917, p.5, Hardy's tree is number 488.

³⁵ *The Ballarat Courier*, 3rd June 1918, p.2

Brigadier General Williams, the State Commandant, highlighted the significance of a living memorial, *'That their memory should be kept green in the minds of the people was a fitting tribute to magnificent service heroically and devotedly rendered, and nothing could be finer than planting something emblematical of life and development, and as these trees grow so should the people's regard and thankfulness to our gallant soldiers...'*³⁶

The last planting day for 1918 was held on 17th August, which saw 530 trees planted by the Lucas Girls. A special train was scheduled to take participants to Burrumbeet station and the band of the Ballarat Orphanage played. Some of the plantings showed the commitment and sacrifice made by local families. There were five trees planted for the five sons of Mrs Annie Kerby of Barkly Street, Ballarat East, two of whom had already been killed and others wounded. And another five trees planted for the five sons of Mr and Mrs Stevenson of Humffray Street. There were also more trees planted for six nurses and four naval personnel.

Around this time an Avenue of Honour was also planted at Beaufort (some 500 trees) heading east towards Trawalla, honouring men from the Ripon Shire. There was some discussion about this avenue eventually connecting with the Ballarat Avenue of Honour at Burrumbeet, although this did not occur and the Ballarat Avenue continued north to Learmonth.³⁷

The seventh planting was held on 9th June 1919 but because of bad weather most trees were not planted until 14th June 1919. Over those two days, some 548 trees were planted by the Lucas Girls.

The eighth and final planting was held on 16th August 1919. This saw 184 trees planted at the far northern end of the Avenue, ending at the junction with the Weatherboard-Learmonth Road. Major Baird, the Chief Secretary, was reported as saying on the day, *'...those who had been engaged on the work could lay down their picks and shovels with satisfaction that a great work had been done. ... Such an avenue was not to be found throughout the land, or he supposed in any land, and it would be a fitting memorial to the gallant lads who had left the district.'*³⁸

Thus in a little over two years from June 1917 to August 1919, the Lucas Girls and the Ballarat community had achieved something which in terms of commitment and scale would not be repeated around Australia.

3.3.4 Layout and tree species

The trees were laid out in single parallel lines along each side of the Burrumbeet Road, at a regular spacing of 35-40 feet (10.6-12.2 metres). The setback from the roadway was approximately 15-20 feet (4.5-6.1 metres).³⁹ Because of the variety of trees available from the nurseries in Ballarat, it was decided to plant the trees in blocks of various species along the Avenue, although elms, oaks and poplars were the dominant plantings. Some 23 non-native tree species and/or varieties were eventually used. These are listed in Figure 15. Although nothing definitive was written at the time of the plantings as to the reasons for the choice of trees, the following statement from 1922 probably provides a fair summation of the prevailing views at the time.

*'A strong argument has been put up in favour of native trees in other places, being considered more fitting to commemorate Australians. On the other hand, this Avenue contains the trees of Britain and also those typical of the countries where the soldiers spent their period of active service. It is also a pretty conception that the deciduous tree is more in harmony with the seasons and the vicissitudes of life. Leaf fall in autumn presages the gloom of winter, but the swelling of the buds is pregnant with the promise of glorious spring. The sear yellow leaf is a reminder of mortality, but whilst securely sealed for their winter sleep the buds hold the mystery of future life.'*⁴⁰

³⁶ *The Ballarat Courier*, 22nd July 1918, p.2

³⁷ *Riponshire Advocate*, 17th August 1918, pp.2-3; *The Weekly Times*, 24th August 1918, p.48

³⁸ *The Horsham Times*, 19th August 1919, p.3

³⁹ Mark McWha Pty Ltd, p.7-8. David Grant has surveyed much of the Avenue and determined that tree spacings from the Arch to Alexanders Road are 10-11 metres and north of there to the end of the Avenue are from 12-15 metres.

⁴⁰ *The Argus*, 15th April 1922, p.5

3.3.5 Allocation criteria

The original qualifications for a person to be allocated a tree along the Avenue were that they had to be a resident of Ballarat and that they had enlisted in Ballarat or Ballarat East. As the war progressed, this was later amended to allow the inclusion of Ballarat residents who had enlisted interstate and/or overseas. The Avenue would include those who had enlisted as soldiers, sailors and nurses.

3.3.6 Name plates and numbering

The original name plates were attached to the tree guards with the following details painted on them: the soldiers name; any bravery decorations they had been awarded; their unit; the tree number; and if they had been killed or died on service a black cross was included and the place of death (see Figure 16). From surviving images it appears that rank was included on some name plates, possibly only those of senior officers.

The numbering system was generally based on the date of enlistment of each soldier, sailor and nurse, with some returned soldiers helping the Lucas Girls to compile lists. However, given the quality of information available, some omissions occurred and as the plantings progressed inclusions were made which disrupted the desired arrangement by enlistment. This is discussed further in Section 10.

Even numbers were allocated on the northern side of the Avenue, odd to the south. Although the numbers were consecutive through to 3,912 at the northern end, there were two gaps of 100 numbers and 60 numbers that were allocated to trees in the Ballarat East Avenue of Honour.

LIST SHOWING THE VARIETY OF TREES IN THE AVENUE, AND THE ORDER IN WHICH THEY ARE PLANTED.			
380	Elms (3 varieties)	Nos.	1 to 380
80	American Ash		381 to 460
45	English Ash		461 to 505
50	Mountain Ash		506 to 605
150	North American Maple		606 to 755
50	Scarlet Oak		756 to 805
50	Norway Maple		806 to 855
20	Broadleaf Maple		856 to 875
20	English Maple		876 to 895
30	Alder Trees		896 to 925
75	Mountain Ash		926 to 1000
50	Lime Trees		1001 to 1050
100	Elms (2 varieties)		1051 to 1150
50	Ontaria Poplars		1151 to 1200
50	Silver Birch		1201 to 1353
50	North American Maple		1354 to 1404
16	Deciduous Cypress		1405 to 1421
30	Oaks (Sailors)		1422 to 1452
36	Deciduous Cypress		1453 to 1489
50	Purple Leaf Elm		1490 to 1601
50	New Silver Poplars		1602 to 1651
50	Tulip Trees		1652 to 1701
50	Huntingdon Elms		1702 to 1751
50	Ontaria Poplars		1752 to 1801
50	Scarlet Oak		1802 to 1851
100	Canadian Giant Elms		1852 to 1951
100	Oriental Planes		1952 to 2053
50	Black Italian Poplars		2054 to 2103
50	Scarlet Oak		2104 to 2153
50	Giant Elms		2154 to 2203
50	English Ash		2204 to 2253
60	Mountain Ash		2254 to 2313
60	Scarlet Oak		2314 to 2373
25	Sugar Maple		2374 to 2399
50	Silver Poplar		2400 to 2449
50	Oriental Plane		2450 to 2499
50	Purple Elms		2500 to 2549
40	Ontaria Poplars		2550 to 2584
50	Tulip Trees		2585 to 2634
60	Scarlet Oak		2635 to 2694
50	Elms		2695 to 2744
50	Black Italian Poplars		2745 to 2794
50	Oriental Planes		2795 to 2844
70	Scarlet Oaks		2845 to 2915
220	Elms (2 varieties)		2916 to 3136
45	Scarlet Oak		3137 to 3182
100	Plains and Elms (alternately)		3183 to 3482
100	Mountain Ash and Silver Poplars (alternately)		3483 to 3582
60	Scarlet Oak and Chestnut Oak (alternately)		3583 to 3642
100	Elms and Planes (alternately)		3643 to 3542
50	American Ash and Mountain Ash (alternately)		3543 to 3592
100	Silver Poplars and Elms (alternately)		3593 to 3692
50	Mountain Ash and Elms (alternately)		3693 to 3742

Figure 15 - List of tree species used on the Avenue of Honour



Figure 16 - Tree guard and name plate, Avenue of Honour, c.1919

3.4 Development of the Arch of Victory

3.4.1 Origins

The idea for an arch as the entrance to the Avenue of Honour appears to have arisen in mid-1918. The Mayor of Ballarat announced during the tree planting ceremony on 17th August 1918 that the Lucas Girls were arranging a football match with the funds raised ‘...to be devoted to the erection of a suitable entrance to the Avenue.’ He also referred to a design for a steel arch on which had been proposed to have the names of all the Lucas Girls, but the latter wished the design to honour the soldiers and not themselves.⁴¹ By October a competition had been organised by the Lucas company seeking designs for an entrance arch. The *Ballarat Star* newspaper reported that Herbert Smith, Head of the Art School at the Ballarat School of Mines, was the winner possibly in association with George Clegg, who was teaching architecture and building construction at the Ballarat School of Mines.

It has also been suggested that two young students, Deane White and Robert Ellis, working for Melbourne architects may have designed the Arch. George Brookes, who was the foreman in charge of building the Arch, reportedly said in later years that he only had a plan drawn up by three Melbourne students with no architect to supervise construction.⁴²

It could have been expected that the Arch project would have taken up most of the local fundraising resources. However, the day after the Armistice, on 12th November 1918, a local group sought support for the Sailors’ and Soldiers Memorial Building Appeal. ‘... Today we appeal to our fellow citizens to mark the dawning of a glorious peace by a great offering for the purpose of raising a fitting memorial to the brave lads who have so willingly sacrificed themselves in the cause of justice and freedom.’⁴³ It is believed this referred to a plan by the Returned Soldiers’ Association to purchase a property for use by repatriated soldiers, eventually opened in Lydiard Street by Sir John Monash in July 1920.

And *The Ballarat Courier* was also promoting a fund for a ‘... National Statue that shall stand as a permanent memorial to the valorous deeds of Australia’s gallant soldiers and sailors in the Great War and at the same time constitute a fitting tribute to the memory of those who offered up their lives in the cause of humanity and freedom.’⁴⁴

By June 1919 a design for the Arch was being depicted on the Avenue of Honour program for the final plantings. This design is very similar to the final construction, but varies in the design of the parapet between the cupolas (see Figure 18). It also shows guns placed in front of the arch, although these would not be placed at the site until Anzac Day 1921. In November 1919, the Lucas company submitted plans for the construction of the Arch to the Ballarat Council (see Figure 17).

3.4.2 Fundraising

The first major fundraising effort was through a novel attraction for the times - a womens’ football match held between the Lucas Girls and the ‘Khaki Girls’ of the Commonwealth Clothing Factory Melbourne on 28th September 1918 (see Figure 19). This raised £320 as the foundation for building the arch. The Lucas Girls also raised funds through the sale of miniature bricks, plus exhibitions of Lucas’ clothing, button days and sale of souvenirs. Fundraising by the Lucas Girls continued apace right up to the opening in order to see the project completed in time. In total some £2,129 was raised.

⁴¹ *The Ballarat Courier*, 19th August 1918, p.1

⁴² Bryce Raworth Pty Ltd, (June 2008), *Ballarat Arch of Victory Conservation Management Plan*, p.11

⁴³ *The Ballarat Courier*, 12th November 1918, p.2

⁴⁴ *The Ballarat Courier*, 25th November 1918, p.4. This may have been a statue proposed for Melbourne, at that time the national capital, which eventually translated into the Shrine of Remembrance.

London Office, 19 Chapel St.



Lieut. Colonel Morton
City Clerk.

Dear Sir,

We have, under separate cover, submitted plans of Proposed Arch to be erected at the entrance to the "Avenue of Honor"; for your Council's Inspection and approval.

It is proposed to erect the Arch fifty feet east from the first tree. The plan shows the opening to be 28 ft. wide 19 ft. 6 high. We propose making it 32 ft. and 21 ft. 6 in. high.

The Construction is to be of reinforced concrete, Brick and Cement; and should, when completed, be a monument worthy of the object for which it is erected.

Thanking you for your courtesy at all times.

We are, yours faithfully,

E. LUCAS & CO. PTY. LTD.

Figure 17 - Letter from E Lucas and Co submitting plans for the Arch of Victory, 18th November 1919



Figure 18 - Arch design, Souvenir program, June 1919

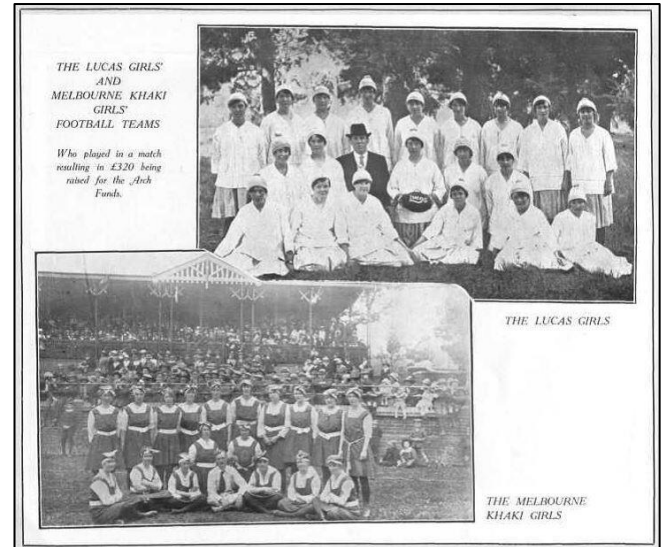


Figure 19 - Lucas Girls and Khaki Girls football teams

3.4.3 Construction

The foundation stone for the Arch was laid by General Sir William Birdwood on 7th February 1920. There was a huge crowd in attendance and the site for the Arch was decked out in banners. Hundreds of Lucas Girls stood on platforms with a sign between them proudly stating 'Lucas' Staffs Appreciation of Brave Men'. Before the ceremony Birdwood had met relatives of soldiers killed during the war and had lunch at the City Hall.

By now the visit to Australia by Prince Edward, the Prince of Wales, later in the year was well known, and Ballarat was almost certain to be part of the itinerary; so it was critical that construction moved quickly. A group of workers under the foremanship of master bricklayer George Brookes took on the task. There were skilled bricklayers, plasterers and carpenters supported by labourers. George was joined by other members of his family - Alf, Jim and Dave. John Nolan, a returned soldier, was one of the bricklayers. One of the carpenters was Leo Charles. There was also George Smith and William Atkinson, both plasterers. William's brother was a bricklayer and partner in the local building firm Whitelaw and Atkinson and thus they had worked together on many important buildings in Ballarat. William's family later recalled his work on the Arch, particularly his daughter Cora Atkinson who treasured photographs of her father and other workers on the Arch, all of whom she knew by name right up to the 1960s. William's nephew, Thomas Atkinson (15th Battalion) died of wounds at sea on *HMT Dongala* on 2nd May 1915 from gunshot wounds received at Gallipoli. He was 44 years old.⁴⁵

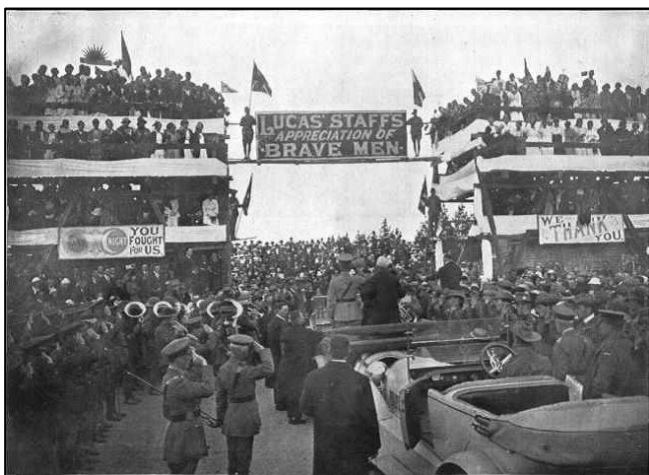


Figure 20 - Foundation Stone Ceremony, 7th February 1920



Figure 21 - Workers in front of the Arch, 1920

⁴⁵ Pers comm from Rosalie Darby, William Atkinson's great granddaughter. Other names identified in Bryce Raworth, (2008), Appendix C

During April the construction was affected by the supply of bricks being halted. Undaunted the Lucas Girls and Tilly Thompson went to the brick factory after work and loaded the bricks themselves onto carts and moved them to the site.

The arch was constructed on a granite base with the structure built of 70,000 solid bricks (supplied by the local firm, Selkirks), with steel rails used for reinforcement, then rendered with concrete. The rendered finish was not painted. The piers were hollow, but partially filled with concrete to avoid movement and capped with brick cupolas. At one point the design was to have had a statue of a soldier placed on the parapet; but this was changed to the Rising Sun symbol of the AIF. The words 'THE AVENUE OF HONOUR' were set high on the parapet in raised concrete lettering, with the word 'VICTORY' above the arch opening and the dates '1914' and '1919' each set on a pier underneath the main cornice. The piers have pilaster columns on pedestals attached to walls with a horizontal banded masonry design.⁴⁶

The final dimensions recorded at the time were 17.4 metres (57 feet) high and 19.5 metres (64 feet) wide⁴⁷, although present day surveys have shown the dimensions to be 16.5 metres high and 19.2 metres wide, with the arch opening dimensions being 7.3 metres high and 9.5 metres wide.⁴⁸

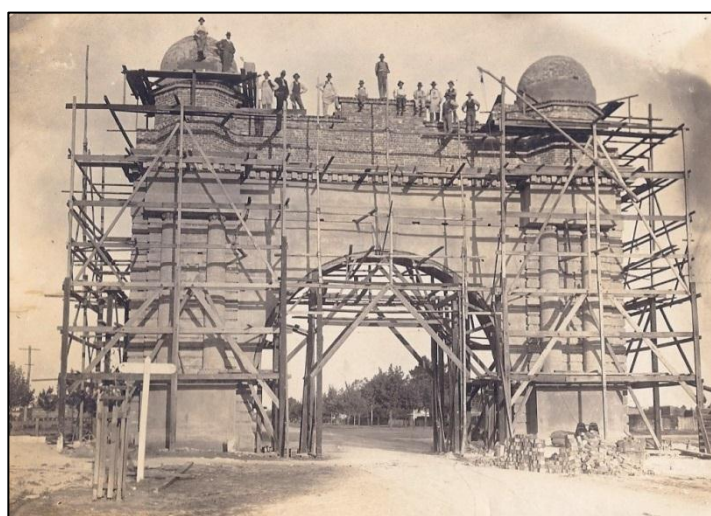


Figure 22 - Workers on the Arch of Victory, 1920



Figure 23 - Opening Ceremony, 2nd June 1920

3.4.4 Official opening

The Avenue of Honour and Arch of Victory were officially opened by the Prince of Wales on 2nd June 1920. All of Ballarat was decked out with decorations for the Prince's visit and people flocked in from all over the surrounding districts, '*...it is doubtful whether Ballarat has ever before seen such a crowd.*' There was a large crowd at the Arch even though it rained most of the day. '*The Prince was obviously pleased with the magnificence of the scheme and the spirit of the people behind it.*' After being asked by the Chief Secretary Major Baird to cut a cord stretched across the archway, the Prince used a pair of scissors presented by Mrs Eleanor Lucas, and then said,

*'It is a very great pleasure to me to have the honour of performing this opening ceremony, which is the inauguration of the Avenue of Honour. I want to congratulate Mrs Thompson on originating the scheme, and all the girls of Lucas's who have helped her so well to carry it out. It is a fitting memorial to the gallant deeds of the splendid men of Ballarat and district who went overseas to fight in the great war. I also congratulate you girls on the work you have done, and thank you for your presence and the kind welcome you have given me today.'*⁴⁹

⁴⁶ Bryce Raworth, (2008), p.17 and Appendix B; Mark McWha, Appendix 3

⁴⁷ Newton Studio, (1921), *An Appreciation, The Arch of Victory and Avenue of Honour Ballarat*, p.3

⁴⁸ Based on Lovell Chen, (October 2010) *Tender drawings for Arch of Victory Restoration Works, Drawing No. A01-A03*, City of Ballarat

⁴⁹ *The Argus*, 3rd June 1920, p.7

3.4.5 Trophy guns

The allocation of guns as war trophies to cities and towns across Australia was in recognition of a locality's contribution to the war effort. The process of allocation was managed by a Trophy Committee based on a formula which assessed population and the level of enlistments from an area, as well as if locally significant units had captured specific guns. Based on Ballarat's enlistment statistics, two German 150mm sFH02 short-barrelled howitzers were allocated for placement at the Arch of Victory in November 1920. These guns had the serial numbers '517' and '68' and had been captured by the 57th Battalion (part of the 15th Brigade) during the Battle of Amiens on 8th August 1918. This was a significant battle for Australian units on the Western Front, as it was a great success orchestrated principally by General John Monash. The defeated German leader, General Ludendorff, described the 8th of August as the '*black day of the German Army*'. These guns were set in place at the Arch and handed over to the people of Ballarat on Anzac Day 1921.

Two other howitzers were allocated to Ballarat East in July 1921, after the Council there complained at being overlooked in terms of its enlistment record during the war.⁵⁰



Figure 24 - Woman sitting on howitzer, Arch of Victory, c.1920s



Figure 25 - Howitzers on either side of Arch of Victory, c.1930s

3.4.6 Official stones and plaques

Two stones were laid at official ceremonies for the Arch - one by General Birdwood in February 1920 and the other by the Prince of Wales in June 1920. These were set opposite each other on the inside face of the arch opening. Interestingly the Birdwood stone used the term '*THE BIG WAR 1914-1919*', which is a very unusual descriptor when used on an official plaque for the Great War. The year 1919 was used for the War's end as it referred to the Treaty of Versailles, signed on 28th June 1919, which officially ended the state of war between the warring powers.



Figure 26 - The Birdwood stone, Arch of Victory

⁵⁰ ICS, (July 2012), *Ballarat World War 1 Howitzers*, has a detailed history and assessment of all these guns

Two large granite plaques are attached to the eastern face of the Arch, one identifying that both the Arch and the Avenue were created ‘... IN HONOUR OF THE SAILORS, SOLDIERS AND NURSES OF BALLARAT WHO TOOK PART IN THE GREAT WAR’, and one highlighting the role played by the Lucas Girls in planting the trees. These were unveiled as part of the official opening ceremony. A verse reminding people of the significance of each tree on the Avenue was inscribed on one of the plaques,

“ALL YE WHO TREAD THIS AVENUE OF LIFE
REMEMBER THOSE WHO BOWED BENEATH THE STRIFE
EACH LEAF A LAUREL, CROWNS WITH DEATHLESS FAME
AND EVERY TREE REVEALS A HERO’S NAME.”

On Anzac Day 1921, two more large granite plaques were unveiled on the western face, one detailing battles in Gallipoli and Sinai/Palestine and the other detailing battles in France (although a number of the battles listed occurred in Belgium).

3.5 Maintenance of the Avenue and Arch

3.5.1 Management and staffing

As the Lucas Girls had been the driving force in developing the Avenue and Arch, so too they became the custodians for ongoing care and maintenance. Through their ongoing fundraising efforts they were able to employ a returned soldier, Private Clifford Falla, as the first caretaker (his tree, number 932, was planted by his sister Miss M Falla).

Falla had enlisted in July 1915 at the age of 19 and was allotted to the 21st Battalion. But as he was a blacksmith by training, he was transferred to the Imperial Camel Corps in Egypt in February 1916 and later to the 14th Light Horse in July 1918. He returned to Australia in March 1919. In 1922 *The Argus* newspaper could report, ‘*He is doing his work well; everything is in splendid order, and the trees are in a healthy condition. Avenues of honour have been planted in many other places, but already some of these are reflecting dishonour upon those responsible for their upkeep. To all such let this wonderful example set by the Lucas girls prove a fresh inspiration.*’⁵¹ It is not known how long Falla served in this full-time role, but by 1932 it was reported a Mr Taylor was working one day a week, with oversight by other Council gardeners.



Figure 27 - Clifford Falla



Figure 28 - The Arch and Avenue, c.1926

⁵¹ *The Argus*, 15th April 1922, p.5

The Lucas Girls continued their fundraising for maintenance of the Avenue and Arch and name plates until 1931 when an Arch of Victory - Avenue of Honour Committee was set up by the Mayor of Ballarat. The committee had representation from the City of Ballarat and the Ballarat Shire, as well as the Returned Soldiers' Association and the Lucas company. The Committee met regularly until 1946 when there was a hiatus until 1957 owing to the deaths of some members; however during this period Mrs Thompson continued oversight of maintenance and other matters until her death in 1959.

Management for the Avenue became a tri-partite affair from the 1960s onwards: with the Committee having responsibility for tree planting, plaque maintenance and replacement and special events; the City of Ballarat overseeing tree propagation, planting and site preparation and undertaking mowing and pruning; and the Country Roads Board undertaking roadworks and traffic management. Essentially this division of responsibilities remained in place as the authority for road construction passed through various government agencies to the present VicRoads.⁵²

3.5.2 Name plate changes

By 1925 there were moves to provide permanent name plates and the Lucas Girls undertook more fundraising. By 1930 some £2,000 had been raised. Mrs Tilly Thompson had maintained her connections with the Avenue and was actively involved in selecting a new name plate design, with the result that some 250 new name plates were installed by 1930.

The name plates installed in 1930 were not successful owing to vandalism and so a more robust design was agreed upon. By 1934 new bronze name plaques on stakes set in concrete were being installed all along the Avenue. These were fabricated by Mann Brothers of Ballarat and at the direction of the Committee, there was to be no reference to rank. The Council also sought community input for producing the new name plaques to address any errors in the 'Index Book' of names for the Avenue maintained by the Council.

A number of different lacquers and finishes were tried with the name plaques over coming years, as well as experimenting with screwing the plaques directly onto the trees. This was a response to concerns that some plaques and stakes were falling over and/or the concrete pads were too easily removed. There was even discussion in 1946 on plating the name plaques with chromium to avoid the need for regular cleaning.

Records of the Committee indicate that many name plaques suffered damaged from wandering stock on a regular basis and men were employed to fix them. In the 1970s the Country Roads Board planted out native plantations as a strategy to replace parts of the existing Avenue and in 1978 the Board placed 242 name plaques recovered from road alignments on the new plantation trees. A survey in 1984 highlighted that some 860 name plaques needed replacing and there was some consideration given to placing the name plaques on cairns to avoid further damage.

In 1993 a Memorial Wall was built adjacent to the Arch of Victory with large bronze wall plaques listing the names of all the soldiers, sailors and nurses commemorated along the Avenue. One of the reasons behind this project was continuing criticism about the state of the existing name plaques; it was felt that having the names on the Memorial Wall would obviate the need to replace missing or damaged name plaques along the Avenue.⁵³ It was suggested that there could be granite tree markers installed along the Avenue, one for every 100 trees to help people find specific trees. This proposal was dropped after strong opposition from a range of organisations and individuals, including the Australian Heritage Commission and the National Trust.

The McWha study found that by 1996 only 3,059 name plaques still remained, with 2,683 on the Avenue and the remainder at the Country Roads Board plantation site or in storage. A number were also found at incorrect locations, probably caused by road works and tree replacements.

The Committee still organises and pays for the production of replacement plaques and installation and repairs by Ballarat Regional Industries.

⁵² GHD Pty Ltd, p.14

⁵³ There was a proposal to give plaques back to relatives and a database was started (pers comms David Grant)

3.5.3 Tree removal and replanting

Over many years Council records detail the number of trees that had failed, were damaged or had been removed and the number of replacements planted. The McWha report provides substantial detail on all these occurrences from Committee records.⁵⁴ By 1935 some 1,130 trees had been reported as being replaced, with poplars and elms, as many of the originally planted species did not do well.

Up to the 1960s it appears the policy was to replace trees in their original location; however, when the Country Roads Board began to realign sections of the Western Highway, sections were progressively replanted further away from the road to provide greater separation from traffic and reduce crashes. In 1965 plans were proposed to duplicate the Western Highway and this would necessitate widening the Avenue of Honour; there were also plans to realign the roadway around the Arch of Victory, although this did not proceed owing to local opposition.

With increasing development along the Avenue through the 1970s and 1980s, some trees were removed and replanted on new alignments to provide access to new subdivisions and also for specific businesses. In 1980 the Cardigan Village Motel sought to establish a new entrance necessitating the relocation of 20 trees; however this was delayed for two years because of opposition.

The major development of the Ring Road intersection in 1983 saw 32 trees transplanted on a splayed alignment to provide room for turning lanes. Because of the ad hoc nature of some of these decisions and the removal of plaques, the Committee determined a new policy that *'...the Avenue of Honour Committee only allow trees to be removed for road improvements and not for the benefit of commercial enterprise.'*⁵⁵

A major replanting program of 400 trees was carried out in 1987 with the help of the Eureka Apex Club, the Ballarat City Council and the Shire of Ballarat. This program replaced trees identified as dead, diseased or missing from a 1984 survey undertaken by the Apex Club.

Between 1989 and 1992 road works were carried out upgrading a number of entrances, junctions and intersections along the Avenue of Honour which saw approximately 350 trees removed and new ones planted in new locations further from the roadway, and at some intersections the tree alignment was splayed. The Avenue was also affected by heavy pruning for both road and powerline works. The Committee achieved a relocation of the powerline in some areas to reduce the need for further pruning.

The construction of the Western Freeway Bypass to the north of Ballarat was completed in 1994, which involved the severance of the Avenue south of the Glue Pot Road junction with Avenue Road and the closure of the railway crossing. This project saw some 26 trees effectively cut off between the Freeway and the railway crossing. At the same time 16 trees were removed from the Avenue, although VicRoads planted a number of oaks, poplars and ash along the Freeway reserve in compensation.

The 1997 McWha study undertook a detailed survey of the original 3,771 trees and identified 439 were missing (or lost sites) and of the remaining 3,332 trees, 55% were dead or in poor to fair health, with a strong correlation with poor tree structure. McWha also highlighted that 78% of trees had reached maturity. This report led to the Committee deciding to commence a major tree replacement program in 1997 and by mid-2010 some 1,500 trees had been replaced, mostly in blocks of 100 trees.⁵⁶

This program saw new trees being grown initially by the Gilbert's Nursery and Fleming's Nurseries, then moved to land provided at the Creswick Nursery in 2001. This operation was managed by the Rotary Club of Ballarat South with support from the Wendouree Rotary Club and the Civil Contractors Federation during the working bees to plant out the trees when they reached two metres in height. In February 2013 a new nursery was opened at the Ballarat Specialist School Farm. Staff and students are growing new trees for the Avenue as part of their curriculum with ongoing support from the Rotary Club, CCF, the City of Ballarat and the AoV/AoH Committee.⁵⁷

⁵⁴ Refer to Appendix 3 in Mark McWha Pty Ltd (1997) and pers comm from David Grant, City of Ballarat

⁵⁵ Quoted in Mark McWha Pty Ltd, Appendix 3

⁵⁶ City of Ballarat (June 2010), *Avenue of Honour: Future Directions Workshop Notes*, p.4

⁵⁷ Pers comm Paul Jenkins, Rotary Club of Ballarat South



Figure 29 - Setting up the Creswick Nursery, 2001



Figure 30 - Rotary and CCF working bee on the Avenue, 2002

A review of trees along the Avenue, commissioned by the City of Ballarat, was undertaken in 2012 by GHD Pty Ltd⁵⁸ and showed that of the 3,628 trees investigated 1,504 (41%) were in good or excellent health, 1,159 (32%) were in fair health and 965 (27%) were poor or had failed. It was estimated that approximately 2,180 trees had a useful remaining life of 40 years or more, and that 653 trees would need to be replaced within 15 years. The GHD report contained a detailed 15 year tree replacement program, based on blocks of 10 trees.

3.5.4 Works on the Arch

On Armistice Day 1935 temporary floodlighting of the Arch was officially turned on, funded as part of the Ballarat Centenary celebrations. However, it was not until 1957 that permanent floodlighting was installed. This floodlighting was replaced in 1996 through a project funded by the City of Ballarat and Powercor.

In 1934 there had been some consideration of painting the Arch. It is not clear when it was first painted; however, by 1957 funds were being set aside by the Committee to provide for repainting approximately once every 10 years. In 1977 the Committee approved repainting the entire Arch and sealing the walkway along the parapet. In 1985 the Arch was restored to its original render colour through chemical removal of the paint as well as repairs to the render.

During the 1950s works were undertaken to improve drainage and roofing on the arch as well as general repairs. Similar works would also be carried out in the 1980s.

A proposition to install traffic lights at the Learmonth Street junction near the Arch of Victory in 1986 was opposed by the Committee because of the visual intrusion. An alternative suggestion to install a roundabout was planned at the time but not constructed until mid-2011, as part of the major works program on the Arch of Victory. Traffic flows along the Avenue were also modified with all traffic under the Arch going west from September 2011. The Sturt Street Upgrade project saw eastbound traffic moved to a new duplicated roadway constructed on the northern side of the Avenue extending from the Ring Road junction and joining back onto Sturt Street at the new roundabout.

The 2011 major restoration program for the Arch of Victory included pressure cleaning of the entire structure, repairs to cornices and mouldings, installation of new lighting, application of a 'breathable' mineral paint coating, replacement of the roof structure, restoration of commemorative plaques and restoration works on the Memorial Rotunda, 'Roll of Honor', and Memorial Wall. These works followed a detailed investigation of the structural condition of the Arch.

⁵⁸ GHD Pty Ltd, (November 2012), *Avenue of Honour Strategic Asset Management Plan*

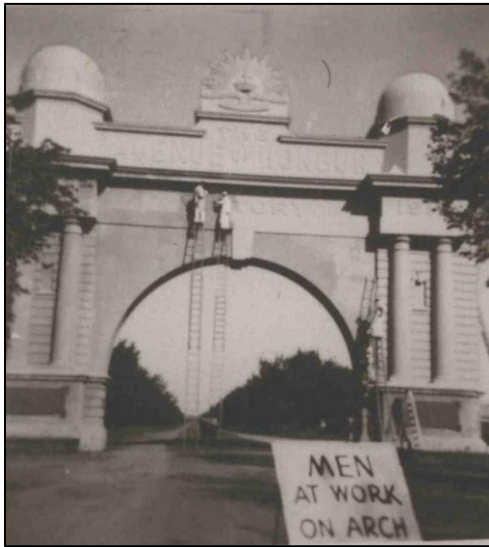


Figure 31 - Painting the Arch, c.1953



Figure 32 - The painted Arch, c. 1960s. Note the howitzers have been removed

3.6 Major commemorative events

To provide a proper termination at the northern end of the Avenue, a Memorial Cairn and Cross of Remembrance were erected by the Ballarat and District Returned Soldiers' Fathers' Association and unveiled on 15th November 1936. In 1959 the Memorial Cairn was renewed with permanent materials, with an extension to the rock wall, a new bronze cross and the words '*Lest We Forget*' installed around the top of the cairn. There was also a sign erected on the opposite side of the road, with the words, '*The Avenue of Honour, 4000 trees, 14 miles long*'. A tree was also planted later that year in memory of the late Mrs Thompson.

The Fathers' Association also promoted the concept of a memorial temple near the Arch of Victory, '*...in which will be recorded the names of soldiers whose memory is perpetuated by the 14 miles of trees in the avenue.*'⁵⁹ A Memorial Rotunda, incorporating a 'Roll of Honor' inside the centre pedestal, was erected on the north side of the road near the entrance to the Golf Club and officially opened on 13th March 1938 before a crowd of 700 people.

Annual Anzac Day Dawn Services were held at the Arch of Victory until 1950 when they moved to the new Cenotaph that had been constructed in Sturt Street, near the Lyons Street intersection. Wreaths continued to be laid at the Arch during a short ceremony after the Dawn Service, a tradition that continues to the present. Remembrance Day services are also held at the Arch.

During the Royal visit to Australia in 1954, Queen Elizabeth II and the Duke of Edinburgh came to Ballarat and were invited to sign the mortar board that had been used to lay the foundation stone of the Arch in 1920. Later in March 1955 the Governor-General Sir William Slim also signed the board. On Remembrance Day 1954 Lieutenant General Sire Leslie Morshead unveiled two new granite plaques at the Arch of Victory. These commemorated service during the Second World War and listed campaigns in Europe, the Middle East and the Pacific in which Australians had served.

A special ceremony was held to mark the 50th anniversary of the opening of the Arch in 1970. This was attended by 30 original Lucas Girls and many others in the community with 32 wreaths laid by local organisations.

A plaque commemorating service in the Korean War, Borneo and Malaysian conflicts and the Vietnam War was unveiled on the Arch on 25th October 1988 by a veteran of all four conflicts, Frank Dean. This had been organised by the Vietnam Veterans' Association

⁵⁹ *The Argus*, 5th April 1937, p.5



Figure 33 - Newspaper headline for 50th Anniversary



Figure 34 - Sir William Slim signing the mortar board, 1955

The unveiling of a Memorial Wall adjacent to the Arch on 16th May 1993 was the culmination of another major fundraising effort by the Committee and the Lucas Past Employees Association, the latter having raised \$15,000 as part of the \$130,000 raised overall. It was officially opened by Second World War veteran, Sir Edward 'Weary' Dunlop, and unveiled by some of the Lucas Girls and Great War veterans after a march from the Ballarat High School by veterans of many conflicts, serving soldiers, cadets and marching bands.

Sir Edward was quoted as saying, *"I have often, in driving to the Northern District and beyond, passed under the Arch of Victory. Always I have been awed, moved and mostly silent, traversing those emotion-charged 22 kilometres. ... May the Avenue long speak to our youth and generations unborn of a tradition of service and sacrifice which has preserved for them, a good life."*⁶⁰

As part of this project the Memorial Rotunda was relocated from outside the Golf Club to become part of this new commemorative space. The Rotunda was restored as part of the relocation and a new alphabetical 'Roll of Honor' was installed as engraved plates on the centre pedestal.



Figure 35 - Dedication ceremony for the Memorial Wall, *The Ballarat Courier*, 17th May 1993

⁶⁰ Internal Document, *Description of Ballarat Arch of Victory and Avenue of Honour*, City of Ballarat

On 6th November 2011 the major restoration project of the Arch costing \$810,000 was officially opened by the Governor-General, Quentin Bryce, in front of a crowd of 800 people. Ms Bryce said in her speech “... *I think that an avenue of trees makes the most touching, evocative and powerful memorial ... What a poignant way to honour brave men and women. ... This Arch of Victory stands as a lasting memorial to all those who fought for our freedom during the last century. It stands for future generations of young people as a symbol of inspiration and courage.*”⁶¹



Figure 36 - The Governor-General re-opening the Arch



Figure 37 - Part of the march with the University of Ballarat Pipe Band leading the Creswick Light Horse Troop

3.7 Individual commemorations

Trees along the Avenue have often been the location for commemorations of individual soldiers. Such events have been going on since the Avenue was first established; a reporter commented in 1921 that it was ‘*nothing unusual ... for a family party to drive up and have afternoon tea beneath the tree which represents their particular soldier son or brother.*’⁶²

These individual commemorations can be associated with Anzac Day or Remembrance Day as well as commemorating the date of death of a soldier. Family groups often lay wreaths at the Arch of Victory on Anzac Day. These can be small affairs or with large family groups coming together.

A tree planting for Trooper Arnold O'Neill was requested by descendants who wanted to have a family group involved in the planting of the tree as the original tree was missing. It was organised for a Sunday morning with the Council providing a tree, stakes, shovels etc. Approximately 25 descendants attended and proceeded to dig the hole and plant the tree. A display board with original enlistment papers, medals, letters and family photos was placed next to the tree and a few words were said about Pte O'Neill. The family then had a Sunday lunch together (see Figure 38).

One poignant story relates to Private Nelson Ferguson (see Figure 39). He was a musician and artist from Ballarat who enlisted in the Field Ambulance. He was gassed and blinded in April 1918 during Germany's last major attacks of the war. However, after his repatriation to Australia he was still able to teach art, and later built a stained glass factory in Melbourne which operates today. In 1968 he regained his sight through an operation, a few years before he died.

Later his grandson found his war memorabilia and from this has spawned a play, *The Glass Soldier*, a film script and an orchestral piece which has been recorded by the Melbourne Symphony Orchestra (MSO). Some of the MSO members visited France to see the battlefields and later went to Ballarat. The Villers-Bretonneux (VB) Band performed in front of Ferguson's tree, with David Farrands playing his grandfather's original cornet.

⁶¹ Official Speech by the Governor-General, <http://www.gg.gov.au/speech/official-opening-arch-victory>

⁶² Quoted in Inglis, op cit., p.242



Figure 38 - Tree planting for Trooper Arnold O'Neill,
15th Light Horse Regiment. tree #3576. 2006



Figure 39 - The VB Band playing at tree #3167 for Private Nelson
Ferguson. 15th Field Ambulance . June 2007

4 Physical description and site analysis

4.1 Setting and context

4.1.1 The Arch of Victory

The Arch of Victory is located at the junction of Sturt and Learmonth Streets. The Arch straddles Sturt Street with the Avenue of Honour commencing on its western side. Immediately to the north of the Arch is a two lane roadway (the Sturt Street duplication) and a former clubrooms building associated with the Ballarat Golf Club. To the north east is the Ballarat High School grounds. To the east is a grassed area in front of the Arch and a roundabout linking Sturt Street and Learmonth Street. To the south-east is a landscaped space incorporating the Memorial Rotunda and 'Roll of Honor', and Memorial Wall. Adjacent to this is a vacant block of land; while to the west is residential housing and a service road which runs parallel along the southern side of the Avenue.

The Arch of Victory provides a highly visible feature on Sturt Street as the starting point to the Avenue of Honour. It is a large structure that is considered to be unique in Australia in terms of its design and sheer scale, and in the fact that it is the only traditional form commemorative arch in Australia that straddles a major roadway (refer to Section 6). The creation of the roundabout has ensured that there is a clear open area in front of the Arch, which helps to maintain its visual prominence in an urban setting. The addition of floodlighting has also transformed the Arch at night. In many ways the Arch has come to symbolise Ballarat and imagery of the Arch is often used in tourism and commercial applications (see Section 5).



Figure 40 - The Arch looking west



Figure 41 - The Arch at night

4.1.2 The Avenue of Honour

The Avenue of Honour extends for 22 kilometres starting from the Arch and heading in a north-westerly direction along Sturt Street and Remembrance Drive (the old Ballarat-Burrumbeet Road/Western Highway) then turns north at Lake Burrumbeet until it reaches the Western Freeway east of Burrumbeet. There is a short break in the Avenue where works are currently underway to construct new overpasses for the Western Freeway and at the railway line then it continues north along Avenue Road and the Burrumbeet-Learmonth Road to the junction with the Weatherboard - Learmonth Road. Along the length of the Avenue's route the land is generally flat.

At its eastern end the Avenue is in a predominantly urban setting from Learmonth Street to Dyson Drive with residential housing, some retail shops near Kallioota Street and commercial/light industrial activities plus two motels at the Ring Road junction. The Ballarat Golf Club and Ranger Army Barracks are located north of the Avenue. These land uses are accessed via service roads or directly from Sturt Street.

Further west, the land is more open with larger rural residential lots and farmland. However, a new commercial activity centre is under construction west of Dyson Drive, which is part of the new suburb of Lucas which will eventually see residential and commercial development south of the Avenue extending west to the Ballarat-Skipton Rail Trail. There is also a cabin/caravan holiday park on the northern side east of the Rail Trail. From Finchs Road travelling west the land adjoining the Avenue is almost entirely farmland, except for Cardigan Village near Madden Road. This settlement is also set to expand eastwards towards Chisholmes Road with further subdivisions being approved. On the shores of Lake Burrumbeet, there is a cabin/caravan park adjacent to the Avenue opposite Alexanders Road. Travelling north on Avenue Road from the Western Freeway, leading into the Burrumbeet-Learmonth Road, the landscape is still rural farmland with a mixture of cropping and grazing.

The Avenue was established on the Ballart-Burrumbeet Road/Western Highway as this route is the western gateway to Ballarat and the open landscape was suitable for an extended avenue (albeit that the climate and soil was not ideal for exotic tree growth). In terms of its setting the Avenue is still visually very dominant, particularly in the rural areas where the trees stand out more in the landscape. Current works to better manage the road reserve from fence to fence has seen much extraneous vegetation such as weeds and suckers removed, which has served to enhance the presence of the Avenue.

Closer to Ballarat the Avenue becomes increasingly intruded upon by urban development and associated vegetation, as well as by increased road and commercial signage. Access to businesses and service roads has seen some trees impacted by new turning lanes and junctions, as well as impacts from drainage works and kerbing associated with the new roads.

Earlier road works through the 1960s to the 1980s saw some trees relocated and/or removed. In some cases this has meant that sections of the Avenue have trees that are not consistent in terms of their relationship to the original alignment which does detract from the overall impression that the Avenue is meant to be one coherent feature. Over the past 15 years a major tree replacement program has been undertaken, which has seen many trees replaced, although their locations have not been changed.

For the majority of its length the Avenue still provides a highly recognisable form which is complemented by the name plaques set in front of the trees. It is certainly the longest commemorative avenue in Victoria and Australia and possibly the longest surviving Great War avenue in the world with trees named to individual soldiers (refer to Section 7). The critical element is that each tree represents a soldier, sailor or nurse and the physical connection between the tree and individual is the name plate, so the presence of name plaques is fundamental to the whole philosophy behind the creation of this commemorative site.



Figure 42 - Typical urban setting near Victory Avenue



Figure 43 - Typical rural setting near Hendersons Road

4.2 Extant features

Constructed features include the Arch of Victory (constructed 1920) at the southern end of the Avenue. The current dimensions are 16.5 metres high and 19.2 metres wide, with the arch opening being 7.3 metres high and 9.5 metres wide. Adjacent to this is the Memorial Rotunda (constructed 1938 and relocated to its present site in 1993) and the Memorial Wall (constructed 1993) which are set in a landscaped area with hard paving. A Memorial Cairn and Cross of Remembrance (constructed 1936 and upgraded in 1959) is located at the northern end of the Avenue at the junction of the Burrumbeet - Learmonth Road and the Weatherboard - Learmonth Road.

The Avenue of Honour is comprised of two parallel rows of trees; one planted on either side of the roadway with trees generally spaced 10-15 metres apart, except where roadworks and access points have disrupted this arrangement.⁶³ With upgrading of road junctions and intersections along the Avenue, there are a number of instances where the original placement of trees has been modified, either through relocating trees into a splayed alignment at junctions to accommodate turning lanes or moving sections of trees further away from the road edge as part of replanting programs.

The trees comprise a variety of exotic deciduous species, based on the original planting program; although over recent years it has been the practice to standardise the variety of trees planted to those which have been most successful - in particular elms, oaks, ash and poplars. The *Strategic Asset Management Plan* (GHD Pty Ltd, 2012) showed that of the 3,628 trees investigated 1,504 (41%) were in good or excellent health, 1,159 (32%) were in fair health and 965 (27%) were poor or had failed. It was estimated that approximately 2,180 trees had a useful remaining life of 40 years or more, and that 653 trees would need to be replaced within 15 years.

The Avenue is laid out within the road reserve along its entire length, with the reserve being up to 60 metres wide. Generally the road reserve is free of other vegetation except for grass, although in some places suckers have grown up around the base of trees. On the outer side of each row is a drain, often developed as a broad swale; although further west there are drainage channels on the inner side of the trees in some locations.

The name plaques that are set in front of each of the trees are made of bronze and are attached to a metal spike set into a concrete pad in the ground approximately 0.5 - 1.0 metre in front of each tree. The name plaques are of various ages and conditions, with many of those badly damaged being replaced by modern copies. In a number of cases name plaques have been removed or disappeared. The GHD report compiled an inventory of name plaques and found that 3,610 were undamaged, 125 needed repair, 29 needed replacement and 85 were missing.



Figure 44 - The Memorial Rotunda and Memorial Wall



Figure 45 - The Memorial Cairn and Cross of Remembrance

⁶³ A recent survey determined that tree spacings from the Arch to Alexanders Road are 10-11 metres and north of there to the end of the Avenue are from 12-15 metres.

The following pages provide an indication of the variety of name plaques and examples of the various sections of the Avenue. The photographs of the Avenue are arranged from the start of the Avenue at the Arch of Victory at the eastern end and move along the route to the Memorial Cairn at the northern end.



Figure 46 - Examples of name plaques along the Avenue of Honour showing condition and damage



Figure 47 - Avenue west of the Arch



Figure 48 - Southern side of Avenue near Kallioota Street



Figure 49 - Avenue west of Ring Road junction



Figure 50 -Avenue near Dyson Drive



Figure 51 - Avenue east of Finchs Road



Figure 52 -Avenue west of Dowling Road



Figure 53 - Avenue looking east towards Powells Road



Figure 54 -Avenue west of Bo Peep Road



Figure 55 - Former alignment on right, south of Alexanders Road



Figure 56 -Avenue looking south from Western Freeway roadworks



Figure 57 - Avenue north of Gluepot Road



Figure 58 -Avenue looking north to Davenport Road



Figure 59 - Avenue north of Shanty Lane



Figure 60 - Northern end of Avenue from Weatherboard Road junction

4.3 Potential archaeological resources

There would appear to be some limited potential for archaeological evidence associated with the Avenue of Honour and the Arch of Victory to be investigated. The original tree guards were timber and have either rotted away or been removed, as trees grew and/or were replaced or relocated. However, it is possible that some of the original name plates that were attached to the guards could still be found along the Avenue. With regard to the bronze name plaques that were installed from the 1930s, there is the possibility that some of the missing plaques could be found along the Avenue, particularly in drainage ditches or where road works have seen the removal, relocation or replanting of trees. It is also known that tree maintenance and mowing activities over the years have seen damage occur to name plaques and it is possible that in such instances, name plaques have been discarded nearby.

Perhaps one of the most intriguing matters to be investigated is the special markers that were installed to highlight particular enlistment groups along the Avenue. It is known from contemporary accounts that concrete ground markers were installed to identify specific sections along the Avenue in 1917 - nurses had red crosses, naval personnel had sea anchors, and enlistees from the local fire brigades had fire helmets (refer to Section 3.3.3). With regard to the latter some of the markers have been found recently. There may well be other markers that have not yet been identified or documented.



Figure 61 - Fire Brigade enlistments marker



Figure 62 - Interpretation panel, Arch of Victory

4.4 Interpretation and orientation information

There is little or no directional signage to guide people to the Arch of Victory and the Avenue of Honour from either the centre of Ballarat or from the Western Freeway. The only interpretation panels are located near the Memorial Rotunda. These provide some basic information on the creation of the Avenue and Arch and the major restoration works in 2011. As far as could be ascertained, there is no other interpretation infrastructure along the entire length of the Avenue. With the completion of the new overpasses on the Western Freeway there will be new interpretation material at that location.

Printed information on the Avenue and Arch is very limited in visitor and tourism brochures available in Ballarat. A *Heritage Information Guide* was produced following the McWha study, but is now out of print. The Official Visitor Guide for Ballarat has one photograph of the Arch, but no text explaining the significance of the Arch and Avenue or any directional/orientation information. Neither the *Ballarat Heritage Walking Trails* nor the *Ballarat Scenic Bike Rides* brochures suggest the Arch and Avenue as part of a potential cycling or walking route.

A number of websites provide visitor information on the Arch and Avenue, particularly www.ballarat.com. Historical information is found at a number of sites, often reproducing the Heritage Victoria database listing text.

5 Iconography

The Avenue of Honour and the Arch of Victory are not only significant landscape features in their own right; they have come to be closely associated with Ballarat, as icons of the city. At the same time images of these places have been used in a variety of ways for artistic, commercial, promotional and tourism purposes. The following shows some of the ways in which the Avenue and Arch have been portrayed.

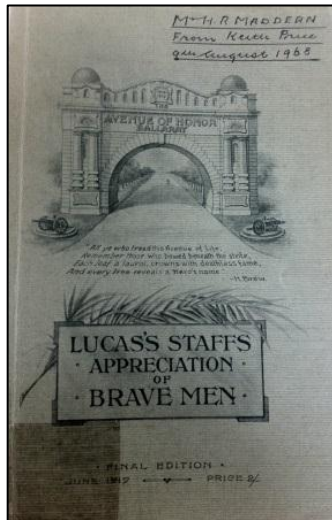


Figure 63 - Souvenir Booklet, 1919



Figure 64 - Tribute to the Lucas Girls, Fund raising Booklet, 1921



Figure 65 - Postcard, c. 1920s



Figure 66 - Postcard, c. 1960s



Figure 67 - Souvenir plate (Willow China), (no date)



Figure 68 - Souvenir cup, saucer and plate (no date)



Figure 69 - Souvenir sew-on badge, (no date)



Figure 70 -Girl Guides badge, (no date)



Figure 71 - Accommodation sign, Sturt Street, 2013



Figure 72 - Subdivision advertising sign, Remembrance Drive, 2013



Figure 73 - Take-away shop sign, Sturt Street, 2013

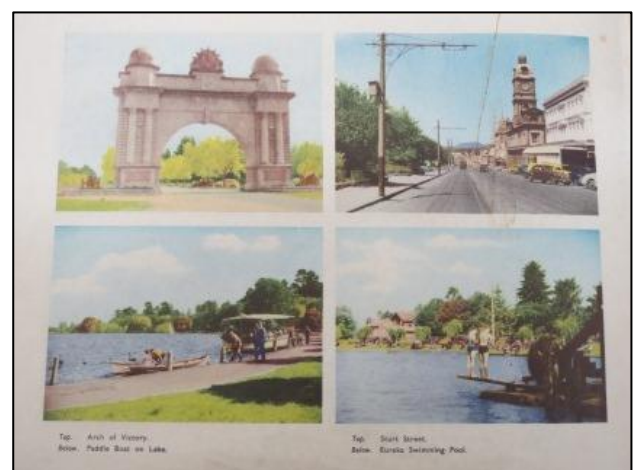


Figure 74 - Souvenir Photo Folder, c.1950s

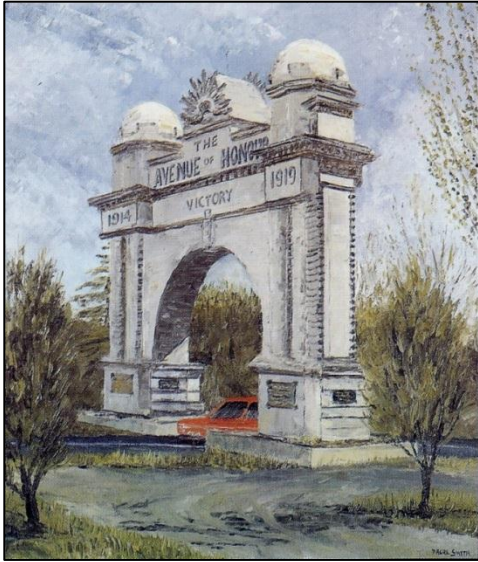


Figure 75 - Painting in *War Memorials of Victoria*
(Artist: Dacre Smyth)

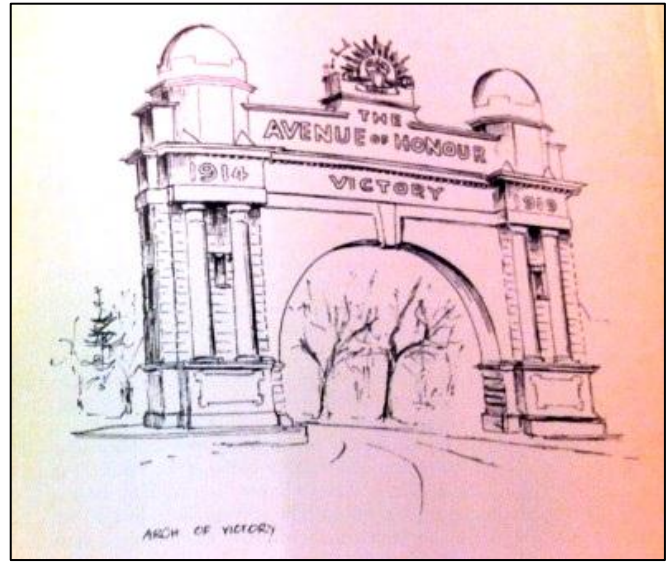


Figure 76 - Book illustration in *Ballarat, From Bullion to Begonias*
c.1973 (Artist: MC Sayers)

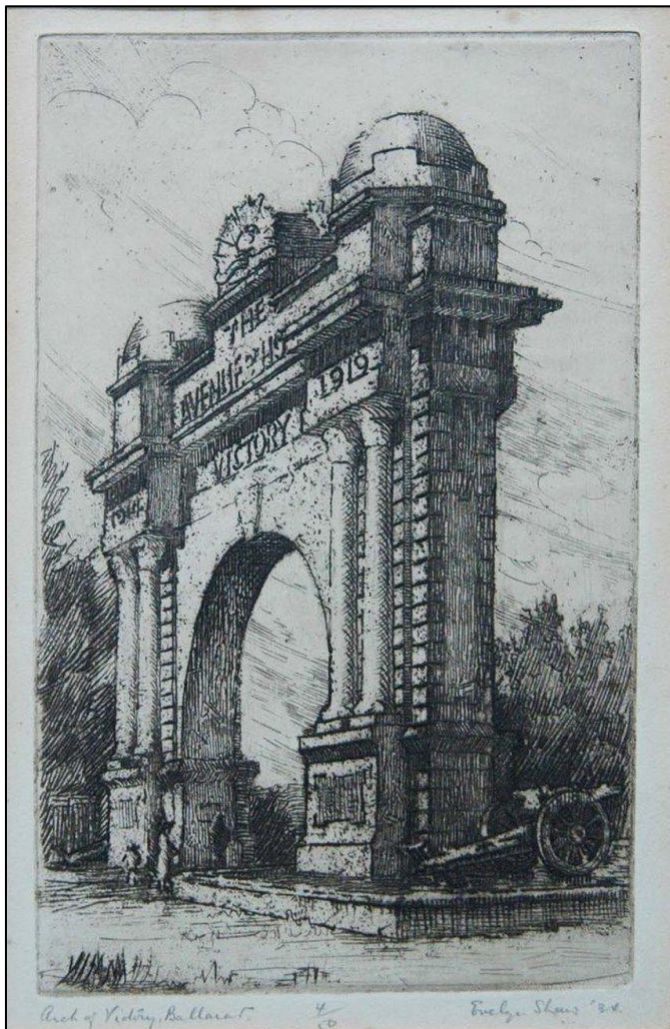


Figure 78 - Etching by Evelyn Shaw, c.1934



Figure 77 - Photograph by Konrad Winkler, c.2007



Figure 79 - Photograph by Konrad Winkler, c.2007



Figure 80 - The Avenue of Honour, painting by David Porter, c.2007

6 Comparative Analysis - Commemorative Plantings

This section provides an analysis of commemorative plantings in Australia and around the world to place the Ballarat Avenue of Honour in context. It will also shed light on its broader origins in a cultural context. The Ballarat Avenue is one of many found across the globe yet what makes it distinctive is its size and the fact that it survives largely intact. Also it is embedded in the public consciousness with many people around Australia mentioning Ballarat in the same breath as Avenue.

6.1 The origins of Avenues

The planting of Avenues in Australia fits within the civic movement to create parks, gardens and tree-lined streets to improve general public amenity within cities and towns under the banner of 'beautility' which developed from the 1850s.⁶⁴ This was not unique to Australia and was part of a global movement bringing nature into the cities in parks, avenues and boulevards. Central Park in New York is one of the most obvious examples of this spirit. Arbor Day which originated in Nebraska in 1872 is another. And as we have seen Ballarat saw itself as an exemplar of this movement.

The tree, once common for memorial purposes in Greece and Rome, was revived as a symbol of wealth and power with the rise of the garden. They were also of economic and strategic value. During the eighteenth century damaging trees became a form of protest and subject to the death penalty. A century later they were being used for commemorative purposes and had gathered their own symbolism (oak = strength, reliability and vigour).⁶⁵

The planting of Avenues as memorials sits within what the historian Jay Winter refers to as the '*first memory boom*'. This period spans roughly from the mid-nineteenth century until the 1920s.⁶⁶ It is during this period that the memorialisation of the common man began and the life of the common people begins to intersect with that of the 'nation'. The most obvious examples of this spirit are the monuments: in the United States of America for the Civil War, in Germany and France for the Franco-Prussian War, and in the United Kingdom for the Crimean War. France and Germany seem to be the first countries in which the sacrifices of individuals were recognised and these individuals were named. This was common practice by the 1860s.⁶⁷

It was during this period that the conscious planting of trees for commemorative purposes began - sometimes official (a coronation or opening), sometimes to remember a common purpose, an event (a battle), a unit or an individual. Significantly for the British Empire, royal tours often became tree-planting tours from the mid-nineteenth century and royal events a primary reason to 'mark' a tree.⁶⁸ Examples can be found in both the United States of America and Australia of planting for military commemorative purposes before the Great War.

To date, most writing on the subject in Australia has expressed the view that these avenues were uniquely Australian.⁶⁹ This view was repeated by Ken Inglis in his definitive work on Australian memorials, *Sacred Places*, in which he referred to them as an indigenous novelty and offers minimal commentary on the Ballarat Avenue.⁷⁰ However, far from being uniquely Australian, they verge on the ubiquitous in Canada and the USA and examples also occur in the United Kingdom, France, Germany and Italy.

⁶⁴ Petrow, S., 'Regenerating the People: Town Planning Activism in Hobart 1916-1939' in Freestone, R., (Ed, 2009.) *Cities, Citizens and Environmental Reform: Histories of Australian Town Planning Associations*

⁶⁵ Morgan, op cit., p.5

⁶⁶ Winter, J., (2006), *Remembering War: The Great War between Memory and History in the 20th Century*

⁶⁷ Mosse, G., (1990), *Fallen Soldiers: Reshaping the Memory of the World Wars*; Morgan, J., op cit

⁶⁸ Morgan, J., op cit., pp.78-80 and p.84

⁶⁹ Haddow, J., 'Avenues of Honour: A Cultural Landscape' in *Landscape Australia*, 3/88 pp.306-309; Dargavel, op cit.

⁷⁰ Inglis, op cit., p.156

Each country seemingly has its own story about the origins of these plantings. The general timing would suggest that the idea for such commemorative plantings emerged independently in many places and reflects common themes and attitudes in western societies. What is common in all cases is that the impetus for planting came from within local communities. They may have been promoted by a range of higher-level organisations but seemingly are never sponsored or mandated by central or state/provincial level governments. At the local level, local councils, veterans associations, tourism and progress associations, families and support groups and individuals all played and/or exchanged lead roles depending on local circumstances.

6.2 Conceptual Framework

The use of the term ‘commemorative planting’ is intentional. It provides a conceptual framework that is both easily understood and descriptive for the variety of titles, purposes, locations and planting formats that exist. Commemorative plantings share a range of common features, both as cultural landscapes and as memorials.

Commemorative plantings are variously titled. In Australia, there are Avenues of Honour, Memorial Avenues (usually, but confusingly not exclusively, planted for soldiers that have died on service), Soldiers’ Avenues, War Memorial Avenues, Highways of Remembrance, Memorial Driveways, Avenue of Trees Memorials, Diggers Avenues and even a Soldiers Colonnade.

In Canada, while referred to as Roads of Remembrance in historical research, the actual titles include Memorial Avenue and Memorial Drive. In the United States of America, they are referred to as Roads of Remembrance, Memorial Drives, Memorial Highways and a Boulevard of Remembrance. In Germany, the terms included *Heldenhain* (heroes’ groves) and *Ehenhain* (groves of honour); Italy has Parks of Remembrance. In the United Kingdom, Road of Remembrance appears as does Avenue of Remembrance.

Plantings took many forms and appeared in many locations. While the larger plantings are the object of much recent attention, plantings could include individual trees, gardens and groves. The tree(s) may be planted in a copse, a line, double lines, flanking roads, in special reserves, at the entrance to towns, along a main road in the centre of a town, or around a town or area, even outside particular homes. Some plantings honour individuals either generally (a group of trees and a group of names) or specifically (each tree individually dedicated). Some honour occupations, units, corps or the origins of enlistees.

Whatever the term used, the uniting feature is that of a ‘living memorial’, created to acknowledge the service and/or sacrifice of an individual or group. This also allows recognition that what is being examined is part of a global movement to remember and memorialise common people. In this company the Ballarat Avenue of Honour has an even higher status because of the sheer scale of the local community’s undertaking to create it. The concept of commemorative plantings allows us to overlook the fact that, at the time of the Ballarat planting days through 1917 and 1919, most of the trees were not ‘memorials’ (honouring the dead) and some of those ‘honoured’ had returned to Ballarat, as incapacitated or discharged soldiers, and some may have even attended the plantings.

6.3 Commemorative plantings for the Great War

The Great War was unprecedented in scale in terms of the number of countries involved, in the brutal nature of the conflict and in the carnage and loss of life that resulted. For contemporaries, even the title ‘Great War’ expressed this quite simply. The psychological impact was immense and extended across the globe being evident not only amongst the belligerents but of significance throughout the colonial world.

As with other memorial forms (honour boards, statuary and monuments) so it was with commemorative planting; they were ubiquitous and universal in many countries. An important difference in many places is that many commemorative plantings, at least in Australia, precede the more formal monuments. Even in Canada and the United Kingdom, there was certainly discussion before war’s end about commemorative planting.

Commemorative plantings built upon a pre-existing preference and predilection both for aesthetic landscape planting and for local memorials that focussed on the common man. They were also relatively cheap to establish and required little in the way of planning or design.

6.3.1 Germany

Memorials proposed during and after the war in Germany and the United Kingdom were often dominated by medieval imagery. In Germany, this often went beyond imagery to fundamental forms including the use of boulders, monoliths and mounds.

The proposal for tree plantings seems to have come originally from a landscape architect Willi Lange conceived in late 1914.⁷¹ His concept was for trees to be planted for individual soldiers in heroes' groves (*Heldenhain*) and groves of honour (*Ehenhain*). Four elements were recommended: 'Germanic' oak trees planted for each fallen soldier (names inscribed on boulders by the tree), a raised central point with a linden tree (symbolising peace or the Kaiser), a circular festival ground and embankments or trenches marking the outer perimeter and separating this all from its surroundings. In 1922, he created a grove for Soltau near Hanover covering 4 hectares and including 271 oaks.



Figure 81 - Heldenhain in Bohmepark, Soltau



Figure 82 - Iron Cross grove near Burgbernheim, Bavaria

This idea was very popular and was picked up nationally and by many local communities through landscape gardeners and memorial committees such as the Arbeitsgemeinschaft für Deutschlands Heldenhaine (Working Group for Germany's Heroes' Groves).⁷²

There were local adaptations that undermined the original concept - the separation of names from individual trees and a focus on community and camaraderie. Throughout Germany the 'heroes' grove' was linked to older traditions such as the 'holy grove' dating back to pre-Roman times. And just as in Australia, where the avenues were to represent into the future our '*deathless army, evergreen*', Lange wrote of '*centuries of Germanic ages looking into the future.*'⁷³ The landscaping impulse was also evident in German war cemeteries which included groves of oaks and dolmen.⁷⁴

One of the most unusual commemorative plantings for the Great War is the 'Iron Cross grove' near Burgbernheim (seen in Figure 81 as a Maltese Cross). Planted on a hill side and consisting of oaks, it is best seen from the air or with snow on the ground.⁷⁵ According to Mosse, Germany war memorials demonstrated an '*appropriation of nature*' and the use of trees was linked to a sense of new life and spring.⁷⁶

⁷¹ Goebel, S., (2007), *The Great War and Medieval Memory War: Remembrance and Medievalism in Britain and Germany 1914-1940*, p.75

⁷² Ibid, pp.76-79

⁷³ Ibid, p.75

⁷⁴ Koshar, R., (2000), *From Monuments to Traces: Artifacts of German Memory, 1870-1990*

⁷⁵ Walden, G. 'Third Reich in Ruins 2000-2013' <http://www.thirdreichruins.com/memorials.htm>

⁷⁶ Mosse, G., op cit., Chapter 6 passim

It is not known how many of the German *heldenhain* survived the Nazis, who expropriated memorials and adjusted them both physically and symbolically for their own ends, such as with the former Tannenberg Memorial; or following the Second World War, after which all memorials became controversial if they survived.⁷⁷

6.3.2 United Kingdom

The Imperial War Museum's War Memorials Archive lists over 220 commemorative plantings of trees and avenues in the United Kingdom⁷⁸ and there are 74 trees, avenues or groves recorded; however, the original number is probably unknown. Tree plantings were quite popular but the number was limited for practical reasons, namely the lack of suitable spaces for avenues and large groves. Thus, small commemorative gardens and planting in existing parks was more widespread across Britain.

The idea for road plantings was strongly promoted in Britain by the Roads of Remembrance Association, later known as the Green Cross Society. A key member was Major Arthur Haggard, founder of the British Veterans Association. The two objectives were to transform '*suitable existing highways to the dignity of Roads of Remembrance, adorned with trees*' and to organise '*the building of highways of exceptional dignity and beauty, with open spaces at intervals, as special memorials of the Great War.*' Trees, fountains, lamps could be used to commemorate individual heroes.⁷⁹ At the first meeting of the Association, '*...reference was made to Australia's pioneering work in connection with avenues of honour for those killed in the war.*'⁸⁰ In 1920 they published a small 15 page booklet, *Roads of Remembrance as War Memorials*, which included articles by various authors including reprints from *The Kings Highway* dating back to 1916.⁸¹ This was later reprinted and distributed around the world through private connections and like-minded associations.

Of the plantings in the United Kingdom most are now destroyed, severely diminished or forgotten, but some are recorded.⁸² For example, a large Avenue of Remembrance near Coseley in the West Midlands commemorating 350 local men has been reduced from 350 to 34 of the original lime trees. In Brampton, Cambridgeshire trees were planted for the King's Coronation and also in memory of 47 men lost in the Great War. The trees have survived, along with those planted for the dead of the Second World War. Here there is, however, a confusion of purposes and no evidence of individual dedication. The 24 trees and name boards (repaired 1997) of the Walford Avenue of Remembrance survive.

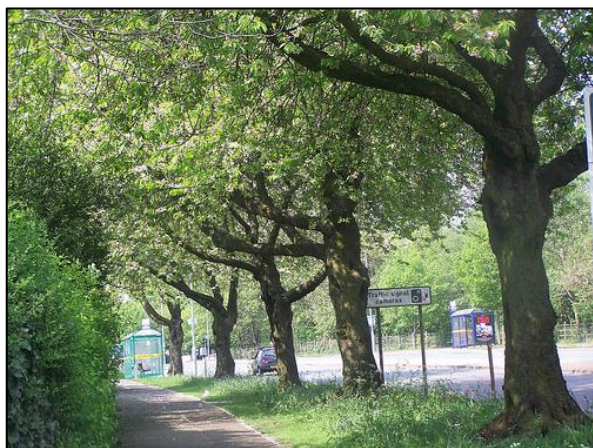


Figure 83 - Avenue of Remembrance, Coseley West Midlands



Figure 84 - Brampton Avenue Plaque, Cambridgeshire

⁷⁷ http://en.wikipedia.org/wiki/Tannenberg_Memorial

⁷⁸ Personal Correspondence, March 2004

⁷⁹ As quoted in Fulton, G., 'Roads of Remembrance' in *Manitoba History*, 31, (Spring 1996)

⁸⁰ *The Register*, 29th March 1920, p.8

⁸¹ Roads of Remembrance Association, (1920), *Roads of Remembrance as War Memorials*

⁸² Imperial War Museum War Memorials Archive, <http://www.ukniwm.org.uk/>

Many of the plantings seem small by comparison with most other countries, often only 20 or 30 trees and often associated with schools. Two of the largest were Colchester's Avenue of Remembrance planted in 1933 with 140 trees and the Sittingbourne Avenue of Remembrance with 134 lime trees.⁸³

The practice continues today with over 100 trees in the National Arboretum being dedicated to units or services. Other examples include Tonge Mill Memorial Park, Kent with trees dedicated in 2004 and the Red Caps Memorial in Bala, Wales (six rowan trees planted to commemorate 6 men killed in Iraq).⁸⁴



Figure 85 -Remembrance Avenue, Sittingbourne Kent



Figure 86 -Avenue of Remembrance, Colchester Essex

6.3.3 Canada

Canada planted seven avenues soon after the Great War: Victoria and Saanich (British Columbia), Calgary (Alberta), Saskatoon (Saskatchewan), Winnipeg (Manitoba), Montreal (Quebec) and Thunder Bay (Ontario).

The impulse for Avenues in Canada originally came from the United Kingdom through family and friendship connections, most importantly with Major Arthur Haggard and the Roads of Remembrance Committee. In Canada, the idea was evident as early as April 1917 with the planting of the Victoria High School trees: 14 maple saplings in honour of staff and students.⁸⁵ In October 1918 there was a proposal for a Road of Remembrance in Victoria from *The Colonist* newspaper and followed up by the *Victoria Daily Times*. After several false starts, the planting began in October 1921 with a crowd of 5,000 present. It is not clear how many trees were eventually planted⁸⁶ but the 18 horse chestnuts along Glover Road, near Fort Langley still live.⁸⁷

The idea was promoted by the Municipal Association, which said in its journal in 1922, '*Future generations of Canadians will be reminded of the part that Canada played in the world's fight for democracy ... not in ornate stone but in nature's noblest gift to her people - the gift of trees...*'⁸⁸ Among other supporters of the concept were the Women's Canadian Club, Imperial Order Daughters of the Empire, Great War Veterans Association, British Empire Service League, Rotary and Kiwanis Clubs, chambers of commerce and the Good Roads Association.

The best known (and best preserved) avenue is the Next-of-Kin Memorial Avenue in Saskatoon. This avenue survives as it forms part of the land now controlled by the local Council and cemetery trust. It has been added to over the years with trees planted for later servicemen and servicewomen and also includes trees planted to commemorate particular units and occupations (such as firemen).

⁸³ Ibid, Ref 45601

⁸⁴ Ibid, Ref 51527

⁸⁵ Fulton, op cit., p.3

⁸⁶ Ibid, pp.3-4

⁸⁷ National Defences and Canadian Forces Directorate of History and Heritage, *National Inventory of Canadian Military Memorials*, #59010-007

⁸⁸ Lanken, D., 'Memory Lanes - Canada's Roads of Remembrance', in *Canadian Geographic*, Nov 1997



Figure 87 - Avenue, Saskatoon, Winnipeg Canada

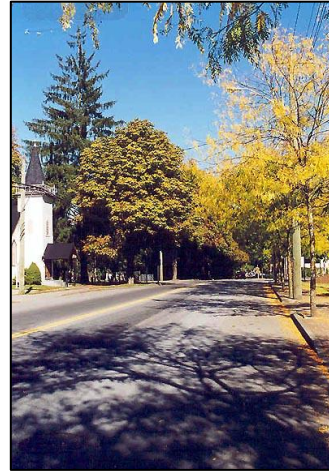


Figure 88 - Glover Road Avenue, Victoria Canada

It seems that in Canada the plantings reflected two images. The first was as a reminder of the avenues of France - the elms of Winnipeg were intended as *'a far-off reminder of the long straight tree-lined roads of France down which young men from (the college) had marched in their rendezvous with death'*.⁸⁹ This sentiment was echoed in Saskatoon and Victoria. Winnipeg's avenue never had individual tree markers but a stone plinth listed the names of the 52 men commemorated.

In 2004 the City of Calgary began the process of revitalising and restoring its Memorial Drive. This was a huge planting with 3,278 poplars originally laid out between 1922 and 1928. As such it approaches that of Ballarat in extent. Many of the trees were donated and small discs were placed in front carrying the year of planting, the donor's name and an ID number. The Tree Planting Committee recorded the full details of soldiers, trees and donors in a register (although this is now lost). *The Landscape of Memory* project to restore and revitalise the avenue began in 2009.⁹⁰

This restoration is a massive challenge with the avenue stretching for 9.5 kilometres through parks with parts being a major thoroughfare. In 2001, the remaining poplars were used to propagate 1,500 new trees as the avenue reached the end of its life cycle and some new species have been introduced. Along the river a 'commemorative node' is being built to serve as a focus for reflection and information about the trees, the men and women commemorated and the war.

Most of the other Canadian Avenues have disappeared or have been so compromised that they remain only in name. Montreal's Road of Remembrance has lost most of its trees and all its plaques; those in Thunder Bay (Ontario) have disappeared due to pressure of commerce and progress while much of the Winnipeg Avenue has succumbed to disease. The Victoria/Saanich Avenue was never completed and the few plaques have all disappeared.⁹¹

As with other countries the actual number of avenues planted in Canada is unknown. One avenue in Orillia, Ontario, planted in 1922, was until recently overlooked. Many believed that the Memorial Avenue was so named as it began at the Memorial Hospital. A project is underway to have signage erected to make people aware that this was a 'highway of heroes'.⁹² Equally there is an example of trees planted for one purpose and later being dedicated for war service such as the Tower Road School Trees in Halifax, Nova Scotia. They were planted by the Principal in 1913 and then dedicated to his memory after he was killed in November 1916.

The planting of trees was not restricted to the 1920s. The Women's Institute of Athens, Ontario had maple trees planted as a 'Road of Remembrance' in 2000 and a Memorial Grove has been recently planted in Wainwright, Denwood, Alberta.

⁸⁹ Fulton, op cit.

⁹⁰ Stantec, (June 2005), *Memorial Drive - The Landscape of Memory Design Development Plan 2005*, www.calgary.ca/CSPS/Parks/Pages/Construction/Memorial-Drive-Landscape-of-Memory.aspx

⁹¹ Fulton, G ibid

⁹² A retired soldier, Mike Mulvihill, researched the Orillia Memorial Avenue

6.3.4 New Zealand

New Zealand also has a number of avenues; however it is difficult to assess just how many there may have been as records are lacking. Commemorative planting appeared during the 19th Century with trees planted for the Royal Wedding (Christchurch 1863) and for Arbor Day.⁹³

The largest war memorial in New Zealand is an avenue - the Otago memorial oaks dedicated by Lord Jellicoe on 11 September 1919. In all over 400 oaks were planted - each dedicated to a soldier from North Otago killed in the Great War. The central oak was dedicated to Donald Forrester Brown VC. Originally a brass plaque with the name of the soldier was placed at each tree. Today only about 200 trees survive.⁹⁴ Those outside the main town area were planted a mile apart; where possible trees were planted near the family home.⁹⁵ The Avenue radiated in a star from the Junction, through Oamaru, to Katiki, Livingstone, Kurow and Waitaki Bridge.

A Memorials oaks Committee was formed in 1991 and has worked to restore the Avenue. In 2008, students from Otago Polytechnic worked on many of the trees removing dead and damaged timber and trimming and shaping trees. The original wooden crosses are now long gone with new white concrete crosses marking surviving trees. Many of the trees now have crosses - some, as originally, commemorating brothers.



Figure 89 - Tree and cross, Otago Memorial oaks



Figure 90 - Second World War Avenue, Gladstone

Another significant planting was at Pukekohe School, 26 trees planted in 1924, to commemorate old boys of the school who had fallen during the Great War. Memorial stones were later placed at the base of each tree and these were restored and rededicated in April 2006. It seems, however, that the trees have now gone with the memorial stones now placed in front of rose bushes.

Many of New Zealand's other avenues were planted to commemorate the dead of the Second World War, including Gladstone, in Wairarapa (36 scarlet oaks planted), North Otago, South Canterbury and the Southburn Memorial Avenue with a boulder and bronze tablet marking this avenue.⁹⁶ The longest of the Second World War avenues is the Memorial Avenue through Burnside in Christchurch, some 4.3 kilometres long which was opened by the Governor General Viscount Cobham on 26 November 1956. A proposal for a 120ft high monument was rejected as too costly and too distracting for motorists and two lesser memorials were approved, one at each end of the avenue.⁹⁷ Yet there is no indication of the dedication of trees to individuals.

⁹³ Morgan, op cit.

⁹⁴ *Otago Daily Times Online News*, 11th June 2008, www.odt.co.nz/regions/north-otago/.../polytech-students-trim-oak-trees

⁹⁵ New Zealand History On-line, <http://www.nzhistory.net.nz/>

⁹⁶ 'Trees in the rural landscape' The Encyclopaedia of New Zealand and New Zealand History On-line, www.nzhistory.net.nz

⁹⁷ <http://christchurchcitylibraries.com/heritage/localhistory/fendalton/memorial.asp>

6.3.5 United States of America

The practice of using tree planting for commemorative purposes in the United States of America pre-dates the Great War and there are plantings relating to the American Civil War.

The American Forestry Association promoted the planting of memorial trees as a fitting tribute to service and sacrifice during the Great War. It was directly responsible for the planting of memorial trees and groves for forest workers and assisted many communities in the planning and planting of similar groves and avenues. Many of these plantings still survive in some form. Also active were the Daughters of the American Revolution, the American Legion and the Grand Army of the Republic as well as the Veterans of Foreign Wars.

The Joyce Kilmer-Slickrock Wilderness in Graham County, North Carolina is the result of one effort to create a living memorial. It began with a request from the Veterans of the Foreign Wars to set aside a stand of trees to serve as a living memorial to Joyce Kilmer, who was killed in action during World War I. Before the war Kilmer was a poet, most remembered for his poetry about common, beautiful things in nature. Kilmer's best known poem is 'Trees' - '*I think that I shall never see, A poem lovely as a tree....*'. This led to the purchase, and dedication in 1936, of the forest that became the Joyce Kilmer Memorial Forest - now part of a larger public reserve in the Appalachian Mountains. His popularity and the poignancy of his death, was also remembered in urban environments - Brooklyn boasts a Sgt Joyce Kilmer Square.

In the early 1920s, while city officials quarrelled over what kind of official monuments should be erected, planting trees to the memories of individual New York City soldiers became popular. In Central Park, Madison Square Park and Harlem's Jefferson Park oak trees were planted, and along Bedford Avenue, Brooklyn 2,300 elm sapling were dedicated. Today memorial trees can still be found beside the Brooklyn Public Library on Grand Army Plaza and along Prospect Park West. Each tree has a small plaque in the cobblestones at its roots with the name of a soldier (most are privates or corporals) and his regiment.⁹⁸



Figure 91 - Name plaque, Grand Army Plaza New York



Figure 92 - Name plaque, Cleveland Ohio

Within Central Park, 14 trees and memorial plaques on stones were placed in memory of 590 officers and men of the 307th Infantry Regiment, 77th Division. In 2007, 10 of the trees remained and 12 of the stones still carried their original plaques. By far the largest planting in New York was the 950 trees and plaques along the Grand Concourse in the Bronx.

Avenues were also planted in Middletown, Ohio and Mercer County, New Jersey.⁹⁹ A significant planting took place in San Francisco with the Grove of Heroes, which was dedicated in Golden Gate Park in 1919 to honour those lost in World War I. Memorial trees were also planted in Washington along 16th St (507 trees along 5 kilometres) and 57 trees in the grounds of Georgetown University.¹⁰⁰

⁹⁸ Trenches on the Web - A Survey of New York City World War Memorials, <http://www.worldwar1.com/sfnycm.htm>

⁹⁹ *New York Times*, 24th October 1920

¹⁰⁰ Robins, M., 'Rooted in Memory', in *American Forests* (Spring 2003)

Other major plans occurred in Grand Rapids, Michigan with 231 elms planted along Remembrance Road in 1923 by the Daughters of the American Revolution.¹⁰¹ In Cleveland, Ohio 850 oak trees were planted along a 14 kilometre boulevard that ran from Lake Erie through neighbouring towns.¹⁰² The first suggestion for this planting dates from July 1918. Known as Liberty Row, the avenue was planted by garden clubs, school children, communities and families. A poem by W R Rose appeared in the *Cleveland Plain Dealer*¹⁰³,

*The little trees that line the way
Sad symbols of a nation's pride,
Are etched against the wintry gray -
Oh let them live for those who died!*

One of the longest surviving avenues is the Des Moines Memorial Drive in Washington State - 1,800 elms planted over 14 kilometres in 1921. Over the years the Memorial Drive trees suffered from changes in the route, road widening and the general process of ageing. The Drive is now being rehabilitated through a partnership of local government, historical societies, garden clubs and a local action group.¹⁰⁴

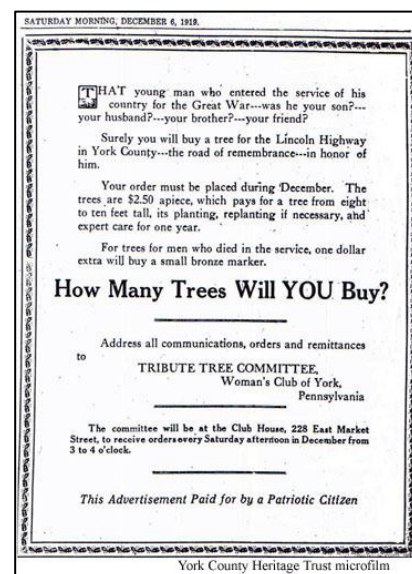
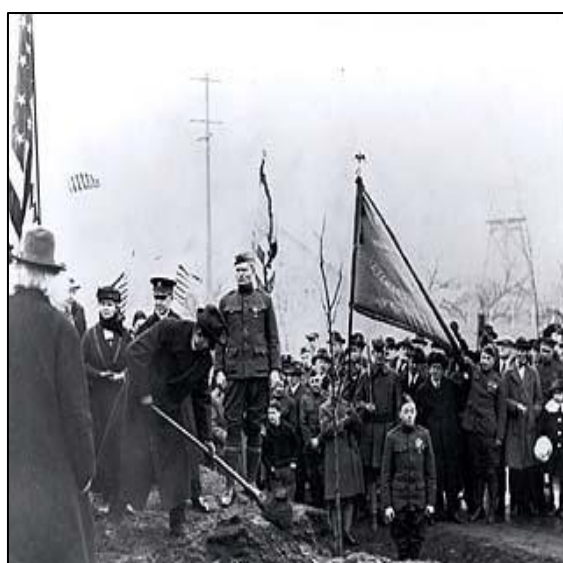


Figure 93 - Des Moines Memorial Drive - name plaque and dedication ceremony, c.1921

Figure 94 - Fund raising advertisement, York County Road of Remembrance

In York County, Pennsylvania, a Road of Remembrance was planted from 1919 to 1922 to honour 1,500 local men (and some women) who served. This planting was along part of the trans-continental Lincoln Highway and stretched for 40 kilometres, with oak, maple, elm and poplar trees spaced 30 metres apart on each side of the road. It was organised by the Tribute Tree Committee of the Woman's Club of York who sought donations from the public and commissioned a local nursery to carry out the work. Trees were numbered and lists published to identify who had been honoured. Two monuments were placed at each end. However, by the 1950s disease and road widening had reduced the memorial to a few hundred trees and today it is not known how many remain.¹⁰⁵

And similar plantings continue today with the American Forestry Association's 'Patriot Trees for America' program and the '1000 Trees' movement encouraging the planting of 'heroes trees' for US service men and women dying as a result of service in Iraq and Afghanistan. The National Tree Trust has its equivalent, the 'Champion Tree Project'.

¹⁰¹ M11 Michigan Highway, [http://en.wikipedia.org/wiki/M-11_\(Michigan_highway\)](http://en.wikipedia.org/wiki/M-11_(Michigan_highway))

¹⁰² Slade, N., (2004), *An Investigation of Sacred Space - The Grove*, (unpublished thesis)

¹⁰³ Cleveland Historical Society <http://clevelandhistorical.org/items/show/473>; Cleveland Heights Historical Society www.chhistory.org

¹⁰⁴ SBA Landscape Architects, (2004), *Des Moines Memorial Drive Corridor Management Plan Vol1*

¹⁰⁵ York County's Road of Remembrance, <http://www.yorkblog.com/universal/2007/10/17/road-of-remembrance-1/>

6.3.6 Italy

Commemorative plantings, often in a Parco della Rimembranza (Park of Remembrance) were popular in Italy. It is not clear when plantings began, but the Secretary of Education, Dario Lupi, strongly promoted them. In a circular to regional superintendents of education in December 1922, he proposed the creation of ‘Avenues and Parks of Remembrance’ in which ‘...for each in who fell in the Great War ... a tree will be planted.’¹⁰⁶ The suggestion was soon adopted and Parks of Remembrance became common, especially in the north of Italy. It is unclear how many were created but there are initiatives to register all war memorials in Italy, some public and some private.

Turin planted an extensive Park of Remembrance in 1925 with 4,787 trees for men who had died. This was part of a botanical garden development for this large industrial city, and not an avenue. Yet the nameplates are still in place and clearly visible.¹⁰⁷ In Matelica, a Park of Remembrance was created in 1923 adjacent to public gardens. In all 170 pine trees were planted, each with an enamelled iron plate bearing the name of a soldier, in symmetrical rows. 65 trees survive. At the centre of the park there is the Victory Lighthouse, an obelisk with a votive lamp that was lit every night.



Figure 95 - Parco della Rimembranza, Turin Italy



Figure 96 - Parco della Rimembranza, Matelica Italy

The planting was not confined to cities. The town of Massignano near Ascoli Piceno¹⁰⁸ planted its Parco della Rimembranza on a hilltop with obvious care and attention. Further north in the small village of Dervio, a standard war memorial exists, with the small piazza flanked by the trees planted for the fallen. Lack of land was no bar to the creation of these memorials with land set aside on St Elena in Venice to accommodate a Parco della Rimembranza.



Figure 97 - Parco della Rimembranza, Massignano Italy



Figure 98 - Jardin de funebres, France

¹⁰⁶ Stones of Memory Project, <http://www.pietredellamemoria.it/pietre/monumenti/faro-della-vittoria-di-matelica/>

¹⁰⁷ Claudio Saurin, <http://saurinphotographer.zenfolio.com/treesandforests/h83C5C60#h181caf65>

¹⁰⁸ <http://ww1photographs.wordpress.com/2012/08/30/parco-delle-remembranze/>

6.3.7 France

Mosse and Winter have also mentioned commemorative planting in France in the wake of the Great War. These plantings are referred to as *jardins de funebres* or *jardins funeraire* (funeral gardens). A photograph from the period of a *jardin de funebres* has been identified but no details for this location were available.¹⁰⁹ It is an area where further research is required. Pictures and references in other literature are scant and it may be that these plantings simply merged into local cemeteries or formed part of them where the garden habit was strong.

In the aftermath of the Great War, French families were given the option of having a body exhumed and transported to their locale. This policy ceased due to the cost burden on families, the random nature of the requests and the fact that so many were missing or unidentified. Around Verdun, vast ossuaries became the prime collection and burial place for soldiers remains.

6.3.8 Assessment of overseas Great War commemorative plantings

It is clear that there are a number of overseas examples of commemorative plantings that are contemporary with the Ballarat Avenue in terms of being planted at the end of the Great War, albeit that most would appear to have been planted during the 1920s. Many are avenues, with trees dedicated to individual soldiers, dispelling the notion that such memorials were unique to Australia. It can also be said that none of the overseas avenues identified were directly associated with an arch commemorating the Great War.

The Ballarat Avenue of Honour is almost certainly the longest remaining commemorative Great War avenue in the world, the closest being Memorial Drive in Calgary, Canada originally with 3,278 trees over 9.5 kilometres, but much reduced over time. The Road of Remembrance in York County, Pennsylvania USA was originally 40 kilometres in length, planted to honour 1,500 men, but it has been significantly diminished and it is not known how many trees remain. Yet it does have parallels with the Ballarat Avenue of Honour: it was conceived by the local Woman's Club at much the same time as the Lucas Girls undertook their work in Ballarat; lists were meticulously produced and published with trees numbered; community fundraising was a major element in supporting the project; and, the local nursery played an important role in providing the trees and maintaining it in early years.

6.4 Commemorative plantings in Australia

The practice of planting trees in urban and town settings, in parks and as entryways to towns was established in Australia from the mid to late 1800s and as part of Arbor Day celebrations from the late 1880s. This reflected the broad cultural impulse to naturalise and civilise and was promoted by councils and tourist associations. The practice grew in Australia before the Great War, though it was to be overwhelmed by the number of avenues and commemorative trees planted in relation to that conflict. In many ways, for a young nation like Australia, such living memorials came to symbolise the aspirations of towns and communities and provided an opportunity for them to show they were an important part of the nation.

When searching for avenues and other commemorative plantings the variation in nomenclature and the structure of databases create serious difficulty. For example, the title 'Memorial Avenue' may simply refer to a street leading to a memorial and along which there may or may not be trees. In other cases an avenue may have been replaced with a memorial sculpture or monument as trees died or were removed; or a planting has simply been forgotten. Thus there may be many avenues that may have passed from memory and are not properly recorded.

Online official registers now exist for New South Wales (Register of War Memorials), Queensland (War Memorial Register), Western Australia (War Memorials Register) Victoria (Victorian War Heritage Inventory) and so forth. In addition there are many unofficial registers maintained by veterans and enthusiasts such as Tributes of Honour (South Australia).

¹⁰⁹ CRDP Academie de Strasbourg, <http://www.crdp-strasbourg.fr/data/patrimoine-culturel/jardin01/lexique/index.php?parent=18&letter=J>

6.4.1 Early examples

The earliest examples of trees planted in relation to soldiers and conflict date from the Boer War. At Huonville, Tasmania a stand of four trees was planted alongside the Huon River to commemorate the lifting of the siege of Ladysmith.¹¹⁰ These trees did not apparently honour individuals. The stumps have since been carved rather than have the trees totally removed once they reached the end of their life.

More imposing is the Transvaal Avenue in Maitland New South Wales with 107 trees planted on 31st August 1900. Each tree was named to commemorate a general or a battle of the Boer War. Of these, 15 original trees survive in a current avenue of 60 trees (it was extended for the Great War).¹¹¹ Other Boer War avenues were also planted at Horsham (1902) and Apsley (1902) in Victoria.¹¹² Such is the nature of research in this field that no single source mentions all of these examples.



Figure 99 - Ladysmith Park, Huonville Tasmania



Figure 100 - Transvaal Avenue, Maitland New South Wales c.1920s

6.4.2 Ballarat civic plantings

Before the Great War, the process of establishing public park, gardens and avenues was well established. This was in line with an Australia-wide trend that saw parks flourish in all capitals and major cities. In Ballarat, there had also been major street planting. The habit of commemoration was also strong. Formal tree plantings had begun in Sturt St as early as 1858.¹¹³ By 1914 this area had become the site for many memorials from the Eight Day Memorial (1880), a Boer War Memorial (1906), a statue of Queen Victoria (1900) and in neat contrast, a statue of Peter Lalor (1892) honouring the rebel of Eureka.

The single largest example in Ballarat of the desire to create parks and civilise townscapes was the creation of Victoria Park in 1888. Here significantly avenues of cedar, poplar, elm and oak were planted on Arbor days commencing in 1890. It is evident that by 1914, the habit of memorialising and of planting was well entrenched in Ballarat.¹¹⁴

¹¹⁰ Howard, A., (2006), *The Avenues Kit: Complete Guide to restoring Memorial Avenues and Avenues of Honour in Your Community*, p.47

¹¹¹ <http://www.maitland.nsw.gov.au> ; Register of War Memorials in NSW

¹¹² Dargavel, op cit; Haddow, op cit.

¹¹³ McDougall and Vines, op cit., pp. 4-5

¹¹⁴ City of Ballarat, (2013), *Victoria Park Community Visioning Project*

6.4.3 Great War avenues

The Great War Avenues are even more common than once thought. Every survey that is conducted reflects much about the accessibility of information, the methodology and discipline of the researchers, the self-reporting nature of many surveys (even the official State Registers) and the size of the task itself. This reveals something of the nature of commemorative plantings in Australia: by their very nature, they become part of the landscape and without special marking they become common and subject to the fate of the common – neglect and ignored.

Thus according to Haddow, Tasmania had 12 avenues and South Australia 1. Her conclusion was understandable and her dependence on the National Survey of War Memorials conducted in the 1920s inevitable. She notes that “it could be used only as a general guide”¹¹⁵; more recent examination would suggest it is totally unreliable. The National Survey consisted of a simple form (Record of Memorials) sent out to municipalities around Australia in an attempt to log the war memorials created during and immediately after the Great War. This was a self-reporting survey so many towns with monuments did not respond, many with both a monument and a commemorative planting only recorded one, some reported on Honour boards without mentioning other memorials.¹¹⁶ The incomplete count for Tasmania is actually at least 57 avenues.¹¹⁷

The latest attempt to put a figure on it was the TreeNet Avenues of Honour project. This was ambitious to say the least, seeking to innumerate the Australian total, and is relatively comprehensive.¹¹⁸ However, despite significant effort, some plantings were not identified including Stirling in South Australia, believed by some to be the first avenue when it was planted in September 1915. The following table provides an indicative breakdown on the number of avenues found across Australia.

Table 1 - Commemorative Avenues in Australia

State or Territory	Boer War	Great War	Second World War	Total*
ACT		1	1	2
New South Wales	2	47	18	67
Queensland		35	17	52
South Australia		14	12	26
Tasmania	1	57	11	69
Victoria	2	218	78	298
Western Australia		6	6	12
TOTALS	5	378	143	526

* The totals include some plantings for other conflicts or multiple use plantings

It is clear from this that commemorative planting was an important part of memorialisation and remembrance across Australia for both world wars. The recent planting at Lake Tinaroo, Queensland for fallen in Afghanistan is one example of the continuing tradition of creating living memorials.¹¹⁹

¹¹⁵ Haddow, J., (1987), *Avenues of Honour in Victoria*, (unpublished Master’s thesis), University of Melbourne, p.46

¹¹⁶ Howard A., personal examination of AWM N/C278 & 279 Clippings

¹¹⁷ Howard, op cit., p.3

¹¹⁸ Cockerell, S., (2004), ‘2004 Treenet Avenues of Honour Survey, paper presented at Treenet Symposium 2004

¹¹⁹ <http://www.abc.net.au/news/2013-06-22/avenue-of-honour-remembers-fallen-diggers/4773592>

Commemorative plantings also take a multitude of forms with much depending on local topography, road networks, the total number being planted, and so on. Much depended on the involvement of key local figures and the availability of land. Tourist and progress associations and local councils were important in this decision-making. The following provides an outline of the various types used:

- **Planting pattern:** Single row, double row, multiple rows, grove, single tree
- **Place:** Street, park, special reserve, botanical garden
- **Interpretation:** Avenue name, list of names, individual tree plaques, associated monuments
- **Landscape:** Highway, main street, town entrance, multiple streets.

6.4.4 Australian Capital Territory

The ACT has many national memorials but there is one commemorative planting that predates the foundation of Canberra as the national capital. This is the planting at Hall. Each tree is marked and the planting consists of a number of species. The planting consists of a single row of 16 trees along a main street.

6.4.5 New South Wales

The plantings in NSW vary in placement and include street trees, parks, school grounds and a churchyard. Most consist of less than 100 trees planted in a single row. Gundagai features a planting in the shape of a cross. Typifying the problems in listing memorials this planting is mentioned in Cockerell but does not appear on the Register of War Memorials in New South Wales.

One of the longest and better known is the Cowra Soldiers Memorial Avenue, apparently established on Arbour Day 1917, organised by the Women's Club. The NSW Register notes it commemorates '465 men who served', is intact and flanks Lachlan Valley Way. It is a mix of peppercorn, silky oak and sugar gum. No individual plaques remain.¹²⁰

Another significant, but lesser known, planting is Laurieton's avenue planted in August 1916, one of the earliest Great War avenues in New South Wales. It originally consisted of 157 trees planted in the main street but is now severely reduced to a mere 38. This inspired many other plantings including those at Sassafras in Victoria and descriptions were circulated via a Ladies' Letter appearing in three regional papers.¹²¹ A larger post war planting at Orange once consisting of about 300 trees has now been reduced to 26.¹²²



Figure 101 - Soldiers Memorial Avenue, Cowra



Figure 102 - Tree planting, Laurieton c.1916

¹²⁰ <http://www.msk.id.au/memorials2/pages/20173.htm> ;
<https://www.warmemorialsregister.nsw.gov.au/content/cowra-soldiers-memorial-avenue>

¹²¹ *Northcote Leader*, 9th September 1916, p.6; *West Gippsland Gazette*, 12th September 1916, p.3; *Camperdown Chronicle*, 14th September 1916, p.6.

¹²² Cockerell, S., (2007), (unpublished thesis), in <http://www.bacchusmarsh.avenueofhonour.org.au/otherAvenues.php>

6.4.6 Queensland

Cockerell's survey revealed 52 commemorative plantings in Queensland with the most common form being a double row of trees. The largest planting is in Rockhampton with 143 trees. The first plantings were at Eumundi in October 1917.¹²³ Today only twenty trees can be found along Memorial Drive with each tree still surrounded by a tree guard and each with a plaque.

Determining exact numbers for Queensland highlights the problems with numbers; while Cockerell estimates 52 avenues, the Queensland War Memorial Register lists 37 in the category of Avenue/Tree/Garden.¹²⁴ The difference may be that Cockerell includes destroyed avenues, and those now lacking signage while the Register lists the most obvious visible and remaining examples.

The Roma Heroes' Avenue is worthy of mention not only for its name but also its layout. It is spread around the streets and winds its way through Roma. This makes it somewhat different to many plantings. It is also unusual in the choice of species, being comprised of 93 bottle trees. Toowong is also worthy of mention. It became Anzac Park and over 3000 trees were planted. It was very unlucky however with many trees dying and nameplates disappearing. In the Second World War, the site was used by the Army. When originally planted it possessed some of the most unusual nameplates: in the shape of Australia.



Figure 103 - Heroes Avenue, Roma



Figure 104 - Name plate, Toowong



Figure 105 - Avenue along Memorial Drive, Eumundi

6.4.7 South Australia

South Australia boasts a number of commemorative plantings in the form of avenues, some recognised by the National Trust. The size varies with the largest having over 200 trees and the smallest only a few. Most have been planted in double rows. Cockerell lists Virginia as the first avenue in South Australia with planting commencing in 1916 - 17 trees were planted and all have survived.

However, as mentioned previously, there is also an avenue at Stirling dating from September 1915 (that possibly inspired the Ballarat Avenue of Honour), which was overlooked by Cockerell, but identified by other sources, albeit incorrectly dating it from 1916.¹²⁵ The Stirling planting consisted of 43 oak and 18 birch trees and was planted along two roads meeting at a junction - the Mount Barker Road and Avenue Road. This place was chosen as there was an existing memorial to a soldier killed in the Boer War.¹²⁶ A bandstand was erected nearby in 1924 as another memorial to local soldiers who had served in the Great War.

¹²³ *ibid* pp22-23; http://monumentaustalia.org.au/australian_monument/display/91401

¹²⁴ Queensland War Memorial Register <http://www.qldwarmemorials.com.au>

¹²⁵ Cockerell, (2007), *op cit.*, p.38; Read, S., (May 2012), *Honour and Memorial Avenues / Roadside Plantings; Lone Pines / Arbor Day Plantings - Australia-wide*, Australian Garden History Society

¹²⁶ *The Register*, 10th September 1915, p.10



Figure 106 - Honour Avenue, Stirling



Figure 107 - Soldiers Memorial Avenues, Alexandra Avenue and Prescott Terrace, Burnside Adelaide

A large avenue planting along Alexandra Avenue and Prescott Terrace in Rose Park, Burnside (Adelaide) was driven by a local, Fred Johns, supported by the Government Town Planner, Charles Reade, who was a keen advocate of civic plantings.¹²⁷ The Soldiers Memorial Avenues, as they were known, consisted of 278 trees each with a numbered brass plaque. Many plaques disappeared and were replaced with steel and later plastics replacements. A bronze statue by the sculptor Charles Web Gilbert, a former official war artist with the AIF, was unveiled at the junction of the two streets in 1924. A number of stone blocks were placed at intervals listing the names of soldiers and their relevant tree number.

6.4.8 Tasmania

In Tasmania a total of 69 avenues, either actual reported or remnant, have been identified.¹²⁸ In most instances in Tasmania, the term Soldiers Avenue was used. In Glenora the double row of horse chestnuts was referred to as the Soldiers' Colonnade.

The Soldiers Memorial Avenue in Hobart was proposed by the Returned Servicemen's Association in 1917 and planted in June and July 1918 and dedicated in August 1918. It is unusual in that the avenue runs through semi bushland in a reserve close to the city centre. In all some 520 trees were planted over two planting days, on 3rd August 1918 and 15th February 1919, with a further 26 planted in 1925, making this the longest avenue in Tasmania. The trees run in four rows for 1.8 kilometres along the eastern flank of the Domain. The avenue fell into disrepair, nameplates were removed and a tip was constructed over the northern section in the 1960s, which saw the loss of some 80 trees. The avenue is now being restored with the final new trees and plaques to be dedicated in November 2013.

An example of a small planting is that in Cornwall, a small coal mining town, where 28 trees were planted in a single row around two sides of a special reserve created in 1918. The trees were removed in 1992 after a council amalgamation and all have now been replaced due to the work of a local community group.

The Great War avenues in the north of the state have mostly disappeared due to suburban expansion, road construction and general development. Thus Burnie (150 trees) as well as the southern Launceston plantings along the old Hobart Road (approximately 200 trees) have now disappeared. An unusual planting pattern can be found in the old Glamorgan municipality based around Swansea where trees were planted at Council expense on properties occupied by bereaved families.

¹²⁷ Jones, D. (Xanthorrhoea Consulting), (2010), *Alexandra Avenue and Prescott Terrace, Rose Park, Cultural Landscape Study*, pp.29-31

¹²⁸ Howard A., *The Avenues Kit*, op cit., p.5

6.4.9 Western Australia

The combination of avenue and park or reserve is seemingly more common in Western Australia than other states. The double row of trees is also the standard layout. From Cockerell, it seems that Western Australia planted very few of its avenues in the period during and just after the Great War in contrast to the eastern states. 30% of their avenues have been planted since 1990.¹²⁹

The longest and best-known avenue in Western Australia is in Kings Park Perth and is as well-known as Ballarat. This avenue is unusual in a number of respects: it runs through, and is maintained as part of, a botanical garden; individual dedications can be added by request; and the avenue honours the dead of all conflicts. The first plantings took place in 1918 at the suggestion of Park Board Member, Arthur Lovekin. Dedications occurred on 3rd August 1919. In all over 800 trees were planted, though many had to be replaced in the mid-1920s due to disease.¹³⁰ The Avenue now contains over 1,500 trees with additions for some World War II and Korean War service personnel, and some 'group' trees.

What is interesting is the size of many of the surviving plantings; Albany contains some 180 trees, Bayswater 238, Carnarvon (*HMAS Sydney Drive*) 645 and Rockingham (the main group has 180 trees plus three other groups totalling 284). With the exception of Albany all these plantings date from the 1990s or later.



Figure 108 - Honour Avenue, Kings Park Perth

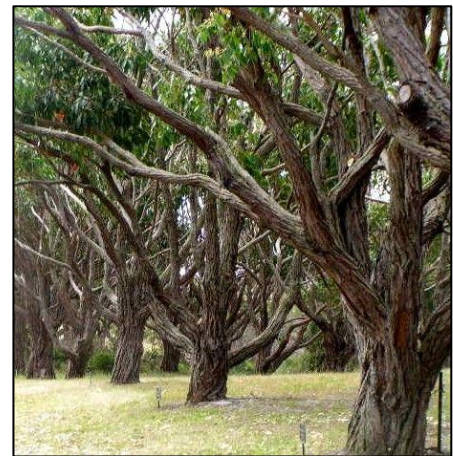


Figure 109 - Honour Avenue, Albany

6.4.10 Victoria

It is clear that Victoria was the centre of Australian commemorative avenues planting accounting for well over half of all the Great War plantings. In all 298 avenues have been identified in Victoria; they are mostly planted in double rows and vary from 10 trees to the 3,771 trees planted at Ballarat. The bulk of the avenues were planted for the Great War (70%).¹³¹ The longest and most well-known of these is the Ballarat Avenue, followed by the Bacchus Marsh Avenue of Honour.

The earliest Victorian planting may well have been in Eurack where 26 trees were planted in May 1916. This is a single row of trees with concrete crosses and has survived intact.

As in many other States, it is sometimes difficult to work out why some plantings remain and others have disappeared. Obviously road works and general development have severely affected some avenues located on main thoroughfares or at the margins of expanding towns. However, the Daylesford Avenue, once boasting 218 trees, is unmarked and largely lost; while the avenue in Kingston of 286 trees is still marked, but with only a few individual name plaques surviving. Digby's planting was restored along with the plaques in 1991. Drummond's trees were all replaced in the 1930s and the Avenue is now clearly marked.

¹²⁹ Cockerell pp141-143.

¹³⁰ http://www.bgpa.wa.gov.au/kingspark/honour_avenue.html?Menu=kingspark&Sub=history

¹³¹ Monuments Australia; Cockerell, p.72; http://vhd.heritage.vic.gov.au/#detail_places;125409

There are seven Avenues of Honour within the City of Casey, east of Melbourne, all planted in 1918-1919. These are located at: High Street from Beaconsfield to Berwick; South Gippsland Highway, Cranbourne; Memorial Drive, Narre Warren North; Harkaway Road, Harkaway; Church Street, Berwick; South Gippsland Highway, Tooradin; and, Wilson Street and Scanlan Street in Berwick. All these avenues are in good condition and clearly visible in the streetscape, although they do not have individual name plaques.



Figure 110 - Avenue of Honour, Eurack



Figure 111 - Avenue of Honour, Narre Warren

6.4.11 Assessment of Great War commemorative plantings in Australia

All states have examples of commemorative avenues, with Victoria having by far the greatest number. It is clear that the Avenue of Honour in Ballarat is the longest commemorative planting in Australia from the Great War and one of the earliest. It certainly was at the centre of the Victorian plantings, both literally and as an exemplar, although it was not the first in Australia as is often stated in tourist and reference documents.

As has been noted the nomenclature and/or the physical placement for commemorative avenues can be confusing, often leading to the loss of a place's significance. It has also been shown that some avenues are dedicated only for those who die, as with most avenues in Tasmania; while the vast majority in Victoria are dedicated for service based on enlistment. Thus one needs to be careful when comparing the origins and size of commemorative avenues across Australia. Perhaps the critical issue is that many avenues do exhibit a direct connection between the dedication of trees for specific individuals, enhanced by name plaques. For local communities that connection provides the fundamental point of social significance.

The vast majority of avenues in Australia are not associated with an arch commemorating the Great War, thus making the relationship between the Ballarat Avenue of Honour and the Arch of Victory a rare and highly significant combination.

7 Comparative Analysis - Commemorative Arches

This section provides an analysis of commemorative arches constructed elsewhere in Australia and around the world to place the Ballarat Arch of Victory in context and to assess what may have been its contemporary influences.

7.1 The origin of victory arches

As has been noted in the Ballarat Arch of Victory CMP (Bryce Raworth, 2008), the construction of arches to commemorate victory in war appear to have their origins in the Roman Republic during the 2nd Century BC. With the Roman Empire, arches became grander and more elaborate leading to the Arch of Titus (82 AD), the Arch of Septimus Severus (203 AD) and the Arch of Constantine (315 AD) all located in Rome. Arches were also constructed across the Roman Empire with a large example at Orange in France, constructed by the Emperor Augustus.

Through the Renaissance period and later, there was a revival of the arch as a form of monument, not only commemorating victories but also important individuals and other events, one example being the Porte du Peyrou in Montpellier, France (1693) built by King Louis XIV. Another example of the period was the Red Gates (1709) which was constructed in Moscow to commemorate victory over Sweden at the Battle of Poltava. This arch was demolished and rebuilt a number of times before finally demolished in 1927.

The Arc de Triomphe in Paris is one of the most widely recognised victory arches. It was commissioned by Napoleon in 1806 after his victory at the Battle of Austerlitz, but not completed until 1836. A victory arch was built in Moscow to commemorate Russia's victory over Napoleon in 1829-1834; this was dismantled in 1936, but was rebuilt in a new location in 1966. Napoleon's nemesis, the Duke of Wellington was remembered in another arch constructed in London to commemorate British victories in the Napoleonic Wars. This is the Wellington Arch constructed in 1826-1830, near Hyde Park. Marble Arch was also constructed in this period.

Through the 19th Century other victory arches were constructed, including the Siegestor, 'Victory Gate' in Munich (1852) dedicated to the Bavarian Army. It was badly damaged in the Second World War, but restored as a monument to peace. The Dewey Arch in New York, USA (1899) commemorated Admiral Dewey's victory at the Battle of Manila Bay in 1898. However, as it was only built as a temporary structure it was demolished in 1901. Around the USA there are a number of other permanent arches built in a grand style, such as the Soldiers' and Sailors' Memorial Arch in Prospect Park, Brooklyn New York (built 1892) commemorating Union forces in the Civil War, and the National Memorial Arch (1910), dedicated to soldiers of the American Revolution.



Figure 112 - Siegestor 'Victory Gate', Munich

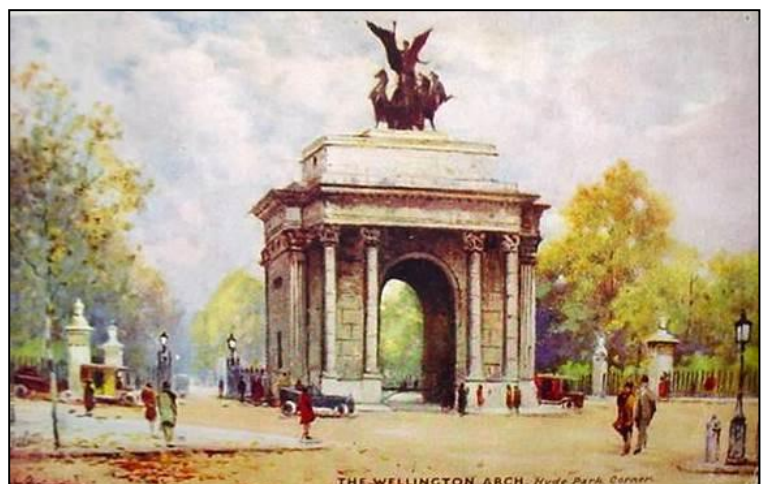


Figure 113 - Wellington Arch, London, postcard c.1910

7.2 Commemorative arches for the Great War

While victory arches have their classical origins it is necessary to look at the creation of commemorative arches as a response to the end of the Great War to provide a more direct comparison with the Ballarat Arch of Victory. This is important as the Ballarat Arch has a direct connection with the Avenue of Honour, clearly shown by the prominent words high on its façade and as described on the granite tablet on the southern pier *'This Arch of Victory was erected ... in honour of the sailors, soldiers and nurses of Ballarat who took part in the Great War.'* Yet the Arch also has the word *'Victory'* emblazoned on it. Thus it brings together two notions - that of a monument recognising the wartime service of local people but also commemorating a great victory.

The scale of the Great War, in terms of the number of countries involved, the industrial nature of the conflict and the extremely high casualty rates, translated into a plethora of war memorials constructed around the world. Many of these war memorials were focussed on distinct communities remembering their war dead and those who served. Often these would be small monuments listing the names of local men who had fought, personalising the reality of what the Great War meant for these communities. However, for the victorious Allies, there was also a desire to construct larger symbols of the victory they had achieved as well as recognising, at a national level, the huge losses that had been incurred by their populations.

7.2.1 Britain

In Britain the grand arches that were built are more associated with commemoration of war dead rather than victory. The London and South Western Railway Arch at Waterloo Station commemorates railway employees who were killed in the Great War, and later for those killed in the Second World War.

In Nottingham, the City War Memorial is a large triple arch 14 metres high and 17 metres wide built in 1923-1927 adjacent to the Memorial Gardens. The Foundation Stone was laid by the Prince of Wales in August 1923. It has flanking colonnades some 26 metres long on each side.

The Arch of Remembrance in Victoria Park, Leicester is a large single arch (20 metres high and 13 metres wide) dating from 1925 designed by Sir Edward Lutyens, who also designed the Cenotaph in Whitehall, London and many of the cemeteries on the Western Front. Interestingly Lutyens' original design for the Leicester memorial involved the planting of lime trees laid out as a 'tree cathedral'; that is, the trees were to be planted in the plan of a cathedral church with a nave, aisles and transepts. A cenotaph was to be at the western end with a circle wall in the centre of the 'tree cathedral' having the names of all those who died, with a Great War Stone in the middle. However, this idea was later changed to the arch we see today, possibly because the concept of a 'tree cathedral' was not thought to be impressive enough for a memorial.¹³²



Figure 114 - Nottingham City War Memorial



Figure 115 - Arch of Remembrance, Leicester

¹³² Skelton, T. & Gliddon, G., (2008), Lutyens and the Great War, p.66-69

There are a number of other memorial arches around Britain, but these are often more modest in scale and often used as gateways to cemeteries or memorial gardens. One example, the Castle Park memorial gateway in Penrith, was unveiled by Field Marshal Douglas Haig, 1st Earl Haig of Bemersyde in 1923. Two larger examples associated with schools are the Clifton College Memorial Arch in Bristol, and the Old Radleians and Servants Memorial Gateway at Radley College in Abingdon, Oxfordshire.

7.2.2 France and Belgium

In France, the Arc de Triomphe in Paris was the obvious location for major memorial events as well as victory marches after the Great War. However, in the Somme region of northern France, the British Government made its own grand statement when it constructed the Lutyens designed Thiepval Memorial to the Missing of the Somme from 1928 to 1932. This was to become ‘... *perhaps the ultimate British war memorial.*’¹³³ At 46 metres high it dominates the surrounding landscape. It has a large classical round arch in the centre with smaller arches in the piers. Built of Portland stone and red bricks, it has the names of 73,357 British and South African soldiers who died during the Battle of the Somme and have no known grave carved into 56 stone wall panels.

Another memorial to the thousands of the ‘Missing’ of the Great War was the Menin Gate in Ypres, Belgium. This was designed by Sir Reginald Blomfield in the form of a new gateway into the town with a vaulted arch to contain some 57,000 soldier’s names. It was opened in 1927 and has become one of the best known of the Great War memorials with the playing of the Last Post there every night.



Figure 116 (above left) - Victory march, Arc de Triomphe, 1919

Figure 117 (above) - Memorial to the Missing of the Somme,
Thiepval, France

Figure 118 (left) - Menin Gate, Ypres, Belgium

¹³³ Stamp, G., (2007), The Memorial to the Missing of the Somme, p.3

7.2.3 United States of America

In the United States of America, a number of arches were constructed at the end of the Great War. Perhaps because the number of American casualties was proportionally much less than for European countries, the notion of a 'victory arch' was more popular, particularly for welcoming home the troops.

A Victory Arch was constructed in Madison Square, New York in 1918 (at the location of the demolished Dewey Arch) to honour those from New York who had died. This was the site of a major victory parade in March 1919 for the 27th Division. However, like the Dewey Arch and despite it costing \$80,000, the Victory Arch was only a temporary structure and it had been demolished by 1920.

Other towns and communities across America also erected temporary arches. Oshkosh built a victory arch made of plywood as the focus for its celebrations in 1919. In Elmira, New York an arch was constructed over Main Street in 1919, with only 5 days' notice of the soldiers' return from the war. In Asheville, North Carolina a Peace Arch was used for parades in 1919. All were eventually demolished.



Figure 119 - Peace Arch, Asheville, North Carolina, 1919



Figure 120 - Victory Arch, Elmira New York, postcard c. 1921

At Newport News, Virginia, a Victory Arch was built in April 1919, primarily because the town had served as the port of embarkation for American forces in the Great War. It was originally designed only as a temporary structure, with a stucco exterior covering a brick and timber frame, but survived for over 40 years. Eventually funds were raised to see it rebuilt as a stone arch in 1962.



Figure 121 - Victory Arch, Newport News, Virginia, 1919

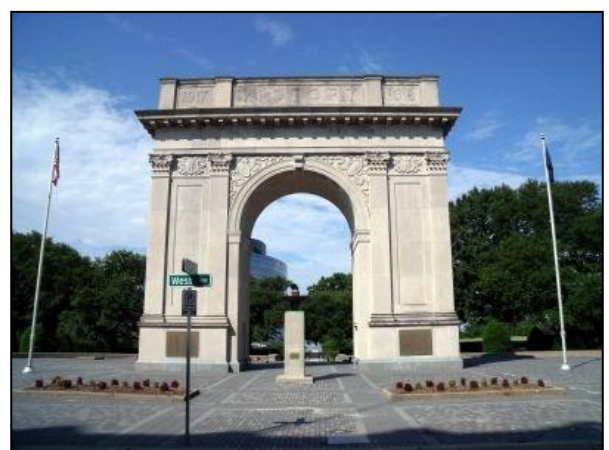


Figure 122 - Victory Arch, Newport News, present day

In Dixon, Illinois a temporary timber arch was erected for a soldiers' homecoming parade in June 1919. A permanent War Memorial Arch replaced the original soon afterwards with the words, "*A grateful people pause in their welcome to the victorious living to pay silent tribute to the illustrious dead*" on one side of the arch and, "*Dixon honors and welcomes all who have served,*" on the other. This arch was replaced in 1949, in 1966 due to roadworks and again in 1985.

Arches specifically designed as permanent memorials include the Jefferson Memorial Arch in Gretna, Louisiana built in 1923. The Memorial Arch in Rosedale, Kansas was built in 1924 as a scaled down version of the Arc de Triomphe at 10 metres high and 8 metres wide with limestone facing over brick. It cost \$12,179. Another smaller copy of the Paris arch was the Memorial Arch in Huntington, West Virginia at 12 metres high and 10 metres wide built of limestone and granite.



Figure 123 - Rosedale Memorial Arch



Figure 124 - Jefferson Memorial Arch



Figure 125 - Memorial Arch, Royal Military College, Ontario, Canada

7.2.4 Canada

The Canadian National War Memorial in Ottawa incorporates an arch in its design, although it is technically a cenotaph with a number of bronze sculptures. The Memorial Arch at the Royal Military College in Ontario was unveiled in 1924. It is 14 metres high and 13 metres wide, constructed of granite and limestone. The arch was the gateway into the College until 1979 when a new road was constructed. The memorial includes an inscription bearing the moving lines from Rupert Brooke's poem, 'The Soldier' where he points to the sacrifice so many made,

*"Blow out you bugles over the rich Dead!
There's none of these so lowly or poor of old,
But, dying, has made us rarer gifts than gold."*

7.2.5 New Zealand

There are a number of Great War arches in New Zealand. The Methven War Memorial Arch in Canterbury was constructed in 1930, and sits at the entrance to the local primary school. One of the largest is the Memorial Arch at Hawera, Taranaki which was opened in 1924. It is very similar in style and design to the Ballarat Arch of Victory, especially the paired columns on each pier, albeit on a smaller scale with a height of 8.5 metres. The idea for an arch had been canvassed back in 1919 and after voluntary contributions had raised the funds, tenders were called in June 1920. The cost was £2,542.

The Bridge of Remembrance over the Avon River in Christchurch has an archway at the eastern end. It symbolised New Zealand's passage to war as soldiers marched from King Edward Barracks across the bridge to the railway station and off to war. The bridge was constructed at a cost of £16,000 with the foundation stone laid by Admiral of the Fleet Viscount Jellicoe on Anzac Day 1923. It was opened in 1924 and changed to a pedestrian bridge in 1976.

At Hokianga, an Arch of Remembrance was dedicated at the entrance to the Kohukohu wharf in 1927. After it was damaged by trucks it was moved to a sports ground in the 1950s and modified and finally relocated back to near its original site. Other smaller arches were placed at the entrance to parks, including the Wakefield War Memorial Arch, the Queenstown Fallen Soldiers Memorial, opened in 1922 and the Onehunga Arch of Remembrance which was built of rough stone at the entrance to Jellicoe Park and opened in October 1929.



Figure 126 - Methven Memorial Arch, Canterbury



Figure 127 - Hawera Memorial Arch, Taranaki

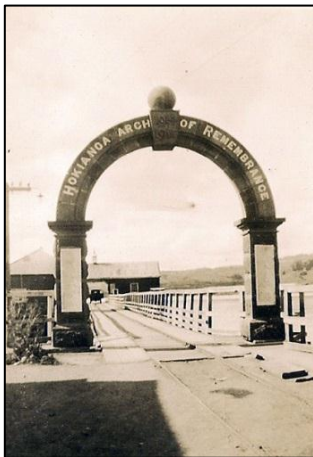


Figure 128 - Hokianga Arch of Remembrance, c. 1930



Figure 129 - Hokianga Arch of Remembrance, Kohukohu

7.2.6 *Assessment of overseas commemorative arches*

It is clear that there are a number of examples of commemorative arches that are contemporary with the Ballarat Arch of Victory being built at the end of the Great War. However, apart from some arches (mostly of a temporary nature) constructed as part of welcome celebrations in American cities and towns, the vast majority of arches were built during the mid-1920s and into the 1930s.

Thus the Ballarat Arch of Victory pre-dates most of the overseas Great War commemorative arches. This is significant as it means one of the world's first grand commemorative arches to the Great War, both as a memorial to the men and women who served and also as a statement of the Allied victory, was constructed in an Australian country town. Also, it can be said that none of the overseas arches identified were directly associated with an avenue that was planted in remembrance of war service and/or war dead. However, a number of arches were constructed as an entrance way into memorial gardens or cemeteries.

Stylistically it is hard to determine if any overseas arches influenced the design of the Ballarat Arch. It is not of a true classical design reminiscent of Roman or Napoleonic arches. Its wide archway is a practical way of spanning a roadway, as shown with some arches in the USA. Yet its cupolas do not fit with other contemporary designs and could well be unique in a Great War arch design. It is possible that the Ballarat Arch did, itself, influence other arch designs, for example the Hawera Memorial Arch in New Zealand. This is difficult to prove, although the timing of the latter's design and construction would fit.

7.3 Commemorative arches in Australia

There is a history of temporary arches being used in various Australian cities as part of major celebrations such as the arrival of royalty or celebrating significant events and anniversaries. Most capital cities can provide examples of arches being erected during the mid-late 19th Century and early 20th Century. Quite often these arches would feature masses of flowers or vegetation.

One typical example is the arch constructed at the Government House gates in Sydney in January 1901 to welcome Australia's first Governor-General, Lord Hopetoun. At night the gates and arch were illuminated by coloured electric lights. Another arch built for the Federation celebrations in 1901 was the Citizens' Committee Federation Commonwealth Arch located at the intersection of Park and Elizabeth Streets in Sydney. This was the largest and most expensive arch in the celebrations, costing £1,200. The entire structure appeared to be made from marble but was in fact constructed using 'bagesse' plaster, a new patented process at the time.



Figure 130 - Welcome Arch, Government House Sydney, 1901



Figure 131 - Federation Commonwealth Arch, Sydney 1901

During and after the Great War, a number of arches were dedicated as memorials to those who served and died. A great many were small arches or gateways into memorial gardens or parks. Others were larger arches along main roads (as with Ballarat). And some were freestanding memorials incorporating arches often associated with civic buildings or spaces. The following provides a broad overview of the variety of memorial arches constructed around Australia for the Great War.

7.3.1 New South Wales

In Bungendore, a small memorial arch of grey granite blocks was constructed in c.1922. The arch stands near an oval and was intended for eventual use as an entrance gate. The Burwood War Memorial Arch in Burwood Park was unveiled on Anzac Day 1923. It is a sandstone arch of classical design listing the names of 937 local men and four nurses who served.

The Bega Soldiers' Memorial was opened in May 1924, built of concrete and erected at a cost of £2,000. It has been suggested it was built as a replica of the Menin Gate; however its design only has a limited resemblance. The Kiama War Memorial Arch also has a classical design and is set in gardens. It was unveiled on Anzac Day 1925.

The Victory Memorial Gardens located in Wagga Wagga were designed by Thomas Kerr, chief landscape gardener of the Royal Botanic Gardens in Sydney. However, before work started, a plan was approved in 1925 to construct a monumental archway entrance. The Victory Memorial Gardens Arch was officially opened on Anzac Day 1927 at a cost of £1,700.

The Blackheath Memorial Arch stands at the entrance to Memorial Park in the Blue Mountains. The foundation stone was laid by the former Prime Minister Billy Hughes in 1928 and unveiled in May 1929 by the NSW Governor. In a different vein to other more classical arches, this arch was designed in an elegant art deco style built from fine granite with trachyte panels.



Figure 132 - Victory Memorial Gardens Arch, Wagga Wagga



Figure 133 - Burwood War Memorial

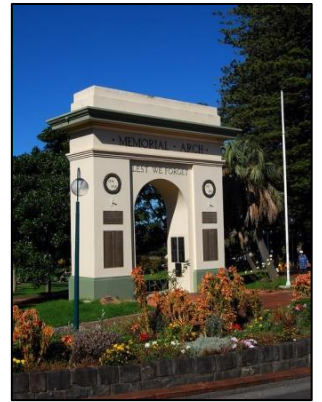


Figure 134 - Kiama War Memorial Arch



Figure 135 - Opening of Bega Soldiers' Memorial, 1924



Figure 136 - Blackheath Memorial Arch



Figure 137 - Wollongong War Memorial Arch



Figure 138 - Lawson War Memorial and Honour Avenue

The Wollongong Arch is a sandstone arch with rustic features, marble name plaques and unusual marble figures of a young girl and boy, cherubs and a woman holding the eternal flame of remembrance. Varney Parkes, the son of Sir Henry Parkes, carved the figures. This memorial was originally located outside Wollongong Council Chambers and was opened in 1923.

Perhaps the most interesting arch located in New South Wales in comparison with Ballarat is the War Memorial at Lawson in the Blue Mountains. This is a relatively small arch with no decoration built from local sandstone with inset engraved trachyte panels listing 27 locals who enlisted from the area including 10 who died. It was designed by the war veteran and architect Major General Sir Charles Rosenthal (who also designed the memorial arch at nearby Blackheath). The memorial was unveiled by NSW Governor Sir Walter Davidson on April 27, 1923.

The words 'HONOUR AVENUE' in bronze lettering are set in the lintel stone above the arch, showing that the memorial acts as a formal entry to the "Honour Gardens" laid out behind the memorial. The path through the gardens terminates at another arch, in steel, at the eastern end with "1914-1918 Honour Gardens" painted across the top of the arch. Thus, as with Ballarat, we have a memorial arch (albeit a much smaller and simple one) associated with an avenue of trees planted for war service. It appears the idea for the avenue had started with the Blue Mountains Shire Council in May 1918, followed by formation of a local committee and fundraising. By September 1918 planting had begun, and as the Blue Mountain Echo reported,

*'When completed, the Avenue will form a permanent reminder of those heroes who sacrificed all for their country, and as the trees grow, future residents of Lawson will see before them, written in Nature's own handwriting, the memorial of their soldiers and townsmen who wrote such a brilliant page in the history of the world.'*¹³⁴

7.3.2 Queensland

The only true memorial arch from the Great War identified in Queensland appears to be the Ayr Memorial Arch which was unveiled in November 1925. This small arch originally had iron gates and a fence as the entrance to Anzac Park. However, there are a high number of memorial gateways across the State, some of which include an arch, as is the case with the Townsville West State School Soldiers Memorial Gate of Honour which was opened in c.1921.

Yeronga has a mausoleum which is in the form of a four stone archways supporting a stone cupola. In the centre stands a square pillar of marble bearing the names of the fallen. This was erected in 1921.



Figure 139 - Memorial Arch, Ayr



Figure 140 - War Memorial, Yeronga



Figure 141 - Townsville West State School Soldiers Memorial Gate of Honour

¹³⁴ *The Blue Mountain Echo*, 27 September 1918, p.3

7.3.3 South Australia

A memorial arch and gates were erected in 1922 at the entrance to the Clare Oval. A smaller arch was erected at Birdwood, a soldier settlement named after General Birdwood in 1920. Another arch of very similar design was erected outside the Wallaroo Town Hall in July 1924. The Unley Memorial Gardens in Unley were opened in 1921 and an arch was constructed as the entrance to the gardens and unveiled in August 1924.

A large Memorial Arch at the entrance to the Brighton jetty was opened in November 1926. This was damaged by storms in 1963 and later rebuilt.



Figure 142 - Opening of Clare Memorial Arch, 1922



Figure 143 - Opening of Brighton Memorial Arch, 1926

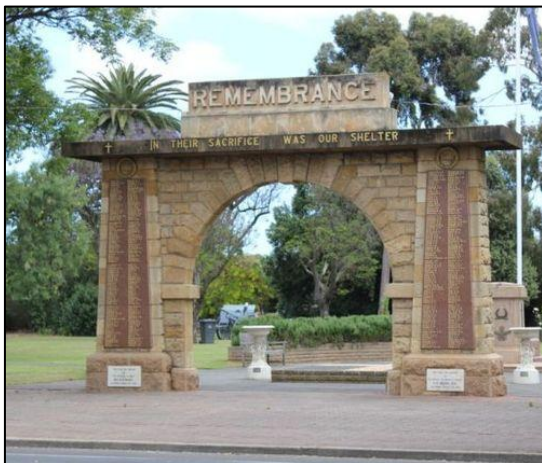


Figure 144 - Unley Memorial Gardens Arch



Figure 145 - Soldiers' Memorial Arch, Wallaroo

The Anzac Arch in Adelaide was probably the largest built in South Australia at approximately 14 metres high. This was an ornately designed cement structure, comprising two block pillars spanned by a castellated mounted archway with three flagpoles at the top. On the inner faces of each of the pillars were two capped Corinthian style pillars. The Arch was painted white with the title, panels and pillar caps highlighted in gold paint.

It was erected in early 1919 off King William Road near the Adelaide Railway Station at the instigation of the Cheer-Up Society, which had '*... been granted permission from the railway and military authorities to erect a huge arch across the roadway in front of the hut as an imposing and cordial welcome to the returning Anzacs.*'¹³⁵ This Society had a Cheer-Up Hut near the station where servicemen could have meals and be entertained with dances, sing-a-longs and concerts.

This was most likely the first large triumphal arch associated with the Great War erected in Australia, predating the Ballarat Arch of Victory. The Prince of Wales passed through the Anzac Arch in 1920 as part of his Australian tour. However, it was only seen as a temporary structure and was demolished in June 1925.

¹³⁵ *The Mail*, 5th October 1918, p.2

*'The Anzac Arch has seen some stirring incidents, but as a monument of the war days it has outworn its usefulness, and has fallen into disrepair.... The removal of the Anzac Arch will cause widespread regret among various organizations who were associated with the departure and return of troops, but it is pointed out that the arch was not intended to be a permanent memorial.'*¹³⁶



Figure 146 - Anzac Arch, Adelaide c.1919



Figure 147 - Returning soldiers under Anzac Arch, c.1919

7.3.4 Tasmania

Tasmania does not appear to have had many examples of commemorative arches associated with the Great War. Temporary arches were erected in Hobart and Glenorchy and other towns in 1918 and 1919 to greet returning soldiers. A National Peace Arch was erected in Launceston to celebrate the Treaty of Versailles in July 1919, but the size of this is unknown and it had been demolished by 1920. The only permanent arch built in Tasmania appears to be at Kempton, where an unusual Memorial Arch incorporating a clock tower was constructed in 1922 outside the former Green Ponds Council chambers.

There was some local resistance to the notion of statues and arches as monuments, with the Launceston sub-branch of the RSL endorsing a motion favouring a national road instead, *'...when the matter of a war memorial to the A.I.F. is contemplated it should take a utilitarian form that will serve in the development of the country, and not the form of a monument or an arch, or anything of a similar nature...'*¹³⁷



Figure 148 - Memorial Arch, Kempton, Tasmania



Figure 149 - Canning War Memorial Arch, Cannington WA

¹³⁶ *The Register*, 11th March 1925, p.8

¹³⁷ *The Examiner*, 23rd March 1920, p.4

7.3.5 Western Australia

Like Tasmania, Western Australia does not appear to have had many commemorative arches associated with the Great War. The Canning War Memorial Arch is perhaps the only surviving example - a small freestanding arch approximately 5 metres high. It was dedicated on 5th February 1921 by the Governor of Western Australia. Originally it was located outside the Canning Town Hall until it was relocated to its present site in the Cannington War Memorial Park in 1956.

7.3.6 Victoria

In 1920, the Government-appointed War Memorials Advisory Committee had recommended an 'arch of victory' be built over St Kilda Road in Melbourne. An executive committee was formed in 1921, which included General Sir John Monash, and they soon abandoned the idea of an arch, instead proposing the site where the Shrine of Remembrance was eventually built.¹³⁸

The first arch built in Victoria for the Great War was, of course, the Ballarat Arch of Victory. A year after the Ballarat Arch was officially opened, the Murtoa Memorial Gates were unveiled on 30 June 1921. The memorial forms the entrance to the Lake Marma Reserve. It is a white-painted concrete arch with 4 pillars. There is a bronze soldier on top of the arch facing east towards the town. There are ornate metal gates in each of the openings. Plaques with the names of soldiers who served are attached. The Mansfield Soldiers Memorial Gates date from c.1923. The gates form the entrance to the recreation grounds. The structure is made of plastered concrete and is 9 metres high and 14.5 metres wide.



Figure 150 - Murtoa Memorial Gates, Lake Marma reserve



Figure 151 -Soldiers Memorial Gates, Mansfield



Figure 152 - Preston War Memorial



Figure 153 - Arch of Triumph, Bendigo

¹³⁸ Inglis, op cit., pp.301-302

The Preston War Memorial is located outside the Municipal Offices on High Street. The monument is a three arched structure principally of red brick and has marble panels which detail not only the Honour Roll, but also important battles, events during the war and statistics. It was dedicated in September 1923.

The Arch of Triumph located at the White Hills Botanic Gardens in Bendigo was erected in 1925. It is a large sandstone arch which stands at the entrance to these historic gardens, which were first laid out in 1858. The Arch incorporates a list of servicemen on two metal plaques.

A Soldiers' Memorial Arch was erected at the entrance to the Whittlesea Park in 1927 by the Returned Sailors' and Soldiers' Imperial League of Australia and the Fathers' Association (the RSSILA would later become the Returned and Services League of Australia). It was constructed of dressed stone set on a granite base and originally had ornate iron gates. It bears the names of 35 local men who died in the Great War. At the unveiling on 7th March 1927, the Governor of Victoria, Lord Somers, said, '*...that memorials formed a link to Empire. The archway was particularly significant, because it implied a new way to travel to something better and greater.*'¹³⁹ There is also a record that an Avenue of Honour was located near this memorial.¹⁴⁰ However, they do not appear have been linked in the same manner as at Ballarat.

Although built later in the 1930s, the Eastern View Memorial Arch on the Great Ocean Road in south-west Victoria is worthy of mention as the whole road project was built by returned soldiers as a memorial to their comrades who had died in the Great War. The project lasted from 1919 to 1932 and the road stretches for some 240 kilometres. The first arch was located at The Springs but was demolished in 1936; a second arch at Eastern View lasted from 1939-1970 until it was removed due to safety concerns; the third was built in 1972 and then destroyed by bushfires in 1983. The fourth version is what we see today, but built in the same rustic style with large logs laid over timber pillars on stone bases.



Figure 154 - Soldiers' Memorial Arch, Whittlesea



Figure 155 - Eastern View Memorial Arch, Great Ocean Road

¹³⁹ *The Argus*, 8th March 1927, p.10

¹⁴⁰ Bradley, H. et al, (1994), *War Memorials of Victoria, a pictorial record*, p.201

7.3.7 Assessment of Great War commemorative arches in Australia

It is clear that there are a number of examples of commemorative arches in Australia that are contemporary with the Ballarat Arch of Victory, being built at the end of the Great War. However, apart from some arches (mostly of a temporary nature) constructed as part of welcome celebrations, the vast majority of arches were built during the 1920s. Thus the Ballarat Arch of Victory pre-dates most of the Australian Great War commemorative arches, except for the Anzac Arch in Adelaide which no longer exists.

Perhaps more telling is that the Ballarat Arch of Victory stands alone in terms of its design and sheer scale in comparison with other commemorative arches in Australia.

It also appears that arches directly associated with commemorative avenues appear to be a rare combination in Australia - the only other confirmed example identified apart from Ballarat is that located in Lawson, New South Wales, a much smaller memorial arch. And, similar to the overseas experience, a number of arched gateways in Australia were constructed as entrance ways into civic buildings, memorial gardens or parks.

It is therefore considered that the Ballarat Avenue of Honour and Arch of Victory are linked in a manner, unique in Victoria, certainly very rare elsewhere in Australia and, indeed, probably the world.



Figure 156 - The Arch of Victory looking east

8 Cultural Heritage Significance

8.1 The concept of cultural heritage significance

In Australia, the concept of cultural heritage significance is an important tool that provides the basis for determining an appropriate policy and management framework to protect heritage places. As stated by Australia ICOMOS, the term cultural (heritage) significance is used *"....to encompass all of the cultural values and meanings that might be recognised in a place. Cultural significance is the sum of the qualities or values that a place has, including the five values - aesthetic, historic, scientific, social and spiritual - that are listed in Article 1.2 of the Burra Charter."*¹⁴¹

By investigating a place and assessing each of these values, it is then possible to describe why a place is important. Once there is a good understanding of the values of a place, the assessment of its cultural heritage significance can be undertaken through the preparation of a Statement of Significance. With this knowledge, a management framework can be developed that ensures future actions do not diminish the heritage significance of a place. This is a fundamental step in the preparation of this CMP.

For this study it has been decided to focus on providing a Local Level Statement of Significance based on nationally accepted heritage significance criteria (as adopted by the Environment Protection and Heritage Council of the Australian and State/Territory Governments). This will provide the City of Ballarat with a statement that directly relates to local management of the Avenue of Honour and Arch of Victory, and highlights the local social significance of these memorials.



Figure 157 - Montage of images highlighting the local importance of the Avenue and Arch

¹⁴¹ Australia ICOMOS, *Practice Note - Understanding and Assessing Cultural Significance* (April 2013)

8.2 Victorian Heritage Register Statement of Cultural Heritage Significance

The Ballarat Avenue of Honour and Arch of Victory are listed on the Victorian Heritage Register. The following is an extract from that listing (excluding the historical overview). The Registration Document and Statement of Significance for this listing are attached in full at Appendix B.

How is it significant?

The Avenue of Honour and Arch of Victory, Ballarat is of historic, architectural, aesthetic and social significance to the State of Victoria.

Why is it significant?

The Avenue of Honour is of historic significance as one of the earliest known and the longest example of this uniquely Australian form of memorial. Planting of memorial trees had been common during the Boer War but the Avenue of Honour at Ballarat was an early planting of an avenue of trees along a roadside as a memorial, setting a precedent which was soon followed by the planting of 91 other avenues in Victoria, principally in Central Victoria, between 1917 and 1920.

The Avenue of Honour is historically significant as representative of memorials that first appeared in Australia during World War I commemorating not just the dead but all those who enlisted for service in an egalitarian form where each individual, regardless of rank, was equally recognised for their service.

The Arch of Victory Precinct and Avenue of Honour, including the Memorial Cairn at the end of the Avenue, is historically significant as a collection of memorial types and structures that represent various forms of memorialisation in Victoria over the twentieth century.

The Arch of Victory is of architectural significance to State being an outstanding landscape monument, in the tradition of the Roman and Napoleonic victory arches erected across major routes or carriageways. It is the only memorial arch in Victoria constructed at such a grand scale. Other arches commemorating World War I such as at White Hills Botanic Gardens Bendigo (H1915), and in Murtoa were constructed as entrance gates to public gardens and have neither the size nor prominent location of the Arch of Victory. The association of the Arch of Victory with an Avenue of Honour is unique in Victoria.

The Avenue of Honour and Arch of Victory is aesthetically significant as an outstanding designed landscape and living memorial with the grand arch heralding the start of the roadside planting of more than 3300 trees over a length of 22 kilometres of roadway.

The Avenue of Honour and Arch of Victory is of social significance to the State of Victoria as a well-recognised symbol of community endeavour and cooperation during war time. It is of social significance as being Victoria's best known war memorial with the exception of the Shrine of Remembrance. The significance of the Avenue of Honour and Arch of Victory to the Ballarat community, to the descendants of those commemorated by trees in the Avenue and to the Returned Services League is reflected in the continual use of the area for memorialisation over the course of the twentieth century culminating in the creation of the Arch of Victory precinct.

There is a clear error in this statement based on the comparative analysis undertaken for this CMP - the suggestion that commemorative avenues were a 'uniquely Australian form of memorial'. This needs to be amended as part of the VHR listing documentation. The City of Ballarat should make this recommendation to Heritage Victoria.

It should be noted that at the time when the Ballarat Avenue of Honour Management Strategy Plan was produced by Mark McWha Pty Ltd in 1997, the VHR listing had not been made; nor was a statement of significance produced in that report. However, the Conservation Management Plan prepared on the Arch of Victory by Bryce Raworth Pty Ltd in June 2008 endorsed the VHR statement.

It is clear that the Ballarat Avenue of Honour and Arch of Victory do have heritage significance at the State level. It is considered that the key aspects of the State listing are that:

- The Ballarat Avenue of Honour is the longest in Victoria;
- The Ballarat Arch of Victory is the grandest in scale of any memorial arch in Victoria;
- The association of the Arch of Victory with the Avenue of Honour is a feature unique in Victoria; and
- The planting of the Avenue of Honour and the subsequent construction of the Arch clearly shows a high level of community endeavour and commitment to the notion of war memorialisation.

Although it has been shown that the creation of commemorative avenues is not unique to Australia, it is indisputable that they became a popular Australian response to the tragic consequences of the Great War. It could even be argued that Victoria was at the centre of adopting such forms of war memorialisation, certainly at a national level, and the Ballarat Avenue of Honour played a significant part in this movement.

8.3 *Layers of meaning*

The Ballarat Avenue of Honour and Arch of Victory are undoubtedly a highly visible expression of the Ballarat's community's desire to commemorate the war service of its local men and women. The Avenue of Honour is certainly the longest in Australia, although it has now been shown that it was not the first planted in Victoria, or indeed in Australia. Linked together as they are, it has been established they do form a very rare example of war memorialisation in Australia.

However, it is also important to assess the significance of these sites from a social significance perspective. To do so provides the opportunity to assess what heritage values contained in the Avenue of Honour and Arch of Victory are important from the point of view of the Ballarat community.

The Avenue of Honour and Arch of Victory exhibit a number of layers in terms of the heritage values they contain. One layer is the physical elements of the Arch itself, the Memorial Rotunda and 'Roll of Honor', the Memorial Wall, the individual trees and name plaques, and at the far northern end the Memorial Cairn, Cross of Remembrance and even the Tribute Tree. At a broader level, the landscape that has been created by the planting of the Avenue and the route of the roadway represents a layer that is important from a heritage perspective. There is also a layer of historical commentary and imagery - official events, newspaper articles, the service records of the soldiers, seamen and nurses commemorated, private letters and photographs in family collections - which describes the development of these places over time and the people they represent, to which can be added a whole suite of popular iconography in the form of art works, souvenirs and collectables. And at the same time heritage values are also represented through a layer of more intangible elements which includes community appreciation of the Avenue of Honour and Arch of Victory as a part of modern Ballarat, formal services on Anzac Day, the continuing acts of private and public mourning, and an unstated belief in the minds of many people that these places 'matter'.

Another important element of the story to consider is the consistent and ongoing involvement of the Lucas employees (now represented through the Lucas Past Employees Association) and the Arch of Victory/Avenue of Honour Committee.

The Avenue of Honour and Arch of Victory have also witnessed the ongoing transformation of western Ballarat from a rural landscape on the outskirts of the town into a fast-growing urban environment with all the pressures that brings in terms of infrastructure development, the need for community services and the consequent loss of some of the physical elements mentioned above. It may also be argued that there has been a loss (or partial loss) of some of the intangible elements as well, particularly the individual stories of the men and women represented by these memorials.

These layers all add to the story of the Avenue of Honour and Arch of Victory, but also increase the complexity of managing heritage values because of the range of stakeholders that need to be consulted and the competing interests to deliver services in a modern city.

Assessment of the heritage values of the Avenue of Honour and Arch of Victory, as dealt with in earlier reports, has often focussed on their historical creation and later to deal more with managing the physical assets. However, this place should be seen as a site of ongoing commemoration and a repository of a continuum of community memory, where the trees are literally ‘signposts’ to another time. This is particularly important in assessing the social significance of the Avenue of Honour and Arch of Victory.

8.4 Cultural heritage assessment criteria

In 2008, the Environment Protection and Heritage Council of the Australian and State/Territory Governments adopted a national set of desirable common assessment criteria (known as the HERCON criteria). The Heritage Council of Victoria adopted the HERCON criteria in 2008. The HERCON criteria have been endorsed by the Heritage Chairs and Officials of Australia and New Zealand (HCOANZ) in the Supporting Local Government Project document, *“Protecting Local Heritage Places: A National Guide for Local Government and Communities”* (March 2009).

The HERCON criteria have also been supported by Australia ICOMOS (the Australian national committee of the International Council on Monuments and Sites), as they are fundamentally based upon the Australia ICOMOS *Burra Charter* values - aesthetic, historic, scientific, social and spiritual. The Heritage Assessment Criteria, based on the HERCON Criteria, are as follows:

Table 2 - Heritage Assessment Criteria

Criterion A	Importance to the course or pattern of our cultural history.
Criterion B	Possession of uncommon, rare or endangered aspects of our cultural history.
Criterion C	Potential to yield information that will contribute to an understanding of our cultural history.
Criterion D	Important in demonstrating the principal characteristics of a class of cultural places or objects.
Criterion E	Importance in exhibiting particular aesthetic characteristics.
Criterion F	Importance in demonstrating a high degree of creative or technical achievement at a particular period.
Criterion G	Strong or special association with a particular community or cultural group for social, cultural or spiritual reasons. This includes the significance of a place to Indigenous peoples as part of their continuing and developing cultural traditions.
Criterion H	Special association with the life or works of a person, or group of persons, of importance in our history.

For this CMP, these criteria will be used to provide a new Local Level Statement of Significance, with a focus on the social significance of the Avenue of Honour and Arch of Victory. This will enable the City of Ballarat and its citizens to have a clear basis for understanding the cultural heritage significance of this site, as well as providing clear direction for the management prescriptions and action plan developed later in this report. It should be noted that this statement will duplicate some of the historical and comparative analysis already provided in this report as it is designed to be a stand-alone reference.

8.5 Statement of Local Cultural Heritage Significance

This statement covers the following physical features - the Arch of Victory at the junction of Sturt Street and Learmonth Street, and its immediate curtilage including the Memorial Rotunda and 'Roll of Honor', Memorial Wall, and the Avenue of Honour and the road reserve which includes all the trees arranged in two rows along the roadway and the name plaques set in front of the trees and the land to the boundary of the road reserve. The Avenue extends westwards from the Arch along Sturt Street and Remembrance Drive (the old Western Highway) up to the Western Freeway, then continuing along Avenue Road and the Burrumbeet-Learmonth Road to the junction with the Weatherboard - Learmonth Road. This includes the Memorial Cairn and Cross of Remembrance at the northern end of the Avenue and the Tribute Tree on the opposite side of the road.

8.5.1 General contextual statement

Commemorative avenues were originally planted around Australia to honour those who served and died in wartime. The first avenues were planted to commemorate service in the Boer War, with examples in New South Wales, Tasmania and Victoria. During the Great War, commemorative avenues became a common response by local communities, particularly in rural townships and country areas, across all states. It is now known that commemorative plantings were made as early as 1915; however, rather than there being a direct chronological link between the development of avenues around Australia, it seems that many communities took up this concept independently.

The Great War certainly spawned the highest number of commemorative avenues around Australia. Yet it was in Victoria that the greatest number was planted (mostly as avenues of honour commemorating service, not necessarily death), particularly in rural areas, notably in the Central Highlands region.

Around Australia some new avenues were planted to honour service in the Second World War, or existing avenues and memorials had additions made. However, there was a definite movement away from the planting of commemorative avenues in the post-war period, possibly associated with a trend to other more utilitarian forms of memorialisation (public halls, gardens, swimming pools etc.). In the modern period, there have been only a very small number of new commemorative avenues planted, most recently one for service in the Afghanistan conflict.

Commemorative avenues were often planted in places of prominence within townships and rural areas and became a source of much pride for these communities. These avenues were, at first, an expression of the sense of patriotism felt by so many communities as their loved ones went away to war. Yet increasingly as the war progressed they became an expression of the grief felt by communities as an outcome of death and injury caused by war. Importantly these avenues also provided a tangible and accessible place for families, friends and colleagues to come and pay homage to a loved one who had died, compensating in part for the actual grave that most people would never be able to see.

The concept of a tree as a living memorial for a soldier rather than a stone or brick marker seems to have been an important and defining element for many communities. The notion may have been that a living tree represented the youth and vitality of a loved one, albeit that the tree would eventually die. There was also some symbolism in the choice of tree species planted, based on foliage colour, traditions, or even derived from classical history. However, whatever tree was chosen, it represented something of importance to the particular community at that time.

It appears that the impetus for the planting of commemorative avenues may have come from the Victorian State Recruiting Committee encouraging councils to plant trees in honour of a soldier's enlistment. However, the planting of these avenues around Australia should also be seen as a populist and vernacular response to the tragic consequences of the Great War. Victoria had, by far, the greatest number of such memorials. And the Ballarat Avenue of Honour played a significant part in this movement.

8.5.2 Statement on the Ballarat Avenue of Honour and Arch of Victory

The Ballarat Avenue of Honour (June 1917 - August 1919) was planted as a memorial to men and women from Ballarat and surrounding areas who enlisted to serve with the Australian Imperial Force in the Great War. The Avenue of Honour consists of some 3,800 trees planted at regular intervals of approximately 10-12 metres along 22 kilometres of the Ballarat-Burumbet Road. The Arch of Victory marks the beginning of the Avenue of Honour at its southern end, and the northern end is marked by a Memorial Cairn and Cross of Remembrance. The Arch of Victory (1920) was constructed at the start of the Avenue of Honour to honour those who enlisted as well as commemorating the Allied victory in the Great War. It was officially opened by Prince Edward, the Prince of Wales on 3rd June 1920.

The first planting of the Avenue was undertaken in June 1917 and continued with a number of sections planted over the next two years. The plantings were largely undertaken by the women employed in the E. Lucas & Co. clothing factory, with involvement by local farmers and a range of Ballarat community and employee organisations and clubs. The fundraising efforts of the Lucas employees provided funds for the purchase of trees and tree guards which were supplied by local nurseries and sawmills. The plantings included 23 species of exotic deciduous trees planted in single lines along either side of the road. Each species was usually planted in blocks of about 25 trees on either side of the road, but did range from as few as eight along each side and up to 190 nearest the Arch. The trees were numbered and allocated specifically to individuals beginning at the Ballarat end. Plaques giving details on the individual were originally attached to the tree guards; however, these were replaced by permanent bronze plaques set at the base of each tree in 1934.

Several of the original 23 species did not flourish and many have been replaced with species of elms and poplars which are now the dominant trees on the Avenue. In 1994 the avenue was cut by the Western Freeway Bypass. A project to reinstate the Avenue is nearing completion with the construction of two flyovers for the Freeway. The installation of a railway crossing will allow the southern section of the Avenue to be reconnected with the northern section near the Gluepot Road junctions. In some sections road works have required the removal and/or realignment of trees. A major program of tree replacement and maintenance of the Avenue corridor has been in operation for the past fifteen years.

Criterion A. Importance to the course or pattern of Ballarat's cultural history.

Commemorative avenues were planted to commemorate Victorian men and women who served and died during the Great War. The Ballarat Avenue of Honour forms part of this tradition. Although it was not the first avenue planted in Victoria, it is historically significant as one of the earliest avenues in Victoria and as the longest avenue planted in Victoria (and Australia). It is now recognised that the prominence of the Ballarat Avenue of Honour acted as a catalyst for the development of many other remembrance avenues around Victoria, particularly in rural districts.

The Arch of Victory is an impressive memorial arch and the largest in Victoria and this adds to the prominence of the Avenue of Honour. The construction of the Arch was a significant undertaking for the local community, requiring much fundraising and effort by workers to complete the structure in a relatively short time period. Ballarat received much exposure with the opening of the Arch by the Prince of Wales. The Avenue of Honour and the Arch of Victory has become a highly recognisable war memorial, probably second only to the Shrine of Remembrance in Victoria.

At the local level, the Avenue of Honour and the Arch of Victory is highly significant to the Ballarat community because it exemplifies the efforts made by the local population to commemorate those who had enlisted for service. It remains a strong reminder of this part of Victoria's history and the impact of the Great War on a rural community. It has been the location for Anzac Day and Remembrance Day services for many years and has also been the setting for major commemoration events in recent times.

Criterion B. Possession of uncommon, rare or endangered aspects of Ballarat's cultural history.

The Avenue of Honour is highly significant as the longest avenue planted in Australia. It is also probably the longest remaining commemorative Great War avenue in the world with trees dedicated for individual soldiers. The variety of exotic trees used to establish the Avenue of Honour is also unusual, probably reflecting the abundance of stock available from local nurseries.

The Arch of Victory is highly significant as the largest memorial arch constructed in Victoria and is probably the largest arch in Australia constructed for the Great War.

Together the Ballarat Avenue of Honour and the Arch of Victory illustrate a unique place of commemoration in Australia, as no other commemorative avenue has an arch as a key element. They also highlight at the local level the sustained effort and dedication of the Ballarat community over three years in creating these memorials.

Criterion C. Potential to yield information that will contribute to an understanding of Ballarat's cultural history.

The Avenue of Honour and Arch of Victory clearly has the potential to describe how the Ballarat community commemorated the service and sacrifice of local men and women. It provides opportunities for people to become more aware of the impact of war and may also encourage others to research the service and sacrifice of specific individuals. Not only can this place help tell the stories of the men and women who served, but also the units to which they belonged, and the battles or actions in which these units were involved during the war.

It also reveals information about the evolving management of war memorials in public spaces and how the Ballarat community has made continuing use of this site for commemorations, both private and public up to the present.

Criterion D. Important in demonstrating the principal characteristics of a class of cultural places or objects.

The Avenue of Honour is historically significant as representative of a type of memorial that became popular in Australia during the Great War. As a commemorative memorial, avenues of honour commemorated all those who enlisted for service in an egalitarian form where each individual, regardless of rank, was equally recognised for their service. However, as casualty lists grew during the Great War, these avenues also became important as places to remember the sacrifice of those who died.

The Arch of Victory, with the Memorial Rotunda, 'Roll of Honor' and Memorial Wall nearby, and the Avenue of Honour including the Memorial Cairn, Cross of Remembrance and Tribute Tree at the northern end of the Avenue, are historically significant as a collection of memorial types and structures that represent various forms of memorialisation in Victoria over the twentieth century.

At the local level the Avenue of Honour is highly significant because it represents a number of avenues planted in Ballarat during the Great War many of which no longer substantially exist. It can demonstrate how various communities in Ballarat, both separately and collectively, considered acknowledgement of war service to be important.

Criterion E. Importance in exhibiting particular aesthetic characteristics.

The Avenue of Honour is significant within the rural landscape west of Ballarat because of its length (22 kilometres) and its visual dominance, particularly so the further away one moves from urban areas. It contributes to the aesthetic appeal of Ballarat by providing a continuous avenue of trees in harmony with other trees and avenues planted in Ballarat.

Passing under the Arch gives an immediate sense of being on an important processional way at the start of the Avenue of Honour heading west. Even with recent intrusions and removal and/or realignment of some trees at road junctions, the Avenue still has a major presence as a manmade landscape which is largely intact. The Avenue of Honour and the Arch of Victory presents an impressive gateway to the City of Ballarat coming from the west. The Arch of Victory is aesthetically significant as an outstanding example of a large victory arch which dominates the western approach to Ballarat.

Criterion F. Importance in demonstrating a high degree of creative or technical achievement at a particular period.

Not considered relevant.

Criterion G. Strong or special association with a particular community or cultural group for social, cultural or spiritual reasons. This includes the significance of a place to Indigenous peoples as part of their continuing and developing cultural traditions.

The Ballarat Avenue of Honour provides an important symbolic link back to the Great War when Ballarat, like so many towns across Australia, supported the call for enlistment of its young men to serve in the Australian Imperial Force.

The Avenue of Honour and Arch of Victory has special significance for its association with the local Ballarat community as a cultural landmark, strongly identifying with the service (and for many the sacrifice) of local men and women during the Great War. They were a small part of the First Australian Imperial Force which was Australia's overseas army during this important time in Australia's history. From the total number of men and women who have trees on the Avenue of Honour, some 745 were killed in action or died of wounds/disease during the Great War. This represents approximately 19% of the total number commemorated on the Avenue.

Criterion H. Special association with the life or works of a person, or group of persons, of importance in Ballarat's history.

The Ballarat Avenue of Honour and Arch of Victory is highly significant as it represents a sustained level of endeavour and commitment shown by the Ballarat community in wanting to provide a lasting tribute honouring local men and women who enlisted for service in the Great War.

In particular, the leadership of the employees of the E. Lucas & Co. clothing and textiles factory has become synonymous with the creation of Victoria's longest commemorative avenue. Fundraising by the Lucas Girls was used to support the purchase of trees and tree guards and it was the Lucas Girls supported by local community groups, clubs and employee associations that provided the physical labour to establish the Avenue over two years from 1917 to 1919. It was also the fundraising efforts of the Lucas Girls and the skill of many experienced tradesmen in the local community that saw the Arch of Victory constructed in a relatively short period of time, enabling it to be opened by the Prince of Wales in June 1920.

The ongoing commitment and involvement of the Lucas employees (now represented through the Lucas Past Employees Association) and the Arch of Victory/Avenue of Honour Committee is an important association with this memorial.

9 Stories from the Avenue

This section provides an insight into the variety of stories contained in the Avenue of Honour. These stories provide examples of themes and material that could be used in future interpretation of the Avenue and the Arch. To that end an interpretation strategy is further developed in Section 10.

It should be noted that the statistics used for analysis of enlistment and death are indicative only, based on data provided by the City of Ballarat, which has been presumably compiled from the original Lucas planting souvenir booklets.¹⁴² However, there are discrepancies and/or omissions with this data which mean that it is possibly incomplete. It should also be noted that unit names/abbreviations are often inconsistent and sometimes incorrect. However, the following discussions still serve to illustrate the stories and themes that can be explored on the Avenue.

9.1 Ballarat and the 1st AIF

The connection between particular communities and the units of the 1st AIF was not a general one. Although it is often necessary to generalise about the whole Great War experience, this can often be misleading in the lack of personal detail. It is difficult for the human mind to understand enormous events, particularly in this case the enormity of the Great War. However, this can be done in the context of individual and community stories and more local analysis. The Avenue of Honour and the people it commemorates offers an opportunity to present some of these stories in detail and to provide an opening into the history of Ballarat and its connection to the Great War.

9.1.1 Units

For many people in the early 21st Century, the 1st AIF is an undifferentiated mass - there is little sense of its composition and units with their own make-up, experiences and stories. For communities at the time, such as Ballarat, this was unthinkable. Every collection for the OAS (On Active Service) Funds was in the name of particular units and fundraising was organised by locals with connections to those units.

The 8th Battalion was associated with rural Victoria with a large part of its strength coming from the towns of Western Victoria including Geelong and Ballarat. These were the towns most prominent in the embarkation rolls for the original unit of 1914. They continued to be the primary source of reinforcements throughout the war. 490 of those commemorated on the Avenue served in the 8th Battalion - almost 13% of the total.



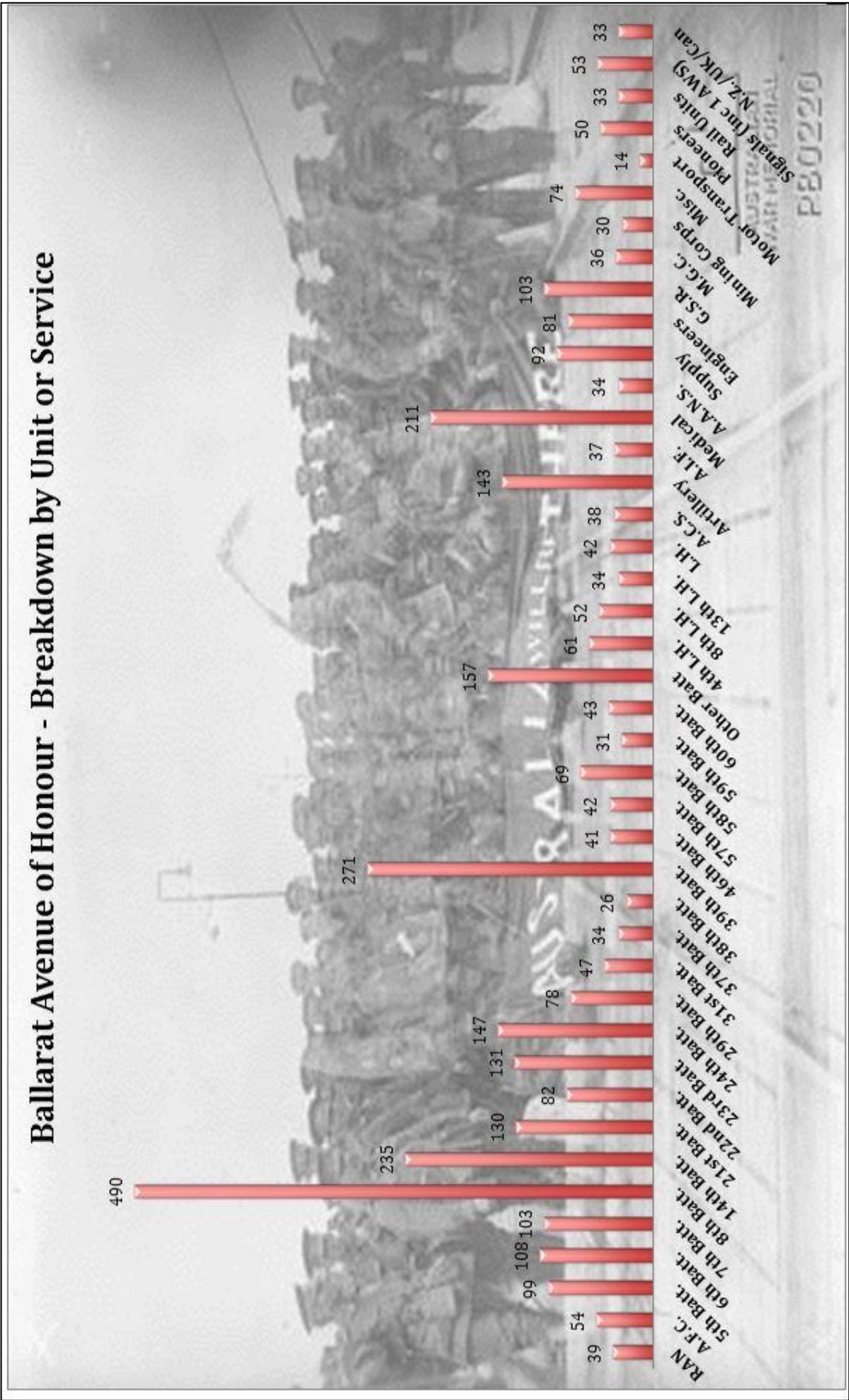
Figure 158 - 8th Battalion colour patch

Every time the 1st Division and/or 2nd Brigade was mentioned in a despatch and reported in the newspapers, Ballarat people would take notice. There was also a steady stream of letters and postcards from the Middle East, and then for three years from the Western Front. They came from a member of the family, a neighbour, a workmate, a teammate, a friend of a friend. The experience of war on the home front was not generalised: it was personal and particular.

The following graph clearly shows which infantry units were most associated with Ballarat besides the 8th Battalion with the 39th Battalion and 14th Battalion both figuring highly. In total 2,364 men on the Avenue of Honour served in infantry battalions, a surprisingly high 39 were with the Royal Australian Navy and 54 with the Australian Flying Corps. The complexity of the AIF as an organisation is also revealed with the numbers in support units: 53 serving rail units, 33 pioneers, 81 engineers, and 30 in the mining corps. 211 served with medical units (hospitals, attached to infantry battalions, field ambulances and casualty clearing stations) and 34 women as nurses. All this hints at deeper stories and questions of occupations in peacetime.

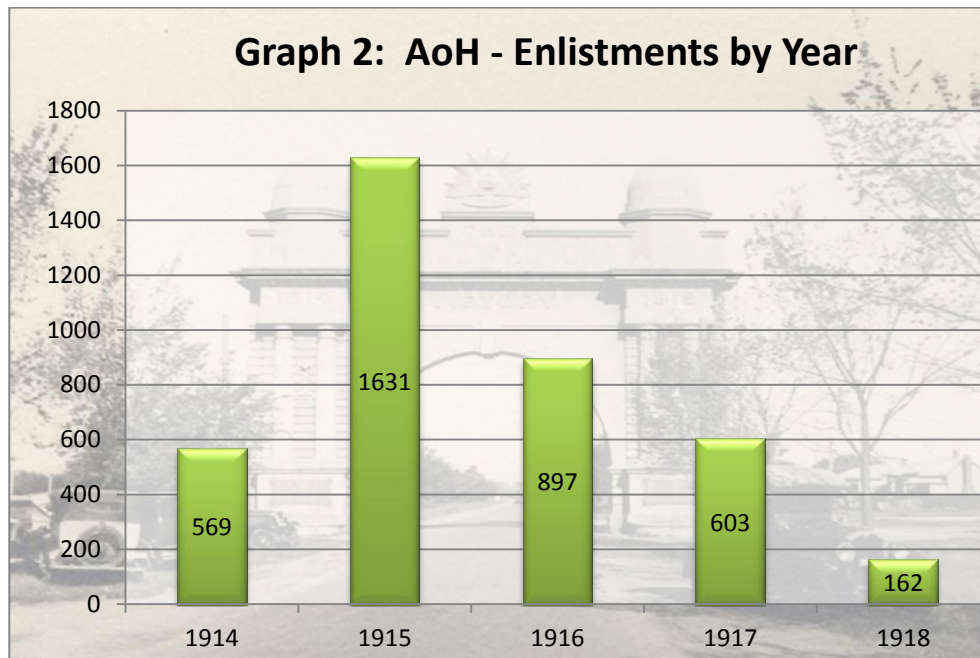
¹⁴² A spreadsheet of all names commemorated on the Avenue is held by the City of Ballarat, prepared as part of the planning for the Memorial Wall project in 1993.

Graph 1: Ballarat Avenue of Honour - Breakdown by Unit or Service

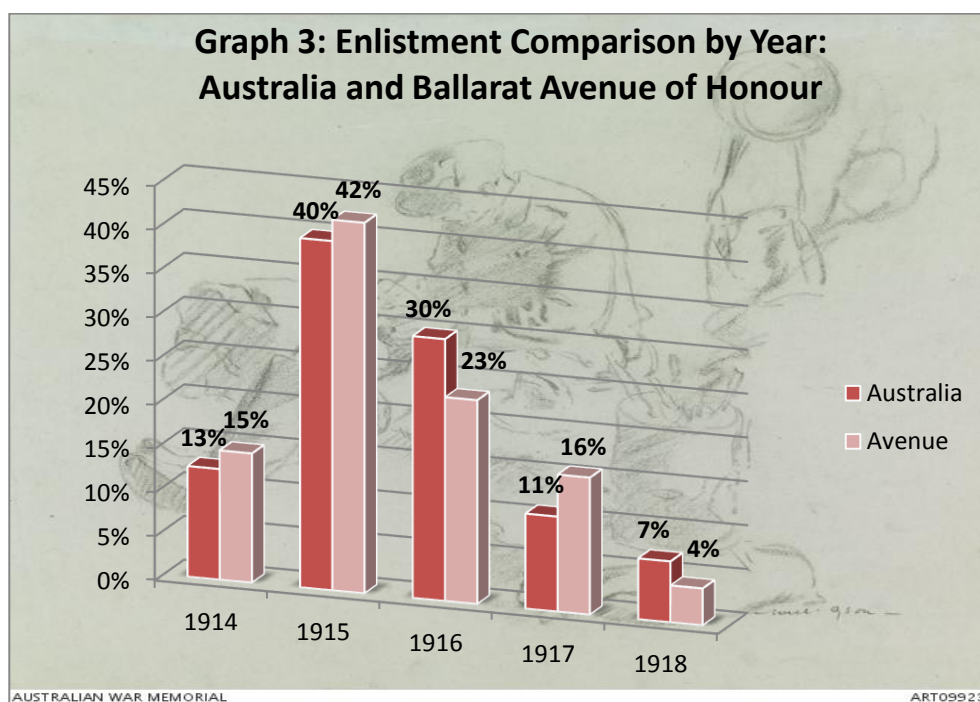


9.1.2 Enlistment

The story of enlistments provides another layer of detail to the stories of the Avenue. Immediately obvious from the graph below are the large variations in enlistments per year (where dates were recorded), showing that as the war progressed and casualties grew the number of enlistments declined. This raises questions relating to the effectiveness of recruitment campaigns, conscription, patriotism and war weariness. An analysis of enlistment by month in each year takes our understanding a step further as it is possible to track enlistments against battles, elections, conscription referenda and casualties, cost of living and employment.



The percentage of yearly enlistments on the Avenue can be compared below with the Australian averages ¹⁴³ showing that while they are generally comparable, the Ballarat figures do vary from the national results. Interestingly the Ballarat figures are higher than the national averages in 1914 and 1915, lower in 1916, are higher again in 1917, then drop below average in 1918. This may reflect some local factors worthy of further research.

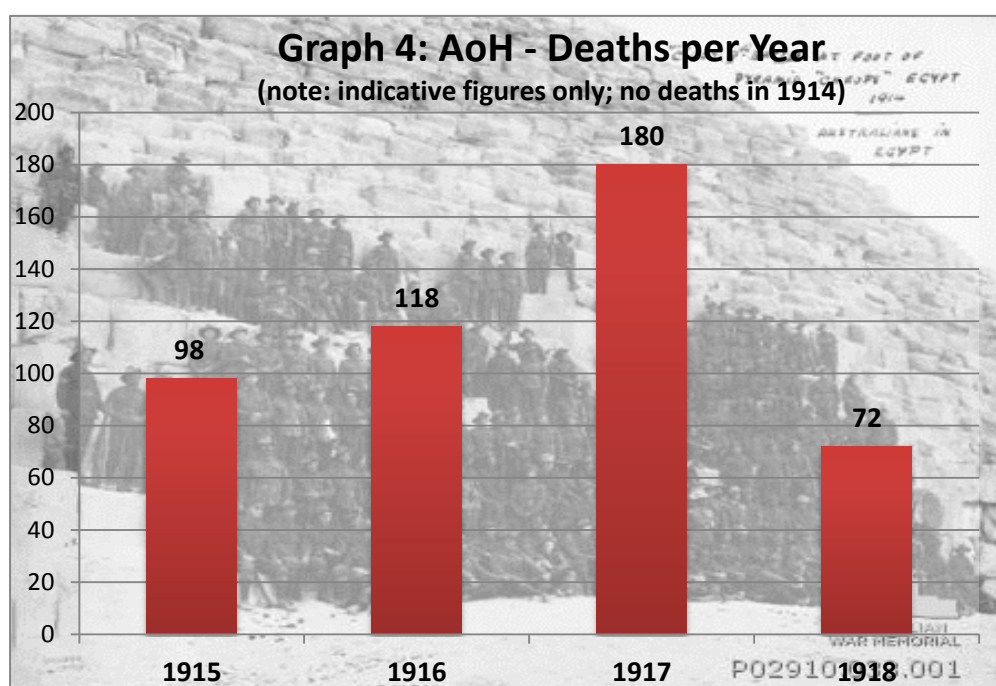


¹⁴³ Grey, J., (1999), *A Military History of Australia*, p.87

9.1.3 The dead

To many people, the defining event of the Great War for Australia is the Gallipoli campaign and the anniversary it spawned, Anzac Day. The Western Front is increasingly recognised, but as a byword for the horrors of trench warfare and associations with British incompetence and Australian bravery. The Avenue of Honour provides a more detailed story of the Great War and its legacy of grief for the Ballarat district.

From the total number of men and women who have trees on the Avenue of Honour, some 745 were killed in action or died of wounds/disease during the Great War. This represents approximately 19% of the total number commemorated on the Avenue. This figure is based on research undertaken by Ted Lynes, a member of the Ballarat Arch of Victory - Avenue of Honour Committee. While Lynes' work is preferred as the more accurate source, the spreadsheet held by the City of Ballarat suggests only 525 deaths. However, the graphs below are based on 468 deaths where details could be checked and confirmed from available data, as it was not possible to develop such graphs from Lynes' work given time constraints. For this CMP, it is the broad interpretation of the data that matters, not accurate numbers. Further research will confirm the specifics.



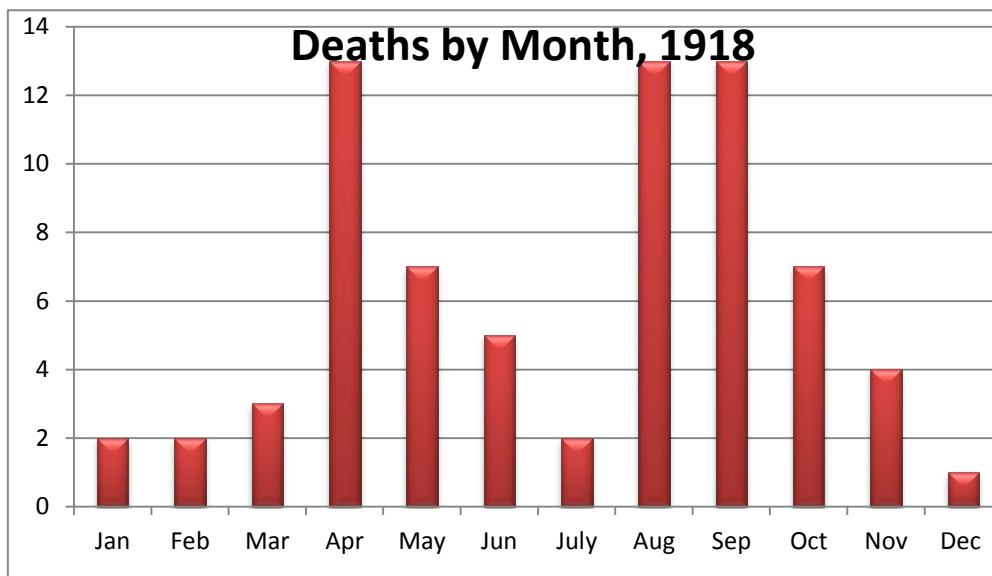
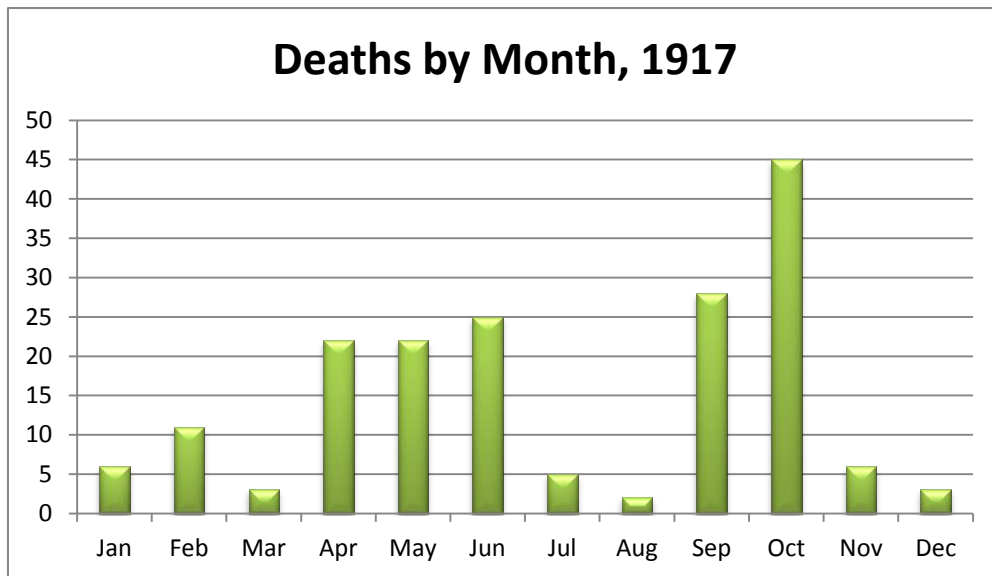
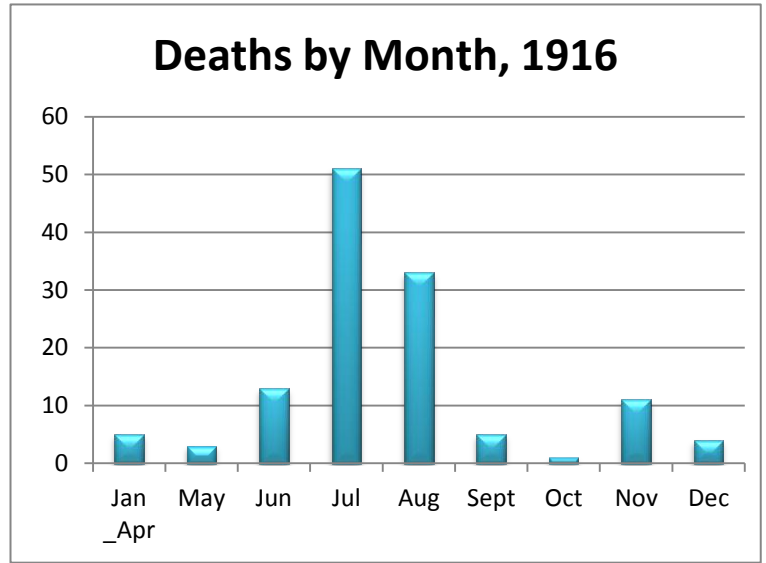
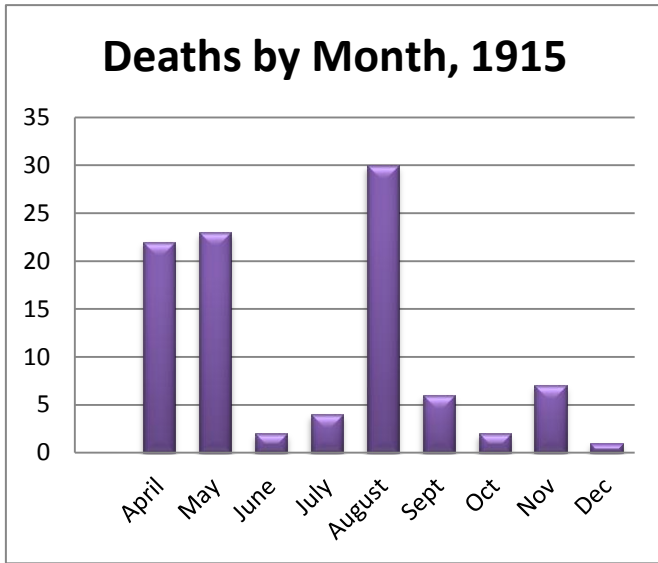
As can be seen, only about 20% of deaths on active service occurred in 1915 while 40% perished in 1917. This simple chart adds greater depth to any understanding of Ballarat's connection to the Great War. If 1915 was a time of resigned acceptance and pride, what was the feeling in the community by 1917, when the Avenue comes into existence? The Avenue is presented as an Avenue of Honour, acknowledging enlistment; yet it begs the question, what did it represent as increasing number of crosses appeared on name plates? What was the involvement of families, especially those who bore the losses?

Further detail can be easily added by considering month of death (see graphs overleaf). This shows an uneven picture; for example, most deaths in 1915 are in April and early May or in August (reflecting the Gallipoli campaign). Those in 1916 are concentrated between July and September (Fromelles and the battles of the Somme). 1917 is more even in its distribution with a constant tempo of battle from March through to November in Belgium, often called the 'black year' for the AIF. The worst month of the war is October 1917 - Passchendaele, or more accurately the battles around Broodseinde Ridge and Zonnebeke. And finally in 1918, we see the number of casualties decline substantially, except for April (during the German advance) and August/September during the battles around Amiens and St Quentin.

Again the absolute numbers may be incorrect in these graphs; however, it is the broad themes and trends than can be discerned from the analysis. Again further research may be prompted through such investigations.

Graph 5: Avenue of Honour - Deaths by Month and Year

(Note: indicative figures only; scales for each year vary)



9.2 Planting days

In all, some eight plantings took place over 26 months between 4th June 1917 and 16th August 1919. All plantings took place in autumn and winter as the best time for tree establishment. Employees of the Lucas factory, families honouring their own relatives and dignitaries planted most of the trees. Representatives of other local organisations dominated the second planting. This makes for a very interesting story in itself, encompassing the many organisations and groups within Ballarat at that time and the reasons behind this special planting. The numbering also reveals some other aspects of Ballarat's connection with the Great War - the 'missing' numbers used for the Ballarat East Avenue of Honour, also created in 1917. This leads to consideration of other plantings in the city.

9.2.1 The other avenues

Research indicates that a number of other avenues existed in Ballarat. One, the Ballarat East Avenue, exists by its almost total loss - the missing numbers on the Ballarat Avenue acknowledge that it did exist. Research indicates there were at least seven others.¹⁴⁴

- Ballarat North Avenue - Monash Avenue
- Ballarat North Soldiers and Sailors Avenue - Lydiard and Howitt Streets
- Ballarat High School - inside the school grounds
- Sebastopol Avenue - Birdwood Avenue
- Golden Point Avenue - Grant Street
- Sunnyside Mill Avenue - Hill Street
- Ballarat Orphanage - Mt Xavier

The fact that so many avenues were created is worth mentioning as part of the stories for the Avenue of Honour today, and allows a fuller examination of Ballarat as a broader community during the Great War. Some questions that can be raised are - were there different approaches to the creation of each of these memorials, what was the community's input, how were funds raised, what was the criteria for selection and were men commemorated on more than one avenue?

9.2.2 Planting and enlistment

Another aspect revealed by analysis of the data is the heterogeneous representation of enlistment year in each planting. Most avenues and other commemorative planting, perhaps graced by smaller numbers, reflect some formal order. Plantings often occur in:

- a) alphabetical order,
- b) order of death,
- c) enlistment order, or
- d) unit groups.

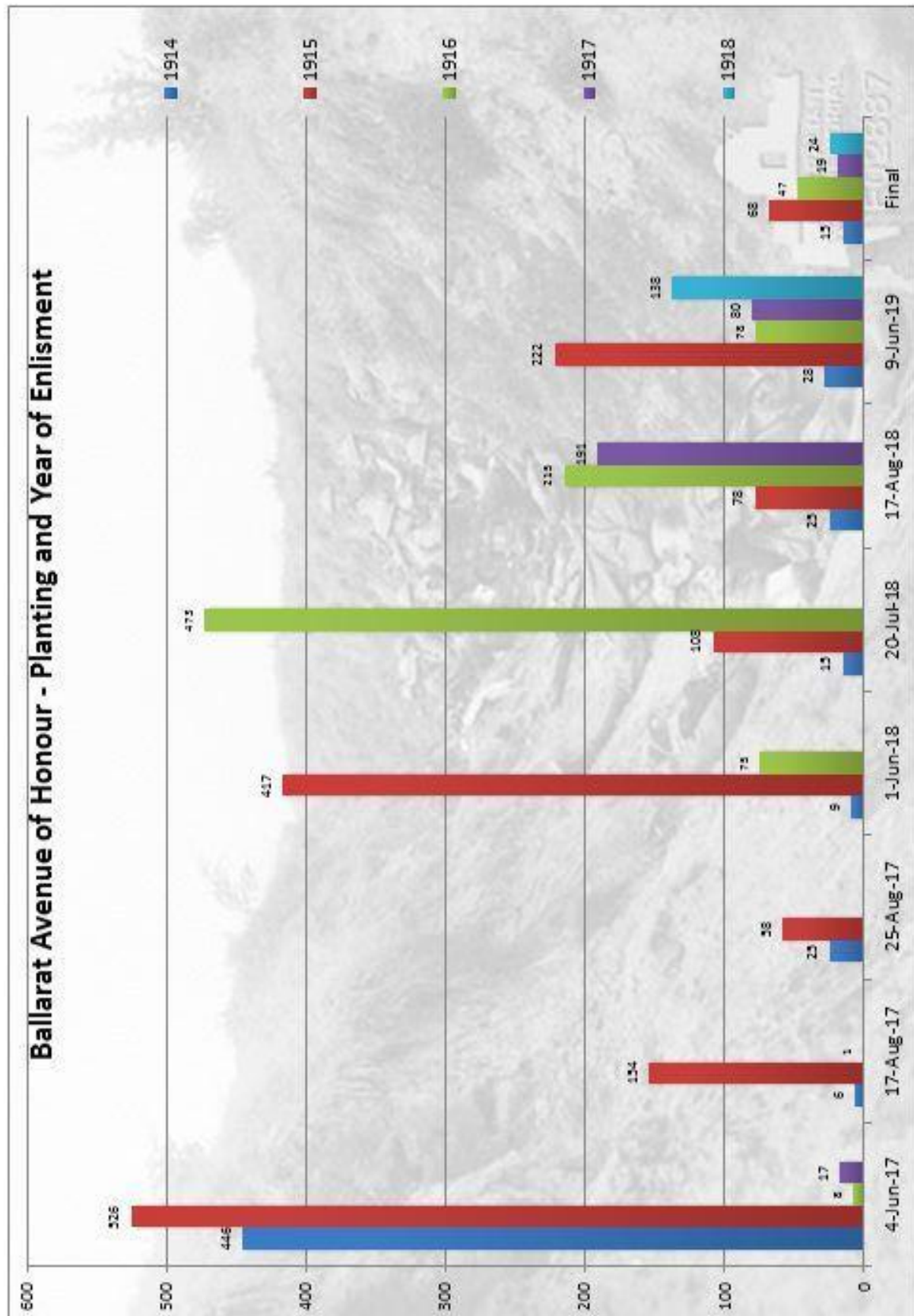
It has always been assumed that an ordered pattern exists on the Ballarat Avenue, based on the *Lucas Souvenir* booklets, where it was stated '*... the men have been placed as near as possible in the order of their enlistment.*'¹⁴⁵ However, while this may have been intended and while there is a general logic with date of enlistment (i.e. a 1917 planting cannot include a late 1917 or 1918 enlistment), a more complex picture arises when looking at the actual layout along the Avenue. This most probably arises from the original method of collection and collation of information (which must have been difficult given the resources available at the time) and the increasingly complex task as the Avenue grew and grew. This is a key feature of the Avenue that marks it out as different from most others in Australia.

As can be seen from the graph overleaf, enlistments from 1914 are still appearing in the last planting of 1918; in fact, the two final plantings look very much like 'tidying-up' plantings - adding men missed earlier to ensure proper coverage. Enlistments for 1915 decline sharply through the 1917 plantings, then increase substantially in June 1918 and again in June 1919. There are a small number of 1916 enlistments in June 1918, but then a large increase in July, and declining through the remaining plantings. There are some 1917 enlistments in the first planting, then not again until August 1918. 1918 enlistment do not occur until 1919.

¹⁴⁴ Taffe, M., (no date), *The Avenues of Ballarat*, unpublished Research Paper

¹⁴⁵ E Lucas & Co., (Second Edition, August 18th 1917), *Souvenir of the Avenue of Honour*, Programme booklet

Graph 6: Avenue of Honour Planting and Year of Enlistment



What is unclear is how the names were discovered and allotted from one planting to another. There were certainly attempts to plant in the chronological order of enlistment within each planting day. McWha's research of Avenue of Honour Committee records shows that two former soldiers, Lt. Cobby and Sgt Headlam, along with W Coulthard, did much of the compiling and verification work.¹⁴⁶ This difficult task was aided by newspaper advertisements and word of mouth.

In the absence of any centralised system of army records that were easily accessible, the task must have been herculean and mistakes were inevitable. This is particularly the case in the listing of men as dead, but in fact they had returned to Australia. For example, Sgt Eric Clarkson of Creswick (tree #3620), enlisted on 30th April 1918 with the 13th General Service Reinforcements, returned to Australia in November 1919 and was discharged in 1920. He applied for a pension in 1967.¹⁴⁷ However, he is listed as dead on the Avenue. John Bedford's name does not appear on the Australian War Memorial Roll of Honour as he was returned to Australia for discharge (family reasons). In 1917 his wife had moved from Ballarat to Richmond. John signs for his medals in 1922.¹⁴⁸ Yet again he is shown as having died on the Avenue.

Others can be difficult to verify on the basis of details on a plaque. Tree #2160 is for Private John A Boyce, 23rd Bn who turns out to be listed as Albert John Boyce on the AWM Roll of Honour and was killed serving with the 59th Battalion having embarked with the 57th Battalion.¹⁴⁹ There are a number of instances of given names being listed in opposite order and slight but significant differences in spelling that compound problems in verification; for example, Inuk Jansen being listed on the Avenue when it should have been his son Ernek Janssen.

9.2.3 The commemorated and their families

Tree 506a - Ernek Valdemar Janssen and Tree 508a - Carl Wilhelm Janssen

Ernek Valdemar (#359 5th Battalion, tree 506a) and Carl Wilhelm Janssen (#757, 5th Battalion, tree 508a) were both born in Sebastopol. The boys attended Cambrian Hill State School and Carl also attended the Central School in Ballarat for 12 months before proceeding to the School of Mines. At some point the family moved to 1 Barry St, Mentone. Carl worked as an engraver while Ernek found work as a storeman. Ernek also served with the 49th (Pahran) Battalion.¹⁵⁰ Research on these soldiers was complicated by variations in spelling; three spellings appear Jansen, Jannsen and Janssen.

Ernek enlisted on 15th December 1914 and was assigned to E Company. Carl enlisted three days later and was assigned to G Company as a Lance Corporal. Both embarked on *HMAT Orvieto* on 21st October 1914. They landed at Gallipoli on 25th April 1915.



According to a witness, a boat carrying the Janssen brothers was hit by a shell. Carl was wounded in the abdomen. He was transferred to the *City of Benares* where he died at 11.45am and was later buried at sea. He was 29.¹⁵¹ His name appears on the Lone Pine Memorial. His personal effects were returned to the family in March 1916 with another parcel arriving in January 1918. A sister, Beatrice Louise Janssen, was awarded a war pension in February 1917.

Figure 159 - Ernek (left) and Carl Janssen (right)

¹⁴⁶ McWha, op cit., Appendix 3, p.1

¹⁴⁷ National Archives of Australia, Service Record, Sgt Eric Clarkson, Series B2455 Item 3250900

¹⁴⁸ National Archives of Australia, Service Record, Pte John Bedford, Series B2455 Item 3067397

¹⁴⁹ National Archives of Australia, Service Record, Pte Albert John Boyce, Series B2455 Item 3105038

¹⁵⁰ Australian War Memorial, Roll of Honour Cards, AWM145

¹⁵¹ National Archives of Australia, Service Record, L/Cpl Carl Janssen, Series B2455 Item 7336460

Ernek was killed in action in the attack on Krithia at Cape Helles on 8th May 1915. He was to be recommended for bravery by an officer in the 7th Battalion for assisting the wounded. His body was never recovered and his name appears on the Helles Memorial. He was 23 years and 11 months old. He was initially listed as 'wounded and missing' in June 1915. Letters having been returned marked as 'Killed', the family made further inquiries. His mother was granted a war pension in January 1916.

Their father, Inuk, enquired about the death of his sons and was supplied with eyewitness accounts in December 1915 and January 1916. He also supplied the Defence Department with extracts from letters he had received from witnesses to Ernek's death. The official verdict 'killed in action' was not confirmed until December 1916. His personal effects arrived in January 1918 on the *Marathon* along with the second parcel of Carl's effects.¹⁵²

Army Base Records responded to a query (see below) from the Ballarat Avenue Committee in October 1934 supplying regimental numbers, units and ranks under the correct spelling 'Janssen'. 'Inuk' was properly corrected to 'Ernek'. Dates of death were not given. However, the Avenue of Honour lists do not seem to have been updated with this new information, nor were dates of death (already known judging from the postscript) added to any plaque or list.

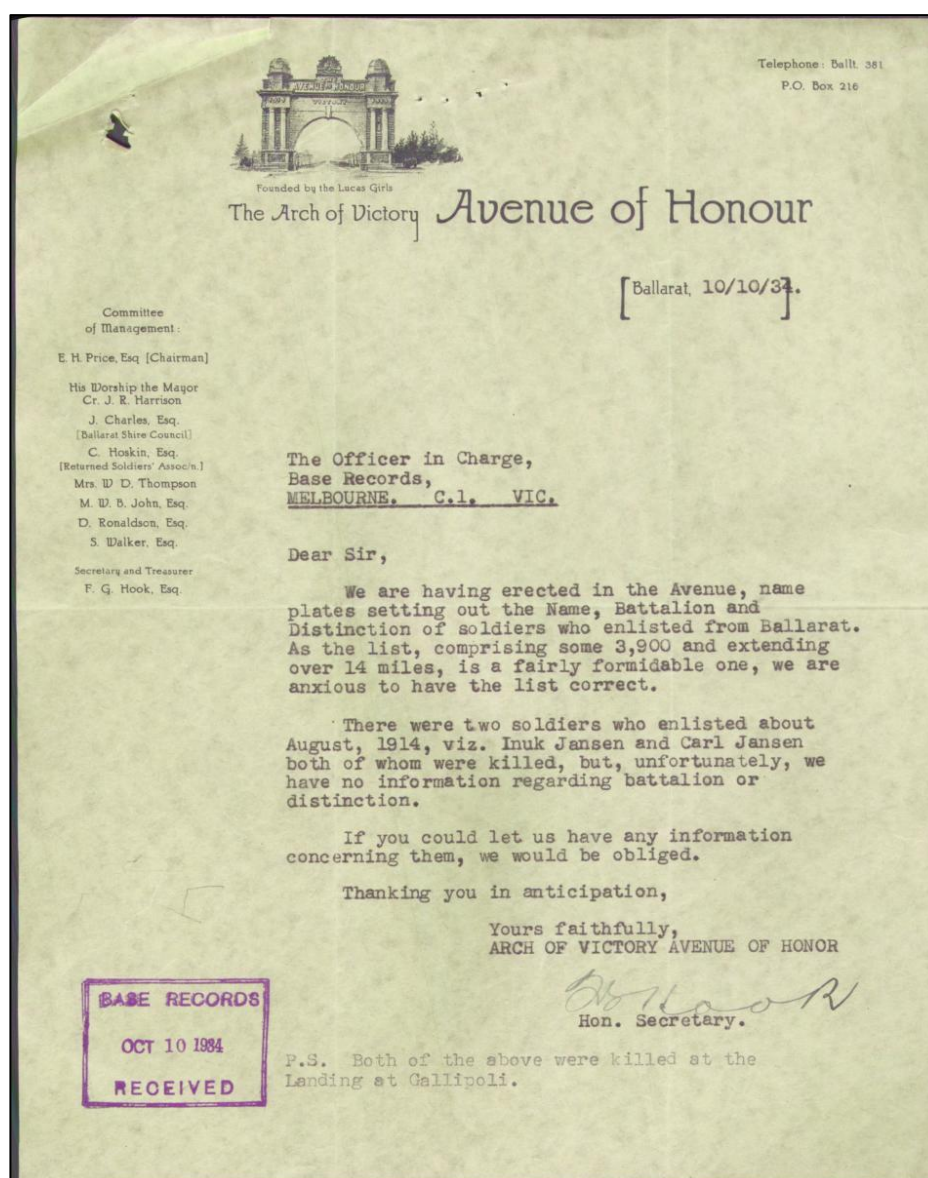


Figure 160 - Letter from the Avenue Committee regarding the details of Ernek and Carl Janssen, 10 October 1934

¹⁵² National Archives of Australia, Service Record, Pte E V Janssen, Series B2455 Item 7336459

Tree 2327 - Thomas O'Connell

Thomas Francis O'Connell is listed on the Avenue as killed. However, his is a very different story. Born at Clunes he enlisted on 18th January 1915, but was discharged on 15th March due to a civil court conviction. He enlists again in April 1916. He was single, 36 years old and working as a labourer. He listed his mother Ellen at 116 Skipton Street as next of kin. He had also served 3 months in Melbourne jail for assault at some point.

He embarked with the 14th Reinforcements for the 21st Battalion in 1916 arriving in Plymouth, UK in mid-September 1916. In October he was given 168 hours detention by the CO 6th Training Battalion for 'Conduct to the prejudice of good order & military discipline. Creating a disturbance in the lines.' The initial entry in the Casualty Form notes that he 'died of wounds received in action' after an incident on 4th December 1916. A second entry corrects this to 'died of wounds received accidentally' at Fargo Hospital after a court of enquiry on 5th December. He was buried in Durrington Cemetery, UK on 6th December 1916.

Further details appear later in the file: a court of enquiry declared '...the wound to this man was inflicted by 5367 A/Sgt Lavender 21st Bn on 4/12/16, the Sgt of the Guard, with a bayonet; whilst in execution of his duty and they wish to add that in their opinion Sgt Lavender is exonerated from all blame.' The coronial inquest ruled Alfred Lavender '...in the course of duty and without the will or intention to kill O'Connell' had stabbed him.

Thomas's personal effects are returned in April 1917 and Ellen O'Connell dies in September 1917. A sister Mrs M Jermyn of Dana St, West Ballarat writes to Base Records in 1917 seeking his allotment as she was supporting an unwedded sister who had previously lived with his mother. His medals and memorial plaque went to the eldest brother Charles, who had served in the Boer War in a Victorian unit.

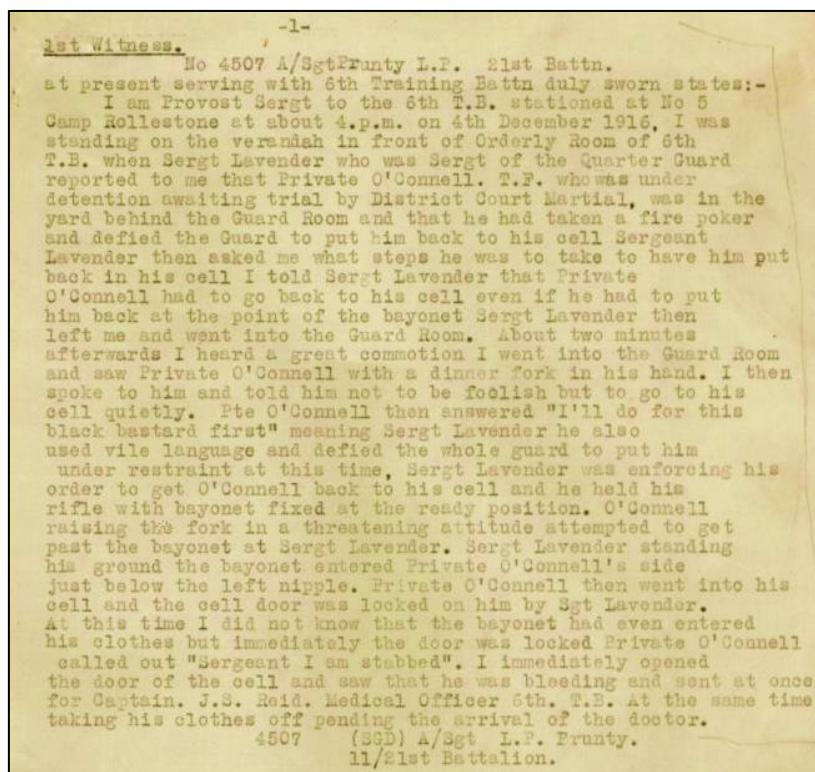
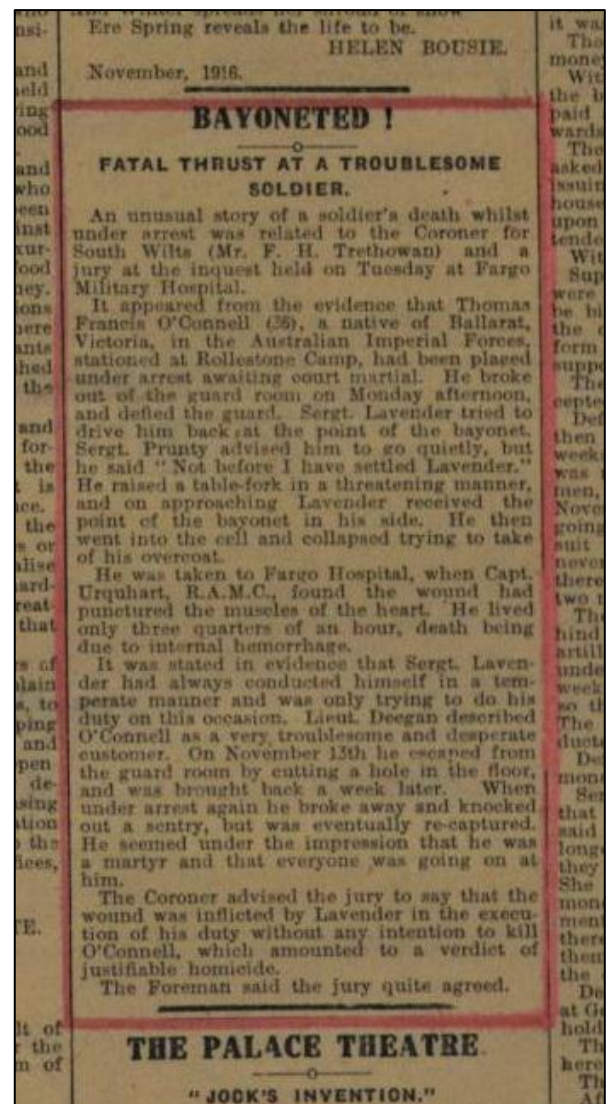


Figure 161 - Documents from National Archives of Australia, Service Record, Pte T O'Connell, Series B2455 Item 7336459



Tree 1356 - Rodney Beresford Ramage and Tree 483 - Reg Hind

Rodney was 24 when he enlisted on 24th August 1915, a boot salesman living at home at 51 Main St, Ballarat East. He is assigned to the 12th Reinforcements, 14th Battalion. After arriving in Egypt he joins the 46th Battalion, part of the 4th Division (on the Avenue he is listed as 14th Bn). The battalion moves to the Western Front in June 1916, eventually joining the rest of the AIF on the Somme for battles at Pozieres, Mouquet Farm and Flers. Obviously a good soldier, he is promoted in the field to Corporal on 5th January 1917 and then appointed Lance Sergeant.

On 11th April 1917 Rodney is wounded in action at Bullecourt, but his actions two days earlier had demonstrated both leadership and courage. He was recommended for a Military Medal. His wound (gunshot buttock) required evacuation and on 14th April he is sent from Boulogne to England and is admitted to hospital in Colchester. In May he is moved to Harefield. The MM is awarded on 15 May 1917. He returned to Australia leaving England in July 1917. The actual Military Medal is received on 4 December 1917. He is finally discharged 20 February 1918 and is granted a pension from the next day. He is later sent his service medals: the 1914-15 Star, British War Medal and Victory Medal.¹⁵³

There are some 54 men recorded on the Avenue as being awarded the Military Medal. Reg Hind (Tree 483) was awarded a bar.¹⁵⁴ He was awarded his Military Medal for his work at Pozieres on 15th August 1916. His bar was awarded in 1918, but the details of his actions are not recorded. He received multiple gunshot wounds in action in November 1918 and returned to Australia in May 1919, being discharged in October.¹⁵⁵

[M1787] W1071A/31107 1000m 12/16 1st G&S E.688. Form W.3121/4								Army Form W. 3121.	
Brigade.			Division.		Corps.		Date of Recommendation.		
12th. Aust. Infantry			4th. Australian		1st. A. & N. A.		18/4/1917.		
Schedule No. (to be left blank)	Unit	Regtl. No.	Rank and Name (Christian names must be stated)	Action for which commended (Date and place of action must be stated)		Recommended by	Honour or Reward	(To be left blank)	
	46th. Battn. A.I.F.	3887	Sergeant Rodney Beresford RAMAGE	<p>At BULLECOURT on night 9th April 1917 he took a party right up to the enemy trench and at great personal risk brought back accurate information as to the condition of the wire and the all important fact that the enemy were holding the trenches East of BULLECOURT in strength. During the attack on 11th instant he again went up under heavy machine gun fire and brought back accurate information as to how much of the enemy's trench was being held by the 46th. Battalion. He was subsequently wounded.</p> <p><i>[Signature]</i> Brigadier-General. Commanding 12th. Aust. Inf. Brigade.</p> <p>Major-General. Commanding 4th. Aust. Division.</p>		Lieut.-Colonel H.K. DENHAM	<i>[Signature]</i> Medal		

Figure 162 - Recommendation for award, Australian War Memorial,

¹⁵³ National Archives of Australia, Service Record, Cpl Rodney Ramage, Series B2455 Item 8024568; AWM Honours and Awards

¹⁵⁴ Edward Ellis (Tree 3410) is also listed as having MM and Bar. His name was actually Edgar; he claimed a bar but was not awarded.

¹⁵⁵ National Archives of Australia, Service Record, Cpl Reginald A Hind, Series B2455 Item 5451279; AWM Honours and Awards

Tree 863- Edwin ‘Ted’ Joseph Cannon

Ted Cannon was born in Ballarat and living with his parents, Edwin and Florence, at 610 Ascot Street, Ballarat. Their only son, he was officially a student, though also working as a cartoonist at the Ballarat Star and also served in the militia with 71st ‘City of Ballarat’ Infantry. He was exactly 20 years old when he enlisted on 8th July 1915; his parents provided a simple letter giving permission for him to serve abroad.¹⁵⁶

After training at Broadmeadows, he embarked on *HMAT A40 Ceramic* on 23rd November 1915. Ted was taken on strength with the 6th Battalion in late February 1916 in Egypt. His military service was short. He survived actions on the Somme and in late August the 1st Division was transferred to Belgium. On 6th September Ted was promoted to Lance Corporal for his work sketching the battlefields as a scout. While on a divisional assignment to sketch the Ypres salient, he was wounded by machinegun fire on 13th September 1916 and died early the next day at 17th Casualty Clearing Station. He was buried in Lijsenthoek Military Cemetery near Poperinghe in Belgium.

His parents are soon informed. His father worked at the *Ballarat Courier* and soon a steady correspondence began that was to last for more than a decade. In May 1917, he asked for advice regarding Edwin’s personal belongings apparently posted in France a few days after his death. The first package arrives in Melbourne in late June, a second in early August.

His father was relentless in finding out how his son had died. The Roll of Honour card notes ‘*Verbrandenmolen, Belgium about 2500 yds SE {obscured} of Old Mill*’, a more specific reference than appears in the service record.

The AWM Roll of Honour Card is remarkable for the amount of detail provided, revealing not only a remarkable young man but also the pride of a parent.

Ted had attended Skipton Street Christian Brothers’ School, following which he won a Victorian State Scholarship to Ballarat Technical School of Art from 1912. Young Edwin was a contributor of cartoons to the *Ballarat Star*. Very popular, an amusing writer and seen as destined for great things, Ted was well regarded. While on active service, Ted sent sketches and letters from Egypt and France which were published in Ballarat. By 1928, his parents had moved to 21 Raglan St North, Ballarat.



Figure 163 - (left) Ted Cannon, c.1915

Figure 164 - (right) Illustration by Ted Cannon, ‘*Sketches from The Front*’, published in the School of Mines Students Magazine, 1916.



¹⁵⁶ National Archives of Australia, Service Record, L/Cpl Edwin Cannon, Series B2455 Item 3202589; AWM145 Roll of Honour Cards; University of Ballarat Honour Roll, https://guerin.ballarat.edu.au/aasp/is/library/.../honourroll_cannon.shtml

Tree 977 - Gertrude Evelyn Munro

Gertrude was born in Ballarat, trained as a nurse and enlisted in the AIF as a nursing sister on 22nd August 1916. She was 34. Her parents, Alexander and Emma Munro, lived at 5 Gillies Street, Alfredton.

Her initial service was with the British Indian Service, AIF from August 1916 until August 1917, by which time she had travelled from India to Salonika in northern Greece, via Alexandria. She was also promoted to Acting Head Nurse attached to the 42nd British General Hospital. By 1918 one in five of the nurses in British military hospitals was Australian.

They worked mainly in tent hospitals, and most of their patients were suffering from malaria, dysentery, and black water fever. The nurses toiled through hot, mosquito-infested summers, and then had to endure freezing winters.

Gertrude contracted malaria and pneumonia, was admitted to the hospital on 1st October and died on 10th October 1918. She was buried in the British Military Cemetery at Mikra, Greece.

Her Matron, Jessie McHardie White, made the following comment to the Red Cross worker investigating Gertrude's death.

*[Sister Gertrude Munro] was put straight into hospital for sick Sisters ... She had a bad combination, Pneumonia and M.T. Malaria and which is very hard to fight. Being a strong healthy woman we hoped against hope she might win through, but alas it was not to be. It would not express anything to say how much we regret her loss - she is buried in a pretty little Cemetery with some other Sisters and Soldiers who have given their lives for their Country. I have written to her parents about everything pertaining to her grave.'*¹⁵⁷

As if the death of a daughter wasn't enough, Alexander had cause for concern when not all her personal effects were returned. The worry continued with a memorial scroll referring to 'he' and 'his' and an extract from the Cemetery Register wrongly listing the date of death.¹⁵⁸



Figure 165 - Sisters Gertrude Munro and Amy Christie, probably in Salonika.

¹⁵⁷ Australian War Memorial, Red Cross Wounded and Missing File, 1DRL0428

¹⁵⁸ National Archives of Australia, Service Record, Sister Gertrude Munro, Series B2455 Item 11615422

Tree 3790 - Henry Brew, Tree 2519 -John Brew and Tree 3792 - Samuel Brew

These brothers were 'old' men when they enlisted. All born in England, the whole family had moved to Australia when the boys were in their twenties.

The eldest was Henry, 52 years old, and an Inspector of Public Works. He had a wife Louisa, and daughters Hilda and Ruth. Earlier he had spent six years with the Merchant Navy. He enlisted in April 1916 and served as a Captain, being appointed Adjutant on *HMAT Euripides*, and from January 1917 *HMAT Omrah*. He had considerable militia service having served with the Garrison Artillery (3 years), Field Artillery (3 years) as well as the 71st 'City of Ballarat' Infantry (13 years). He returned to Australia and was discharged in June 1917, though he then unsuccessfully sought a commission in German New Guinea.

John was 42 years old and working as a journalist with the *Ballarat Star* when he enlisted in September 1916. By January 1917 he was in England, then joined the 39th Battalion in France. On 27th May 1917 he was wounded in the arm, but remained on duty except for a brief enforced visit to 9th Field Ambulance. He was killed in action on 8th June 1917 on Messines Ridge.

Samuel was 38 years and 9 months old when he enlisted in September 1915. He listed his mother, Elizabeth Brew, as next of kin. She was living at 303 South Street, Ballarat. He was a market gardener in Harp Road, Kew.

Samuel arrived in Egypt in May 1916, and by August he was with the 6th Field Ambulance on the Somme. He was wounded in action on 3rd May 1917, being shot in the right heel. He was back with his unit on 24th May and was detached to 2nd Casualty Clearing Station with whom he served until early November 1917. The one blemish was a charge of drunkenness in December 1917. He was wounded in the advance following the Battle of Amiens on 15th August 1918. He was tending wounded Germans when hit twice by machine gun bullets, dying early the next day at 55th Casualty Clearing Station. He was buried in Daour Communal Cemetery Extension, France.

He left his estate to his brother and 2 nieces Hilda (Wilson) and Ruth Brew. They appear also to have planted the trees on the Avenue. ¹⁵⁹



Figure 166 - *HMAT Omrah*, Pinkenba Wharf, Brisbane, 1914



Figure 167 - Stretcher bearers of the 6th Field Ambulance loading wounded, Picardy 1918

¹⁵⁹ National Archives of Australia, Service Records, Series B2455 - Henry Brew Item 3117969; John Brew Item 3117971; Samuel Brew Item 3117979; Australian War Memorial Roll of Honour Cards, AWM145

10 Interpretation Strategy for the Avenue and Arch

Because interpretation is considered to be such an important element, it is dealt with in detail in this section, but it should also be seen in the context of the issues, challenges and opportunities raised in Section 11.

The Great War had a profound effect on all the nations that were involved. One physical expression of this was the construction of war memorials on a scale that was unprecedented - across Britain and its Empire nations, France, Belgium, Russia, Italy, the United States of America, Germany, Austria, Turkey and more.

As the years passed many of these memorials would come to commemorate service and sacrifice in other conflicts. Yet these places also came to represent more than just war. *'For many, war commemoration has a special significance and war memorials are a special class of place at the intersection of sorrow, citizenship and identity.'*

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In many ways, for a young nation like Australia, these memorials came to symbolise the aspirations of towns and communities and provided an opportunity for them to show they were an important part of the nation. For Ballarat and its most significant war memorial - the Avenue of Honour and Arch of Victory - interpretation must not only tell the story of the individuals commemorated, but also show how the creation of the Avenue and Arch was driven by the effort and commitment of the local community, and how that connection still resonates today.

As it currently stands, the Avenue and Arch are often treated as a single entity and the terminology used to advertise these sites encourages this. The Avenue has become an 'it' - its meaning singular and often only with a simple physical focus, the Arch. The reality is more complex and this needs to be reflected in the interpretation of these places. The purpose of interpretation should be to engage the visitor in the details of experiences encompassed by the Avenue and physically lead them along the Avenue on a journey, both physical and emotional. The Arch can be a starting or an end point, but it should not be seen as the whole experience.

10.1 Existing situation

As has been discussed in Section 4, existing orientation and interpretation signage is non-existent along the length of the Avenue of Honour, and only given perfunctory treatment at the Arch of Victory. To the casual visitor, the Avenue and Arch do not appear to have a presence that is promoted by the local community. However, we know this is not the case, as every Anzac Day and Remembrance Day, the Arch is used for formal commemoration services. The local media often run stories on aspects of the history of the Avenue and Arch. From time to time there are individual commemorations at specific trees. There are also a number of groups and individuals undertaking research on the individuals commemorated along the Avenue, and there are the groups that remember the community's connections to these places, most notably the Lucas Past Employees Association and the Arch of Victory/Avenue of Honour Committee constituted by the City of Ballarat.

The local community may know about these places. Yet others from further afield do not and there is nothing **physical** to describe what these places are, and why they are important to Ballarat. Perhaps it is that the Avenue and the history that it represents is so overwhelming - to undertake research on 3,771 people, even with the resources offered by the internet, is a major task that requires much commitment and co-ordination. Perhaps it is the sheer physical scale of the Avenue and the Arch - people may think that no-one will forget these places, so complacency develops and nothing is done to ensure that memories and connections are maintained.

With the increasing interest in the Centenary of Anzac it is expected that there will be a great deal more activity surrounding the Avenue of Honour and Arch of Victory, and not just from locals from Ballarat. The time is right to provide new interpretation material that explores key themes associated with these war memorials. And new technology can only serve to enhance the visitor experience.

¹⁶⁰ Stephens, John, (2010) "Remembering the Wars": documenting memorials and war commemoration in Western Australia', *The Journal of Architecture*, 15: 5, 637 – 650

10.2 Directional and orientation signage

A key aim of signage should be to mark the Avenue of Honour as a distinct place, over its entire length, reinforcing its position in the landscape. Signage needs to guide people to the Avenue, then it must help orient them to their position on the Avenue and ultimately assist them in exploring and/or searching along the Avenue. Thus interpretation should have a number of components and indicate:

- a) How to find the Avenue;
- b) Guidance on entering the Avenue;
- c) Where you are on the Avenue;
- d) Information about the purpose of the Avenue, the town and people that created it and stories of the men and women commemorated there.

10.2.1 Finding the Avenue

A set of signs helping to guide visitors to the Avenue should form an outer ring around Ballarat and provide simple directional clues to the Avenue. Currently while some limited signage appears along Sturt Street, there is no other discernible directional signage. No approach other than along Sturt Street to the Arch is signed and any potential visitor is highly dependent on the quality of their maps and GPS.

Once the primary entrance to Ballarat from the west, the Western Freeway bypass has meant that the Avenue is no longer part of any 'natural' entrance to the City and needs to be treated quite differently. It will not be a key component of the experience of Ballarat unless it is made so. Avenue precincts are, by their nature, different from most memorials and tourist destinations because they are a broad landscape feature. Their extent and nature must be reflected in general signage so any person coming from any direction can easily find the Avenue.

This is most important in the northerly sections of the Avenue. Navigating to sections north of the railway line is not easy for visitors and simple signage could do much to improve this. For example, at present, there is no signage to help visitors navigate from the south section to Gluepot Road and back to the Avenue.

There is currently no signage on the Western Freeway declaring that Ballarat is home to the Avenue of Honour and the Arch of Victory, whereas on the approaches to Bacchus Marsh there is high profile tourism signage on the Freeway highlighting their own Avenue. Signage should declare the existence of the Avenue and Arch that they are of importance and value to the Ballarat community, as well as their national significance. While the new Freeway overpass is to be named the 'Ballarat Avenue of Honour Overpass' and will incorporate interpretation, the issues above are still important for other key access points to Ballarat off the Western Freeway as well as the main arterial routes through the City.



Figure 168 - Directional signage, Somme region, France



Figure 169 - Directional sign, Laurel Hill, West Virginia USA

10.2.2 Entering the Avenue

While the Arch of Victory is a very obvious marker for the Avenue of Honour, there is no signage or descriptions linking the Memorial Cairn and Cross of Remembrance to the Avenue. For the casual observer the Cairn may just be another isolated war memorial erected by a small rural community. Yet it stands at the northern end of Australia's longest commemorative avenue. There needs to be clear signage marking this place and directing people along the Avenue.



Figure 170 - The Memorial Cairn, Weatherboard



Figure 171 - Example of existing signage, Dyson Drive

These sites exhibit no specific connection with the Avenue, and there is nothing to encourage further exploration.

Every potential entrance to the Avenue of Honour should be marked so that the visitor is immediately aware they have entered the Avenue precinct. This could be achieved simply by ensuring that, at whatever point one intersects with or touches the Avenue, there should be signage noting 'Avenue of Honour' and the street name for that section 'Sturt Street'. Such a simple mechanism would clearly delineate the Avenue precinct to all users and also orient users to their general location (the Avenue runs along Sturt St, Remembrance Drive, Avenue Road and Burrumbeet-Learmonth Road).

Marking all intersections in this way formalises the Avenue precinct and clearly establishes the boundaries of the Avenue. Again, the Avenue would be marked as a place of importance and value. Entry points could also indicate tree numbers in each direction as well as the location of the nearest interpretation node.

Whatever measure was chosen, it will be important that all signage is produced in a consistent style that is compatible with other interpretation elements along the Avenue, so that people can become accustomed to looking for a particular signage 'style' to help their journey of exploration. There is also the opportunity for defining an 'Avenue Trail' with the signage, which would link directly to the concept of interpretation nodes discussed later.

The risk with all signage is that it can overwhelm the very thing that is being presented. The Avenue already suffers from a visual clutter of directional and traffic signs, particularly in the urban areas, as well as the increasing number of advertising signs for adjacent business. So it will be critical that a signage strategy for the Avenue and Arch is developed as part of a broader strategy to better manage other signage.

10.2.3 Position on the Avenue

The provision of positional information is fundamental to making the Avenue more accessible. There have been previous suggestions - number markers at intervals of every 200-250 trees.¹⁶¹ Another measure would be to have posts erected at each road junction showing the tree numbers between that point and the next junction. These could also be integrated in some way with the street signs mentioned above.

The development of interpretation nodes offers another option with simple directional numerical signs at each node. This could be incorporated into large maps to minimise the number of separate signs by layering information. Map boards could also be considered at all junctions or at regular points along the Avenue, independent of the nodes.



Figure 172 - Map Panel, Soldiers' Memorial Avenue, Hobart



Figure 173 - Heritage Trail marker, Geraldton, WA

Having an accurate brochure is also necessary to allow people to explore independently. Ideally a brochure should list all men and women commemorated and their tree number with a location map. Such brochures should not just be available through regular tourism centres and other attractions in Ballarat, but also at each interpretation node. The current brochure goes partway in this regard, but has no lists of names, its map is difficult to follow and the text needs updating.

The matter of providing a simple, yet useful, signage system to help people find trees and name plaques along an avenue as long as Ballarat's will always be difficult. Yet it lies at the heart of keeping the Avenue relevant to present and future generations. It is only if people are aware that this is a *living memorial* and they can find trees that are significant for their association with an individual soldier, sailor or nurse that the Avenue can survive, not only in a physical sense, but also in the collective community memory.

At the same time technology can provide simple solutions to help people find and explore the Avenue. Applications for mobile phones and tablets are now commonplace and should be developed in conjunction with any on-ground features.

10.2.4 Information about the Avenue

Fundamental to developing a sense of meaning and of place is access to stories. In a world in which living memory no longer sustains the relevance and stories of the Avenue, it is necessary for the Avenue to become a repository of memory, albeit in a 'prosthetic' sense. The stories described in Section 9 provide a glimpse of the memories that are currently hidden in the Avenue. There are many more and there are great opportunities for local history groups, researchers, schools, historians, descendants of the men and women commemorated and others to research these stories. The University of Ballarat has already begun some of that research, as have other local historians such as Ted Lynes, Phil Roberts, Michael Taffe and Amanda Taylor.

¹⁶¹ McWha, op cit., p.11

Harnessing the stories inherent within the Avenue can create a unique experience for the traveller along the Avenue. It can provide context for understanding the experiences of a family member, lead to a richer understanding of Ballarat as a community in the early twentieth century and an insight into the nature of the Great War. These stories are best presented through a series of natural stopping points along the Avenue - a series of interpretation nodes. Developing a number of themes for presentation at these nodes will provide the means to tell these stories.

10.3 Key interpretation themes

The primary purpose of interpretation should be to provide a framework for understanding the Great War and the involvement of, and effect on, the local community. To participants, the War of 1914-1918 was an overwhelming experience and difficult to comprehend. It was soon referred to as the 'Great War' as, in its sheer scale, it was unlike any previous war in the modern world, dwarfing the Napoleonic Wars of a century before, and even the American Civil War.

As observers from a century later, the nature and detail of that conflict is lost to most people. Opinions and perceptions are driven by easy stereotypes and generalisations, often perpetuated by the media. A commemorative avenue, in particular the Ballarat Avenue of Honour, allows for a more nuanced understanding of the conflict, those who served in it and its effects on Australia and particularly Ballarat. As it currently stands, an undifferentiated Avenue is simply overwhelming and meaning beyond simple platitudes is hard to find.

The Avenue of Honour has a unique opportunity to set a new standard in interpretation for a memorial of this size and to create a novel and innovative visitor experience. The experience of understanding the history of the Avenue, Ballarat's role and the depiction of the Great War should be organised in easily understood segments. This allows for new information and understanding to be introduced at each significant point along the Avenue (the interpretation nodes) along common themes as outlined below.

The themes selected are:

- a) Year - the progress of the war and significant events for Australia;
- b) Units - the formations of the 1st AIF most closely associated with Ballarat;
- c) People - stories of local servicemen and women commemorated on the Avenue; and
- d) Place - aspects of Ballarat's community during the Great War, including key industries and occupations, as well as the commitment by local people to create and maintain this memorial.

10.3.1 Year - progress of the war

This is to provide a sense of time passing and begin differentiating and understanding the Great War by using the simplest marker of all - time. For Australia and Ballarat, each year brought a different experience of the war.

In the early years, the outlook and attitudes were expansive and largely positive. Pride and high enlistment are the hallmarks of 1914 and 1915 with the campaign on Gallipoli. During 1916 this began to change as the reality of war began to take hold, as the enlistment pool began to reach its limits and conscription was proposed. Ballarat was particularly affected by the battles on the Somme with high casualty rates in Ballarat units.

1917 saw enlistments drop away, a split in the Labor Party, a second conscription referendum and increasing bloodshed on the Western Front. War weariness sets in and the optimism of 1914 and 1915 has well and truly disappeared. 1918 sees an unexpected victory after early setbacks, with Australian units playing significant roles in turning the Germans back. Finally an exhausted and relieved community celebrates an armistice in Europe.



Figure 174 - Battle tablet, Arch of Victory

The stories told here can be expanded through a series of interpretation nodes

10.3.2 Units - formations of the AIF

Throughout the war particular infantry units are closely associated with Ballarat; over 1000 men enlisted in just three battalions - the 8th, 14th and 39th. While many men served in the infantry, many also served in specialist medical, nursing, artillery, engineer or supply units, or within other armies (British and New Zealand). There were also a number of men who enlisted in the Royal Australian Navy. A focus within each node allows an exploration of the complexity of the soldiering experience and a better understanding of the Great War. Each node can also be related to key trees nearby. For example, there is a large group of nurses at tree numbers 954 to 1,000. And the Ballarat Fire Brigade planted trees for its members at trees 1,001 to 1,050.

10.3.3 People - local biographies

The best way for many people to connect with the Avenue will be through individual stories. Each node should highlight the stories of some of those commemorated nearby. These stories can be chosen to reflect particular units or corps (nurses, tunnellers, etc.) and/or occupations (railwaymen, miners) that fit with the other node themes. Trees a reasonable walking distance away from the nodes should be included to encourage people to move along the Avenue wherever possible. This will be more practicable at some locations than others. There may, in some areas, be capacity for discovery trails that highlight particular individuals or units.

This general approach also allows for recognition of bravery awards, family relationships (number of siblings, parent-child enlistment and so on) as well as out of the ordinary stories (unusual backgrounds or fates).

10.3.4 Place - aspects of Ballarat during the war

There is much on the Avenue that reflects the Ballarat community and its economy at that time. A brief survey of occupations reveals this and the wealth of photographic material can be researched to link particular soldiers and units to occupations, clubs, schools and so forth. Sponsorship of trees also provides insight into Ballarat at the time. Combined with street maps, some marking addresses of enlisted men and women or the fallen, this would provide a quite different and powerful approach to commemoration and community. The commitment of the local community (especially the Lucas connection) to creating the Avenue of Honour is also a story worth telling.

Identifying these connections to Ballarat's broader history could also provide linkages to other history trails and heritage initiatives around Ballarat.

10.4 Development of interpretation nodes

In order to help people explore the history and cultural significance of the Avenue of Honour and Arch of Victory, they should be encouraged to take a journey, both physically and figuratively, along the route of the Avenue.

All signage and interpretation on the Avenue should be information rich - layered to provide navigation, information and experience. And to provide greater depth to the experience, a series of interpretation nodes are proposed which will have panels containing material relevant to some of the individuals and units in the specific section of the Avenue where the node is located, as well as having broader themes of Ballarat during the Great War, major battles fought by Australian units, and the creation of the Avenue. Proposed locations for the interpretation nodes have been selected on the basis of existing infrastructure, access to parking, proximity to services/shops. They are as follows:

- 1) Arch of Victory/Memorial Rotunda;
- 2) Alfredton Shopping Centre carpark near Kallioota Street or Ranger Army Barracks, Ring Road junction ;
- 3) Service road adjacent to Dyson Drive junction;
- 4) Ballarat-Skipton Rail Trail crossing;
- 5) Crown and Sceptre Road junction;
- 6) Whites Road junction;
- 7) Chisholmes Road junction;
- 8) Windermere Hotel, Madden Road junction;
- 9) Former tourist information bay, opposite Lake Burrumbeet Caravan Park;
- 10) Gluepot Road junction;
- 11) Davenport Park Road junction; and,
- 12) Memorial Cairn and Cross of Remembrance.

Each node could be named based on actions in which the AIF was involved. This provides a logical platform around which the main themes can be developed. It also brings these names and places back into community consciousness and builds knowledge of the Great War. As times passes they can become general reference and meeting points for a variety of commemorative, educational and recreational events along the Avenue. The nodes would also form the basis of an 'Avenue Trail', which could offer people with a deep interest in the Great War and/or Ballarat's history the opportunity for an extended and in depth journey of discovery.



Figure 175 - Interpretive signage, Lake Burley Griffin ACT



Figure 176 - Interpretation panels, Lynsted Community Orchard, Kent

Both these sites provide examples of interpretation panels which could be used at interpretation nodes

The following table shows how the themes could be developed at each of the interpretation nodes. Names for each node have been suggested based on important battles for the AIF during the Great War.

Table 3 - Suggested Interpretation Nodes and Key Themes

Interpretation Node Name	Location	Year and Event	Units	People	Place
Arch	Arch of Victory	1914 - Australia	Outbreak and enlistment	To be determined	Ballarat snapshot
Gallipoli	Alfredton Shopping Centre/Ranger Army Barracks	1915 - Gallipoli	8 th and 14 th Battalions	To be determined	Mining industry
Suez	Service road near Dyson Drive	1916 - Egypt	Expanding the AIF	To be determined	Ballarat's cultural and social diversity
Fromelles	Ballarat- Skipton Rail Trail	1916 - Fromelles	Engineers and Miners	To be determined	Butcher, baker candlestick maker
Poizieres	Crown and Sceptre Road	1916 - Poizieres and Flers	Nurses	To be determined	Emergency services; the 1 st Conscription Referendum
Romani	Whites Road	1916 - Middle East	RAN and AFC	To be determined	Religion; white collar occupations
Bullecourt	Chisholmes Road	1917 - Bullecourt	Artillery	To be determined	Skilled trades; schools and education
Beersheba	Windermere Hotel, Madden Road	1917 - Palestine	Light Horse	To be determined	Farming and agriculture
Broodseinde	Lake Burrumbeet Caravan Park	1917 - Ypres	Pioneers and machine gunners	To be determined	Sports; the 2 nd Conscription Referendum
Villers-Bretonneux	Gluepot Road	1918 - German Offensive	Medical units	To be determined	Transport industry
Amiens	Davenport Road	1918 - 100 Days of Victory	Supply and transport units	To be determined	Women - wives, mothers and workers
Cairn	Memorial Cairn	1919 - Armistice	Veterans organisations and repatriation	To be determined	Widows and wounded

10.5 Future research

There is a wealth of information readily available today regarding the war service of Australians during the Great War. Full access to the original service records of all Australians who served in the Great War is available through the National Archives of Australia website (www.naa.gov.au). The Australian War Memorial website provides access to many unit diaries as well as the Red Cross Wounded and Missing files. The 12-volume *Official History of Australia in the War of 1914-18* (by Charles Bean and others) is now available online (www.awm.gov.au). The National Library of Australia website provides access to a research engine 'Trove' which can search and display many Australian newspapers up to the 1950s (<http://trove.nla.gov.au>)

Local organisations such as the University of Ballarat and local historical societies can also provide assistance with research on Great War soldiers. The work already undertaken by Ted Lyne should be of great assistance in correcting a number of errors regarding soldiers commemorated on the Avenue who died during the Great War.

It is also hoped that families of the men and women commemorated on the Avenue of Honour have letters, photographs and other memorabilia that could be shared with the City of Ballarat in order to assist with developing greater understanding of these individuals, their families and their experiences during the Great War.

As a point of interest, through the research for this project, no photographs of actual tree plantings for the Avenue were identified. It seems strange, given the large community turnout and the media interest in these events, that there do not appear to be such photographs in any of the major collections in Ballarat or online.

It is also considered that the Council and Committee should actively encourage local schools to have their students undertake research and/or field trips on the Avenue, possibly including essay/art competitions as a means to reconnecting descendants with the Avenue.

11 Issues, Challenges and Opportunities

Based on an analysis of the historical context, the existing physical condition and setting of the Ballarat Avenue of Honour and the Arch of Victory, and comparison with other similar places in Australia and around the world, a clear appreciation of the significance of this commemorative site has been developed. This then provides the basis from which to examine the issues, challenges and opportunities that face the Avenue and Arch today.

11.1 The Avenue of Honour

Given the cultural heritage significance of the Avenue of Honour - as a war memorial for service and sacrifice, as a powerful demonstration of a local community's efforts to establish a lasting tribute, and as a highly visible feature in the Ballarat landscape - it is fundamental that this memorial must be protected and properly maintained. The fact that the Avenue is the longest commemorative avenue in Australia and probably the longest surviving Great War avenue in the world also means that its heritage significance cannot just be seen from a local or State perspective.

While its heritage significance and historical importance has been clearly established, the physical reality of the Avenue shows that there are a range of issues that are detrimentally affecting the ongoing protection of the site. If the Avenue is to be retained as one of Australia's most important war memorials, there are a range of challenges that need to be addressed. These are outlined below.

11.1.1 Integrity of the Avenue

The matter of integrity is a critical aspect to preserving the heritage significance of the Avenue and maintaining its connection and relevance to the local community. Integrity comes from a range of factors:

- The physical completeness of the entire Avenue and its route;
- The arrangement and continuity of the trees and plaques fundamentally based on the original layout;
- The ageing of the trees which influences the visual and aesthetic quality of the Avenue;
- The experience of the 'journey' along the Avenue;
- The number and scale of physical interruptions/intrusions and visual breaks along the Avenue; and
- The 'originality' of the Avenue; that is, how well it is being preserved.

Retaining physical completeness is important for any commemorative avenue, but is made more difficult with the passing of time (as trees die and development intrudes) and especially so for an avenue the length of the Ballarat Avenue of Honour. In some ways it is remarkable that the Avenue of Honour has been able to be maintained along most of its original route, especially as it was part of the Western Highway for many years and subject to increasing pressure from road widening and other development. The reconnection of the Avenue when the Western Freeway overpass is completed (due in 2014) is an important step in maintaining the contiguous nature of the Avenue. Once a new rail crossing is provided for Remembrance Drive/Avenue Road near Gluepot Road, the Avenue will once again be complete and it will be possible to travel along its entire length without deviation. Overall, a key aim must be to maintain the Avenue as a continuous entity and seek to reclaim 'lost' sections.

The arrangement of trees and plaques, especially their alignment and placement in relation to the original layout, is very important for the Avenue. This relates not only to the visual appearance of the Avenue (see Section 11.1.4 for further detail on this aspect), but also to the fundamental aim of the community to have a tree planted at a specific location for an individual soldier, sailor or nurse, plus having a name plate or plaque associated with that tree. The Avenue should not be seen purely as a landscaping project, but from the point of view of those who planted it. The Avenue of Honour is a *living memorial*, where the trees represent individual soldiers, sailors and nurses. In the case of those who died and were buried overseas, the trees symbolically became the grave site, a place that could be tended and visited on a regular basis. Thus, the integrity of the Avenue must not just be seen in maintaining its physical form, but also in protecting the *memories and symbolism* that its trees, name plaques and overall form represents (see Section 11.1.3 for further detail).

Another important aspect of the integrity of the Avenue is allowing the Avenue trees to age gracefully. Many of the original tree species were chosen not only for their appearance, but also for their longevity. From a visual perspective, mature trees provide a true sense of the Avenue as a human creation with a special purpose. It is acknowledged that much of the tree planting since 1998 has helped to fill gaps in the Avenue and/or replace many trees that were in poor health and/or struggling to survive in that environment. While this work has helped to maintain the continuity of the Avenue, it is considered that there has been too great a focus on replacing trees (see Sections 11.1.6 and 11.1.7 for further detail). The key message now is to emphasise the broader social history and cultural heritage aspects of the Avenue rather than just landscaping and replanting programs.

The experience of making a journey along the Avenue is something that is different for every person. For some people, the Avenue may no longer be regarded as significant or even relevant to their daily lives; it is a century-old response to a war now almost past living memory. For others, the immediacy of the Avenue's purpose is a clear and resonant today as when the Luca Girls first planted trees there in 1917. The duplication of Sturt Street and creation of on-way sections have all impacted on the 'journey' along the Avenue (see Sections 11.2.1 and 11.4.1 for further discussion on this point). Preserving the integrity of the Avenue by enhancing the notion of travelling along a 'special route' should be seen as way of making people continually reflect on the social importance of this community-created memorial.

The increasing number of interruptions and intrusions - intersections and junctions, access roads, driveways, signage and other infrastructure - all affect the integrity of the Avenue. This is perhaps the most serious issue facing the integrity of the Avenue, as the cumulative effect of these physical and visual intrusions over time will destroy the very character and significance of this commemorative space. Assessment of any proposals for new development that could create breaks in, or intrude on, the Avenue must seriously consider the historical layout that may be impacted. As a general principle, no new breaks or intrusions should be allowed along the Avenue. While this may be difficult to achieve with increasing development pressures, effective planning controls and innovative design could offer suitable alternatives (see Sections 11.1.8, 11.1.9, 11.1.10, 11.3 and 11.4 for further discussion on this point).

Every commemorative avenue in Australia is an original creation that has a unique meaning for a local community. In terms of cultural heritage every avenue should be managed in order to preserve each community's memory of their involvement with the Great War. In the case of the Ballarat Avenue of Honour, that originality is supplemented by its sheer scale and expression of community endeavour which imposes an even greater responsibility in terms of preserving this memorial space. The Ballarat Avenue of Honour has achieved a high level of recognition and it has been established that it has national and international significance; yet its conservation is being affected by a range of pressures which need to be better managed.



Figure 177 - Examples of mature trees along the Avenue that provide a real sense of continuity and importance

11.1.2 Relationship between the Avenue and Arch

It has been clearly demonstrated in this report that the association of an arch with a commemorative avenue is a very rare combination in Australia (and indeed the world). Thus the Ballarat Avenue of Honour and Arch of Victory are highly significant in combination and the integrity of this relationship must be retained and protected. This includes maintaining the physical and cultural connection between the Avenue and the Arch.

Because of its size and prominence in the landscape, it appears that sometimes the Arch has come to represent the totality of this commemorative site, with the Avenue (and the service men and women that its trees represent) almost forgotten. The lack of a well-developed interpretation strategy for the Avenue has exacerbated this situation. It will be imperative that any future interpretation must bring the Avenue back into the minds of the local community (as well as visitors), highlighting the story of the Avenue and the Arch and their connections.



Figure 178 - The Avenue is the foundation of the Arch and this connection must never be lost

11.1.3 The connection of trees and name plaques

Over time there have been numerous instances where trees and/or name plaques have been removed/lost along the Avenue, either by accident or deliberate works. Not only should 'lost' trees be replaced (and no further removal of original trees), but it is critical that the physical connection between trees and name plaques is maintained, so that the significance of each tree, being dedicated to a specific individual, is not lost to the community.

This matter strikes at the very reason why the Avenue of Honour was created: the local community wanted to recognise the service (and sacrifice) of local men and women. The only way they could do this was to ensure that each tree had a name plate. While the original plates were replaced in the 1930s, the commitment to honouring individuals was still there. There is an adage that is useful as the guiding principle for all works associated with the Ballarat Avenue of Honour - *'for every soldier a tree, and for every tree a plaque.'*¹⁶² This should be the fundamental connection which is never forgotten by anyone working on the Avenue.

It is also clear that there are mistakes on many of the existing name plaques: some names are spelt incorrectly; many of the unit abbreviations are incorrect or inconsistent; and many of those who died have not been recorded as such with a cross on their name plate. Many of these errors can be attributed to poor records at the time.

¹⁶² Attributed to Adrian Howard, President Friends of Soldiers Memorial Avenue Inc., Hobart and key objective for *The Soldiers Memorial Avenue Management Plan* Hobart City Council 2004.

However, many of these errors were compounded in 1993 when the Memorial Wall was created. The list of names on the large bronze panels created for the Memorial Wall used the same information as on the incorrect name plaques. The spreadsheet of names listed on the Avenue of Honour provided by the City of Ballarat for this project also has many of these errors.¹⁶³ In order to ensure that an accurate listing of names is created, it will be necessary to undertake a number of tasks including:

- A ground-based audit of all trees and name plaques along the Avenue;
- An audit of all name plaques held in Council storage, or with other organisations;
- Comparing the audit results to any records of the original plantings (not just the Souvenir programs);
- Checking the names and units with AIF Service Records held with the National Archives of Australia;
- Checking the records for those who died with the AIF Service Records, the Australian War Memorial Roll of Honour and other local research;¹⁶⁴ and
- Producing new name plaques with corrected details when necessary for placement along the Avenue (but retaining as many of the 1930s name plaques as possible).



Figure 179 - Examples of name plaques without trees highlighting the loss of connection between soldier and tree

11.1.4 Alignment and spacing of trees

The 1997 McWha report identified that the original trees were planted at a spacing of 35-40 feet (10-12 metres) apart.¹⁶⁵ The City of Ballarat's Vegetation Planning and Management Officer believes the actual spacing is probably closer to 10 metres apart east of Alexanders Road and 13-15 metres north of Alexanders Road, although with road works and removal/replanting of trees over the years the spacing now varies from 9 up to 12 metres. To maintain the integrity of the Avenue, the tree spacing should reflect the original planting, as far as possible; however, there needs to be some flexibility to cope with services and access points. A minimum spacing distance of 9 metres to a maximum of 12 metres would be acceptable to provide a sufficient root growth zone.

With regard to tree alignment, the McWha report suggested that trees were originally planted 15-20 feet (4.5-6 metres) from the roadway, although it would appear that most trees are now located approximately 4 metres from the roadway, due to road widening/shoulder sealing. Today, as they were originally, the trees are growing between the road edge and an open swale drain. Retaining the form and location of the swale continues an important historic and unifying

¹⁶³ Excel spreadsheet provided by David Grant via email, titled 'Ballarat Ave of Honour full list', 2 April 2013

¹⁶⁴ Ted Lynes, Ballarat AoV/AoH Committee has prepared short biographies of 745 men listed on the Avenue of Honour who have been confirmed by him as being killed/died of wounds/died of disease. However the spreadsheet held by Council lists only 525 men as having died.

¹⁶⁵ McWha, op cit., pp.7-8 and p.47

element all along the Avenue. The swale also provides significant benefits for the growth and sustainability of the trees in terms of soil moisture and is considered vital in what is quite a hostile growing environment.

Over time the original alignment has been disrupted as the roadway was modified, particularly with widened junctions, new accesses to property and new development adjacent to the Avenue. Of most concern is the 'splaying' of the alignment where the upgrading of junctions and intersections along the Avenue has created turning lanes and/or widened running lanes. This has also occurred to improve sight distances and/or address sites with a crash history. While this may have been required when the Avenue was located on the Western Highway, the development of the Ballarat Bypass has seen significant reductions in traffic along Remembrance Drive.



Figure 180 - Examples of poor alignment and splaying of trees along the Avenue

Another broad change to the tree planting alignment came into effect following the 1997 McWha report. The latter recommended that any future plantings should be set a further 1 metre back from the roadway, to provide better road safety and allow the trees a larger root growing zone.¹⁶⁶ This has since become known as the 'ultimate alignment'. Advice from the City of Ballarat indicates that this has been generally adopted for the majority of new tree plantings over the past 15 years. This should also allow for the 'canopy effect' along the Avenue to be maintained, by not having the rows of trees too far apart (moving from 15 metres to a maximum of 17 metres between the rows).

To maintain the integrity of the Avenue, the alignment of all trees should reflect, as closely as possible, the original layout, with parallel lines of trees on each side of the roadway. An allowance for the 1 metre offset (the ultimate alignment) is supported in those sections where this does not impact on the visual appearance of the Avenue as a continuous entity. Thus, where splaying has occurred the trees should be replanted back onto an alignment which is similar to, and is compatible with, the alignment of adjacent sections if these are based on the original plantings.

At major intersections along the Avenue, such as the proposed works at Dyson Drive, it will be critical to develop a layout which incorporates the preferred tree alignment and does not incorporate splaying of tree rows. The design proposed for the new Eleanor Drive junction with Remembrance Drive provides an arrangement which avoids changes to the alignment of trees.

11.1.5 Tree protection zone

The definition of a tree protection zone (TPZ) has been considered an important issue in recent years with the replanting program and increasing development adjacent to the Avenue. The Arch of Victory/Avenue of Honour Committee have endorsed a TPZ with a multiplication factor of 15 x tree diameter over bark at breast height (DBH) for all tree plantings in the Avenue of Honour.¹⁶⁷ This was recommended in the *Ballarat West Growth Area - Avenue of Honour Urban Design Guidelines* (Hansen Partnership, Nov 2010) and has been strongly supported by the

¹⁶⁶ Ibid, p.9 and p.47

¹⁶⁷ Letter from AoV/AoH Committee to City of Ballarat Heritage Convenor, 21st May 2013

Council's Vegetation Planning and Management Officer. While outside the scope of this CMP, it is considered that the application of a TPZ (15 x DBH) is valid and should be implemented for the whole Avenue.

The AS 4970-2009 "Protection of trees on development sites" provides a sound and widely accepted basis to assess and control any proposed works within a TPZ. The minimum TPZ in AS 4970 of 2 metres should be increased to assist Avenue trees to establish quickly and grow to their full potential size.

11.1.6 Selection of replacement tree species

The variety of tree species used along the Avenue has been reduced over time, as it became clear which species were more successful, given the local weather and soil conditions. The 1997 McWha study investigated the matter of suitable and unsuitable tree species in detail, and this strongly influenced the tree replacement strategy over the past 15 years. The City of Ballarat has also taken a greater interest in the tree species being planted since it took over responsibility for vegetation and ground maintenance along the Avenue. It appears that the main species now present along the Avenue consist of ash, elms, oaks and poplars.

Although the Strategic Asset Management Plan (GHD, November 2012) provided a tree rating and replacement priority based on individual tree health and tree structure, it did not specifically make any recommendations based on species. Data from this plan is being used by the Council to further refine its tree replacement strategy.

There are a number of different opinions on the tree species that should be used for replanting, and in what layout. The City of Ballarat's Vegetation Planning and Management Officer considers that it is impractical to plant all the original species, as so many were not suited to the harsh conditions and did not survive. And the location for the planting of certain species is very important; some have done well in specific areas, such as poplars growing at the Weatherboard end of the Avenue and oaks at the Ballarat end.

The block planting does not appear to follow any particular pattern in relation to the size of the blocks or where they are located along the road, although many blocks start and finish at or close to a 50 or 100 number. Some of the blocks also start and end at intersections.

A change in the tree planting layout from single species in blocks to two species planted in blocks in an alternate pattern occurred from Tree number 3183 just north of Glue Pot Road all the way to the northern end of the Avenue. The species used were quite different in nature and biologically diverse. Advice suggests that there are tree management benefits in this arrangement so it should be maintained in this section.¹⁶⁸

It is considered that the strategy for replacement tree species selection should follow the following principles:

- All trees should be exotic and deciduous, primarily using original species if they have been shown to be successful. Otherwise, other **related varieties** can be used if they are similar in shape, colour and height;
- Use of tree species that are long lived and tolerant of harsh conditions including the warmer and drier climate predicted for Ballarat;
- Use of tree species capable of developing to a significant size with a broad canopy over the roadway;
- Trees should continue to be planted in blocks, broadly following the original planting strategy. Blocks should be a minimum of 30 trees and average 50 trees per block;
- Block planting should ensure that the original notion of having a variety of species along the Avenue is upheld by not planting long sections with only one species; and
- Tree blocks at the northern end near Avenue Road can consist of two species planted in an alternate pattern.

¹⁶⁸ Pers comm David Grant

11.1.7 Ageing of the Avenue

A key feature of commemorative planting, particularly in an organised format such as avenues, is that the trees need to be allowed to age gracefully. Trees were often chosen to be living memorials because they reflected the life that a loved one may have lived if they had survived - growing vigorously in their youth, maturing to be strong and stable, and then declining slowly as they reached the end of their lifespan. It is considered that this was a strong feeling among many Australian communities and influenced their choice of trees as a form of memorial.

To that end it is important that the Ballarat Avenue of Honour is managed so that the maximum number of trees is allowed to go through their life cycle to reach maturity and be sustained until a tree's health, condition and/or structural integrity is so compromised that it must be replaced.

It is clear that the program of replacement planting undertaken over the past 15 years has achieved much in terms of filling gaps and replacing trees that were in poor condition or were at the end of their useful life. It is understood that some 1,600 new trees have been planted over that period. The replacement strategy was undertaken in blocks of approximately 100 trees (as per the McWha report) and this required some trees in good condition to be removed to allow the reforming and realignment of the swale drain where the invert was the same as the 'ultimate alignment'.

However, it is also important that the replanting program does not substantially change the character of the Avenue, as a memorial that has been in place for nearly a century. In particular, too much replanting could quickly diminish the experience of travelling along an Avenue with established, mature trees. This is important because mature trees provide a physical reminder that this landscape was created a long time ago and was always intended to maintain long term connections with the local community.

At present, when travelling along the Avenue there would appear to be a reasonable balance of the original, more mature trees with the new sections of younger trees, although the northern end exhibits a far greater number of mature trees. However, it is important that this balance is not skewed towards inappropriate replanting, just for the sake of keeping the Avenue 'young'. This approach should not conflict with the recommendations of the SAMP, but rather be used as a precautionary measure before trees are replaced.

It should be remembered that the trees were originally planted with the expectation they would grow old. The other aspect of maintaining large, mature trees is that if they have a large canopy they can provide a direct sense of travelling along a formalised 'proceSSIONal' route. While the Ballarat Avenue of Honour trees may never develop a full canopy meeting across the roadway, as has occurred with the Bacchus Marsh Avenue of Honour, the Ballarat Avenue does have the unique stature as the longest avenue in Australia, and mature trees will only enhance its presence in the landscape. It should also be recognised that local soil and climatic factors will always be major factors in determining the overall condition of the Ballarat Avenue. Fully mature trees in the Avenue will be necessarily smaller than the trees at Bacchus Marsh. The number of species capable of reaching a significant size in the Avenue is also a limiting factor.



Figure 181 - The mature trees at the northern end clearly define the Avenue in the rural landscape

11.1.8 Intersections and road alignment

The numerous intersections (and other interruptions to the Avenue) present a number of challenges to the integrity of the Avenue. There are 22 significant breaks along the Avenue in the form of 18 junctions/intersections, a creek crossing with bridge (Burrumbeet Creek), the Western Freeway (with overpass under construction), and two railway lines (one has become the Skipton Rail Trail and one is the Ararat Line).

The width of these breaks range from 20 metres to 100 metres in the case of the Freeway. The road crossings have 20-30 metre road reserves, although Ring Road and the proposed Western Link Road (Dyson Drive) intersections are 60 metres wide. Not only do these breaks increase the distance between trees, but there is the associated visual intrusion from traffic signs and road infrastructure. Many of the intersections have been modified significantly over the years and no longer have original trees at these points or even replacements on the original alignment.

The other issue is the width between the rows of trees at these points, and how the original layout has changed due to road modifications. Tree rows at intersections along Avenue Road still appear to be on their original alignment, but closer to Ballarat most of the junctions/ intersections have seen tree rows changed. The only ones that are considered in original condition are Insignia Boulevard (originally a rail siding), Skipton Rail Trail and Whites Road, the latter perhaps the best indication of what the original intersection treatment was. The gap in the trees across this intersection is slightly larger (35 metres) than the width of the 30 metre road reserve; this is consistent with the intersections along Avenue Road. Some junctions appear to be slightly different; at Chisholmes, Powells and Glue Pot Roads, all with 30 metre road reserves, the tree gap is 22 metres.¹⁶⁹

Three intersections have actually had the road realigned, namely Chisholmes Road, Carpenters Road and Alexanders Road. It is understood this was done to “straighten” the road alignment for safety reasons and the original trees were removed further away from the intersections. Realignment of the road and tree removal also occurred between Madden Road and Carpenters Road for a distance of approximately 800 metres. The Burrumbeet Creek is another location where realignment of the road occurred. The two aerial photographs below show the Carpenters Road and Burrumbeet Creek area in 1939 and 2013. The current road and bridge has been realigned and built up compared to the original so now the trees are further from the road and also lower than the road level near to the creek.

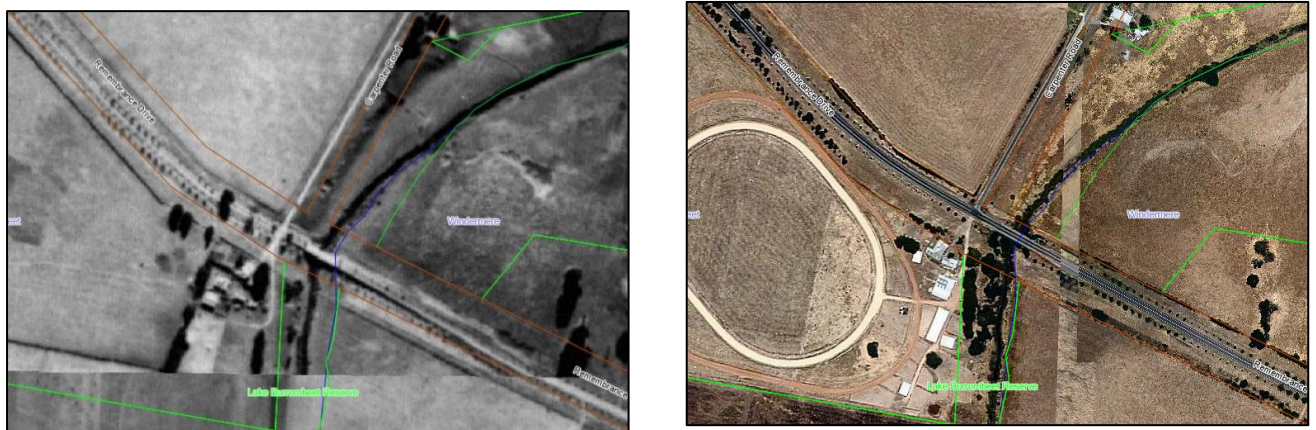


Figure 182 - Carpenters Road and Burrumbeet Creek area in 1939 (left) and 2013 (right)

Another realigned site is the section adjacent to the Burrumbeet Racecourse and the Lake Burrumbeet Caravan Park. This realignment has created a substantial original section that has been ‘cut-off’ adjacent to the new road (refer to Figure 183 which shows aerial photographs from 1939 and 2007). A tourist information structure (now unused) is located on the cut-off section. This section would require significant civil works to reinstate it as part of the Avenue; however, it does present opportunities as an interpretation node (see Section 10.4).

¹⁶⁹ Pers comm David Grant, City of Ballarat



Figure 183 - Section adjacent to Burrumbeet Racecourse in 1939 (left) and 2007 (right)

A significant problem for the Avenue is that modern road design for intersections often requires dedicated turning lanes, which can have an adverse impact on the original tree layout, as well as the visual intrusion of increased road width and traffic signage. An example of this is at Dowling Road where a turning lane was installed and the road width has increased from the standard 10 metre pavement to 14 metres.

In order that the Avenue maintains its integrity and continuity in the landscape, the strategy for intersections and road alignment should follow the following principles:

- All existing junctions/intersections and road realignments should be assessed to determine their impact on heritage values of the Avenue;
- Existing junctions/intersections and road realignments should be redesigned to allow the implementation of the 'ultimate alignment' for tree planting including the removal of 'splayed' tree alignments;
- No new junctions/intersections should be permitted unless there is no other alternative, and only after full consultation to assess the impact on heritage values;
- New junctions/intersections, if permitted, must maintain the 'ultimate alignment' and not involve the removal of trees and name plaques, unless absolutely necessary;
- The width of pavement, line marking, signage and associated infrastructure is to be kept to an absolute minimum;
- Any break in the line of trees across a junction or intersection must be kept to an absolute minimum; and
- The alignment of the road should reflect, as close as possible, the original road alignment and the original Avenue of Honour.

11.1.9 Access points

There are many instances along the Avenue where access points have been created, both formally and informally, creating gaps in the Avenue and impacting on tree location and alignment. The formal access points are characterised as being sealed roadways, sometimes with formed kerbs, and can link with adjacent service roads or provide a connection to the new carriageway on the northern side of the Avenue between Learmonth Street and Ring Road. They occur predominantly in the more urbanised parts of the Avenue. The informal access points are characterised as being gravelled or dirt, often linking with driveways into private property, providing de facto access to service roads, or are used as short cuts.

In all these cases, the access points cause a visual ‘disturbance’ to the Avenue, often exacerbated with street and traffic signage, turning lanes, kerbing, as well as needing additional drainage. In some cases trees have been removed or relocated to provide for these access points. Some trees have become compromised by being too close to the access point and are under threat. There would also appear to be no co-ordinated approvals process for access points, with some access points being created where there have been gaps in the Avenue, although no consultation has taken place between various arms of Council and the AoV/AoH Committee.

In order that the Avenue maintains its integrity and significance in the landscape, the strategy for access points should follow the following principles:

- Existing access points should be controlled, even to the extent of informal/unauthorised ones being closed;
- Trees and name plaques that have been displaced/removed as a result of access points being installed should be replaced as soon as possible;
- New access points should only be permitted as a last course of action, after full consultation to assess the impact on heritage values;
- New access points, if permitted, must not involve the removal of trees and name plaques;
- Sealed surfaces and kerbing should only be permitted on access points east of the Skipton Rail Trail;
- Gravelled surfaces are preferred on access points west of the Skipton Rail Trail to fit with the area’s more rural nature;
- Access points should be well spaced to avoid creating areas with numerous access points; and
- Access to properties directly off the Avenue should be minimised as much as possible.



Figure 184 - Examples of various access points to private property along the central part of the Avenue



Figure 185 - Examples of various access points to service roads along the eastern part of the Avenue

11.1.10 Traffic and directional signage

One of the major issues affecting the visual harmony and aesthetic qualities of the Avenue of Honour is the plethora of signs that has appeared along its length, particularly in the urban areas. These signs include traffic and pedestrian management signs, street name and directional signs, access signs to commercial businesses, warning and advisory signs, tourist information signs, property numbers and postal/delivery indicators.

This is a difficult issue to manage, as some signs are required for road safety reasons. . At the same time, this report has discussed the need for improved orientation signage for people wanting to visit and explore the Avenue. However, there needs to be greater control of the placement of signs and a restriction/reduction of signs in many locations.

It is considered that a specific signage code should be developed between VicRoads and the City of Ballarat for the Avenue of Honour, which is guided by the following principles:

- No private or commercial signage within the road reserve along the length of the Avenue and adjacent to the Arch;
- Removal of all signs attached to trees, including property numbers, postal/delivery indicators, and warning signs;
- Reduction in traffic and pedestrian signage to an absolute minimum, including consolidation of signs onto fewer posts;
- Relocation of directional and street signs away from tree alignment; and
- Reduction in the number of guide posts.



Figure 186 - Examples of traffic/tourist signs along the Avenue



Figure 187 - Examples of directional/advisory signs along the Avenue



Figure 188 - Examples of signs attached to trees

11.1.11 Pedestrian and cyclist utilisation

One of the real benefits of the Avenue of Honour and the Arch of Victory is that although they are commemorative sites, they are also located on public land and were designed to be appreciated as part of the landscape around Ballarat. They were created by the local community and were seen as a community asset.

The land is generally flat and thus is conducive to walking and cycling as a recreational activity. The Ballarat-Skipton Rail Trail crosses the Avenue of Honour west of Dyson Drive. The City of Ballarat is also actively seeking to improve the quality of pedestrian paths and cycling infrastructure and has indicated that the proposed works program over the next five years will see new paths installed.

It is considered that encouraging pedestrian and cycling use of the Avenue of Honour fits very well with the proposed interpretation nodes discussed in Section 10. Such recreational use also allows people to re-engage with the Avenue and to strengthen those community linkages which are critical to retaining its local heritage importance.

Formal events and sporting competitions can also make use of the attributes of the Avenue. The Cycling Australia Road National Championships are now held along the Avenue. In January 2013 a championship time trial was conducted on a course which started and finished next to Lake Wendouree and included a circuit from the Arch of Victory along the Avenue of Honour to Burrumbeet and back.



Figure 189 - Wide sealed shoulders and well-formed paths will attract cyclists and pedestrians

11.1.12 Maintenance regime

The City of Ballarat has responsibility for all maintenance of the Avenue of Honour along its entire length (excluding the road pavement). In recent years there has been a concerted effort to clean up the Avenue, by mowing and brush-cutting the road reserve from fence to fence. In part this is a result of the Avenue of Honour being identified as a Strategic Fire Suppression Line and a Fire Control Line. This has had a number of positive benefits:

- The Avenue trees are more visible in the landscape and the whole Avenue is seen as a ‘managed’ entity by the local community;
- A clear zone around each tree and name plate has been defined, reducing damage to trees and name plaques by mowing equipment;
- The removal of weeds, suckers and long grass means the threat of fire is much reduced along the Avenue.

Maintaining the Avenue as a mowed, cleared space from fence to fence is a major contributor to enhancing its visual appearance. When such works are undertaken by the Council it helps to reinforce the view that this is a place cared for and ‘worth keeping’ within the local community. As a result more adjacent landowners should also take greater care of their own ‘patch’ and contribute their own resources to maintain the Avenue. This is already happening in a number of locations.

A regular maintenance regime is important in controlling the large areas of poplar and elm suckers that have been allowed to develop over many years. The control of these will be an ongoing issue and will largely be dependent upon a persistent mowing program as chemical control can threaten the Avenue trees. The SAMP identifies the required maintenance levels and these should be adopted by the City of Ballarat.

The most significant problem with regular maintenance along the Avenue of Honour appears to be that many name plaques have been damaged and/or are not positioned in a consistent location in front of the trees (which should be 1 metre). Although there is a regular survey of trees and name plaques, the inconsistency of name plaques condition and location detracts from the visual uniformity that should be achieved along the Avenue.



Figure 190 - Examples of vegetation clearance in road reserve



Figure 191 - Examples of poor maintenance and placement of name plaques

11.2 The Arch of Victory

Given the cultural heritage significance of the Arch of Victory - as a war memorial for service and sacrifice, as a powerful demonstration of a local community's efforts to establish a lasting tribute, and as a highly visible feature in the Ballarat landscape - it is fundamental that this memorial must be protected and properly maintained. It has been clearly demonstrated that the Avenue of Honour and Arch of Victory are highly significant in their physical colocation; thus maintaining the physical and cultural connection between the Avenue and the Arch must be a key aim of long-term management.

The Arch of Victory was subject to a major restoration program in 2011. Major works included: replacement of the roof across the span of the Arch to improve ventilation; repair of a concrete lintel; repair of all cracks; repair and replacement of render to all surfaces; replacement of deteriorating mouldings; removal of lichen and other growth; painting of the structure; and new floodlighting installed. This work has ensured the structure is now in a very good condition. However, it is important that regular surveys be undertaken of the structure to ensure that it does not deteriorate, particularly through water damage. It is understood that a Maintenance Manual prepared at the time now guides future works.¹⁷⁰

While the heritage significance and historical importance of the Arch has been clearly established, there are some issues that need to be addressed in order that the Arch maintains its place as one of Australia's most important war memorials. These are outlined below.

¹⁷⁰ Pers comms from Fraser Brown, Quadratum (formerly Lovell Chen)

11.2.1 The Arch and its environs

A major risk is the potential for a vehicle to crash into the Arch which could seriously damage its structural integrity. However, the speed environment in the vicinity of the Arch has been substantially improved with the construction of the roundabout at the intersection of Sturt Street and Learmonth Street. The introduction of one-way traffic travelling west through the Arch has significantly reduced potential collisions at the Arch.

The roundabout has also served to create a large open area in front of the Arch which helps to highlight the physical scale of the Arch, and should help to maintain its visual dominance along this part of Sturt Street. The roundabout was certainly a far better design solution than installing traffic lights at this intersection and the consequent visual impacts that such infrastructure entails.

While there are some concerns that the roundabout and one-way traffic flow through the Arch has affected the sense of travelling through the Arch at the start of a 'processional' route along the Avenue, it was considered by those involved at the time that the benefits mentioned above out way any negative impacts. That said, the original notion that the Arch would be seen as a major entry point to Ballarat from the west has been changed.

The most important consideration for the Arch (and the Memorial Rotunda and Memorial Wall) is that it is not impacted visually by construction on adjacent land and that a 'clear zone' of at least 80 metres is maintained in front of the Arch and 50 metres on each side. Ideally the City of Ballarat should acquire the vacant block to the south-west of the Arch, not only to stop inappropriate development, but to provide additional space for an interpretation node associated with the Arch and the Memorial Rotunda/Wall.

11.2.2 Placement of howitzers

The howitzers that used to be located at the Arch from 1921 up to the 1960s are currently being restored. Given that these were war trophies presented to the City of Ballarat after the war, it is considered that they should be returned to their original location at the Arch. Such trophies were highly prized by local communities at the time and represent another element in Ballarat's connection with the war effort. This would provide the opportunity for further interpretation of these guns and how they were captured during the Great War, as well as the whole process of allocating war trophies to Australian cities and towns. There is sufficient space at the base of the Arch for the guns to be placed in their original locations, based on contemporary photographs from the 1920s. The reinstallation of these guns could be undertaken as part of Centenary of Anzac activities.



Figure 192 - Maintaining an open area around the Arch and Rotunda is an important consideration

11.3 Development pressures

11.3.1 The new suburb of Lucas

Ballarat is experiencing significant population growth. As has been noted, the Ballarat West Growth Area has been identified as the primary area of new residential and employment growth in the future. The Avenue of Honour runs directly through the Growth Area.

To the south of the Avenue and west of Dyson Drive the new suburb of Lucas has been planned, covering some 220 hectares. The development extends along the southern side of the Avenue of Honour for 1.1 kilometres from Dyson Drive to the Ballarat-Skipton Rail Trail. The first stage of the development is taking place with a major activity centre currently being constructed near the intersection of Dyson Drive and Remembrance Drive. Two new access roads are proposed linking to Remembrance Drive - one just west of Dyson Drive (named Eleanor Drive) as access to the Lucas activity centre and Lucas community centre, and another to be built just west of Ibis Garden Court. The development also includes a schools precinct, parks and sports grounds, and a retirement village.

The naming of Lucas will reinforce the connection to the Lucas factory and its employees who had so much to do with the Avenue and Arch. It is also understood that the new street names will reflect a number of the men and women who are commemorated on the Avenue.

However, with this development will come increased pressures on the Avenue of Honour and Arch of Victory. Primarily this pressure will come in the form of increased traffic using the Avenue as a major access road to Lucas. There will also be increased pressure for access to commercial businesses, particularly those located at the new activity centre off Dyson Drive. The close proximity of this site to the Avenue means that there will be visual impacts from advertising and infrastructure. It is critical that commercial interests do not dominate over the heritage significance of the Avenue of Honour and allow the intrusion of building and infrastructure elements that would adversely affect the aesthetic qualities of this place. In particular it will be important that advertising and other signage does not intrude onto the Avenue.

While the proposed design of the Eleanor Drive junction suggests a good outcome in not removing any Avenue trees, there should be reconsideration of the overall design of the Lucas suburb with the aim of removing one of the two new access roads. The Lucas area is already about to have a major intersection change with the junction at Dyson Drive about to be rebuilt, including the installation of traffic lights. The cumulative effect of each new junction on the Avenue does have adverse impacts on the aesthetic values and visual continuity of the Avenue. It is not just the physical roadway, but all the signage, lighting and other infrastructure that are required for each access point.

11.3.2 Other subdivisions and development

Other subdivisions have been approved or are being considered for land adjacent to the Avenue of Honour.¹⁷¹ These developments includes the following:

- Ballarat Golf Course - staged 550 residential lot development (under construction) with a new access road off Sturt Street duplication (northern side) roughly opposite Ningana Street. The intersection will be controlled by traffic lights for east and west bound traffic. The development extends along the northern side of the Avenue of Honour for 1.2 kilometres from the Arch of Victory to the Ballarat Golf Club house;
- 102 Remembrance Drive - 8 residential lot development (approved by Heritage Victoria) with an extension to the existing service road, just east of the Ballarat-Skipton Rail Trail. The development extends along the northern side of the Avenue of Honour with a frontage of 250 metres;

¹⁷¹ Pers comms - Hamish Lampp, Manager Statutory Planning and Building, City of Ballarat; pers comm Peter Ridsdale, Thorney Properties Pty Ltd (Ballarat Resort development)

- Avenue Hill -130 residential lot development (approved) with access from existing roads in Cardigan Village. The development extends along the southern side of the Avenue of Honour for 800 metres from opposite Powells Road to the eastern boundary of existing housing in Cardigan Village. There is no direct access proposed off Remembrance Drive.
- Ballarat Resort - this development is still in the conceptual stages (not yet submitted for consideration) and covers a large parcel of land south of Remembrance Drive extending west from the Ballarat-Skipton Rail Trail to just east of Whites Road, with a frontage of 2 kilometres on the southern side of the Avenue of Honour. There is also a large parcel of land north of Remembrance Drive from Dowling Road to Draffins Road with a frontage of 1.4 kilometres on the northern side of the Avenue. A 'town centre' is proposed adjacent to the Avenue close to the Dowling Road junction with a new access road to the north and south. The current proposal could have adverse impacts on the Avenue and should be revised.

Currently along the Avenue of Honour, medium density urban residential and commercial development has a frontage of some 2.7 kilometres from the Arch of Victory to Dyson Drive. Rural residential development further to the west accounts for approximately 3.9 kilometres from Dyson Drive to Dowling Road and Cardigan Village. The new suburb of Lucas and the other subdivisions discussed above will extend medium density residential development west along the Avenue from Dyson Drive for approximately 4 kilometres.

While it is accepted that land to the west of Ballarat is well suited for future residential growth, and given the limitations to growth east of Ballarat, it is apparent that the pressures of urban growth will potentially have significant adverse impacts on the Avenue of Honour. The most direct impact will come from additional access roads being approved onto Remembrance Drive, along with the increased signage and lighting that comes with such development. There will also be increased pressure for retail and/or commercial development close to Remembrance Drive, bringing the prospect of advertising, signage and other infrastructure. Such development needs to be very closely controlled to avoid adverse and irreversible impacts on the integrity of the Avenue of Honour.

Another impact from all of this development will be increased traffic volumes and the potential to trigger further duplication of Remembrance Drive. In this regard traffic movement and access to the west should not just be focussed along Remembrance Drive; there would appear to be other east/west routes that could be used to reduce pressure on Remembrance Drive, for example Cuthberts Road, Carngham Road and Blind Creek Road.



Figure 193 - The Lucas activity centre under construction



Figure 194 - The Alfredton shopping centre

11.4 Major road works

11.4.1 Sturt Street duplication

The duplication of Sturt Street from Learmonth Street (the Arch of Victory) to just west of the Ring Road junction (a distance of 2 kilometres) was undertaken to address increases in traffic volumes and associated road safety issues. From the perspective of looking at how the Avenue is perceived as a heritage place, the duplication has certainly impacted on the sense of travelling on a formal 'processional' route through the Arch and along the Avenue when coming from the west.

While the reduction in potential traffic conflict at the Arch is a positive benefit, it is clear that duplication is not a preferred design to conserve the heritage significance of the Avenue. For traffic travelling east from Ring Road, there is a no real connection to the Avenue or that this is a commemorative site. The fact that the duplication is two lanes also exacerbates the sense of alienation from the Avenue.

With the development of the Western Link Road at Dyson Drive, there could be pressure to extend the duplication of Sturt Street from Ring Road to this point. However, it is considered that such an outcome would be detrimental to the overall 'sense of place' that is fundamental to a commemorative avenue established on a major road. A key issue here is the design required to transform a two lane road into four lanes. To achieve this at Ring Road, a break of approximately 6-8 trees has been created in the Avenue on the north side just west of Ring Road. The trees have been replanted but further to the north of the deviation and they do not align with the existing Avenue trees. If any future duplication was to extend to Dyson Drive, this would create a similar problem at this location.



Figure 195 - The Sturt Street duplication looking east



Figure 196 - The existing Dyson Drive junction

11.4.2 Western Link Road

The proposed road works at Dyson Drive to form the Western Link Road will potentially have a major impact on the Avenue in terms of visual continuity as well as relocation of existing trees and name plaques. The plans developed by the City of Ballarat in conjunction with VicRoads show a new signalised intersection with turning lanes in all directions to deal with the traffic movements expected along a major arterial route.

Heritage Victoria has approved the latest plans (Permit P18079) which provide for a new tree replacement plan.¹⁷² This plan allows for the removal and replacement of 60 Avenue trees and name plaques (30 on each side of the intersection). This plan does not reduce the number of Avenue trees and name plaques in this location, as the distance between each replanted tree has been reduced to 9 metres to ensure there are no lost trees, which is considered acceptable.

¹⁷² Correspondence from Heritage Victoria to City of Ballarat, dated 31 May 2013

While the plan allows for the splaying of trees on the approaches to the intersection from a distance of 17 metres between Avenue tree rows out to a distance of 20.5 metres, this will be a reduction on the current splayed alignment. However, as discussed in Section 11.1.4, the splaying of tree rows has had a detrimental impact on the visual continuity of the Avenue, and should not be permitted. It is considered that the intersection design should be amended to allow for trees to be replanted on the 'ultimate alignment' with the 1 metre offset. This might be achieved through reduced lane widths and shoulder widths and the removal of a west-bound right turn lane, which is not considered necessary given the proximity of Ring Road.

On the basis of current planning, the works proposed at the Dyson Drive junction for the Western Link Road project are a one-off project to meet arterial traffic management requirements and should not be considered elsewhere along the Avenue. As stated previously, the cumulative effect of each new junction/intersection along the Avenue has adverse impacts on the aesthetic values and visual continuity of the Avenue.

11.5 Streetscape treatments

As noted in the *Ballarat West Growth Area - Avenue of Honour Urban Design Guidelines*, '... it is the aesthetic significance of the Avenue which is most at risk of impact from changed land use and new development, and which therefore should be carefully managed.'¹⁷³

These *Guidelines* identified the following key features of the Avenue of Honour that contribute to its significance and stated that these must be preserved:

- *'The use of broad spreading canopy trees, planted as 'blocks' of species in a continuous and evenly spaced line to create an Avenue effect over the road.*
- *Trees planted close to the road pavement to achieve the canopy effect. The "ultimate alignment" policy recommended in the Management Plan [McWha, 1997] has been used for new plantings and is an appropriate offset (1m beyond the original alignment).*
- *The continuous rhythm of the tree planting, with trees at 10-12m spacing and planted directly opposite each other with lines parallel.*
- *The use of exotic deciduous tree species, with species consistent within each section; sections being defined by the original planting pattern.*
- *The retention of the sequence and rhythm of the numbering system. The numbering sequence should not be altered or pulled out of alignment (i.e. tree 384 should be opposite 383, not 381 or 379).*
- *The gun-metal and bronze name plaques at the base of the trees, including their mounting style and orientation facing the original central carriageway.*
- *The open, grassy verge where the landscape is uncluttered by vegetation masses and the visual character is that of a simple landscape where the Avenue trees and associated plaques are the only features.*
- *Avenue tree plantings are heritage fabric and must be retained unless replacement is on heritage or aboriginal grounds.'*

These comments are closely aligned with the findings contained in this CMP.

The *Urban Design Guidelines* outlined a conceptual design for residential development and commercial development adjacent to the road reserve containing the Avenue of Honour from Dyson Drive to the Skipton Rail Trail. This design was based on the creation of a 20 metre wide setback from the road reserve boundary to provide a buffer between new buildings/structures and the Avenue. The *Guidelines* suggested the 20 metre setback area could provide for service lanes providing local access to adjacent housing (without direct access to Sturt Street and Remembrance Drive), as well as private gardens associated with residential property; or in the case of commercial development, the 20 metre setback could allow for a service road and car parking with landscaping.

¹⁷³ Hansen Partnership, (Nov 2010), p.13

The concept of a 20 metre setback area as a buffer is supported; however, the notion of using some of the buffer as a service road and/or car parking for commercial development raises concerns that advertising and signage will be placed to visually intrude on the aesthetic quality of the Avenue.

In order to mitigate any adverse impacts from adjacent development (including access roads), it is considered that some screening should be provided on the boundary of the Avenue of Honour road reserve in the urban areas from Learmonth Street to Dyson Drive and extended to the Ballarat-Skipton Rail Trail as the Lucas development proceeds. This screening could include small trees, shrubs and/or hedges, but must not include structural or built elements such as masonry or concrete walls, timber fences and external sheeting products. This screening concept could be applied to both sides of the Avenue of Honour.

Specific streetscape design guidelines should be developed for the entire Avenue of Honour, based on the *Ballarat West Growth Area - Avenue of Honour Urban Design Guidelines* which are founded on the following principles:

- The Avenue should be regarded as being in an urban setting from Learmonth Street to Dyson Drive, extending to the Ballarat-Skipton Rail Trail as the Lucas development proceeds. Further to the west the Avenue should be regarded as being in a rural setting, all the way to the Weatherboard-Learmonth Road;
- A 20 metre buffer area from the road reserve boundary should be established for the entire length of the Avenue of Honour;
- Service roads and/or car parking should only be permitted in the 20 metre buffer area if there is appropriate landscaping including screening plants on the Avenue side of the buffer;
- Screening on the boundary of the Avenue of Honour road reserve should be required in the urban area between Learmonth Street and Dyson Drive, and extended to the Ballarat-Skipton Rail Trail as the Lucas development proceeds;
- Screening of the commercial/light industrial area just west of Ring Road should proceed independently of boundary screening on the road reserve;
- There should be no built structures or elements within the entire road reserve (or on its boundary) along the length of the Avenue and within 50 metres of the Arch, Memorial Rotunda and Memorial Cairn, apart from existing historic elements associated with the Avenue and Arch and future structures for interpretation nodes;
- Any car parking areas defined for future interpretation nodes should be designed to have a minimal footprint and be as unobtrusive as possible; and,
- There should be no private or commercial signage of any kind within the road reserve (or on its immediate boundary) along the length of the Avenue and within 50 metres of the Arch and Memorial Precinct.



Figure 197 - Commercial area near Ring Road - screening would improve the aesthetic quality of the Avenue

11.6 National Heritage List nomination

In April 2004 the Arch of Victory/Avenue of Honour Committee submitted a nomination to the Commonwealth Government for the Avenue of Honour and the Arch of Victory to be listed on the National Heritage List. In November 2005 the nomination was rejected by the Minister for the Environment and Heritage, citing that he was not satisfied the Avenue of Honour and the Arch of Victory had National Heritage values.

It is agreed that the Avenue and Arch would not meet some of the National Heritage List criteria. However, it is considered that some of reasoning given in the decision was based on inadequate and incorrect information and flawed rationale. Given the more detailed historical assessment and comparative analysis undertaken as part of this Conservation Management Plan, it is considered that a new application could be made, focussing on the following criteria:

- *Criterion (b) - the place has outstanding heritage value to the nation because of the place's possession of uncommon, rare or endangered aspects of Australia's natural or cultural history;*
 - The Ballarat Avenue of Honour is the longest commemorative avenue for the Great War in Australia, and possibly the longest remaining Great War Avenue in the world.
 - The Ballarat Arch of Victory is the largest commemorative arch in Australia and one of the earliest permanent arches constructed anywhere in the world for the Great War.
 - The combination of the Ballarat Avenue of Honour and the Arch of Victory is unique in Australia based on the sheer scale of these memorials, and is certainly very rare (if not unique) in the world
- *Criterion (d) - the place has outstanding heritage value to the nation because of the place's importance in demonstrating the principal characteristics of: i) a class of Australia's natural or cultural places; or ii) a class of Australia's natural or cultural environments;*
 - The additional research provided in this CMP clearly demonstrates that the Ballarat Avenue of Honour is an outstanding example of commemorative avenues in Australia.
 - The Ballarat Avenue of Honour was not the first avenue in Australia, but the sheer scale of the community effort to establish it acted as the catalyst for many other avenues around Australia and thus it is an outstanding demonstrator of its class.
 - The Ballarat Arch of Victory is an outstanding example of the class of permanent war memorials constructed by so many rural communities in Australia.
- *Criterion (e) - the place has outstanding heritage value to the nation because of the place's importance in exhibiting particular aesthetic characteristics valued by a community or cultural group*
 - The Ballarat Avenue of Honour is significant within the rural landscape west of Ballarat because of its length (22 kilometres) and its visual continuity and dominance. The Avenue has a major presence as an aesthetically pleasing memorial landscape feature which is largely intact.
 - It is highly valued by the local community demonstrated by the sustained commitment to the Avenue's conservation and maintenance over the past century, especially through the Lucas connection since 1917 and the work of the AoV/AoH Committee, ongoing since the 1930s.
 - The Ballarat Avenue of Honour and the Arch of Victory presents an important processional way and impressive gateway to the City of Ballarat. The Arch of Victory is aesthetically significant as an outstanding example of a large victory arch which dominates the western approach to Ballarat.

12 Management Plan

This report has demonstrated that the Ballarat Avenue of Honour and Arch of Victory clearly have both State and local heritage significance (if not national significance), they are culturally important places for the local community and descendants as places of individual and collective commemoration, and they are key elements in the landscape. Therefore it is critical that future management reflect these values.

Through a better understanding of the cultural heritage significance of the Ballarat Avenue of Honour and Arch of Victory, and the challenges that face this memorial landscape, the need to provide a more co-ordinated management response to the issues raised becomes apparent. The following section outlines a conservation policy, management prescriptions and an action framework for the Ballarat Avenue of Honour and Arch of Victory.

12.1 Conservation Policy

The purpose of defining a Conservation Policy for the Ballarat Avenue of Honour and Arch of Victory is to identify how the conservation of these sites can best be achieved in the long term, based on an appreciation of their cultural heritage significance and cultural importance.

12.1.1 General policy and vision

The Ballarat Avenue of Honour and Arch of Victory and the landscape and streetscape setting in which they are defined must be maintained as places of cultural heritage significance to the City of Ballarat and its community as well as to the State of Victoria. All elements of the Ballarat Avenue of Honour and Arch of Victory and their setting that add to this cultural heritage significance should be retained and conserved.

The Ballarat Avenue of Honour and Arch of Victory are to be managed in accordance with the policies of this Conservation Management Plan and the guidelines of the *Australia ICOMOS Burra Charter*. At the same time the Ballarat Avenue of Honour and Arch of Victory must be managed with due regard for the legislative requirements and obligations imposed under the various statutory heritage listings.

The future of the Ballarat Avenue of Honour and Arch of Victory should be discussed with the local community of Ballarat. It should never be forgotten this is a site of community remembrance that was established at the instigation of, and through the sustained efforts of, the local community.

12.1.2 Cultural significance

The cultural heritage significance of the Ballarat Avenue of Honour and Arch of Victory is comprised of the Arch and all the Avenue trees and associated elements (Memorial Rotunda, Memorial Wall, name plaques, Memorial Cairn, Cross of Remembrance), the setting in which the Arch and Avenue are located (particularly the land within the road reserve), the associations and meanings linked to the Avenue and the Arch and the historical context this provides.

It is fundamental that the significance of the Avenue of Honour is seen through its presence as a **living memorial** and that each tree is significant for its association with an individual soldier, sailor or nurse. This cultural significance is demonstrated not only in a physical sense, but also in an intangible sense through community memory and remembrance.

The Local Statement of Cultural Heritage Significance contained in this Conservation Management Plan provides a detailed assessment of significance against the HERCON Criteria. This demonstrates that the Ballarat Avenue of Honour and Arch of Victory are highly significant at the local level and as such demand a high level of protection. This is matched by the State level significance which has already been defined by the Heritage Council of Victoria.

12.1.3 Policy objectives

The Ballarat Avenue of Honour is significant as the longest commemorative avenue in Australia and is highly representative of the Victorian avenues movement. The Arch of Victory is significant as the largest commemorative arch constructed in Australia for the Great War. They are significant for their association with the Ballarat community as a cultural and historic landmark, strongly identifying with the sacrifice and service of local men and women during the Great War. With this in mind, the following objectives have been defined:

- Conserve all significant elements and fabric associated with the Ballarat Avenue of Honour and Arch of Victory except where approved maintenance of trees involves removal and/or replacement as per the recommendations of this Conservation Management Plan;
- Ensure management of the Ballarat Avenue of Honour and Arch of Victory and all their elements conforms with the existing statutory processes which recognise the heritage significance of the place;
- Ensure the Ballarat Avenue of Honour and Arch of Victory are managed by a single entity (the City of Ballarat) informed by consultation with the descendants of people represented on the Avenue, the Ballarat community, the Ballarat Sub-branch of the RSLA, the AoV/AoH Committee and other relevant bodies (local, state and national); and
- Establish a management program for the Ballarat Avenue of Honour and Arch of Victory that complements the recommendations and guidance in this Conservation Management Plan.

12.1.4 Setting and context

The Ballarat Avenue of Honour is significant within the rural landscape west of Ballarat because of its length and its presence as a manmade feature which has remained largely intact. It contributes to the aesthetic appeal of Ballarat by providing a continuous avenue of trees in harmony with other trees and avenues planted in Ballarat.

The Arch of Victory dominates the western approach to Ballarat and helps to create a sense of being on an important processional way at the start of the Avenue of Honour. The Avenue of Honour and the Arch of Victory presents an impressive gateway to the City of Ballarat.

More than anything the Avenue of Honour and Arch of Victory have a rare physical and cultural connection which must be retained and protected.

12.1.5 Works and development controls

Tree planting, species selection and tree placement should be carried out in accordance with the recommendations of this Conservation Management Plan and based on professional advice. This also includes future pruning and maintenance of trees to improve public safety.

Other works and new development should not occur where it will have a direct and material impact on the Ballarat Avenue of Honour and Arch of Victory and their setting. In particular, road construction, traffic management, drainage works and other sub-surface works should only be undertaken across the footprint of the Avenue if disturbance to the root zone of established trees will be minimal. Any approved works should not detrimentally impact the heritage values of the Avenue or the Arch.

12.1.6 Vulnerability

The Ballarat Avenue of Honour and Arch of Victory are vulnerable to a number of natural and human hazards, including fire, extreme wind and storm events, impact by vehicles, road and construction works and drainage problems. The trees in the Avenue are also vulnerable to soil compaction caused by maintenance machinery such as large mowers. The potential risks arising from these hazards need to be mitigated by comprehensive planning to cope with any potential events.

12.1.7 Conservation of related elements

Apart from the Arch of Victory and all the trees and name plaques that make up the Avenue of Honour, other artefacts include the Memorial Rotunda and 'Roll of Honor', the Memorial Wall, the Memorial Cairn and Cross of Remembrance. When the German howitzers are returned to their original location associated with the Arch, these will also be included in this Plan. These elements reflect the layers of history regarding the establishment and continuing commemoration by the Ballarat community. All these elements should be appropriately conserved, notwithstanding that the trees will be replaced progressively as they come to the end of their lives.

12.1.8 Interpretation

For the local community and visitors to Ballarat, interpretation of the Ballarat Avenue of Honour and Arch of Victory should seek to deepen understanding of the soldiers, sailors and nurses individually commemorated by each tree and name plaque, as well as the impact of the Great War on the Ballarat community, and how the Avenue and Arch were created and are being managed.

A well developed and implemented interpretation strategy is important, supported by a range of technology and delivery methodologies, not only for education and information purposes, but to ensure that the Ballarat community and a broader state and national audience can engage with these places and deepen their connections.

12.1.9 Policy implementation and review

The recommendations of this Conservation Management Plan should be integrated within the existing policy and planning framework developed by the City of Ballarat. It will be important to review existing policies and plans to ensure they are revised to align with this CMP, which should become the primary document for management of the Avenue of Honour and Arch of Victory. At the same time the Ballarat Avenue of Honour and Arch of Victory must be managed with due regard for the requirements of the Victorian Heritage Council and Heritage Victoria.

This Conservation Management Plan should be reviewed in five to ten years.

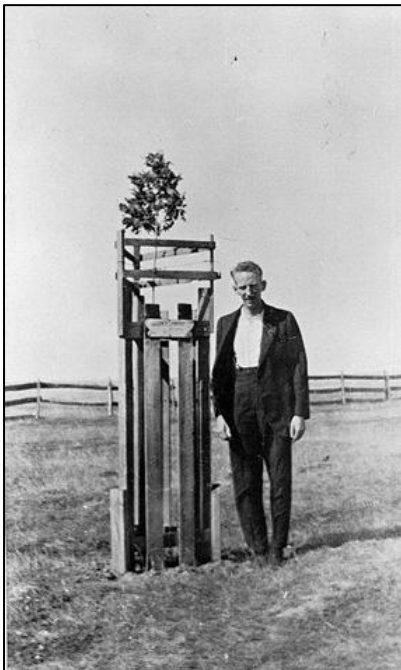


Figure 198 - Alan Lawrie and his tree, c.1920s



Figure 199 - The Arch of Victory looking east, c.1935

12.2 General Management Prescriptions

The fundamental focus for all those involved with, or working on, the Ballarat Avenue of Honour and the Arch of Victory must be to understand their significance. Collectively they are one of the most important commemorative sites in Australia, established on a scale unparalleled nationally, and with strong and enduring local connections that lie at the heart of how these sites were created as a response to the Great War and its impact on Ballarat.

For the City of Ballarat, management of the Avenue of Honour and the Arch of Victory to protect the heritage values of these places will require a commitment to undertaking a range of tasks based on the findings and recommendations of this CMP, as detailed in Section 12.4.

12.2.1 Management responsibilities

It is considered that the City of Ballarat should seek to take responsibility for the entire Avenue of Honour from VicRoads including maintenance of the road pavement and traffic management. It has been clearly demonstrated that the Avenue is benefitting from the road reserve vegetation maintenance program now coordinated by the Council. However, while the roadway remains the responsibility of VicRoads, this will fragment decision-making and lead to poor outcomes for protection of heritage values along the Avenue. Perhaps a problem with VicRoads remaining the road authority along the Avenue is that they must apply their design guidelines to road design, modifications, vegetation clearance, signage, etc. which can sometimes be inappropriate to protecting the heritage values of the Avenue. The Council should be able to apply greater flexibility in this regard.

The existing Arch of Victory/Avenue of Honour Committee constituted within the City of Ballarat is considered to be a good model for engaging with the broader community and to help the Council manage the task of coordinating volunteer support for tree propagation, planting working bees and replacement of name plaques. However, it may be prudent to assess the capacity of the Committee to organise and undertake works (such as replacing name plaques) as well as their role in fundraising, organising events, promotion and providing advice to Council.

12.2.2 Consultation

There are a number of key stakeholders and community groups that need to be kept informed regarding the long term management of the Avenue and Arch. They are:

- Descendants of the men and women commemorated on the Avenue;
- The broader Ballarat community;
- Local history and community groups with connections to the Avenue and Arch;
- The Ballarat Sub-branch of the RSL and other veterans/services organisations;
- Heritage and planning agencies;
- Adjacent property owners;
- The Arch of Victory/Avenue of Honour Committee; and
- City of Ballarat staff.

12.2.3 Risk management

The Ballarat Avenue of Honour and Arch of Victory are vulnerable to a number of natural and human hazards, including fire, extreme wind and storm events, impact by vehicles, road and construction works and drainage problems. The trees in the Avenue are also vulnerable to soil compaction caused by maintenance machinery such as large mowers. The potential risks arising from these hazards need to be mitigated by comprehensive planning to cope with any potential events. With the development of an interpretation strategy, as described in this CMP, the location and design of the interpretation nodes will need to be assessed in terms of potential risks to public safety in terms of access and road safety. With regard to reducing the amount of signage along the Avenue, there will also need to be some assessment of risks associated with any changes.

12.3 Consistency with the Burra Charter

The findings and recommendations contained in this Conservation Management Plan accord with the *Burra Charter* (the *Australia ICOMOS Charter for the Conservation of Places of Cultural Significance*) as outlined below:

- The cultural significance of the Avenue of Honour and Arch of Victory will be retained while allowing for a managed tree replacement strategy (see the Burra Charter - *Article 2 Conservation and Management*);
- The physical elements of, and cultural associations with, the Avenue of Honour and Arch of Victory will be dealt with in a cautious manner and any changes will not distort the significance of these places (see the Burra Charter - *Article 3 Cautious Approach*);
- The importance of this commemorative site and how it contributes to the cultural heritage values of the Ballarat community will be retained; (see Burra Charter - *Article 5 Values*);
- Continued use of the Avenue of Honour and the Arch of Victory by the local Ballarat community will be maintained as well as providing enhanced interpretation opportunities for visitors (see Burra Charter - *Article 7 Use*);
- The physical setting of the Avenue of Honour and the Arch of Victory will be retained and the visual setting will be only modified in the short term, while replacement trees become established (see the Burra Charter - *Article 8 Setting*);
- The Avenue of Honour and the Arch of Victory will remain in their original and historically significant location (see the Burra Charter - *Article 9 Location*); and,
- The local Ballarat community and descendants can participate in the future interpretation of the Avenue of Honour and the Arch of Victory by sharing stories and artefacts about the local men and women who served and died during the Great War. Thus the special meaning of the Avenue of Honour and the Arch of Victory can be explained more fully to visitors (see the Burra Charter - *Article 12 Participation*).

12.4 Action Plan

An Action Plan has been prepared based on the findings and issues raised through this Conservation Management Plan. It provides a list of recommended activities and works along with a priority rating for implementation. Determining the priorities for ongoing management and maintenance of the Avenue and Arch is based on the following broad categories:

- Works and Maintenance - managing and maintaining all the physical elements that make up the Avenue and Arch including the built structures, trees, name plaques, the entire road reserve, signage and associated infrastructure to ensure their heritage significance is not diminished;
- Planning and Development Controls - managing the use and development of land, infrastructure and services on, and close to, the Avenue and Arch to ensure that any adverse impacts are avoided or mitigated and to conserve their heritage significance;
- Interpretation and Education - providing the opportunities for the local community and visitors to better understand the history of the Avenue and Arch, the stories of those commemorated, how the Great War affected Ballarat, and ensuring the heritage significance of these sites is clearly explained and documented; and,
- Documentation and Research - facilitating more detailed historical research and investigations to develop an accurate database of all the men and women commemorated on the Avenue, as well as encouraging research into various aspects of the history of the Avenue and Arch, Ballarat and the Great War.

Table 4 - Ballarat Avenue of Honour and Arch of Victory CMP Action Plan

ITEM	RECOMMENDED ACTIVITY/WORKS	PRIORITY
1.	WORKS AND MAINTENANCE	
1.1	Archaeological - investigate possible location of avenue markers and other artefacts for nurses, seamen and other personnel groups	Short term
1.2	Tree spacing - formally adopt a limit of 9-12 metre spacing for all new tree placements	Immediate
1.3	Tree alignment - formally adopt the 1 metre offset ("ultimate alignment") as the maximum variation for the alignment of tree planting unless greater offset required for safety considerations.	Immediate
1.4	Tree alignment - remove and replant trees on the "ultimate alignment" where the alignment has been splayed as soon as possible, unless greater offset required for safety considerations.	Short term
1.5	Tree alignment - formal designs are produced to direct all tree planting and realignment works and presented to the AOV/AOH Committee for its consideration.	Immediate
1.6	Tree Protection Zone - formally adopt a TPZ with a multiplication factor of 15 x tree diameter over bark at breast height (DBH) with a minimum TPZ of a 6 metre radius for all tree plantings and works.	Immediate
1.7	Tree Protection Zone - All works within a TPZ must conform to AS4970-2009 "Protection of trees on development sites" or as otherwise agreed to by City of Ballarat and the Arch of Victory/Avenue of Honour Committee.	
1.8	Tree species - all new tree plantings should be exotic, broadleaf and deciduous, primarily using original species if they have been shown to be successful. Other related species can be used if they are similar in shape, colour and height and are suitable for the climatic and soil conditions.	As required
1.9	Tree species - if required, new plantings should be in blocks of a minimum of 30 trees, and averaging 50 trees, broadly following the original planting strategy of not planting long sections with only one species.	As required
1.10	Tree replacement - formally adopt the principle that trees are allowed to go through their life cycle to reach maturity and be sustained until a tree's health, condition and/or structural integrity is so compromised that it must be replaced.	Immediate
1.11	Tree replacement - review the implementation of the Strategic Asset Management Plan and develop a new 15 year tree replacement plan utilising the block and combination plantings recommended in the CMP and presented to the AoV/AoH Committee for its' consideration.	Ongoing
1.12	Access points and intersections - trees and name plaques that have been displaced/removed as a result of access points and intersections being installed should be replaced as soon as possible.	Short term
1.13	Access points and intersections - new access points and intersections to be kept to an absolute minimum and should only be permitted as a last course of action, after full site analysis, investigation and consultation to assess the impact on heritage values, and must only be permitted if they do not involve removal of trees and name plaques.	Ongoing
1.14	Access points - sealed surfaces and kerbing should only be permitted on access points east of Skipton Rail Trail; gravelled surfaces should only be permitted on access points west of Skipton Rail Trail.	Ongoing
1.15	Access points - informal/unauthorised access points should be closed.	Short term
1.16	Maintenance - in general, the Avenue should be maintained as a cleared space from fence to fence in the road reserve.	Ongoing
1.17	Works and Maintenance - ensure all responsible authorities, staff and contractors are trained and formally inducted to avoid damage to trees and name plaques.	Ongoing
1.18	Maintenance - maintain open swale drains to ensure adequate drainage function and where	Ongoing

	possible realign the swales to allow for future tree planting on the ultimate alignment.	
1.19	Works and Maintenance - Retain the open swale profile adjacent to Avenue trees for the entire Avenue to provide the maximum benefits for tree growth.	Ongoing
1.20	Maintenance - encourage adjacent landowners to take care of the section of the Avenue adjoining their property through mowing, litter control and condition monitoring of trees and name plaques.	Ongoing
1.21	Arch of Victory - ensure appropriate maintenance works are undertaken in accordance with the approved maintenance program	Ongoing
1.22	Arch of Victory - undertake regular surveys and investigations to ensure structural integrity is maintained	Ongoing
1.23	Arch of Victory - maintain a 'clear zone', free from built form and obtrusive landscaping, of 80 metres in front and 50 metres on each side.	Ongoing
1.24	Tree and plaque inspections - to be undertaken regularly and documented as per recommendations in the SAMP.	Ongoing
1.25	Annual tree and plaque works programs - developed and implemented as per recommendations in the SAMP.	Ongoing
1.26	Plaque alignment and installation - all plaques be positioned directly in front of each tree and installed to a set standard.	Ongoing
1.27	Signage - commence reduction in traffic / pedestrian signage and guide posts to an absolute minimum, including consolidation of signs on to fewer posts, after appropriate consultation with VicRoads and relevant groups.	Short term
1.28	Signage - relocate directional and street signage away from street alignment after appropriate consultation with VicRoads and relevant groups.	Short term
1.29	Documentation - ensure all works along the Avenue and around the Arch are formally documented including a photographic record.	Ongoing

Table 5 - Ballarat Avenue of Honour and Arch of Victory CMP Action Plan (continued)

ITEM	RECOMMENDED ACTIVITY/WORKS	PRIORITY
2.	PLANNING AND DEVELOPMENT CONTROLS	
2.1	<p>Signage - formally adopt:</p> <ul style="list-style-type: none"> a) There will be no signs attached to trees, including property numbers, postal/delivery indicators, and warning signs; b) There will be no private or commercial signage (including temporary/portable signage) within the AoH road reserve (or on its immediate boundary) along the length of the Avenue and within 50 metres of the Arch, Memorial Rotunda and Memorial Cairn; and c) Signage relating to existing historic elements associated with the Avenue and Arch, and future structures for interpretation purposes is acceptable. 	Immediate
2.2	<p>Streetscape design within the AoH road reserve - formally adopt:</p> <ul style="list-style-type: none"> a) There will be no built structures or elements within 50 metres of the Arch, Memorial Rotunda and Memorial Cairn, apart from existing historic elements associated with the Avenue and Arch and future structures for interpretation nodes; b) Built structures or elements within the entire road reserve (or on its boundary) along the length of the Avenue are to be discouraged, kept to a minimum and be set back from the tree line; and c) The Strategic Asset Management Plan (SAMP) must reflect the specific development guidelines prepared for the entire Avenue of Honour. 	Immediate
2.3	<p>Development interface design with the AoH road reserve - formally adopt:</p> <ul style="list-style-type: none"> a) A 20 metre 'no built form' buffer area be required on private land from the road reserve boundary for the entire length of the Avenue of Honour for all new development or structures (excluding existing residential areas with direct access to the road reserve east of Dyson Drive and Ring Road); b) All planning permit applications for land with frontage to the Avenue of Honour be referred to the AoV/AoH Committee for comment; c) Service roads and/or car parking should only be permitted in the 20 metre buffer area if there is landscaping that positively contributes to the landscape character of the Avenue of Honour; d) The creation of new access points should only be permitted as a last course of action, after full consultation to assess the impact on heritage values, and must only be permitted if they do not involve removal of trees and name plaques; and e) That the Avenue should be regarded as being in an urban setting from Learmonth Street to Dyson Drive, extending to the Ballarat-Skipton Rail Trail as the Lucas development proceeds. Further to the west the Avenue should be regarded as being in a rural setting, all the way to the Weatherboard-Learmonth Road. 	Immediate
2.4	<p>Intersection design - formally adopt:</p> <ul style="list-style-type: none"> a) The design of new intersections and intersection upgrades are to place trees as close as possible on a 1 metre offset to minimise/negate splayed alignment; b) The creation of new intersections should only be permitted as a last course of action, after full consultation to assess the impact on heritage values, and must only be permitted if they do not involve removal of trees and name plaques; c) The upgrade of intersections should only be permitted after full consultation to assess the impact on heritage values, and must not involve removal of trees and name plaques; d) Lucas suburb access - redesign of proposed street layout to remove one of the two proposed junctions with Remembrance Drive; and 	Immediate

	e) All planning permit applications for land requiring access to the Avenue of Honour be referred to the AoV/AoH Committee for comment.	
2.5	Sturt Street duplication - formally adopt: a) Not to support extensions to duplication of Sturt Street or Remembrance Drive west of Dyson Drive/Western Link Road intersection.	Immediate
2.6	Develop ' Avenue of Honour Development Interface Guidelines ' and an associated overlay for the entire Avenue of Honour for incorporation into the Ballarat Planning Scheme, based on the directives from the <i>Ballarat West Growth Area - Avenue of Honour Urban Design Guidelines</i> and the <i>Conservation Management Plan (CMP)</i> .	Short Term

Table 6 - Ballarat Avenue of Honour and Arch of Victory CMP Action Plan (continued)

ITEM	RECOMMENDED ACTIVITY/WORKS	PRIORITY
3.	INTERPRETATION AND EDUCATION	
3.1	Arch of Victory - from a heritage perspective the German Howitzers should be replaced at their original location at the Arch of Victory. However, other locations adjacent to the Arch or Avenue may also be appropriate such as at the Ranger Barracks. Wherever they are located, appropriate interpretation material must be provided to explain the history and relevance of these guns to Ballarat.	Short term
3.2	Interpretation strategy - formally adopt the strategy proposed in this CMP	Immediate
3.3	Interpretation nodes - identify and confirm locations for nodes based on this CMP	Short term
3.4	Visitor signage - discuss location of new tourist signs on Western Freeway with VicRoads	Short term
3.5	Visitor signage - install new directional signs at key points, such as each major intersection around Ballarat and at northern end of the Avenue	Immediate
3.6	Orientation signage - install new signage denoting the street name and the Avenue of Honour, along with tree number indicators at junctions/intersections	Immediate
3.7	Digital and Internet applications - develop digital applications for mobile phones and tablets with maps and historical information, as well as a comprehensive and interactive website listing all names, history of trees and social aspects.	Short term
3.8	Commemoration - encourage opportunities for descendant replantings, various anniversary events, guided tours, etc. Develop formalised and sensitive guidelines for commemoration and provide information in a fact sheet or application form to support this on the website. Temporary commemoration is encouraged but when material becomes degraded it should be removed.	Ongoing
4.	DOCUMENTATION AND RESEARCH	
4.1	Tree and name plaque locations - physical audit of all trees and name plaques along the Avenue and provide GPS record of all current tree and plaque locations.	Immediate
4.2	Name plaques - ongoing diligent recording of any movement of all name plaques and those held in storage.	Immediate
4.3	Name plaques - production of new name plaques with corrected details for placement along the Avenue should not be undertaken. Any corrected details should be listed in publications, interpretation and digitally, telling the story of the time and interpreting the reasons for some incorrect information being used in the Avenue.	As required
4.4	Confirmation of names - compare name plate audit results with records of the original plantings, checking with AIF service records, AWM records and other local research.	Short term
4.5	National Heritage List - prepare a new nomination for the Avenue and the Arch drawing on the new material and evidence contained in this CMP.	Short term
4.6	Visitor brochure - research and publish a new brochure for the Avenue and Arch based on the historical work in this CMP.	Immediate
4.7	Council and tourism websites - update information on relevant websites to correct historical inaccuracies.	Short term
4.8	Historical research - Encourage researching the service history of all the personnel commemorated on the Avenue. Discuss with AoV/AoH Committee, University of Ballarat, RSL, and local historical groups/researchers.	Ongoing
4.9	Historical research - facilitate a coordinated approach to researching the key themes for inclusion on the interpretation nodes. Discuss with AoV/AoH Committee, University of Ballarat, RSL, schools and local historical groups/researchers.	Ongoing
4.10	Community engagement - encourage descendants to share their family stories and	Ongoing

	memorabilia.	
4.11	Community engagement - encourage local schools to have their students undertake research and/or field trips on the Avenue, possibly including essay/art competitions	Ongoing
4.12	Financially focussed community engagement - promote community financial support DGR status as ongoing to support the Avenue of Honour.	Immediate

13 Conclusion

This Conservation Management Plan has clearly demonstrated that the Ballarat Avenue of Honour and Arch of Victory is a highly significant heritage site, honouring local men and women who enlisted from Ballarat and surrounding areas for service during the Great War of 1914-1918.

The Avenue of Honour is the longest commemorative avenue in Australia and possibly the longest remaining avenue in the world commemorating service in the Great War. The Arch of Victory is the largest commemorative arch in Australia. It is generally recognised now that the Ballarat Avenue of Honour acted as a catalyst for the development of many other remembrance avenues, particularly in Victoria. Together the Ballarat Avenue of Honour and the Arch of Victory illustrate not only a highly significant war memorial in Australia, but also highlight the sustained effort and dedication of the Ballarat community in creating these memorials.

Following a detailed review of the history of the Avenue and Arch and a comparative analysis of other commemorative avenues and arches from the Great War period, a new statement of local heritage significance has been developed to clearly identify the important heritage values that are embodied in these sites and which require protection.

It is clear there are significant development pressures occurring around the Avenue of Honour and Arch of Victory. It is therefore critical that the principles and actions recommended in this CMP are adopted for the ongoing conservation and management of what is arguably one of Australia's most important military heritage sites.



Figure 200 - The Avenue of Honour, a living memorial as relevant today as 100 years ago
Commemoration at tree #225 for Private John Smith, 8th Battalion, killed in action 2nd November 1917

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Appendix A Project Brief

CONSULTANCY BRIEF

QUOTE NUMBER: 2012/13-73Q

Ballarat Arch of Victory/Avenue of Honour (AoV/AoH) Conservation Management Plan

Description -

*The City of Ballarat ('Council') is seeking the services of a suitably qualified firms or individual/s with relevant expertise and resources to prepare a **Conservation Management Plan (CMP)** for the Ballarat Arch of Victory and Avenue of Honour.*

Type of Contract -

If a Contract is awarded, it will be a Lump Sum contract not subject to adjustment for rise and fall in prices.

Enquiries -

Tim Grace – Coordinator City Image and Public Realm
City of Ballarat
PO Box 655, Ballarat VIC 3353
Telephone: (03) 5320 5686
Facsimile: (03) 5333 4117
E-mail: timgrace@ballarat.vic.gov.au

Submissions close at 5 pm on Monday 18 February 2013

Submissions received after this time/date will not be accepted.

Submissions can be emailed to timgrace@ballarat.vic.gov.au. Submissions must be clearly marked **"Quote number: 2012/13-73Q Submission: AoV/AoH CMP"** in the subject header of the email.

PART A
RESPONSE

Ballarat AoH/AoV CMP

SUBMISSION REQUIREMENTS

The Submission must include the following:

1. Understanding of the Brief
2. Proposed Project Methodology
3. Proposed Project Timeframe
4. Draft Consultation Strategy
5. Statement of Availability
6. Statement of Relevant Experience and Capability (listing project team members expertise and experience)
7. Fee Schedule (based on project staging and including hourly rates and estimated meeting requirements)
8. Contact details of (at least two) Referees
9. Detail any matters which have not been covered in previous sections and you believe need to be taken into consideration when your submission is evaluated.
10. Conflicts of Interest (actual or potential)
11. Statement of Local Content

EVALUATION CRITERIA

The successful consultant will be selected on the basis of the following evaluation criteria:

1. Understanding of the Project
2. Methodology
3. A demonstrated ability of the Applicant to achieve a suitable quality of service
4. A demonstrated ability of the Applicant to undertake the work within the designated timeframe and budget
5. A demonstrated ability of the Applicant to prepare Conservation Management Plans (Relevant recent experience)
6. Ability to engage and work with stakeholders and the community
7. Appropriate skills and capacity to deliver
8. The level of Local Content provided or likely to be provided in the event the Applicant is successful

PART B

PROJECT REQUIREMENTS

AoH/AoV CMP

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1. PURPOSE OF THE PROJECT

The City of Ballarat is seeking the services of a suitably qualified consultant to prepare a Conservation Management Plan for the Ballarat Arch of Victory/Avenue of Honour ('the Avenue'). The aim of the CMP is to develop policies and strategies for the conservation and management of the Avenue.

2. BACKGROUND

Ballarat's state listed Arch of Victory/Avenue of Honour is a living memorial to the 3,771 people from the Ballarat area that enlisted for active service in the First World War. The Avenue was conceived in 1917 and between June of that year and August 1919 a tree was planted for each of these service personnel by the local community using funds they raised themselves. Since this time the community has continued to drive the conservation and management of this significant and highly recognised icon. The Avenue is a 22km long heritage landscape that is a type of war memorial unique to Australia which reflects a local, state, national and global story.

In 2010 Council adopted a strategic approach to managing and enhancing the Avenue in anticipation of the 100th Anniversary of the Anzac landing, occurring in 2015. The need was identified to update the current management strategy plan which was developed for the Avenue in 1997. Since the development of this document fifteen years ago several changes have occurred which have impacted on the relevance and accuracy of aspects of this document and the issues affecting the Avenue. In addition this significant heritage icon faces many challenges into the future which, among other things, requires the investigation of a broader range of values associated with this place. Given this situation Council is looking to engage qualified experts to undertake the development of an updated Conservation Management Plan (CMP) that reflects current heritage processes and formats to ensure the continued protection of the Avenue as well as improve the interpretation of its significance and value to the community, state and nation.

Further background information is included below:

Ballarat Avenue of Honour

The Avenue of Honour (1917 - 1919) and Arch of Victory (1920) were erected as memorials to the people of the Ballarat and the surrounding district who enlisted in World War I. The Avenue of Honour consists of 3,771 trees planted at regular intervals of approximately 12 metres along 22km of the Ballarat-Burumbet Road. The Arch of Victory marks the beginning of the Avenue of Honour at its eastern end. The Avenue of Honour, with the Arch of Victory, was officially opened by the Prince of Wales on 3rd June 1920.

Victorian Heritage Register listing (H2089)

In 1988 the Avenue of Honour was classified by the National Trust of Australia (Victoria) on the Register of Significant Trees. In 1992 the Avenue was entered on the Australian Heritage Commission Register of the National Estate. The 1997 Management Strategy Plan makes reference to both of these listings, however later the Avenue was added to the Victorian Heritage Register and the first Statement of Significance for the Avenue was developed to reflect its significance as relevant to the State of Victoria.

100th Anniversary of the ANZAC landing

The 100th anniversary of the ANZAC landing will occur in 2015. Commemorative activity will be staged across Australia in the lead up to, and beyond 2015 and planning is currently developing in federal, state, and local governments.

2015 Avenue of Honour Strategy

In 2010, the City of Ballarat committed to develop and action a Ballarat Avenue of Honour 2015 Strategy, in consultation with key stakeholder groups, to schedule Avenue of Honour restoration and upgrade opportunities in time for the 2015 Centenary of Anzacs.

The key objectives of the Strategy are to:

1. Identify and schedule the Avenue restoration and upgrade opportunities, including:
 - a) External funding opportunities
 - b) Financial planning,
 - c) Infrastructure improvements (e.g. bicycle ways, pedestrian paths)
 - d) Interpretation mediums
 - e) Strategies to combat the current condition of Avenue trees.
2. Review, update and enhance the Ballarat Avenue of Honour Management Strategy Plan to support the Ballarat Avenue of Honour Strategic Asset Management Plan.
3. Ensure the best possible outcome by working with VicRoads through consultation processes associated with the Western Highway duplication with special focus the interface at the Avenue of Honour.
4. Develop design guidelines for the Avenue

Arch of Victory

The Arch of Victory was officially re-opened by the Governor-General of Australia Quentin Bryce on Sunday 6th November 2011 following a six month restoration project. The works included the restoration of all cracked and drummy renders, roofing and plaques and new low energy lighting was also installed. The Project was jointly funded by Council (\$300,000) and the Federal Government (\$335,000) through its Regional and Local Community Infrastructure Program and \$175,000 through the National Heritage Sites Program.

Strategic Asset Management Plan 2012

In 2012 a Strategic Asset Management Plan was developed for the Avenue which included undertaking an extensive condition assessment and GPS location of all Avenue trees and plaques and developing a program of replacement, maintenance and improvement. The Strategic Asset Management Plan (SAMP) provides information on how the Trees and Plaque assets that form the Avenue will be managed, where responsibilities lie for making future decisions on the management of these assets and the costs associated with sustaining these assets over the long term. A range of technical and operational service standards have been developed to address factors such as quality, function and safety associated with the management of the Avenue's Trees and Plaques assets. These standards are influenced by legislation, research and CoB corporate and strategic priorities and deal with issues including operations, maintenance, replacement and disposal of the Trees and Plaques.

Ballarat West Growth Area

The Ballarat West Growth Area will be the primary area of new residential and employment growth in the City of Ballarat and will provide services and infrastructure for new communities. Ballarat Avenue of Honour runs directly through the Growth Area sharing interfaces to the north and south for a portion of the Avenue's length. The Growth Area comprises 1,717 hectares of Greenfield land located to the west of the City's current urban extent. The Growth Area will provide around 18,000 new houses at full development to accommodate a population of over 40,000 people. It will also provide the roads, schools, parks and community centres needed by the new

community. Infrastructure work associated to the Growth Area, such as the Western Link Road, is already impacting on the Avenue of Honour.

Ballarat West Growth Area – Avenue of Honour Urban Design Guidelines 2010

In 2010 Urban Design Guidelines were prepared on behalf of the City of Ballarat to ensure that future development within the Ballarat West Growth Area establishes an appropriate interface with the Ballarat Avenue of Honour located along Remembrance Drive, Ballarat. The aim of the Guidelines is to provide an appropriate mechanism so that new developments sensitively respond to the cultural heritage and aesthetic qualities of the Avenue of Honour.

This document sets out a number of minimum standards that should be applied to new private developments (that have an interface with the Avenue of Honour) and also contains recommendations for potential future outcomes within the Remembrance Drive road reservation.

The Guidelines make numerous references to 'Remembrance Drive'. It is important to note that in the context of the report, all references to Remembrance Drive are intended to describe the entire 60 metre wide road reservation within which Remembrance Drive is located. This is particularly relevant where references are made to setbacks and/or buffers to Remembrance Drive.

The purpose of the project included the following:

- Identify the potential impacts of urban development in the Ballarat West Growth Area on the Avenue of Honour;
- Consultation with key stakeholders to determine the most appropriate management techniques for the development interface with the Avenue of Honour;
- Develop appropriate design outcomes and visual concepts for key urban design elements at the development interface with the Avenue of Honour;
- Develop appropriate urban design guidelines and outcomes for the Avenue of Honour development interface, to inform the precinct structure planning process for the Ballarat West Growth Area.

You can download the guidelines at

http://www.ballarat.vic.gov.au/media/588946/ballarat_west_avenue_of_honour_udg.pdf

Western Highway duplication - Burrumbeet to Trawalla

Five kilometres on the northern side of the Avenue of Honour has been disconnected from the rest of the Avenue since Western Highway works occurred in 1993.

'A key feature of the [currently underway] Western Highway duplication project will be the reconnection of Ballarat's Avenue of Honour with an overpass of the historic thoroughfare near Burrumbeet, and new car parking and pedestrian access to the Avenue'.

See

http://www.minister.infrastructure.gov.au/ck/releases/2012/June/CK016_2012.aspx

Railway crossing reopening

In 2012, Federal Labor committed up to \$1 million to restoring the 'Avenue of Honour to its former glory by reconnecting the Avenue with funding to install a level crossing and boom gates following a concerted campaign by the Member for Ballarat, Catherine King, together with Ballarat's Avenue of Honour Committee.'

'Ms King said the project would reconnect the Ballarat Avenue of Honour for the first time since it was separated at Burrumbeet by the Western Highway bypass in 1993.'

See

http://www.minister.infrastructure.gov.au/aa/releases/2012/september/aa205_2012.aspx

Arch of Victory/Avenue of Honour Committee

The Arch of Victory/Avenue of Honour Committee has been working tirelessly for many decades to maintain the integrity of the Ballarat Avenue of Honour and Arch of Victory which are iconic and highly significant memorials to those who served in World War 1 from the Ballarat district.

The Committee's volunteers strive to maintain the integrity of the Avenue and to ensure the Arch of Victory and Avenue of Honour continues to stand as a lasting memorial for peace. Much of what you see today results from many volunteers' tireless efforts, fundraising and dedication. The Committee includes members from a number of key stakeholder groups and the representatives of 'the Lucas girls'.

Further considerations

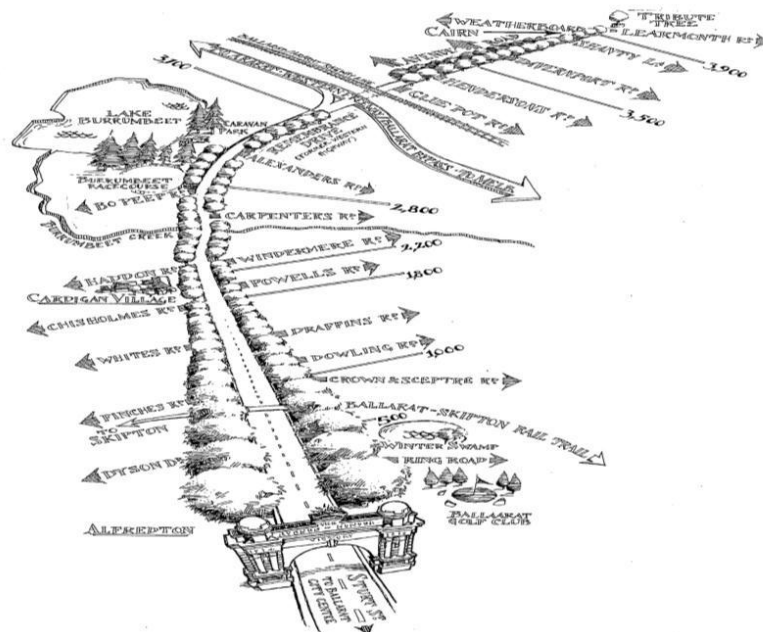
The Avenue is part of a major arterial road connecting residential, commercial and light industrial places. In addition to the Ballarat West Growth Area, there are a number of development pressures on the Avenue including Cardigan Village and the proposed Ballarat Resort. There are strip shops and a motel that can often be the scene of contestation. A number of residents front directly onto the Avenue and, in some cases, maintain areas of the Avenue.

Access to the Avenue for the community is currently quite difficult including the area directly adjacent to the Arch of Victory.

More recently key events are starting to use the Avenue, such as the Cycling Australia Road National Championships.

3. STUDY AREA

The Study Area includes the 22km long Avenue of Honour, Arch of Victory precinct including the interface with adjacent structures and land on each side of the Avenue. (Not confined to the Victorian Heritage Register Extent of Registration area).



4. PROJECT SCOPE AND DELIVERABLES

Scope

Consultants are asked to prepare a Conservation Management Plan (CMP) for the Ballarat Arch of Victory/Avenue of Honour using best practice methods.

The CMP is to be prepared in accordance with the principles and processes defined in The Australia ICOMOS Guidelines for the Conservation of Places of Cultural Significance 1999 (the Burra Charter) and associated guidelines, including procedures for undertaking studies and reports (1988). The plan should also follow the provisions of The Conservation Plan, by James Semple Kerr (2004 edition). The plan will make reference to relevant statutory controls and policies.

The CMP will be prepared in five stages:

1. **Understanding the place** (including its local, regional, state, national and global context).

This will include:

- Examining existing information (such as the review of the 1997 Management Strategy Plan), policies and proposals, and the contribution of the Avenue to the cultural landscape.
- Undertaking primary research where necessary to complement current knowledge and build a more comprehensive understanding of cultural and natural values.
- Assess the social value of the avenue, including the importance of the avenue to the local community and various stakeholder groups

2. **Develop a broad Statement of Significance**

3. **Identify issues, challenges and opportunities**, such as constraints arising from the Statement of Significance, resources and/or feasible actions (including safety issues), legislation, external factors (such as climate change), development pressures, changing values and addition of new elements.

4. **Develop overarching policies** that, among other things, includes a vision for the Avenue and steps to communicate the heritage values of the Avenue.

5. **Develop a strategy/action plan** that is practical, realistic and achievable within Council's resources.

The consultant is required to provide a draft report documenting each stage for review by the City of Ballarat before proceeding to the next stage.

The final CMP will be a fully integrated compilation of these staged reports.

Deliverables

The contractor must deliver the following outputs within scope, on time and within budget:

- Inception meeting and project methodology agreement
- Literature review
- Draft staged reports (as outlined above)
- Draft Conservation Management Plan and any associated mapping
- Meetings with stakeholders
- Meetings with Project Manager/Project Control Group

- Community consultation to determined social significance and other relevant values
- Final Conservation Management Plan with any associated mapping
- Present the final documentation to the Project Steering Committee.

The deliverables will not be deemed to be complete until signed off by the Project Manager.

The contractor will be required to work in close liaison with the Project Manager during the course of the project to ensure that the key deliverables are in alignment with the requirements of the project as they may evolve or change during its course.

5. METHODOLOGY

The Consultant will be expected to present the sequential steps and actions for their proposed methodology. Dates and definition of deliverables may be reviewed on mutual agreement by the Consultant and Principal.

The project will include as a minimum but is not limited to the following steps:

1. Project inception meeting - confirm project management arrangements, project reference group membership and meeting schedule, project methodology and key milestones, project outputs and reports and payment schedule in the inception meeting.
2. Literature Review- desktop research into current literature on the Avenue of Honour.
3. Consultation - consultation will be targeted towards key stakeholders nominated by the Project Manager and Consultant and will include but will not be limited to -
 - i. Project Control Group (PCG)
 - ii. Project Steering Committee
 - iii. VicRoads
 - iv. Key utility providers
 - v. Avenue of Honour/Arch of Victory Committee Inc
 - vi. Any additional stakeholders that could be used to make a contribution to further understanding of the project as identified and agreed to by the Project Manager and Consultant.
 - vii. In addition to the above, the consultation program must include a targeted community engagement process in order to fully understand the social significance of the Avenue. The Consultant should recommend an appropriate approach for this process.
4. Staged reporting: Consultant to provide a draft report to the Project Manager at each stage for review by the Project Control Group before proceeding to the next stage. This should consist of:

- i. Draft Heritage Assessment Stage 1: Understanding the Avenue,

- ii. Draft Heritage Assessment Stage 2: Statement of Significance,
 - iii. Draft Heritage Assessment Stage 3: Issues, challenges and opportunities
 - iv. Draft overarching policies
 - v. Draft strategy/action plan.
5. A final draft Conservation Management Plan will be presented to the Project Control Group for review and comment prior to the finalisation of the Conservation Management Plan.
6. Present the final document to the Project Steering Committee.

6. DELIVERY OF DOCUMENTATION, INFORMATION AND REPORTS

The deliverables of the project shall be supplied to the Principal as follows:

- Conservation Management Plan;
- Electronic copies of reports shall be provided in MS Word 2010, InDesign (indd) and in Portable Document Format (PDF) format;
- All spatial and analytical database material provided should be compatible for use with MapInfo.

7. AVAILABLE INFORMATION AND RESOURCES

The following information is provided as part of the submission process:

- a) INDEX: Avenue of Honour Management Strategy Plan 1997 ([Attachment 1](#))
- b) INDEX: Avenue of Honour Strategic Asset Management Plan 2012 ([Attachment 2](#))

The following additional information and data will be made available to the successful Consultant:

- c) Avenue of Honour Management Strategy Plan 1997
- d) Avenue of Honour Strategic Asset Management Plan 2012
- e) Avenue of Honour Strategy Workshop Notes June 2010
- f) Alfredton West Precinct Structure Plan 2011
- g) Ballarat West Employment Zone Master Plan 2012
- h) Ballarat West Growth Area – AoH Urban Design Guidelines – Nov 2010
- i) Historical photographs
- j) Aerial photographs
- k) Others as identified

The documents and information provided to the Consultant by the Principal shall:

- a) Remain the property of the Principal; and
- b) Not be used, copied or reproduced for any purpose other than the service.

8. PROJECT TIMEFRAME

Tender submissions must provide a detailed timeline for delivering the project.

The project is to be commenced in February 2013 with the following indicative milestones for completion of the respective project phases (negotiable):

- *Component 1: Consultants commissioned. (February 2013)*
- *Component 2: Presentation of project plan and consultation strategy (March 2013)*
- *Component 3: Delivery of draft Heritage Assessment (stage 1, 2, 3) and consultation outcomes (March 2013)*
- *Component 4: Delivery of draft Policy and Strategy/Action Plan (April 2013)*
- *Component 5: Delivery and presentation of draft CMP to Project Control Group (May 2013)*
- *Component 6: Delivery of finalised CMP and presentation to Project Steering Committee (May 2013)*

Consultants are required to provide a preliminary work programme to be resolved with the Project Manager at the project inception meeting. Timeframes for review and completion of draft and final documents/reports will be confirmed as part of the work programme.

9. PROJECT MANAGEMENT

The project will be managed by the City Strategy Unit. The Project Manager will have overall responsibility for direction and acceptance of project deliverables and will manage the project on a day to day basis.

All documentation will require review and approval by the Project Manager. The Consultant may schedule meetings with relevant parties where considered necessary, subject to the authorisation of the Project Manager. All project meetings are to take place in Ballarat unless otherwise agreed by the Project Manager.

A Project Control Group (PCG) and Project Steering Committee (PSC) will be established at the commencement of the project. The PCG will include:

- Tim Grace, Coordinator City Image and Public Realm
- Susan Fayad, Coordinator Heritage
- David Grant, Vegetation Planning and Management Officer

The Project Manager shall be:

Tim Grace – Coordinator City Image and Public Realm
City of Ballarat
PO Box 655, Ballarat VIC 3353
Telephone: (03) 5320 5686
Facsimile: (03) 5333 4117
E-mail: timgrace@ballarat.vic.gov.au

Officers available to assist in specific areas:

For Heritage enquiries:

Susan Fayad - Coordinator Heritage
City of Ballarat
PO Box 655, Ballarat VIC 3353
Telephone: (03) 5320 5677
Facsimile: (03) 5333 4117
E-mail: susanfayad@ballarat.vic.gov.au

For Horticultural enquiries:

David Grant - Vegetation Planning and Management Officer
City of Ballarat
PO Box 655, Ballarat VIC 3353
Telephone: (03) 5320 7457
Facsimile: (03) 5333 4117
E-mail: davidgrant@ballarat.vic.gov.au

Meetings and consultation:

The successful Consultant is expected to make presentations to the Project Steering Committee at the inception of the project and the delivery of the draft CMP. Additionally, the successful Consultant is expected to meet with the Project Control Group on no less than four (4) occasions. Provision must also be made for an anticipated number of meetings or workshops based on the draft Consultation Strategy.

Consultation will be targeted towards key stakeholders as agreed by the Consultant and the PCG. Stakeholder engagement will occur subject to the finalisation and approval of the Consultation Strategy. Stakeholder consultation may include, but not be limited to:

- AoH / AoV Committee
- City of Ballarat officers and councillors
- Department of Planning and Community Development
- Heritage Victoria
- VicRoads
- AoH Strategy PCG

The Consultant may schedule project meetings with relevant parties where considered necessary, subject to the authorisation of the Project Manager. The Consultant will maintain minutes/actions of any project meetings and issues these minutes to the Project Manager within five working days of the meeting.

The Consultant shall not be permitted to discuss this project or any associated issues with the media and will be required to direct any media enquiries to the Principal's representative.

Should either Council or the Consultant find it necessary to seek changes to the arrangements specified to effectively deliver the project, all parties are to consult at the earliest possible opportunity in order to discuss such matters fully with a view to reaching a mutually satisfactory position. Any amendments to the brief or timeframe must be confirmed in writing.

The Principal shall as and when reasonably necessary:

- a. Promptly answer any reasonable enquiries made by the Consultant in connection with the service to be provided;
- b. Direct others to liaise and confer with the Consultant; and
- c. Give the Consultant all reasonable information and directions in the control of the Principal in accordance with the Contract.

The Consultant shall use its reasonable endeavours to:

- a. Liaise, cooperate and confer with others as directed by the Principal;
- b. Inform itself of the Principal's requirements; and
- c. Consult regularly with the Principal.

10. PROJECT BUDGET AND FINANCIAL ARRANGEMENTS

The Consultant will provide a fixed fee for delivery of each component of the project. The Consultant's fixed fee will be inclusive of all activities required to achieve the objectives of the specifications, including travelling expenses and disbursements. The Consultant will also provide an hourly rate for any relevant project components or tasks to be delivered, subject to approval by the Principal. As part of the consultancy brief response, a breakdown of the proposed resource allocation should be included indicating what resources are to be provided, time commitment, hourly rate (if applicable) and individual resource costs as well as total project cost. All quotes must be inclusive of and stipulate applicable GST.

All prices shall remain valid for acceptance for at least 90 days from the date of submission of offers.

11. PROJECT FUNDING

Payment to the Consultant will be made at satisfactory completion of each of the deliverables in the specifications and methodology. The payment schedule will be finalised by agreement with the successful Consultant and must be generally in accordance with key milestones in the methodology.

The Consultant will be required to demonstrate to the Project that all activities in a specific phase are complete and the Project Manager will need to provide its acceptance of the quality of work prior to providing payment for that phase. No claim for disbursements or other fees will be approved unless prior approval has been obtained for the Project Manager. Variation to the payment schedule may be negotiated with the Consultant by the Project Manager.

12. OWNERSHIP AND DISTRIBUTION

All ownership and intellectual property rights associated with materials and documents created or required to be created under the Contract shall vest in the Principal.

13. CONFLICTS OF INTEREST

Consultants must declare to the Council any matter or issue that may be perceived to be or may lead to a conflict of interest regarding their proposal or participation in the supply of the services described. Quotations must describe a strategy so that any conflict of interest will be avoided.

14. INSURANCES

The successful contractor will be required to provide documentation to confirm the existence of the following:

- (1) A current public liability insurance policy with a minimum limit of indemnity of \$1,000,000.00 per event.
- (2) A current professional indemnity insurance policy with a minimum limit of indemnity of \$1,000,000.00 per event.
- (3) Statutory cover consistent with the Worker's Compensation Act 1958 (if applicable.)
- (4) Evidence of the currency of Items (1), (2) and (3) at the request of Council at any point during the life of the contract.

15. FORM OF CONTRACT, TERMS OF ENGAGEMENT

The Principal will be the City of Ballarat. The Principal reserves the right to:

- Seek clarification for further information in connection with any submission;
- Reject any or all quotations;
- Enter into an agreement with any one of the submissions without formal tendering.

The contract between the Principal and the Consultant will be based on AS 4122-2010 General Conditions of Contract for Engagement of Consultants. Any tender or offer which does not strictly comply with the provisions of AS 4122 – 2010 must contain a schedule indicating points of difference and variation and the sum total of costs associated with those differences or variations. Council reserves the right to exclude from consideration those tenders or offers which do not comply with AS 4122 – 2010.

All ownership and intellectual property rights associated with materials and documents created or required to be created under the Contract shall vest in the Principal.

The following conditions shall also apply:

- The appointed Consultant will not be considered or deemed to be an employee of the Ballarat City Council, particularly with regard to Work cover, superannuation, public liability and professional indemnity. The Consultant will be required to provide Council with evidence that public liability and professional indemnity insurance has been obtained before commencement of the project.

- The Consultant shall ensure their employees and/or sub-contractors are covered under the provisions for Workcover and supply verification that the policy is correct and fully paid prior to commencing work on the contract.
- Vehicles operated by the Consultant shall be fully registered and insured in accordance with statutory requirements, including a current vehicle license, if required.

16. INDEMNITY

The appointed Contractor will agree to indemnify and hold harmless the City of Ballarat, its employees and volunteers against any claim for injury, loss or damage that is made arising out of the negligent acts or omissions of the contractor. This indemnity will be limited only to the extent, and in proportion to, the degree to which the negligent acts or omissions of the City of Ballarat have contributed to the loss occurring.

This clause survives the termination of the Agreement.

17. OCCUPATIONAL HEALTH AND SAFETY

All work under the Contract will be undertaken in accordance with City of Ballarat's *Contractor Handbook: Occupational Health Safety and Environmental Management During Contract Works (Attachment 3)*. The consultant may be required to sign elements of this handbook and/or provide evidence of safe work procedures before work can commence.

18. PRECEDENCE

To avoid any question of doubt, in the event of any dispute, the documents that are deemed to form the contract and the order of precedence in which they are to be considered are as follows;

- (a) Letter of Acceptance.
- (b) Instrument of Agreement.
- (c) AS4122-2010 General Conditions of Contract for Engagement of Consultants.
- (d) Contractor's Submission of Response.

19. SUBMISSION OF QUOTATION AND ENQUIRIES

Submissions close at 5 pm on Monday 18 February 2013

Submissions can be emailed to timgrace@ballarat.vic.gov.au. Submissions must be clearly marked "**Quote number: 2012/13-73Q Submission: AoV/AoH CMP**" in the subject header of the email.

No submission method is guaranteed. *Please telephone Tim Grace on 5320 5686 to confirm receipt of your quotation prior to the closing time* so that if it has not been received, alternative arrangements can be made. Late quotations will not be considered.

Enquiries regarding this brief can be directed to:

Tim Grace – Coordinator City Image and Public Realm
City of Ballarat
PO Box 655, Ballarat VIC 3353
Telephone: (03) 5320 5686
Facsimile: (03) 5333 4117
E-mail: timgrace@ballarat.vic.gov.au

ATTACHMENT 1: INDEX: AVENUE OF HONOUR MANAGEMENT STRATEGY PLAN 1997

BALLARAT AVENUE OF HONOUR MANAGEMENT STRATEGY PLAN

BALLARAT AVENUE OF HONOUR MANAGEMENT STRATEGY PLAN

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**CITY OF
BALLARAT**

***CONTRACTOR
HANDBOOK:
OCCUPATIONAL HEALTH, SAFETY
AND ENVIRONMENTAL
MANAGEMENT DURING CONTRACT
WORKS***

October 2010

NOTE: This Contractor Handbook must be available to all contractors, subcontractors and their employees at all times on site.