



**The best way to protect heritage places is to ensure their ongoing use. I want to communicate and safeguard the values of our heritage places and create space for present and future communities to thrive.**

## Freya Keam Heritage Consultant

Freya is a heritage consultant with a background in history and community engagement. She holds a dual Masters award in cultural heritage from Deakin University and world heritage from Brandenburg Technical University.

Freya has strong research, writing and project management skills, with a demonstrated ability to prepare thematic histories, place-based interpretation, technical heritage reports and policy. She has well-honed critical analysis skills and a strong understanding of Victorian heritage legislation, particularly the Victorian Heritage Act 2017 and the Planning and Environment Act 1987. She is passionate about community consultation and engagement and is particularly interested in assessing and managing places of social significance.

Prior to joining GML, Freya worked in advocacy at the National Trust of Australia (Victoria), where she led and supported campaigns for the protection, promotion and understanding of Victoria's heritage places. In this role, Freya worked closely with community, industry and government stakeholders to advocate for high-quality and balanced heritage outcomes. Freya has also led the delivery of the Australian Heritage Festival in Victoria, working directly with community, government, not-for-profits, and other organisations to celebrate and communicate the value of their heritage places.

### Qualifications

Dual Master of Cultural Heritage (Deakin University) and Master of World Heritage (Brandenburg Technical University)

Bachelor of Arts (History) / Bachelor of Communications (Organisational Communication), University of Queensland

### Key experience

#### Heritage advice

- Heritage advice—Client: City of Boroondara, current

#### Conservation management plans

- Royal Park Conservation Management Plan—Client: City of Melbourne, current

#### Thematic Environmental Histories

- Bass Coast Thematic Environmental History—Client: Bass Coast Shire Council, current

#### Exhibitions and heritage interpretation

- WWII at Home: Response, Reflection, Rejuvenation (for National Trust of Australia (Victoria)—Client: Department of Premier and Cabinet, 2020
- Royal Arcade 150th Anniversary Interpretation (for National Trust of Australia (Victoria)—Client: Royal Arcade Board of Directors, ongoing
- Railways 1914–1918 by The Workshops Rail Museum, 2015

### Professional background

Heritage Consultant, GML Heritage (formerly Context), 2021–present

Heritage Advocacy Advisor, National Trust of Australia (Victoria), 2020–2021

Advocacy Programs Coordinator, National Trust of Australia (Victoria), 2018–2020

Project Officer, Timeline Heritage, 2016

Project Officer, Miles Historical Village & Museum, 2015

### Volunteer experience

Advocacy Volunteer, National Trust of Australia (Victoria), 2018

Queensland State Coordinator, Australian Youth Climate Coalition, 2016–2017

Collections Volunteer, Workshops Rail Museum, 2014–2016

### Awards

High Commendation, Australia ICOMOS President's Award, 2020

### Professional development

Planning Law Essentials, Planning Institute of Australia, 2019

## **Presentations**

'Storytelling as a tactic in local heritage advocacy', for Arts and Cultural Management Conference and Intangible Cultural Heritage and Community Webinar, 2021

Guest lecturer, Principles of Heritage and Conservation, University of Melbourne, 2021

## **Professional affiliations**

Australia ICOMOS (Associate Member)