The life of a city is played out against the backdrop of the built environment but the soul of a city comes from its **context** within the **cultural** fabric.

**www.cultureandcontext.com.au**
Culture+Context is a boutique consulting practice specialising in the provision of strategic cultural heritage + urban advice during the conceptualisation and planning stages of projects.

We work alongside owners, developers, planners, government authorities, policy makers, lawyers, architects and heritage professionals to achieve strategic outcomes.
Culture+Context provides independent strategic advice on:

▪ urban policy development
▪ cultural change activation
▪ adaptive reuse strategies
▪ strategic heritage advice
▪ cultural heritage interpretation and presentation
▪ strategic review of development applications
▪ community consultation and stakeholder engagement

With over twenty years experience in State Government, seventeen of which were in the Department of the Premier and Cabinet, we can assist you to refine your approach and liaise at all levels of government.
**Our approach** is interdisciplinary and collegiate. We have expertise in:

- change management
- government policy
- social planning
- urban design
- history
- heritage assessment
- GIS and spatial analysis
- community consultation
- arts policy

Use our experience to find innovative and responsive solutions to your challenges.
Strategic Communication

- government liaison
- community consultation
- stakeholder engagement
- integrated communications planning

Policy

- strategic alignment of policy outcomes
- change activation and strategic policy development
- independent policy review

Fine art

- valuation of cultural heritage materials for collecting institutions and private clients
Cultural Heritage

▪ strategic heritage advice
▪ adaptive reuse strategies
▪ review of and advice regarding development applications
▪ assessment of cultural heritage significance
▪ interpretation strategies and presentation
▪ cultural heritage and digital interpretation
▪ cultural change management

Urban

▪ urban policy
▪ sense of place and authenticity
▪ planning, urban policy and spatial analysis
▪ urban morphology and the built environment
Dr Felicity Morel-EdnieBrown BA (Hons), PhD, FRSA, FAIM, MAICD, M.ICOMOS, MPHA, MPRIA has worked both as a private consultant and within the public sector in the areas of history, heritage, interpretation, cultural tourism, urban policy, conservation and adaptive reuse.

She established and managed the assessment program for the Heritage Council of Western Australia for the entry of places into the State Register of Heritage Places and was the Project Manager for the adaptive reuse of the Old Hale School and its conversion to the Constitutional Centre of which she became the Founding Director. Subsequently, she became Director of the Northbridge History Project, an exemplar project in identifying and conserving cultural heritage significance through community engagement.

Felicity has an interdisciplinary PhD exploring the development of the urban core of Perth and its history, heritage and cultural development, from inception. She has studied and published on the planning and symbolism of cities, the reading of authenticity, architecture and spatial relationships, urbanisation as a physical and psychological process, and the interaction between culture in cities, interpretation and new technologies. She has travelled extensively studying cities and speaking at international conferences. She is an Affiliate of the Electronic Cultural Atlas Initiative at University of California Berkeley and has been an Honorary Research Fellow at the University of Western Australia for six and a half years.

A founding member of the Forum Advocating Cultural and Eco Tourism (FACET), she is a past Councillor for the International Council on Monuments and Sites (ICOMOS), for the History Council of WA, and for the Public Relations Institute of Australia (PRIA).
Felicity is an expert member of the ICOMOS International Committee on Interpretation and Presentation of heritage sites, (ICIP), sits on the Dirk Hartog 400th Anniversary 2016 Committee, and ia a member of the Urban Design Committee of the Australian Institute of Architects (WA Chapter).
Felicity Morel-EdnieBrown has an extensive background in heritage and history, as is evidenced by the many projects she has completed along these lines, such as the Northbridge History Project.

She will bring new thinking to the way cultural and heritage aspects should be addressed in specific situations, ensuring these aspects form an integral part of the deliberations.

The Honourable Dr Ken Michael AC
Whilst employed at the Department of Planning, Felicity carried out valued work on my behalf, when I was Director General, to obtain cultural alignment in the change management processes, project prioritisation and costing processes. She produced a major report on the need for social planning to be a major component of any land use planning process.

She has an excellent understanding of planning issues and their context and brought perception, intellectual rigour, and high professional standards to deliver results.

Eric Lumsden PSM
Chairman
Western Australian Planning Commission
The existing fabric of a city — both structural and cultural — is potentially the most authentic and sustainable way of creating a sense of place in the built environment.

I have collaborated with Felicity on several occasions and have participated in her very successful and rewarding symposium on the Northbridge History Project.

Felicity is a good communicator; articulate, considerate and intelligent. She has an especially interesting approach to heritage; seeing the built environment, and particularly cities, as a manifestation of culture’s complex continuum. Her knowledge of this topic, and all matters urban, is impressive.

Felicity shifts comfortably from the macro scale of strategic visions to detailed planning and approval processes, without losing sight of the subjective and experiential engagements we all have with places.

Geoff Warn
Director, Donaldson + Warn
I have known Felicity for 15 years. She has a passionate commitment to excellence, and a proven track record of enabling strategic impact and empowering others.

She is a careful, analytical listener which, with her intelligent, strategic mind and her unique and lateral view of the world, enables her to challenge preconceptions and evoke new possibilities with confidence and robustness, all the while retaining an empathetic awareness of the needs of people and communities which is so vital in ensuring sustainable change.

Jack Busch PSM
Leadership Coach
Felicity draws on a vast range of vocational experience, including the worlds of art, government, planning, heritage and history. Her PhD explored new territory and illuminated the early history of West Australian urbanisation in ways that dramatically change our perceptions of Perth.

Emeritus Professor Norman Etherington AM
Former Professor of History
The University of Western Australia

Felicity’s vast knowledge and experience in the area of cultural heritage and its impact on the urban landscape is invaluable, enlightening and, often, entertaining. Her erudition always provides for an engaging and robust discussion on cultural strategy.

Russell Gibbs
Chief Executive Officer
Hawaiian
I have known Felicity since she began doctoral studies at UWA, and have watched with interest as she strategically combined her skills as an historian with her work within the State Public Service – first at the Heritage Council of WA, then the Constitutional Centre, and then the Department of Premier and Cabinet.

During the latter period she devised and oversaw the development of the Northbridge History Project, an innovative community history project which was later used in the WA Education Department lower secondary school History Curriculum. I was impressed by the high quality of the planning, development and outcomes of the project. It has made a significant contribution to our understanding of the history of Perth.

Jenny Gregory AM
Professor of History
The University of Western Australia
I have known Felicity for some years now and in that time we have worked collaboratively on a number of projects including the Northbridge History Project and National Archives Advisory Committee.

She has also been and continues to be a favourite mentor on my many other projects. I know I can rely on a comprehensive, well thought out response to any enquiry that, if necessary, will include a list of the adverse factors that I will need to consider in my deliberations. Watching Felicity in action at meetings and as mentor and collaborator, I can’t think of a more suitable person to undertake this endeavour which is why I also recommended her to be a Board Member on the Hartog 400 year anniversary of the European discovery of Western Australia 1616-2016.

Dr Nonja Peters R.O.N.  
Senior Lecturer & Director  
History Of Migration Experiences (HOME)  
Curtin University
Felicity worked closely with me during my banking career and displayed particular strength in her ability to work with diverse stakeholders and operate strategically with a sound appreciation of financial matters. Her natural ability as a communicator and her professional style made her a delight to work with.

Michele Dolin
Company Director

Working for Felicity on the Northbridge History Project was incredibly rewarding. Experiencing at close quarters her knowledge, energy and drive was an inspiring time for me. I was challenged and developed, and feel privileged to have been able to work with her to stimulate a shift in the way people thought about and spoke of Northbridge through an authentic reconnection to the area’s rich and complex history.

Tanya Edwards
Coordinator
Northbridge History Project 2006-2010
I have known Felicity in a professional capacity for more than five years through our common interest in cultural heritage, the creative arts, and collaborating on various projects with Museums Australia.

The Northbridge History Project couldn’t have been successful without Felicity’s knowledge and skills in leading diverse stakeholders to a common goal – the result was exemplary in demonstrating the value of cultural heritage in an urban environment, and celebrating pride in Northbridge’s unique multicultural heritage. It also tells you a lot about her collaborative and interdisciplinary approach to complex issues.

Jane King
Executive Director
State Library of WA Foundation

Board Member
Chamber of Arts and Culture WA
During 2014, Dr Felicity Morel-EdnieBrown provided excellent expert advice, documentation and representation in relation to a proposal to demolish a significant heritage property that was ultimately saved arising from her engagement in the SAT review proceedings.

Felicity’s holistic heritage perspective, strategic guidance and professional discourse was instrumental in influencing this positive outcome and enhancing the appreciation of heritage in the overall planning context and the important concept of sense of place that she has advanced.

Andrew Jackson
Manager Development Services
Town of Cottesloe
As State Manager for the Perth Rothschild banking group office, I employed Felicity’s expertise in the selection and hanging of paintings and photographs for our new 600 sq mtr Perth Office in 1993. The objective was to highlight Rothschild’s 200 year old international banking tradition combined with our Perth business, principally providing banking services to the mining and precious metals industry.

The result was an attractive and innovative display of paintings, photos and artefacts, which was positively received by our clients and visitors. It created just the sort of ambience we were seeking: promoting banking tradition and identifying with the West Australian mining industry.

Christopher Wiggins
Felicity Morel-EdnieBrown is a considered professional with a wealth of strategic knowledge in the value of the heritage dimension in the design of urban places.

I am particularly impressed with Felicity’s ability to incorporate the use of spatial information and technology in her approach to projects. Her practical experience with championing the use of geo-referencing for cultural heritage interpretation was ground-breaking and inspired the Power of Location Strategy.

Kerry Smyth
Managing Director
Spatialize

Chair WA
Surveying & Spatial Sciences Institute (SSSI)
Selected Bibliography:

‘Fresh Eyes to Old Problems: extending the digital realm through interdisciplinary and community cooperation’, delivered 25 August, 7th International Symposium on Digital Earth, Perth, Western Australia, 23-25 August 2011.


‘Cradle to the Grave? City spaces as living rooms or intervals between buildings’, Urban Transformations: booms, busts and other catastrophes, 11th Australasian Urban History/Planning History Conference, University of Western Australia and State Library of Western Australia, Perth, 5-8 February 2012.

‘Reading the city: cultural heritage in an urban setting’, World Planning Schools Congress, Perth, Western Australia, 4-8 July 2011.

