



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

Senior Heritage Consultant

Freya is a senior 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 assessments, studies and reviews

- LGBTQIA+ Community Heritage Study—Client: City of Yarra, current
- Parkville Heritage Review—Client: City of Melbourne, current
- Kingston Heritage Review—Client: City of Kingston, current
- Balwyn Heritage Assessments—Client: City of Boroondara, current
- Wattle Road Heritage Review—Client: City of Boroondara, current
- Mildura Heritage Review (Stage 2)—Client: Regional City of Mildura

Heritage advice and impact assessments

- Heritage Advice—Client: Department of Transport, 2021–current
- Williamstown Local Port Area, Heritage Advice—Client: Parks Victoria, 2021–current
- Warburton Redwoods Forest, Heritage Advice—Client: Parks Victoria, 2021–current
- Hampton Pier, Background History—Client: Parks Victoria, 2021
- Heritage Advice—Client: City of Stonnington, 2021

Conservation management plans

- Royal Park, Conservation Management Plan—Client: City of Melbourne, current
- St Mary's Catholic Church, St Kilda East, Conservation Management Plan—Client: MGS Architects

Thematic environmental histories

- Macedon Ranges, Thematic Environmental History—Client: Shire of Macedon Ranges, current
- Ballarat, Thematic Environmental History—Client: City of Ballarat, current
- Bass Coast, Thematic Environmental History—Client: Shire of Bass Coast, 2022

Exhibitions and heritage interpretation

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

Professional background

Senior Heritage Consultant, GML Heritage Victoria (formerly Context), July 2023–present

Heritage Consultant, GML Heritage Victoria (formerly Context), 2021–2023

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

'Changing places and spaces: repositioning Parkville's interwar and postwar heritage', for ACAHUCH Parklife: Heritage and Place in Parkville symposium, 2022

Professional affiliations

Australia ICOMOS (Associate Member)