



KOOYA PLACE

Heathcote Cultural Precinct

An Interpretation + Design Plan

Prepared by Latitude Creative Services & Associates





Riparian Charms #1, 2013. Juncus kraussii fibre, lightbox. H 77 cm x W 105 cm x D 35 cm. Holly Story, Tilt. © Gina Pickering

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Acknowledgements

Please be aware that this Interpretation Plan includes images and names of deceased people that may cause sadness or distress to Aboriginal and Torres Strait Islander peoples.

Front / Back cover image: Point Heathcote from the Swan River aboard *Nerrima*, 2018. © Gina Pickering

DOCUMENT CONTROL

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Consultant Team

Kooya Place: Heathcote Cultural Precinct, An interpretation + Design Plan

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This Interpretation Plan has been prepared by Latitude Creative Services & Associates.
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What is an Interpretation Plan?

An interpretation plan is a comprehensive long-term strategy, a management tool, for ensuring that the heritage significance of places, objects or traditions can be communicated in specific programs. Because knowledge and needs change over time, the plan should not be rigid, too long or too detailed.¹

The Burra Charter states that change may be necessary to retain cultural significance and that significant associations between people and a place should be respected, retained and not obscured. Opportunities for interpretation, commemoration and celebration of these associations should be investigated and implemented.² Based on detailed knowledge and research, this interpretation plan is designed to:

- Identify and present the most significant themes and stories about sites, buildings and collections.
- Outline the most suitable way of presenting themes and stories so that visitors have stimulating experiences.
- Ensure that the heritage values of places, structures and objects are preserved.
- Provide a framework for managing visitors.
- Provide general costs and a timetable for implementation.
- Be practical, achievable and realistic but above all, flexible and open to further development.
- Outline a prioritised list of achievable projects.

1. https://www.stateheritage.wa.gov.au/docs/heritage-tourism/interpretation_2012.pdf?sfvrsn=4

2. <https://australia.icomos.org/wp-content/uploads/The-Burra-Charter-2013-Adopted-31.10.2013.pdf>

Glossary of Names

Noongar naming and language are integral to this site. The following terms are included in this report. The terms are informed by the Elders who are part of the consultant team.

Kooyagoordup

Meaning place of the big nose frog.

This Noongar name refers to the entire Heathcote site.

Kooya

Meaning frog.

Goolugatup

Meaning place of sheoak or kwel.

This Noongar name refers to the lower lands of Heathcote and is listed on the Aboriginal sites register.

Kooya Place Heathcote Cultural Precinct

Is the name recommended for the site.

Djiri djiri

The Noongar name for the Zamia.

Maar Mooditj

The Noongar words for 'solid hands' or 'good hands'.

Derbarl Yerrigan

Meaning where the estuary is filled up by the winding river, now known as the Swan River.³

Djarlgarro Beelier

Refers to the Canning River.

3. E. Kickett, in marli riverpark: Interpretation plan for the Swan and Canning Riverpark, 2014,p49

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Interpretation Plan

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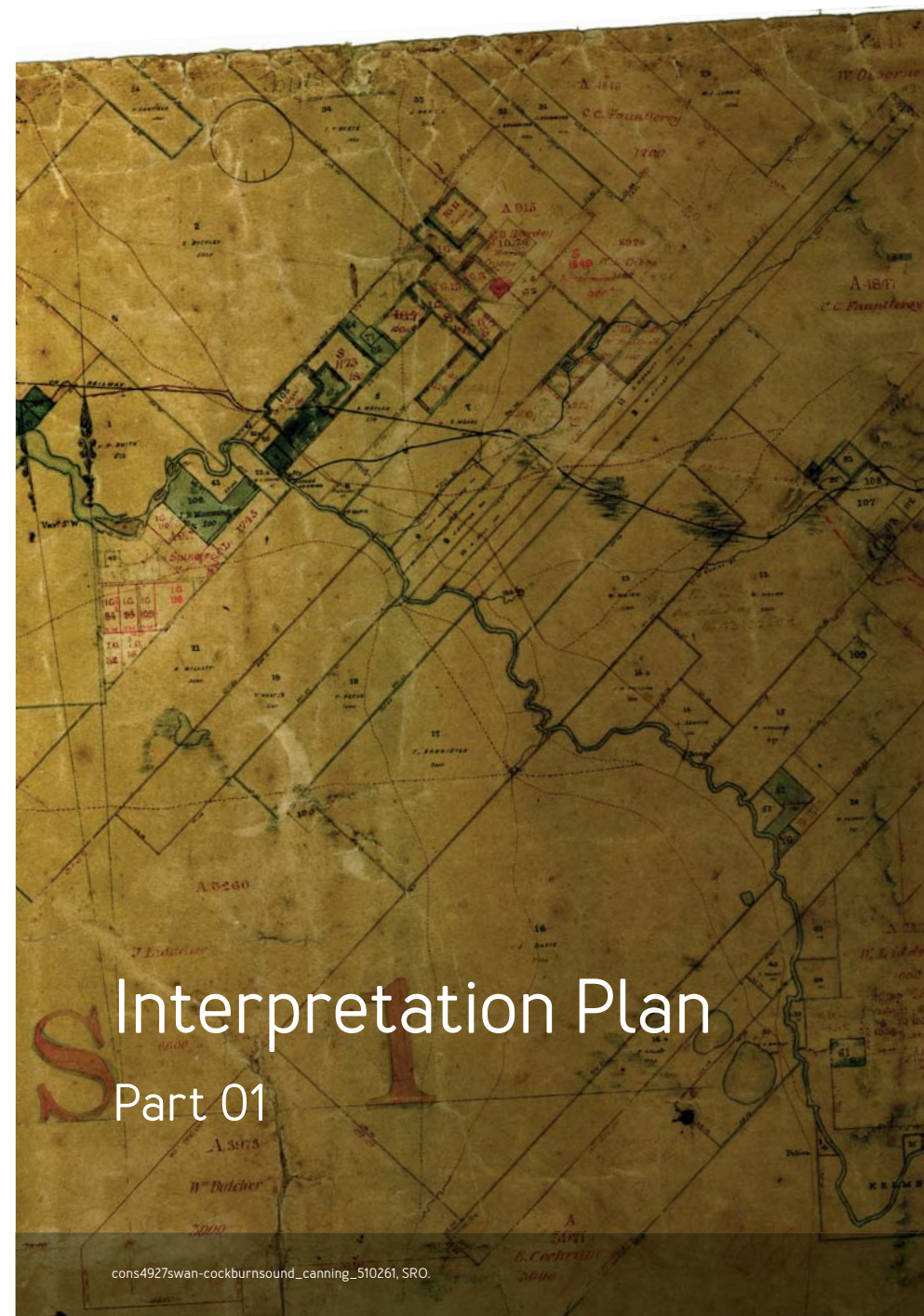
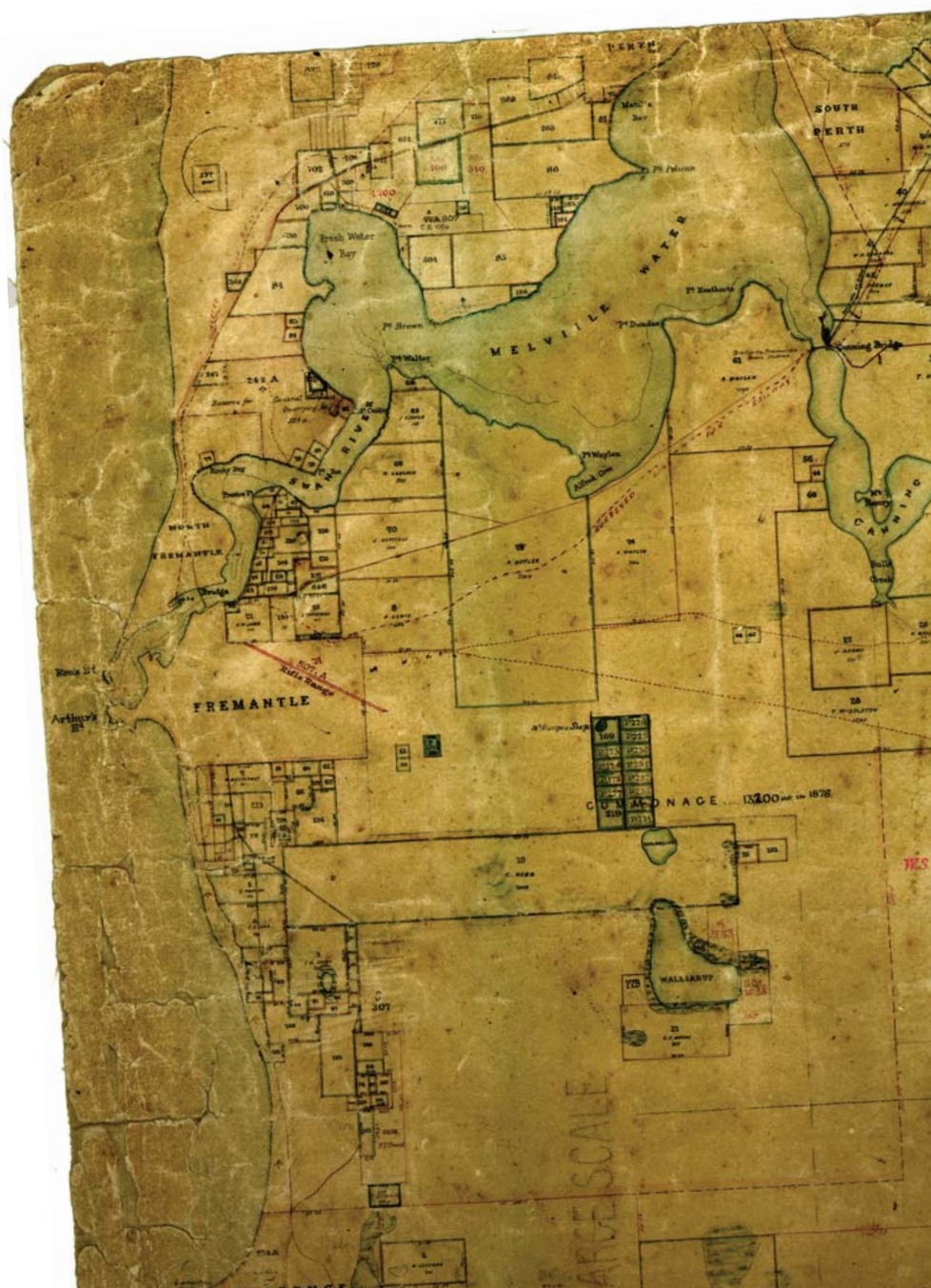
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1.0 Executive Summary

In March 2018, the City of Melville during its 50th anniversary year, commissioned Latitude Creative Services to prepare an interpretation plan for the Heathcote Cultural Precinct.

The plan is informed by recent reports including the Heathcote Cultural Precinct, Place Vision and Place Plan (2016), City of Melville's Stretch Reconciliation Action Plan, and City of Melville Public Art Strategy and Masterplan (2017), Heathcote Activation Plan (2017) and marli riverpark: an Interpretation Plan for the Swan and Canning Riverpark (2014).

There is a context of increasing connection to the Swan and Canning Rivers, marked by developments at Elizabeth Quay, Point Fraser and Burswood Peninsula. Native Title Settlement in the South West of Western Australia and a review of Aboriginal heritage legislation announced in 2018, will also shape future connections and the implementation of the plan.

Heathcote Cultural Precinct has an intimate relationship with the rivers and a unique perspective on the state capital, which are fundamental to its positioning. This plan encourages a greater capacity for community awareness and a renewed level of care for Heathcote through better understanding, together with emotional and experiential offerings. Community relevance is central to interpretation, art, events, while sharing of social values provides vital support for economic opportunities. Key to this interpretation plan is an understanding of Heathcote's unique and authentic natural and cultural values.

Recognition of traditional Noongar values underpins a fresh identity - Kooya Place l Heathcote Cultural Precinct - which draws on priority values of Kooyagoordup - place of the big nose frog and notions of wellbeing of place and of people. The involvement of leading Noongar Elders in the project has been essential and remains key to collaborative business and community outcomes.

For the first time since closure as a Reception Home, the lower lands and the upper lands will be integrated with a holistic 'whole of place' identity and experience, enabled by a comprehensive way-finding system.

The plan highlights an outstanding range of business potentials at local, state and international levels, including the cruise market, to support sustainability of the site and to leverage the City of Melville's investment as a focus for tourism and business.

The three overarching interpretative themes developed during the course of this project are Innovation, Perspective and Wellbeing. Informed by a diverse range of heritage values associated with the site, these themes acknowledge the outstanding value of the overall natural and cultural landscape that has evolved over time.

A major initiative recommended is the pilot of the first marli river Rangers Program which will provide young Aboriginal people with training, employment and mentoring to care for the natural environment and share culture with residents and visitors.

The plan supports a unique international visitor experience. Looking forwards, 2029 marks the 200th anniversary of the Foundation of Perth and Heathcote Cultural Precinct's landmark views to the City, Kings Park and the rivers provide an exceptional location and perspectives for staging bicentennial anniversary events.

An even greater sense of significance of place is possible by recommending the establishment of the State's first International Site of Conscience on the lower lands. This initiative would provide an enduring focal point for reconciliation and community wellbeing at a place considered as a location for the capital and which offers unique perspectives to all visitors of the rivers, the City and Kings Park.

Heathcote has always been a place of innovation and the plan provides a bold way forward to serve the community and engage visitors. The Perth community is ready to better understand its past and present environment, its peoples, its creatures, values, challenges and what it means to live here.

More than 40 recommendations have been made as an outcome of the research to support the development of interpretive directions and outcomes at Heathcote.

2.0 Key Recommendations

2.1 MAJOR RECOMMENDATIONS

1. Recommendation: Advocate for permanent listing of Heathcote Cultural Precinct and lower lands on the Register of Heritage Places and review the Conservation Plan.
2. Recommendation: Use the museum collection and curatorial expertise to develop interpretation opportunities with exhibition practitioners.
3. Recommendation: Adopt the meta-themes innovation, perspective and wellbeing to guide interpretation at the Heathcote site.
4. Recommendation: Adopt interpretation policies and principles.
5. Recommendation: Introduce the new name for the place - Kooya Place l Heathcote Cultural Precinct - to reflect the natural and cultural values of the site.
6. Recommendation: Engage and employ Noongar people in the rehabilitation of the lower lands of Heathcote especially clearing, guiding contours and regeneration of landscape.
7. Recommendation: Ensure curatorial guidance determines the interpretation for the lower lands within an overall considered approach to the site.
8. Recommendation: Develop the first site of conscience in Western Australia with guidance from Whadjuk Elders during concept planning and rehabilitation to provide a transformative perspective on colonisation in the Swan River landscape.
9. Recommendation: Undertake cultural healing of the site with advice from Whadjuk Elders.
10. Recommendation: Develop a pilot marli river Rangers Program for City of Melville with Whadjuk Elders.
11. Recommendation: Support the health of the trees at Heathcote Reserve including priority removal of *Tamarix aphylla* and remediation of the area including opportunity for Aboriginal employment.
12. Recommendation: Retain the view corridors to the riverscape, city and Kings Park to preserve recognised lookout values.
13. Recommendation: Ensure onsite interpretation and way-finding comply with conservation recommendations identified in the Heathcote Conservation Plan.
14. Recommendation: Develop an entry statement in Swan House to provide orientation to the site.
15. Recommendation: Integrate museum collection objects into the entry statement at the Welcome Point.
16. Recommendation: Determine building renaming requirements during curatorial and design process to ensure informed outcomes.
17. Recommendation: Give presence to patients, staff and professionals connected with the mental health history of Heathcote through story, naming, events and programs.

18. Recommendation: Address identified limitations to enable implementation of both Interpretation Plan and Vision and Place Plan recommendations.

2.2 MINOR RECOMMENDATIONS

19. Recommendation: The City of Melville engage in cost effective collaborative marketing programs coordinated by Experience Perth to promote gallery exhibits, events and tours.
20. Recommendation: Leverage Heathcote's unique outlook to launch reconciliation events and mark significant cultural anniversaries including the 2029 bicentenary of the Foundation of Perth which provides an opportunity for City of Melville to initiate a substantial community based reconciliation event to mark the occasion.
21. Recommendation: Develop programming with mental health organisations such as Beyond Blue in line with themes of Innovation, Perspective and Wellbeing.
22. Recommendation: Develop a web-based initiative titled Heathcote Perspectives, Kooya Connections and accompanying booklet and symposium to stimulate new community commitment to Heathcote.
23. Recommendation: Develop an audio experience based around the trees and planting history.
24. Recommendation: Establish and promote a new 'Friends of Heathcote' community connection.
25. Recommendation: Recognise individuals who have made an outstanding contribution to the community through Heathcote by naming roadways, walkways and places after them.
26. Recommendation: Undertake oral histories and encourage people with connections to upload stories and memories to the web based project Heathcote Perspectives Kooya Dreaming.
27. Recommendation: Develop written content about the site for promotional use with leasees, partners and City of Melville business units.
28. Recommendation: Develop and promote customised venue hire packages that value-add to precinct activities of interest to potential hirers.
29. Recommendation: Introduce a policy of entry to the Heathcote Museum and Heathcote Gallery by donation and include in staff training.
30. Recommendation: Undertake a Customer Experience Audit program.
31. Recommendation: Investigate opportunities for outsourcing the retail/ art shop.
32. Recommendations: Develop a calendar of indoor and outdoor events aligned with overarching themes and the precinct values outlined in the Place Vision Strategy.

2.2 MINOR RECOMMENDATIONS (CONT.)

33. Recommendation: Form partnerships with internal City departments, leasees and neighbours (eg SoPYC) to deliver events.
34. Recommendation: Support the planning processes of both Heathcote Cultural Precinct, and South of Perth Yacht Club with bi-annual meetings.
35. Recommendation: Investigate establishment of a Spinway WA automated bike hire station within the lower lands rehabilitation plan.
36. Recommendation: Develop a shore excursion program for the Cruise Ship market on advice from Tourism WA.
37. Recommendation: Establish a program of guided walking tours as budget allows with links to seasons, anniversaries and location.
38. Recommendation: Develop a program of paid clock tower tours related to season, special events and interpretive outcomes.
39. Recommendation: Develop a suite of high quality audio tours for Heathcote visitors reflecting on the hospital, artists, Whadjuk and tree connections.
40. Recommendation: Develop a simple down load and 'tear off map' for visitors.
41. Recommendation: Initiate a fish trap repair project with guidance from Elders.
42. Recommendation: Work with the Ledger family for the possibility of an annual Heath Ledger Chess Championship at Heathcote partnering with Chess Perth and make available chess pieces for visitors.
43. Enhance on site library programming initiatives at Heathcote with a photographic competition.

3.0 Methodology

The methodology and timeline for the project was detailed in the Latitude Creative Services (LCS) submission and a project plan was prepared by LCS (See Appendix 1) and approved by City of Melville following appointment.

3.1 THE BRIEF

The City of Melville engaged LCS and its associates in March 2018 to undertake a bold and distinctive Interpretation plan for Heathcote Cultural Precinct.

Comprising the former Heathcote Reception Home and the Lower Lands, the Interpretation Plan would integrate the focus areas and themes of the Heathcote Cultural Precinct Vision and history of Heathcote Cultural Precinct into the experience of the site. The plan would incorporate the diverse elements of Heathcote Cultural Precinct, including Aboriginal histories, colonial histories, mental health reception home era, controversial saving of the site from redevelopment, transition to TAFE and contemporary history as an art space and cultural tourism destination as well as encompass the flora and fauna of the site.

The plan would set out how to create opportunities for visitors to engage with the multi-layered histories of the site and have an opportunity to understand the place holistically, whether the museum was open or closed.

Once the interpretation plan is realised, it is envisioned that visitors will connect with the histories and heritage of the site from pre-settlement to current times; will feel welcome and be aware of how to navigate the site by uniquely designed way-finding signage.

3.2 APPROACH

The approach for completing the City of Melville Interpretation Plan for Heathcote Cultural Precinct has been designed based on achieving the City's key objectives in commissioning this project and our understanding of the Project Scope. Elders Marie Taylor and Dr Noel have provided cultural guidance for the project from its initial phase to ensure an Aboriginal perspective is embedded in the foundations of the plan and recommended experiences.

There are five stages of work outlined in the following table with the timeline for expected completion.

Stage 1	Project Commencement
Stage 2	Research and Review
Stage 3	Stakeholder Consultation and Analysis
Stage 4	Develop draft recommendations
Stage 5	Reporting

The Stakeholder Consultation Stage included 3 x half-day onsite workshops to ensure face-to-face engagement with key internal and external stakeholders. In addition, connection with research from the Australian Research Council Centre of Excellence for the History of Emotions has been included in the approach to link with recent community based emotional connection to the Swan/Canning riverscape and heritage analysis.



(L-R) Business and tourism consultant Sue Campbell and City of Melville Coordinator Cultural Development Cathy Day discuss site opportunities from the clock tower.
© Gina Pickering

A range of internal business units were contacted during the development of the plan including landscape architecture, recreation, cultural services, parks and library services.

Each business unit brought valuable input to the plan and a capacity to value-add to community and visitor experiences. Representatives of BWG Steakhouse and South of Perth Yacht Club were also contacted.⁴

Steering group - individual meetings and one meeting together to respond to draft were held during the project, including briefing, naming justification and familiarisation with Journeys Framework and design plan.

4. BWG Steakhouse staff provided a copy of the 2018 site backgrounder. See Appendix 2.

3.3 A WHADJUK NOONGAR PERSPECTIVE

The Aboriginal History Research Unit of the Department of Local Government, Sport and Cultural Industries supported LCS research of Goolugatup, which is listed on the Register of Aboriginal Places, by providing access to its files and expertise. These documents included input from Traditional Custodians, Noongar Elders, regarding the site from 2008 and included reference to the lower lands spring as 'healing water'. In addition, Elders, City of Melville staff and LCS consultants met on the lower lands in consultation on the 24th April 2018 and inspected the wetland area and vegetation; the riverscape and then ascended to the upper lands via the northern path, taking in views and identifying environment natural and cultural highlights, before meeting in Swan House.



Landscape architect discusses the concept plan for the lower lands with Noongar Elder Gladys Yarran during on site consultation.

© Gina Pickering

- Gina Pickering said that the consultation session could make general recommendations about the lower lands as part of its overall scope for the interpretation plan and recommended specific detailed work on the lower lands be undertaken.
- Clearing out the weeds and invasive trees on the lower lands to restore the wetland, and create a greater connection between the wetland and the river was recommended by Neville Collard;
- Marie Taylor said young Aboriginal people should be employed in the clean-up the lower lands and be mentored by the Elders about the importance of the area.
- Dr Noel Nannup said a proposed jetty and platform built out into the river, highlighted in a 2017 concept plan should not go ahead, and recommended it was repositioned to the northwest up the hill.
- The group emphasised that Kooyagoordup – the nose of the frog was the main story of Point Heathcote.
- Marie Taylor recommended that Heathcote become a base for Aboriginal people.
- Dr Noel Nannup said the lower lands was about men's business and had been a dance ground.
- Zoe Williamson said that Aboriginal consultation undertaken in 2008 was used to inform the original concept plan for the lower lands in 2010. She added there were years of work ready and waiting for approval.
- Neville Collard said the Tamarisk casuarinas on the lowlands needed to be replaced and he estimated the tuart trees were approximately 40 years old.
- Dr Noel Nannup highlighted the existence of fish traps in the water at the point and suggested the rocks could be re-positioned and the fish traps repaired.
- Neville Collard said the Noongar people are the culture in the world that can be called a Noongar nation.
- Betty Garlett said the state natural resource management could support employment for young Aboriginal women and men in training at Heathcote.
- Neville Collard encouraged people to bring their own shade and BBQs by not installing excessive infrastructure like built shades and other facilities and ensure the path is wide enough for pedestrians and cyclists;
- Phillip Collard said Heathcote offered an opportunity for the younger generation to walk alongside the
- Elders Noel Nannup and Marie Taylor said Goolugatup meant place of the sheoak/kwel and encouraged the planting and care of this tree.
- Neville Collard said he used to play on the cricket pitch with his friends in the 1960s. He and his friends would ride over on their bikes and go fishing and then play cricket.
- Sam Dinah said he undertook part of his brick laying apprenticeship at Heathcote and was involved in building the structures in the late 1950s.

3.4 ABORIGINAL CONSULTATION MEETING

Aboriginal Consultation-Goolugatup/Heathcote 24th April 2018

Marie Taylor	x	Elder	Team
Dr Noel Nannup	x	Elder	Team
Gladys Yarran	x	Elder	Paid
Roma Reidy	x	Elder	Paid
Irene Stainton	-	Elder	NIA
Neville Collard	x	Elder	Paid
Cedric Jacobs	-	Elder	NIA
Sam Dinah	x	Elder	Paid
Betty Garlett	x	Elder	Paid
Phillip Collard	x	Elder	Paid
Lesley Gilroy	x	Djidi Djidi Aboriginal Women's group	Unpaid
Margaret Matassa	x	Walyalup Reconciliation Group	Unpaid
Shahna Rind	l	CoM Community Development Officer	NIA
Leanne Woods	x	CoM Aboriginal Liaison	Yes
Gina Pickering	x	Latitude Creative Services	Yes
Sue Campbell	x	Latitude Creative Services	Yes
Cathy Day	x	CoM Co-ord Cultural Development	Yes
Zoe Williamson	x	CoM Landscape Architect	Yes
Jana Braddock	x	CoM Gallery Curator	Yes



Consultation meeting with Noongar representatives at Heathcote. © Gina Pickering

“The botany of Point Heathcote is splendid consisting of magnificent Banksias, and Dryandras, a remarkable species of Grevillea, a species of Leptospermum and a great dwarf species of Calytris. Here we came upon a great abundance of freshwater on the beach, by scratching the sand with our fingers, within two inches of the low water mark.”

Charles Fraser, Colonial Botanist 1830 ⁵

5. The Visit of Charles Fraser To the Swan River in 1827, with his Opinion on the Suitableness of the District for a Settlement, [Perth, Western Australia: Hay, 1906.],pp 11-3.



The fruit of the Djiridjil Zamia Palm located at Heathcote Reserve. ©Gina Pickering

4.0 Heritage Considerations

Point Heathcote Lower Land:

Heritage Place No. 25384

Heathcote Hospital (Point Heathcote Reception Home)

Heritage Place No. 3289

Interim listing 25 June 1993

Aboriginal Sites Register:

ID 3536 Derbarl Yerrigan/ Swan River and

ID 18623 Goolugatup

Additional listings:

Bush Forever Site 329

City of Melville Municipal Inventory

Classified by the National Trust 1991

Art Deco Significant Building

In June 2018, the Heathcote Hospital⁶ was listed as an Interim Entry on the Register of Heritage Places. The Director of Heritage Assessment and Registration, Dr Penny O'Connor, indicated that it was the intent of the Department of Planning, Lands and Heritage to work through the current list of interim related sites on the Register and convert them to permanent entries through due process.⁷ The most recent conservation plan for the site was produced in 1994.

Since then a number of changes have been made to the site, and the context for Heathcote Reserve and Cultural Precinct has altered significantly. Additionally, built and interpretive elements have been imbedded and the City of Melville has determined plans to rehabilitate the lowlands.

A further element to broaden heritage and historical connections to the site includes the inclusion of museum collection items the museum within the new Welcome Point to engage visitors with the site. It is recommended that this redevelopment be influenced by the three new overarching themes developed Innovation, Perspective and Well Being.

Recommendation: Advocate for permanent listing of Heathcote Cultural Precinct and lower lands on the Register of Heritage Places and review the Conservation Plan.

Recommendation: Use the museum collection and curatorial expertise to develop interpretation opportunities with exhibition practitioners.

6. The site listing includes: Administration Building, Canning House, Murray House, Swan House (former Treatment Block), the former kitchen, the clock/water tower, Duncraig House (former nurse quarters, and encompassing the lower and uplands of Point Heathcote.

7. Pers Comms, Dr Penny O'Connor, Director of Heritage Assessment Department Planning, Lands and Heritage.

4.1 STATEMENT OF SIGNIFICANCE

A proposed new Statement of Significance for the site has been developed as part of the interpretation plan.

Heathcote Cultural Precinct and lower lands has cultural heritage significance because:

- it is the sole remaining naturally vegetated headland on the Swan River, and is characterised by a distinctive assemblage of remnant plants that are the product of unique geological, biological and geographic formations;
- the place is valued as a lookout, fishing and camping ground for the Beelieer people and has association with men's lore;
- the site is known as Kooyagoordup – the place of Kooya, a type of frog;
- Point Heathcote was a vital landing and camping site of Captain James Stirling during European exploration of the Swan River in 1827 and was considered as a site for the future capital;
- it is a recognised landmark site with important vistas to and from the Derbarl Yerrigan/Swan River, Djarlgarro Beelieer/Canning River, Mooro Katta/Kings Park and Kaarta Moornda/Darling Scarp;
- the site has direct association with the evolution of mental health policy and practice in the state through the former extant Heathcote Hospital;
- it demonstrates the architecture and roles of buildings constructed by the Public Works Department in the early 20th century;
- it contains one of the largest intact early 20th century public health complexes in the State;
- it has association with community organisations including historically a Friends of Heathcote group;
- it provides a connections to notions of wellbeing and public access to passive recreation;
- the place demonstrates significant associations including: Midgeegooroo, Yagan, Captain James Stirling, Charles Fraser and Midshipman GW Heathcote, Lionel Lukin, Alfred Waylen, W.B Hardwick, Professor Rhonda Marriott and Heath Ledger.
- it includes a clock/water tower which is an example of innovation and civic connection complementing the Winthrop hall campanile at University of Western Australia;

4.2 CULTURAL HERITAGE VALUES

Heathcote Cultural Precinct is underpinned by a range of historic themes, Aboriginal values and remnant natural heritage. It has interim listing on the State Register of Heritage Places. The adjacent river and lower lands are included on the Register of Aboriginal Sites. The Burra Charter defines cultural significance to mean 'aesthetic, historic, scientific, social or spiritual value for past, present or future generations'.⁸

The places that are likely to be of significance are those which help an understanding of the past or enrich the present and which will be of value to 'future generations'. The significance of Heathcote is assessed in accordance with requirements established in Criteria for entry into the Register of Heritage Places.⁹

The identified themes and values linked to Heathcote Cultural Precinct that inform the overarching themes are included as an Appendix.

8. Australia ICOMOS, 2013

9. See Appendix 3



Bush fire light on the Swan River from Kooyagoordup/Heathcote. © Gina Pickering

5.0 OVERARCHING THEMES

Broader themes which link the natural, Aboriginal, historic and social values of the site have been determined through the Australian Historic Themes and the Heritage Council Themes frameworks and recognition of the place as Bush Forever site 329.¹⁰ By integrating rather than separating the values of the site, it is possible to transcend these assessments to a higher level, recognising the outstanding value attached to the overall landscape that has evolved over time. Three overarching themes have been identified and developed to guide a higher level of understanding of the site and its interpretation.

10. <https://www.melvillecity.com.au/our-city/publications-and-forms/technical-services/heathcote-management-plan,p13>

5.1 INNOVATION

Kooyagoordup/ Point Heathcote has a long association with innovation and was used as a cross-river signalling point by the Beelier people. Point Heathcote was named after Midshipman G. C Heathcote, said to have been the first European to land there during exploration of the Swan River in 1827. The location was considered a potential site for the state capital by Captain Stirling, while botanist Charles Fraser undertook several experimental plantings at Point Heathcote. The establishment of the Heathcote Reception Centre acknowledges innovation in mental health policy and practices in Western Australia, while more recently resident and non-resident artists extend innovation by re-imagining the site through their work.

5.2 PERSPECTIVE

Kooyagoordup/Point Heathcote offers perspective on the changing attitudes to the environment and community values. The site has served as a tactical and recreational lookout for thousands of years, while Noongar leaders Midgeegooroo and Yagan used it for strategic advantage during contact and colonisation. The promontory is a feature on the first chart of the Swan River drawn by Francoise Heiresson in 1801. The limestone headland offers landmark views to Perth City, Kings Park and Derbarl Yerrigan and Djarlgarro Beelier/ the Swan and Canning Rivers. In 2014, Heathcote was identified by Whadjuk people as a priority location for sharing cultural values.¹¹ The site's medical history reflects new perspectives on treating mental illness overtime, while curators and artists introduce the community to new perspectives. Heathcote offers new perspective on the changing attitudes to the environment and community values.

5.3 WELLBEING

Kooyagoordup/Point Heathcote is located on the Derbarl Yerrigan/Swan River, which is long associated with the Noongar creation-being - the Waugyl. While the site has provided evidence of changing livelihoods, sustenance and lifestyles, its outlook and cool breezes were foundational to the health outcomes of the mental hospital which operated from 1929 to 1994. Its foreshore and remnant bushland support a diverse eco-system. Malloway were called in by Noongar men and celebrated with a community feasting, while an onsite spring is said to have offered healing qualities. It is connected to community wellness practices including walking, bike riding, picnicking and the netting of prawns. More recently the Heathcote Cultural Precinct and public spaces support families, artists, wellbeing practitioners and broader community wellbeing through natural and cultural values.

Recommendation: Adopt the meta-themes innovation, perspective and wellbeing to guide interpretation at the Heathcote site.

11. <https://www.melvillecity.com.au/our-city/publications-and-forms/technical-services/heathcote-management-plan,p13>

5.4 VISION STATEMENT

“A beautiful and intimate destination that has local to international reach for cultural experience and recreation.”¹²

Built upon the uniqueness of its:

- History and heritage
- Picturesque vantage point overlooking the Swan River
- Integrated qualities as a place for diverse cultural experiences



Eva Fernandez, Artist in Residence January – March 2018, Heathcote Cultural Precinct. © Jessica Gatt

6.0 Interpretation Policies and Principles

Interpretation policies and principles have emerged during the development of this plan and are articulated in the following section. The policies are essential tools in decision making about future appropriate interpretation for Heathcote; taking into account statutory requirements, the significance of place and approach.

6.1 POLICIES

Policy 1

The principles and aims of the Burra Charter should guide the City of Melville about the outstanding heritage values of Heathcote consisting of natural, Aboriginal and historic values in any consideration of future land use and community development.

Policy 2

The site will feature bicultural naming through a protocol supported by the Whadjuk community.

Policy 3

The community's interest in heritage will be inclusive and reflected in the creation of opportunities for public input and involvement with professional expertise sought where required.

Policy 4

Partnerships between organisations and individuals with shared interest in the management, conservation and interpretation of heritage will be pursued.

6.2 INTERPRETATION PRINCIPLES

In addition, principles have emerged during the development of this plan and articulated below. The interpretation principles guide recommendations and actions in the plan.

Principle 1

Communicate to local, national and international audiences the outstanding values attached to Heathcote Cultural Precinct and lower lands, leading to greater custodianship and care of the natural and cultural landscape.

Principle 2

Make available to visitors experiences, themes and stories associated Heathcote Cultural Precinct's varied and recognised values.

Principle 3

Ensure the fundamental sense of place intrinsic to the site is not compromised by the interpretation.

Principle 4

Aspire to continuing best practice in line with Burra Charter guidelines.

Principle 5

Statutory and other warning signs should be in keeping with the interpretation system where possible.

Recommendation: Adopt interpretation policies and principles.

7.0 Research

Underpinning this interpretation plan is research that surveyed and engaged with the history of Heathcote as a place and an institution. A range of primary and secondary materials were consulted at institutions, including the Melville City archives, Battye Library and the State Records Office. This included photographs, newspapers, oral histories, collected objects and ephemera (such as posters and Occupational Therapy art) held within the Melville City Archive holdings and the museum and history room. Several sources were of particular interest; The Log, a journal written and illustrated by staff and patients in the 1960s and held in the Battye Library, provides insight into the workings of Heathcote as an institution, its people and health aims. The Patient Registers of Heathcote and the full transcript of the 1938 Royal Commission (800 plus pages) were read with interest for the individual stories and experiences that they reveal. This includes, for instance, the story of several patients prawning in the river and using the Heathcote Boiler room to cook them.

Information was gathered to gain further knowledge of the range of visitors to Heathcote, including voluntary groups like Red Cross and Alcoholics Anonymous. Secondary material, notably the work of Philippa Martyr, was read with interest for the history of Heathcote as an institution, particularly regarding Aboriginal patients. Previous Western Australian government policies regarding the collection and archiving strategies for patient records were accessed, as were strategies for current on-site City of Melville Staff to answer questions from former patients and staff, with the view to formulating a new policy for Heathcote. Lastly, research was conducted into heritage methods used at sites with similar histories, such as Willow Court (Tasmania).

7.1 BRIEF HISTORICAL OVERVIEW

Located on the confluence of the Swan and Canning Rivers, Kooyagoordup / Point Heathcote has a rich history of encounters between people and the natural world that have shaped the site and its uses. For the Noongar people, Heathcote was an important place for initiation, ceremony, communication and teaching. The Aboriginal name for the area, Kooyagoordup means place of the big nose Kooyar (frog). From 1697 Europeans - namely the Dutch, French and English - began to explore the Swan River and surrounds. In June 1801, the French under the command of François Heirisson travelled up the Swan River, surveying and charting the landscape. From near Heathcote the party observed the start of another river mouth, known today as the Canning River. Believing that this river led back toward the ocean, they called the area the Entrée Moreau after their midshipman, Charles Moreau. In 1827 Captain James Stirling surveyed the area for possible major settlement site, naming the point after his Midshipman G.C. Heathcote, who was the first ashore. The group, who included Government botanist Charles Fraser, explored and documented the vegetation, fauna and landscape features, noting the 'great abundance of fresh water on the beach.'¹³ The group planted several European trees on the site to test the quality of the soil.

13. The Visit of Charles Fraser to the Swan River in 1827, with his Opinion on the Suitableness of the District for a Settlement, (Perth, Western Australia: Hay, 1906.), p.13.

From 1840 to 1918, Point Heathcote was owned by several local families, including the Waylen (until 1856) and Wellard (until 1885) families, and was used predominantly for bushland grazing. The Matheson family owned the land until it was sold to the Christian Brothers in 1918, who were interested in the site for a school. The site remained undeveloped, and after encouragement from the local Applecross Progress Association (who wanted the site to be a recreational reserve), Heathcote was purchased by the state government in 1923.¹⁴

The aftermath of the First World War and the Depression placed increasing pressure on existing mental health facilities in Western Australia, particularly at Claremont Mental Hospital and Perth Hospital. Heathcote Mental Reception Home was built not only in response to increased demand, but also sought to apply a new model and way of thinking about the treatment of mental illness. The Mental Treatment Act of 1927, stipulated that mentally ill people could be treated in hospital without having to be certified, and without charge to the patients.¹⁵ With this in mind, Heathcote was designed to treat voluntary patients who did not have acute mental illnesses, but rather admitted patients with short-term illnesses that were considered curable.

Opened in February 1929, the Heathcote Mental Reception Home was said to be located on 'undoubtedly one of the finest - if not the finest - site on the river.'¹⁶ The Home consisted of three main accommodation blocks - a male block, a female block, and staff quarters - an administration block, as well as a kitchen block and various other infrastructure. Architecturally, the hospital was designed to take full advantage of the site's river outlook. Underlying its design was the notion that peace and quiet, fresh air and beautiful vistas had health benefits and aided in the processes of healing.¹⁷

Designed by William Hardwick, Heathcote had several key health aims embedded; the buildings were oriented to take in the views and aspects of the rivers, with doors opening onto verandahs and garden areas.¹⁸ The gardens at Heathcote - both the upper and adjoining lower lands - provided quiet places for respite and relaxation. Facilities included a cricket ground, tennis courts, and later a pool. Patients were encouraged to participate in gardening and food production for its therapeutic and wellbeing benefits. The Rivers too provided natural resources and entertainment, with prawning and crabbing a popular pastime in the season.

14. W.S. Cooper and G. McDonald, A City For All Seasons: The Story of Melville (Perth: City of Melville, 1989), p.168

15. 'This is Heathcote', The Log, January 1963, p.5.

16. Said by the Colonial Secretary, Mr R.S. Sampson. The Daily News, Friday 21 December 1923, p.10.

17. Hocking Planning & Architecture Pty Ltd (1994). Conservation Plan - Heathcote Hospital Complex - Applecross, Subiaco, Western Australia, p3

18. City of Melville Museum Archives 'Heathcote Reception Hospital: Three Nurse's memories of working in Heathcote Hospital in the 1930s'.



The Log included contributions from both patients and staff- from the Battye Collection. © Gina Pickering

Unlike many other mental health facilities, Heathcote was not enclosed from the community but very much a part of it. Heathcote did not have a substantial enclosing wall, which reflected the patients' voluntary status. Patients could receive passes to leave Heathcote, family and friends could visit, and numerous groups like the Red Cross and Alcoholics Anonymous frequented the hospital. In the 1960s, Heathcote actively sought to promote awareness of mental illnesses, and particularly to combat the attached stigmas, producing a journal called The Log. The Log was in many ways a groundbreaking journal which included short stories, art and jokes- produced by patients and staff. The Log had an international readership.¹⁹

There were several notable innovations in mental health treatment practiced at Heathcote Mental Reception Home between 1929 and 1994. Cardiazol therapy was first used in Western Australia at Heathcote Reception Home in November 1937 by Dr Victor Webster [d.1980]. This drug was used to induce convulsions in patients.²⁰ In the 1960s, the hospital had a well-developed Occupational Therapy program that focused upon rehabilitation through work and creativity. A range of specialist buildings supported these functions.

Heathcote was an important watershed in the treatment of women's mental health in Western Australia, offering a model of healthcare that catered for women with temporary nervous disorders, post-partum depression, and women needing support during menopause. Female patients also had access to birthing facilities and support nurses. Heathcote was an important training hospital, with female mental health nurses able to train at a younger age than other hospitals.

Since the closure of Heathcote in 1994, the site has undergone various changes and upgrades with the community playing a key role in its preservation and the evolution of its uses. In 1990 the site had been marked for demolition to make way for a new housing estate, however, due to public backlash, this was overturned by then Premier, Richard Court. Premier Court stated that Point Heathcote was to be devoted to 'community based activities to ensure that people have ongoing access to the area which boasts one of the best vantage points on the Swan River.'²¹

The State government, together with the City of Melville, restored and upgraded the heritage buildings and built new infrastructure with a strong educational and family focus in mind. Buildings have housed at various times youth leadership and development programs, the Challenger Institute of Technology (Heathcote Centre) and a children's toy library. In 2018, Heathcote is a major hub for the creative industries, with artistic studio spaces, a museum and dynamic gallery. Its popular play spaces and picnic areas offer a range of family-friendly outdoor entertainments.

19. Copies of The Log are available in the City of Melville, Heathcote Collection and the J.S Battye Library of Western Australia.

20. Philippa Martyr, 'Publish or perish: Dr Victor Webster and cardiazol treatment in Western Australia, 1937-38', *Australasian Psychiatry*, vol. 25, 5(2017): p. 504-6.

21. 'Plans for former Heathcote Hospital grounds' Media Statement by the Premier of Western Australia, Richard Court. Government of Western Australia. Wednesday, 19 March 1997.

7.2 ABORIGINAL PATIENTS

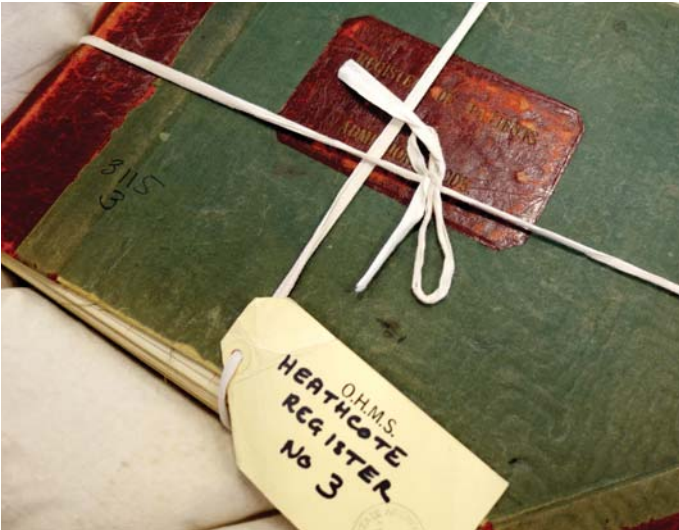
The patient registers of Heathcote offer unique insight into the individuals who were treated, including many children, the youngest being eight years old. Aboriginal children of the Stolen Generation were placed into Heathcote, as is documented in the *Bringing Them Home Report*.²² Over 150 aboriginal men and women are known to have been treated at Heathcote. Heathcote also housed the elderly, including a 103-year-old man from Leonora.

7.3 ABORIGINAL HERITAGE ACT 1972

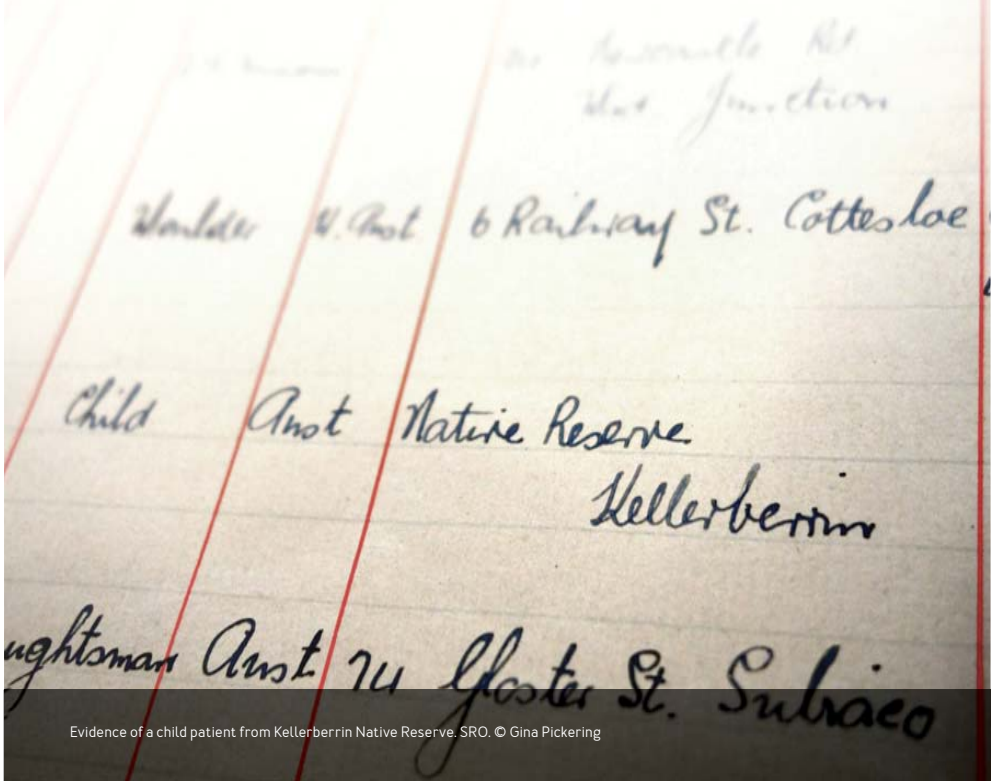
The Aboriginal Heritage Act 1972 was under review at the time of writing the plan in 2018, and consultation workshops with the Aboriginal community were held across the state during May 2018 as part of the process.²³ Any proposed work on the Heathcote lower lands, which is a listed Aboriginal site, [ID 18623 Goolugatup] requires referral to the Department of Planning, Lands and Heritage for advice regarding Section 16 or Section 18 authorisation.

22. Bringing them Home Report: Report of the National Inquiry into the Separation of Aboriginal and Torres Strait Islander Children from Their Families (1997), Confidential evidence 678, Western Australia.

23. https://www.daa.wa.gov.au/globalassets/pdf-files/heritage-pdfs/laaha/locations_of_workshops.pdf



Register of Patients and Admission Book, SRO. © Gina Pickering



Evidence of a child patient from Kellerberrin Native Reserve, SRO. © Gina Pickering

8.0 Major Initiatives

8.1 PLACE NAMING

Heathcote Cultural Precinct is located on a site recognised for both its significant natural landscape and cultural landscape. The outstanding value attached to the overall location has been considered during the interpretation plan and especially regarding the recommended naming of the place. Noongar Elders within the consultant team and in broader consultation during the development of the plan informed the place naming process. They have confirmed Kooyagoordup is the Noongar name for the area in which Heathcote Cultural Precinct is located and Kooyagoordup means place of the big nose frog. While continuing references to the name Heathcote Cultural Precinct are valued as a significant part of the identity of the place, greater emphasis was seen to be required to acknowledge the natural and Aboriginal significance of the overall landscape. This approach to naming also integrated the lower lands and the upper lands which include the cultural precinct itself and recreational public spaces.

8.2 KOOYA PLACE - HEATHCOTE CULTURAL PRECINCT

This new name is recommended for the site. The Kooya reference reintroduces a respect for the landscape and its long standing frog association, while inviting locals and international visitors to engage with Noongar language, conservation and curiosity about the overall landscape. It is also essential for social, environment and economic benefits that visitors and community are comfortable to speak the name, and use it in conversation, invitation, recollections and care for the place.

Recommendation: Introduce the new name for the place: Kooya Place - Heathcote Cultural Precinct, to reflect the natural and cultural values of the site.



Point Heathcote from Jeff Joseph Reserve. © Gina Pickering

8.3 REDEVELOPMENT OF THE LOWER LANDS

Interpretation plans are developed at times of transition for local and state governments. During the process of developing the interpretation plan for Heathcote Cultural Precinct, the City of Melville advised works were underway at Swan House and that a Concept Plan for rehabilitation of the Lower Lands was near finalisation. The concept plan and rehabilitation of the lower lands, Goolugatup, which is also listed on the Register of Aboriginal sites [ID 18623] and includes Bush Forever Site 369, emerged as a key focus during the development of the Interpretation Plan for City of Melville planners and the timing of consultation with representatives of the Noongar community.

A consultation meeting held 24th April 2018 gave consideration to the whole of site – lower and upper lands during a site walk. The City of Melville lower lands concept plan was introduced by Landscape Architect Zoe Williamson. The Noongar Elders involved in the consultation process support the rehabilitation of the wetland area on the lower lands and its capacity to revitalise Whadjuk people and culture associated with the site.

Priorities expressed by the Elders attending the meeting included:

- Cleaning out the wetland and spring involving Aboriginal recruitment and Caring for Country management techniques;
- Greater connection between the wetland and the river;
- Boardwalks within the wetlands zone ;
- Relocation of a proposed the jetty away from the river;
- Imbed stories within pathways and through digital means.

Appropriate recognition of the registered Aboriginal site, Goolugatup, including any required Section 18 processes, significant connections to the Mental Reception Home, well sites and other recognised values of the lower lands should be considered and defined within a detailed approach to the redevelopment.

Recommendation: Engage and employ Noongar people in the rehabilitation of the lower lands of Heathcote especially clearing, guiding contours and regeneration of landscape.

Recommendation: Ensure curatorial guidance determines the interpretation for the lower lands within an overall considered approach to the site.

“The need to remember often competes with the equally strong pressure to forget. Even with the best of intentions – such as to promote reconciliation after deeply divided events by “turning the page” – erasing the past can prevent new generations from learning critical lessons and destroy opportunities to build a peaceful future.”²⁴

Sites of Conscience

8.4 SITE OF CONSCIENCE

Heathcote’s spectacular views to the Swan River, Perth and Kings Park provide a unique perspective on the landscape and history of development of the Western Australian capital. Moreover, Heathcote has been identified as a ‘Priority Node’²⁵ and a prime opportunity for a ‘site of conscience’.

The international Coalition of Sites of Conscience²⁶ supports initiatives which promote reconciliation and reconnect the past and present in transformative and powerful ways. A site of conscience at Heathcote would offer recognition to natural, Aboriginal and historic values and innovative links to innovation, perspective and wellbeing. There are currently two Sites of Conscience in Australia, both are located in Sydney. These include the Addison Road Community Centre – Living Museum, Marrickville and the Parramatta Female factory Precinct project, Parramatta.²⁷

Recommendation: Develop the first site of conscience in Western Australia with guidance from Whadjuk Elders during concept planning and rehabilitation to provide a transformative perspective on colonisation in the Swan River landscape.

25. Heathcote was identified as a priority Node by the Noongar Advisory Panel during the consultation process for the marli riverpark and Interpretation Plan for the Swan and Canning Rivers in 2014. ‘Nodes are clearing and open spaces that cater for pro social activities that enrich educational, economic and social outcomes.’

26. The international Coalition of Sites of Conscience is the only worldwide network specifically dedicated to transforming places that preserve the past into places of civic action. They activate the power of place through memory to engage the public in shaping a more just and humane future.

27. <https://www.sitesofconscience.org/en/?s=Australia>



Looking north across the Derbarl Yerrigan/Swan River. © Gina Pickering

24. <https://www.sitesofconscience.org/en/who-we-are/about-us/>

8.5 RECONCILIATION AND HEALING

Heathcote was identified as a priority node by the Noongar Advisory Panel who informed the marli riverpark Interpretation Plan in 2014. The priority nodes around the Swan and Canning riverscape were highlighted due to the importance of the Whadjuk cultural connections including mythological and religious beliefs, and the intensity of historical events at these locations. At that time, and again in 2018, Whadjuk Elders noted the Heathcote site, including the former hospital buildings, required further healing.

The precinct's unrivalled position in relation to the river, Perth city and Kings Park provides unique opportunities for the City of Melville to lead reconciliation events and important anniversaries. Heathcote offers a location from which to explore environmental and cultural consequences through its partnerships and cultural programming. Captain James Stirling considered Heathcote's potential as the location for a new Swan Colony capital during exploration of the Swan River and then changed his mind, citing better opportunities on the northern shore where the Mooro people resided. Heathcote has provided perspectives though its unparalleled views for thousands of years, pre-and post-colonisation, while its own transformational history unfolded. Heathcote's connections with the development of mental health care in Western Australia continues to provide opportunities to work closely with mental health organisations and the community.

Recommendation: Undertake cultural healing of the site with advice from Whadjuk Elders.

Recommendation: Leverage Heathcote's unique outlook to launch reconciliation events and mark significant cultural anniversaries including the 2029 bicentenary of the Foundation of Perth which provides an opportunity for City of Melville to initiate a substantial community based reconciliation event to mark the occasion.

Recommendation: Develop programming with mental health organisations such as Beyond Blue in line with themes of Innovation, Perspective and Wellbeing.



Mental Health memorial located near former hospital buildings at Heathcote Cultural Precinct. © Gina Pickering

Rivers of Emotion



An emotional history of Derbarl Yerrigan
and Djarlgarro Beelie / the Swan and Canning Rivers

Rivers of Emotion publication is available as a free download.

8.6 HEATHCOTE PERSPECTIVES: KOOYA CONNECTIONS WEB INITIATIVE

A web and community based initiative, Heathcote Perspectives: Kooya Connections is based in the continuing interest and success of Rivers of Emotion: An Emotional History of the Swan and Canning Rivers project (2012) initiated by Professor Susan Broomhall and Gina Pickering through the ARC Centre of Excellence for the History of Emotions in partnership with the National Trust of Western Australia. This project would allow the community to directly articulate emotions, experiences, memories and connections to the Heathcote landscape.

Rivers of Emotion: an Emotional History of the Swan and Canning Rivers was public heritage program that ran between 2012 and 2014 and captured moments of emotional connection and lived experiences of Perth's two main river systems - the Derbarl Yerrigan / Swan and Djarlgarro Beelie / Canning Rivers. The project invited the Perth community and cultural organisations to articulate and record their recollections and experiences of the riverscape through storytelling, film, interviews, photographs, creative engagements, and historical inquiry. A valuable digital archive of social memories was created in the process, which critically was paired with an interactive digital map for contributors to plot locations and places around the river associated with the contributor's memories and the histories they chose to share. The result is the creation of an emotional landscape: a digital map that reflects individual, emotional, and personal social relationships and engagements with the Rivers.

Applying the Rivers of Emotion framework to Heathcote would have several valuable outcomes; firstly, it allows for the complex historical layering of the site to be made easily visible. Secondly, the project has a strong community and public focus, and creates feelings of inclusion and attachment to Heathcote. In the Rivers of Emotion Project a range of digital and scholarly infrastructure was created through public consultation such as a symposium and school workshops. Community also drove the content; the sorts of material uploaded and shared was directed by the public, who found family photographs to digitise, or contributed their river based experiences through art and story and also searched public archives for materials. The project created a digital community through 'membership' for those involved in the project.

The launch of the website would be accompanied by a symposium and production of a free booklet providing an overview of Kooyagoordup/Heathcote to encourage community participation. This model has an international and academic profile, would showcase Heathcote and contribute to the continued understanding of the Swan Canning riverscape. This model also encourages and supports access and contribution of more sensitive content associated with the Heathcote Reception Home memories and experiences.

Recommendation: Develop a web-based initiative titled Heathcote Perspectives, Kooya Connections with accompanying booklet and symposium to stimulate new community commitment to Heathcote.



Visitors to the Kooyagoordup/ Heathcote shoreline, 2018. © Gina Pickering

8.7. MARLI RIVER RANGERS

The City of Melville's demonstrated leadership, commitment to foreshore restoration and to the implementation of the marli riverpark Interpretation Plan, is evidenced by installation of interpretive nodes including at Heathcote. There is an opportunity to expand the City's engagement through auspicing the pilot marli riverpark Rangers Program, and basing its operation at Heathcote. Such an initiative would contribute to achievement of the City's Stretch Reconciliation Action Plan employment target of 1.6%.

A Whadjuk endorsed marli riverpark Rangers Program has been scoped. Focus for the Program would be on remedial and restoration work in the natural environment of Heathcote Lower lands and support in delivery of the Precinct's Tour program. The Program could extend to other locations along the City's 18kms of foreshore, including Point Walter. Funding may be available to support this program through the State NRM program.

In partnership with Whadjuk Elders and with the financial support through a state Natural Resources Management grant, this program would be the first of its kind within the Swan and Canning Riverpark and a leading initiative for the City of Melville. The program would include employment of Aboriginal people, mentorship by Noongar Elders, achievement of TAFE qualifications and a new capacity to engage with visitors on the site about the significance of the river and the Heathcote upper and lower lands. This initiative would provide a showcase for the World Indigenous Tourism Summit 2020.

Recommendation: Develop a pilot marli river Rangers Program for City of Melville with Whadjuk Elders.



Native and exotic trees are among Heathcote's natural assets. © Gina Pickering

8.8 HEATHCOTE TREES

Heathcote's trees are recognised and enjoyed for their natural and aesthetic values, while contributing to new research through artist endeavour undertaken by City of Melville's Tilt program.²⁸ However, the most recent arboriculture survey of 369 trees (August 2017) in Heathcote Reserve revealed a number of the trees identified in the 2008 inventory were missing.

'46 *Banksia attenuate*, *Allocasuarina fraseriana* and *Acacia saligna* specimens were missing with several dead trees observed in the 2017 survey.'²⁹

The report highlights Heathcote Reserve's regional significance as a Bush Forever site due to its foreshore zone and uncleared bushland.³⁰ It also draws attention to health and management issues for Heathcote's trees including attention to nutrient support, view corridor analysis and weed removal. '... an abundance of **Tamarix aphylla*, which is a classified Weed of National Significance (WONS)' located in the south east corner of the lowlands.'

Recommendation: Support the health of the trees at Heathcote Reserve including priority removal of *Tamarix aphylla* and remediation of the area including opportunity for Aboriginal employment.

Recommendation: Retain the view corridors to the riverscape, city and Kings Park to preserve recognised lookout values.

Recommendation: Develop an audio experience based around the trees and planting history.

28. Tilt' artists Holly Story and Sandra Hill have focused on the Heathcote environment during their artistic enquiry.

29. Arborcarbon, Heathcote Reserve Arboricultural Tree Assessment, City of Melville 2017.P16

30. Only 30% of the Karrakatta Central and South vegetation complex remains uncleared.

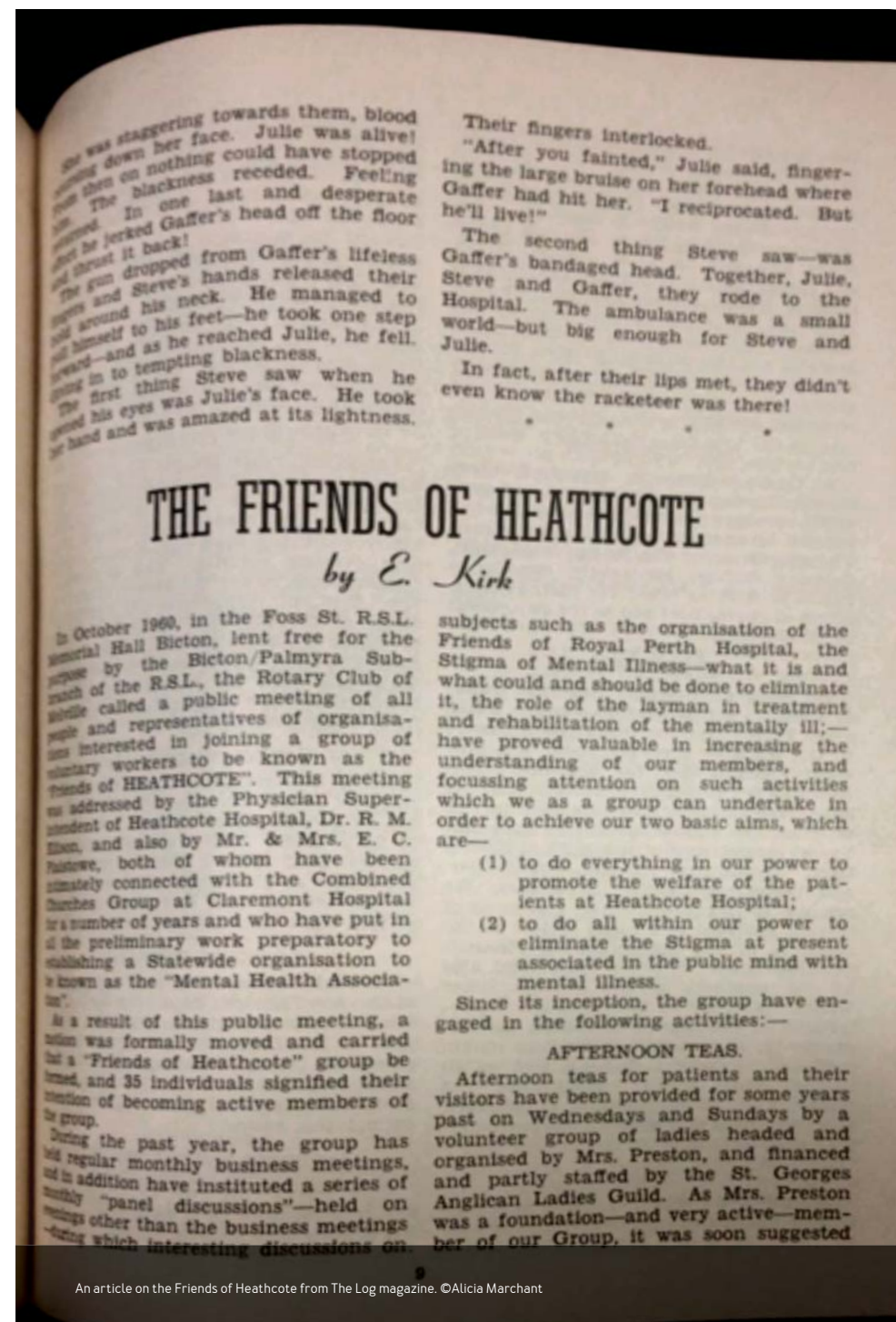
9.0 Development of Community Engagement

Established in 1960, the Friends of Heathcote was a voluntary group of local residents who worked to reduce the stigma associated with mental illness and provide practical assistance to patients of Heathcote. The Friends' activities included; operating a canteen for patients; staging parties, dances, picnics and outings; and running a crèche facility. Their fund raising activities enabled the construction of a swimming pool, purchases of buses, furniture, equipment and appliances.

In 2018, there is an opportunity to re-engage the community to support environment, social and fundraising events. Landscape works to remediate and rehabilitate the lower lands will require a workforce beyond the City's resources. The City works with 'Friends' groups to manage and conserve natural spaces with a particular focus on the river foreshore. Friends groups in other jurisdictions provide an invaluable revenue raising role from sources local governments are often ineligible to attract. e.g. Friends of King Park, Rottneest Foundation. Invitation to join the Friends of Heathcote could be extended to all with an interest in the environment and landscape of the site.

For a nominal fee, Friends or cultural group members of Heathcote could receive a digital newsletter, previews of gallery exhibitions and discounts on shop purchases.

Recommendation: Establish and promote a new 'Friends of Heathcote' community connection.



10.0 Entry Statements

10.1 PROTECTION OF HERITAGE FABRIC

The design component of this plan identifies more than 45 interpretive, way-finding and public art opportunities on the Heathcote site. The design process informed by a curatorial guidance from City of Melville will determine the details, content and approach to site entrances, building entrances, major nodes and site branding. Because Heathcote is listed on the State Heritage Register and Aboriginal Sites Register, it is imperative interpretive signage and other deliverables respect the fabric and values of the place.

Recommendation: Ensure onsite interpretation and way-finding comply with conservation recommendations identified in the Heathcote Conservation Plan.

10.2 AN INTERPRETIVE APPROACH

A combination of City of Melville's Place Vision planning, natural and cultural heritage values, consultation and economic imperatives have informed the interpretive response to the Heathcote site. Visitor access to those values requires at times an intuitive approach and at other times clear didactic indicators responding to the unique and authentic stories and locations. The visitor experience at Heathcote will be enhanced by an elegant way-finding system that will serve recreational, cultural and business visitors and on site staff. The priority understanding of the place lays in the traditional Noongar connections to the natural environment through Kooya – the place of the frog – Kooyagoordup. It is supported by connections to the rivers and wellbeing of place and people and extends through the overarching themes: **Innovation Perspective Wellbeing**

10.3 WELCOME POINT – SWAN HOUSE

The City of Melville has outlined plans to re-establish the eastern entry point to Swan House as the main visitor Welcome Point for the Heathcote site. A curated and designed entry statement within this zone would provide visitors with a substantial introduction to the site. Relating to the overarching themes, this entry statement would orientate the visitor to the location and significance of the place. The entry statement would include acknowledgement of the Whadjuk links to Kooyagoordup and visual aspects such as the first French chart of the Swan River, imagery of admission books from Hospital records and objects from the museum.

Recommendation: Develop an entry statement in Swan House to provide orientation to the site.

10.4 MUSEUM

The design of the new entry statement, including objects from the museum collection and combined with a new site interpretation approach, will provide more varied visitor access to stories and experiences at the Heathcote site. Capacity to change objects in the entry statement rather than updating a separate museum space supports the Welcome Point and visitor support.

Recommendation: Integrate museum collection objects into the entry statement at the Welcome Point.

10.5 NAMING OF BUILDINGS

References to historic naming of buildings are to remain where possible. Visitor orientation issues associated with the former 'Administration Building' and 'Kitchen' are to be addressed with curatorial guidance and way-finding support. A recommendation to incorporate the title Maar Mooditj, which means 'solid hands' in Noongar language, has been suggested for the administration building referencing excellent administration and excellent artists, while the Noongar name Djiridji has been suggested for association with the kitchen. Djiridji is the Noongar word for Zamia of which there are many stunning examples around the site. The Djiridji/Zamia was also staple food for Noongars, though it caused grief for the Europeans who did not know how to prepare it.

Recommendation: Determine building renaming requirements during curatorial and design process to ensure informed outcomes.

10.6 NAMING ROADWAYS, WALKWAYS, PLACES

Heathcote offers opportunity to recognise the connections and contribution to the site by a range of people over time, by naming roadways, walkways and rooms after them. Some of those names could include connection to French and British explorers as well as outstanding medical staff, architects and past employees. Examples include:

Sollis: [Mr Owen Sollis] was the director of services at Heathcote between 1970 and 1984.

Shawcross: [Matron Mildred Vernon Shawcross] was a controversial figure in the history of the mental hospital. Involved in the Royal Commission of 1938, she stood up for what she saw as 'inhuman treatment' of the patients, and was protective of the children patients.

Winch: [Marie Joan Winch] was an Aboriginal nurse who received her training at Heathcote in the 1950s. She was interviewed in 1994 (held in Battye Library) and speaks of her time at Heathcote, and also her involvement in improving the treatment of Aboriginal patients in West Australian mental health hospitals.

Moreau: "...on the left bank they observed the opening to what is now the Canning River which the party assumed communicated with the sea. They named it the Entrée Moreau after one of the midshipmen in the party [Charles Moreau]. They camped on a little sandy beach at the foot of a steep cliff where they felt safe from attack.³¹

Hardwick: W.B. Hardwick (William Burden, 1860 -1941) Held the office of Principal Government Architect until 1927 and was commissioned to investigate the latest developments in mental hospitals, with Lemnos (Shenton Park) and Heathcote (Applecross) hospitals built as a result of his reports.³²

Marriott: Professor Rhonda Marriott is a leader in Aboriginal Health and started her nursing profession at Heathcote Reception Home in 1967.

Recommendation: Recognise individuals who have made an outstanding contribution to the community through Heathcote by naming roadways, walkways and places after them.

31. <https://slwa.wa.gov.au/freyecinet/swan-river>

32. [http://www.architecture.com.au/docs/default-source/wa-notable-buildings/wb-hardwick-for-aia-\[wa\].pdf?sfvrsn=2](http://www.architecture.com.au/docs/default-source/wa-notable-buildings/wb-hardwick-for-aia-[wa].pdf?sfvrsn=2)

10.7 ORAL HISTORIES

Oral histories are a valuable asset for any local government area – and in the City of Melville Oral Histories are held in the Museum and Local History Collection and during the development of the plan a number of useful connections were discovered. These include:

- Professor Rhonda Marriott – Internationally renowned researcher in birthing who began her nursing career at Heathcote Reception Home as a teenager in the 1960s.
- Sam Dinah, Noongar Elder who undertook his bricklaying apprenticeship at Heathcote and recalls building part of Murray House
- Neville Collard, Noongar Elder used to ride his bike to the lower lands, where he would go fishing and play cricket with his friends.
- Sue Campbell, consultant who grew up in nearby streets and frequented Heathcote with her family.

Recommendation: Undertake oral histories and encourage people with connections to upload stories and memories to the web based project Heathcote Perspectives Kooya Dreaming.

31. <https://slwa.wa.gov.au/freyecinet/swan-river>

32. [http://www.architecture.com.au/docs/default-source/wa-notable-buildings/wb-hardwick-for-aia-\[wa\].pdf?sfvrsn=2](http://www.architecture.com.au/docs/default-source/wa-notable-buildings/wb-hardwick-for-aia-[wa].pdf?sfvrsn=2)

Occupation

“Absence of occupation is not rest.

A mind quite vacant, is a mind distressed”.³³

11.0 A Mental Health Context

Mental illness in Australia is very common. One in five (20%) Australians aged 16-85 experience a mental illness in any year.³⁴ The Heathcote Reception Home's history reflects changes in policy and practice in mental health treatment from the 1920s, and this has special relevance to Heathcote's present day usage as a location to feel good and relax. Fundamentally, it's about the wellbeing of people's lives and a critical aim of the project is to amplify the Aboriginal and mental health contexts. The lives and experiences of these people (many who have remained hidden) bring all who use Heathcote in touch particularly with the overarching themes Perspective and Wellbeing.

The WA Health Department has been very supportive of the Interpretation Plan aims and has provided privileged access to restricted documents to assist the project. The team's new research makes it possible to introduce little known characters and occurrences into the interpretive space. This in itself is a healthy outcome for Heathcote and those associated with it.

Individual links to site include:

- Rex Gilbert 12 years old;
- Gilgie, 18 year-old from Mt Augusta (Aboriginal patient, 23.12.30) ³⁵
- Nita, 13 year-old from Native Reserve Kellerberrin; ³⁶
- Professor Rhonda Marriott (Former nurse at Heathcote in the 1960s);
- Adjunct Professor Jeannine Millsteed (Occupational Therapist) [Jeannine is a leader in the development of occupational therapy education in Western Australia];
- Sam Dinah a retired brick layer who completed his apprenticeship at Heathcote [Sam is a Noongar Elder, Minister and JP who worked on the construction of Heathcote);
- Neville Collard, Noongar Elder and recreational use of the lower lands.

The stories of these key individuals can be expressed through story, written and heard, through quotes connected to their associations with locations and spaces including subtle quotes applied to walls, walkways and made available through digital means

Recommendation: Give presence to patients, staff and professionals connected with the mental health history of Heathcote through story, naming, events and programs.

34. https://www.blackdoginstitute.org.au/docs/default-source/factsheets/facts_figures.pdf?sfvrsn=8

35. Heathcote Mental Hospital Register SRO(restricted documents with permission)

36. Heathcote Mental Hospital Register of Aboriginal patients SRO(restricted documents with permission)

33. Heathcote Hospital information pamphlet, SLWA 'Information for Patients about the Hospital: Heathcote Mental Reception Home,' (Perth: Government Printer, 1960). Held Battye Library, Call number: PR2712.

12.0 Business and Tourism

12.1 CONSTRAINTS

To realise the potential associated with Heathcote Cultural Precinct requires that the operating limitations identified in the Vision and Place Plan, and that remain outstanding, be addressed.

These include:

- Conditions on Title changes to enable uses in line with Vision;
- Frasers Group lease - renegotiation of exclusivity clause to enable mid-range eatery with wider trading hours;
- Absence of Business/Operational, Communication and Marketing Plans;
- Absence of comprehensive data collection tools and analysis to measure venue usage, attendance and visitation;
- Absence of mechanisms to gather feedback from venue hirers, program participants, casual visitors, users of shared path and parking.

Recommendation: Address identified limitations to enable implementation of both Interpretation Plan and Vision and Place Plan recommendations.

12.2 AUDIENCES AND MARKETS

The primary market for Heathcote is local residents, followed by south of the river residents and the wider Perth market. There is strong connection to the site as it is used for family milestone marker events such as weddings and significant birthdays.

There is scope to attract visitors to Heathcote from intrastate, interstate and international markets, particularly those visiting for the purpose of Holiday and Visiting Friends and Relatives. Heathcote currently offers experiences of interest to visitors including exhibitions in the gallery, events, playground and barbeque facilities as well as exceptional river and city vistas. Some visitors also attend the museum to gain a historical understanding of the site. The addition of tours, activities involving contact with Aboriginal people, and foreshore bike hire will enhance Heathcote's attractiveness to visitor markets.

Heathcote is positioned in the Experience Perth tourism marketing region. Advertising in marketing programs delivered by Experience Perth Regional Tourism Organisation is the most affordable way of presenting Heathcote's product to the visitor market. <https://www.experienceperth.com> Keeping abreast of visitor market information is important and enabled by Tourism WA through Fact Sheets and Visitor Experiences and Expectations Research which is produced for each tourism marketing region.

Fast Facts are also compiled by Tourism WA and provide the latest estimates of visitor numbers, nights, and spend in WA. They also analyse purpose of visit, origin of visitors, and regional dispersal based on the International and National Visitor Survey results. Data is broken down into the key visitor markets - international, interstate, intrastate, and daytrip visitors. Fact Facts can be found at www.Tourism.wa.gov.au

Recommendation: The City to engage in cost effective collaborative marketing programs coordinated by Experience Perth to promote gallery exhibits, events and tours.

13.0 Grow Existing Streams of Business

13.1 VENUE HIRE

Promote venue hire for meetings and events to potential users in sectors, professional disciplines or industries aligned with the precinct's values and future vision and activities.

Examples:

- Health Professionals Associations – link in site tour;
- Creative industries – link in gallery visit or interaction with Artist in Residence;
- General hirer – audio or guided tour experience (See Tour Program recommendations).

Include images in the venue hire packages that show venues in use and complement this with website content.

Develop content on the story of the Precinct and include it in venue hire packages. Encourage precinct leasees to include the story in collateral, for example, menus. Content should encourage visitation to the gallery, shop and events.

Promote shop product as speaker gifts within venue hire packages.

Expand and actively manage listings on free venue finding websites, examples include:

www.venuemenu.com.au

www.gumtree.com.au

www.sustainablevenueguide.org – Note: In 2018 Heathcote listing refers to Integral Development

Recommendation: Develop written content about the site for promotional use with leasees, partners and City of Melville business units.

Recommendation: Develop and promote customised venue hire packages that value-add to precinct activities of interest to potential hirers.

13.2 POINT OF ENTRY

Relocation of the administration office and shop within Swan House to provide a welcoming point of entry to the precinct is an opportunity to consider the optimum layout of the new space, and staff training for visitor engagement to maximise bookings on proposed tours, merchandise sales and to encourage donations.

Current opening hours limit customer access to the shop, in turn limiting the sale of merchandise and art. This is partly overcome by art work being featured and made available for purchase online through the precinct website, which links visitors to the websites of individual artists, some of whom offer online sales.

This new welcome point of entry space can be likened to a mini Visitor Centre for the precinct. Visitor Centres in regional Western Australia have benefited from a program to assist sustainability by providing training and assistance with merchandising and turning conversation into sales in a customer focussed way.

This Customer Experience Audit program could be adopted at Heathcote in the following ways:

1. Merchandising Audit of the retail and 'visitor servicing' areas. To include an interview with retail manager and written report with recommendations.
2. Communications and Customer Journey Assessment including interviews with a small selection of staff/volunteers and a written report with recommendations.
3. A workshop to explore the principles of merchandising as they apply to arts and craft retail areas. Using the findings of the Merchandising Report, explain and demonstrate how this applies to the retail and 'visitor servicing' areas at Heathcote.
4. A workshop to gain an understanding of how customers judge you on their journey through Heathcote and how to positively influence these customers. Using the findings from the report, to advise participants how to create a consistently positive experience.

A low level of donations is received from visitors to the Studio Shop and Gallery. The recommended staff training in techniques to engage visitors could include methods to encourage donations.

Donations could also be increased by enhancing promotion of the Precinct as a 'community facility' with a policy of 'Entry to the Gallery and Museum by Donation'. This policy could be included in promotional material so that visitors are informed before arrival.

In 2018, the shop is physically integrated with the administration and gallery entrance. Design of the new Welcome Point space could consider the Shop as a separate leased business.

Recommendation: Introduce a policy of entry to the Heathcote Museum and Heathcote Gallery by donation and include it in staff training.

Recommendation: Undertake a Customer Experience Audit program.

Recommendation: Investigate opportunities for outsourcing the retail/ art shop.

13.3 PARTNERSHIPS WITH SOUTH OF PERTH YACHT CLUB

South of Perth yacht Club (SoPYC) has a long association with the City of Melville and has worked collaboratively with the City on a number of issues and projects over the years.

SoPYC is a membership organisation and an important neighbour with a strong interest in the rivers. SoPYC is keen to strengthen the knowledge of the important lower lands to the Aboriginal community and members. The club is supportive of initiatives to improve amenity and community involvement which are supported by its members.³⁷

Recommendation: Support the planning processes of both Heathcote Cultural Precinct, and South of Perth Yacht Club with bi-annual meetings.

13.4 EVENTS

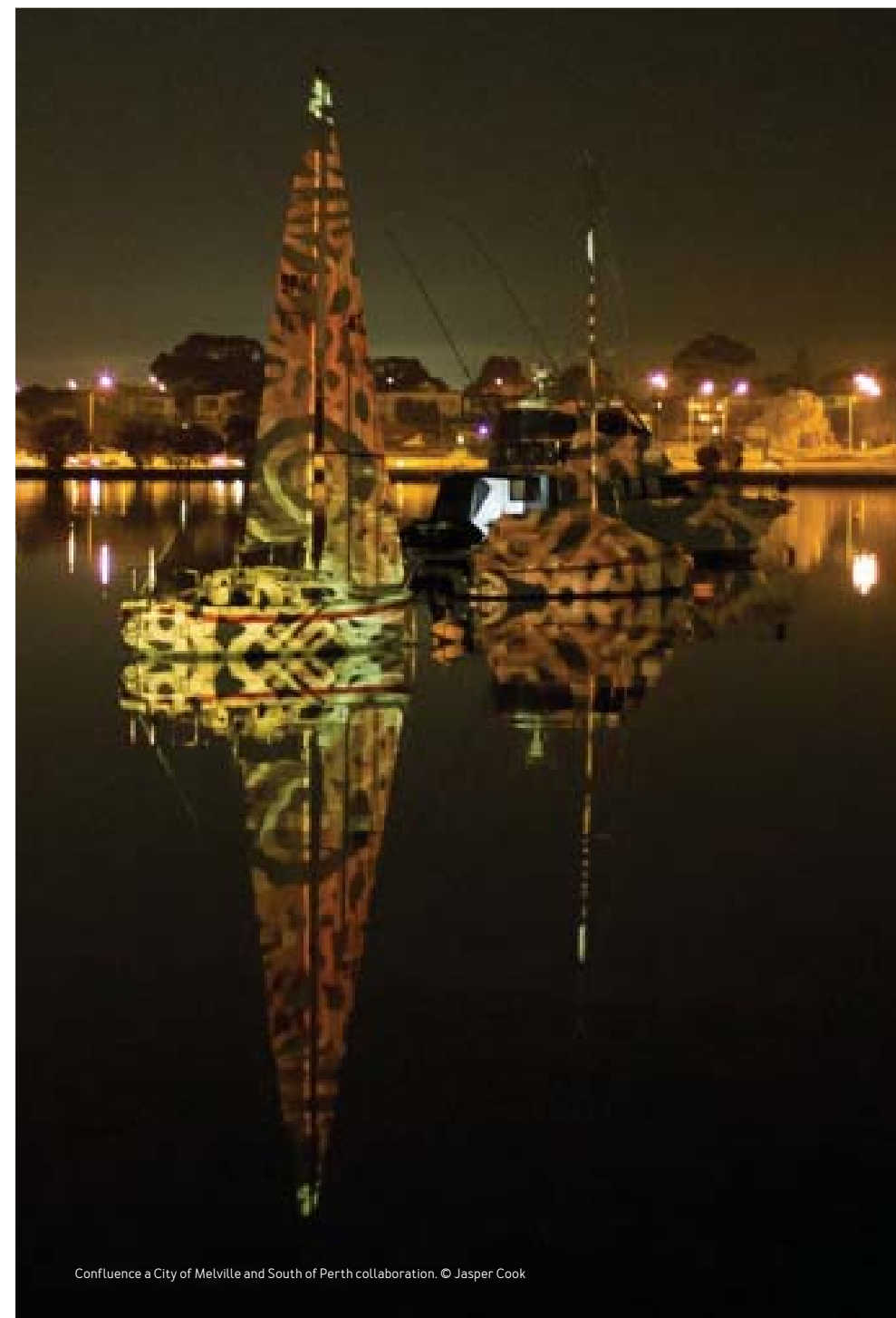
Build on the success of the gallery exhibition program and Perth Makers Market with an event program focused on precinct values and vision.

Events that align with priorities of other City of Melville business units could leverage support for Heathcote in staging the events.

The Vision document indicates stakeholder support for live music events and a Children's Festival. Restoration of the lower lands will provide a flexible open space in which such large events can be staged and an overflow parking facility can be accommodated.

Recommendations: Develop a calendar of indoor and outdoor events aligned with overarching themes and the precinct values outlined in the Place Vision Strategy.

Recommendation: Form partnerships with internal City departments, leasees and neighbours (eg SoPYC) to deliver events.



Confluence a City of Melville and South of Perth collaboration. © Jasper Cook

³⁷ Pers Comms. Email from David Harries, General Manager SoPYC. 31/05/2018

14.0 A Calendar of Events

A calendar of events could be based around the following international, national and state recognition events

18 January – 17 February	Fringe Festival www.fringeworld.com.au
26 January	Australia Day/Invasion Day/Survival Day
28 January	One Day *alternative celebration of Australia
18 April	International Day on Monuments and Sites
18 April – 20 May	Australian Heritage Festival
18 May	International Museums Day
26 May	Sorry Day
27 May - 3 June	National Reconciliation Week;
5 June	World Environment Day http://www.thinkeatsave.org/
11 - 17 June	Infant Mental Health Awareness Week http://www.aaimhi.org/events-and-training/imh-awareness-week-2018/
21 June	International Day of Yoga http://idayofyoga.org
1 - 8 July	NAIDOC week www.naidoc.org.au
27 July	School Trees Day http://treeday.planetark.org/schools/
31 July	National Tree Day http://treeday.planetark.org/
4 August	National Aboriginal and Islander Children's Day http://www.snaicc.org.au/children
9 August	International Day of the World's Indigenous People http://www.un.org/en/events/indigenousday/
12 August	International Youth Day http://www.un.org/en/events/youthday/
17 - 24 August	Book Week http://www.un.org/en/events/youthday/Bike Week/
1 - 30 September	Biodiversity month
Last Sun September	World Rivers Day http://worldriversday.com/
8 - 14 October	Mental Health Week
10 Oct October	World Mental health Day http://www.1010.org.au/
20 - 28 October	Children's Week http://www.childrensweek.org.au/
1 - 31 Oct	Walktober http://walktober.com.au/
1 - 7 November	National Frog Week

15.0 Develop new activities

15.1 HEATHCOTE CYCLE HUB

The City of Melville's plan to rehabilitate the Heathcote lower lands and incorporate space for leisure and recreation infrastructure provides the opportunity to realise the potential of the adjacent Recreational Shared Path (RSP)/Swan River 'Round the Rivers' foreshore trail.

Encouraging cycling on the RSP would be supported by making bikes and helmets available for hire. The lower lands plan includes an End of Trip shelter with multiple bicycle racks, benches and drinking fountain at an estimated cost \$32,000. This End of Trip shelter could be complemented by a fully automated and solar powered bike hire station, potentially providing the City with a small revenue stream.

15.1.1 BIKE STATION

An objective of the CoM Bike Plan [2012] is to encourage and promote cycling. Spinway WA is partnering with local governments, attractions and developers to establish a network of automated bike hire stations. Spinway WA is a bike hire vending machine business based on the very popular bike share systems currently available around the world. Spinway installs, promotes and services the stand-alone vending machines known as "bike stations". The City of Melville Concept Plan features bike facilities for the lower lands and the Spinway option may be a sustainable option.

The bikes are secured and are electronically monitored through a central computer program using RFID technology activated at the time a customer makes a credit card payment. The bike stations consist of an electronic credit card processing unit attached to a rack of between four and up to thirty-two Avanti designed bikes. The system is user friendly with customers swiping their credit card and following the on-screen prompts to hire a bike and helmet. Customers have the flexibility of hiring for one hour up to 24 hours. Common rates at bike stations in other locations are \$11 for the first hour, \$22 for 2 to 4 hours and \$33 per day.

Fees would be determined by the City of Melville, balancing imperatives of affordability against the monthly lease fee less bike hire fees.

There are currently no Spinway WA Bike Stations west or east of Canning Bridge along the foreshore. The City of Melville has invested heavily in restoration of its foreshore and installation of interpretive nodes and programs to add to user enjoyment. Encouraging cycling on the foreshore trail will increase resident appreciation of these works and provide health and wellbeing outcomes.

A map showing cycle routes can be incorporated in the bike station. Suggested routes to promote as return loops from Heathcote would be west to Point Walter and East to Riverton. Cycle routes and bike hire station can be promoted on the Spinway WA App www.spinway.bike/our-app.

Bike number plates and baskets can be branded with the City of Melville logo to aid in promotion of this community service.

- **Establishment costs**

Spinway WA manufactures and installs the bike station. The only requirement of the City is a hard stand 2.5m wide and 9m long for the station to be affixed to. Proposed bicycle racks, drinking fountain, benches and shade could be positioned in the same vicinity as the Bike Station adjacent to proposed car parking within view of Duncraig Road.

Spinway WA promotes the cycle routes and bike stations through a dedicated App. The City would incur an additional charge to be included on the App.

- **Ongoing costs**

Maintenance of the station and maintenance and replacement of the bikes is all incorporated in the monthly lease fee payable to Spinway WA.

The monthly lease fee for a recommended 8 bike station is \$800 (ex GST). Bike hire fees are subtracted from the lease fee and Spinway pays or charges the difference.

Spinway WA advises that the Stations attract very little vandalism.

It would be expected that the City's ranger and community safety service would include the lowlands on their monitoring routes.

Recommendation: Investigate establishment of a Spinway WA automated bike hire station within the lower lands rehabilitation plan.

15.1.2 CYCLE EVENTS

The bike station could be launched at a community participation cycling event. The event could offer rides of varying distances along the foreshore path in each direction to cater for varying abilities. There is potential to link this event to a Children's Festival.



Example of a Spinway WA automated bike hire station. © Sue Campbell

15.2 SHORE EXCURSION PROGRAM FOR CRUISE SHIP MARKET

Cruise shipping is growing globally and Western Australia aims to maximise economic benefits through the Cruise Shipping Strategic Plan 2012-2020. Fremantle as a reprovisioning point is included as a stop on all cruises and in 2016/17 Fremantle Port welcomed more than 144,000 passengers from 61 cruise ships. 2017-18 is expected to be a record season for cruise shipping in the State, with Fremantle set to welcome six superliners - Regatta, Ocean Dream, Azamara Journey, L'Austral, Seven Seas Navigator and Golden Princess visits. Passengers are pre-sold customised experiences at ports and seek a diversity of product offerings including day tours, excursions, attractions and a range of shopping.

Heathcote Precinct is well positioned in terms of distance from Fremantle to provide customised experiences which could include; botanic walk with a Noongar guide, tour of exhibition with curator, interaction with Artist in Residence and opportunity to shop for unique WA created merchandise. Details of forward cruise ship visits are provided by Fremantle Ports. <https://www3.fremantleports.com.au/VTMIS/dashb.ashx?db=fmp.public&btn=CruiseShips>

Recommendation: Develop a shore excursion program for the Cruise Ship market on advice from Tourism WA.

15.3 TOUR PROGRAM

Heathcote provides access to exceptional cultural values over thousands of years and with links to a variety of disciplines. A program of monthly walking tours led by a topic specialist, and particularly Noongar Elders, would provide cultural insights and seasonal connections to the place. Aligned with the overarching themes, this initiative could be called Perspectives and operate as a fee for service product for groups to be promoted by the City of Melville to both residents and visitors.

Visitor motivation research indicates that engaging in an Aboriginal Tourism experience continues to be an area of unmet demand.³⁸ The limited number of Aboriginal Tourism experiences on offer in Perth provides Heathcote with an opportunity. The 2019 Australian Tourism Exchange and the 2020 World Indigenous Tourism Summit, both being held in Perth, are opportunities to showcase Aboriginal Tourism product.

The WA Indigenous Tour Operators Council is now focused on supporting development of Aboriginal Tourism experiences in Noongar region and can potentially provide business mentoring and support to proponents. Walking tours would offer patronage to the gallery, museum and hospitality outlets and this could be incentivised with price or product led offers.

Recommendation: Establish a program of guided walking tours as budget allows with links to seasons, anniversaries and location.

38. <https://www.tourism.wa.gov.au/Publications%20Library/About%20Us/Aboriginal%20Tourism%20Snapshot%202018.pdf>



15.4 THE CLOCK TOWER

While the Clock Tower is an architectural focal point of the site, it brings with it opportunities to explore in relation to the themes innovation, perspective and wellbeing. Some of these include: imposed colonial time on an Aboriginal landscape, imposed time/ management of patients (wellbeing), intact water storage tanks (innovation), exceptional views (perspectives).

The clock tower has featured in powerful onsite interpretive approaches and access to its upper levels (which include a solid cement floor) provide an exciting tour option for visitors which can be linked to seasonal, anniversary and full moon events.

Recommendation: Develop a program of paid clock tower tours related to season, special events and interpretive outcomes.

15.5 SELF-GUIDED AUDIO TOURS

A suite of curated audio tours offered as self-guided experiences for visitors will reveal relatively unknown stories about Heathcote – linked to the overarching themes.

15.5.1 HEATHCOTE HOSPITAL AUDIO TOUR

The reception home operated for 65 years from 1929 to 1994. Research undertaken for this plan has focused on the little known history of the patients (both Aboriginal and non-Aboriginal), practices, characters and scandals associated with Heathcote. Content would be based on recorded detail (for example the existing oral histories, new interviews and content from the public domain, including the 1938 Royal Commission to Inquire into the Heathcote Mental Reception Home). A downloadable audio tour featuring previous staff stories of day to day life at the hospital would lead visitors to specific locations around the site.

15.5.2 AN ARTIST'S AUDIO TOUR

For over a decade Western Australian artists have interpreted Heathcote's special meanings and qualities through the TILT program, while a strong cohort of artists work in studios at Heathcote producing new works. Artists offer an intriguing lens through which to view Heathcote, its history and the role it plays in the Western Australian landscape as a focal point and an art hub.

- Establish Audio Tour based on interviews with TILT artists

15.5.3 WHADJUK INSIGHTS TOUR

Be guided by the Aboriginal Elders to develop an Aboriginal audio tour reflecting connection to the values of Kooyagoordup, Aboriginal links to the hospital, and wellbeing of people and place.

- Whadjuk Audio Tour

15.5.4 HEATHCOTE TREE TOUR

Heathcote contains more than 360 trees, many spectacular specimens which have long histories and include native and introduced species.

Recommendation: Develop a suite of high quality audio tours for Heathcote visitors reflecting on the hospital, artists, Whadjuk and tree connections.

15.6 A PRECINCT MAP

Visitors seeking to tour the facility would be assisted by a map collected from the welcome point during office hours or made available for download from the website. This will not be the only way to navigate the site, as the map will complement the recommended intuitive and guided way-finding. Recommendation: Develop a simple download and 'tear off map' for visitors.

15.7 REPAIR TRADITIONAL FISH TRAPS

Dr Noel Nannup identified Noongar fish traps located in the Swan River off Heathcote. He has suggested they could be repaired as a special project and event mentored by the Elders.

Recommendation: Initiate a fish trap repair project with guidance from Elders.

15.8 HEATH LEDGER LEGACY

In addition to being an acclaimed actor, Heath Ledger was a master chess player who spent time in his youth at Heathcote. This is reflected in the onsite memorial arranged with his family. While two chess boards are part of the memorial, no pieces are available. It would be inexpensive to make available chess pieces from the BWG restaurant or from the site entrance.

Recommendation: Work with the Ledger family for the possibility of an annual Heath Ledger Chess Championship at Heathcote partnering with Chess Perth and make available chess pieces for visitors.

15.9 PERSPECTIVES PHOTOGRAPHIC COMPETITION

Develop an annual public photographic competition that reflects the values of the site. Encourage participants to upload their photographs and connections to the Heathcote Perspectives: Kooya Connections site.

Recommendation: Enhance on site library programming initiatives at Heathcote with a photographic competition.

16.0 Site Journeys Framework

The Site Journey Framework is a thematic framework for stories, content and experiences. The following table is provided as a guide for staff and practitioners. It offers a selection of hubs, way-finding and interpretation points included in the design approach to demonstrate ways forward. It provides options for families, individuals, locals and visitors to explore the social, natural and cultural values of the site. Journeys can be added and updated to ensure a real time response to the site. The interpretive journeys through the site should utilise existing collections, oral history material, new research and community reflections and the expertise of the Noongar and non-Aboriginal community members. Implementation partners may include leases and artists in residence.

The Garden at the End of the World

I.

The men who came up the river
were the colour of salt

they carried their plant totems ashore

they drew lines on the spring-fed earth
and placed stones over them

the Botanist planted the peach trees,
Heathcote buried the seeds
of corn and spinach.

They introduced a new species
of time. It happened the moment
they uprooted the rocks

it was the rocks that held
time in place here

when they were split, dragged,
carried, time had to re-configure
its bearings around this new garden

at the end of the world.

II.

The Botanist enthused
over the trees
at Point Heathcote,

'Here the genus Banksia appears
in all it's magnificence!'

He added new Hakea
to the family list
please to be sorting
and ordering the landscape

not realising how many uncles
the Hakea already had,
that the blood of every tree,, shrub
and flower was named

and the intricacies
of their kinship known:

how the orchid relied on the she-oak
the ritual that ensured the Banksias
ran sweet, and while he noted

that the ground was burnt
he did not know
that his specimens
would need

to be watered by fire.

Jennifer Kornberger, 2013.

16.1 A GUIDE TO IMPLEMENTATION

OVERARCHING THEMES	THEMES	STORIES	WHOLE OF SITE/NODE SPECIFIC/OPPORTUNITIES	TYPE OF INTERPRETATION
Innovation Perspectives Wellbeing	Encounters	<p>An evolving riverscape with spiritual links to the Waugyl and the Noongar people – the oldest continuing culture</p> <p>An international attraction over centuries of visitation and sole remaining naturally vegetated headland on the Swan River.</p> <p>A bush forever site, recognised on Aboriginal and State Heritage registers includes two Aboriginal sites including the River itself</p> <p>A camping place of the Noongar people as well as the colonial explorers</p> <p>Distinct geological, biological and geographic formations and social connections</p> <p>An ancient and contemporary teaching place</p> <p>Leading historical and contemporary mental health and wellbeing practices based on a unique location and conditions</p> <p>‘Undoubtedly one of the finest- if not the finest- site on the river.’ Colonial Secretary, Mr R.S. Sampson 21/12/1923 (Daily News)</p>	06. Way Finding Node/Interp Opp	<p>Sign / Graphic / text / audio / NFC Chip / Self Guided Tour / Guided Tour</p> <p>marli river Rangers</p>
OVERARCHING THEMES	THEMES	STORIES	HUB SPECIFIC /INTERP OPPORTUNITIES	TYPE OF INTERPRETATION
Wellbeing Innovation	A teaching place	<p>Introduction to Goolugatup (lowerlands) A place of Mens’ Lore, two Aboriginal Registered sites</p> <p>Rehabilitation of patients and landscape through OT, sport and gardening, CoM planning</p> <p>OH Sam Dinah, Noongar Elder helped build Heathcote hospital during his bricklaying apprenticeship</p>	29. Way finding Node/Interp Opp	Sign / Graphic / text / audio / NFC Chip / Self Guided Tour / Guided Tour

OVERARCHING THEMES	THEMES	STORIES	HUB SPECIFIC /INTERP OPPORTUNITIES	TYPE OF INTERPRETATION
Innovation	Promotable events	The Events Hub features details of upcoming events	07. Events Hub	Reflects site style and promotable events
Innovation	Orientation	Welcome, Gallery, information, tours, shop	08. Primary Hub	Sign/Graphic / text / NFC Chip / Self Guided Tour/Guided Tour
Innovation Perspectives Wellbeing	People and Place	<p>Traditional Owners and the Waugyl</p> <p>French and English explorers</p> <p>Patients and picnickers</p> <p>Artists and attractions</p> <p>Beelie people: Midgegooroo, Yagan</p> <p>French: François Heirisson, Midshipman Charles Moreau</p> <p>English: Heathcote James Stirling William Hardwick, Architect building orientation and design for Health Mental Treatment Act 1927</p> <p>Lookout, 'Finest Site on the River' Innovative therapies</p> <p>Staff, patients and significant people Friends of Heathcote then and now</p> <p>Saving the site</p> <p>Natural values and vistas</p> <p>Innovation in training :Nursing an Occ Therapy</p>	09. Museum Entrance Statement	<p>Entry statement introduces overarching themes and taster for the entire site.</p> <p>Includes objects from the CoM Museum; images, lighting, maps (original French Chart held by SLWA) Photographs, Evidence Aboriginal and non-Aboriginal patients (DAA), Dolls (CoM collection)</p> <p>Medical equipment (CoM collection)</p> <p>Audio component: Contemporary people connected with the site: [Examples: Marie Taylor, Noel Nannup, Rhonda Marriott, Ledger family, Sue Campbell</p>
Wellbeing	Improved Health	<p>Heathcote was a place to get better. Not enclosed from the community but part of it. Patients had a voluntary status. Visitors continue to spend time in the unique environment</p>	17. Way-Finding Node /Interp Opp	<p>Heathcote perspectives: Kooya Connection web outcome (input from the community)</p> <p>Quotes from current users: Ex Vision plan.</p> <p>Sign / Graphic / text / audio / NFC Chip / Oral History</p>

OVERARCHING THEMES	THEMES	STORIES	HUB SPECIFIC /INTERP OPPORTUNITIES	TYPE OF INTERPRETATION
		<p>"They are probably straight into the showers, get changed completely for a physical, give them pyjamas."</p> <p>OH Albert Manby CoM Collection</p> <p><i>"Good staff and good doctors, good tucker, good OT. Board free- and I get paid by the Social Services! Complains? Not Me!"</i>⁴⁰ Alf, Ward I.</p> <p>The Log January 1963, p.6</p>		
Innovation Perspective Wellbeing	Community connections	<p>Heathcote perspectives: Kooya Connection Naming origins associated with lower lands new stories from a contemporary community</p> <p><i>"Doors opened on to a verandah and garden areas which overlooked the river, from both male and female wards. Patients had free day time access to these areas."</i>⁴¹ Three Nurses</p> <p>Memories of Working at Heathcote 1930s</p> <p><i>"I am going home tomorrow and I feel rather sad about it."</i>⁴²</p> <p>Mrs V.S. Ward 2 F. The Log January 1963,P6</p>	28. Way finding Node/Interp Opp	<p>Heathcote perspectives: Kooya Connection web outcome</p> <p>Sign / text</p>
Perspectives	Liminal locations	<p>The confluence - salt and fresh the Swan and Canning Rivers</p> <p>Lower lands upper lands</p> <p>Defining Goolugatup significance</p> <p>Perspective on transformation for example Yagan and Midgegooroo and contemporary Elders views. Past/ present.</p> <p>Djarlgarro Beelie/Canning River has attracted international sailors over hundreds of years. The South of Perth Yacht (neighbour) shows it still does.</p> <p>Emotional connection – how do you feel at this look out?</p>	32. Look-out (east)	<p>Sign / Graphic / text / audio / NFC Chip / Oral history / Self Guided Tour / Guided Tour</p> <p>Opportunity to contribute to Heathcote perspectives: Kooya Connections</p>

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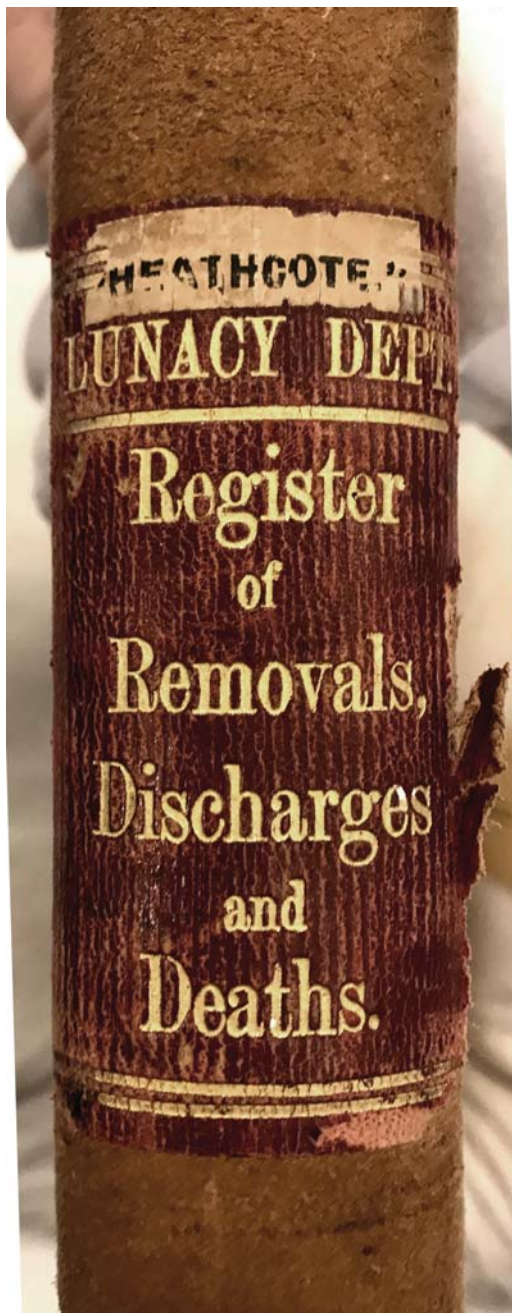
OVERARCHING THEMES	THEMES	STORIES	HUB SPECIFIC /INTERP OPPORTUNITIES	TYPE OF INTERPRETATION
Perspectives	Liminal locations	<p>The confluence - salt and fresh the Swan and Canning Rivers Lower lands upper lands</p> <p>Defining Goolugatup significance Perspective on transformation for example Yagan and Midgegooroo and contemporary Elders views. Past/ present.</p> <p>Djarlgarro Beelier/Canning River has attract- ed international sailors over hundreds of years. The South of Perth Yacht (neighbour) shows it still does.</p> <p>Emotional connection – how do you feel at this look out?</p>	32. Look-out (east)	Sign / Graphic / text / audio / NFC Chip / Oral history / Self Guided Tour / Guided Tour
Innovation Wellbeing	Conceal and reveal	<p>Welcome to a teaching place of Men's Lore, ecology, sport, politics</p> <p>Commitment to rehabilitation natural, cultural, social</p> <p>"A suitable environment for patients suffering from mental disability in its early stages." Inspector General to chief secretary 23/11.1925 OH Neville Collard Arrived bike with friends, went fishing and played cricket</p>	38. Primary Hub	Sign / Graphic / text / audio / NFC Chip / Oral history / Self Guided Tour / Guided Tour
Wellbeing Perspective	Above and below	<p>Springs and wells; water flow and Waugyl Connection to healing waters - Trees and weeds – explore rehabilitation process, and ecology with specifics about Sheoak.</p>	46. Interpretation Node	Sign / NFC / Audio / Self Guided tour Guided Tour Int Neville Collard / Zoe Williamson / Noel Nannup / Tree and frog specialists

OVERARCHING THEMES	THEMES	STORIES	HUB SPECIFIC /INTERP OPPORTUNITIES	TYPE OF INTERPRETATION
Wellbeing Perspective	An evolving landscape	<p>Focus on environment looking back up towards the hills. Highlight plantings/age zamia palms (As a unique Aboriginal food)</p> <p>Murray House Former Male Ward/ Rex Gilbert</p> <p>"The botany of Point Heathcote is splendid, consisting of magnificent Banksias and Dryan-dras, a remarkable species of Hakea, two spe-cies of Grevillea, a species of Leptospermum, and a beautiful dwarf species of Calytris." [Charles Fraser, 1827]</p>	45. Interpretation Node	Sign / text / NFC / image / audio Self Guided tour Guided Tour
	Seasons of Change	<p>Noongar Seasons influence on arrivals and departures including mulloway, dolphins, Swans, Noongars, settlers, patients and visitors</p> <p>Cultural invitation to encounter the upper lands</p>	55. Way Finding	Sign / text / NFC / image / audio Self Guided tour Guided Tour

17.0 Resources and Implementation

INITIATIVE	ACTION	IMPLEMENTATION	ESTIMATE EX GST	ESTIMATE INC GST
Adopt the Interpretation Plan	Undertake staged strategy	Internal	Nil	Nil
Establish cross organisational working group	Confirm members	Internal	Nil	Nil
Engage a Noongar Advisory Group	Confirm members through RAP	Internal	Current rates	Current rates
Permanent State Heritage listing of Heathcote	Advocate to State Heritage Department	Internal	Nil	Nil
Establish pilot marli river Rangers program * Elder mentoring, formal training costs for 2 people over 2 years. Assumes all other costs are met by City of Melville	Source State Natural Resource Management funding	Internal/External	*\$50,000	\$55,000
Cleanout wetland	Aboriginal recruitment	Internal/External	\$15,000	\$16,500
Development of Logo and Style guide	Engage Designer	External	\$12,000	\$13,200
Design & develop experience foundation for site	Engage Cuatorial Services and Designer to develop site experience foundation.	External	\$151,200	\$166,320
Initiate Heathcote Perspectives: Kooya Connections	Engage project developer	Internal/External	\$30,000	\$33,000
Develop Welcome Point Entry Statement	Engage curator and designer, to develop and install Entry Statement	External	\$50,000	\$55,000
Activate Friends of Heathcote for environment	Engage CoM (Communications team)	Internal	Nil	Nil

INITIATIVE	ACTION	IMPLEMENTATION	ESTIMATE EX GST	ESTIMATE INC GST
Develop venue hire packages	Engage consultant & designer	External	\$ 5,000	\$5,500
Initiate walking tours and record interviews for audio tours	Engage 4 specialists	External	\$20,000	\$22,000
Undertake research and interviews with 5 key figures for audio tours	Engage producer	External	\$10,000	\$11,000
Develop a shore excursion program for visiting cruise ship passengers (Host cruise ship's inbound tour operators on familiarisation to Precinct, CoM attend cruise ship tourism events to understand how to package.	Engage with Tourism WA	Internal/external	\$ 2,000	\$2,200
Promote gallery exhibitions and events to visitors holidaying in Perth	Engage with Experience Perth and Tourism WA	Internal/External	Nil – to list events on websites	Nil
Promote the Precinct to Visiting Friends and Relatives through Melville residents	Engage support CoM Comms team	Internal	Nil	Nil
Develop and promote a Donations policy for the Gallery	Inform policy through research into comparable galleries	Internal	Nil	Nil
Develop expanded Events calendar	Liaise with CoM business units to align priorities and leverage support	Internal	Nil	Nil
Design a 'tear off' map	Designer and printer	Internal/External	\$3,000	\$3,300
Merchandising Audit & Communications and Customer Journey Assessment with staff training	Engage consultant	External	\$ 5,300	\$5,830
Permanent State Heritage listing of Heathcote	Advocate to State Heritage Department	Internal	Nil	Nil
TOTAL	-	-	\$353,500	\$388,850



cons 3115 - 1_Heathcote_Mental Hospital
Removals, Discharges, Deaths, SRO. Restricted.

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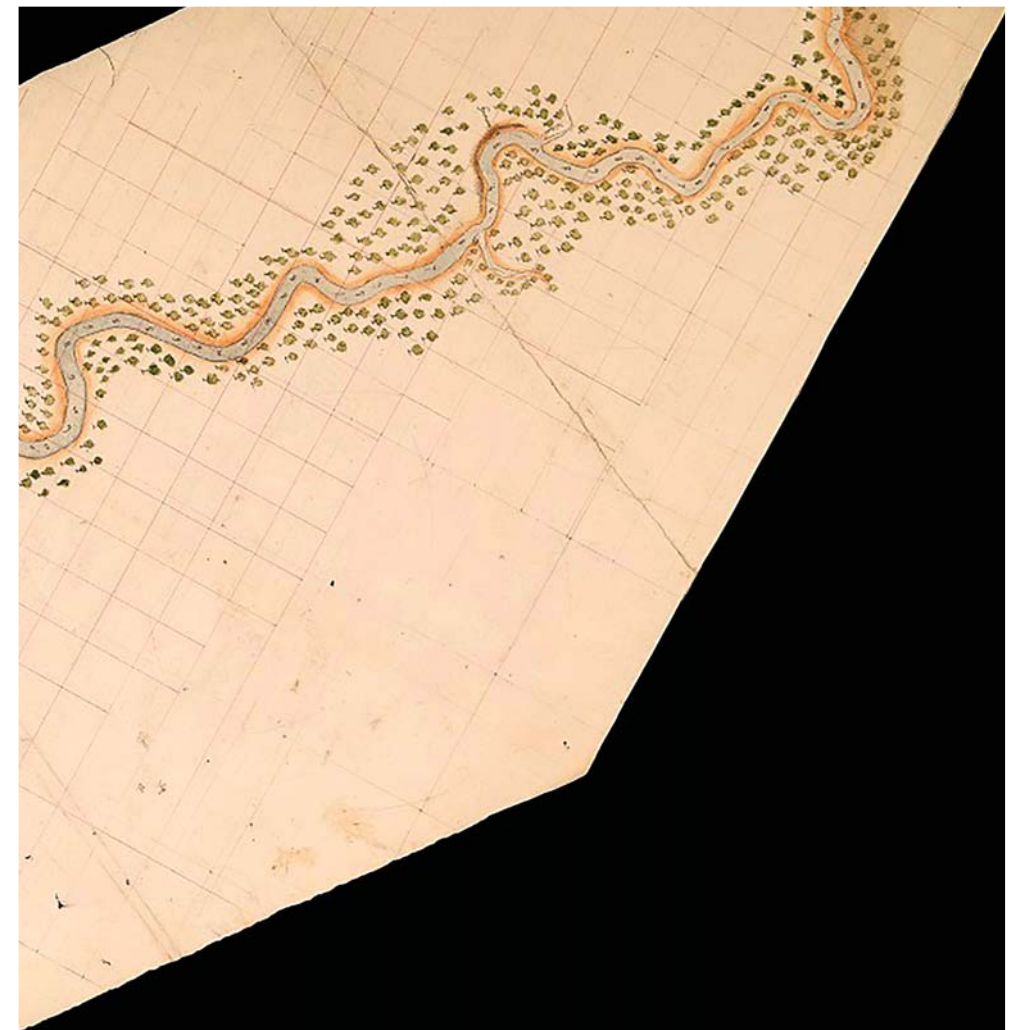
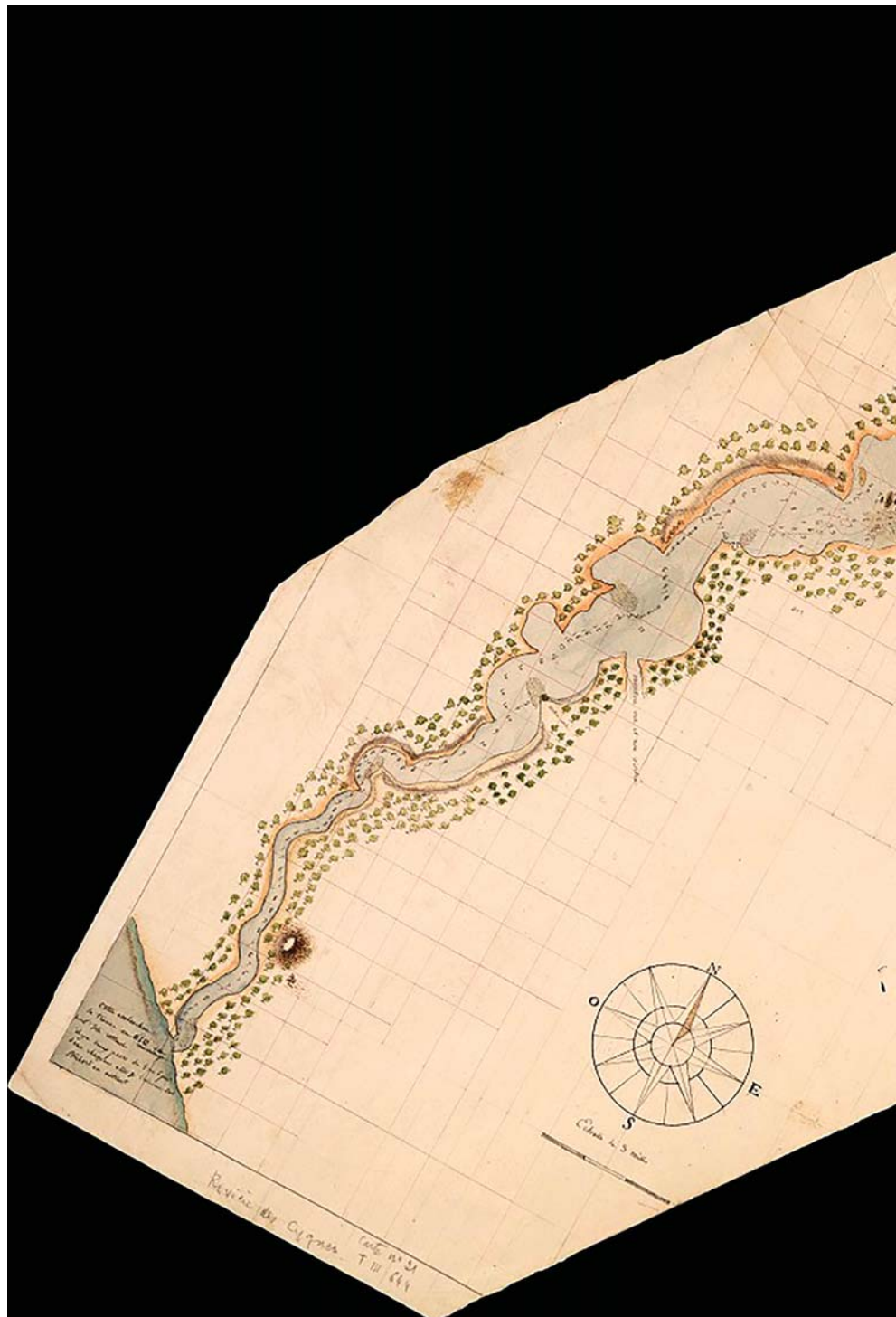
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Design Approach

Part 02

1.0 SITE BRANDING

1.1 NAMING OBJECTIVES

Kooya Place - Heathcote Cultural Precinct

The traditional Noongar name associated with the area around Point Heathcote is Kooyagoordup, an Aboriginal name that features on a number of historical maps held by the Aboriginal History Research Unit. The Noongar Elders who informed the interpretation plan have confirmed Kooyar is the word for frog and Kooyagoordup refers to place of the big nose frog.

The presence of frogs also brings with it associations with a healthy environment, caring for the land, conservation and wellbeing. With these qualities in mind Kooya Place Heathcote Cultural Precinct is recommended as the new place name.



* Please note that the visuals included in this document are representative of design concepts only. Upon the commission of works and in consultation with curatorial research, a rigorous study into site identity and site branding should be investigated.

1.2 VISUAL IDENTITY

To formulate a successful visual identity that communicates effectively the nature of the Heathcote site, three items will need to be developed.

1. BRAND

Branding refers to the perceived image and subsequent emotional response to the Heathcote site. It represents the conversation that visitors are having with each other about the site, and how that spreads. By developing the Heathcote site brand, a set of expectations, memories, stories and relationships that, taken together, will account for a visitor's decision to choose to interact and relate to the Heathcote site.

2. IDENTITY

An Identity describes the visual devices used to represent the site. Identity systems are a set of visual components and supporting elements packaged with style guidelines and used as a framework to ensure the site's image is cohesive and consistent through all forms of communication. This will include administrative, way-finding and interpretive information.

3. LOGO

The Logo is a central, identifiable visual element that helps visitors discover, share and remember the Heathcote brand. Usually it's in the form of an icon (mark or symbol), logotype, or combination of the two. It is integral that the logo can effectively communicate the significance of the site's heritage to Western Australia's history as well as represent the aspirational values in it's revised use as a community hub.

IDENTITY RECOMMENDATIONS

Research

As with any research, the most robust methodology will include information taken from multiple stake holders. Some will be easier to obtain than others, but investigating wisely means you will develop a more detailed picture of the landscape, functions and users of the Heathcote site.

Development

- Formulate an effective identity that references Noongar significance of the site's pre-colonial history.
- Develop a visual identity with a contemporary design approach reflecting the site's brand values to the community and key stake holders.
- Develop an identity that represents the key themes for site interpretation.
- Develop a distinctive visual identity that is memorable and unique in appearance.
- Design an identity that is simple and versatile enough to be applied to a wide variety of applications and uses, including print, promotion, on-line resources, site signage and interpretive applications.
- Develop an identity Style-Guide that informs overarching brand values including: voice and tone, logotype, variations and usage, typography, grids and layouts, iconography, colour theory, asset usage [photography, illustration textural backgrounds] as well as accessible templates for internal use.

1.3 LOGOTYPE

The following visuals have been developed purely to illustrate the recommendations within this report. Upon actual development a much more rigorous investigation should ensue.

LOGOTYPE RECOMMENDATIONS

- The logotype should use a highly legible, open-face sans serif font to meet visual accessibility guide-lines.
- The logotype should be highly legible and viewable from a distance as well as be reproducible for small applications.
- The logotype should be reproducible in mono (one colour) as well as in spot and full colour applications.
- The logotype should be developed into stacked and landscape variations to suit various applications.
- The icon should be a uniquely identifiable feature that can work alone and as brand identity feature.
- The logotype and brand-mark should stylistically define all supporting brand elements, ie. iconography, sign construction stylings, typography, diagrammatics, layout and colour theory.

LOGOTYPE

KOOYA PLACE
HEATHCOTE CULTURAL PRECINCT

BRAND MARK / ICON



LOGOTYPE / ICON COMPOSITE - STACKED / LANDSCAPE

KOOYA PLACE
HEATHCOTE CULTURAL PRECINCT

KOOYA PLACE
HEATHCOTE CULTURAL PRECINCT



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1.4 TYPOGRAPHY

Colour is one of the most noticeable and tangible components of a brand identity. It plays a large role in the recognition and memorability of how a brand is perceived and aids in the potential to attract and communicate interpretive values to the Heathcote visitor.

TYPE RECOMMENDATIONS

- Select a font family that is stylistically in-line with the brand values and interpretive themes associated with the Heathcote Cultural Precinct.
- Select a font family with a wide variety of styles and weights to allow for multiple formatting opportunities.
- Select a simple font with a generous x-height (height of the lower-case letter in context to the capital). This will ensure high legibility and accommodate accessibility regulations.
- Provide all font family files and typographic templates for sizing, header and sub-head settings, quotes, general copy, captions and modes of stylistic formatting.
- Select a open-source, free font for ease of use across computer platforms. (ie. PC | Apple).

Font. CENTURY GOTHIC
Designer. Monotype Design Studio, 1990

A spaciouly modern update to mid-century design, Century Gothic embodies the highly sought-after assets of the digital age with its sleek sans serif style while remaining true to the gracefully geometric look of the early 20th-century typefaces it was inspired by.

It's clear, clean design allows for legibility at almost any size and its wide range of styles give it the stamina to thrive in bodies of text as well as in display settings. Century Gothic is appropriate and appealing for myriad typographic applications, from high-resolution print and large-scale signage to low-resolution text displays on mobile devices.

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1.5 COLOUR PALETTE

Colour is one of the most noticeable and tangible components of a brand identity. It plays a large role in the recognition and memorability of how a brand is perceived and aids in the potential to attract and communicate interpretive values to the Heathcote visitor.

COLOUR PALETTE RECOMMENDATIONS

- The colour palette for the primary brand identity should reference site specific elements that align with the interpretive values and themes developed for the site.
- Conduct a site specific study of colours native to the Heathcote Cultural Precinct environment.
- Develop an contemporary primary colour palette that aligns with the values and perceptions of the stake holders and visitors alike.
- Develop a contemporary supporting colour palette to aid the primary colour palette.
- Formulate a family of colour-ways that are appropriate to various applications

SIGNIFICANCE OF THE DJIRIDJI / ZAMIA PALM AND FRUIT

The zamia palm is a cycad which is endemic to Western Australia and its ancient ancestors existed 250 million years ago! The species is found on the Swan Coastal Plain and is a vibrant feature of the Heathcote landscape when in fruit. The Noongar people of the southwest developed a process of detoxifying the bright red seedcoat by soaking and burying them for several weeks, allowing the toxins to diminish to produce a staple and nutritious food known as by-yu in a process described as unique to their culture.

'...they seem to be the only indigenous population in the world to have processed the *Macrozamia sarcotesta* to provide a rich source of edible fats.'²

These aspects bring strong justification to valuing the Djiridjilzamia in the Kooya Place/ Heathcote Cultural Precinct design process.

LOGOTYPE COLOUR APPLICATION



KOOYA PLACE
HEATHCOTE CULTURAL PRECINCT

MONO LOGOTYPE COLOUR REVERSED



KOOYA PLACE
HEATHCOTE CULTURAL PRECINCT

16 SUPPORTING ELEMENTS

A logo does not an identity make. It is therefore important that a conceptual framework in which supporting brand elements are related to the dimensions of brand identity, that is, the contemporary brand associations combined with the heritage of the Heathcote Cultural Precinct site.

SUPPORTING ELEMENT RECOMMENDATIONS

- Develop a set of supporting visual elements that reinforce the underlying interpretive themes of the site.
- Develop a set of supporting visual elements that reinforce the principles underlying the brand strategy.
- Develop a set of supporting visual elements that lend a contemporary variation to the brand identity.
- Document modes and applications of support element usage within the branding style-guide.
- Provide easy to use templates and files for the application of supporting brand elements.

ADAPTABLE TEXTURAL ELEMENT



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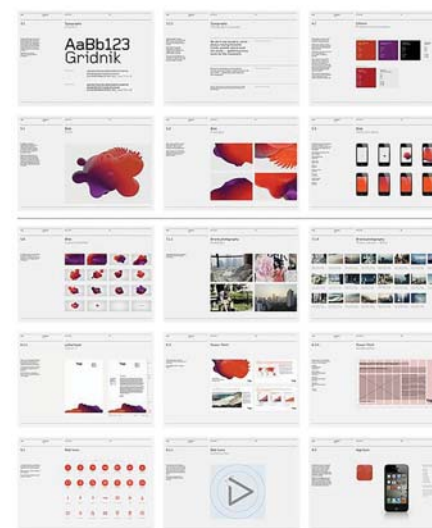
17 BRANDING STYLE GUIDE

The brand style-guide will communicate the site's design standards to your whole group. Having this document to reference for expected standards will make the lives of your designers, writers, and developers much easier and give them a solid framework to use as a starting point for their work. This will ensure a consistent style moving into future applications of branded design around the site.

Style-guides also support marketing initiatives by ensuring that all messaging is relevant and related to your brand's goals. Referencing a brand style-guide ensures that content distinguishes a cohesive voice across the site identity and into all communications. This cohesion is important because it helps establish a strong brand voice that resonates with the audience, which is essential for building brand awareness. Over time, that awareness and consistency will build trust.

BRANDING STYLE-GUIDE RECOMMENDATIONS

- Develop a easy to use and expansive style-guide to manage all communications, messaging and visual applications for the Heathcote Cultural Precinct brand.
- Provide detailed specifications on the following aspects of the Heathcote Cultural Precinct brand:
 - Brand Statement
 - Vision and Aspiration
 - Content, Voice and Tone
 - Logo Specifications
 - Type Specifications
 - Design Elements
 - Colour Palette Specifications
 - Imagery and texture
 - Supporting brand elements
 - Media Templates and Sample Layouts.



Please note that the visuals included in this document are representative of design concepts only. Upon the commission of works and in consultation with the brand research, a rigorous study into site identity should be investigated.

2.0 Site Way-Finding

2.1 AN INTUITIVE APPROACH

It can be quite overwhelming when you first start planning a way-finding strategy, particularly if the site has multiple stake holders and community functions. There is an infinite number of things to consider and factor in with often a number of stake holders who need to be considered and catered for. For this reason, you are best starting off with a panel of key representatives of site users.

GETTING STARTED

To get started, it is important to bring together all of those stake holders who will be affected by the completed way-finding design. There is often a conflict of interests between different parties within a shared site and, as an example, there are the needs concerning security, health and safety; vendors, restaurant services and many others.

UNDERSTANDING VISITOR NEEDS

No matter what you and others within your organisation may feel is needed, it can be surprising how the users themselves will have views which are quite different. With this in mind it is important to survey those who will be the end users for whom you are creating the new way-finding strategy. Data collection of this type need not be expensive. With a comprehensive research plan in place and consultation of a cross section of different users and stake holders across different times of the day / week, a comprehensive view of the sites functionality can be established.

Users tend to already know some of the problems associated with the areas you are creating a way-finding system for. It can be worthwhile inviting a cross-section of these users onto the planning committee if practical to do so.

IT'S NOT ALL ABOUT SIGNAGE

It is important to realise that not all way-finding is about free-standing directional signage. Designers involved in managing navigation through public spaces, including urban areas, tourist attractions, significant historic sites and existing built areas, realise that the use of a site's natural assets can provide great opportunities for site-specific way-finding guidance.

Careful thought needs to be applied to where information is required and where you can use space and other natural site features to signify points of interest. Why spend on unneeded signage when the use of existing materials such as site structures, glass or building over-hangs can all, where appropriate, be used to signify way-finding routes.

USING PEOPLE

Using people as way-finding aids and cues can be one of the most effective techniques available. The practicality of using human way-finders as aids depends very much on your budgets and the size of the space which you are creating a strategy for. For a space such as the Heathcote Cultural Precinct, it may be viable to have administrative personnel clearly marked as a helper. A printed site map with accurate and well labeled information will aid in the communication between the helper and the visitor and also provide an opportunity to reveal further aspects of the site.

2.2 WAY-FINDING CONSIDERATIONS

There are many things to consider when developing site signage for effective way-finding solutions.

CONSISTENCY AND CONFORMITY

Consistency in the form of a comprehensive visual style-guide should be established when considering site identity. For a multi-functional site like as the Heathcote Cultural Precinct, graphic elements such as brand assets, colour coding and iconography should be developed to form an overall user experience that conveys the essence of the site's identity and key interpretive themes.

VISIBILITY

It is important to think about the visibility of signage and how, for example, a wheelchair user might be able to view the information. Can it be seen by those with poor sight and from a range of heights? This is where consistent sign stylings become very important. Think in terms of clarity and do not try to be too fanciful in the design if it in any way compromises the clarity of the information presented. Signs should be visible from all directions from which they can be approached as signs which are not obvious can cause hazards or be accidentally blocked or hidden.

CLUSTERING

When signs are competing for space with other signs, this is known as clustering. Site stake holders will likely have different needs and this can become problematic with-out an overarching sign management plan. This is one of the reasons why having a task force/group can help to avoid such problems. By working with all stake holders, you will have a better understanding of their requirements and be able to propose a unified and consistent signage solution across the site.

Those in charge of health and safety, security etc. might have needs which conflict and yet need to work in conjunction with others to make improvements in way-finding for the visitor. Way-finding, in essence, is as much about helping people to navigate in emergency situations as it is important in normal every day situations.

SIGHT-LINES

In considering way-finding sign locations it is important to give the visitor a more extensive view in a particular direction and a goal to draw them in that direction. Sight-lines are a valuable means of giving enough information about what's ahead to encourage the visitor to move forward. Sight-lines give long but narrow samples of unfamiliar space and based on that vista, the viewer can determine if that direction is of interest or not.

To make a sight-line interesting, the designer can provide a goal to navigate toward. It might be a site-specific feature or object that is striking or unusual, something to spark the visitor's interest. It is the reward for choosing the path that it lies at the end of.

LIGHTING

Connected to visibility, lighting such as the background lighting directly behind a sign can be vital to get right. Can people see the sign in indoor or dark environments? Night time activation of the Heathcote site will require the need for an integrated lighting solution for effective way-finding signage in low-light conditions.

ACCESS

Carefully consider those with disabilities and how they can navigate through the site. Signage which assists people with disabilities, should help identify specific aid locations. The use of automatic doors, appropriately designed pavements and clear paths can also help. Way-finding can be as much about what does NOT exist (i.e. nothing blocking a route) as it is about signage and providing directions.

BEST PRACTICE

Developing a best practice pedestrian way-finding strategy will also provide benefits to residents, leases and traders at Heathcote Cultural Precinct.

The stages of the process and the details involved in moving from project inception to completion have been identified for you in this Design Approach. We hope it will inspire and contribute to making the Heathcote Cultural Precinct a place that is better understood, more legible, walkable and livable.

2.3 SITE SIGNAGE AUDIT

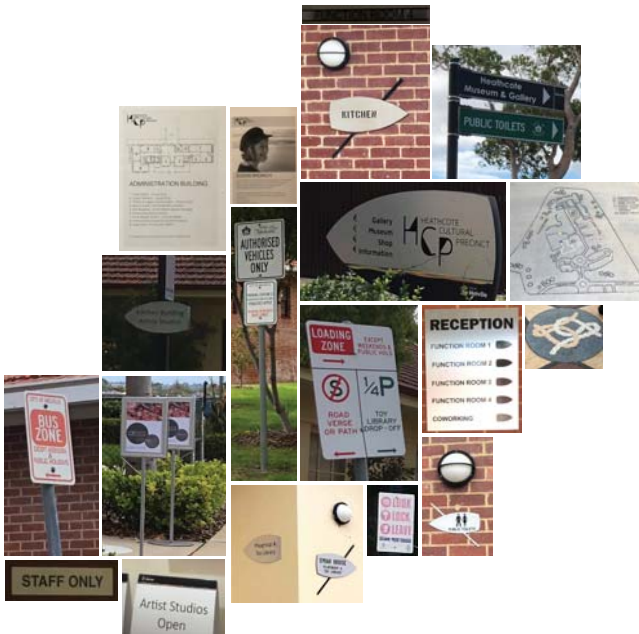
Over time the accumulation of various signage through-out a site can overwhelm and confuse visitors. Currently the Heathcote Cultural Precinct contains a variety of different kinds of signage and types of content delivery. A cross section of way-finding, administrative and interpretive signage is scattered across the site in a variety of styles and formats.

The collection of this data will provide valuable clues to the usage of the site providing the opportunity to revise information for design aspects that will need to be developed across the way-finding strategy.

Before initiating the installation of revised signage a thorough site sign audit should be completed. This will document all current signage and feed into the Works budget as de-installation will need to occur just prior to the installation of new site signage.

SITE SIGNAGE AUDIT RECOMMENDATIONS

- Consult with all stake-holders to discover individual signage requirements.
- Document all current site signage - style, location and content to discover individual signage requirements.
- Identify all of the major pedestrian origin and destination points.
- Develop an comprehensive signage strategy connecting all locations and public assets across the site.



2.4 CONTENT LOCATION

Signage opportunities should be divided into 4x types of content. The adjacent table refers to Appendix A - Way-finding / Interpretation Opportunities Map.

1. Way-finding [WF]
2. Administration [AD]
3. Interpretation [IN]
4. Site Branding [BR]

OPP	DESC	WF	AD	IN	BR	OPP	DESC	WF	AD	IN	BR
01.	Roundabout 01				*	35.	Site Entrance Sign 05	*			*
02.	Main Entrance Sign 01 (Left)	*			*	36.	Lowlands Main Entrance Sign 06	*			*
03.	Main Entrance Sign 02 (Right)	*			*	37.	Roundabout 02				*
04.	Parking / Site Information	*	*			38.	Way-finding Destination / Primary Hub (L/Lands)	*	*	*	*
05.	Way-finding Node	*	*	*		39.	Historic Staff Quarters Footprint			*	*
06.	Way-finding Node	*	*	*		40.	Historic Building Footprint			*	*
07.	Events Hub	*	*	*	*	41.	Boardwalk			*	*
08.	Way-finding Destination / Primary Hub (Admin)	*	*	*	*	42.	Bridge			*	*
09.	Museum Entrance Statement	*	*	*	*	43.	Wetlands			*	*
10.	Way-finding Node - Murray House	*	*	*	*	44.	Wetlands Pathway			*	*
11.	Way-finding Destination - Murray House Interior	*	*	*	*	45.	Interpretation Node			*	*
12.	Way-finding Node - Kitchen	*	*	*	*	46.	Interpretation Node			*	*
13.	Way-finding Destination - Kitchen Interior	*	*	*	*	47.	Pathway Interpretation			*	*
14.	Way-finding Node / Destination - Clock Tower	*	*	*	*	48.	Pathway Interpretation			*	*
15.	Way-finding Destination - Swan House Interior	*	*	*	*	49.	Way-finding Node	*	*	*	*
16.	Way-finding Destination - Administration Interior	*	*	*	*	50.	Ramp 01 Hospital / Lowlands			*	*
17.	Way-finding Node	*	*	*	*	51.	Ramp 01 Hospital / Lowlands			*	*
18.	Way-finding Node	*	*	*	*	52.	Way-finding Node	*	*	*	*
19.	Way-finding Node	*	*	*	*	53.	Stair Interpretation			*	*
20.	Way-finding Node	*	*	*	*	54.	Cricketer Pitch			*	*
21.	Look-out 01	*	*	*	*	55.	Way-finding Node	*	*	*	*
22.	Way-finding Node	*	*	*	*	56.	Site of Conscience			*	*
23.	Way-finding Node	*	*	*	*	57.	Lowlands Foot / Cycle Path			*	*
24.	Way-finding Node	*	*	*	*	58.	Lowlands Foot / Cycle Path			*	*
25.	Beach Stair	*	*	*	*	59.	Lowlands Foot / Cycle Path			*	*
26.	Way-finding Node	*	*	*	*	60.	Way-finding Node	*	*	*	*
27.	Pathway	*	*	*	*	61.	Ramp 02 Hospital / Lowlands			*	*
28.	Way-finding Node	*	*	*	*	62.	Ramp 02 Hospital / Lowlands			*	*
29.	Way-finding Node	*	*	*	*	63.	Ramp 02 Hospital / Lowlands			*	*
30.	Parking Information	*	*	*	*	64.	Interpretation Node			*	*
31.	Look-out 02	*	*	*	*	65.	Lowlands Foot / Cycle Path			*	*
32.	Look-out 03	*	*	*	*	66.	Shore-Line			*	*
33.	Site Entrance Sign 03	*	*	*	*	67.	Lowlands Foot / Cycle Path			*	*
34.	Site Entrance Sign 04	*	*	*	*						

2.5 COLOUR CODING

To aid in way-finding across the key facilities of the site, a colour code should be introduced. This will further aid visitor navigation through the site with the ability to follow a colour.

Destination points would convey the colour scheme to further aid recognition from a distance and to let the visitor know that they have arrived.

COLOUR CODING RECOMMENDATIONS

- Develop colour-ways that convey the nature of the facility to be represented.
- Develop the primary branding colour (zamia red fruit) to represent Swan House, so that all external brand communications are visually related to the new administrative hub.
- Develop main facility colour coding for non-freestanding sign applications, ie floor and window treatments.
- Develop the colour code for mixed signage applications at key destination points around the site.
- Relate colour coding into the site map at entry point locations as well as at the central administrative hub.



* Please note that the visuals included in this document are representative of design concepts only. Upon the commission of works and in consultation with a chosen curator, a rigorous study into the nature of colour coding should ensue as part of the process to reach final curated content.

2.6 SIGNAGE ANATOMY

Signs can take many forms and be constructed in a variety of materials. Simple and attractive sign structure designs are the most effective choice, as by their nature way-finding signs are required to communicate information in an accessible and non distracting form. Signs that are complex in design can detract from their usability and legibility. The most effective signage systems focus on the delivery of information. Sign information should be divided into four distinct types of content.

SITE BRANDING - ENTRANCE POINTS.

Upon entering the site it is important to establish brand recognition, introducing the visitor to the overarching visual language of the identity. This recognition will connect to associated external marketing and act as a signifier to the visitor that they have arrived.

SITE BRANDING - DECISION POINTS.

While the Heathcote brand should be integrated into signage designs, the key role of branding in relation to way-finding is to create a positive user experience (i.e. find what you are looking for and know how to get there). When a visitor has a positive experience interpreting the information, and subsequently easily finds their desired destination this is the brand experience. Therefore it follows that corporate branding is integrated, but in a secondary manner to the primary function of way-finding signage.

ADMINISTRATION

Administrative content accounts for site information concerning the general operations of the site. This would include items such as CoM contact information, opening hours and site regulations.

WAY-FINDING

Way-finding elements should be simple and easy to understand even if English is not a first language. Transition through the site should be managed through the use of a simplified arrow and icon style combined with 'You are here' site map information.

INTERPRETATION

Interpretive information should be presented in a variety of ways across the site. Inclusion on way-finding signage provides a unique opportunity to connect stories to site specific locations and develop a narrative along a trail. Sign structures can also provide the housing for digital technologies that can expand the narrative through digital devices.

SIGNAGE ANATOMY RECOMMENDATIONS

- Design simple and elegant sign structures that don't compete with content delivery.
- Design signage structures to accommodate conventions for different types of content information.
- Develop a site map plan of signage content to ensure smooth transition of information while navigating pathways through-out the site.
- Develop a set of guidelines to advise brand usage across all site signage opportunities.



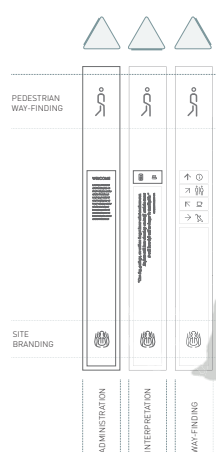
* Please note that the visuals included in this document are representative of design concepts only. Upon the commission of works and in consultation with curatorial research, a rigorous study into sign design and stylings should be investigated.

2.6 SIGNAGE ANATOMY

SIGN TYPE A
DESINATION POINT



SIGN TYPE B
DECISION POINT



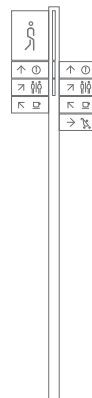
SIGN TYPE D
WALL
MOUNTED
SIGNAGE



SIGN TYPE C
DECISION PILLAR
WAY-FINDING ONLY



SIGN TYPE E
WALL
MOUNTED
SIGNAGE

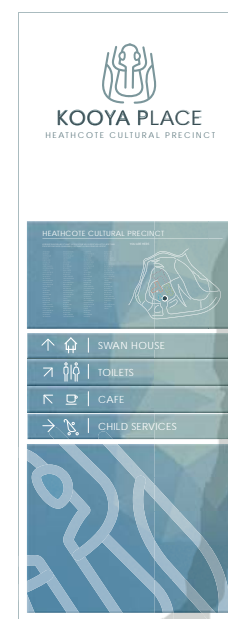


2.7 SIGN STYLES - ENTRY POINTS

If users arrive at your location by car and use the car parks, make sure you consider signage which guides users into your location. Successful way-finding planning is about a seamless experience and thus, not only about how they navigate your location, but also about the smooth entry into and out of the site.

ENTRY POINT RECOMMENDATIONS

- Ensure all entry point signage detail a site map high-lighting a 'You Are Here' marker.
- Develop obvious sight-lines to neighboring way-finding signage.
- Develop a neutral colour scheme for use on out-lying way-finding signage to compliment Facility Colour Coding.
- Implement lighting opportunities for high viability in dark and night-time conditions.



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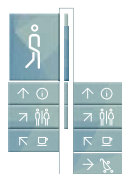
2.8 SIGN STYLES - DECISION POINTS

Independent directional signs (decision points), can be lower in cost and are used to provide guidance to pedestrians between way-finding nodes. Independent directional signage should act as 'beacons' from a distance and provide 'bread-crumbs' to guide pedestrians to key facilities around the site. With well considered sight-lines that link visually through the site, these directional signs are an invaluable asset to effective pedestrian navigation and communication.

DECISION POINT RECOMMENDATIONS

- Develop a suite of directional way-finding decision points with variations in price-point.
- Make branding opportunities secondary to way-finding information.
- Develop obvious sight-lines to neighboring way-finding decision points.
- Design directional signage to be editable in the future.
- Consider directional signage locations within site specific parameters including size, available viewing space and pedestrian access.

POST SIGNAGE



TALL PILLAR SIGNAGE



SHORT PILLAR SIGNAGE



WALL MOUNTED SIGNAGE



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2.9 SIGN STYLES - DESTINATION POINTS

Destination points for way-finding systems are important as they inform the visitor that they have arrived at a key location. This range of colour-coded signage link key locations to the site map and provide an invaluable reference to the visitors location within the context of the overall site.

ENTRANCE POINTS

To further support destination point way-finding, entrance points reinforce visitor arrival and provide the opportunity for individual key location information. Following set design styles, these areas provide the opportunity to introduce a building's administrative information like building usage, contact information and opening hours.

DESTINATION POINT RECOMMENDATIONS

- Colour-code destination points to site map specifications.
- Inform the visitor that they have arrived with clear destination labeling.
- Illustrate destination location in context to the overall site map.
- Provide editable building administrative information.
- Follow the graphic stylings developed within the Branding Style Guide.

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DESTINATION POINT - WAY-FINDING SIGNAGE



DESTINATION POINT - ENTRANCE SIGNAGE

2.10 INTERIOR WAY-FINDING

Once visitors have accessed a key facility, interior way-finding will accommodate building use. Following brand and colour coded values, content information should reveal the buildings interior map and key facilities.

INTERIOR WAY-FINDING RECOMMENDATIONS

- Utilise site colour-coding, iconography and supporting brand elements for the interior way-finding of key facilities.
- Ensure internal design elements are easily editable to suit the evolving nature of rental spaces, art studios and function rooms.
- Develop internal building site maps including a 'You are here' information icon.
- Continue contemporary graphic stylings to individual room signage.
- Design site specific way-finding opportunities to create a sense of discovery and wonder.
- Represent key facilities around the building including exits, fire extinguishers and safety information.



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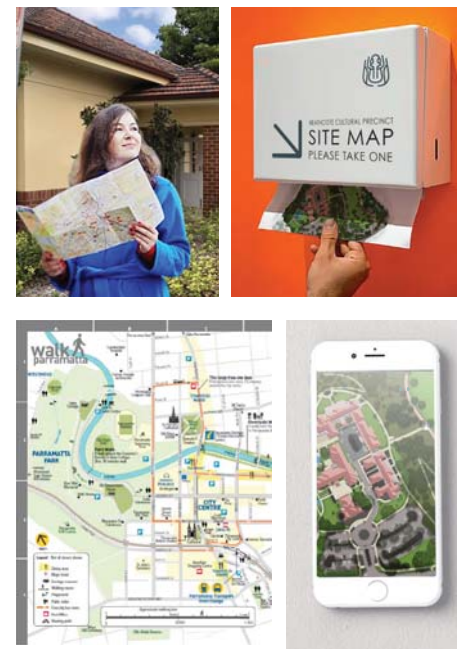
2.11 SITE MAP

The facility of an accurate site map is primary to effective visitor way-finding. The site map should include key site information like building and road names as well as high-light important visitor services.

To aid in the simplification of the site map, a numbering system and legend would allow for a tiered approach to site information. This 'pedestrian-focused' approach should include elements such as a key destinations, footpaths, indications where walking is difficult (steep gradients or steps) as well as the amenities that site visitors value. The detail of which amenities are illustrated is decided at the 'map design' stage, and will generally include items such as public toilets, seating, user amenities, public transport stops, key site 'destinations' and interpretive attractions.

SITE MAP RECOMMENDATIONS

- Provide a simplified aerial site map stylistically in-line with the Branding Style-Guide.
- For way-finding signage applications, illustrate the signs location on the site map with a 'You Are Here' icon.
- Match way-finding signage colour-codes to key locations around the site.
- Integrate the high lands and low lands within the way-finding strategy.
- Include entrance / exit points.
- Include building and road names as well as key visitor facilities. ie. first aid, toilets and child services.
- Include point to point distances and walk times.
- Include visual representations of key buildings for ease of viewer recognition.
- Introduce a numbering system and associated legend for detailed points of interest allowing the site map to remain uncluttered, clean and easy to follow.
- Include the site map at key entrance locations and at the Hospital and Lowlands way-finding hubs.
- Consider the use of printed maps available from the site administration office or interior dispensers.
- Develop an interactive, downloadable site map for use on mobile devices.



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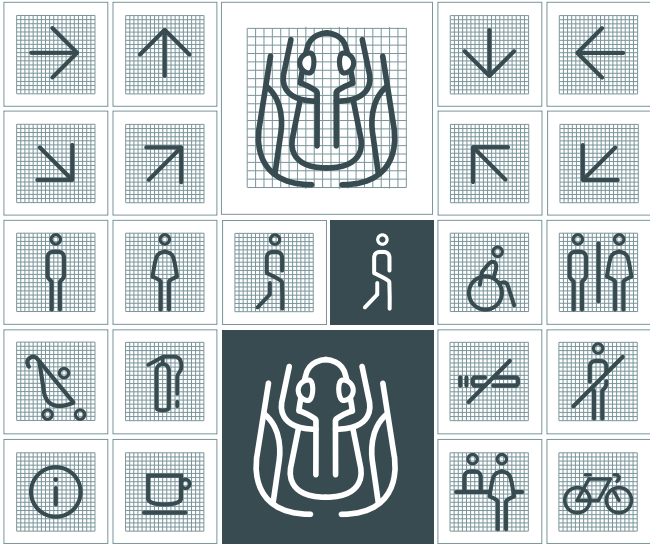
2.12 ICONOGRAPHY

Icons can communicate powerfully, be delightful, add to the aesthetic value of the Heathcote brand, engage people's curiosity and playfulness and encourage experimentation. Iconic symbols are key components of way-finding as they have the ability to communicate across language barriers. The concept of a universal symbolic language aids visual vocabulary that anyone from any culture, any country, and any walk of life can understand. This is of the utmost importance when it comes to way-finding in physical spaces.

In conjunction with information architecture, icons guide way-finding and will help visitors to navigate the site efficiently. Way-finding typically refers to orienting people in physical space, using graphics, text, signs, and other supporting design elements, it's useful to examine the use of icons through the lens of way-finding, as a way of generating a fresh perspective on how users perceive and interact with the site.

ICONOGRAPHY RECOMMENDATIONS

- Conduct a site audit of facilities and functions to discover the library of icons that will need to be developed for the site.
- Develop a range of icons that are stylistically in-line with the Branding Style-Guide and provide consistency as a set.
- Develop a range of icons that meet accessibility standards and are simple to understand despite language barriers.
- Develop icon artwork that can easily be adapted to a variety of production and fabrication techniques.



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2.13 SIGNAGE MATERIALS

When choosing fabrication materials and construction techniques for the development of free-standing way-finding signage, there are many factors to consider. Materials suitable for the public domain must be durable, easy to clean and maintain, be resistant to graffiti and vandalism and appropriate to wind-loading and environmental conditions specific to the Heathcote site. Using the correct suite of materials will ensure signage will remain looking good for the life of the project.

As permanent signage is subject to alterations through-out it's lifespan, it is important to accommodate the evolving nature of content delivery. Utilising replaceable panels and vinyl lettering will ensure site signage future-proofing.

The signage budget will also play a part in material selection. Way-finding signage can be implemented using a number of cost effective solutions that can be balanced across site applications.

SIGNAGE MATERIAL RECOMMENDATIONS

- Have all signage construction drawings reviewed and passed by a licensed structural engineer.
- Design signage with an awareness of current safety standards regarding pinch-points, climbability and fall heights.
- Utilise materials that are resistant to the environmental conditions specific to the Heathcote site.
- Utilise materials that are editable to evolve with site usage.
- Utilise material that are resistant to graffiti and vandalism.
- Select a material palette that is suitable across various types of signage format.
- Select a material palette that is appropriate to production and installation budgets.
- Develop a range of way-finding construction / installation techniques with a range of price points.

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FOLDED STEEL

TIMBER

CORTEN STEEL

ALUMINUM

2.14 LIGHTING

Night time and low-light visibility is an important factor when considering way-finding opportunities. For effective night time way-finding, navigational sight-lines must be upheld. For night time ledgeability of more detailed information, the use of back-lighting and light box applications can be an effective solution.

Low-light visibility does not always have to be addressed with electrical lighting solutions. Luminous and reflective materials can also be used to great effect utilising existing lighting infrastructure through-out the site.

LIGHTING RECOMMENDATIONS

- Lighting elements should be integrated into the design of way-finding signage for night-time functionality.
- Implement coloured lighting to align with the colour-coding to key facilities across the site.
- Consider reflective materials to highlight information where lighting opportunities are not possible.
- Utilise back-lighting for detailed information such as site maps and administrative copy.
- Consider solar-powered lighting for applications outside the Heathcote power grid.
- Consider light projection techniques.



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2.15 TEMPORARY SIGNAGE

Various stake holders occupying the site will require the need for temporary signage. Company branding, events and promotions will call for a signage convention across the site so as to negate visual clutter and bring a comprehensive approach to site signage.

TEMPORARY INFORMATION HUB

An information hub to manage bill posters and promotions should be developed central to site and form a one-stop location for the visitor to discover up-coming events. The hub, accessible only by site management would ensure parties wanting to display promotional assets would be assessed through CoM policy and passed by site management staff.

TEMPORARY SIGNAGE RECOMMENDATIONS

- Consult with key stake holders to understand individual signage requirements.
- Develop an overarching strategy to manage temporary sign structure, content and location.
- Develop a central 'temporary information' hub to manage site promotions and upcoming events.



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2.16 IT'S NOT ALL ABOUT FREE-STANDING SIGNAGE

Free-standing way-finding signage conventions are important as they form security and confidence within the visitor. Though on occasion the site will provide opportunities to break out of these conventions and provide unexpected visitor experiences that delight and amaze the visitor. These unique way-finding opportunities present memorable encounters and provide word-of-mouth and social media promotions among the general public.

NON-SIGNAGE RECOMMENDATIONS

- Consider site specific user experiences that are unexpected and initiate a sense of wonder and delight for site visitors.
- Create way-finding opportunities that engage with the public and create memorable visitor experiences.
- Create way-finding opportunities that promote social media photo opportunities for the public.
- What is normal? The aspects of the site provide insights into the key interpretive themes of the site regarding mental health. Considering key themes it is important to present information through this lens in a unique and diverse way.



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3.0 SITE INTERPRETATION

3.1 APPROACH TO INTERPRETATION

Interpretation cannot and should not attempt to tell the whole story, rather find creative ways to evoke interest, thought and enthusiasm.

This does not imply that there will be any lessening of intellectual rigor, rather the reverse. The challenge is to provoke interest and encourage inquiry through the judicious choice of content and materials as the vehicle of communication.

In consultation with representatives of the City of Melville and with Noongar guidance where appropriate, interpretive outcomes should be developed that demonstrate engaging natural, Aboriginal and historical content paired with innovative display solutions. An approach that will achieve a successful outcome for all stakeholders and inform and inspire the existing site community and new visitors alike.

One of the main aims of interpretation is to provide an entertaining and educational experience that celebrates the rich heritage of Western Australia and it's role with-in the community to engage, motivate and connect.

Inspiration for interpretation should be drawn from the many facets unique to the Heathcote narrative and illustrated through site specific opportunities and significant objects with-in the City of Melville's heritage collection. The connection between the Heathcote site and Western Australia's heritage will forge a direct link between a unique history and the future aspirations for the site.

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As detailed in Part A of the draft Interpretation Plan provided by Latitude Creative Services, the interpretive approach for Heathcote is based on a combination City of Melville's Place Vision, strategic planning documents, natural and cultural heritage values, consultation and economic imperatives.

Visitor access to those values requires at times an intuitive approach and at other times clear didactic indicators responding to the unique and authentic qualities The visitor experience at Heathcote will be enhanced by an elegant way finding system that will serve recreational, cultural and business visitors and on site staff.

The priority understanding of the place lays in the traditional Noongar connections to the natural environment through Kooya – the place of the frog – Kooyagoorup. It is supported by connections to the rivers and wellbeing of place and people. This extends through the overarching themes:

Wellbeing – Innovation–Perspective

NAMING OF BUILDINGS

Historic naming of buildings will remain where possible and visitor orientation issues will be resolved by renaming the former 'Administration Building' and 'Kitchen'. The original uses of the 'Administration Building' and the 'Kitchen' can be reflected using internal interpretive methods; however renaming them both provides a solution and a fresh way of considering their connections.

Maar Mooditj which means 'solid hands' in Noongar language, has been suggested for the administration building as recognition of excellent administration and excellent artists, while the Noongar name Djiridji has been suggested for the kitchen. Djiridji is the Noongar word for Zamia of which there are many stunning examples around the site. In addition, the Djiridji/Zamia was a staple food for Noongars though it caused grief for the Europeans who did not know how to prepare it. A special event at Heathcote can centre on the preparation and tasting of this much misunderstood bush tucker.

NAMING ROADWAYS, WALKWAYS AND PLACES

Heathcote offers opportunity to recognise the connections and contribution to the site by a range of people over time by naming roadways, walkways and rooms after them. Some of those names could include connection to French and British explorers as well as outstanding medical staff, architects and past employees.

A MENTAL HEALTH CONTEXT

Mental illness in Australia is very common. One in five (20%) Australians aged 16-85 experience a mental illness in any year. The Heathcote Reception Home's history reflects changes in policy and practice in mental health treatment and regard from the 1920s which has links to Heathcote's present day usage as a location to feel good and relax. Fundamentally, it's about the wellbeing of people's lives and a critical aim of the project is to amplify the Aboriginal and mental health context.

The WA Health Department has been very supportive and gave privileged access to restricted documents to assist with this aim. The team's new research makes it possible to introduce characters and occurrences previously unknown or hidden into the interpretive space. This in itself is a healthy outcome for Heathcote and those associated with it. [1. https://www.blackdoginstitute.org.au/docs/default-source/factsheets/facts_figures.pdf?sfvrsn=8](https://www.blackdoginstitute.org.au/docs/default-source/factsheets/facts_figures.pdf?sfvrsn=8)

A TIERED APPROACH

The stories of these key individuals can be expressed through story, written and heard, through quotes connected to their associations with locations and spaces including subtle quotes applied to walls and walkways. The stories and lives of these people bring all who use Heathcote in touch with wellbeing, innovation and perspective.

3.2 INTERPRETIVE THEME DESIGN CONSIDERATIONS

While broader themes link the natural, Aboriginal and historic values of the site, it is possible to transcend these assessments to a higher level. Three overarching themes have been developed to guide a higher level of the site.

INNOVATION

Kooyagoodup/Point Heathcote has a long association with innovation and was used as a cross-river signalling point by the Beelie people. Point Heathcote was named after Midshipman G. C. Heathcote, said to have been the first European to land there during exploration of the Swan River in 1827. The location was considered a potential site for the state capital by Captain Stirling, while botanist Charles Fraser undertook several experimental plantings at Point Heathcote. The establishment of the Heathcote Reception Centre acknowledges innovation in mental health policy and practices in Western Australia, while more recently resident and non-resident artists extend innovation by re-imagining the site through their work.

PERSPECTIVE

Kooyagoodup/Point Heathcote offers perspective on the changing attitudes to the environment and community values. The site has served as a tactical and recreational lookout for thousands of years, while Noongar leaders Midgegooroo and Yagan used it for strategic advantage during contact and colonisation. The promontory is a feature on the first chart of the Swan River drawn by Françoise Heureson in 1801. The limestone headland offers landmark views to Perth City, Kings Park and Derbart Yerrigan and Djarlgarro Beelie/ the Swan and Canning Rivers. In 2014, Heathcote was identified by Whadjuk people as a priority location for sharing cultural values[1]. The site's medical history reflects new perspectives on treating mental illness overtime, while curators and artists introduce the community to new perspectives. Heathcote offers new perspective on the changing attitudes to the environment and community values.

WELLBEING

Kooyagoodup/Point Heathcote is located on the Derbart Yerrigan/ Swan River, which is long associated with the Noongar creation-being - the Waugyl. While the site has provided evidence of changing livelihoods, sustenance and lifestyles, its outlook and cool breezes were foundational to the health outcomes of the mental hospital which operated from 1929 to 1994. Its foreshore and remnant bushland support a diverse eco-system. Malloway were called in by Noongar men and celebrated with a community feasting, while an onsite spring is said to have offered healing qualities. It is connected to community wellness practices including walking, bike riding, picnicking and the netting of prawns. More recently the Heathcote Cultural Precinct and public spaces support families, artists, wellbeing practitioners and broader community wellbeing through natural and cultural values.

INTERPRETIVE THEME DESIGN RECOMMENDATIONS

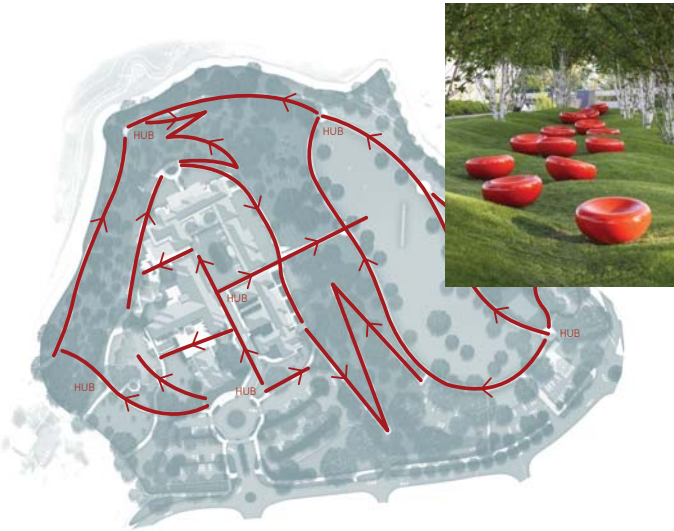
- Develop visual brand assets that represent key interpretive themes through the brand identity guidelines.
- Communicate key interpretive themes through innovative and thought provoking modes of display.
- Recognise site-specific interpretation opportunities across the site.
- Outline the most suitable mode of communication by presenting themes and stories so that visitors encounter unique and stimulating experiences.

3.3 SITE-LINES AND STORY-LINES

The Heathcote upper lands and lower lands present unique opportunities to develop a host of historic narratives while in transit across the site. With a detailed site history, individual stories present themselves to site-specific locations providing an invaluable insight into personal experience from the past. Through this learning, valuable insights into contemporary life can be gathered through referencing the evolution of the site.

RECOMMENDATIONS TO SITE-SPECIFIC STORYLINES

- Recognise opportunities to develop site-specific story lines across the site.
- Reference site identities and historical information to further reinforce the nature of key interpretive themes to site.
- Introduce personable historic identities that can act as historic guides to site.
- Introduce key themes at interpretation hubs and format story-lines through site-specific way-finding opportunities.
- Personalise key locations, representing a historical narrative that relate to contemporary issues regarding interpretive themes.
- Expand individual story lines to historic digital assets through interactive technologies and personal hand-held devices.



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3.6 BUILDING INTERPRETATION

Interior entrance spaces to buildings around the site can provide unique opportunities for interpretation. Acting as microcosms of the over-all site, these opportunities can inform contained story lines specific to the buildings' heritage. Previous uses, identities and past building facilities can act as powerful reminders of the evolution of the site adding to the visitors perception of key interpretive themes.

Buildings often contain signs of previous use providing valuable opportunities for interpretation. It is important therefore that these visual clues are maintained and highlighted as evidence-based examples of past use. Collectively these opportunities should build in the visitors mind to form a bigger picture of the site's heritage.

Interior spaces will also provide secure opportunities for the presentation of historic objects from the Heathcote Museum collection. Temporary displays would provide the opportunity to extend museum content to specific locations around the site.

BUILDING INTERPRETATION RECOMMENDATIONS

- Use building identity as interpretive microcosms of the overall site.
- Match interpretation opportunities to specific building functions and previous use.
- Highlight evidence-based opportunities and match to key interpretive themes.
- Use a mixed palette of interpretation techniques for modes of display.
- Provide versatile infrastructure to securely house and display objects from the Heathcote Museum collection.



3.7 INTERPRETATION TECHNIQUES

There is never a general rule in considering modes of display for interpretive communications, however it is important to recognise key interpretation principles in context to design.

In developing effective design solutions for interpretive strategies it is valuable to recognise that well chosen, often subtle conventions can aid the viewer in recognising interpretive information. Powerful interpretation often disrupts our thinking. As the nature of interpretation can often take many forms it is important to aid the viewer to connect story lines and engage with the sites interpretive themes.

INTERPRETATION TECHNIQUE RECOMMENDATIONS

- Assist the viewer in connecting interpretive content across the site.
- Disrupt thinking by providing unexpected and thought provoking modes of display.
- Ensure the fundamental sense of place intrinsic to the site is not compromised by interpretive elements.
- Aspire to continuing best interpretation practice in line with Burra Charter guidelines.

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3.8 INTERPRETIVE TECHNOLOGIES

We propose a three tier approach to the delivery of location aware user interactivity for the interactive components of the way-finding system. This will enhance the user-experience by delivering an extra layer of historic interpretive information as well as add to the potential opportunities for temporary information delivery [ie. newsletters, events and promotions].

This system will also generate a heat-map of user movement over the site. Upon implementation, these digital technologies monitor how the site is being used, log user numbers and movement over periods of time and can provide valuable insight via tools for monitoring how the site is being accessed.

BEACONS

A blue-tooth beacon layer will provide a broad notification service that can alert visitors to their proximity to gallery areas, they will require battery changes at ~ 2-5 yearly intervals.

Both Apple iBeacon and Google Eddystone technology can be supported by each beacon.

Beacons are best used with a custom app which would be developed and managed by the City of Melville, although simpler URL and browser content delivery is also possible. We suggest the Estimote beacon system as an appropriate beacon solution.

NFC CHIPS

NFC [Near Field Communication] tags are small passive chips typically self adhesive and very discreet. The chips would be attached beneath the surface of signage decals or graphic panels and require deliberate user activation by scanning with their NFC capable device at a range of 10-20mm. Each chip will resolve to a specific URL which can be facilitated via the user's inbuilt browser or through the bespoke app provided by the CoM. It should be considered though that NFC take-up is restricted to newer devices, around 3 years old or less.

QR CODES

Although starting to reach obsolescence QR codes can provide the users of older mobile technologies the same opportunity as NFC to access detailed object-specific information via URL. The cost of rolling out QR alongside NFC will be negligible and so we believe it should be implemented for a short-medium term bridging purpose.

For a more detailed description of these technologies please refer to Appendix A - Interpretation Technologies.



INTERPRETIVE TECHNOLOGY RECOMMENDATIONS

- Develop an overarching strategy for the overflow of interpretive content through-out the site.
- Develop an overarching strategy to connect existing site services, administration and promotion through-out the site.
- Consider the development of a bespoke interpretive app show-casing interpretive content and key site information.
- In conjunction with the CoM, facilitate an interpretive data base for inclusion on the CoM website.
- Within the style guide, develop easy to format fact sheet template for inclusion on the interpretation data-base.
- Include access to a down-loadable interactive site map for digital devices. The map should include key locations of significance and visitor facilities that link to the interpretive data-base and existing CoM on-line communications.
- Develop engaging video, oral histories, site specific images and slide shows available for quick download.
- Extend NFC technologies to administrative, event and marketing opportunities, ie. site specific community events, CoM promotions, artists, exhibitions and public programmes, education resources, marketing collateral and general site administrative information, ie. opening hours / public facilities etc.

3.9 PUBLIC ARTWORK OPPORTUNITIES

Public art can express community values, enhance our environment, transform a landscape, heighten our awareness, or question our assumptions. Placed in public sites, this art is for everyone, a form of collective community expression. Public art is a reflection of how we see the world – the artist's response to our time and place combined with our own sense of identity.

As our society and its modes of expression evolve, so will our definitions of public art. Materials and methods change to reflect our contemporary culture. The process, guided by professional expertise and public involvement, should seek out the most imaginative and productive affinity between artist and community. Likewise, artists must bring to the work artistic integrity, creativity and skill. What is needed is a commitment to invention, boldness, and co-operation.

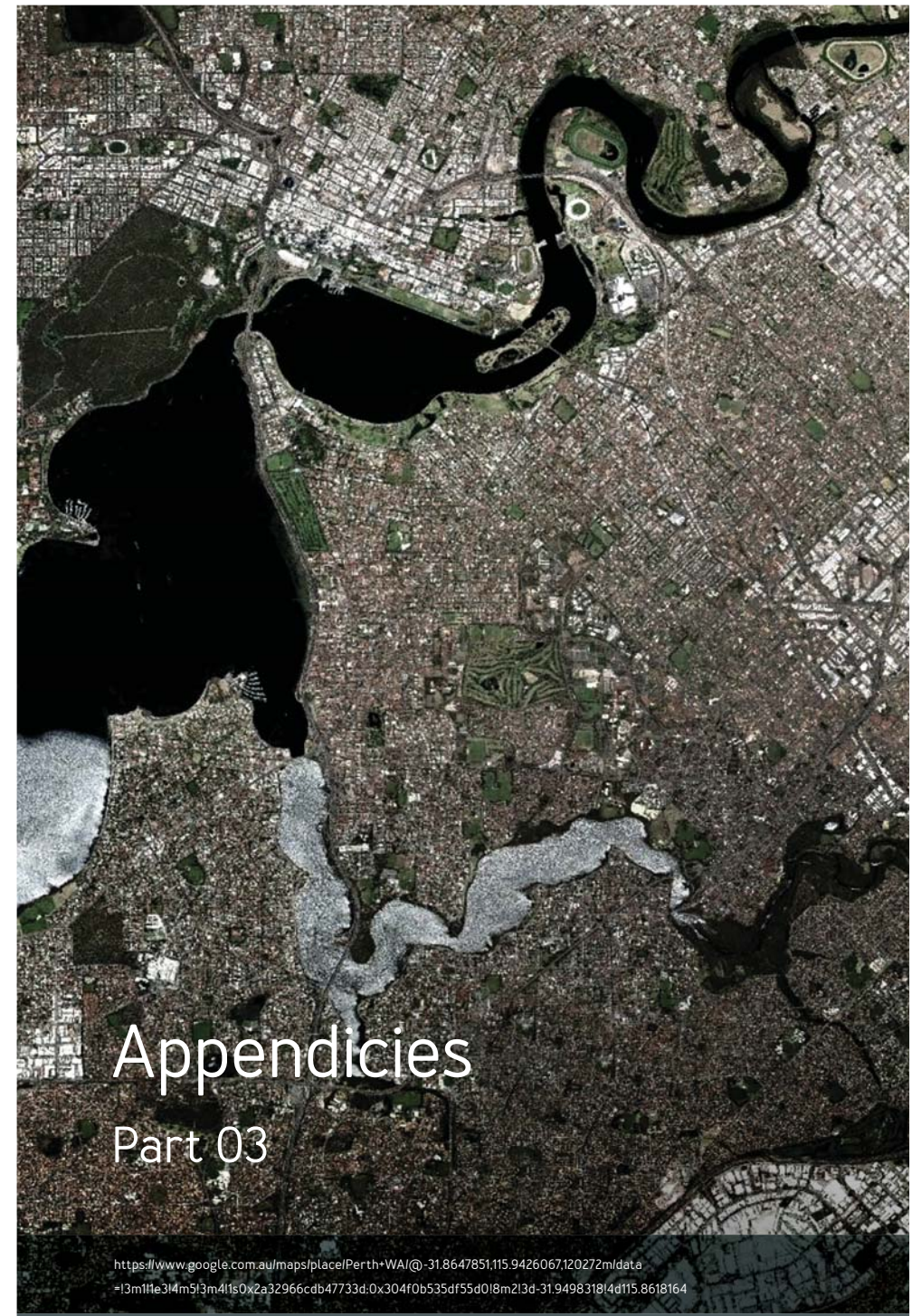
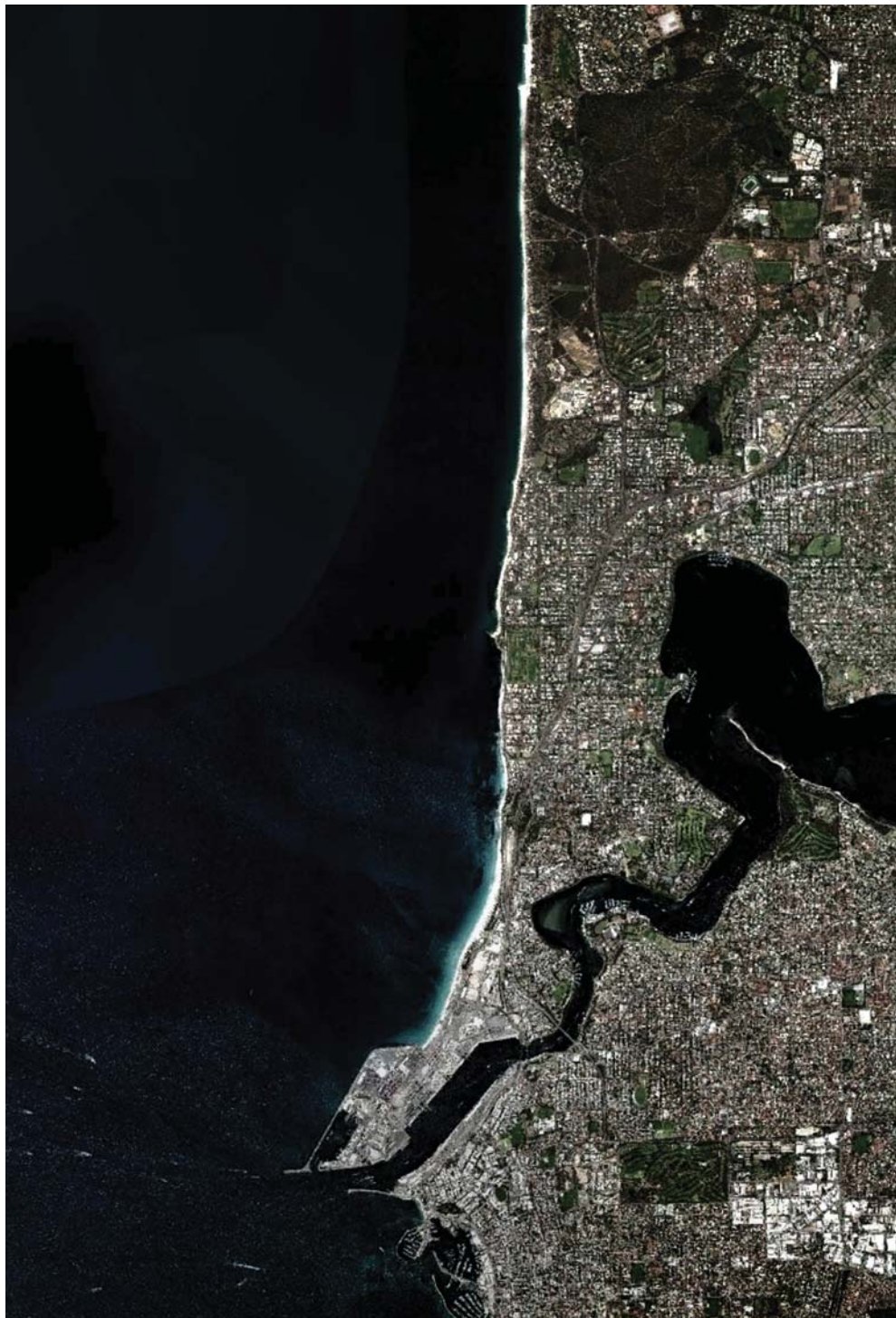
Public art is a part of our public history, part of our evolving culture and our collective memory. It reflects and reveals our society and adds meaning to our cities. As artists respond to our times, they reflect their inner vision to the outside world, and they create a chronicle of our public experience.

Considering the rich and varied heritage of the Heathcote Cultural Precinct, the site lends itself well to artistic interpretation. Permanent and temporary public artworks can initiate a discussion between the public and the site opening discourse to historic and contemporary values in society.

PUBLIC ARTWORK RECOMMENDATIONS

- Identify permanent and temporary public artwork locations around the site.
- Focus on public artworks that supplement the site's interpretive themes.
- Focus on site-specific works that draw comment around the significant heritage and contemporary values of the site.
- Provide public artwork opportunities that initiate interactivity between the user and the site.
- Democratise high art and design by making it more accessible and engaging to the public.
- Explore spaces which extend function to replace the reality of the everyday with the potential for more nuanced, reflective experiences.
- Offer places of temporary disengagement, where the practicalities, duties and interruptions of daily life can momentarily fade and allow for the imagination to take over.





Appendix 01

Request for Quotation

City of Melville Interpretation Plan for Heathcote Cultural Precinct

PROJECT DESCRIPTION

The City of Melville is currently seeking the services of a consultant to quote on the development of a bold, distinctive Interpretation Plan to be completed for the site of Heathcote Cultural Precinct. The Heathcote Cultural Precinct comprises the former Heathcote Reception Home and includes the area called the Lower Lands.

The Interpretation Plan will integrate the focus areas and themes of the Heathcote Cultural Precinct Vision and history of Heathcote Cultural Precinct into the experience of the site. The plan will incorporate the diverse elements of Heathcote Cultural Precinct, including Aboriginal histories, colonial histories, mental health reception home era, and contemporary history as an art space and cultural tourism destination as well as encompass the flora and fauna of the site. The plan will set out how to create opportunities for visitors to engage with the multi-layered histories of the site. Whilst there is a museum on site it will be important for a holistic visit that people can understand the history even when the museum is closed.

Once the interpretation plan is realised, it is envisioned that visitors will connect with the histories of the site from pre-settlement to current times, will feel welcome and be aware of how to navigate the site by uniquely designed way finding signage.

A submission for this brief should include experience of consultant, material to address the criteria, proposed methodologies and a draft timeline for achieving the project tasks. Once the consultant is engaged a project plan will be required.

BACKGROUND INFORMATION

The traditional owners of the surrounding Point Heathcote are the Beeliar people, who knew this land as 'Kooyagoodup' – the place of the 'Kooyar', a species of frog. It was a permanent lookout, fishing and camping ground particularly for Beeliar elders, Midgegooroo, Yagan and Mundy, because of 'Moondaap', the blackness of the river bank. At the Point, men passed through their level two initiation ceremonies. An alternative Noongar name used for this area is Goolugadup in English this means place of children.

Point Heathcote was one of the landing and camp sites of Captain James Stirling during his exploration of the Swan River in 1827. His intention was to assess the potential of the district for settlement. Point Heathcote was named after Midshipman G.C. Heathcote, said to have been the first European to set foot there.

The Point Heathcote Reception Centre for Mental Health was designed in 1926 under the direction of W.B. Hardwick, the Government Architect. The Centre, situated on 23 acres of land at the junction of the Swan and Canning Rivers was commenced in 1926-27 and provided for 76 patients. The need for a new facility had arisen due to the conditions at Claremont, where over-crowding had rendered Claremont unsuitable for some cases of mental ill-health.

Heathcote was established on this site because the peace and tranquillity it offered were considered important for treatment. This demonstrated the changing attitudes towards mental health, its treatment and the relationship of mental health institutions to society at that time.

In 1981 a report commissioned by the State Government recommended that Heathcote should be closed and the hospital finally closed in 1994. In 1995 a Conservation Plan was prepared on the Heathcote Hospital Complex by Hocking Planning & Architecture Pty Ltd. In 1997 the City of Melville commenced discussions with the State Government to restore the site for the people of Western Australia. The land is part of a heritage precinct of conserved and reused buildings. In 1997 The State Government and the City of Melville come to an agreement that the upper lands of Heathcote be set aside for public use.

In 2000 Heathcote Hospital site opened to the public after a \$6 million refurbishment by the City of Melville and is now vested in the City of Melville. From 2001-2015 Heathcote Cultural Precinct has been home to the City of Melville operated Heathcote Museum & Gallery, Challenger TAFE, community activities, a commercial restaurant and an award winning children's playground.

Heathcote Cultural Precinct is on the State Register (Heritage Place No. 3289) and is of Interim status on the Aboriginal Heritage Sites Register.

In 2015, following the end of the Challenger TAFE lease, many buildings were available for use. Currently some of these buildings are studios for artists in residence. To ensure optimal use of the buildings and use of the site, the City of Melville completed a visioning project to develop a holistic precinct plan. The Heathcote Cultural Precinct Place Vision and Place Plan Project contains stakeholder input for site activation and place making recommendations.

The report describes the vision that has emerged for the precinct, summarises insights generated through the stakeholder engagement activities under six strategic themes, identifies a number of place making strategies, and sets out a framework for place planning. The Interpretation Plan directly addresses one of the six strategic themes (Living History), and is informed by other elements of the visioning project.

The Living History strategies are to:

- Develop an Interpretation Plan for the site
- Cross-pollinate heritage themes with other uses and activities
- Identify more uses for the clock tower
- Address issues of the current names being based on historic functions which is confusing and misleading to visitors
- Unite or distinguish the Upper Lands and Lower Lands by determining the best identification names for the spaces.

Scope

Interpretation Plan possibilities

The City of Melville is keen to engage with creative consultants and will not limit the type of interpretations of the Interpretation Plan. Following are several suggestions informed by the Heathcote Cultural Precinct Place Vision and Place Plan Project, however consultants can articulate any ideas they conceptualise.

Currently, interpretation is limited to the museum site. Future interpretation may not necessarily be limited to one site or to one form and should be generally accessible at all times (physical on site or digital). The Heathcote Cultural Precinct Place Vision and Place Plan Project suggests playable public art that integrates historical themes, which could include functional outcomes such as bicycle racks or furniture. In addition to a plan to interpret the site (through whatever media the consultant offers), consultants are invited to develop public program concepts that will cross-pollinate heritage themes with other uses and activities of the site.

Public programs could be part of the creation of the actual interpretation. The consultant is also invited to identify active uses of the clock tower and forecourt. The consultant can also consider an end-to-end experience of the site (Heathcote Cultural Precinct Place Vision and Place Plan Project page 26) that would include interpretation, as well as wayfinding.

Aboriginal histories

The Heathcote Cultural Precinct Place Vision and Place Plan Project identifies that the history of the site is restricted to one room within the museum space. And of the history that is on display in the museum, there is a minimal presence of the Aboriginal histories of the site (page 26). Currently, the only opportunity on site to find out about the history of the area is to visit the museum and enter the room containing the historical display. There is some historical information available through the City of Melville website.

The City of Melville has an active Reconciliation Action Plan, has produced brochures on Aboriginal history and the Bidi Katitjiny Aboriginal Women's Trail, supports community groups Walyalup and Djidi Djidi and employs an Aboriginal Engagement Officer. However, during the stakeholder consultations for the Heathcote Cultural Precinct visioning project, Aboriginal people as a group of stakeholders were not active. Therefore the Interpretation Plan will produce material that will address this gap.

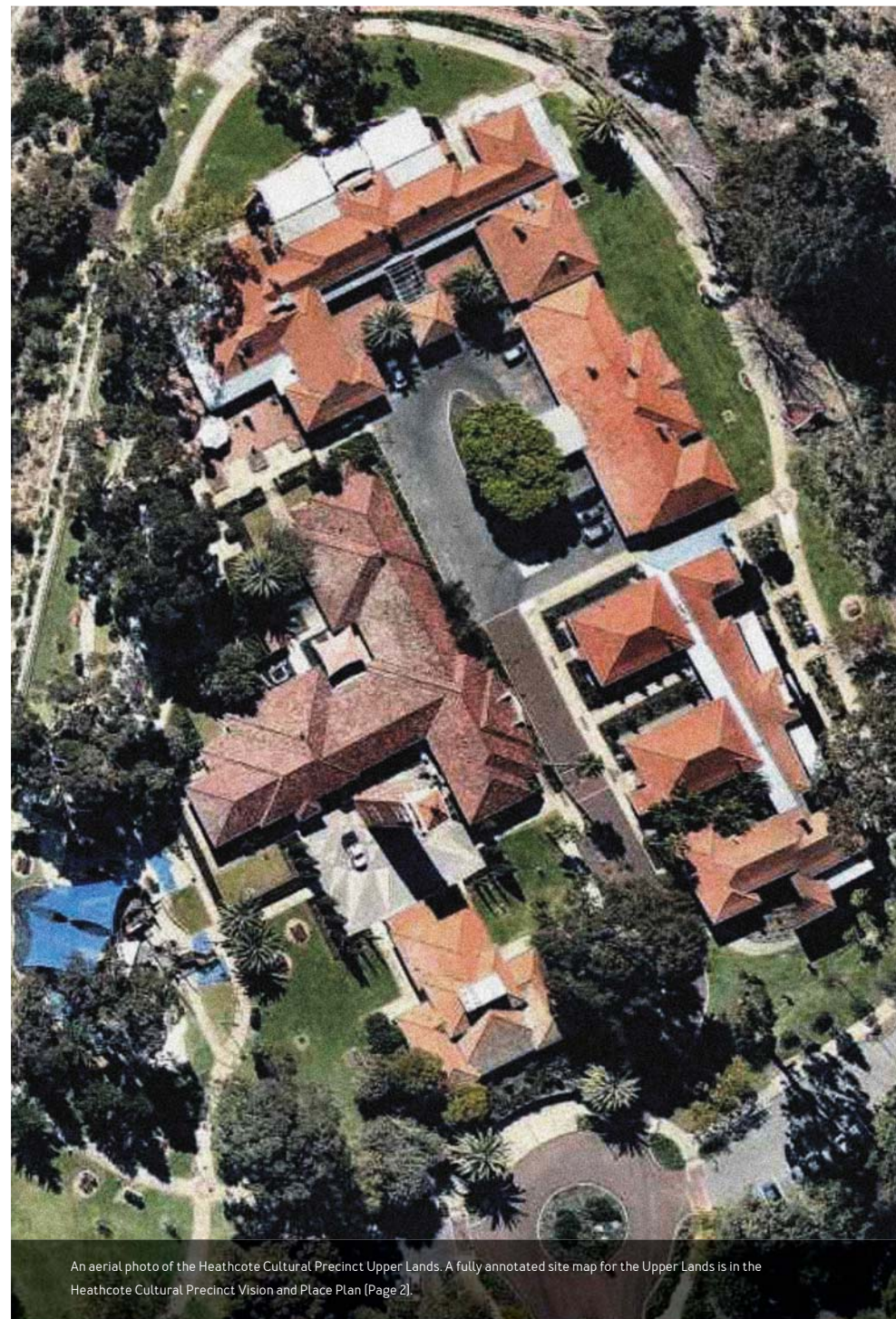
Consultation

It is recognised that many elements of the Heathcote Cultural Precinct place vision require input from people outside the City of Melville Museum and Gallery team. The Heathcote Cultural Precinct Place Vision and Place Plan Project details how community/place users, tenants and various teams in the City of Melville are necessary to place co-creation (page 17). Therefore an Interpretation Plan can encompass these concepts and describe steps that will involve internal and external stakeholders.

The Interpretation Plan is to include methodologies to engage, consult and gather reflections of Aboriginal people that will inform the thread of Aboriginal experiences of the site.

Geographical boundaries

The consultant is invited to write an Interpretation Plan for the Heathcote Cultural Precinct site which includes both the Upper and Lower Lands.



An aerial photo of the Heathcote Cultural Precinct Upper Lands. A fully annotated site map for the Upper Lands is in the Heathcote Cultural Precinct Vision and Place Plan (Page 2).



Concept drawing for the Heathcote Cultural Precinct Lower Lands

PROJECT TASKS

- Consult with internal/external stakeholders, as already identified in the Heathcote Cultural Precinct Place Vision and Place Plan Project
- Provide recommendations for stories, collections and themes of history throughout the site both inside and outside
- Consider the positioning of the museum as part of the future of Heathcote Cultural Precinct
- Offer different types of physical or virtual types of interpretation for multi-layered histories of the site with suggested concept sketches
- Identify people that will support and take part in Aboriginal stakeholder consultation [City of Melville Aboriginal Engagement Officer can assist with this]
- Consult with Aboriginal stakeholders
- Produce concepts of interpretation regarding Aboriginal experiences
- If required, obtain consent under the Aboriginal Heritage Act (if works may impact on an Aboriginal heritage site)
- Consider public art recommendations for interpretation as per Public Art Strategy and Masterplan 2017
- Provide concept drawings of way finding signage
- Conceptualise schedule of public programs
- Make clear recommendations that will direct next stages of projects that can then be costed.

RELEVANT DOCUMENTS

Heathcote Vision and Place Plan
https://docs.wixstatic.com/ugd/b8a049_f178182dff6047e187e480001ae40898.pdf

Alfred Cove Reserve Heritage Assessment dated September 2007
Prepared by Ronald Bodycoat AM LFRAIA for the City of Melville

Heathcote: A Coordinated Assessment by the Built Environment, Landscape and Historic Sites
Committees of The National Trust of Australia (WA), March 1991

Uren, M. The City of Melville: From Bushland to Expanding Metropolis 1975

City of Melville – Report for Heathcote Lower Land A GHD April 2010

Heathcote Hospital Complex Conservation Plan prepared for W.A Health Department, prepared by
Hocking Planning & Architecture, dated January 1995

Reports and newspaper articles listed under Section 11 in the Heritage Council of Western Australia
State Register of Heritage Places Interim Entry for Place No. 03289 'Heathcote Hospital'. State
Heritage Office detail: <http://inherit.stateheritage.wa.gov.au/Public/Inventory/Details/0f9868a7-eed6-4e1a-93f2-30e5f362071e>

HEATHCOTE CONCEPT PLAN (ON APPLICATION)

City of Melville Public Art Strategy and Masterplan prepared by FORM 2017
<http://www.melvillecity.com.au/community-and-facilities/art-and-culture/public-art>

Marli Riverpark: Swan and Canning River Interpretation Plan
<https://parks.dpaw.wa.gov.au/park/swan-canning-riverpark>

OUT OF SCOPE

Please note that as part of a previous consultation process the following concepts were suggested
but were found unfeasible by the City of Melville, dogs in playground, creating either a dedicated active
recreation space or a dedicated space for scooter or skate boarding activities.

WORKING SCHEDULE

Invitations to quote are invited to be submitted by 5.00pm Monday 19 February 2018.
No late submissions will be accepted.

Project is to be completed by Friday, 29 June 2018.

NB All draft reports are to be presented as MS Word documents compatible for
City of Melville editing.

EXPERIENCE

- Demonstrated experience of interpretation planning
- Knowledgeable in appropriate heritage guidelines and interpretation practice, in addition
to knowledge of the Burra Charter
- Experience in community consultation in association with interpretation planning
- Experience in consultation with Aboriginal people
- Knowledge of traditional as well as non-traditional methods of interpretation,
virtual or art based
- Knowledge of the Aboriginal Heritage Act
- Price schedule
- Budgeted amount for the project is up to \$35,000 ex GST.

This is to include consultant fees as well as fees that may be incurred with work relating to gathering
information of Aboriginal experiences of the Heathcote Cultural Precinct area. Please include an
indicative price and payment schedule.

INSURANCE

The Consultant/ Organisation will acquire and maintain the following insurances:

- a. Public Liability
- b. Professional Indemnity
- c. Workers Compensation (where applicable)

CRITERIA

The submission will be assessed on the following:

- Previous experience in compiling an Interpretation Plan
- An understanding of interpretation principles within a physical site that possess buildings,
intangible histories and flora and fauna
- Previous experience with consultations, especially with Aboriginal people
- Ability to finish the project on time. Deadline end Friday, 29 June 2018
- Knowledge of heritage guidelines and experience in liaison with governing bodies such as the
State Heritage Office, the Department of Aboriginal Affairs and the National Trust.

CONTACT DETAILS

For more project specific information

Cathy Day - Cultural Development Coordinator

Email: Cathy.Day@melville.wa.gov.au

Phone: 08 9364 0331

Appendix 02

Staff and guest backgrounder provided by BWG day manager.

1. Introduction

Bluewater is open 7 days a week and every day of the year with the exception of Good Friday. We operate a restaurant and kiosk that cater for all tastes plus three functions rooms for special events of all sizes and type. Set at historical Point Heathcote with an unrivaled view of the Swan River and Perth city, Bluewater provides top class food and service in a relaxed and family friendly atmosphere.

2. History

Point Heathcote was originally known by the indigenous Beeliar people as Kooyagoordup - the place of the Kooyar, a species of frog. It was a permanent lookout and camping and fishing ground for tribe elders.

One of the original landing and camp sites of Captain James Stirling during his exploration of the Swan River in 1827, the area was named after one of the crew members said to be the first European to set foot on the site.

From the 1840s Point Heathcote was used for grazing horses and cattle. Then in the mid 1890s it was subdivided for residential development but remained virgin bush land until 1918 when the Catholic Church Christian Brothers purchased the land. Their intention was to establish a boy's school but the area was used as a holiday retreat until 1923 when it was purchased by the government.

The need for a new mental institution had arisen in Perth and the peace and tranquility that Point Heathcote offered was considered ideal. The idea was to create a site that was harmonious and aesthetically pleasing to step away from the traditional methods of housing and treating the mentally ill. The Point Heathcote Reception Home was completed in 1929 and catered to mildly afflicted patients up until 1994 when it closed for good.

The site is now listed on the Heritage Register and houses Challenger Tafe, a museum and gallery, a play group, multiple function rooms, and a children's playground.

The Bluewater Kiosk opened in July of 2003 and was soon followed by the Grill and Function Center. Now into our eighth year of operation Bluewater Kiosk, Function Center, and Grill is one of the most popular venues in Perth.

Appendix 03

Australian Historic Themes Framework

The Australian Historic Themes Framework provides a valuable research tool, which can be used at the national, state or local level to assist in the identification, assessment, interpretation and management of heritage places.

The Framework was initiated and developed by the Australian Heritage Commission with the assistance of the State and Territory historic heritage agencies, consultants and heritage practitioners.

AUSTRALIAN HISTORIC THEMES

- 1.0 Tracing the Evolution of the Australian environment
- 1.3 Assessing scientifically diverse environments
- 1.4 Appreciating the natural wonders of Australia
- 2.0 Peopling Australia
- 2.1 Living as Australia's earliest inhabitants
- 2.4 Migrating
- 2.4.2 Migrating to seek opportunity
- 2.4.4 Migrating though organised colonisation
- 2.5 Promoting settlement
- 2.6 Fighting for land
- 2.6.1 Resisting the advent of Europeans and their animals
- 2.6.2 Displacing Indigenous people
- 3.0 Developing local, regional and national economies
- 3.1 Exploring the coastline
- 3.2 Constructing capital city economies
- 3.3 Surveying the continent
- 3.3.1 Looking for inland seas and waterways
- 3.3.4 Looking for land with agricultural potential
- 3.3.5 Laying out boundaries
- 3.4 Utilising natural resources
- 3.4.1 Hunting
- 3.4.2 Fishing
- 5.0 Developing primary industries
- 3.5.1 Grazing stock
- 3.11 Altering the environment
- 3.11.4 Clearing vegetation
- 3.12 Feeding people
- 3.12.1 Using indigenous foodstuffs
- 3.26 Providing health services
- 3.26.1 Providing medical and dental services

- 3.26.2 Providing hospital services
- 3.26.3 Developing alternative approaches to good health
- 3.26.4 Providing care for people with disabilities
- 4.0 Building settlements, towns and cities
- 4.3 Developing institutions
- 4.6 Remembering significant phases in the development of settlements, towns and cities
- 5.0 Working
- 5.1 Working in harsh conditions
- 5.1.1 Coping with unemployment
- 5.1.2 Coping with dangerous jobs and workplaces
- 5.7 Surviving as Indigenous people in white dominated economy
- 6.0 Educating
- 6.3 Training people for the workplace
- 6.6 Educating Indigenous people in two cultures
- 7.0 Governing
- 7.6 Administering Australia
- 7.7 Conserving Australia's heritage
- 7.8 Establishing regional and local identity
- 8.0 Developing Australia's cultural Life
- 8.1 Organising recreation
- 8.1.3 Developing public parks and gardens
- 8.1.4 Enjoying the natural environment
- 8.5 Forming associations
- 8.5.1 Preserving traditions and group memories
- 8.5.2 Helping other people
- 8.5.4 Pursuing common leisure interests
- 8.10 Pursuing excellence in the arts and sciences
- 8.10.2 Creating visual arts
- 8.10.5 Advancing knowledge in science and technology
- 8.11 Making Australian folklore
- 8.11.2 Myth making and story-telling
- 9.0 Marking the phases of life
- 9.1 Bring babies into the world
- 9.1.2 Promoting mothers' and babies health
- 9.2 Growing up
- 9.2.1 Being children
- 9.4 Being an adult
- 9.6 Growing old
- 9.6.2 Looking after the infirm
- 9.7 Dying
- 9.7.1 Dealing with human remains
- 9.7.2 Mourning the dead
- 9.7.3 Remembering the dead

Appendix 04

Heritage Council Themes WA

1.

Demographic settlement and mobility
- 101

Immigration, emigration and refugees
- 102

Aboriginal occupation
- 103

Racial contact and interaction
- 104

Land allocation and subdivision
- 105

Exploration and surveying
- 106

Works (including Aboriginal, convict)
- 108

Government Policy
- 109

Environmental change
3.

Occupations
- 301

Grazing, pastoralism and dairying
- 307

Intellectual activities
- 311

Hospitality industry and tourism
4.

Social and civic activities
- 402

Education and science
- 407

Cultural activities
- 408

Institutions
- 409

Environmental awareness
6.

People
- 601

Aboriginal people
- 602

Early settlers
- 603

Local heroes and battlers
- 604

innovators
- 605

Famous and infamous people

Appendix 05

Heathcote Cultural Precinct Site Map

WAY-FINDING / INTERPRETATION OPPORTUNITIES

PA - Public Artwork | WF - Way Finding | AD - Administration Content | IN - Interpretation Content

OPP	LOCATION	CONTENT	TYPE	ESTIMATE
1	Roundabout 01	PA	-	
2	Main Entrance Sign 01 (Left)	WF	A	\$8,000
3	Main Entrance Sign 02 (Right)	WF	A	\$8,000
4	Parking / Site Information	WF AD	E	\$1,000
5	Way-finding Node	WF AD IN	A	\$8,000
6	Way-finding Node	WF AD IN	A	\$8,000
7	Events Hub	AD	-	\$5,000
8	High Lands Primary Hub	WF AD IN	A	\$12,000
9	Entry Statement	WF AD IN	-	\$45,000
10	Way-finding Node - Murray House	WF IN	A	\$8,000
11	Way-finding Destination - Murray House Interior	WF AD IN	A	\$8,000
12	Way-finding Node - Kitchen	WF IN	A	\$8,000
13	Way-finding Destination - Kitchen Interior	WF AD IN	A	\$8,000
14	Way-finding Node / Destination - Clock Tower	WF AD IN	A	\$8,000
15	Way-finding Destination - Swan House Interior	WF AD IN	A	\$8,000
16	Way-finding Destination - Administration Interior	WF AD IN	A	\$8,000
17	Way-finding Node	WF IN	B	\$5,000
18	Way-finding Node	WF IN	B	\$5,000
19	Way-finding Node	WF IN	B	\$5,000
20	Way-finding Node	WF IN	B	\$5,000
21	Look-out 01	IN	D	\$15,000
22	Way-finding Node	WF IN	B	\$5,000
23	Way-finding Node	WF IN	B	\$5,000
24	Way-finding Node	WF IN	B	\$5,000
25	Beach Stair	WF IN	F	\$3,000
26	Way-finding Node	WF IN	B	\$5,000
27	Way-finding Node	WF IN	C	\$3,000
28	Way-finding Node	WF IN	B	\$5,000
29	Way-finding Node	WF IN	B	\$5,000
30	Parking Information	WF AD	E	\$1,000
31	Look-out 02	IN	D	\$15,000
32	Look-out 03	IN	D	\$15,000
33	Site Entrance Sign 03	WF AD IN	B	\$5,000
34	Site Entrance Sign 04	WF AD IN	B	\$5,000
35	Site Entrance Sign 05	WF AD IN	B	\$5,000
36	Lower lands Main Entrance Sign 06	WF AD	B	\$5,000

OPP	LOCATION	CONTENT	SIGN	ESTIMATE
37	Roundabout 02	PA	-	-
38	Lower Lands Primary Hub	WF AD IN	A	\$12,000
39	Historic Staff Quarters Footprint	IN	F	\$3,000
40	Historic Building Footprint	IN	F	\$3,000
41	Boardwalk	IN	B	\$5,000
42	Bridge	IN	F	\$2,000
43	Wetlands Pathway	IN	F	\$2,000
44	Wetlands Pathway	IN	F	\$2,000
45	Interpretation Node	WF IN	B	\$5,000
46	Interpretation Node	WF IN	F	\$2,000
47	Pathway Interpretation	IN	F	\$2,000
48	Pathway Interpretation	IN	F	\$2,000
49	Stair Interpretation	IN	B	\$5,000
50	Stair Interpretation	IN	F	\$2,000
51	Stair Interpretation	IN	F	\$2,000
52	Interpretation Node	WF IN	B	\$5,000
53	Stair Interpretation	IN	F	\$2,000
54	Cricket Pitch	IN	F	\$2,000
55	Interpretation Node	IN	B	\$5,000
56	Site of Consciousness	PA	-	-
57	Path Interpretation	IN	F	\$2,000
58	Path Interpretation	IN	F	\$2,000
59	Path Interpretation	IN	F	\$2,000
60	Way-finding Node	WF IN	C	\$3,000
61	Path Interpretation	IN	F	\$2,000
62	Path Interpretation	IN	F	\$2,000
63	Path Interpretation	IN	F	\$2,000
64	Path Interpretation	IN	F	\$2,000
65	Path Interpretation	IN	F	\$2,000
66	Shore Line	PA	-	-
67	Path Interpretation	IN	F	\$2,000
68	Swimming Pool	IN	C	\$3,000
69	Theatre	IN WF	C	\$3,000
70	3x Wells	IN	C	\$3,000
TOTAL				\$325,500

Cost estimates for Production only.

Indicative costs do not include sign audits, curated site planning, research or design.

Total costs would be determined upon final commitment to a staged response.



Appendix 06

Design Process + Cost Estimation

TASK 01

CURATORIAL CONTENT

- Develop implementation planning documentation
- Research and assign overarching themes to site locations
- Identify and collate assets
- Review key story opportunities and assign to areas, site lines and interpretive opportunities
- Review and assign assets to site locations
- Develop site specific asset location documents for each opportunity
- Consult with community stakeholders (Aboriginal, mental health, artists)
- Consult with internal City of Melville stakeholders
- Consult with Department of Planning, Lands and Heritage re Section 16 and Section 18
- Assess and advise on pre-production including required interviews, sound and AV assets
- With designer, review and confirm content allocation on Design Plan
- Project management administration
- Provide availability and advice re promotable opportunities during process

TASK 02

BRAND DESIGN

Task 2 will see the development of the Heathcote site identity and brand guide-lines. Task 2 can happen in conjunction to Task 01; while the curatorial content is being developed.

- Logo Suite
- Style Guide
 - Brand Statement
 - Vision and Aspiration
 - Content, Voice and Tone
 - Logo Specifications
 - Logo Usage
 - Type Specifications
 - Design Elements
 - Colour Palette Specifications
 - Imagery and texture
 - Supporting brand elements
 - Data Sheet Template

TASK 03

INTERPRETATION DESIGN PLAN

STAGE 01 - DESIGN ANALYSIS

Stage 01 will see the analysis of the site's natural, Aboriginal, historic (architectural), and social/ spiritual assets identified and collated by the curator in Task 01. The findings in this stage will support the production of the Design Plan in Stage 02.

- Develop a Design Plan that documents all key location specifications.
- Conduct an audit of current signage types and locations across the site.
- Develop way-finding strategy across all key locations of the Heathcote site.
- Develop brand content across all key locations of the Heathcote site.
- Develop administrative content across all key locations of the Heathcote site.
- In collaboration with the curator, nominate locations for interpretive content across all key locations of the Heathcote site.
- In collaboration with the curator, nominate sight-lines to story-line opportunities.
- Advise on the use of Digital Technologies (NFC / iBeacon) to key CoM representatives.
- In collaboration with the CoM, develop best NFC data base management system to CoM specifications.
- In collaboration with the curator, nominate interpretive content for NFC applications across all key locations of the Heathcote site.

TASK 03

INTERPRETATION DESIGN PLAN CONTINUED

STAGE 02 - DESIGN DEVELOPMENT

The Design Plan developed for Stage 02 will form the master plan and provide an overview for all opportunities around the Heathcote site. Upon finalisation of this stage all locations will be documented and designed, specifying all site way-finding and interpretation opportunities. Stage 02 - Design Development can only proceed upon completion of Task 01 - Curatorial Content.

- In association with the Design Analysis, develop a suite of interior and exterior signage styles to facilitate the content determined in the Design Analysis. Including conventions, site specific specifications and production / installation estimates.
- Update Design Plan to document each key location and content requirements to specific sign designs within the signage suite.
- Design individual sign specifications across key locations of the Heathcote site.
- Design individual approaches to interpretive applications across key locations of the Heathcote site.
- Design Heathcote Site Map to work in conjunction with the way-finding strategy.
- Develop NFC Data-sheets for use on online devices and in print.
- Develop a NFC database strategy within the existing CoM online infrastructure.
- Publish NFC and/or iBeacon User / Service Manual.
- Finalise site Design Plan to document each individual site opportunity including:
 - Current signage content / decommission costings.
 - Location specific information content:
 - Brand content.
 - Administration content.
 - Way-Finding content.
 - Interpretation (curatorial) content.
 - NFC content.
 - Mode of display (interpretation / signage type / application / etc).
- Design a suite of signage conventions for use across the site including:
 - Engineered Drawings (If appropriate).
 - All associated production files (production specs / print artwork / wiring diagrams / etc).
- Collate individual location production estimates.
- Collate individual location Installation estimates.
- Finalise all final design files, production files and all associated project documentation, including the Final design plan and user manuals for the CoM archives.

TASK 04

PRODUCTION + INSTALLATION

Task 03 and onward account for the production and installation of all works to Design Plan specifications. This includes the decommissioning of previous signage content, the production of signage to Design Plan / artwork specifications, transport and installation.

It is envisioned that the roll out of site interpretation will be dependent upon CoM funding opportunities. This plan has been developed to work in stages as funds are acquired over time. Assigned curatorial management would be required during this stage.

Stage 01 - Artwork Preparation / Management

- Nominate the key site locations to be addressed by the production stage budget.
- Deliver associated NFC artwork for online and print applications.
- Choose final contractors / develop final production costings to budget.
- Develop installation plan / costings / schedule.
- Update final Design Plan post-production / installation.
- Collation of all design concepts, final design files, production files and all associated project documentation, including the final Design Plan and User / Maintenance Manuals for the CoM archives.

Stage 02 - Production and Installation

- Issue shop drawings / cutting files / print artwork to relevant contractors.
- Liaise, project manage the production of all items to Design Plan specifications.
- Manage transport and installation of all items to Design Plan specifications, budget and schedule.
- Liaise with CoM and contractors for the safe installation of works to OH+S specifications.
- Programme associated NFC tags and iBeacons.
- Deliver NFC assets to CoM for inclusion on existing online data bases.

ESTIMATION SUMMARY

• TASK 01	
CURATORIAL CONTENT	\$30,000.00
• TASK 02	
BRAND DESIGN	
• Logo + Style Guide	\$12,000.00
• TASK 03	
INTERPRETATION DESIGN PLAN	
• STAGE 01 - Design Analysis (70x Locations @ 3hrs ea / 210hrs)	\$25,200.00
• STAGE 02 - Design Development (70x Locations @ 10hrs ea / 700hrs)	\$84,000.00
• TASK 04	
PRODUCTION + INSTALLATION	
• STAGE 01 - Artwork Preparation / Management	
• STAGE 02 - Production and Installation Design Development	
[See Appendix 5 - Site Map for Opportunity costings]	
TOTAL	\$151,200.00
TOTAL INC.GST	\$166,320.00

