

ELLENSBROOK

Brief and Call for Proposals Community & Stakeholder Consultation



Closing Date: Wednesday 24 August 2016 at 5pm

**National Trust of Australia (WA)
PO Box 1162
WEST PERTH WA 6872**

ELLENSBROOK

Brief – community and stakeholder consultation

Project Background

This brief has been prepared to assist in the selection and engagement of a consultant team to undertake community and stakeholder consultation in relation to *Ellensbrook* situated 12km northwest of Margaret River in the Leeuwin-Naturaliste National Park approximately 290km south of Perth. It is arguably one of the most significant within the portfolio of heritage places managed by the National Trust, largely as a consequence of its highly layered and complex histories.

The National Trust has received a grant from Lotterywest to undertake conservation and interpretation works combined with education and community engagement activities at *Ellensbrook*, a project that will be carried out during 2016/17. The ultimate aspiration is to provide an international quality heritage offering to the community and tourists who visit the place.

The histories of *Ellensbrook* attest to both the amicable and frequently volatile relations between Aboriginal people and the early colonists. It offers the unique potential to explore these relationships, to redress an imbalance in the telling of these histories and to contribute to the process of reconciliation. It is a place of contemporary stories, has strong connections to its surrounding community and is highly valued by many, even those who do not visit.

The place is one that tells stories of the natural world and how this environment has been shaped by human intervention. It represents patterns of use that have been replicated throughout the south west and is positioned to tell a broader story of land uses in the region.

The outcomes of the community consultation will inform decision making during the course of the project, influence conservation, interpretation, education and community engagement activities, build capacity and a framework for community and stakeholder engagement and assist in developing relationships to benefit *Ellensbrook*.

A budget allocation of \$25,000 has been allocated to this component of the project.

Scope of Works

The National Trust seeks to engage a consultant team to undertake community and stakeholder consultation to support and inform the *Ellensbrook* project and its future use. The aim of the consultation is to invite community and stakeholder input so as to develop a shared vision for *Ellensbrook* with the heritage values of the place at its heart and aligned with the Trust's mission to engage and inspire community support for the conservation of our natural, Aboriginal and historic heritage for the present and the future.

It is anticipated the consultation will:

- Identify and engage with key stakeholders
- Provide a strategy for an ongoing dialogue and engagement with the regional community and stakeholders during the life of the project and into the future
- Identify opportunities for the activation of *Ellensbrook* through public programs, events and community use
- Identify opportunities that may influence approaches to conservation, interpretation and education at *Ellensbrook*
- Canvas support for volunteer involvement in identified aspects of the project and identify opportunities for ongoing volunteer to assist in managing *Ellensbrook* in the future
- Identify initiatives, partnerships and strategic directions to support *Ellensbrook* as a unique and distinctive offering in the region (including opportunities to enhance financial sustainability of the place)

Statement of Significance

The project will have its foundations in the statement of significance. The Conservation Plan for *Ellensbrook* (2004) states the place has exceptional cultural heritage significance because:

- The place is an excellent and rare representative of original settlement in the Margaret River district and with the pioneering development of dairy farming and sheep and cattle grazing in the Augusta-Margaret River area in the colonial period;
- The place has association with the Bussell family and other pioneer settlers at Augusta and Busselton;
- The place reflects pioneer building techniques and the use of local materials;
- The place has association with the pioneering development of tourism in the Augusta-Yallingup area;
- The place demonstrates the nature of domestic and agricultural working life in the colonial period and early 20th century in the south-west of the state and points to the particular role played by women in the rural economy;
- The place demonstrates changing land-uses from pre-settlement to the present time as well as the application of changing government policy and land regulations in the 19th and 20th centuries;
- The place demonstrates the functions and processes of natural physical systems and for specific features which include: the coastal dunes; caves and waterfall; geologic formations of the Leeuwin-Naturaliste Ridge; Ellen Brook indigenous flora and fauna.
- The place is significant as a cultural landscape which demonstrates the successive impacts of Aboriginal and white settlement on the natural environment;

- The place has visual landscape that is assessed as having a high aesthetic quality;
- The place has Aboriginal associations which include the archaeological site; Meekadarrabee legend; waterfall and cave; Aboriginal people linked with building and working on Ellensbrook and Ellensbrook Farm Home for Aboriginal children.

Stakeholders

The National Trust has already been supported by the following stakeholders during the initial application process: Margaret River and Districts Historical Society, Hon Barry House MLC, Margaret River Busselton Tourism Association, Department of Parks and Wildlife (Blackwood Region), Wardan Aboriginal Centre, Cornerstone Christian College, Shire of Augusta-Margaret River, Friends of Care to Cape Trek Inc, Cape to Cape Catchments Group, Cape to Cape Explorer Tours and the Lions Club of Cowaramup. A number of individuals also expressed support including members of the Bussell family.

It is anticipated that these and other stakeholders will be include in the consultation process.

Study Team

The consultant team is expected to have a strong track record in community consultation. Previous experience with projects of a heritage nature, particularly with Aboriginal themes, will be highly regarded. Familiarity with communities in the south west of the State would be beneficial.

Project Timetable and Reporting

The community consultation will commence on the appointment of the successful consultant team. It is anticipated the majority of the consultation will be carried out during September/ October 2016.

The consultant team will liaise as required with the National Trust's project team. Meetings will be held to discuss the brief and provide access to material held by the National Trust. As the project progresses, meetings will be held as required to obtain feedback on early findings and to gain further direction or clarification as required.

A draft project timeline is shown below:

Ellensbrook - integrated project

Aug-16												
milestones	August	Sept	Oct	Nov	Dec	Jan	Feb	March	April	May	June	July
project initiation	■											
consultation		■	■	■	■	■	■	■	■	■	■	■
* research and planning		■	■	■	■	■	■	■	■	■	■	■
# works								■	■	■	■	■
finalising											■	■
project duration	■	■	■	■	■	■	■	■	■	■	■	■

* Research and planning to include: historical research; oral histories; archaeological research; conservation fabric investigations; interpretation strategy, design and content; conservation and landscape works

Works to include: conservation and landscape works; interpretation works; development of education programs; website development; public program planning.

NOTE: The project is Lotterywest funded and expected to be completed by the end of the 2016-17 financial year. Consultation will commence during the research and planning phase and will both inform and be informed by these works. A more detailed program will be determined with the successful consultant team. Community engagement strategies are anticipated to be put in place during the early phase of the project to maintain buy-in during the duration of the project.

Deliverables

The consultant team will provide a report detailing the outcomes of community and stakeholder consultation. Recommendations for future action are also expected. The report should be supplemented with an electronic listing (in Excel format) of the names and contact details of community participants and stakeholders. There should also be a listing of names and contact details of individuals wishing to be involved with *Ellensbrook* as volunteers.

Form of Contract

The consultant will be engaged under the National Trust of Australia (WA)'s standard conditions of consultancy.

Copyright and Confidentiality

Copyright of all original material presented in the report will remain with the National Trust of Australia (WA). This includes all photographs, drawings, plans and diagrams. Use of already copyrighted material must be appropriately obtained and acknowledged. Further publication or distribution of all or part of the document must receive prior permission from the National Trust.

Client Liaison

The contact for this project from the National Trust will be advised.

Queries relating to this brief should be directed to Sarah Murphy ph: (08) 9321 6088 email: sarah.murphy@ntwa.com.au

Form of Proposal

Proposals should not exceed four A4 pages and should address this brief and the assessment criteria. Practice profiles and detailed résumés of personnel, if provided, should be included as attachments. As a minimum, submissions should include the following information:

1. Statement demonstrating appreciation of the project, its aims and scope.
2. Name, role and relevant experience of personnel to be engaged on this project.
3. For each team member, the name and current contact details of at least one referee who can vouch for that person's relevant experience.
4. Name of primary consultant, project manager and day-to-day liaison person.
5. Names of the personnel responsible for each task.
6. Proposed approach including major tasks and timing.
7. Proposed fee including a breakdown of costs including travel and disbursements. The fee is to be exclusive of GST.
8. Proposed payment schedule.
9. Acceptance of proposed form of contract, or any proposed variations thereto.

Selection Criteria

Submissions will be assessed according to the following criteria:

- Composition and expertise of the team including relevant experience with heritage places40%
- Appreciation of the project and the team's proposed approach and methodology30%
- Ability to meet the timeframes10%
- Knowledge and understanding of communities in the south west region10%
- Value for money10%

Closing Date and Lodgement of Submissions

Your submission should be clearly marked, "*Ellensbrook Community Consultation Project*", and received at the offices the National Trust no later than 5pm WST on Wednesday 24th August 2016.

Mail: National Trust of Australia (WA) PO Box 1162 WEST PERTH WA 6872

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