

## **INTERPRETATION DEVELOPMENT PROJECT BRIEF**

### **Ellensbrook, Western Australia**

#### **1. Introduction**

This brief is intended to provide information to allow suitably experienced consultant teams to prepare submissions for the development, design and commissioning of interpretation content for Ellensbrook and to assist the National Trust in selecting the successful team. The scope of the project is to design, cost and commission exhibitions and other interpretive devices that will enable guests to better understand the heritage significance and values of the place.

#### **2. National Trust of Western Australia**

The National Trust of Western Australia aspires to awaken the community to the value of heritage. To achieve this outcome we need to tell the stories embedded in the places in our care through educational and public programs that will activate engagement. Interpretive design is an essential part of this approach to ensure audience and guest engagement with place and storytelling is experiential, memorable and provocative.

#### **3. Ellensbrook**

Ellensbrook reveals a uniquely Western Australian identity through the National Trust's commitment to the State's natural, Aboriginal and historic values.

The place is close to Margaret River in the Leeuwin – Naturaliste National Park which attracts 3.6 million people each year making it the most visited national park in the State. Ellensbrook is listed on the State Register of Heritage Places and the Department of Aboriginal Affairs register of Aboriginal Heritage Places and provides opportunities for education, reconciliation and exploration of peoples' relationship to the past in the present for the social, environmental and economic benefit of the entire community.

New opportunities exist to share and navigate Ellensbrook's outstanding values set within the precious landscape of WA's southwest with international and local visitors. It is expected that interpretation at Ellensbrook will be accessible and engaging for broad audiences. It will inform and inspire enquiring minds and connect with and satisfy guests looking for uniquely Western Australian heritage experiences.

The audiences for Ellensbrook are diverse. It sits within a major tourism area that attracts domestic and international visitors. During holiday periods the region is a major destination for many in search of low key family based activities. A comprehensive community consultation process has identified maintaining the existing unpretentious and relaxed nature of the place as a priority. This positions Ellensbrook as a major tourism product that responds to the needs of guests seeking authentic personal experiences in a unique and special place.

The National Trust is aiming to ensure that every guest will leave Ellensbrook as an ambassador of an authentic Australian story.

Ellensbrook is arguably one of the most significant within the property portfolio of the National Trust, largely as a consequence of its highly layered and complex histories. 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.

Ellensbrook is located at a confluence of geology, geography, environmental systems, language, space, time, politics and entwined history. The landscape is recognised internationally as one of only 34 biodiversity hot spots and continues to reflect cultural changes over time including pre, during and post colonisation, revealing many strong and positive collaborations between the Wardandi and Bibbulmun people and the first settlers in the region.

In 1857, English settlers Alfred and Ellen Bussell, together with their three daughters, left their home of seven years at Augusta and set off in search of a new place in which to farm and graze cattle. At the place where they decided to settle Alfred named the brook running through as Ellen's Brook after his wife. Alfred and Ellen lived at Ellensbrook for less than a decade and in 1865 moved to Wallcliffe, a day's walk away.

It appears that relations between the Wardandi and Bibbulmun people and the Bussell family were generally amicable. Local Aboriginal undertook farm work and domestic duties around Ellensbrook and assisted with the construction of the house. The survival and success of the property as a farming venture owed a great deal to the harmonious relationships between the Wardandi and Bibbulmun people and the colonial settlers.

The eldest daughter, Fanny, took over the management of Ellensbrook from 1871 to 1877. She made a good living out of the dairy produce and stayed at the property until Ellen's death caused Fanny to move to Wallcliffe to care for her father and younger siblings.

From the late 1870s Ellensbrook became the home of another of the Bussell daughters, Edith. She managed the farming of the property and for seventeen years acted as the superintendent of the Ellensbrook Farm Home for Aboriginal Children. To supplement the farm's income Ellensbrook offered holiday accommodation during the summer months. By 1917 the Farm Home had closed and a few years later Edith moved from Ellensbrook. In 1939 Edith died, leaving Ellensbrook to her brother Fred, who on his death in 1942 left the property in trust to his grandson.

The homestead buildings became derelict. Ellensbrook was purchased around 1950 by Lennox Terry, son of the Bussell's youngest daughter Filumena. He converted the homestead into accommodation for his wife and five sons. The Terry family owned Ellensbrook until 1956 when the property was sold owing to ill health and business difficulties. They continued to live there until around 1964.

In 1958 Jack Williams purchased Ellensbrook and set about renovating and repairing the property. Williams moved into the property after the Terry family left in c1964. In 1978 the

Western Australian Government purchased the 376 hectare property from Mr Williams for inclusion in the Leeuwin Naturaliste National Park. As part of the land sale Mr Williams gave the Ellensbrook homestead to the National Trust of Western Australia, retaining the use of a room there until he died in 1979.

#### **4. Project Team**

The National Trust has an internal project team currently undertaking conservation works to the built fabric of Ellensbrook. It has developed a site masterplan, commissioned an annotated bibliography and summary history, and prepared a draft interpretation strategy. Formal, curriculum based education programs are almost complete.

The draft interpretation strategy has been prepared by an interpretation specialist and is being refined in consultation with the Traditional Owners and other members of the community. The broad interpretive approach and interpretive 'feel' has been sufficiently developed that it is now time to begin the design development, refine the budget requirements and implement the proposed works. Informal education elements are at the conceptual stage.

Considerable progress has been made on the conceptual design of a range of landscape elements that provide guest management, access and major interpretation opportunities. These elements include marking the locations of now demolished structures, fencing, and an entry path from the carpark to the heritage site that incorporates pause nodes with seating at strategic points. The consultant team will be required to work with the landscape architect to refine these elements particularly in relation to design, materials, colours, graphic elements etc and to design interpretive elements as agreed. The construction cost for the path and related interpretive components are currently outside the existing budget and additional funds are being sought for these works.

The Department of Parks and Wildlife (DPaW) is responsible for the surrounding National Park. Consequently consideration will need to be given to DPaW's style guide to ensure the design approach proposed for Ellensbrook is in harmony with it but stands alone. The National Trust has a style guide that is also to be referenced and taken into account.

#### **5. Scope of Works**

The consultant team will:

1. Work closely with the interpretation specialist and education staff who have developed the interpretation strategy, resources and content and education components
2. Develop interpretive solutions and create an integrated design outcome for the interpretation of Ellensbrook
3. Provide advice on future elements utilising apps and access to digital content
4. Prepare design concepts for the project and refine the content, graphics/images list and finalise interpretive text

5. Design management/directional and interpretive signage and integrate Department of Parks and Wildlife signage specifications as required
6. Prepare documentation and budget estimates suitable for tendering any works and to support a funding request for proposed additional works
7. Project manage the commissioning, fabrication and installation of all agreed interpretive elements in line with agreed timelines and budgets

Complete documentation for the project is to be submitted on completion of the project including all text, graphics, reproduction rights, design drawings and specifications for construction and installation works, and production specifications.

All work must conform to policies outlined in the Ellensbrook Conservation Plan (2004). The works should also conform to accepted practices within the heritage industry, including the policies and procedures detailed in the ICOMOS Burra Charter. The Trust's Conservation Architect is to be consulted regarding any proposed works affecting the heritage fabric.

## **6. Project Timetable**

The design phase is required to begin 14<sup>th</sup> June 2017 with an allocation of four weeks to prepare draft designs sufficient for budget costing. It is anticipated costings would be available by the end of July.

Additionally, assistance is required in developing budgets associated with additional interpretation works (eg entry path, demolished building elements) for provision to the funding provider, Lotterywest, by the end of June.

The timeline and parameters for fabrication and installation for the project will be determined once the consultant team has been appointed. At present the aim is for completion in early October.

## **7. Project Reporting and Management**

The Ellensbrook Project Managers will be the prime source of direction for the consultant team. The consultant team will work closely with the interpretation specialist and regularly liaise with the Project Managers and meet on an as needs basis to report on progress of the project. The Project Managers will manage liaison between the Traditional Owners and the consultant team.

## **8 Lump Sum Fee**

The project is offered on the basis of a lump sum fee of \$100,000 +gst. The lump sum fee shall include all fees and disbursements of the consultant team and appointed sub-contractors as well as all works for implementation.

## 9 Consultant Selection Criteria

It is expected that the consultant team will have expertise in, but not limited to the following areas:

- Museum/ cultural/ heritage place exhibition and/or interpretation project development and implementation
- Corporate identity and signage development
- Graphic design
- Exhibition concept planning and design
- Budgetary management

The National Trust will use the criteria listed below, appendices supplied with the proposal, the consultants' performance history and the consultants' CVs as the basis for assessing the proposals. The weighting shown against each of the selection criteria is what will be used in the evaluation of the proposals submitted.

The National Trust of Western Australia reserves the right to negotiate with the consultant team over the team's final composition.

### **(a) Experience in the implementation of museum/cultural/ heritage place interpretation** (Weighting 20%)

Submissions must articulate the consultant team's experience in undertaking projects such as museum exhibitions and the interpretation of cultural/ heritage places. The team must demonstrate its background in translating historical research into varied interpretive formats. The team is also expected to have experience in guest/visitor services, budgetary controls, program evaluation and project management. Previous experience in working with Aboriginal community members will be highly regarded.

### **(b) Credentials, expertise and experience of team members in interpretation development, design and implementation** (Weighting 20%)

Information is required regarding the team's experience in the development and design of interpretation projects. Details of the projects, their size and scope, and the roles of the various team members are to be provided. Names and contact details of referees are also to be included.

### **(c) Approach to the project** (Weighting 20%)

A statement of the team's approach to the project including the tasks involved and timeline for their completion should be included. Please include all personnel on the team, their roles and a CV for each.

### **(d) Demonstrated ability to meet time and budget constraints** (Weighting 20%)

**(e) An understanding of the special conditions relating to heritage places**  
(Weighting 10%)

**(f) Value for money**  
(Weighting 10%)

## **10. Information Required for Lodging Submissions**

Submissions are to be limited to 10 pages, address the selection criteria and detail the following:

- Name of company (ies), business address and relevant contact details
- Details of services offered, background and financial standing
- Details addressing the selection criteria
- Total fee including travel and other disbursements
- Rates for any additional works outside the agreed scope
- Names and contact details of three referees who have had recent dealings with the company (ies)
- Details of any sub-contractors proposed
- Level of professional indemnity insurance and name of the company that holds the policy

All submissions should be clearly marked, ***“Ellensbrook Interpretation Project”*** and submitted no later than 9am WST on Monday 12<sup>th</sup> June 2017 at the following address:

### **Location Address**

National Trust of Western Australia  
The Old Observatory  
4 Havelock Street  
WEST PERTH WA 6005

### **Postal Address**

National Trust of Western Australia  
PO Box 1162  
WEST PERTH WA 6872

### **Email Address**

[trust@ntwa.com.au](mailto:trust@ntwa.com.au)

Email proposals received by the date and time for closing of proposals will be accepted provided that they are completed, signed, legible and include all necessary information

required to be submitted as part of the proposal, and a hard copy of the proposal is forwarded to the National Trust of Western Australia on the same day.

Contact Officer's Details:

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**Attachments**

- Site plan
- Interpretation strategy (draft)
- Masterplan
- Sketch Plans
- Measured Drawings