

INTERPRETATION STRATEGY

Freo Social Hall

Artillery Drill Hall, 1 Holdsworth St, Fremantle



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National Trust of Australia (WA)
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Introduction

The Artillery Drill Hall's latest incarnation, the Freo Social Hall is Fremantle's newest social hub. The National Trust of Australia (WA) manages the Drill Hall on behalf of the community and State Government and leases the place to Sunset Events P/L.

The National Trust is delighted to work with Sunset and its contractors Coda and Round to bring the Freo Social Hall to fruition. Some initial interpretive and design components have already been shared with Round designers resulting in a vibrant poster approach reflecting cultural values of the place.

The Trust has completed its research into the cultural values associated with the Drill Hall and revealed the place has further community value and significance as the first place badminton was played in Australia, in addition to its more familiar associations with the Fremantle Field Artillery, defence and as a popular musician's venue. The following elements and potential locations are for consideration. The Trust looks forward to developing further interpretive outcomes which reveal the cultural values of the place.

Brief history and significance

The Artillery Drill Hall is a landmark building in Fremantle constructed in 1895/6 to provide facilities for the town's volunteer artillery corps known officially as the Fremantle No 2 Battery Field Artillery. It was the first purpose built military hall in Western Australia at a time when the defence force was based in local civilian volunteers. The Drill Hall features rare curved roof structure which represents significant technological and design achievement for Public Works Department. It includes a fine military building in the Inter-War functionalist style used in WWII. The site has social significance for members of the defence force and with the defence of Fremantle. The site comprised part of the original 1857 convict grant which has been used for law and order since that time. The place has social significance for its adaptive reuse as the music and entertainment venue known as the Fly by Night Musicians Club. The Artillery Drill Hall is also on the state heritage register within the parent precinct *Fremantle Courthouse fmr and Police Station Complex* which has had permanent status since 2003.

The Drill Hall not only provided space for practising drill, but also facilities for various leisure pursuits and social activities. It is located within an historic precinct that includes Fremantle Courthouse, Lock-up, Police Barracks, Warders Cottages and the prison. The building remained in military use and during World War II. It continued to be used for military purposes until 1986 when ownership is transferred to the City of Fremantle and later to the State Government. The same year the Fly by Night Musicians Club was established through an America's cup project grants and the Drill Hall became a live music club and the 'first smoke free' Australia.

(Extracts from the Artillery Drill Hall Interpretation Plan 2005)



Examples of poster approach provided to the National Trust of Australia (WA) 2015

Interpretation Plan

The vision statement from the Interpretation Plan for the Artillery Drill Hall is a guide for the National Trust in its discussions and planning with Sunset Events P/L.

The vision set out in the Plan supports the latest adaptive reuse of the Artillery Drill Hall as the newly developed Freo Social Hall. It also makes clear the interpretation of cultural values is to be delivered with a 'light touch' which increases community perception of some of the State's most prized cultural values.

Interpretation should be conceived in the main as an added layer to the use of the place as an ongoing entertainment venue. Although this presents a number of constraints, there are also important opportunities to develop innovative interpretation experiences. In this way the interpretation should remain primarily incidental and provocative – perhaps revealed in the ancillary spaces such as the bar, toilets, foyers, and café, as well as externally.

The visitor should come away from the place with an understanding that the place is of cultural significance.

(Artillery Drill Hall Interpretation Plan 2005)

New Research

The past three months has made available some extraordinary images, newspaper articles and potential visual design components related to the community values associated with the Artillery Drill Hall and potentially the Freo Social Hall development. It has also revealed the significance of the Artillery Drill Hall to the game of Badminton. Badminton was introduced to Australia in Fremantle in 1900 by Cpt. G.F. Moore who was one of the senior officers of the Fremantle Artillery Corps.

The new images, information, text and design elements have been assigned to potential areas of display and exhibition within and around the Artillery Drill Hall as a suggestion —they are not prescriptive. The aim is for the National Trust to work with Coda and Round to develop interpretation that reveals the cultural values inherent in place while bringing benefits to the Freo Social Hall.

- The National Trust will work with Sunset Events to ensure the significance of the site is highlighted and, where possible, revealed through appropriate interpretive techniques.
- The National Trust is committed to ensuring a seamless presentation of the site so audiences/visitors will not distinguish between interpretive and 'branding' elements.
- Working in conjunction with the developers, their designers and branding consultants is crucial to this and will guarantee interpretive elements are included in the presentation of the place and ensure the identity system for the Freo Social Club is both appropriate and *respectful/follows best practice/Burra Charter*.

Themes, values, storylines

The statement of significance for the Artillery Drill Hall is derived from criteria informed by Principal Australian Historic Themes and Western Australian Themes. It leads to some overarching themes.

- Innovation (Structural design, Badminton, National Trust, Fly by Night Musician's Club)
- Community meeting place (Drill, sports, WWI, WW2)
- Striving for best practice (drill, music, heritage, community well being)

Overview of key values:

- First WA purpose built Drill Hall
- First Badminton Club
- Social value for the community
- Part of a broader precinct

Some Key Events

1851 - 1895 convict establishment / garden

1895 / 1896 Artillery Drill Hall constructed

1895 - 1901 colonial volunteer defence force

1902 - 1986 commonwealth defence force

1939 / 1940 2 storey brick addition constructed

1939 / 1940 gun room addition constructed to south

1986 - 2014 fly by night musicians club

Approach

- Freo Social Hall patrons will socialise, enjoy themselves, dine and/or see a performance. Their engagement with the place's heritage values will be through 'incidental' and creative ways which make people aware of how those values have informed the heritage place.
- The interpretation aims to be primarily incidental and provocative and delivered in spaces such as the toilets, thoroughfare, etc using the doors, panels and the like to include graphic and text elements.
- On site interpretation will be supported by offsite including web, education and learning programs and social media to target a range of audiences who are interested in this site.

The Trust will also explore opportunities with adjacent landowners/users to reinforce the significance of the location of the site within the law and order precinct and its associations with key elements in it.

Audience

An eclectic group of musician/performers

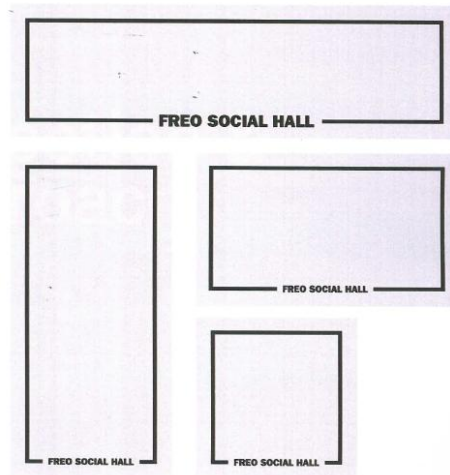
Audience 18+

Staff and Contractors

Strategies

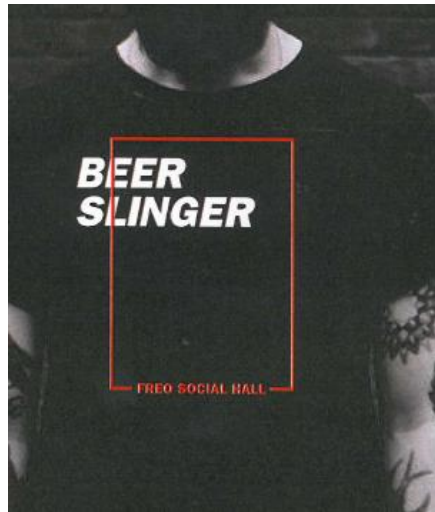
The name – Freo Social Hall – picks up on the social significance of the site to the local community and supports the intention to retain the place as an important social hub for the community. *Freo Social Hall will be a gathering place like no other in Fremantle* (Identity System, Freo Social Hall, Round, 2015) The conservation and interpretation plans have helped guide issues such as proposed use of spaces, rooms and outdoor areas.

The proposed graphic approach (branding) also aims to reinforce the notion of the place being a space for people to come together and as a space of recreation and community gatherings. The approach has a retro feel to it and speaks to the past uses of the place. It is suitable to adapt for use in a range of signage including labelling, directional and interpretive supporting the idea of integrating the interpretation into the presentation of the place.

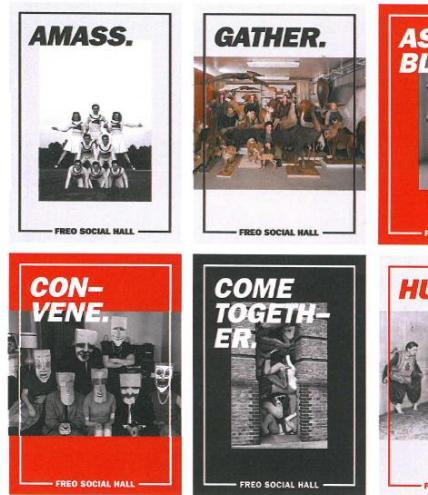


Branding templates (r)
Wayfinding signage (l)





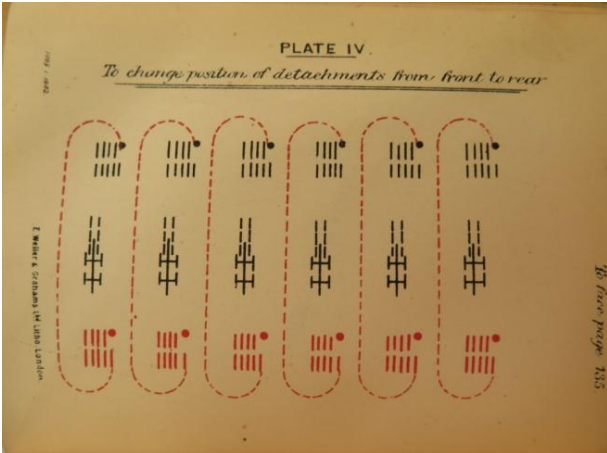
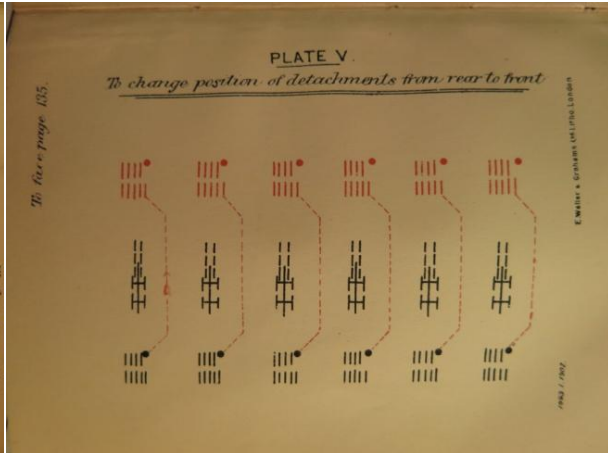
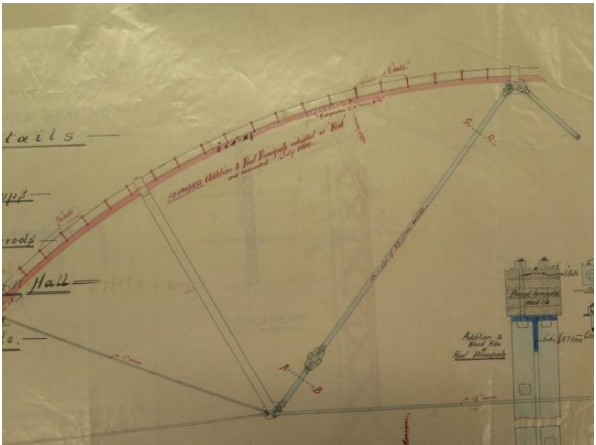
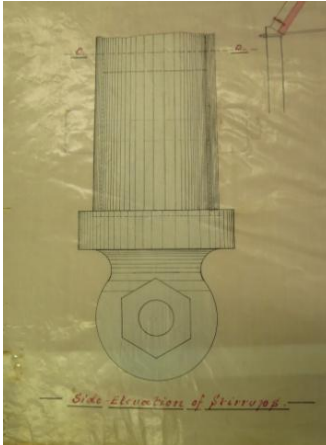
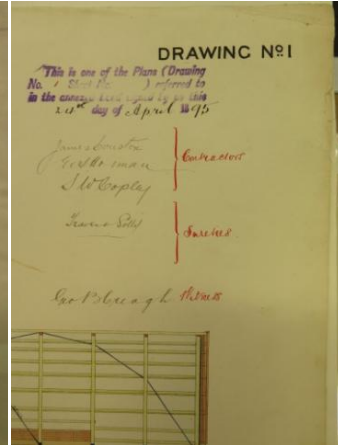
Uniforms (r)
Posters (l)

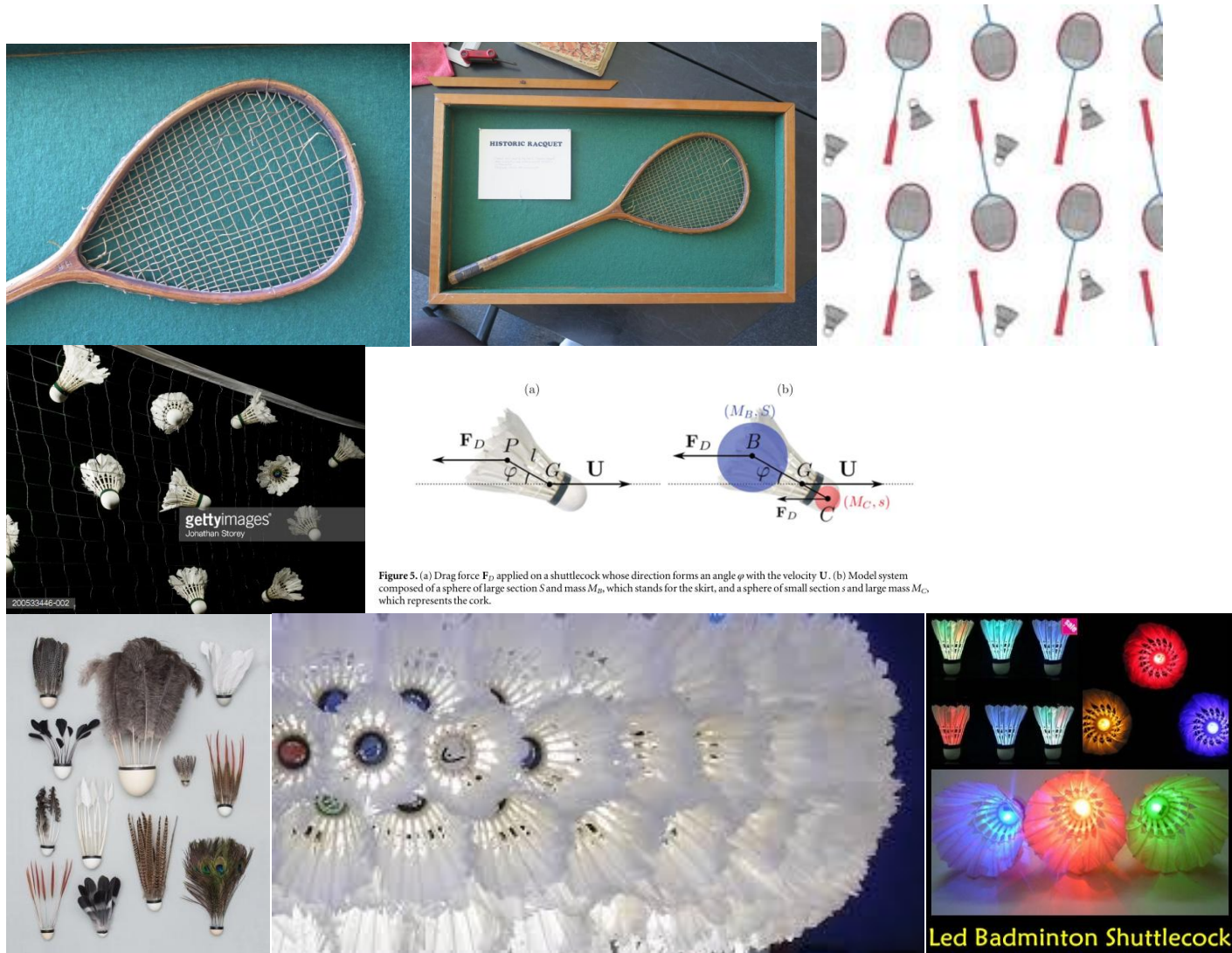


Ongoing collaborations with Sunset and its consultants to imbue interpretation into the redevelopment include but are not limited to the following. Further research and interpretation development has consolidated these ideas and revealed some strong imagery, design and text potential.

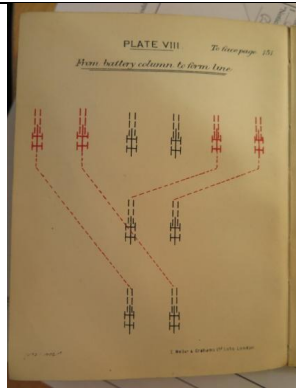
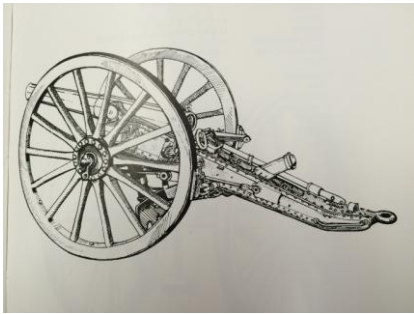
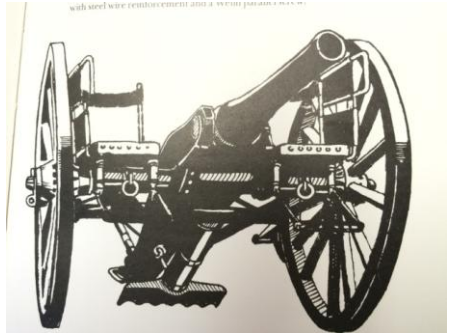



Interpretive Strategy

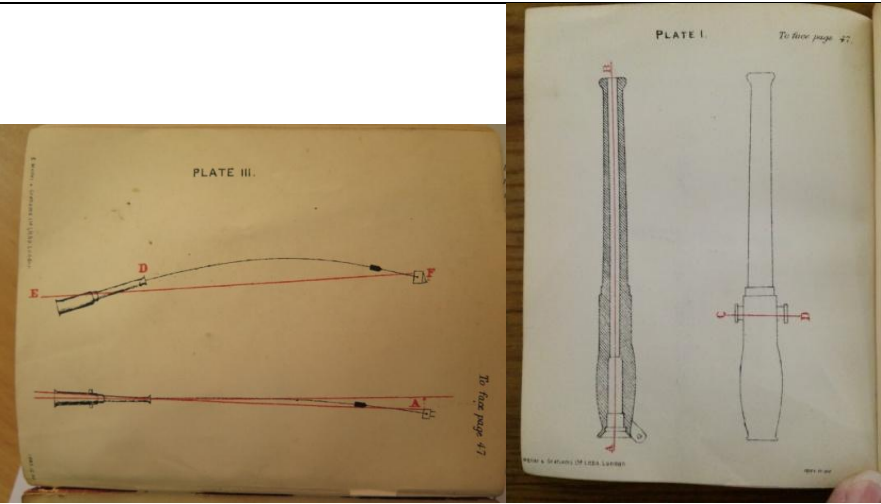
Potential location	Interpretive elements
Integrate into verandah/paving – routing	Noongar Name for Fremantle - <i>Walyalup</i> (Noongar people lived in this area for more than 45,000 years.)
Vegetation in and exterior structures and gardens	Response to 1857 convict garden links of the site. Potential garden plants could include some of the following OR reflect seasons. Asparagus, seakale, parsnip, NZ spinach, leeks, French beans, peas, lettuce, cabbage, celery, endive, celeriac, melon, cucumbers, gourds, water melon, tobacco, sea beet, capsicum, rhubarb and beet. Also included were the roots of Jerusalem artichoke, horse radish and rhubarb <i>“In 1829, the Horticultural Society (England) despatched aboard the first five ships to arrive in the colony, nine boxes of plant material comprising cuttings, tubers, roots and seeds.</i>
Architectural, design and engineering solutions reflect innovation through NT’s	NT has informed new design and construction elements from an innovative foundation.
Interpretation in rooms and spaces	Assign specific outstanding significance though text, image and design elements to rooms and spaces to particular areas Examples: <ul style="list-style-type: none"> • Drill Patterning - elements for walls • Volunteers (peaking out windows) • VIP room Capt. Mayhew and unnamed officer • Badminton - Music Hall • Community use - basketball letter

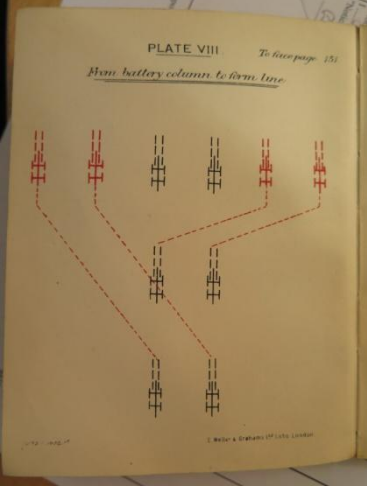
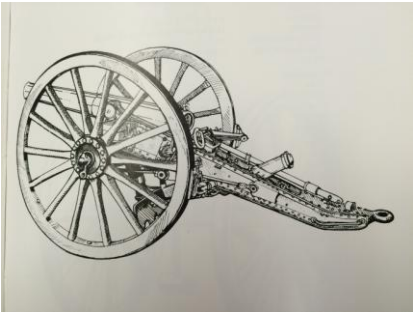
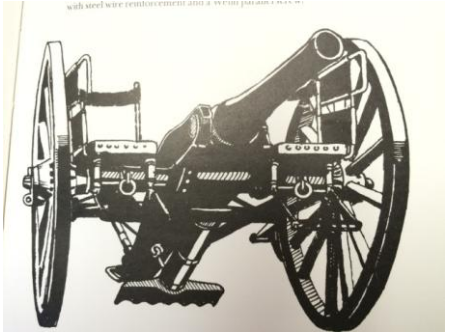

Potential location	Interpretive elements
Design elements	    

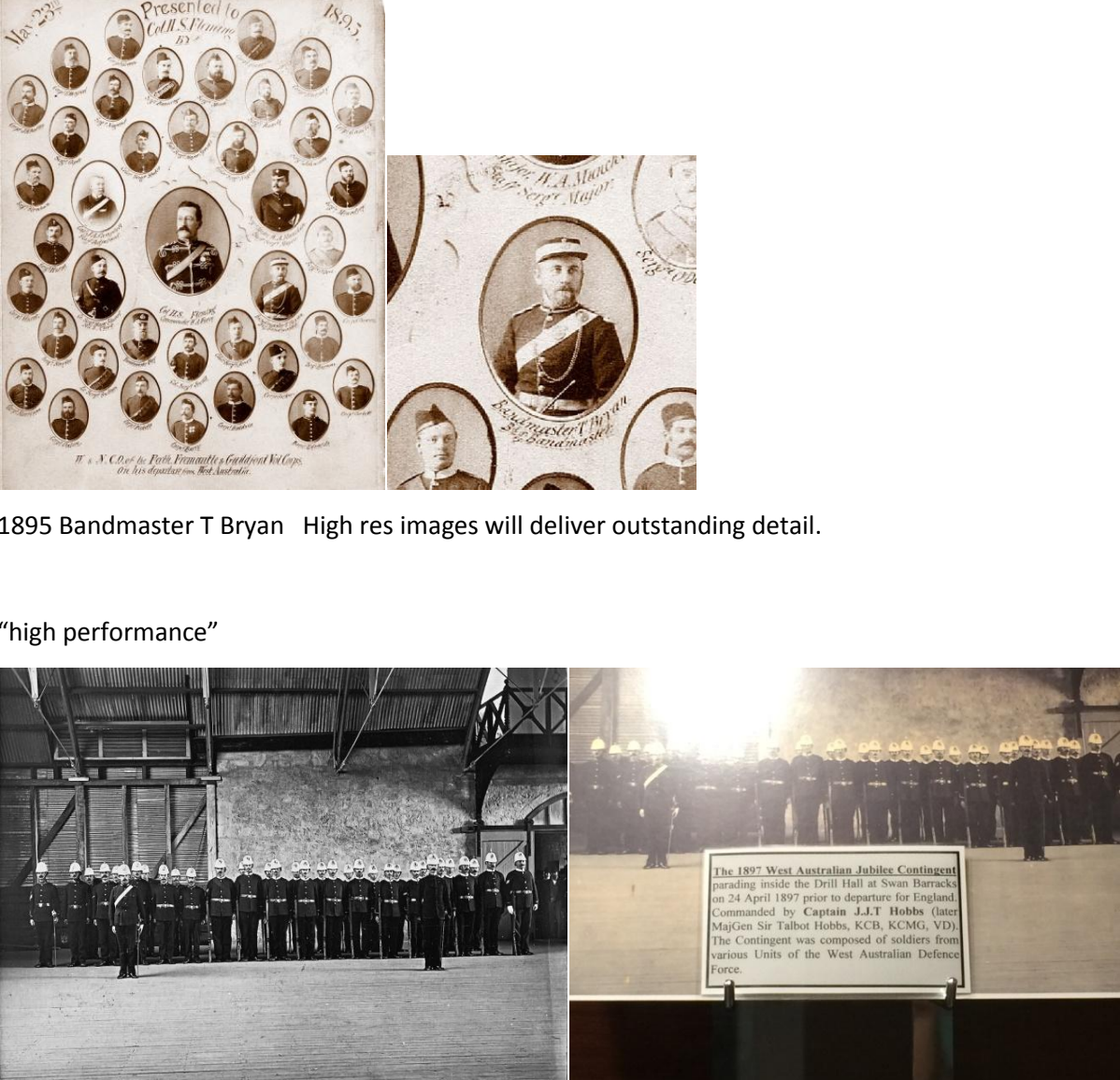
Potential location	Interpretive elements
Music Hall	<p data-bbox="577 236 1120 263">Badminton "What a racquet" "All strung out"</p>  <p data-bbox="1003 938 1635 981">Figure 5. (a) Drag force F_D applied on a shuttlecock whose direction forms an angle ϕ with the velocity U. (b) Model system composed of a sphere of large section S and mass M_B, which stands for the skirt, and a sphere of small section s and large mass M_C, which represents the cork.</p> <p data-bbox="1630 1348 1982 1380">Led Badminton Shuttlecock</p>



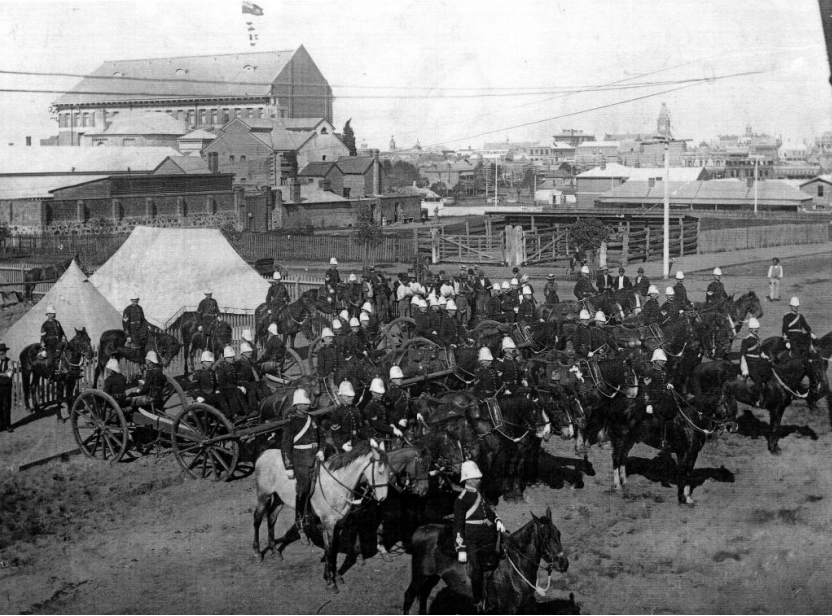
Potential location	Interpretive elements
Music Hall	<p>Badminton Quotes “In 1900 the first matches are played in Fremantle, Australia, thanks to Mr Moore who brought back eight rackets from his holidays in Great Britain”. Jean Yves Guillain, <i>Badminton an Illustrated History</i>, p65</p> <p>A graceful compliment was paid to Mr and Mrs F.G. Moore of Perth and Fremantle... when representatives of various clubs comprising the Busselton Association, gathered to do honour to “the father of Badminton”, for it was he who introduced badminton to Western Australia and was responsible for the Western Australian Association. Mr Bryant 24 January 1930, Page 2</p> <p>Replying, Mr Moore recalled that as an artillery officer... he had visited the celebrated military centre at Aldershot, and was there introduced to the game of Badminton.</p> <p>So much did the sport appeal to him that he immediately resolved to establish the game in the Drill Hall in Western Australia. 24 January 1930, Page 2</p> <p>Dear Sir, The Australian Badminton Association wishes ... to commemorate the beginnings of the sport of Badminton in Australia which took place in Fremantle in 1900 at the Drill Hall. Letter: HR Ward, President, Australian Badminton Association, 30 December 1978</p> <p>There are many examples of Newspaper headline lines and text</p>

Potential location	Interpretive elements
Garage Bar (former gun room)	   <p>'How to form a line.'</p>
Garage Bar (former gun room)	<p>"on the fly" <i>Fly By Night Musicians Club</i> posters including inaugural poster 14 March 1986</p>   

Potential location	Interpretive elements
Men's Bathrooms (5) Above the urinal, walls doors	 <p>++ Key significance text</p> <p>The first purpose built Artillery Drill Hall in WA. Badminton played here for the first time in Australia. The National Trust of Australia (WA) manages the Artillery Drill Hall on behalf of the community and the Government of WA.</p>
Women's bathrooms (9)	<p>"When ladies are to be present, adequate lavatory and cloak-room accommodation will be set apart for their use"</p> <p style="text-align: right;">Standing Orders for control and Letting of Drill Halls 1927</p> <p>++ Key significance text</p> <p>The first purpose built Artillery Drill Hall in WA. Badminton played here for the first time in Australia. The National Trust of Australia (WA) manages the Artillery Drill Hall on behalf of the community and the Government of WA.</p>
Thorough fare enroute to bathrooms	<p>"The hall will be used for the entertainment of members of the Unit and their bona fide friends only"</p> <p style="text-align: right;">Standing Orders for control and Letting of Drill Halls 1927</p>

Potential location	Interpretive elements
Garage Bar (former gun room)	<div style="display: flex; align-items: center;">  <div style="margin-left: 20px;"> <p>How to form a line...</p>   </div> </div>
VIP Lounge	 <p style="text-align: center;">Captain Mayhew and an unnamed officer</p>

Potential location	Interpretive elements
<p>Thoroughfare, windows, walls etc</p>	 <p>1895 Bandmaster T Bryan High res images will deliver outstanding detail.</p> <p>“high performance”</p>

Potential location	Interpretive elements
<p>Thoroughfare, windows, walls etc</p>	<div style="display: flex; justify-content: space-around; align-items: flex-start;"> <div style="text-align: center;">  </div> <div style="text-align: center;"> <p>090789PD_prefederation artillery volunteers</p> </div> <div style="text-align: center;">  </div> </div> <div style="text-align: center; margin-top: 20px;">  </div>

Potential location	Interpretive elements
Thoroughfare, windows, walls	<p>Detailed principles of Drill</p> <p>It is important that a clear distinction should be made between “drill” for acquiring accuracy and mobility, and “manoeuvre” or the practice of movement against the enemy.</p> <p>Perfection in drill leads to perfection in manoeuvre.</p> <p>Steadiness, combined with rapidity, accurate direction of advance and the presentation of intervals can only be attained by thorough drill.</p> <p>It is most essential that the brigade division be constantly drilled to perform all these movement accurately, in order that the necessary precision may be obtained for tactical operations.</p>
	<p>Leading and Dressing</p> <p>All leading and dressing is by the centre, except in some case on ceremonial parade.</p> <p>The march in line is the most difficult of all drill movements.</p>
	<p>There are two methods of occupying a position:</p> <p>The direct.</p> <p>The deliberate.</p>
Staff Training	An orientation program (developed by NTWA)
Exterior signage between Fremantle Prison and Freo Social Hall	At a date to be determined includes reference to Convict grant 1857.

Potential location	Interpretive elements
Thoroughfare, windows, walls	<p>Examples of text linked to community uses:</p> <p>WWI: A start was made yesterday enrolling volunteers for the Western Australian quota of the Commonwealth contingent. Major Wisdom, who is in charge of the enrolling of volunteers, stated last night that the enrolments recorded so far were: - Perth 465; Fremantle, 164 The West Australian Tuesday 11 Aug 1914.</p> <p>Basketball: Since peace was declared, I have several Ex-Servicemen enquiring about basketball. John Leonard, 11 March 1946</p> <p>Examinations: We anticipate a large increase in the number of entries for the Junior and Leaving examination and I would like to know if it would be possible to use the Fremantle and Claremont Drill Halls for these examinations. 30 July 1945 Clerk of Examinations</p> <p>Red Cross Company: Warrant Officer D.O. Benbow has been drilling members of the Girls' Friendly Red Cross Company on the Esplanade. 25th February 1942</p>