

## Brief Artillery Drill Hall Interpretation Project

The National Trust of Western Australia manages the Artillery Drill Hall on behalf of the community and Government of Western Australia and is committed to ensuring the heritage values of the place are acknowledged through innovative and engaging interpretation.

Proposals are sought from contractors experienced in the interpretation of heritage places to develop the interpretation of the Artillery Drill Hall, Holdsworth Street, Fremantle, which is currently undergoing conservation and adaptive reuse works for its future use as the Freo Social Hall.

### **Background**

The National Trust of Western Australia aspires to awaken the community to the value of heritage. To achieve this outcome the Trust wishes to share the stories embedded in the places in its care through interpretation, education and public programs that will activate engagement. The National Trust manages the tangible and intangible values of a portfolio of significant heritage places and collections.

To preserve, interpret and make accessible these values requires a commitment to best practice heritage management including conservation, adaptive reuse and interpretation. Engagement is driven through a range of narratives and interpretive techniques underpinned by knowledge, research and analysis.

The Artillery Drill Hall was utilised for various defence purposes until its conversion in 1986, as an America's Cup project, into the live music venue known as the Fly by Night Musicians' Club. The Club operated until 2015 when a new lease was granted to Sunset Events Pty Ltd. Following conservation, service upgrades and a new fit-out the place will re-open as the Freo Social Hall, a multifaceted destination incorporating bars, food and live music.

### **Aboriginal Acknowledgement**

The Trust acknowledges its properties are situated on Aboriginal land across the state. The Trust recognises Aboriginal people remain the cultural and spiritual custodians of their land and continue to practise their values, languages, beliefs and knowledge. The Trust is committed to working with Aboriginal people to ensure these practices are recognised and included in the conservation and interpretation of its properties and Aboriginal people are consulted and involved in the development of Trust projects and programs.

### **Artillery Drill Hall – Brief History and Significance**

The Artillery Drill Hall site has three distinct periods of use since the European settlement of the area.

- (i) The Convict Garden
- (ii) The Artillery Drill Hall
- (iii) The Fly by Night Club

It is now in a new phase as a heritage place managed by the National Trust of Western Australia on behalf of the community and Government of Western Australia.

**(i) Convict Garden Period (c1850 to 1895)**

*Documentary evidence suggested that prior to the construction of the Drill Hall in 1895 the area was used as a garden as part of the convict cantonment which was established in 1851. However, there was no information as to how the garden was used, by whom, or for what duration. The amount of recovered rubbish would suggest that this area was also used for general rubbish disposal. This may have occurred either before, during, or after its use for gardening activities. It is entirely possible that the drop in convict numbers towards the end of the 19<sup>th</sup> century meant that the garden ceased to be used and the area was then used for rubbish disposal practices.*

*Despite its association with the Convict Establishment, the garden's geographical proximity to warder's cottages means that the majority of rubbish found in this vicinity probably derives from the occupants of those buildings rather than the from the Prison. It is also possible that some of the recovered rubbish was deposited prior to 1850 and the arrival of convicts.*

(Report on Archaeological Work at the Artillery Drill Hall, Fremantle 2017 by Dr Sean Winter and B'geella Romano, Winterborne Heritage Consulting)

**(ii) Artillery Drill Hall Period (1895 to c1985)**

*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 a rare curved roof structure which represents significant technological and design achievement for the 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 Register of Heritage Places 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 Fremantle Prison. The building remained in military use and during World War II.*

(Artillery Drill Hall Interpretation Plan 2005 by Malloway Studio and Paul Kloeden)

More recent research into the cultural values associated with the Artillery Drill Hall has revealed the place has further community value and significance as the first place in Australia where badminton was played.

**(iii) Fly by Night Club Period (c1985 to 2015)**

*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 grant and the Drill Hall*

*became a live music club and the 'first smoke free' venue in Australia.*

(Artillery Drill Hall Interpretation Plan 2005 by Mulloway Studio and Paul Kloeden)

In 2000 the National Trust was granted a management order for the Artillery Drill Hall. In that time it has carried out some interpretation planning and a number of conservation projects of varying scale. No interpretation works have been implemented. In 2016/17 archaeological excavation and monitoring of ground disturbing works associated with the current conservation project was undertaken. Three clear archaeological periods of site use were identified at the Artillery Drill Hall that generally fitted well with three historical periods outlined above.

## **Interpretive Vision**

An Interpretation Plan was developed in 2005 to consider how to communicate the heritage values of the place to a broader audience whose main focus is entertainment and music, rather than heritage. Although it was written for the previous tenant, the Fly by Night Musicians' Club, the document continues to serve as a guide for the National Trust in its discussions and planning with Sunset Events.

The vision set out in the Interpretation Plan supports the adaptive reuse of the Artillery Drill Hall as the 'Freo Social Hall'. It also makes clear the interpretation of the cultural values associated with the place are to be delivered with a 'light touch' that increases community engagement with and awareness of a significant heritage place.

*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)

It is expected the interpretation will be enticing, engaging and intriguing. It will provide unexpected layers of insight into a place that is often (and erroneously) perceived to be an old aircraft hangar. Audiences will find the stories associated with the place to be enlightening. In keeping with the use of the place as a food and beverage and live music venue, it will be presented in an accessible, light hearted and enjoyable manner. The interpretive experience will be such that audiences feel compelled to consider the Artillery Drill Hall as a significant heritage place that should be treasured and enjoyed by the community now and in the future. Audiences will also recognise it as a National Trust of Western Australian heritage place, feel positive about the organisation's work and be encouraged to support it as a member or through donations.

## **Audience**

There are three distinct target audiences for the interpretation of the Artillery Drill Hall. The first is the main audience which comprises those who will attend the Freo Social Hall. Given the future use of the venue as Freo Social Hall these audiences will be diverse and will include those who may not consider themselves to be interested in heritage and others who most certainly have not been attracted to it as a heritage place. Secondly there are potential audiences to be found within the local pedestrian traffic given the proximity of the place to the Fremantle Prison, the former

Courthouse and Police Station Complex and various tourist attractions in central Fremantle. Finally, there is the heritage audience of people who are engaged with the stories and built heritage of Fremantle, Perth and Western Australia, and of the National Trust (particularly its members).

## **Scope of Works**

The project is to be guided by the principles, objectives and philosophy articulated in the National Trust of Western Australia Interpretation Strategy (attached).

The interpretation contractor will be required to review the Artillery Drill Hall Interpretation Plan 2005 and the Artillery Drill Hall Interpretation Strategy 2016 and to consider them both in the context of current plans for the site by Sunset Events. Gaps are to be identified and additional research is to be undertaken as required. Areas already identified as requiring more investigation include: messaging around the National Trust and its work; the archaeology of the Artillery Drill Hall and its relationship to the convict establishment; the context of the place within the Law and Order Precinct (inc former courthouse and police station), and its place within the World Heritage convict precinct. Recommendations are to be made as to how the interpretation of the Artillery Drill Hall can be best integrated with the fitout by Sunset Events.

Detailed documentation of the proposed interpretive content is to be provided for implementation by a still to be nominated designer who will undertake the design, production and installation. The documentation is to include (where applicable) provision of high quality digital images, reproduction/copyright approvals, any text and other content. The interpretation contractor is expected to remain involved with the project until the completion of installation.

Regular and inclusive liaison with the National Trust, Sunset Events and the (still to be) nominated designer is key to the success of this project. The interpretation contractor will be expected to liaise directly with the designer and guide the implementation. Sunset Events is currently working on the re-branding of the venue. It is essential that the interpretation is mindful of the Freo Social Hall's branding and results in an integrated offering to visitors. It is also expected that additional content will be included in the National Trust's website. Additionally there is potential for interpretation outside the boundaries of the Artillery Drill Hall site eg the Fairbairn Street link to the Prison.

The Freo Social Hall project is scheduled to open late in 2018 or early 2019 (subject to licensing approvals). Consequently the interpretation works must be completed (including design and installation) in time for the opening. Design, production and installation will be carried out under a separate contract.

It is expected the interpretation content development project, for which this brief applies, will be carried out within a budget of \$8,000+gst. The budget for the works component will be confirmed during the course of the project and based on the concepts and interpretive approach developed by the interpretation contractor however it is anticipated to be in the region of \$30,000.

## **Existing Resources**

The National Trust holds copies of the Artillery Drill Hall Conservation Plan 2005, the Artillery Drill Hall Interpretation Plan 2005 and the Artillery Drill Hall Interpretation Strategy 2016. There is also a collection of archaeological material and associated reports from the 2016/17 underfloor excavations.

Research during the preparation of the Artillery Drill Hall Interpretation Strategy 2016 uncovered images, newspaper articles and potential visual design components held in other collections that relate to the Artillery Drill Hall. They have been identified for potential inclusion in the interpretation and the Strategy has considered how the material may be integrated with the Freo Social Hall fitout.

The archaeological excavations produced a large and significant assemblage of artefacts. While generally in good condition, many fragile and rare artefacts that would not normally survive in an archaeological context, were recovered. Their physical condition precludes exhibition however they can be photographed for incorporation into interpretation on site.

## **Attachments**

Attached is a copy of the National Trust of Western Australia Interpretation Strategy.

The following documents are available to download from these links:

- [Artillery Drill Hall Conservation Plan 2005](#)
- [Artillery Drill Hall Interpretation Plan 2005](#)
- [Artillery Drill Hall Interpretation Strategy 2016](#)

## **Insurance requirements**

Contractors are expected to hold the following insurances:

Professional Indemnity – value \$20 million

Public Liability – value \$20 million

## **Project Reporting and Management**

The Manager Interpretation and Collections will be the prime source of direction for the successful interpretation contractor.

## **Information Required for Lodging Submissions**

Priority for selection of the interpretation contractor for this project will be given to those with a well-developed understanding of the special conditions associated in working with heritage places, with research expertise, and with demonstrated experience in the interpretation of heritage places.

Submissions must be limited to 10 pages and will be evaluated against the following criteria:

1. Experience in the interpretation of heritage places
2. Response to the brief and proposed approach to the project
3. Credentials and expertise of key personnel
4. Understanding of the tasks and outcomes
5. Value for money

The following details must also be included within the submission:

- Name of the contractor, business address and relevant contact details
- Details of services offered, background and financial standing

- 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 contractor
- Details of any sub-contractors proposed
- Level of professional indemnity insurance and name of the company that holds the policy

## Submissions

All submissions should be clearly marked, “**Artillery Drill Hall Interpretation Project**” and submitted no later than 9am WST on Monday 1<sup>st</sup> October 2018 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 nominated closing date and time 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:*

Ms Sarah Murphy  
Manager Interpretation and Collections  
National Trust of Western Australia  
4 Havelock Street  
WEST PERTH WA 6000  
Telephone: (08) 9321 6088  
Mobile: 041 995 1454  
E-mail: [sarah.murphy@ntwa.com.au](mailto:sarah.murphy@ntwa.com.au)

## ATTACHMENT ONE

# NATIONAL TRUST OF WESTERN AUSTRALIA INTERPRETATION STRATEGY

### Strategic Intent

West Australians will cherish the National Trust's places and collections because they contribute to an understanding of our identity, in all its diversity, and our place in the world.

### Strategic Theme

Illuminating the spirit of our places

### Historical Context

We will use the Australian Historic Themes Framework to help ensure broad scale thinking about our places and their connections. The themes provide a broad context within which we can consider the National Trust's places and our role in their conservation and engagement with the community.

Each place is connected by major themes while projecting its unique personality as part of the broad National Trust family.

The themes are: Tracing the Evolution of the Australian Environment; Peopling Australia; Developing Local, Regional and National Economies; Building Settlements, Towns and Cities; Working; Educating; Governing; Developing Australia's Cultural Life; and Marking the Phases of Life.

### Principles

1. The starting point for all our interpretation is based on the premise that all our places are settings for human activity.
2. There is no place with a single story: all have layers which we will aim to illuminate.
3. Landscape and place are inseparable and we acknowledge the stories of a place are broader than the extent of the property boundaries
4. We will tell the stories of our places referencing the landscape, collections and other forms of tangible and intangible heritage
5. We shall address Aboriginal connections to our places
6. We will articulate connections between the places and collections in our portfolio
7. The Interpretation Strategy will inform future acquisitions
8. We will strive to be honest and transparent (genuine) in the presentation of our places and our collections and the stories they tell
9. Accessibility is a priority and we shall find as many pathways as we can to maximise visitation experiences
10. Our interpretation will be evidence based and built on a foundation of research and knowledge.

### Purpose

Interpretation enables audiences to engage and make connections that have long term value. The purpose of the Interpretation Strategy is to guide the design and integration of messages and mediums, to inform conservation and communications, and to contribute to education and

engagement activities so as to create a clearly defined identity across National Trust of Western Australia places.

## **Aim**

The aim of interpretation is to open new perceptions and perspectives of National Trust places and collections so that people are inspired to visit and experience the heritage values expressed in the places in our care and in broader contexts

## **Interpretation Objectives**

1. To reveal and provoke consideration about what our places reflect and mean
2. To help our audiences find meaningful connections and a contemporary relevance to heritage
3. To provide satisfying audience experiences so that they become ambassadors for our places and our cause
4. To position the National Trust place experience as a unique and essential part of the WA narrative
5. To have broad appeal to a diverse audience
6. To redress imbalances in how our places have been conserved and interpreted
7. To ensure our volunteers to be well informed and aligned to the strategy
8. To communicate a personality that aligns to the overall interpretative framework adopted by the Trust
9. To tell different stories at each place informed by research, audience needs and strategic priorities
10. To achieve a minimum agreed standard of presentation across priority places

## **Philosophical Approach**

The principal aim of interpretation is not instruction, but provocation. The place should be presented as a space for public discourse and invite the visitor to share the excitement of thinking about the past, the present and the future. The visitor experience should thus be one of discovery or inspired insight. The local visitor should experience a degree of self-revelation while those from further afield should enjoy a richer insight into the place, the State and the country.

Interpretation should aim to present the whole rather than a part. It should resonate with voices that encourage open-minded consideration of different perspectives. The interpretation should celebrate the significance of the place by promoting the exploration of knowledge and ideas and by providing a dynamic forum for discussion and reflection. When challenging convention and encouraging debate, the interpretation may sometimes be controversial but never dull.

Interpretation is not mere information - it is revelation based upon information. But the information upon which it is based must be thematically organised, based on rigorous research and specific to each place. The interpretation should aim to relate to the place being displayed to something within the visitor.

Interpretation is an art, which combines many arts. Interpretive techniques should be appropriate to the place and the various, or multiple, audiences. They should reflect a contemporary perspective and clearly distinguish themselves from the historic fabric, artefacts or reality. They should be imaginative, reflecting the best in creativity and ingenuity.



There are, however, many options for interpreting a place. There is no single right way. The philosophical approach outlined above should be used to explore all the options.

(Mulloway Studio/ Paul Kloeden 2005 for the National Trust of Western Australia)

## **Audiences**

### *Volunteers*

- We want our volunteers to embrace the National Trust's approach to interpretation as well as embracing the breadth and depth of the stories relating to the place

### *Visitors*

- We aim to increase visitation and find new and more diverse visitor segments
- We aim for visitors to become ambassadors to National Trust places: to come back, go to another, and tell friends about the experience

### *Users/Tenants*

- We want users and tenants of National Trust places to sign up to the story of the place they occupy

### *Local communities*

- We aim to develop an understanding of a National Trust place's role and its contribution among in the immediate community

### *Education*

- The content of the education program will align with the narrative the National Trust has adopted for a place and this will stimulate further enquiry about its significance

### *Public program participants*

- The public program content will be informed by and respond to the interpretation strategy

## **Interpretation Approach – Places**

- Acknowledges the National Trust's interpretation strategy and aligns with agreed principles and objectives
- There will be a focused interpretation strategy for each priority place
- The strategy provides for the implementation of the interpretation plan at each place
- The interpretation plan will include, but not be limited by the following contents:
  - Significance
  - Reasons why the place is being interpreted
  - What meanings and messages we wish to communicate
  - Identification of audiences
  - Key messages
  - Goals – what will visitors find relevant, what stories will we tell
  - Critical review – what is known about the place before visitors arrive and what will they come to understand on the journey through the visitor experience

## **Design and Implementation**

- We will apply a range of techniques and develop approaches selected to most effectively connect the stories of the place with the intended audience
- The interpretation will enhance, not dominate, the visitor experience
- Acknowledge that conservation impacts interpretation
- Acknowledge that interpretation should inform conservation
- Making a place 'accessible' may impact the place's fabric and its stories