

Brief for an Interpretation Strategy

Royal Perth Hospital Precinct and Historic Heart of Perth

Proposals are sought from a consultant team, experienced in the interpretation of the values associated with heritage places, to prepare an interpretation strategy focussed on the Royal Perth Hospital Precinct and the Historic Heart of Perth neighbourhood in which it is situated.

Background

The National Trust has been successful in an application to Lotterywest for funding to prepare an interpretation strategy for the Royal Perth Hospital Precinct. Historic Heart of Perth Inc has contributed equivalent funds to extend the study to the Historic Heart of Perth neighbourhood. The project is funded for completion by late August/early September to enable grant acquittal in September 2019.

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 these values accessible 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.

This project meets the Trust's strategic goals of being valued by more people and through activation of its storytelling. Additionally, it meets the Trust's goals to be valued by more people, stimulating appetite to support the Trust, and ensuring a sustainable Trust.

Historic Heart of Perth Inc is a not for profit registered charity which aims to revitalise the east end of the Perth CBD, an area from Barrack Street in the west to Hill Street in the east, and from Wellington Street to the river. It is this area that is called the Historic Heart of Perth.

The area is home to one of Perth's greatest collection of heritage listed buildings (including Perth's oldest building, the Old Court House built in 1836) and a collection of intriguing small museums. The significance of the area has been recognized by the Department of Culture and the Arts, with the Historic Heart included in their Draft Cultural Infrastructure Strategy, recently released for public consultation.

Despite its rich assets, in past decades the Historic Heart has been drained of vitality and forgotten, with social issues prevalent. The vision of Historic Heart of Perth Inc is to work with the city's major stakeholders, including the National Trust and the City of Perth, to reinvigorate and revitalise the Historic Heart - creating an identifiable neighbourhood with a strong sense of place, making a contribution to the city and, importantly, to the people who live, work and visit here.

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.

Significance – Historic Heart of Perth Neighbourhood

As stated above, the Historic Heart is home to one of Perth's greatest collection of heritage listed buildings (see attachment two). These buildings and adjacent significant trees form important 19th and early 20th century streetscapes that are the tangible reminders of the formation and evolving use of our city.

In addition to its collection of heritage buildings, the Historic Heart is home to a collection of intriguing small museums including the Old Court House Law Museum (housed in Perth's oldest building, constructed in 1836), the Royal Perth Hospital Museum (housed in Perth's first hospital), the DFES Heritage Centre (housed in Perth's first fire station) and the YAL Museum.

The area is also home to a number of buildings which function as museums - the traditional role of museums being to collect objects and materials of cultural, religious and historical importance, preserve them, research into them and present them to the public for the purpose of education and enjoyment. These buildings are the Perth Town Hall, St Mary's Cathedral and St Georges Cathedral.

The significance of the Historic Heart neighbourhood has been recognized by the Department of Culture and the Arts, with the Historic Heart included in their Draft Cultural Infrastructure Strategy, recently released for public consultation.

Brief History and Significance – Royal Perth Hospital Precinct

Royal Perth Hospital Heritage Precinct, a group of Colonial, late nineteenth century and early twentieth century Hospital-use buildings, has developed as a Hospital Precinct in response to the impetus of Hospital needs. The Heritage Precinct has cultural heritage significance for the following reasons:

the place is rare and historically relevant as embodying the first Hospital in the Colony in Western Australia and the first purpose-built Hospital in Western Australia;

the elements of the Heritage Precinct display aesthetic values and the distinctive representative architectural characteristics of building – the Colonial Hospital of 1855, the Administration Building of 1894, the Infectious Diseases Ward of c. 1900, Kirkman

House of 1909 and 1926, the Old Kitchen of 1909, and the Radium Treatment Block of 1929 and 1955;

the Heritage Precinct is important as part of the tangible evidence of a Public Hospital, now known as Royal Perth Hospital, as a place in continuing use for the care of the sick and needy from 1855 to the present day in 2012, and more recently as a Teaching Hospital associated with the University of Western Australia School of Medicine;

the built elements of the Heritage Precinct display landmark value in the context of a sector of the City of Perth in Murray Street, which street incorporates a number of other elements identified to have cultural heritage significance;

the elements of the Heritage precinct including the Moreton Bay Fig Tree and the associated landscape on site, have social value through a continuing involvement of Hospital Administrators, of Government officials, of doctors, of nurses, of Hospital Support staff including volunteers, professional architects and builders, and of patients from the community since the 1850s;

the place reflects changes in hospital administration and medical care and the development of the City of Perth and the State of Western Australia from 1855 to the present day in 2012.

Royal Perth Hospital Heritage Precinct Conservation Plan Review 2012 R. Bodycoat Architect

The National Trust of Western Australia obtained the management order for the Royal Perth Hospital Precinct in 2013 and is committed to ensuring the heritage values of the place are acknowledged through innovative and engaging interpretation.

The Royal Perth Hospital Precinct (RPHP) is part of the greater Royal Perth Hospital complex. The Royal Perth Hospital is a major institution in the Western Australian community and has made a significant contribution to the history and development of the city. The RPHP buildings are currently leased to the Department of Health for various medical related purposes. The future use of the precinct by the Department is currently unknown while it considers the long term plans for the future of the Hospital overall.

The RPHP comprises the following buildings:

- H Block – Ainsley House
- K Block – Kirkman House
- M Block – Administration Building
- N Block – Colonial House
- P Block – Milligan House
- L Block – Former Kitchen

The RPHP is situated in the historic eastern end of the city, bounded by Wellington, Hill, Hay and Barracks Streets. The area is dominated by Victoria Square and St Mary's Cathedral and is home to a range of key government and religious institutions. Over recent years, the area's urban fabric has declined and several buildings have become vacant or underused. The recent refurbishment of several historic buildings and the activities of not for profit community organisation, Historic Heart

of Perth Inc, have helped position the RPHP as a key part of the revitalisation ambitions for the East End precinct.

The heritage values of this area are multi layered and, at times, incredibly sensitive. Pre settlement stories underlie the precinct. Additionally, 57 Murray Street (another National Trust heritage place) was the bureaucratic epicentre of one of the most repressive systems of control over Aboriginal people, including the forced removal of children from their families, from the 1920s – 1940.

The opportunities for the activation of this area led by a rich interpretation program will not only respect its layered heritage values but will provide a platform for a range of visitor experiences, civic and streetscape enhancement and commercial opportunities to increase the quality of presentation and options.

The precinct has many advantages including its proximity to the city, key public transport hubs and the river and its cycleways. Many of its historic buildings remain and its streetscape is enhanced by extraordinary street trees which provide significant amenity.

Interpretive Vision

It is expected the interpretation strategy will consider a range of lively and innovative elements and experiences to entice, engage and intrigue those who encounter the RPHP and the Historic Heart of Perth neighbourhood. Audiences will find the stories associated with the precinct and neighbourhood to be enlightening and unexpected, and through the interpretation will better understand the heritage values of the RPHP and the Historic Heart neighbourhood and treasure it as a significant heritage place.

The strategy will consider opportunities for engagement with the broader heritage values of the east end and the city. Alignment with the ambitions and activities of other precinct stakeholders will be instrumental in the success of the project outcomes.

Stakeholders

Key stakeholders include: Royal Perth Hospital and Department of Health, Royal Perth Hospital Heritage Group, City of Perth, Catholic Archdiocese, Metropolitan Redevelopment Authority, Curtin University, and various prominent hospitality operators and developers with interests in the Historic Heart of Perth such as Adrian Fini, Westin, Hibernian Place (among others).

The National Trust has signed a Memorandum of Understanding with Historic Heart of Perth Inc. which is developing strategies and actions for revitalising the Historic Heart of Perth. Historic Heart of Perth Inc has developed strong networks to the business community, educational institutions, community groups and professional service providers who are expected to engage with this project.

Audiences

As a planning tool, the interpretation strategy will enable the National Trust and Historic Heart of Perth Inc to take a lead role in the development of revitalisation activities aimed at improving the amenity of the Historic Heart neighbourhood. It will support the Trust's work in communicating the values of the RPHP and the Historic Heart to the community, increase community engagement and understanding and build strong partnership with the Royal Perth Hospital and other organisations with interests in the Historic Heart to deliver and implement the strategy's actions.

The *recommendations* of interpretation strategy will be of direct interest to the primary audience of stakeholders listed above. They will play an integral role working with the National Trust and Historic Heart of Perth Inc to bring the concepts to fruition and aligning their own work and activity in this area.

The audiences who will engage with the *outcomes* of the interpretation strategy will include:

- Western Australia's Aboriginal communities, particularly Noongar people, who will benefit from a contemporary re-interpretation of this precinct that acknowledges traumatic histories, and initiates new conversations and elements that can begin to contribute towards healing.
- The new and growing community of people who live within the Historic Heart neighbourhood, who are keen to create and be part of a more connected and vibrant community.
- Volunteers involved in the many small museums throughout the precinct, as well as additional volunteers engaged through the Historic Heart town team, who are passionate about the history, stories and life of this precinct.
- People who work in this precinct or pass through it on their way to the CBD.
- People passing through the area for medical appointments or to visit patients at Royal Perth Hospital.
- Students attending Mercedes College, Curtin University, other locally based training colleges or students on excursions to this precinct to learn about Western Australia's history and to engage with it.
- The heritage audience that is engaged with the stories and heritage of Perth and Western Australia, and of the work of the National Trust
- Recreational audiences including people who come across the RPHP and the Historic Heart while staying in, enjoying and exploring the area. This general audience is diverse, will include people of all ages and a broad socio-economic range from across the Perth community. It will also include those with an incidental or passing interest and tourists.
- Local business owners in the area may also play a role in engaging with and adding value to initiatives related to the interpretation strategy.

Through interpretation we want all these audiences to be quickly engaged and intrigued. We want them to be surprised by what they discover about the precinct and its heritage. We wish to provoke curiosity and a desire to know more. We want our audiences to appreciate the multi-layered heritage values of RPHP and the Historic Heart of Perth through a lens of contemporary relevance.

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 (attachment one).

The National Trust is an organisation that works in partnership with a great many organisations. For this project there is an expectation the consultant team will provide opportunities for student placements (potentially working through universities) to provide students with practical experience in community consultation.

The consultant team will:

- Engage with and consult with key stakeholders
- Prepare an interpretation strategy for RPHP and the Historic Heart neighbourhood
- Present a staged approach (including cost estimates) for the delivery and implementation of the recommendations as how to interpret the RPHP and the Historic Heart neighbourhood

It is expected the project, for which this brief applies, will be carried out within a budget of \$40,000 + gst inclusive of all fees, costs, travel and disbursements.

Copyright

Copyright of all original material during the course of the project will remain with the National Trust of Western Australia and Historic Heart of Perth Inc. Use of already copyrighted material must be appropriately obtained and acknowledged. Further publication or distribution of all or part of the work produced must receive prior permission from the National Trust and Historic heart of Perth Inc.

Insurance Requirements

Consultants are expected to hold both Professional Indemnity and Public Liability insurances, each to the value of \$20million.

Attachments and Key Documents

Attached is a copy of the National Trust of Western Australia Interpretation Strategy and a list of the heritage listed buildings in the Historic Heart neighbourhood.

The following documents are available on request:

- 'Royal Perth Hospital Precinct Conservation Plan', 1995, Considine & Griffiths
- 'Royal Perth Hospital Heritage Precinct Conservation Plan', 2011, Bodycoat, R.
- 'Royal Perth Hospital Heritage Precinct Integrated Vision and Contextual Study, 2017, National Trust of Western Australia
- 'Historic Heart East End Perth: Overview and Update', 2018, HHoP

Client Contact

The primary contact for this project is Sarah Murphy, Manager Interpretation and Collections.

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, and with demonstrated experience in the interpretation of the heritage values associated with heritage places.

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

1. Demonstrated experience in the development of interpretation strategies for 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, **“RPHP/ HHoP Interpretation Strategy”** and submitted no later than 9am on Monday 27th May 2019 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

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:

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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

ATTACHMENT TWO

HERITAGE LISTED BUILDINGS IN THE HISTORIC HEART OF PERTH NEIGHBOURHOOD

1. **The Deanery** (site of the first gaol)
R. R. Jewell 1859
2. **Burt Memorial Hall**
George Parry 1917
3. **St George's Cathedral**
Edmund Blacket 1879 onwards
J.J.T. Hobbs
4. **State Buildings**
R.R. Jewell 1878-83
G.T. Poole 1885-97
J.H. Grainger 1897
H. Beasley 1907-07
5. **Perth Town Hall**
R.R. Jewell and J. Manning 1867-1870
6. **Cremorne Arcade**
Part of Annie Oliver's Cremorne Hotel and Picture Gardens
Architect unknown 1897-1930
7. **Criterion Hotel**
Hotels on the site since 1848
Hobbs Forbes and Partners 1937
8. **556 Hay Street**
C. 1900
9. **Woods Building 542-544 Hay Street**
C. 1905
10. **534-540 Hay Street**
C. 1895
11. **520-530 Hay Street**
C. 1900
12. **St George's Theatre**
H. Prinsep, Built by Messrs Stone and Burt 1879
13. **36-38 Pier Street**
C. 1900

14. **Milton Chambers 40-44 Pier Street**
C. 1900
15. **Salvation Army Citadel 48-54 Pier Street**
Hobbs Forbes and Partners 1899-1903
16. **Former Railton Temperance Hotel** (named after George Railton)
Forbes and Fitzhardinge 1964
17. **Deward Hotel, 93-99 Murray Street**
Architect unknown 1911
18. **Perth Electricity and Gas Department, 128-132 Murray Street**
J. Ochiltree 1927
19. **Collies Buildings**
Architect unknown c 1900
20. **Boladeras Building, 124-130 Murray Street**
Built by a former Spanish monk
Architect unknown 1898
21. **Government Print Office, 78 Murray Street**
G.T. Poole and H. Beasley 1894-1902
22. **Government Stores, 70-74 Murray Street**
H. Beasley 1911
23. **Salvation Army Congress Hall**
Hobbs Forbes and Partners 1899-1903
24. **Chief Secretary and Public Health Department, 57 Murray Street**
H. Beasley 1912
25. **Daniel O'Connor's House, 55 Murray Street**
R. Dennehy 1855
26. **Young Australia League, 45 Murray Street**
C. Oldham and H. Boas 1924
27. **Kirkman House**
H. Beasley 1909
28. **No 1 Fire Station, 25 Murray Street**
Cavanagh and Cavanagh 1901
29. **Hibernian Hall (Perth Chest Clinic) 15-17 Murray Street**
Cavanagh and Cavanagh 1902

30. **RPH Administration Building**
G.T. Poole 1895
31. **Colonial Hospital**
R.R. Jewell 1855
32. **Cottages, 23-29 Victoria Square**
Architect unknown 1897-8
33. **St Mary's Cathedral, Victoria Square**
Benedictine Brothers 1865 on
M. Cavanagh 1926-30
34. **Mercedes College (Sisters of Mercy Convent), Victoria Square**
Cavanagh and Cavanagh 1896
35. **Cathedral House (Episcopal Palace)**
J. Manning 1855
M. Cavanagh 1911
Howard Bonner and Tracey 1938
36. **St John's Pro Cathedral**
Architect unknown possibly Bishop Brady 1844
37. **Perth Concert Hall**
Howlett and Bailey 1973
38. **Government House Lodge**
H Beasley 1904
39. **First Government House Site**
H. Reveley 1835
40. **Government House**
R.R. Jewell et al 1864
41. **Government House Ballroom**
J.H. Grainger 1899-1922
42. **Council House**
Howlett and Bailey 1963

* The above list was prepared by Griffiths Architects