

## EXHIBITION PROJECT BRIEF

### Strawberry Hill, Albany

#### 1. Introduction

The National Trust of Western Australia is embarking on a new interpretation of Strawberry Hill, Albany. It is a multi-stage project that will be undertaken in the context of the program of conservation works and availability of funding. A broad Interpretation Strategy has been prepared and from there an Interpretation Plan identifying Stage One works has been developed.

This brief relates to Stage One which includes outdoor signage and internal exhibition works. This consultancy is for an exhibition designer/team to work with the National Trust in-house Interpretation Project Team to deliver interpretation that will begin to transform the visitor experience at Strawberry Hill and enable visitors 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 wish to tell the stories embedded in the places in our care through educational and public programs that will create engagement. Interpretation is key to ensure audience and visitor engagement with our heritage places and exposure to stories that are experiential, memorable and provocative.

The National Trust manages the tangible and intangible values of a portfolio of significant heritage places and collections. To conserve, 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 National Trust's strategic goals of being valued by more people, stimulates appetite to support the Trust, and ensures a sustainable Trust.

#### 3. 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.

#### **4. Background**

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

Strawberry Hill is a multilayered site of national heritage significance. Located near Mt Clarence (Corndarup) and Mt Adelaide (Irrerup), with fresh water and close to the ocean, Barmup (Strawberry Hill) is understood to have been used for special meetings, celebrations and negotiations between the Menang and other Aboriginal tribes to the north. Its abundant water, good soil and protected location made it ideal for food production for the fledgling colony established in late 1826. It became the centre for governance of the colony with the appointment of Dr Alexander Collie (1831) and later Sir Richard Spencer (1833), as Government Resident; both conducting all government business for the district from Strawberry Hill. Within 6 months of his arrival Spencer was a major landowner having acquired over 1,536 acres of land.

Following the respective deaths of his parents and older brother, Joseph Spencer took control of Strawberry Hill. The place slowly fell into disrepair and the land was gradually subdivided and sold. The last remaining lots were purchased by Frances and Augusta Maude Bird in 1889 and the property remained in family ownership until 1956 when it was transferred to the City of Albany and later the National Trust of Australia (WA). It became the newly established Trust's first property acquisition and its first heritage place to open to the public.

Opened to the public as a house museum in 1966, the arrangement and presentation of the interiors of the main house have remained largely unaltered for almost half century, aside from some minor changes undertaken in 2013.

The National Trust has recently been successful in sourcing grant funding to upgrade facilities at Strawberry Hill and to take action to help conserve significant building fabric. This includes the construction of a visitor hub which, by housing ticketing, orientation and a congregation point, provides the opportunity for a new way for visitors commence their visit to the property. The new facilities will allow visitors to gain an overview understanding of the place and will be supported by minor changes to the interpretation in the main house.

The current work represents the first stage of a multi-stage project to re-interpret Strawberry Hill and to transform the visitor experience. It capitalises on the opportunity to increase the awareness of Strawberry Hill, enhance its attraction as a 'must see' destination, deepen visitor understanding and engagement, and provide for a refreshed visitor experience.

#### **5. Audiences**

Australia's South West, which includes the Great Southern, is the second most visited region outside of Perth and is typical of visitor trends across the state. More than  $\frac{3}{4}$  of the visitors to the region are intrastate and most visits are for holidays or to visit friends and relatives.

The current visitor statistics for Strawberry Hill show adults and concessions as the highest category of visitors reflecting the general trend in travel parties to the region (42% of visitors are 50+). Most people travelling as adult couples and/or with friends and relatives can be classed as family groups, although they are most likely to be empty nesters.

While most domestic visitors are categorised as being on holidays (49%), the next highest category (30%) are visiting friends and relatives. Families with no children make up the National Trust’s highest category of membership although there has been an increase in the number of families with children who have been members for 3-10 years. Strawberry Hill has the highest recognition and is second highest visited of the National Trust’s places by its members across all audience segments, consequently this audience is a main one to attract.

The current works at Strawberry Hill, including the interpretative exhibition content, will need to meet the expectations of existing audiences and attract new audiences. By 2026 the National Trust aims to attract 20,000 people to Strawberry Hill.

## 6. Project Team

The National Trust has an internal project team focussed on delivery of the new visitor hub building (completion scheduled for September 2020), the development and implementation of a Visitor Experience Strategy, and implementation of the Stage One Interpretation Plan. Two staff members, namely the Manager Interpretation and Collections and the Collections Project Officer, will constitute the Interpretation Project Team and be responsible for working in collaboration with the exhibition designer/team to implement the Interpretation Plan.

The Interpretation Project Team will be responsible for research and content development; artefact and image selection; obtaining reproduction approvals; and liaison with Aboriginal community representatives, volunteers and other stakeholders.

The Interpretation Plan has been adopted on the understanding there will be some refinement as a result of consultation with the Menang community including Traditional Owners, Elders and other interested community members. The Plan articulates the broad interpretive approach for selected areas of the property, the themes and storylines, visitor engagement and proposes potential techniques and approaches. It is now time to begin the design development, refine the budget requirements and implement the proposed works.

## 7. Scope of Works

The Stage One Interpretation Plan for Strawberry Hill outlines the project being undertaken in its entirety. The packages of work for Stage One are shown below and those within the scope of this brief are highlighted:

Site branding	outside scope
Wayfinding and management signage	within scope
Carpark zone fencing	outside scope
Aboriginal welcome	outside scope
Self-guided tours brochure	within scope
Visitor hub entry vestibule and interpretive exhibition	within scope

Workers Quarters interpretive exhibition	within scope
Main house interpretive exhibition	within scope

The exhibition designer/team will:

1. Work closely and collaboratively with the National Trust’s Interpretation Project Team to develop the concept designs, and throughout the course of the project
2. Be guided by the Interpretation Plan Stage One and associated documents
3. Undertake design, planning, cost planning and documentation of the interpretive exhibition elements and signage
4. Manage the de-installation and disposal of the existing interpretation fitout
5. Manage fabrication, delivery and installation of the new fitout for the internal and external interpretive exhibition within agreed timelines and budgets

Complete documentation for the project is to be prepared including all text and graphics (as provided by the Interpretation Project Team), design drawings and specifications for construction and installation works, suppliers and production specifications. Maintenance and cleaning guidelines are to be provided on completion.

All work must conform to policies outlined in the Strawberry Hill Conservation Plan (2012). Strawberry Hill is included on the State Register of Heritage Places and is a Registered Aboriginal Site, consequently all works must comply with those registrations. 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 designated Conservation Architect is to be consulted regarding any proposed works affecting the heritage fabric.

Site branding, including typeface and colour palette, is to be developed by another agency that is compatible with the National Trust’s Style Guide. The Trust’s Chief Executive Officer and Snr Manager, Marketing and Community Services will be the key staff members to liaise with in relation to this aspect of the project.

Copyright of all original material generated during the project will remain with the National Trust of Western Australia. Permission to use already copyrighted material will be obtained by the Interpretation Project Team and must be appropriately acknowledged. Further publication or distribution of all or part of the work produced must receive prior permission from the National Trust.

## **8. Key Documents (available on request)**

This brief is to be read in conjunction with the Strawberry Hill Interpretation Plan Stage One which articulates in greater detail the extent of the project and some potential techniques and approaches. It is not intended to be prescriptive but rather to inspire and ignite creative thinking and discussion.

The following documents will be made available on request and forwarded via email:

- Strawberry Hill Interpretation Plan (Stage One)
- Site Plan and Measured Drawings
- Visitor Engagement Strategy (draft)

## 9. Project Timetable

The proposed project timetable with indicative dates for completion are below and will be determined once the exhibition designer/team has been appointed. Dates for additional site meetings will be agreed following project commencement. At present the aim is for project completion in September.

Brief released	Friday 29 <sup>th</sup> May 2020
Expressions of Interest close	Friday 12 <sup>th</sup> June
Contract awarded	Wednesday 17 <sup>th</sup> June
Start-up meeting	Monday 22 <sup>nd</sup> June
Site meeting	Monday 29 <sup>th</sup> & Tuesday 30 <sup>th</sup> June
Concept design presented	Monday 20 <sup>th</sup> July
Final design completed and quotes obtained	Monday 10 <sup>th</sup> August
Fabrication	Monday 31 <sup>st</sup> August
Installation	Monday 14 <sup>th</sup> September
Completion	Monday 21 <sup>st</sup> September

## 10. Project Reporting and Management

The Manager Interpretation and Collections will be the prime source of direction for the exhibition designer/team. Regular liaison with and collaborative approaches to the project with the Interpretation Project Team is expected.

## 10. Fee and Budget

This consultancy project is offered on the basis of a lump sum fee of \$25,000 +gst. The lump sum fee shall include all fees and disbursements, including travel, of the exhibition designer/team and appointed sub-contractors. This fee excludes fabrication and installation.

The project budget for the de-installation and disposal of existing interpretation, and the fabrication and installation of the new exhibition is \$70,000 +gst (this excludes fees).

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

## **11. Consultant Selection Criteria**

Priority for selection of the exhibition designer/team for this project will be given to those with demonstrated experience in the interpretation of heritage places and museum collections and expertise in the design, procurement and installation of engaging interpretive exhibitions.

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

Submissions must be limited to 10 pages in a PDF format and will be evaluated against the following criteria:

### **(a) Experience in the development, design and implementation of interpretive exhibitions in museums/ heritage places**

(Weighting 40%)

Submissions must articulate the consultant's experience as the primary consultant in undertaking projects such as museum exhibitions and the interpretation of heritage places. Details of similar projects, their size and scope, and the roles of the personnel on the team are to be provided. Previous experience in working with Aboriginal community members will be highly regarded.

### **(b) Approach to the project**

(Weighting 30%)

A response to the brief and the proposed Stage One project including a statement of the consultant's approach to the project is to be included.

### **(d) Demonstrated ability to meet time and budget constraints and value for money**

(Weighting 30%)

A comment on the proposed project timetable and date for project completion is requested.

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

The following details must also be included within the submission:

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

- Hourly rates for any additional works outside the agreed scope
- Names and contact details of three referees who have had recent dealings with the consultant
- 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, **“Strawberry Hill Stage One”** and submitted no later than 5pm WST on Friday 12<sup>th</sup> June 2020 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:

Ms Sarah Murphy  
Manager Interpretation and Collections  
National Trust of Western Australia  
4 Havelock Street  
WEST PERTH WA 6000

Telephone: 9321 6088  
Mobile: 0408 584 404

E-mail: [sarah.murphy@ntwa.com.au](mailto:sarah.murphy@ntwa.com.au)