

Project Brief

Tender for consultancy services

Cultural Landscape Management Plan

Strawberry Hill/ Barmup, Albany



David Bird green album collection NTWA

Tender closing date: 9am WST Monday 14 September 2020

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Introduction

The National Trust of Western Australia (the Trust) aspires to awaken the community to the value of heritage. The Trust is a statutory authority that works under an Act of Parliament, and is also recognised as a not for profit, community based organisation and a registered charity. The National Trust works both for Government and for the community.

The Trust seeks to commission a suitably qualified consultant team to prepare a Cultural Landscape Management Plan for its historic property Strawberry Hill/ Barmup in Albany.

The Cultural Landscape Management Plan will be a practical document that provides guidance to enable effective management of the cultural heritage values of the landscape and grounds at this important place. It will consider the layered history of the site; interpretive approach; and visitor management requirements and take into account both endemic and introduced vegetation and features as well as environmental considerations and changing climate.

The Trust acknowledges its properties are situated on Aboriginal land across the state and 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. Strawberry Hill/ Barmup is included on both Western Australia's Aboriginal Sites Register and the Heritage Council's Register of Heritage Places.

Background

Strawberry Hill/ Barmup is a highly significant heritage place that has all the elements needed to provide an outstanding tourist and community venue offering a range of activities and experiences. The buildings and grounds are open to the public with day to day operations and public access provided by a team of volunteers. The property has been identified in the National Trust's strategic plan as a priority for focussed activity and works.

A conservation plan, interpretation plan and integrated master plan were completed for the site in 2012 and have informed a program of conservation and interpretation works to the buildings and grounds since that date. A vision plan summarising key recommendations was prepared in 2017 and revised in 2020 with some key modifications to the original master plan proposals. In addition, a visitor engagement strategy and interpretation strategy have also recently been prepared. While the cultural landscape and gardens are referred to in these documents, a more detailed management plan is required to help with ensuring day to day operational management of the gardens appropriately matches the Trust's strategic intent for the place.

The site has also been the subject of extensive archaeological investigations over a twenty-year period by archaeologists from the University of Western Australia, who recently published a synopsis of their research [refer list of reference documents]. An understanding of the archaeological significance of the place, and potential impact of any ground disturbing work, is essential to this management plan.



Early photographs 1858 and 1896

Based on a thorough understanding of the history and significance of the place, and a systematic analysis of the opportunities relating to visitor experiences, a clear vision statement has recently been developed:

Strawberry Hill/ Barmup will be a nationally recognised cultural heritage destination. Set within a landscape shaped by the Menang and the first British colonisers of Western Australia, its stories reflect the ongoing intersection of these cultures.

The Trust's vision is for Strawberry Hill/ Barmup to become a key heritage destination driver for visitors to Western Australia and the Great Southern. Currently receiving around 3, 000 paying visitors per annum, there are also considerably more unpaid entries by visitors and locals who use the grounds every year. The Trust aims to improve engagement with visitors and the community and to increase this paid visitation to 20, 000 by 2026 when commemorations of the bicentenary of European settlement in Albany will commence.

National Trust, Lotterywest and Regional Economic Development funding has been secured to construct a new visitor hub. The building will greatly improve visitor management on site through provision of a UA compliant ticketing, merchandise and orientation point from which tours of the main house and gardens can start. It will also improve on-site amenities for the many volunteers who keep the site open. Construction is underway and the building is due for completion in September 2020.

New interpretation and signage is being prepared focussing on content for this new building. Strawberry Hill was the first place acquired by the National Trust and first opened to the public in 1966. There has been little change to the interpretation/presentation of the historic house during this time. The new interpretation will focus on the cultural landscape of the place, recognising stories of people associated with its layered history. The Trust is committed to ongoing engagement with the Menang community and is working with a reference group to guide this new interpretation.

History

Known as Barmup, the land on which Strawberry Hill sits, is Menang country. Barmup includes the granite outcrop to the north of the National Trust managed site and a lake to the west. It is described as 'a place well-watered and fertile, with 'colonnades of age old granite set amongst glades of karri and redgum'...near a well-trodden path from Kincinnup (Albany townsite) to Middleton Beach (Binalup)'¹

A garrison was established at King George Sound in 1826 to secure British interests in the west under the command of Major Edmund Lockyer. Because of the rich soil and local water supply the site of Barmup was chosen in 1827 as the location of the fledgling colony's first farm. By 1829 the Swan River Colony had superseded King George Sound as the administrative centre and the settlement and farm were officially handed over to the Government of Western Australia. In 1832, Government Resident Sir Richard Spencer bought the extensive land holdings naming them 'Strawberry Hill' and added to an original cottage built in 1831.

¹ Robert Stephens, quoted by Logan, Roger 1998, 'The Mineng of the Albany region and their links to Barmup (Strawberry Hill and the Old Farm)', unpublished, p3 in 'Report on Indigenous Historical values: Old Farm at Strawberry Hill Albany' Dr Malcolm Allbrook and Dr Mary Anne Jebb, 2011. P6



1941



c1950s



nd



1951



1966

Mid 20th century Bird era images

The place fell into disrepair in the years after Spencer's death in 1839 and most of the land was sold. Francis and Augusta Maude Bird bought the current holdings in 1889. Their family continued to live here until 1956, calling it 'The Old Farm'. It was acquired by the National Trust in 1964 and opened to the community as the Trust's first heritage property in 1966.

An historic photograph and a painting from the Spencer era and a range of 20th century Bird-era photographs show endemic plantings and a low-key minimally manicured farm landscape with meadows and fruit trees. Elements of decorative cottage-style English gardens were focussed around the early buildings on the site. In the 1970s and 80s the landscape approach taken by National Trust gave the gardens a municipal air with more hard landscaping, path edging and decorative plantings. A garden manual by then volunteer Robert Goodman from 1988 indicates the extent to which the gardens have been modified during the Trust era.

In 2020 the National Trust is taking a broad approach to the heritage values of the cultural landscape in which Strawberry Hill/ Barmup exists – encompassing pre and post-colonial occupation and the ongoing interrelationship between people and landscape.

Heritage Values

Barmup is a registered Aboriginal site. Strawberry Hill is included on the State Register of Heritage Places and the Albany Municipal Heritage Inventory, and is classified by the National Trust of Western Australia. A 2012 nomination for inclusion on the National Heritage list was unsuccessful however the Trust is committed to pursuing this further, possibly in association with other historic places in Albany. The heritage significance of the place is encapsulated in the following statement of significance:

Strawberry Hill is significant as an important camp site for the Menang people and a place of close and ongoing contact between them and European settlers.

It is the site of the first farm to be established in what was to later become Western Australia. The place bears testament to 19th century colonisation and the need for self-reliance in the colonial extremes.

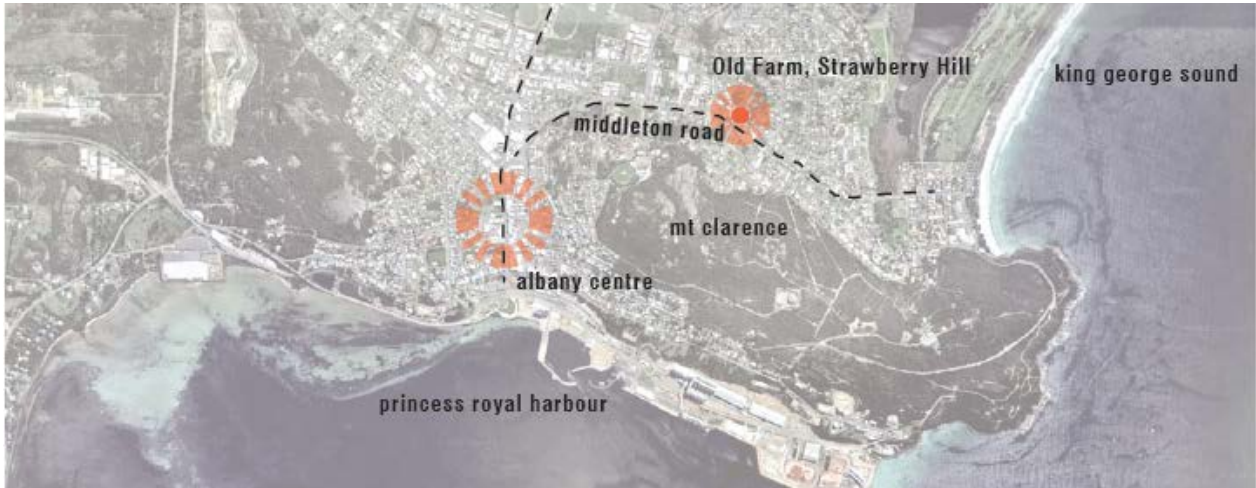
The extant two-storied stone house is a rare example of Old Colonial Georgian architecture while the nearby cottage is a rare example of an adobe farm worker's cottage, possibly built before the main house. The grounds of Strawberry Hill contain examples of the earliest European planting in WA.

The place is significant for its association with the earliest soldier settlers; Sir James Stirling, the colony's first Governor, and Lady Ellen Stirling; Sir Richard Spencer, successful naval officer and government resident and Lady Anne Spencer for whom the extant stone house was erected in 1836; with Francis Bird, a pioneer of the State's timber industry and prominent architect, who with his wife Augusta Maude rescued the place from ruin in 1889; and the National Trust of Western Australia which has conserved and made the place the first property acquired by the Trust accessible to the public since 1964.

It should be noted that the Trust aims to revisit this statement and enhance the description of Aboriginal and cultural landscape heritage values.

Location

The site address is 174 Middleton Rd, Mira Mar WA 6330, situated between Middleton Road and Beauchamp Street straddling a valley at the lower slopes of Mt Clarence/ Corndarup. It is approximately equal distance to Middleton Beach/ Binalup to the east and Albany town centre/ Kincinnup/ Kinjarling to the west.



Location plan



Site plan showing National Trust managed land

Project goal

While numerous planning documents exist that consider conservation, interpretation and master planning there remains the need for a comprehensive and practical management plan for the landscape and gardens at Strawberry Hill/ Barmup. The grounds have been managed by passionate and dedicated volunteers since the National Trust took ownership in 1964 however while the grounds are well maintained, this enthusiasm has not always been guided by a clear understanding of heritage values or an interpretive direction. The key goal of this Cultural Landscape Management Plan is to clearly articulate and present this direction based on an agreed philosophical approach; and to provide practical management policies. The lead consultant is expected to bring together a team with the necessary expertise to cover the scope outlined below.

Project scope

The Lead Consultant will work with Trust staff to confirm the strategic approach to the project and necessary sub-consultancies required to contribute to the final document. This is expected to include: a clearly stated interpretive approach to the cultural landscape; archaeological management guidelines; plant identification; weed and pest control management; waste management and composting guidelines; and garden maintenance planning. The report should consider the effects of environmental change over time and expected change into the future and how this will impact on management of the place.

The final document must be a practical, easy to read guide that will be used by Trust staff and volunteers for ongoing management of the Strawberry Hill/ Barmup grounds.

The scope includes:

- Review existing documents, extent of existing material and policies relating to landscape and garden management.
- Identify knowledge gaps in existing plans and documents.
- Work with Trust central office staff to articulate a philosophical and interpretive approach to the landscape and garden management.
- Work with the Trust's head volunteer (Albany based) and gardening team to understand current management practices.
- Meet with Menang community members to understand the cultural landscape values of Barmup and where possible identify Aboriginal names for endemic species.
- Consult with the City of Albany regarding management of the water way through the site.
- Prepare a set of policies and guidelines for the ongoing management and maintenance of the cultural landscape at Strawberry Hill/Barmup.
- Allow for one Albany based presentation/ feedback session at draft stage. NOTE: community engagement will be facilitated by Trust staff.
- Allow for one Albany based presentation/ training session with staff and garden volunteers on completion.



National Trust late 20th century



National Trust 2000s



Heritage wheat varieties on vacant lot (no longer extant) and creek revegetation

The consultant team is expected to:

- Identify key landscape features - both within the National Trust managed boundary and linked to it - that comprise the cultural landscape of Strawberry Hill/ Barmup. Include consideration of important views and vistas in any planting or management policies.
- Review garden zones identified in the 2012 masterplan and zones identified in the volunteer maintenance documents against identified interpretive strategies and amalgamate/ amend as necessary.
- Provide an overview of the archaeological significance of the site, identify zones and levels of potential significance, identify any conflict with existing or proposed garden zones, and provide management policies for garden-related ground disturbance.
- Identify soil conditions, weather and other growing conditions to understand the opportunities and limitations of the site. Include consideration of climate change on future management.
- From historic documentation including written and photographic evidence; and expert assessment of existing plantings; identify historically significant trees and plants – both endemic and introduced.
- Identify and assess remaining trees and plants as either intrusive or of little significance.
- Establish a database of species for each identified zone with agreed fields to enable ongoing recording and management.
- Provide policies and guidelines for succession planting of significant species and propagation where possible.
- Identify common and declared weeds and pests and provide policies and guidelines for sustainable control. Specifically address issues where weeds are of historic interest.
- Identify green waste management issues and provide policies and solutions for effective, sustainable management.
- Review existing tools and facilities and make recommendations for improvements where practical. Include relevant OHS requirements for use of tools.
- Provide suggestions for achievable active landscape conservation and interpretation community engagement programs.
- Provide a staged, budgeted action plan for policy recommendations.
- Work with existing volunteers to document a practical maintenance program for the gardens.
- Prepare a stand-alone executive summary and visual snapshot with appropriate, readable graphic representation of key zones, elements and policies as a reference document for day to day users.

Priority for selection of the consultants for this project will be given to those with a well-developed understanding of the special conditions associated with heritage landscapes and gardens as well as an understanding of how to communicate management policies and procedures for a volunteer audience. It should be noted that the use of local consultants, contractors and suppliers is desirable however relevant expertise must be demonstrated.

Background documentation

Many reports and studies have been undertaken since the National Trust took custodianship of the property in 1964. A selection of key documents are:

- Old Farm Strawberry Hill historical plant list – Spencer correspondence 1833 (CP extract)
- ‘The Old Farm Strawberry Hill Garden Manual’ Robert W Goodman 1988
- ‘The Historical Archaeology of the Old Farm on Strawberry hill – a rural estate 1827-1889, Albany, Western Australia’, Amy Gardos, BA UWA Masters thesis 2004
- ‘Archaeological Investigation of the Farm House, Old Farm Strawberry Hill, Albany, Western Australia’ Alistair Paterson and Sean Winter, 2008
- ‘Report on the Section 18 Consultation of proposed works within Lot 127, Old Farm Strawberry Hill, Albany WA’ Paul Greenfeld, 2011
- ‘Conservation Plan, Old Farm, Strawberry Hill’ by Malloway Studio and National Trust of Australia (WA) Final issue May 31 2012
- ‘Interpretation Plan, Old Farm, Strawberry Hill’ by Malloway Studio and National Trust of Australia (WA) Final issue May 31 2012
- ‘Master Plan, Old Farm, Strawberry Hill’ by Malloway Studio and National Trust of Australia (WA) Final issue May 31 2012
- ‘Historical aspects of the Orchard Project: Old Farm at Strawberry Hill’ Robin Chinnery and John Viska, June 2015
- ‘The Settlement at Barmup: Britain’s first farm in Western Australia’ Sean Winter, Callum Fosey, Emilie Dotte-Sarout and Alistair Paterson, Australasian Historical Archaeology 34, 2016
- ‘Waterways Project report’ NTWA 2017
- Feature and contour survey by Denmark Survey & Mapping August 2018
- Vision Plan by National Trust of Western Australia August 2020
- Visitor Engagement Strategy by National Trust of Western Australia 2020
- Strawberry Hill Zones of Garden and ongoing maintenance February/ March 2020
- Vegetative Waste Management at Strawberry Hill 2020 prepared by Judy Williams June 2020
- Strawberry Hill Garden liaison/ spokesperson volunteers and teams June 2020

These have been uploaded to the hightail link: <https://spaces.hightail.com/space/hSciNbf3gg>

Timeframe

It is anticipated that this project will commence late September 2020 and be completed in March 2021.

Insurance requirements

Consultants are expected to hold the following insurances:

Consultants liability	\$10,000,000
Public liability	\$20,000,000
Professional indemnity	\$10,000,000

Project budget

This project is being undertaken with funding from Lotterywest. Allowances made for each major cost item and sub-consultancy including travel and disbursements should be clearly itemised. Hourly rates should be provided for additional work if required.

Copyright and Confidentiality

Copyright of all original material presented in the final report will remain with the National Trust of Australia (WA). This includes all photographs, drawings, plans and diagrams. Use of already copyrighted material must be appropriately obtained and acknowledged. Further publication or distribution of all or part of the document must receive prior permission from the Trust.

Form of Contract

National Trust short form contract for consultancy/ contract services. NOTE: Payment terms are 30 days from acceptable completion of work being invoiced.

Information Required for Lodging Submissions

Proponents are encouraged to contact the project manager prior to submission. National Trust staff are located in the central office at The Old Observatory, Havelock St West Perth. Trust staff will co-ordinate consultation with on-site volunteers.

Submissions will be evaluated against the following criteria:

1. Demonstrated relevant experience including credentials and expertise of key personnel40%
2. Understanding of the tasks and outcomes, response to the brief and proposed approach to the project40%
3. Value for money20%

The following details must also be included within the submission:

- Name of the lead consultant and sub-consultants, business address and relevant contact details
- Details of services offered
- Itemised fee including travel and other disbursements
- Hourly rates for any additional works outside the agreed scope

- Names and contact details of three referees who have had recent dealings with the lead consultant
- Level of professional indemnity insurance and name of the company that holds the policy

Submissions

All submissions should be clearly marked 'Strawberry Hill/ Barmup Cultural Landscape Management Plan' and submitted no later than 9am WST on Monday 14 September 2020 at the following address:

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

Project Manager

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