

november 2009
parkwater estate
**Parkwater
Interpretation Plan**

National Trust of Australia (WA)

+
MULLOWAY studio
+
Paul Kloeden



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01.00 INTRODUCTION

Mulloway Studio and Paul Kloeden were engaged by the National Trust of Australia (WA) to undertake an interpretation plan for Parkwater development.

According to the brief, the aim of the project is 'to develop an overarching statement that summarises the philosophical framework that governs the interpretation plan.'

The plan should provide policies to guide the National Trust of Australia (WA) in the effective management of the heritage and conservation interpretation of bushland at Parkwater Estate. The plan should also include strategy and implementation policies to assist in carrying out its recommendations.'

01
introduction

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02.00 INTERPRETATION PLANNING

02.01 defining interpretation

“Interpretation is an interactive communication process, involving the visitor, through which heritage values and cultural significance are revealed, using a variety of techniques in order to enrich the visitor experience and enhance the enjoyment and understanding of the place” (Murphy, S. 1997:5)

02.02 what is an interpretation plan?

“An interpretation plan is a management tool that provides a strategy for transmitting messages about the cultural heritage values of a heritage place to visitors. It identifies the most significant themes and stories about a place and the media most suited to exploring them.

The plan also provides a framework for managing visitors, providing them with a memorable and enriching experience while also ensuring the heritage values, including significant fabric, of the place are upheld. It also helps ensure that the interpretive strategies recommended are appropriate to the place.” National Trust of Australia (WA) Interpretation Planning Guidelines

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interpretation
planning

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02.03 philosophical approach

Our approach to interpretation is encapsulated in the philosophical statement of approach we developed in 2005 for the National Trust of Australia (WA).

“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 should never be 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 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, artifacts 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.”

03.00 BACKGROUND COMPONENTS

Prior to the development of policies and strategies to guide the interpretation of Parkwater Estate, it is necessary to understand the background to the place and its significance. It is necessary to consider the available assets and how the place is currently interpreted. Consideration must also be given to current and future audience.

03.01 documentary background

There are a number of formal documents and reports which provide an important source of background knowledge. They include:

- Parkwater Estate: Reverse Brief & Interpretation Planning – National Trust of Australia (WA), 2005
- Cowaramup Village Strategy 2005, Shire of Augusta-Margaret River. June 2006
- oncept Plan Parkwater Estate, Cowaramup - National Trust of Australia (WA), 2006
- Municipal Inventory - Shire of Augusta / Margaret RiverGlenbourne Homestead Conservation Plan – Hocking Planning and Architecture, 1999
- Conservation Study Ellensbrook Margaret River – Oline Richards, 1992
- West Cowaramup Townsite Natural Landscape Management Plan – Ecoscape, 2004
- Natural Landscape Management Plan Parkwater Forest – Ecoscape, 2006

Historic images:

- Battye Library collection
- Augusta Historical Museum collection
- Margaret River Old Settlement Historical Museum collection

Digital resources:

- <http://www.noongar.org.au/>
- <http://www.tourism.wa.gov.au>
- http://www.australiassouthwest.com/en/Things_to_See_and_Do/Nature_and_Wildlife
- <http://www.margaret-river-online.com.au/mammals/mamindex.htm>
- <http://www.margaret-river-online.com.au/flowers/wildindex.htm>

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03.02 personnel background

Many people have provided considerable and valuable input into the understanding of the place and development of the interpretation plan. They include (and please forgive any omissions):

- Alan Briggs – National Trust of Australia (WA)
- Laura Colman – National Trust of Australia (WA)
- Steve Palmer – Palmer Group
- Ben Roach - Palmer Group
- Geoff Broad – Augusta Margaret River Shire
- Russel Hall – Palmer Group

03.03 place inventory

An investigation of the place and its components reveal a number of resources available for interpretation.

03.03.01 on site

- **Flora**
Extant Flora including trees and native plants provide one of the key attractions for residents – providing both general ambience and subjects for interpretation.
Areas of dieback, clearing and logging are evident providing illustrations of the impact of human settlement on the environment.
- **Fauna**
Residential development close to habitat of native animals. Likelihood of opportunity to view animals – particularly birds offers opportunity for interpretation.
- **Landform**
Undulating landform provides a variety of experiences and vistas on trails network. Opportunity to explain formation of land, water run-off and creek system, and microclimates.
- **Housing Infrastructure**
Allotments, roads network offer access to various parts of the site.
- **Dam**
The dam provides a large body of water that forms a key central element within the development. It provides a good introduction to develop storylines about human interaction with the natural environment.
- **Creeks / Settling Ponds**
The creeks and settling ponds provide the elements to interpret both the natural water environment, its change and degradation due to farming, as well as its current management, cleaning and recycling.
- **Fire breaks/Trails**
Existing network of fire trails/breaks provides the basis for walking trails with the bulk of the base material already in-place. They allow travel through some areas of relatively dense vegetation away from roads and houses.

03.03.01 region

- **Drive and cycle trails**
A cycling and walking trail already exists on the reserve of the former railway. It connects Cowaramup township with Margaret River and borders the eastern edge of the Parkwater development. Other trails, connecting Cowaramup and the coast are being developed. The ready access to trails of varying lengths will encourage use of the local trails around Parkwater.
- **Tourism infrastructure**
The South – West region, and Margaret River particularly is a well-known tourism destination. The development, including the trails network may well contribute to the tourism infrastructure by offering another experience.

04.00 AUDIENCE PROFILE

04.01 general

There are a number of potential user groups for the trails and thus audiences for interpretation.

They include:

- Residents of Parkwater Estate – this will be the largest audience. They are likely to use the trails primarily for recreational purposes. Although heritage interpretation will not be their primary focus, they are likely to have an interest in the history and significance of the place in which they reside.
- Cowaramup residents – residents living near but outside Parkwater Estate will also be a major audience. Their use of the trails and interests are likely to be similar to Parkwater residents.
- Visitors to Parkwater Estate – this comprises two groups, those visiting residents and those visiting the village for shopping/commercial purposes. It is unlikely that any of this group will arrive with the expectation of a heritage experience. The interpretation will be incidental to their visit but may encourage them to stay longer, undertake a walk on the trail and perhaps return. Interpretation at or near the village will be the key to this.
- Visitors arriving specifically to walk the trail and/or experience the interpretation – this is likely to be a very small audience. The linking of the trails with other wider area walking and cycling trails may increase this audience.

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audience profile

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05.00 INTERPRETATION THEMES, POLICIES + STORYLINES

05.01 themes

The presence of man has resulted in a continually changing landscape.

05.02 interpretation policies

- The primary purpose of interpretation is to transmit the key theme and storylines to the public.
- All interpretation should be consistent with good conservation policy.
- All interpretation should reflect the vision and philosophical approach as expressed above.
- The interpretation should not simply repeat old myths but challenge visitors to rethink what they might normally take for granted.
- All interpretation should be relevant to the place – both the specific place as well as its location with the wider landscape.
- A series of interpretive / recreational trails should be developed using, wherever possible, existing fire and other trails.
- The historic / general storylines should be interpreted in a small number of nodes located close to the village centre and the northern and southern extremities of the trails.
- The contemporary / specific storylines should be told along the trails at locations most relevant to the specific stories.

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interpretation
themes,
policies &
storylines

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05.03 storylines

Historic / General (related to wider region)

- Aboriginal use of the land – Wardani people
- Pastoral / farming
- Forestry
- Dairy farming
- Group settlers
- Viticulture
- Tourism
- Urban development

Contemporary / Specific (specific to sites on trail)

- Specific plants, animals etc
- Tall woodland - jarrah, marri, karri, peppermint
- Lower woodland - shrubs and heath, native willow, waterbush, tree hoves, prickly mirbelia, grasstrees, buttercups
- Western pigmy possum, brushtail possum, western ringtail possum, chuditch, quenda, dunnarts, mardo, phascogales, kangaroo, wallaby
- Dieback area
- Revegetation – settling ponds, woodland etc – weed control
- Creek / dam
- Fire management – fire tracks etc
- Parkwater Estate – including role of NTWA
- Bush corridors
- Biodiversity and protection of habitat

06.00 INTERPRETATION STRATEGIES

06.01 nodes

Develop a series of nodes, interpretive signage and trail markers along walking trails. These nodes contains signage with general and site specific storylines as listed in section 04.03.

4 nodes, node A, B, C and D have been identified and located along the walking trail.

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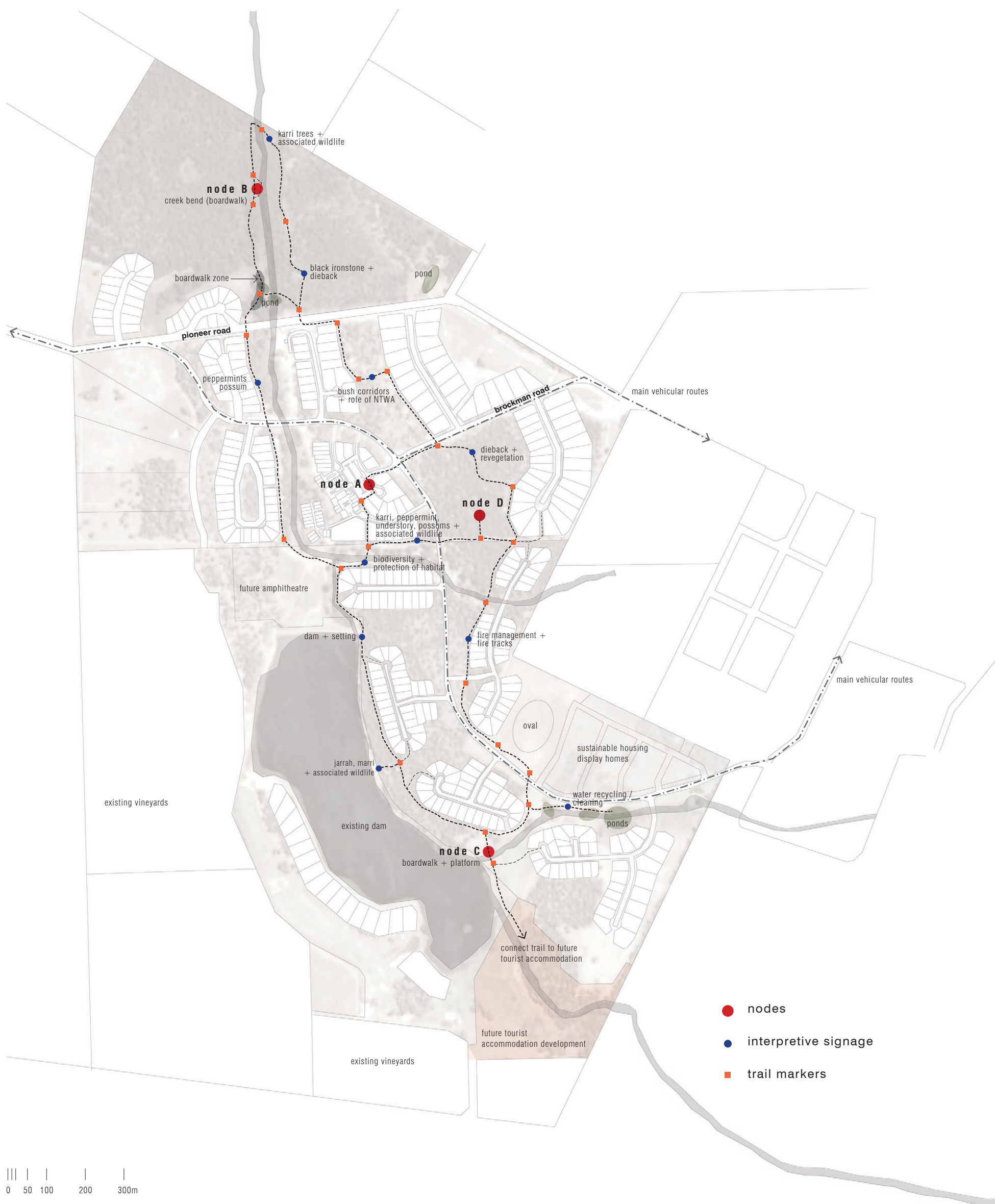
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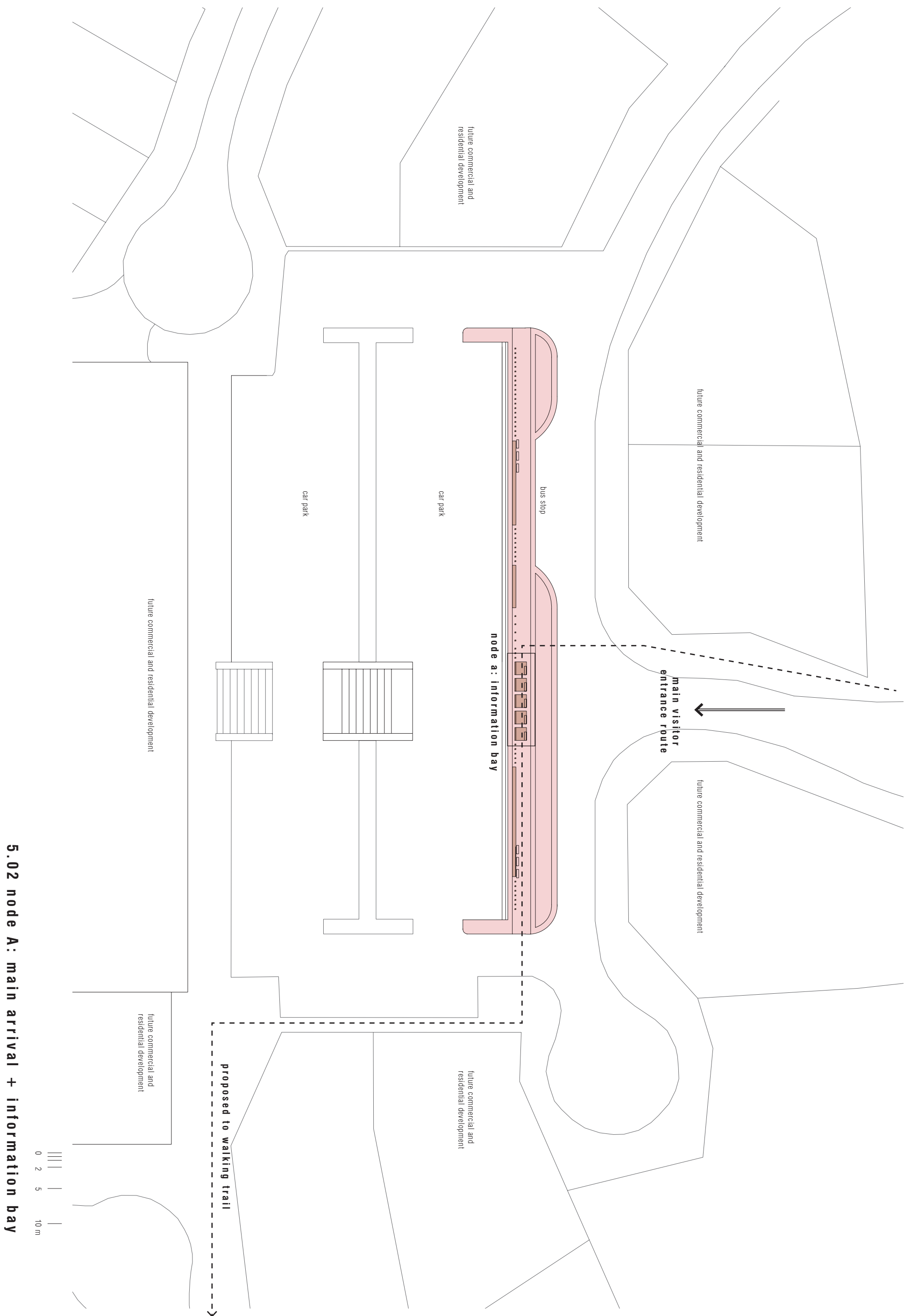
5.01 cowaramup walking trail

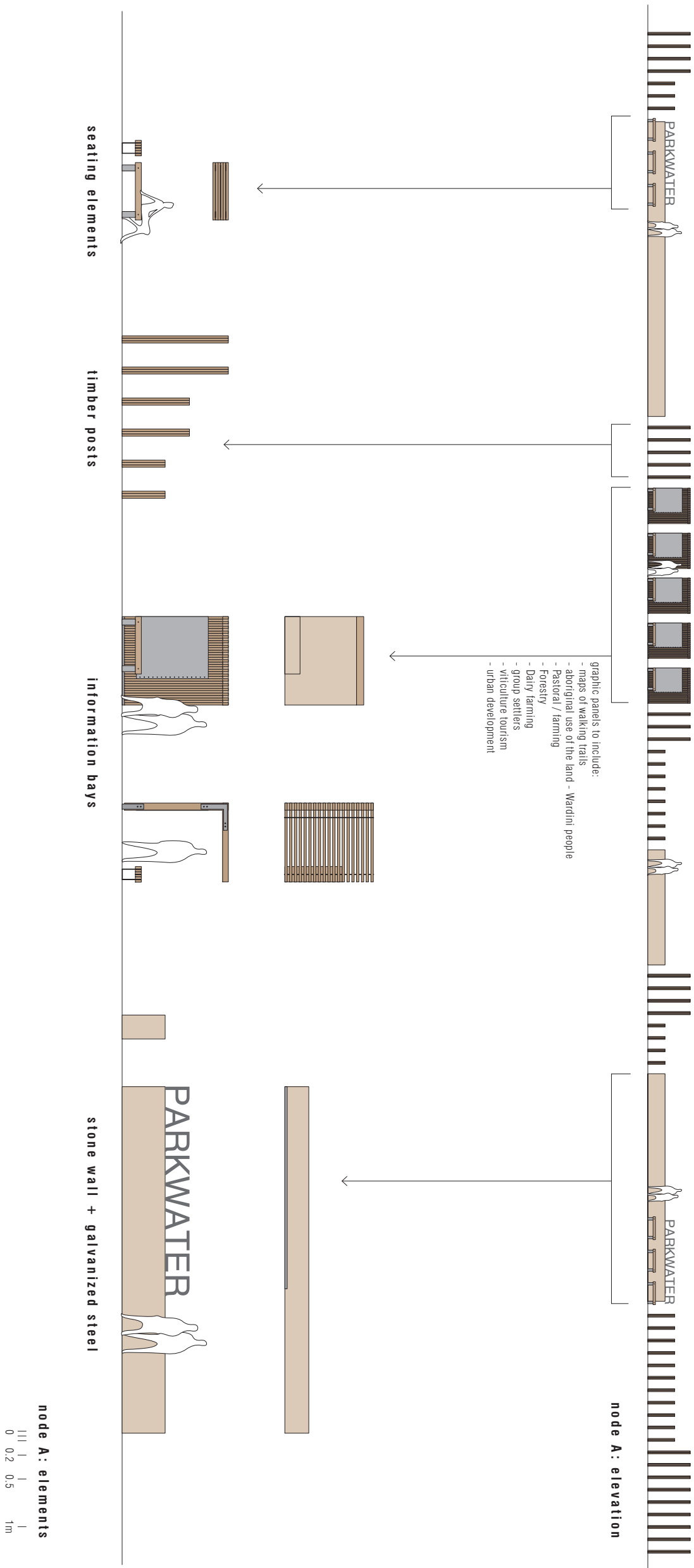
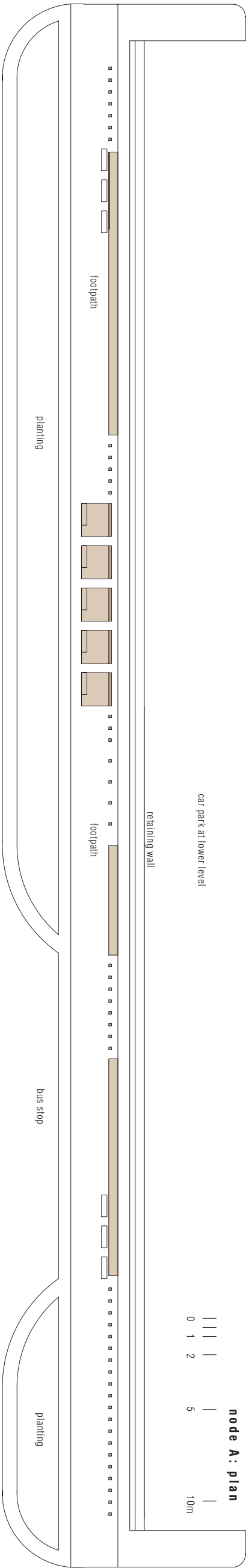
06.02 Node A: main arrival + information bay

Node A is located along the linear walking path on Blue Gum place. It is defined by a series of modular timber posts, stone walls and information bays. The information bays contain general information regarding the site.

Graphic panels on node A:

- maps of walking trails
- aboriginal use of the land - Wardini people
- Pastoral / farming
- Forestry
- Dairy farming
- group settlers
- viticulture tourism
- urban development





5.02 node A: main arrival + information bay

06.03 node B

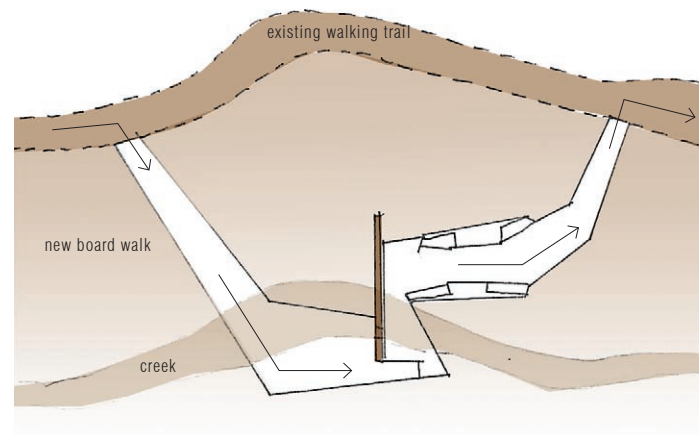
Node B is located on the northern end of the walking trail. The area surrounding this node consist of dense bush and tall trees.

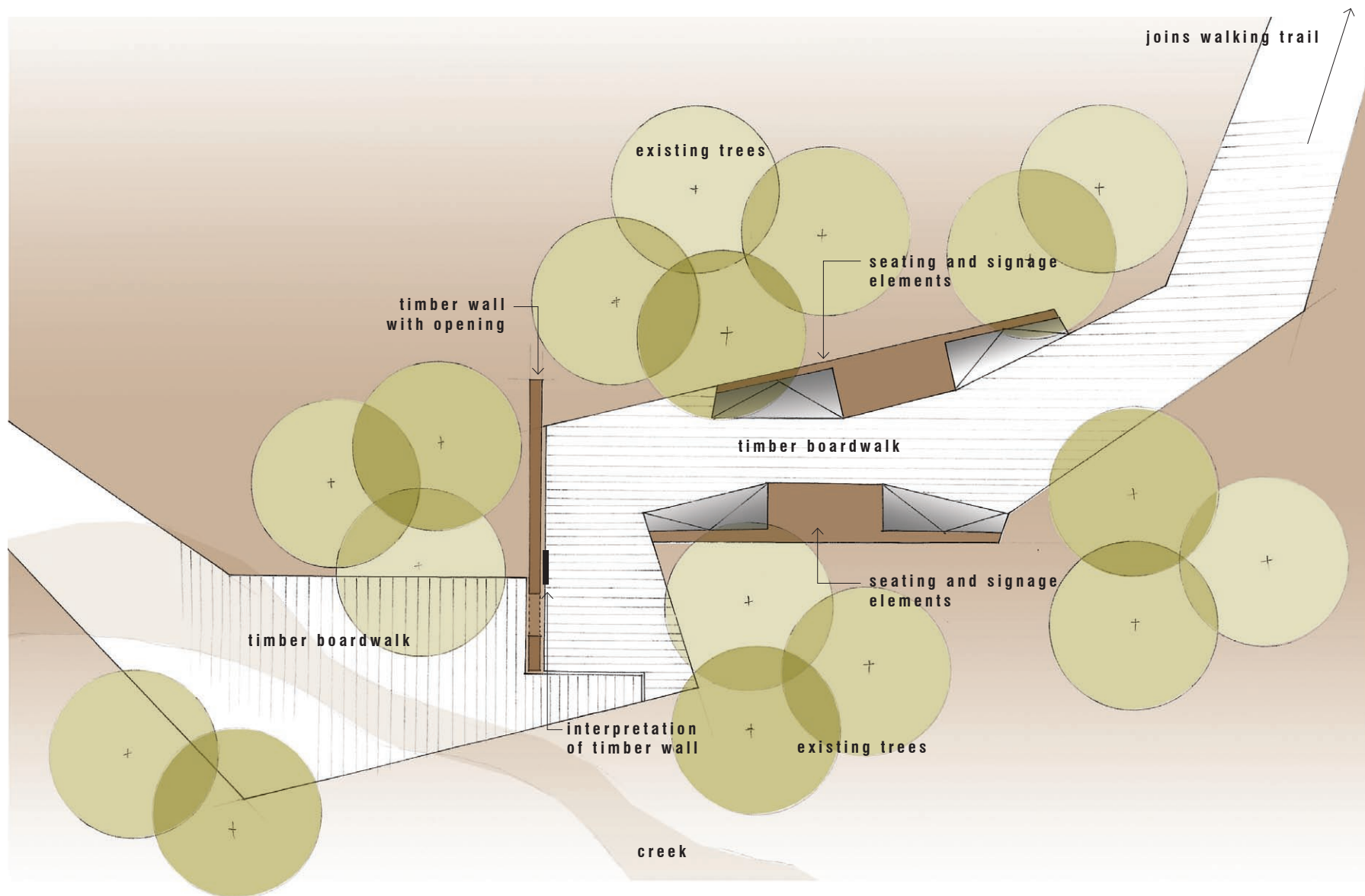
Timber boardwalk extend from the existing walking trail towards the creek. The boardwalk acts both as a path to the interpretive elements as well as a platform for viewing. A tall timber wall set within the tall trees forms a “barrier” that hides the interpretive elements. A small opening within the wall frames the view of the tall tress beyond.

There are 4 separate seating / signage element which tell the story of how “the presence of man has resulted in a continually changing landscape.”

Node B includes specific storylines the primary industry impact on the land:

- Pastoral farming
- Dairy farming
- Group settlers
- Viticulture





Sketch plan of major node B

Sketch perspective of tall timber wall



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interpretation
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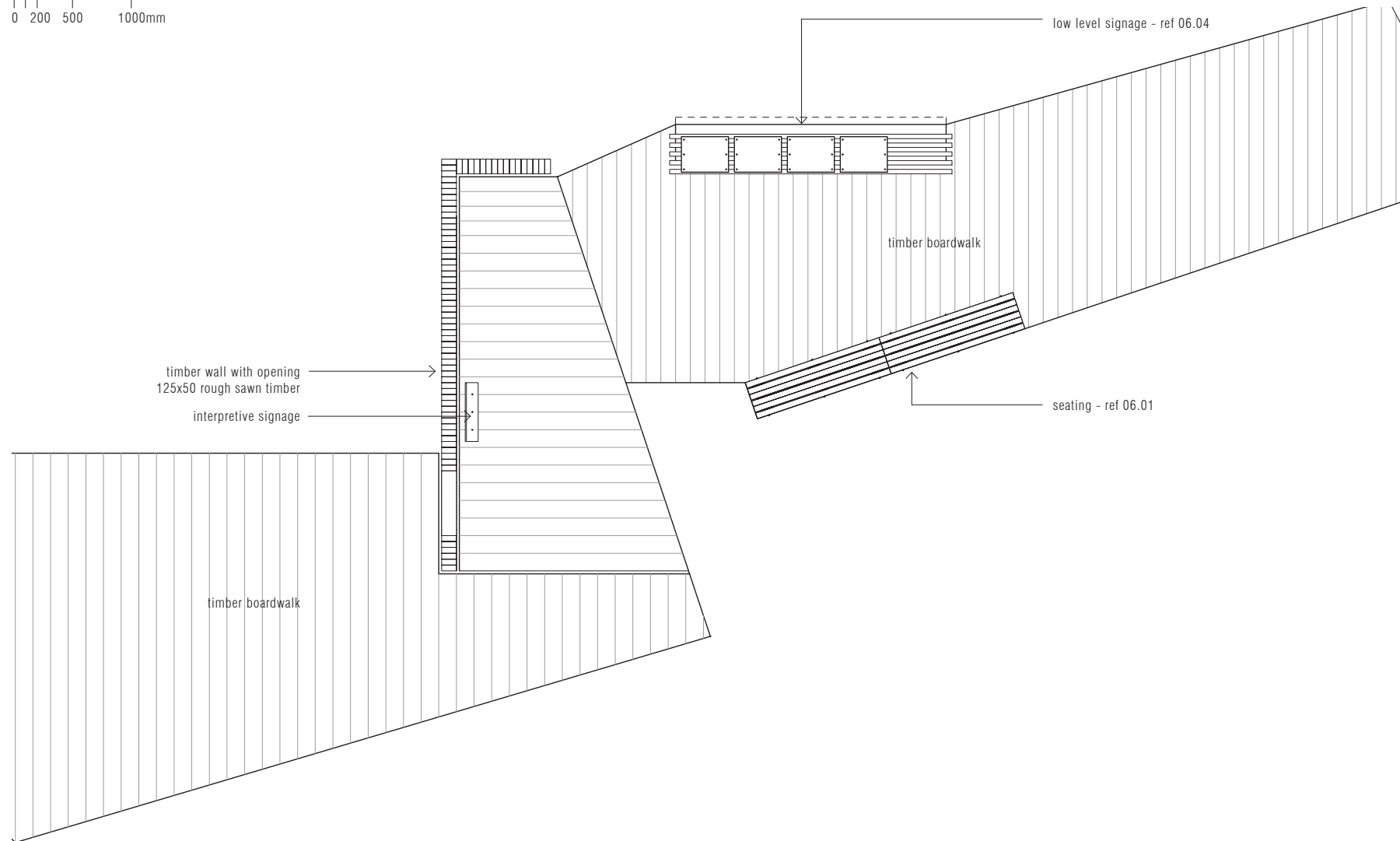
Sketch perspective of tall timber wall with interpretive elements



Plan of major node B

scale 1:50

0 200 500 1000mm



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interpretation
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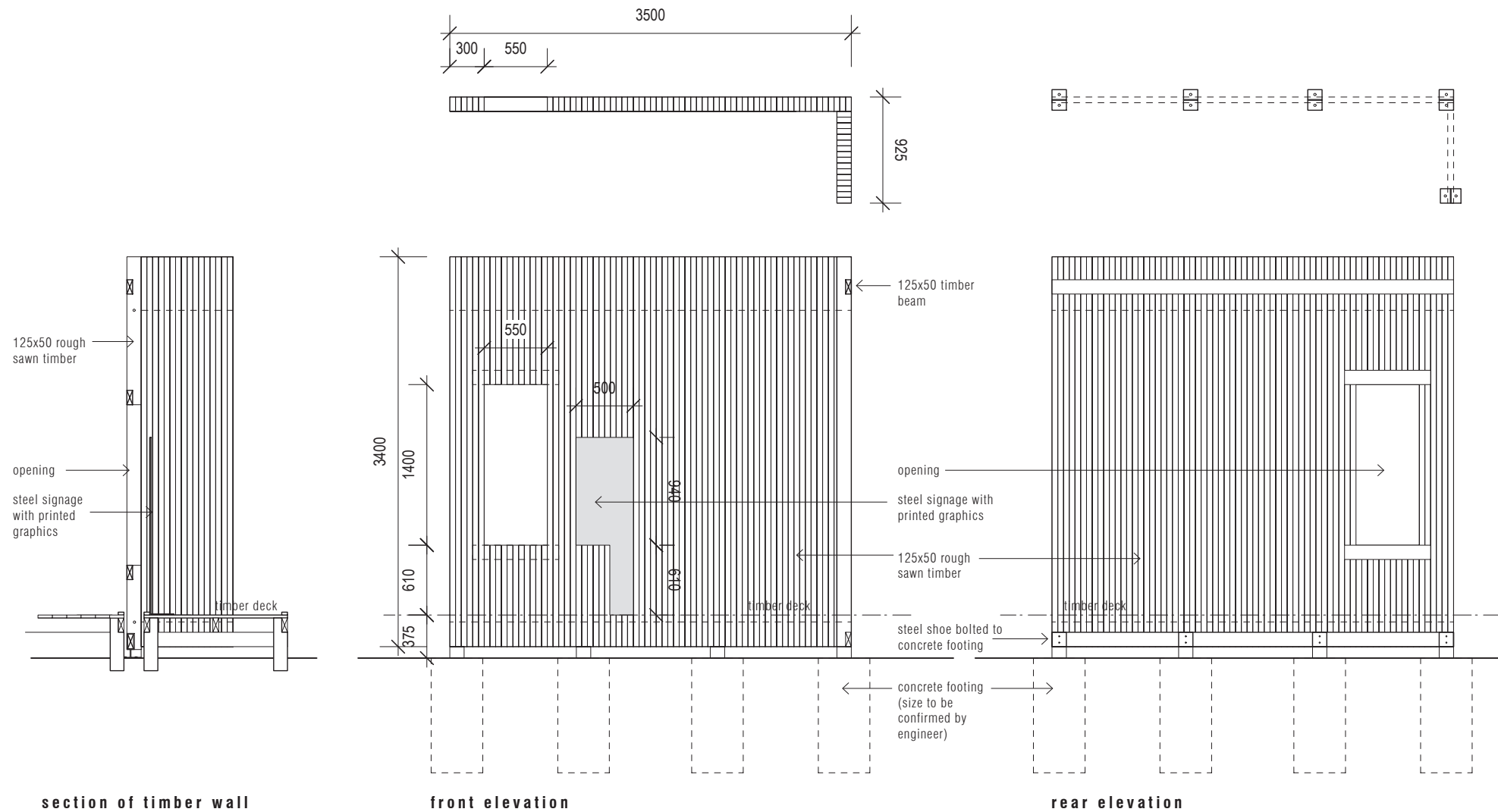
07

08

timber wall

scale 1:50

0 200 500 1000mm

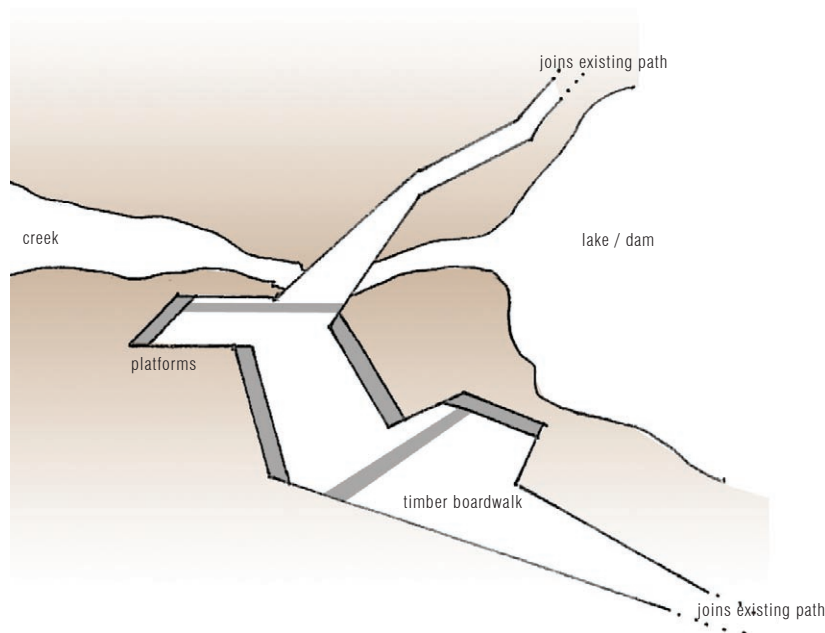


06.04 Node C

Node C is located on the southern end of the walking trail, close to the proposed future tourist accommodation development. This node is located on a landscape which has recently been cleared and, as a result, has low planting. It is situated in close proximity to lake and creeks and is an exposed site with distant views of trees and the horizon.

The interpretation is concealed within the path itself, which is kept at a relatively low scale. Timber boardwalk substitutes for walking trails where needed and steel etched panels replace timber where appropriate.

Platforms are extended from the boardwalk to allow for viewing as well as resting. Folded steel seats are incorporated within these platforms.



Node C includes specific storylines on (later) human impact on the land:

- tourism
- urban development

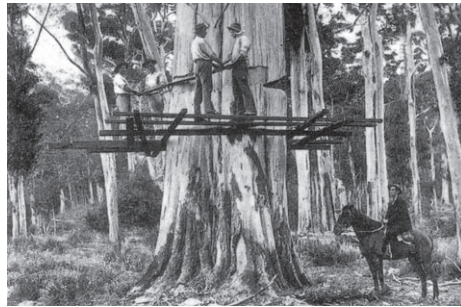
Sketch plan of major node C - open landscape

Sketch perspective of major node C - open landscape



06.05 Node D

Node D is a proposed recreation / representation of a timber cutters camp or worksite. It is understood that the developer has access to material that could be used. This material will include large artefacts – sawing and carrying equipment such as those contained in the images. The ephemeral nature of such camps and the management and security issues involved in the use of smaller artefacts originally used in the camps, suggest that an ‘artistic’ sculptural representation of such a camp and worksite is likely to be more appropriate than an attempted recreation.



Sketch perspective of node D - timber cutters camp



low level signage

ref 07.04
historical images etched onto steel panels

**1:1 scale steel reconstruction
of timber whim**

06.06 Interpretive signage

Interpretive signage are located along the walking trail where site specific stories are told.

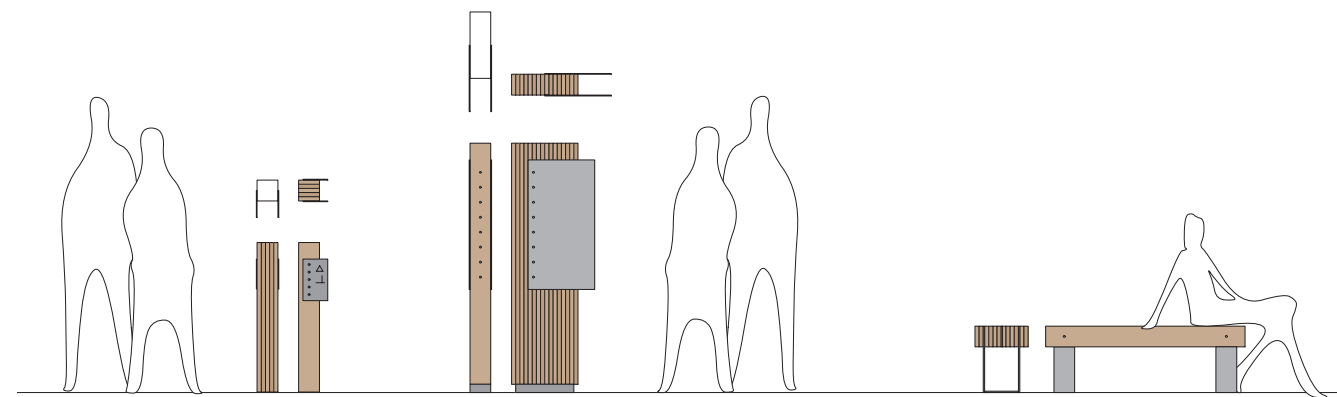
These includes:

- dieback + vegetation
- karri, peppermint, understory, possums + associated wildlife
- biodiversity + protection of habitat
- jarrah, marri + associated wildlife
- black ironstone + dieback
- dam + setting
- water recycling / cleaning
- fire management + fire tracks
- karri trees + associated wildlife
- bush corridors + role of NTWA

06.07 Trail markers

Trail markers are located along the walking trail where necessary.

A material language of laminated timber and etched steel panels are applied to these elements.



trail markers

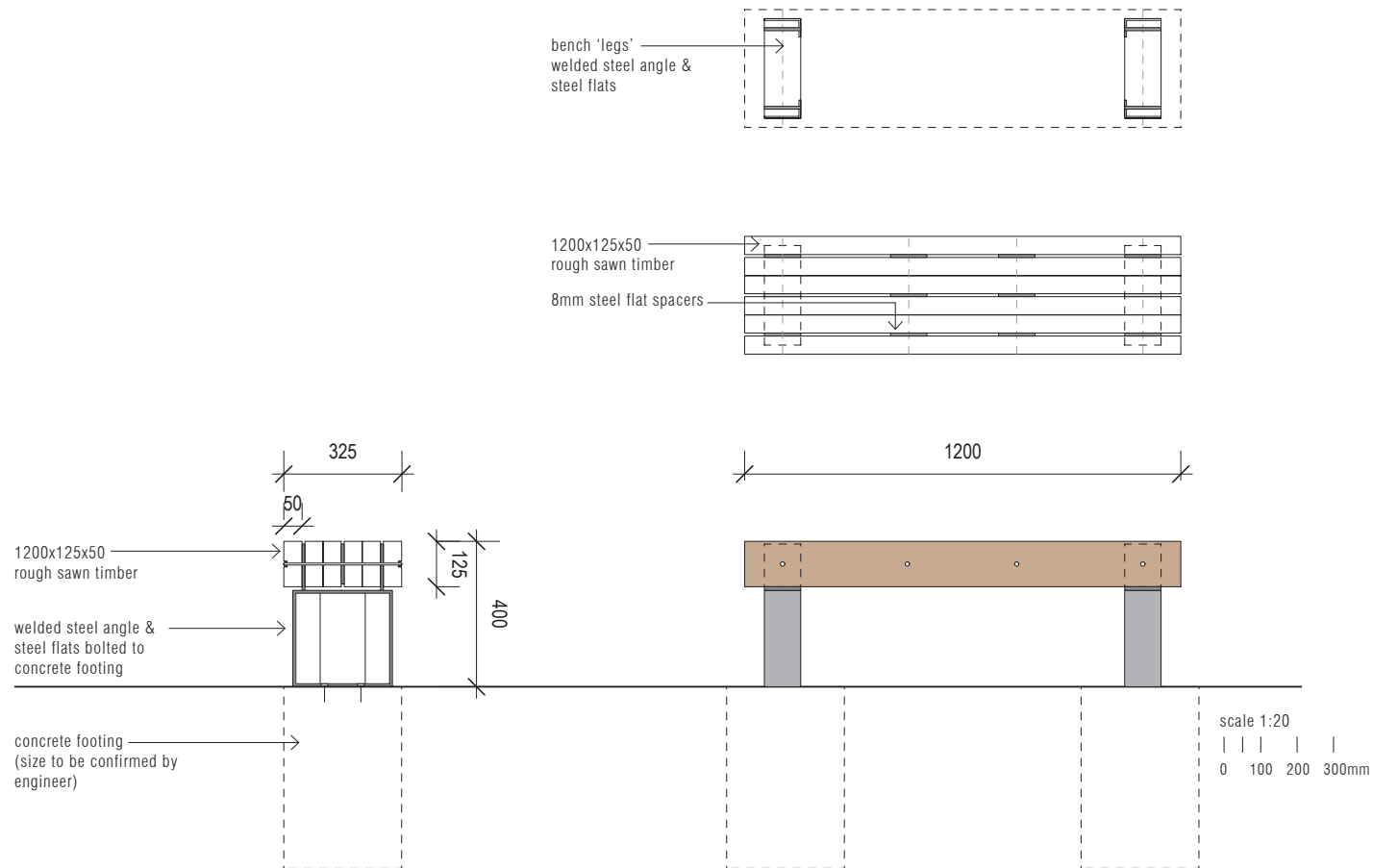
interpretive signage
on minor nodes

seating

0 300 500mm

07.00 INTERPRETATIVE ELEMENTS

07.01 seating



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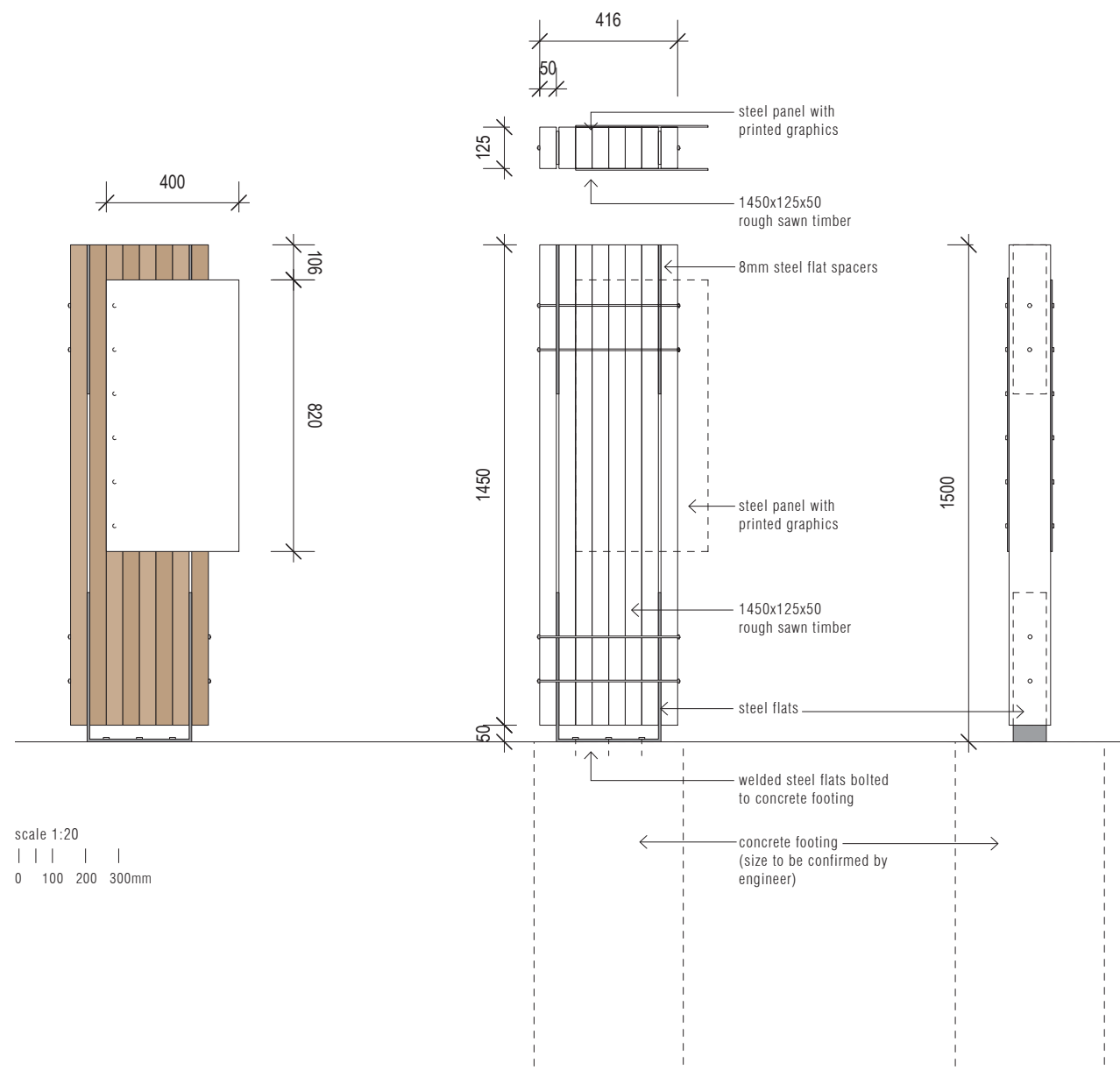
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interpretive
elements

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07.02 interpretive signage



interpretive signage layout

scale 1:5

01

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interpretive
elements

08

820x400 steel panel with
printed graphics

name of walking trail +
distance

relevant images:
1. vegetation
2. mammals
3. birds
4. reptiles

map of walking trail +
location

specific storylines +
content

indicative text split /
layout only
final text layout will
depend on final content

NTWA logo



PARKWATER

walking trail
distance - 5km

biodiversity & protection of habitat

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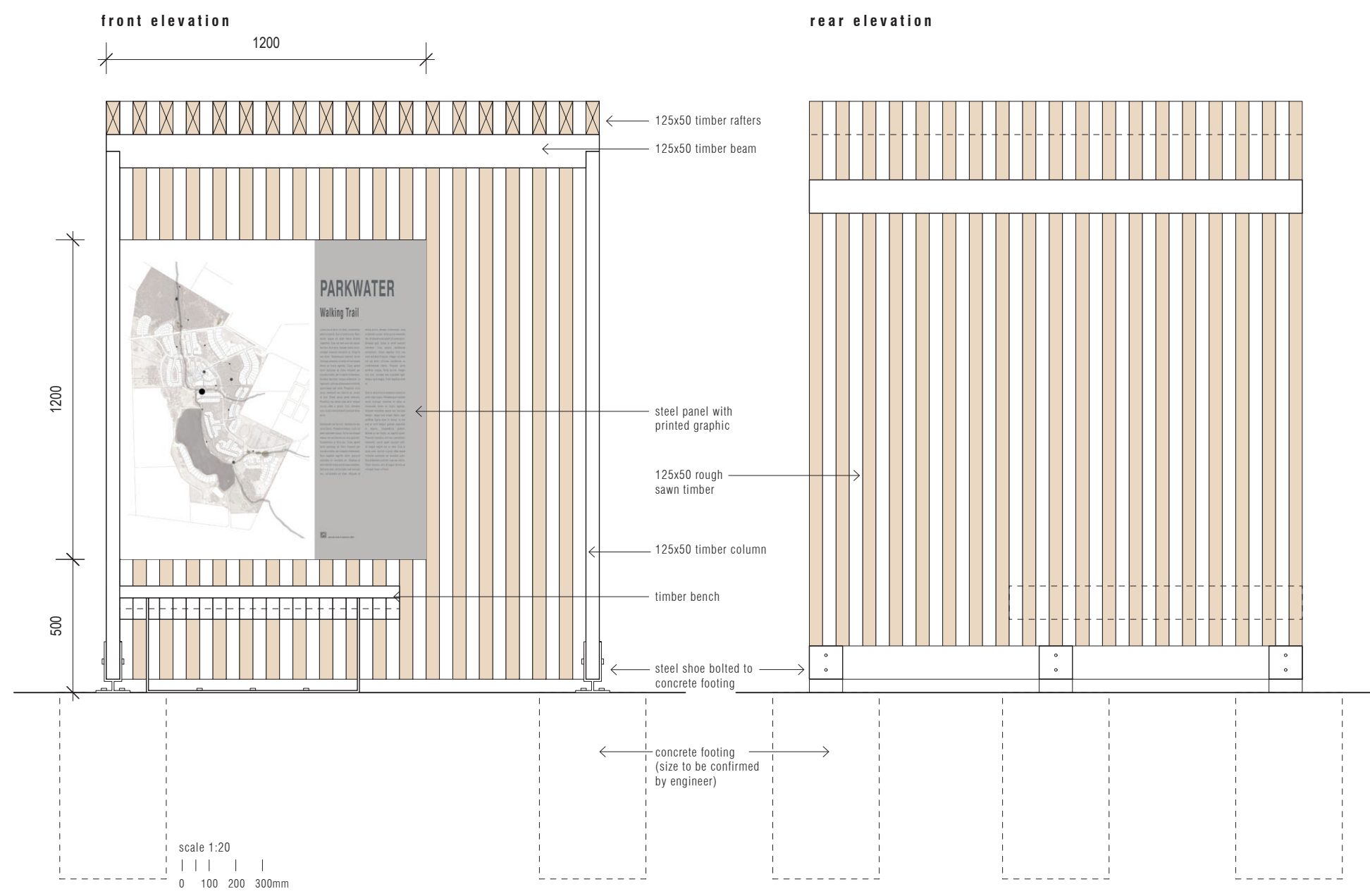


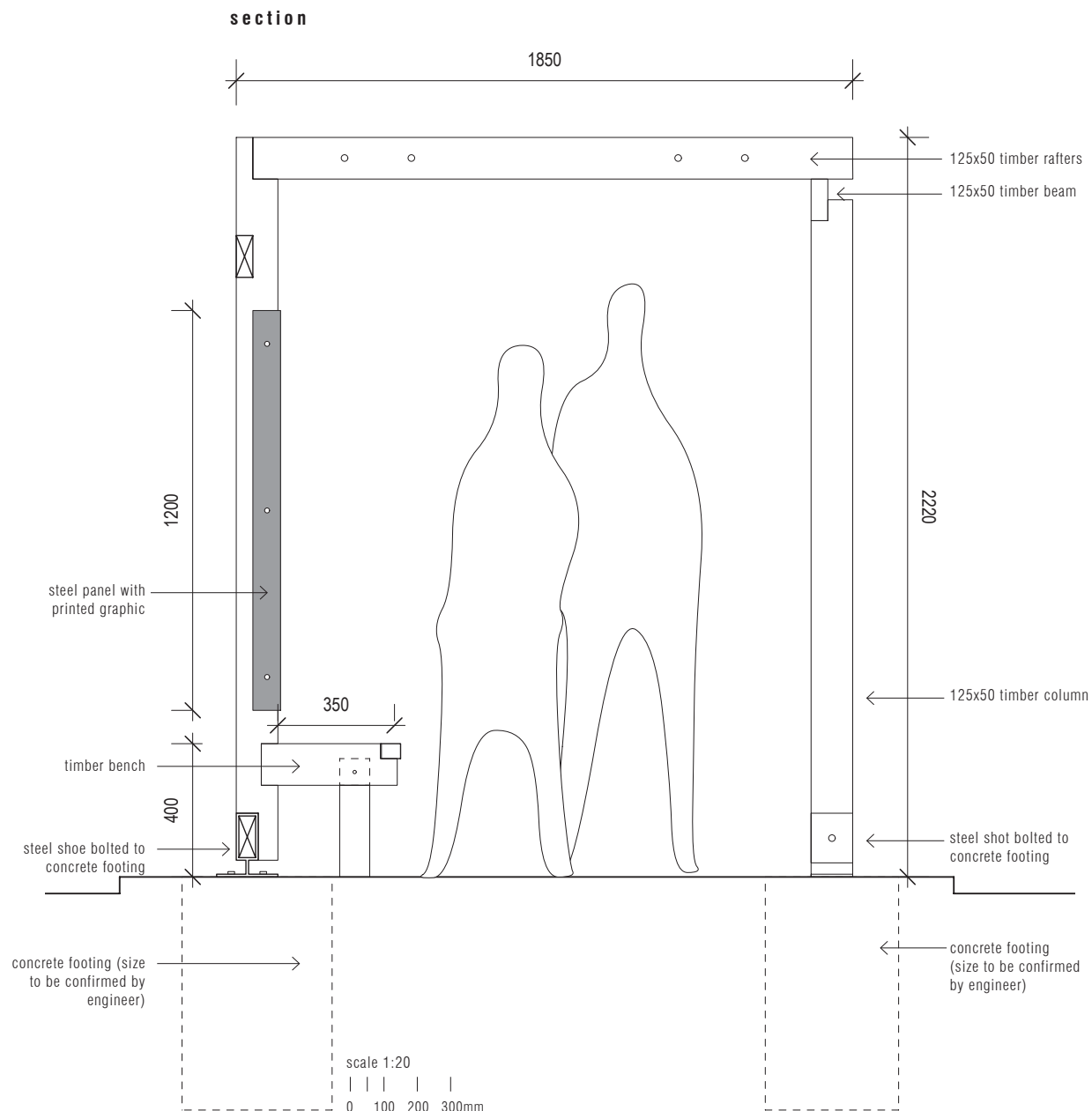
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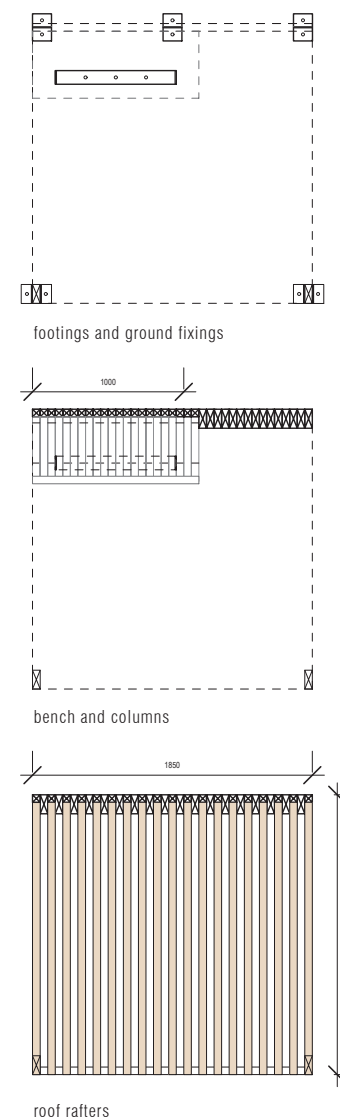
820

07.03 information bay





plan
scale 1:50



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interpretive
elements

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typical graphic layout for panels with overall map of walking trail

1200 x1200 steel panel with printed graphic
scale 1:10



PARKWATER


Walking Trail

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 national trust of australia (NTA)

map

description

typical graphic layout for panels with main storylines

1200 x1200 steel panel with printed graphic
scale 1:10

PARKWATER

Forestry

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Dairy Farming

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 national trust of australia (NTA)

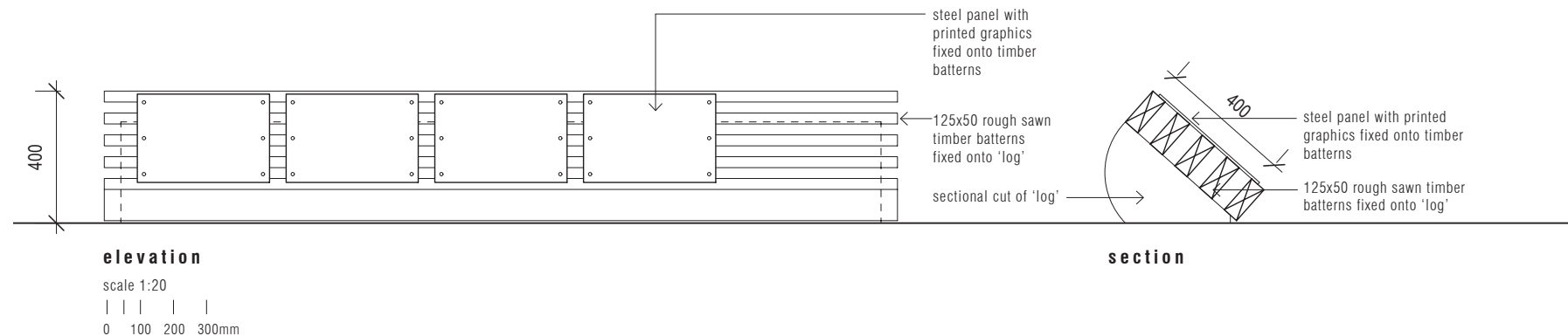
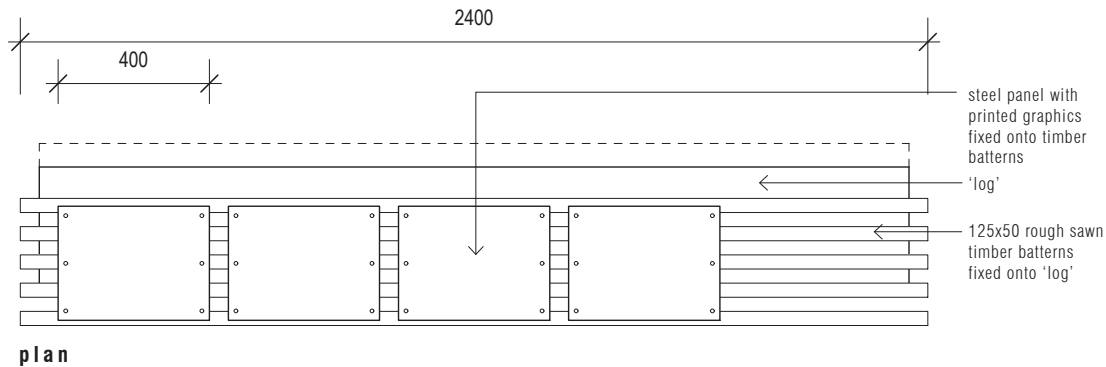
major storylines

associated images

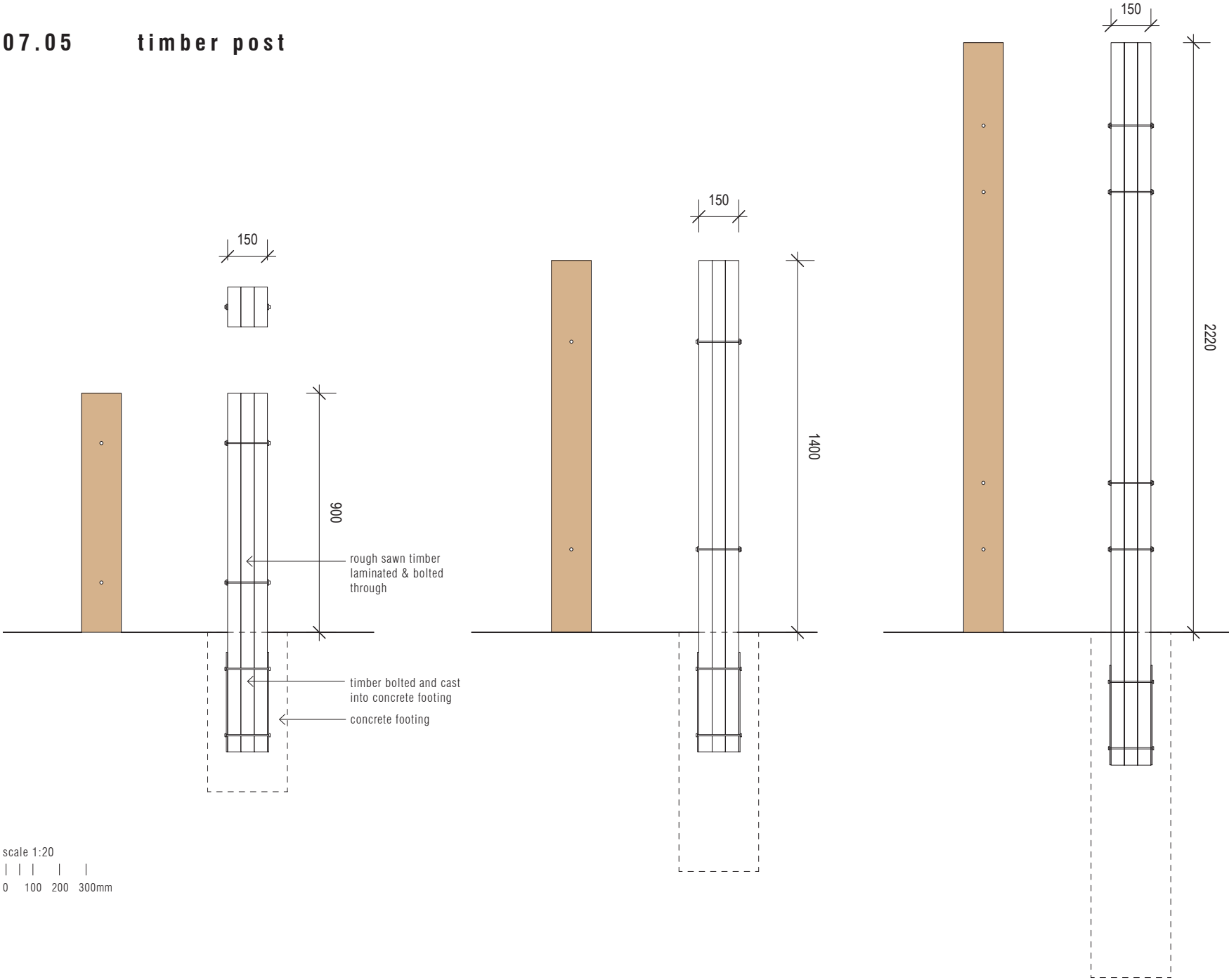
07.04 low level signage

typical graphic layout for low level signage

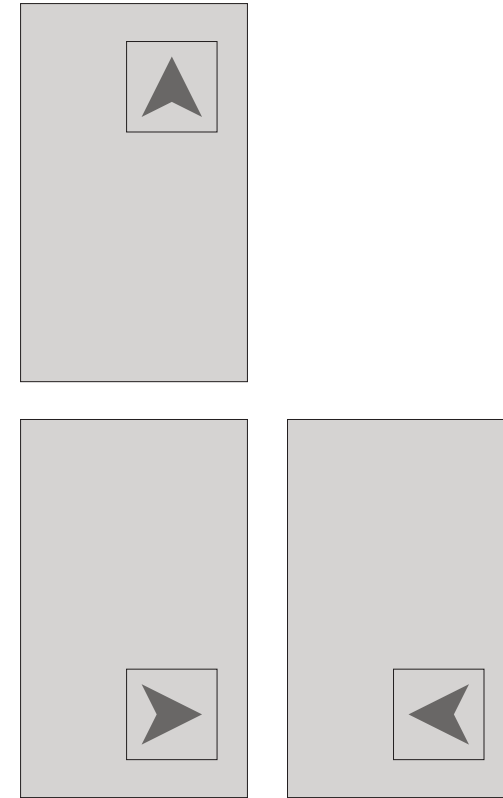
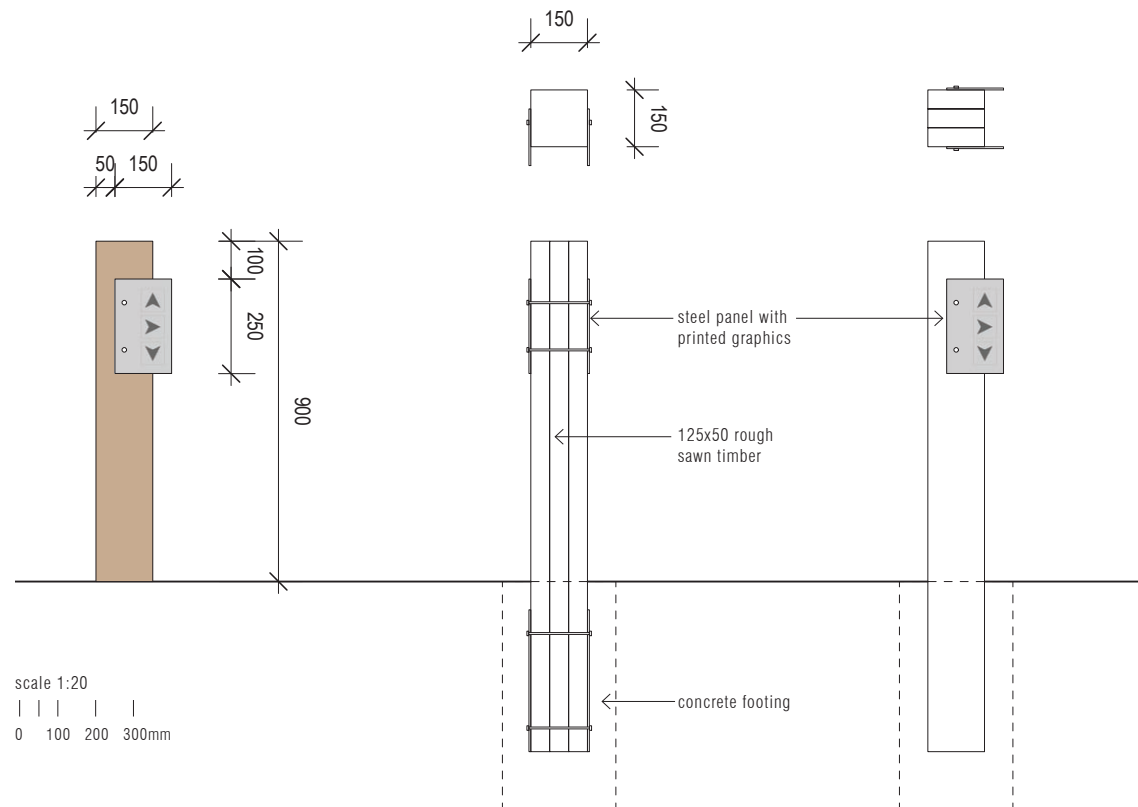
400x400 steel panel with printed graphics
scale 1:5



07.05 timber post



07.06 trail markers



trail marker
scale 1:5

01

02

03

04

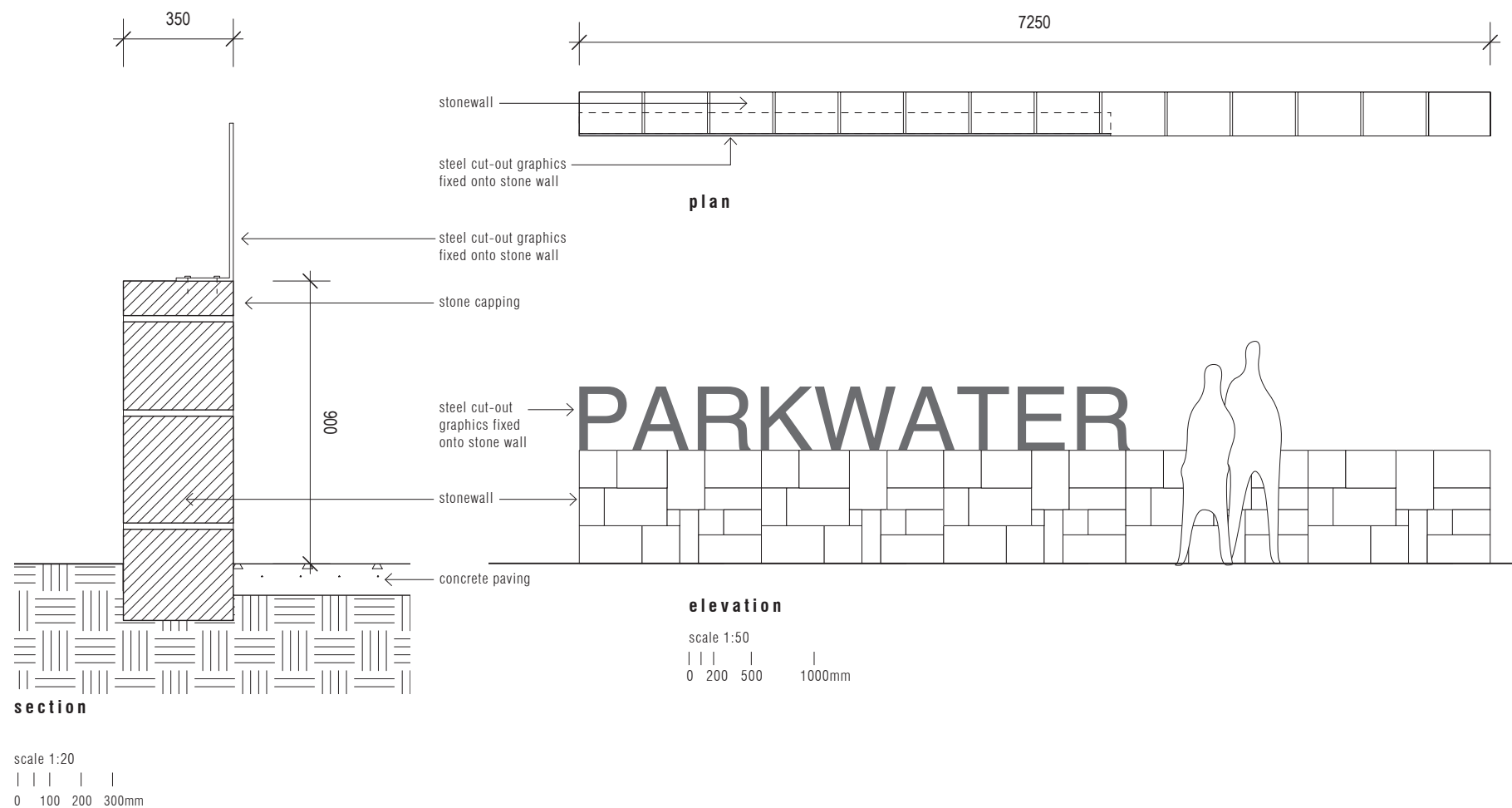
05

06

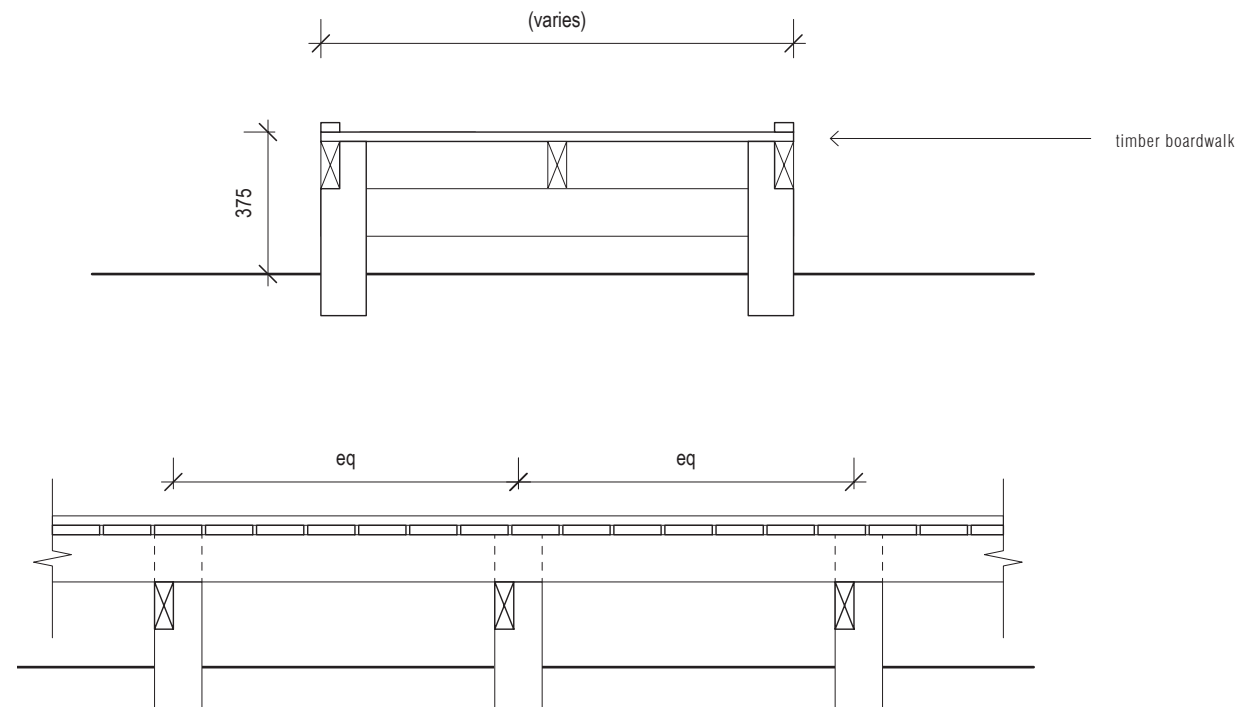
07
interpretive
elements

08

07.07 stone wall



07.08 boardwalk



typical section

scale 1:20

0 100 200 300mm

01

02

03

04

05

06

07
interpretive
elements

08

08.00 IMPLEMENTATION

01

The following section provides notes on the implementation of the project - 'where to from here'. There are various routes depending on funding models and priorities - all of which may vary depending on how the development unfolds. The emphasis of this report is to provide a complete picture of the overall interpretation works, suggested staging priorities have been included.

02

08.01 fabrication and construction

03

The trails have generally followed existing paths and fire breaks but there are sections that will require construction. At the time of writing some of the development - the surveying and alignment has yet to be completed and the exact alignment of trails in these areas will need to be confirmed when this is done.

04

It is anticipated that the signage elements will be fabricated off-site with the base structures, manufactured from timber, being fabricated on-site. A series of steel connecting elements – threaded rods, brackets, and other fixings will be required. These will either be from stainless steel or hot-dip galvanised steel.

05

08.02 materials

Materials used for the structures and signage bases are intended to be from timber grown on-site and made available during the development process. Generally the timber will be used as off-sawn green lengths or whole trunks or sections thereof, allowed to weather naturally.

06

There will be a requirement for fixings – metal, either stainless steel or hot-dip galvanised steel.

07

Signage panels will be fabricated from Stainless Steel. (more detail require)

08.03 further research / content development

The plan outlines the particular storylines on the relevant trail nodes. Research for the storylines has been undertaken but development of the actual text, diagrams and images for the interpretive panels will need to be developed.

08

implementation

08.04 consultation

Interpretation relating to Aboriginal people and their prior occupation of the area will need to be developed in consultation with appropriate Aboriginal people and communities, possibly through the South West Aboriginal Land and Sea Council.

08.05 further design development

Although the drawings indicate developed designs, further detailed design work will be required for some of the elements including engineering design of footings and other structures.

Exact location and layout and orientation of some timber platforms, boardwalk and interpretive signage will need to be finalised on-site. This is particularly relevant to the northern section of the development above Pioneer Road, around Node B and the proposed boardwalk sections, but also applies to a lesser extent to Nodes C and D.

Node D is a proposed recreation / representation of a timber cutters camp or worksite. It is understood that the developer has access to material that could be used. This material will include large artefacts – sawing and carrying equipment such as those contained in the images. The ephemeral nature of such camps and the management and security issues involved in the use of smaller artefacts originally used in the camps, suggest that an ‘artistic’ sculptural representation of such a camp and worksite is likely to be more appropriate than an attempted recreation.

08.06 maintenance

Although the interpretive elements have been designed with minimal maintenance requirements in-mind, regular maintenance will be required. This will include trail surfaces to ensure they do not constitute trip hazards etc, from branches, erosion, subsidence or other damage.

Signage elements (from general wear and tear and vandalism) will need to be replaced or repaired from time to time. An allowance for replacement should be made in budgeting frameworks. Similarly boardwalk structures will need to be repaired or timber elements replaced.

08.07 cost and staging

The table below gives indicative cost estimates for the works described in the plan. These are not quotes and will need to be refined in order to give a more accurate reflection of the actual cost.

The initial stage would incorporate trail markers that define the main walking tracks around the areas being developed first. This includes the central and lower loops

Preliminary - Parkwater Budget Estimate			
Interpretive Nodes	Nº		Construction Budget
A			116600
stone walls	33	300	9900
shade structures	5	10,000	50000
timber posts	55	200	11000
signage	5	3,500	17500
seats	9	1,800	16200
lighting	10	1,200	12000
B			102400
boardwalk	70	1,000	70000
signage	2	3,500	7000
seating	2	2,700	5400
timber wall	1	20,000	20000
C			104200
boardwalk	50	1,000	50000
platform	30	1,000	30000
signage	4	3,500	14000
seating	2	2,700	5400
lighting	4	1,200	4800

Preliminary - Parkwater Budget Estimate			
Interpretive Nodes	Nº		Construction Budget
D			55700
platform	30	1,000	30000
signage	3	3,500	10500
seating	2	2,700	5400
lighting	4	1,200	4800
artefacts relocation	1	5,000	5000
Interpretive Signage			27500
sign elements	11	2500	27500
Trail Markers			21000
elements	30	700	21000
Total - construction			427400
GST			42740

Preliminary - Parkwater Budget Estimate			
Stage 1: Trail signage only - central loops			
Interpretive Signage			\$17,500.00
Sign elements	7	2500	\$17,500.00
Trail Markers			\$10,500.00
Elements	15	700	\$10,500.00
Total - construction			\$28,000.00
Loading for Cowaramup		10%	\$2,800.00
Transport allowance			\$1,200.00
Installation		2 people, 5 days	\$5,000.00
Fees			
Design	15%		\$4,200.00
Content		2000	\$2,000.00
Miscellaneous		copyright etc	\$200.00
Disbursements		copies	\$500.00
Project management	8%		\$2,240.00
Sub Total			\$46,140.00
GST			\$4,614.00
Travel: Perth-Cowaramup	4	1200	\$4,800.00
Grand Total			\$55,554.00
Exclusions:			
No allowance for trail remediation or construction			
No allowance for escalation			