

Headland Park, Mosman

Interpretation Strategy

Report prepared for Sydney Harbour Federation Trust

February 2018



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Cover Image: Entrance to Port Jackson from above Middle Head, 1878, Conrad Martens. (Source: National Library of Australia, nla.obj-134449537)

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1.0 Introduction

1.1 Background

Sydney Harbour Federation Trust (the Trust) commissioned GML Heritage Pty Ltd (GML) to prepare an Interpretation Strategy (IS) for Headland Park, Mosman in June 2017. A key project objective is to provide an overarching vision for interpreting the themes and stories of Headland Park so that the visitor experience and appreciation of the place and its significant values is enhanced and enjoyed. The IS was prepared over a 12-week period and involved preliminary stakeholder consultation.

Known for its expansive views of Sydney Harbour, Headland Park and its remnant natural bushland, immerses visitors in ‘another world’ despite its proximity to the urban development of surrounding suburbs and the city of Sydney. Headland Park has a rich history associated with Aboriginal people’s beliefs, traditions, customs and occupation across generations. The park is within the traditional land and Country of the Borogegal people. Following colonisation, this was where Governor Macquarie established a farm for Aboriginal people, led by Bungaree who originated from Broken Bay. The park has a history of association and use by the Australian military which commenced during a period of heightened fear around the turn of the nineteenth century, when a battery and magazine was built above Obelisk Bay to guard the harbour from enemy invasion. Today, the park is a thriving area used for business, recreation, and leisure.

An interpretation plan was prepared for Headland Park for the Trust in 2004. Several interpretive initiatives from that plan have been implemented. Many other interpretive projects have also been undertaken. Existing interpretation of Headland Park focuses mainly on the historical period associated with the military use, with some consideration of the natural and Aboriginal values of the landscape within the park boundaries.

1.2 Project Objectives

The project objectives which were outlined in the project brief include to:

- engage visitors in understanding and appreciating Headland Park and its stories;
- convey the historical patterning of the place through imaginative and relevant interpretive themes;
- reflect the Trust’s aspirations and understand the community’s interests and their views regarding visitor experiences for the interpretation plan;
- consider the visitor segments/experience;
- recommend interpretation media (tools and devices) for anticipated audiences that are cost effective and sustainable; and
- provide a continuing reference for prioritising and guiding creative interpretation planning at Headland Park.

1.2.1 Sydney Harbour Federation Trust Corporate Plan 2017–2021

This IS project aligns with the vision and objectives outlined in SHFT’s Corporate Plan 2017–2021. The overarching vision for SHFT in the Corporate Plan is ‘to create extraordinary places on the world’s best harbour that are inspiring, loved and shared.’ SHFT’s mission is ‘to bring to life our natural and cultural

heritage and provide a lasting legacy for all Australians through conservation, remediation and the adaptive reuse of places in our care.¹¹

The Corporate Plan also includes vision statements and priorities for each of SHFT's principal properties. The vision for Headland Park is 'to maintain a spectacular harbourside parkland that offers opportunities for culture, recreation, education and enterprise.' The priorities identified for Headland Park include to:

- implement an Interpretation Plan for Headland Park including opportunities to link with the work of the NSW National Parks and Wildlife Service in the Sydney Harbour National Park;
- work with stakeholders to create a seamless network of foreshore walks; and
- secure an appropriate use for 10 Terminal at Middle Head which protects its heritage values and is compatible with public access to the surrounding parkland.

This IS has been developed to guide SHFT in planning interpretation that conserves and respects the natural and cultural significance of the park. It has also focussed on planning interpretation that delights and engages visitors in experiences that creatively connect them with the stories, history and heritage values of Headland Park.

1.3 Methodology

Our work on this project has involved the review of a substantial corpus of background material. The material reviewed included the Trust's management plans, policies, visitor collateral and tour scripts for the park itself, as well as review of various documents that apply to the surrounding or adjoining land areas. A key background document with respect to the adjoining public land is *The Sydney Harbour National Park Middle and Georges Head Masterplan*, prepared by the Office of Environment and Heritage, 2017. The masterplan was developed in close collaboration with the Sydney Harbour Federation Trust. It provides a vision for the future of the headland's public lands as a seamless visitor experience. At the time of writing this report, GML understands that the National Parks and Wildlife Service (NPWS) had approved the masterplan and was awaiting final approval to prior to publishing online.

The review of historical evidence, including historical images and written histories of the park and surrounding areas, has informed the identification and development of the key themes and stories for interpretation.

We also undertook multiple site inspections to gain an understanding of the following attributes:

- Headland Park's landscape character and facilities;
- the historical evolution of the land, and the places which demonstrate its history;
- the current interpretive overlay within the landscape;
- observations of visitor types/segments and their patterns of use within the park;
- the park's connections and links to other places and experiences; and
- to learn about the Trust's current plans and future activities that are being considered.

Community and stakeholder consultation was also an important input to the preparation and development of this IS.

1.3.1 Stakeholder Consultation

On 19 June 2017, GML and the Trust held a stakeholder consultation workshop to inform the preparation of the IS. The objective of the consultation was to ensure that the interpretive planning for Headland Park reflected the conservation and management objectives of the Trust and that the project was informed and guided by the issues, concerns, views and opinions of key stakeholders and community members. The consultation took the form of a participatory workshop with attendees invited to discuss and share their views regarding the current interpretive experience, future opportunities for the park and key project priorities.

On 29 June 2017, GML attended a guided tour of Headland Park. This tour was based on the existing Headland Park Tunnels and Gunners tour. The tour provided the opportunity to experience a more in-depth and immersive interpretation of Headland Park that is not gained by current on-site interpretive devices (ie signage), and as well as to discuss future interpretive experiences.

We have considered the proposed future use and potential visitors/audience, including those with significant attachments to the place. Based on this information, we have recommended interpretive media that will effectively convey the heritage values and significance of the site and are engaging, cost effective and can be implemented in stages as funding becomes available.

This IS will be publicly exhibited in September 2017 and we understand that the recommendations may change as result of community feedback.

1.4 Location and Description

Headland Park is located upon the ridgeline of Middle Head Peninsula within the municipality of Mosman (Figure 1.1). Headland Park consists of three precincts—Middle Head, Georges Heights and Chowder Bay (Figure 1.2). Middle Head and Georges Heights are accessible via Middle Head Road and Chowder Bay can be reached via Chowder Bay Road. Each precinct demonstrates different military uses and their own layers of history.

Located on the southern and eastern boundaries of Headland Park is the bushland of Sydney Harbour National Park, constituting the precincts of Middle Head and Georges Head, managed by the NSW National Parks and Wildlife Service (NPWS). Other adjoining land managers are Mosman Council and the Royal Australian Navy. Mosman Council manages three areas of open space including Rawson Park, Clifton Gardens Reserve and Balmoral Park and leases Cross Street Precinct from the Trust. The Royal Australian Navy has the responsibility for the care, control and management of HMAS Penguin, located within Middle Head, and the refuelling tanks at Chowder Bay.

1.5 Authorship and Acknowledgements

This report was prepared by Angela So, GML Consultant, Suzy Pickles, GML Graphics Consultant, and Minna Muhlen-Schulte, GML Senior Consultant. Sharon Veale, GML Partner, provided technical input and reviewed this report.

Kerryn Smith, Marketing and Visitor Experience Manager of Sydney Harbour Federation Trust, has generously provided information and support to the project team. The contribution of the following Trust staff is also acknowledged: Eliza Beashel, Director, Marketing, Communications and Visitor Experience; Libby Bennett, Heritage Architect; Daniel Sealey, Planning Manager; and Mary Darwell, CEO.

We would also like to thank Chris Ballantine, Sydney Harbour Federation Trust Guide, for his informative tour within Headland Park and all stakeholders who have participated in the consultation process and provided online comments for this project.

1.6 Limitations

This IS, providing an overarching interpretation program for Headland Park, includes key interpretive themes and stories, along with a range of interpretive media that is considered suitable for conveying the natural and cultural significance of the place to the identified audiences. Further detailed design development or content preparation including text and selection of historic imagery for interpretation in specific locations would occur during subsequent stages of interpretation planning. Detailed design and content development is not included in this IS.

The historical background in this IS is based on pre-existing background material provided by the Trust. Detailed additional historical research was outside the scope of this project and has not been included in this report.

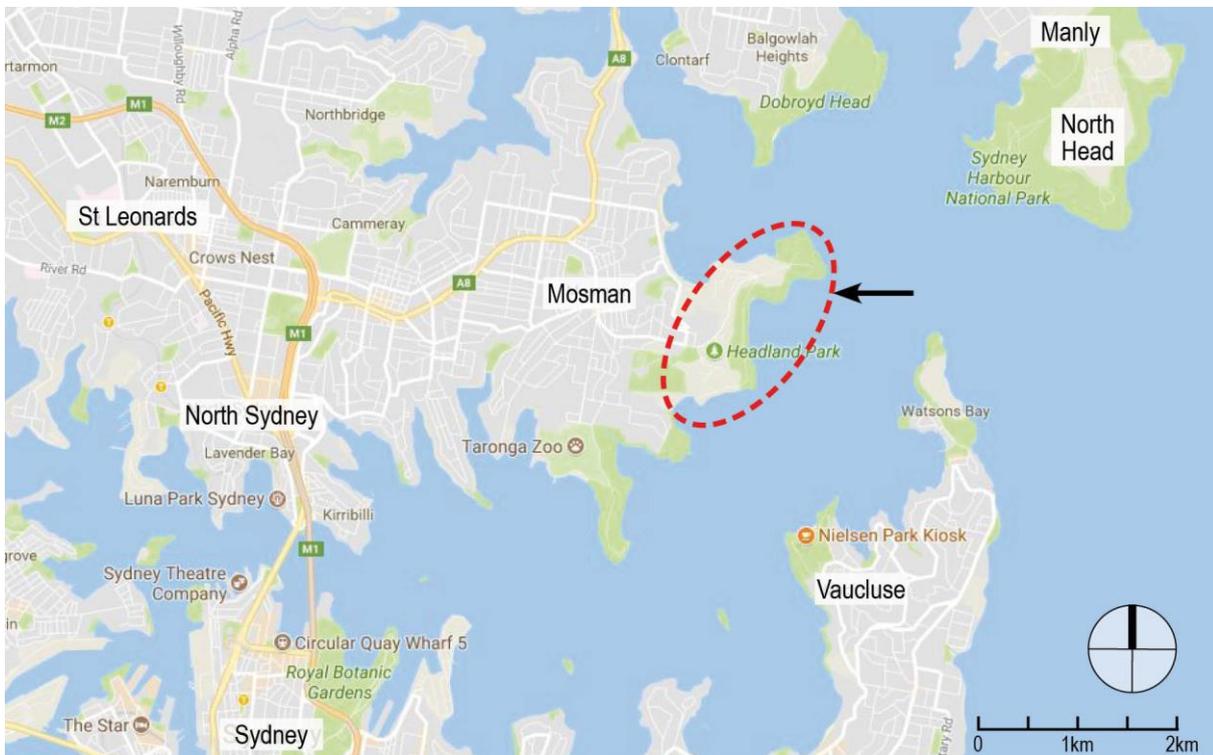


Figure 1.1 Location of Headland Park within greater Sydney. (Source: Google Maps with 2017 GML overlay)



Figure 1.2 Public lands within and adjoining Headland Park. (Source: Google Maps with 2017 GML overlay)

1.7 Endnotes

¹ Sydney Harbour Federation Trust, Corporate Plan 2017–2021, p4.

2.0 Review and Analysis

2.1 Introduction

This section provides a brief description and analysis of the management and operational context for Headland Park as it relates to interpretation planning. It has been approached through a review of key planning and management documents, interpretive projects, and community consultation and includes a high level summary of the key documents. The purpose of the review is to identify key opportunities for interpretation. The consideration of natural and cultural heritage values, management, planning and conservation issues, current visitor experiences and expectations, combined with the recurrent issues and themes raised in the materials reviewed, provides valuable information that contributes to the formulation of interpretation.

2.2 Heritage Significance

Headland Park is listed as part of 'Defence site—Georges Heights and Middle Head, Middle Head Road, Georges Heights, NSW, Australia', on the Commonwealth Heritage List (Place ID 105541), in recognition of its non-Aboriginal heritage (mainly defence but also post-contact and recreational use) and natural values. The following extract is taken from the Summary Statement of Significance:

The Defence Site within the headland complex of Middle Head and Georges Heights is important as an area of significant cultural and natural heritage interaction recording a long history of Aboriginal occupation and the defence of Sydney Harbour since European settlement. The two areas of the Defence Site are contiguous with two sub-areas of Sydney Harbour National Park (Register No. 2584) and linked by important evolving cultural landscape frameworks within the scenic foreshores of Sydney Harbour, perhaps Australia's best-known waterway, and a nationally significant icon. The cultural landscape framework comprises a range of historic sites and structures which contribute individually and in groups to the national estate values of the Defence Site. Not all structures or sites within the boundaries are of significance. Sites and places of individual significance include the Military Road Framework (Reg. No. 103266), Headquarters 8th Brigade Precinct (Reg. No. 103292), Batteries A83 & C9a (Reg. No. 103295), Battery B42 (Reg. No. 103294), WRAAC Officers Mess (Reg. No. 2871), Battery for Five Guns (Reg. No. 2870), Headquarters Training Command Precinct (Reg. No. 103338), 30 Terminal Squadron Precinct (Reg. No. 103339), Chowder Bay Submarine Miners Barracks (Reg. No. 2876), Navy Refuelling Depot and Caretakers House (Reg. No. 103337), Commonwealth Avenue Defence Housing (Reg. No. 103341), Ten Terminal Regiment Headquarters and AUSAID Training Centre Precinct (Reg. No. 103342) and the former Golf Clubhouse (Reg. No. 103293), most of which are or will be managed by the Sydney Harbour Federation Trust. HMAS Penguin (Reg. No. 103327) remains in use as an operational Naval Base and represents the continuing presence of Defence at Middle Head and Georges Heights.¹

While it is not included as part of the significance assessment, it is acknowledged within the Summary Statement of Significance that this place has Aboriginal cultural values. Another value that has been overlooked is the association and social value of this place for the people who trained and worked at the Defence Site of the Middle Head peninsula.

2.3 Summary of Management Planning Review

Several management plans for Headland Park have been prepared at various times. The plans reviewed for this project include:

- Comprehensive Plan (Middle Head, Georges Heights and Chowder Bay) (2003);²
- Management Plan—Middle Head (2017);³

- Headland Park Interpretation Plan (2004);⁴
- Interpretation of Headland Park—Draft Detailed Concept Plan (2005);⁵
- Conservation Management Plan for Middle Head Sites (2007);⁶
- Middle Head and Georges Head Masterplan (2017);⁷ and
- Sydney Harbour Federation Trust Corporate Plan 2017–2021 (2017).⁸

The recurrent issues relevant to interpretation planning identified through the review process include:

- Providing a balanced interpretive narrative—presenting the cultural and natural significance and conserving heritage values to engage visitors with ‘journeys’ into the history of Headland Park is a persistent topic in the various documents.
- Key aspects of heritage that recur within the managements plans are:
 - natural heritage;
 - Aboriginal cultural heritage; and
 - defence heritage.

This heritage is experienced and conveyed at Headland Park; however, the interpretive content mainly focuses on military history and occupation. There is some interpretation of the natural values and Aboriginal cultural heritage, as well as acknowledgement of community’s role in the creation of Headland Park, but more stories related to these aspects of the place could be told.

- How to convey the stories of Headland Park—across the plans, there are recommendations for interpretive devices that range in scale from signage, to landscape architectural features, to programs and events to multimedia/digital devices. Activation of the site through targeted events and activities is endorsed to attract a diverse range of visitors. In considering this, consistency for on-site and off-site interpretation both digital and non-digital needs to be carefully planned and implemented.
- Another recurrent message in the documentation reviewed is that the adaptive re-use of buildings should complement Headland Park. At the time of writing, all buildings within Headland Park, except for 10 Terminal buildings at Middle Head, have been adaptively re-used with tenants that complement the experience of the place.
- A visitor centre/educational facility has been suggested, however, in the approved Middle Head Management Plan was not recommended. A visitor centre does provide a place wherein visitors can be orientated and introduced to a place which can inform and enhance their understanding and appreciation of the heritage values of the site. Yet given the layout and access to the Headland Park, creating a new visitor centre raises some challenges regarding visitor arrival, orientation, and circulation. There are many entry routes and arrival points at Headland Park. Given this, there is no single preferred location for a visitor centre as members of the public can arrive and enter at any range of access points. While a visitor centre does provide opportunities for an orientation experience and can assist visitors by suggesting a range of different experiences via various media, the costs associated with resourcing, administration, supervision, combined

with renewal and maintenance are considerable. If a visitor centre / education facility did proceed, it would be in collaboration with NPWS.

- Digital technology has also ‘disrupted’ traditional models and modes of visitation and tourism. Digital platforms provide an opportunity to create a new immersive visitor experience that enables people to engage in the park’s history and values pre-visit, during their visit and again after. Maintaining digital/online platforms, such as a website and/or smartphone app to provide wayfinding information and interpretative content for Headland Park may be a more viable and sustainable option over the longer term. If a centralised visitor centre was to be considered and implemented in the future, it could be developed in collaboration with NPWS.
- Navigating through Headland Park—one of the key points identified is the need to maintain coherent internal links between the disparate sections of Headland Park, from both a wayfinding and interpretive perspective, to deliver a cohesive visitor experience. The Trust is currently undertaking a wayfinding project at Headland Park, which is expected to be completed within the 2017/18 financial year. The project is in design and will ensure a unified look and feel for the site. The wayfinding project will include the new branding, finalised in March 2017, and will ensure visitors can access and navigate the site with ease. This follows on from the Entrance Signage project, which was completed in early 2017.
- A cohesive experience and maintaining public access and space for recreational activities across Headland Park— NPWS and Mosman Council are the Trust’s key partners in the planning, design and implementation of this ‘one headland’ visitor experience. Where interpretive projects are in alignment and funding is available, the Trust will use its best endeavours to work with NPWS and Mosman Council. For other projects, the Trust will work independently on delivery and ensure that adjoining land managers are consulted throughout the process.

2.4 Preliminary Community Consultation

On 19 June 2017, GML and the Trust hosted a one-and-a-half-hour stakeholders’ consultation at SHFT Building 28, Mosman, as part of background research for the Headland Park Interpretation Strategy (Appendix B). The objective of the consultation was to ensure the interpretive planning for Headland Park was informed by the views and values of key stakeholders and community members. The consultation provided a forum to:

- discuss the current interpretive experience; and
- explore potential future opportunities and priorities.

Stakeholder participants reflected a range of different backgrounds, interests and roles, including general history and specific interest groups such as the Papua New Guinea Association of Australia; the NPWS; Defence; industry experts; and members of the Trust Community Advisory Committee (CAC).

With regard to interpretation, the attendees considered the priorities to be:

- creating a holistic headland experience, which can only be achieved by working with the adjoining land managers;
- providing balanced interpretation that encompasses Aboriginal cultural heritage (not just Bungaree’s Farm), natural values, military occupation and contemporary stories;

- providing individual and personalised stories—told through the voices of those that experienced the site/history to enhance the interpretive experience; and
- implementing a range of interpretive devices, onsite and digital, to tell the stories of this place.

The stakeholders stated that visitor experience could be improved through:

- creating a cohesive visitor experience, starting at a centralised point (online or onsite) where layers of history were interpreted and visitors could take a self-guided tour with printed materials or a smartphone app;
- providing clearer signage and wayfinding to link all the precincts within the headland (across the Trust's, NPWS' and Mosman Council's lands);
- building on the success of ephemeral events, theatrical or visual arts events and partnerships ie Mosman Art Gallery, Vivid Sydney, and also having commemorative events for Anzac Day, reunion of Australian School of Pacific Administration staff, etc;
- building a stronger online presence with interpretive information where events, tours and activities could also be promoted;
- promoting the educational value of the site, especially its natural heritage values; and
- providing itineraries for a day tour linking Taronga Zoo and nearby sites, with information available at Circular Quay.

Online Survey

In addition to the in-person stakeholders' consultation, an online survey was circulated that allowed respondents to express their views, ideas and suggestions about the interpretation of Headland Park (Appendix C). The Trust received 18 responses and the respondents provided similar feedback to that received during the stakeholders' consultation. The key priorities drawn from the online survey included:

- providing balanced interpretation—Aboriginal cultural heritage, natural values, military occupation and contemporary stories, particularly the role of the public in saving and creating Headland Park;
- unified headland experience across the Trust's, NPWS' and Mosman Council's lands; and
- ensuring that Headland Park remains accessible to the public and open space is maximised.

The key interpretive opportunities identified in the online survey responses for Headland Park included:

- providing educational content that is built upon the natural and cultural heritage values of the place;
- telling the stories that are currently not thoroughly told on site such as Aboriginal occupation, the Australian School of Pacific Administration (ASOPA), and stories of individuals that served/trained on site;
- provision of a visitor centre/orientation hub that provides a site map and an introduction to the history and values of Headland Park, preferably via a film; and
- digital interpretive devices such as website and smartphone apps.

Consultation with NPWS

On 12 July 2017, GML undertook phone consultation with relevant NPWS staff regarding the development of this interpretation strategy. NPWS emphasised the need for the Trust and NPWS to collaborate across tenures to ensure the visitor experience and commercial benefits were maximised. It was noted that visitors to the headlands are 'tenure blind' and do not distinguish whether the land is under the care, control, and management of the Trust, or the NPWS.

It was noted that the Trust and NPWS need to work together across the landscape to ensure visitors can move through the landscape freely and storytelling can be seamlessly communicated.

The headland is largely in public ownership, as such interpretation needs to be coordinated across tenure. Visitor facilities and linkages for cars, pedestrians, and cyclists also need to be coordinated throughout the landscape.

It was noted that interpretation planning and future interpretive initiatives for Headland Park need to reflect and consider the detailed masterplanning by NPWS. Once published, this masterplan can help realise the potential of and vision for a unified visitor experience if projects, priorities and funding are aligned.

2.4.1 Summary of Consultation

The outcomes of the consultation provide insight into the desired visitor experience within and surrounding Headland Park. The vision expressed broadly aligns with the Trust's key objectives for interpretation planning.

In summary, the stakeholder consultation meeting/s and online survey responses, as well as other discussions, have indicated that stakeholders are eager for the park's interpretation to be revitalised and for Headland Park to remain in public ownership and as open space that is accessible to a wide audience.

Consultation generally emphasised the need for the Trust, NPWS and Mosman Council to work together to create a cohesive headland visitor experience. The need for better linkages to other public spaces and information for visitors to be available online, onsite at key arrival/departure locations, and potentially at other places in Sydney such as Circular Quay to extend the audience outreach was highlighted.

Feedback indicated that interpretation should be balanced and the importance of Aboriginal history was stressed. The occupation by Australian Defence forces was acknowledged as an integral part of the place's history.

The conservation of natural heritage was a clear priority, balanced with the opportunity for an increase in educational, historical and cultural events.

Several of the stakeholders mentioned the need for a visitor centre to orientate visitors and to introduce them to the history and values of Headland Park.

Further community consultation is planned. This draft IS will be exhibited for public comment. Following public exhibition, submissions will be considered by the Trust and the draft IS will be reviewed and revised as required.

In its Corporate Plan the Trust has prioritised the importance of partnering with Aboriginal communities to share the role of caring for and conserving the land. The Sydney Harbour Federation Trust's vision for reconciliation is to create an environment where Aboriginal and Torres Strait Islander peoples,

heritage and culture is valued and celebrated by the staff, volunteers and communities that are based in and around Trust sites. The Trust intends to consult with Aboriginal community representatives regarding the content and design of interpretive devices related to Aboriginal themes and stories as part of the process of implementation.

2.5 Existing Interpretation

There is already a range of interpretation projects undertaken for Headland Park and they include:

- Headland Park Visitor's Guide;
- signage interpreting various features throughout Headland Park such as Georges Heights Lookout, the gun emplacements, Middle Head Moat, historic buildings including the former golf clubhouse, and walking trails as Bungaree's Trail, the Headland Park Walkway (with information on George Raper) and the ANZAC Trail;
- Hospital on the Hill exhibition (which was updated in 2014) in Georges Heights with accompanying book and Life & Legacy in Headland Park exhibition at Chowder Bay;
- Headland Park Tunnels & Gunners, Georges Heights, Guided Tour; and
- collecting of oral histories.

Interpretive media/devices currently in use are:

- Printed materials produced by the Trust such as the Headland Park Visitor's Guide—which assists visitors navigating through Headland Park. The Visitor's Guide provides a map of Headland Park and shows the walking trails through the Trust and NPWS land, as well as places of interest with further explanation, viewing points and general amenities. The Visitor's Guide also includes a timeline of the military occupation of Headland Park and information on the Hospital on the Hill exhibition. While the map is useful for highlighting features and showing walking trails within Headland Park, the brochure format makes it somewhat challenging to use. There is an opportunity to simplify the brochure content, or to present it in a refreshed format. This is a planned project for 2017/18. Deeper content could be made available via digital platforms including hand held devices.

Another publication is *The Story of Bungaree*, published by SHFT in 2009.

- Signage—a diverse range of interpretive and wayfinding signage exists within Headland Park. (See Appendix D for more information). The signage has been designed and installed during different periods since the park opened to the public and includes several styles, brands and types. The Trust has recently commissioned the development of a new identity for Headland Park and completed an entrance signage project in early 2017. Implementation of a new wayfinding strategy across the site is underway (due to be completed in 2018). The materiality and aesthetic of this new signage identity should be continued as part of any new interpretive signage.

Though containing interesting historical imagery, the existing interpretive signage content is generally text heavy. It is possible to refresh and redefine the content using a thematic basis to provide a balanced interpretive mix. This would provide an opportunity to build a sense of identity and narrative sign by sign throughout the park. There is also an opportunity to use evocative language and imagery, and to embrace different, more 'personal' points of view to create dialogue

about (and with) the past. Firsthand accounts convey the immediacy of life as lived, creating curiosity and interest by stimulating direct connections between visitors and people in the past.

- Exhibitions—there are currently two exhibitions: Hospital on the Hill at Georges Heights, and the Legacy of Headland Park at Chowder Bay. There is a book that accompanies the Hospital on the Hill exhibition, which is well researched with images, provides firsthand accounts of living at the hospital and is suitable for visitors who are seeking further information on the exhibition. There are also publications produced by Mosman Art Gallery to accompany the 2015 Bungaree Exhibition (*Bungaree: The First Australian*) and the 2017 Tokkotai exhibition. The content and stories associated with this aspect of the lived historical experience provide many options for adding value to and augmenting the visitor experience. See Appendix D for more information.
- Guided tours (Headland Park Tunnels & Gunners, Georges Heights)—the Headland Park Tunnels & Gunners, Georges Heights, tour is offered once a month and participants are guided through the defence fortifications within Georges Heights. Volunteer guides are provided with a script but are allowed the flexibility to personalise the tour according to their own research interest and the group they are leading. This tour provides the opportunity to explore areas (such as underground gunner tunnels) that are not normally open to the public, therefore providing an interactive experience and insight into the lives and duties of the people who would have worked in these tunnels. There is opportunity to expand on the themes of the guided tours as it is currently limited to military occupation. Other tours could focus on the natural environment and Aboriginal cultural heritage values of Headland Park. There are also opportunities to create specific tours with activities for families and children.

2.6 Visitor Audience Analysis

The Mosman Council area population for 2017 is 30,661, and is forecast to grow to 32,125 by 2036. In 2016, 59.5% of Mosman residents were born in Australia, with the largest non-English speaking country of birth being China, where 1.8% of the population or 520 people were born.⁹

In 2012, National Parks and Wildlife reported that there were 1.5 million visitors a year to Sydney Harbour National Park. It is the fifth most visited national park by Australians in NSW.¹⁰ In 2014, domestic visitation to Sydney Harbour National Park increased to 1.9 million visitors.

During 2015–2016, the Trust updated visitor data collection and a review of customer feedback channels was completed. New feedback channels (iPad, paper surveys) were implemented at SHFT sites including Headland Park. The approximate visitation to Headland Park for 2016-17 was 931,000 visits.

The current profile of visitors to Headland Park is based on Visitor Research commissioned by the Trust from AMR who surveyed 209 visitors from 1 April–30 June 2017.¹¹ Among those surveyed:

- 99% of visitors live in Australia;
- 71% of visitors live or work nearby;
- three in five visitors were female;
- nearly half of all visitors were aged 35–54 years old;

- 22% visited Middle Head, 39% visited Georges Heights and Chowder Bay areas. Middle Head visitors were more likely to visit for business while Georges Heights were more likely to visit for arts/culture and sport;
- the top three reasons for visiting Headland Park were walking tracks (53%), food and beverage (45%) and sightseeing/views (41%);
- 91% of respondents were repeat visitors; and
- most visitors travelled by car (59%) while walking was a mode of transport for 3 in 10 respondents suggesting they are local residents.

Given the current visitation, and the key reasons identified for visiting Headland Park, thematic walking tours, and experiences that combine food and beverage are likely to be of interest to current visitors.

2.6.1 Potential Audiences

Based on the current visitor data and the audiences identified in the previous studies, the potential audiences for interpretation at Headland Park are:

- aged between 35–54 years old;
- residents and workers from the surrounding area including families, couples and individuals;
- people with associated former uses of the site, such as ASOPA, and other military sites;
- volunteer groups such as Community Advisory Committee, Royal Australian Artillery Historical Company, Papua New Guinea Association of Australia;
- people who work within the headlands, including Sydney Harbour Federation Trust and National Parks Wildlife Service Staff;
- recreational users including walkers across Sydney's harbour and coastal walks;
- schools and other tour groups;
- tourists, both domestic and international; and
- visitors to neighbouring attractions such as Mosman Art Gallery and Taronga Zoo. From 2015-2016, the Taronga Zoo Annual Report recorded 1.839 million visitors in general, of which 39% visitors were from Sydney, 6% from elsewhere in NSW, 14% from interstate and 41% were international.¹²

The type of visitor engagement to be expected can be separated into three segments:

- skimmers—visitors who prefer visually engaging interpretation that is fast and easy to consume;
- delvers—visitors who are connecting with the site for the first time and are seeking multiple and easily accessible avenues for further investigation; and
- divers—visitors who value original sources, seek academic research and provide their own input.

It is possible for a visitor's engagement to shift between the segments and their needs can be met by presenting interpretation in the form of intriguing, bite-sized content that has personal relevance, avenues for further learning (preferably within a digital platform), and allows for public contribution.¹³

2.7 Partnership with Adjoining Public Land Managers

Visitors come to Headland Park to immerse themselves within the natural and cultural heritage landscape that is located on Sydney's doorstep. They come for respite in nature, and enjoy walking and the inspiring views across Sydney Harbour. While visitors are aware that the headland is composed of different precincts and managed by different public entities, they wish to move freely through and across the landscape to engage and explore the range of experiences it offers.

As the public land managers, the Trust, NPWS and Mosman Council should work collaboratively to create a cohesive and connected visitor experience through the headland to strengthen the interpretive narrative and enhance the natural and cultural heritage significance of the landscape. Within the landscape, places that deserve attention and collaboration are at/near points of entry, intersections/land boundary crossings and places where visitor facilities and activities are focused and located.

2.8 Key Opportunities for Interpretation

Based on the above review of the management and operational context of Headland Park, community consultation and existing interpretive initiatives, the key opportunities for interpretation are as follows:

- Along the walking trails and at locations where visitors stop to enjoy the harbour views—we understand that the Trust will continue to work collaboratively with adjoining land managers, where projects align and funding is available, to create a seamless headland experience between the different land tenures with improved public access and linkages. For other projects, the Trust will consult with its adjoining neighbours to ensure an optimised visitor experience and interpretive offer across all segments.
- Headland Park contains a rich history of Aboriginal and non-Aboriginal occupation, as well as significant natural heritage values. The history and values across 'one headland' should be used as the basis for integrated interpretive themes and stories to provide a more balanced narrative that encompasses natural values, Aboriginal cultural heritage, and contemporary stories as well as the military occupation of the site.
- A more engaging visual and personalised narrative is required for the interpretation of Headland Park and this can be achieved by using direct quotes that communicate feelings and are more 'alive' rather than a historical summary. The Trust has previously and will continue to invite people with strong associations with Headland Park to provide their personal stories as well as related items such as photographs—this material could be used for interpretation.
- Proposed interpretive devices should reflect the character and significance of the headland and deliver interpretive activities that are meaningful, relevant and engaging to a broad audience such as:
 - refreshing and redefining the existing interpretive devices, particularly the Visitor's Guide, to be more engaging and informative; and

- expanding on the current range of interpretive devices, particularly digital/multimedia and educational material, to ensure that the different segments of visitor engagement are met and help to make navigating the site a more coherent visitor experience.
- Audience outreach could be extended by strengthening existing and seeking further partnerships to deliver events and educational programming that creatively tell stories of the site, educate visitors and optimise the visitor experience to the park. Partnerships could be formed with other government agencies, historical societies, museums, art galleries and local businesses and individuals such as:
 - The Australian War Memorial and their collections and website which contain a wealth of primary material. Online exhibitions in partnership with AWM could build on oral history and digital storytelling opportunities to highlight stories and experiences of individual servicemen and women who trained at Headland Park.
 - Existing partnership with Mosman Art Gallery who have developed engaging exhibitions onsite such as Bungaree’s Farm and Tokkatai, providing a precedent for future collaborative opportunities guided by the strategy’s interpretive themes.

The next two sections of this IS provide the interpretive themes and stories (Section 3.0) and interpretive initiatives (Section 4.0), which are based on the above key opportunities in order to optimise the visitor experience of Headland Park.

2.9 Endnotes

- 1 Department of the Environment and Energy, Defence Site—Georges Heights and Middle Head, Middle Head Road, Georges Heights, NSW, Australia, Commonwealth Heritage List, Place ID 105541, viewed 24 July 2017 <<http://bit.ly/2wVaC93>>.
- 2 Sydney Harbour Federation Trust, Comprehensive Plan (Middle Head, Georges Heights and Chowder Bay), 2003.
- 3 Sydney Harbour Federation Trust, Management Plan—Middle Head, 2017.
- 4 Convergence Design, Headland Park—Part B—Interpretation Plan, draft report prepared for Sydney Harbour Federation Trust, October 2004.
- 5 Interpretation of Headland Park, Draft Detailed Concept Plan, January 2005.
- 6 Robertson & Hindmarsh Pty Ltd, Conservation Management Plan—Middle Head Sites, report prepared for Sydney Harbour Federation Trust, 2007.
- 7 NSW National Parks & Wildlife Services, 2017, Sydney Harbour National Park: Middle Head & Georges Head Masterplan, Office of Environment and Heritage, Sydney. NSW.
- 8 Sydney Harbour Federation Trust, Corporate Plan 2017-2021, 2017.
- 9 Id community, ‘Mosman Council – Community Profile – Population and Dwellings’, viewed 21 July 2017 <<http://profile.id.com.au/mosman/population>>.
- 10 Plan of Management, Sydney Harbour National Park, 2012, Office of Environment and Heritage, p 274.
- 11 Headland Park Visitor Research Report, Quarter 2 – Apr/Jun 2017, AMR, 28 August 2017.
- 12 Taronga Conservation Society Australia, ‘Journey to the Future—Annual Report, 2015–2016’, viewed 24 July 2017 <https://taronga.org.au/sites/tarongazoo/files/TCSA_AnnualReport_2015-16_SML.pdf>.
- 13 Murray, L, “‘Snore! I don’t want to know about old white men’: Audience Development—Public History’s Greatest Challenge’, Working History—Professional Historians’ Conference, Melbourne, Australia, August 2016.

3.0 Interpreting Headland Park

3.1 Introduction

Based on the review of existing research, background documentation, the management and policy framework, site analysis and community consultation for Headland Park, this section outlines the themes, stories and resources that are available to guide interpretation planning. The review and analysis combined with the existing interpretation and visitor experience has been valuable in informing the development of the overarching framework of key themes and stories that is provided herein to guide interpretation planning across Headland Park.

3.2 Interpretive Themes and Stories

Themes are a simple and effective organisational tool for planning interpretation. They provide a structure for ordering and connecting a place's natural and cultural values and significance to key stories and visitor experiences. Essentially a theme is an overarching topic. Themes need to be flexible and capable of accommodating a diverse range of stories, including those that have not previously been the subject of interpretation. If new stories and interpretive experiences are planned, they should be checked to ensure that they connect to and can be accommodated within the overarching thematic structure.

A thematic structure is important as it ensures that interpretation is coherent, memorable and accessible to visitors. From a visitor perspective, themes provide a mechanism that helps them remember, learn and enjoy. Generally, any more than four–five themes can make connecting and comprehending a place more challenging for visitors. Unstructured by themes, interpretation and visitor experiences can become overwhelming with too many topics or ideas to absorb.

The themes that have been developed for the Headland Park site are based upon the history and heritage values of the place. They reflect the resonant and enduring ideas from the past and connect with values, interests and the kinds of experiences that contemporary visitors are looking to engage in and enjoy. The themes enable the unique history and heritage of the site to be presented in a way that 'doesn't feel like history or heritage' but which has meaning and relevance to today's diverse communities.

3.2.1 Interpretive Themes

The proposed interpretive themes for Headland Park are:

- Rocky Shores, Sandstone Ridges and Thick Woods.
- *Mi Mi Waranara: What Are You Looking For?*
- Defence Life on the Headland.
- The ASOPA Story.
- Public Pleas for Protection.

‘Rocky Shores, Sandstone Ridges and Thick Woods’—Natural Values

With its steep wooded slopes and sheer sandstone cliffs leading to the water, Headland Park forms a natural gateway to Sydney Harbour. Despite Headland Park’s extensive history of Aboriginal occupation and use by the military, combined with sundry other uses that have shaped and modified the landscape, this place still contains remnant areas of Hawkesbury Sandstone vegetation including the threatened *Acacia terminalis subsp. terminalis*. Headland Park is also home to a diverse range of animals such as the Fairy Wren, Powerful Owl and Common Bent-wing Bat. This theme provides the opportunity to engage visitors in the appreciation of the deep geological formation processes that shaped the dramatic landform and the area’s natural vegetation and animal life both on land and water. This will help educate visitors about the natural environment and the human induced impacts, including some of the introduced flora and fauna that threaten our native species.



Chowder Bay, 1878, John Black Henderson. (Source: Mitchell Library, State Library of NSW, a8641004)



Inner Middle Head, Middle Harbour, Sydney, NSW, 1878, Thomas George Glover. (Source: National Library of Australia, nla.obj-138862475)



Entrance to Port Jackson from above Middle Head, 1878, Conrad Martens. (Source: National Library of Australia, nla.obj-134449537)



Georges Head, Sydney Harbour, undated. (Source: State Library of NSW, a089880)



Powerful Owl, 2015, Luke Rosen. (Source: ABC News)

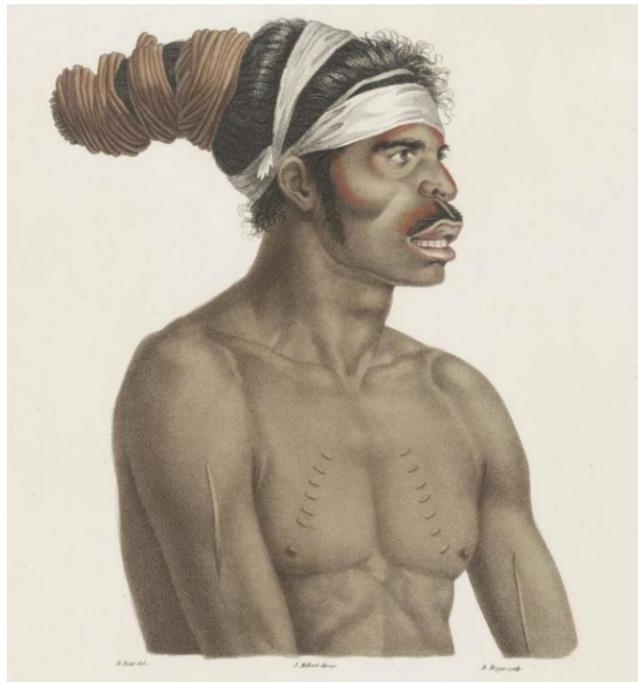


Acacia terminalis ssp terminalis, Middle Head, 2015, Russell Cummings. (Source: Flickr, <<http://bit.ly/2whUYH8>>)

'Mi Mi Waranara: What Are You Looking For?'—Proud Steps in Aboriginal Country

Boongarie was remarkable for his partiality for the English costume ... he ... arrayed his person in such shreds and patches of coats and nether garments as he could by any means obtain; the whole surmounted by an old cocked hat ... Commodore Sir James Brisbane was particularly partial to him, and on one occasion presented him with a full suit of his own uniform, together with a sword, of which he was not a little vain.¹

Headland Park is located within the traditional lands of the Borogegal people of the Darug language group and was a place that served social and ceremonial purposes. The headlands provided an important vantage point for the region while the foreshore provided shelter, food and water, as well as access to the harbour for navigation by boat to other areas. This theme will communicate some of what we know about the First Peoples of this area—how they knew, valued and inhabited their Country and used the land's natural resources. This theme also considers the impact of colonialism on the Borogegal people who, like many Aboriginal peoples, were displaced from their traditional Country, and their adaptation to the new economy and the dramatically different circumstances. What we know of the ill-fated and misguided attempts to 'civilise' Aboriginal people, such as Governor Lachlan Macquarie's experiment to settle and establish a farm for 'friendly' Aboriginal people, will also be told. This theme also acknowledges the role of Aboriginal people in the defence of Australia, their resilience and ongoing spiritual and physical presence at this place. Contemporary creative expressions by Aboriginal people that have responded and interpreted the lived historical experience will help to convey this theme through the eyes of Aboriginal people.



Nouvelle-Hollande, Cour-rou-bari-gal (portrait of a Borogegal man), 1807, Barthélemy Roger and Nicholas-Martin Petit. (Source: National Library of Australia, nla.obj-150876774)



Gooseberry widow of King Bungaree, 1836, William Henry Fernyhough. (Source: National Library of Australia, nla.obj-140393477)



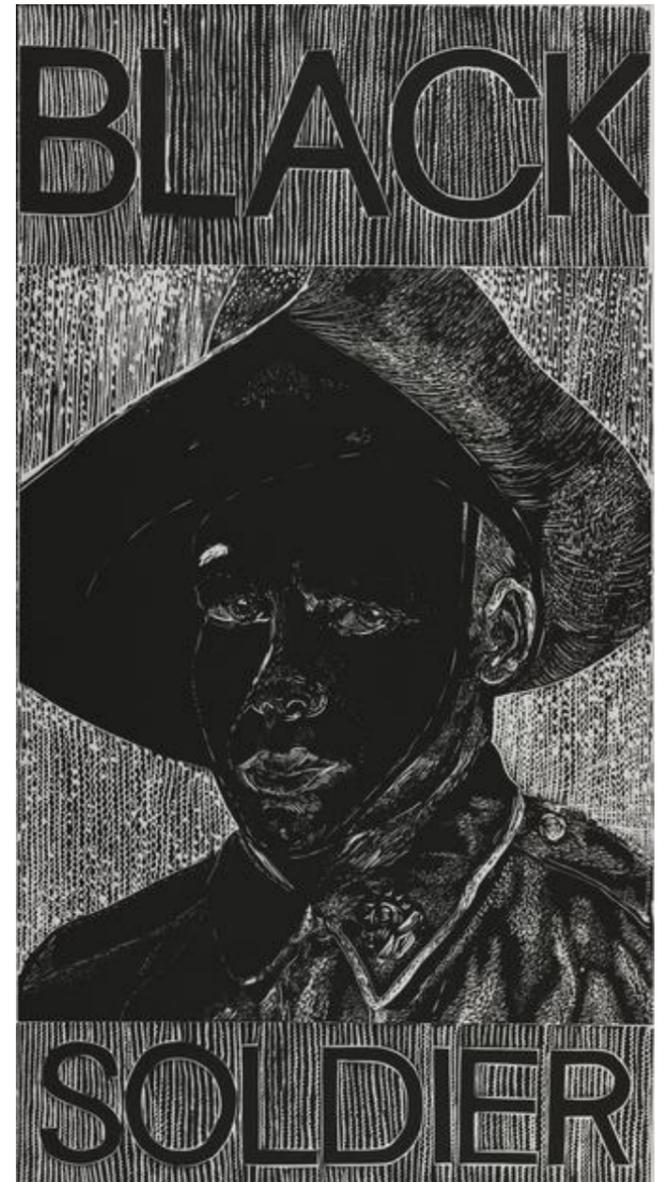
Bungaree, chief of the Broken Bay tribe, NSW, undated, Charles Rodius. (Source: National Library of Australia, nla.obj-135901658)



Hands on Rocks, Balmoral Beach, Middle Harbour, 1895, James Samuel Bray. (Source: Mitchell Library, State Library of NSW, c004070007)



Mator's gorget, inscribed 'Cora Gooseberry, Freeman Bungaree, Queen of Sydney and Botany'. (Source: Mitchell Library, ZR 251[b])



Black Soldier, 1994, Lesley Murray. (Source: Australian War Memorial, ART91484)

‘Defence Life on the Headlands’—Defence

What was it like defending the Headland? Could you smell fear? What did it sound like? How different was the landscape? In response to the threat of Napoleon to the British Empire, Governor Philip King commissioned gun emplacements to be established above Obelisk Bay in 1800. Since then, these headlands as part of Australia’s maritime and land based defence system have played an integral role in the defending Australia. This place has also been home to a multitude of military units such as the Submarine Miners Corp, the 21st Auxiliary Hospital and the Women’s Royal Australian Army Corps. This theme will immerse visitors in the history of the military occupation of this place through the presence of HMAS Penguin and extant buildings, fortifications, waterscapes, and landscaping, and will also bring to life the recruits, officers and patients who lived, trained, recovered and socialised here, considering their impact within Australia and overseas.



Sydney Heads from Georges Head looking east, NSW, 1878, R. Wendel. (Source: National Library of Australia, nla.obj-136127055)



Royal NSW Regiment of Artillery band members, Middle Head, c1880s. (Source: Mosman Local Studies Collection, Ken Nugent Collection)



Group of Signallers of Australian Water Transport Group, Royal Australian Engineers, practice semaphore signalling, Chowder Bay, 1942. (Source: Australian War Memorial, 027544)



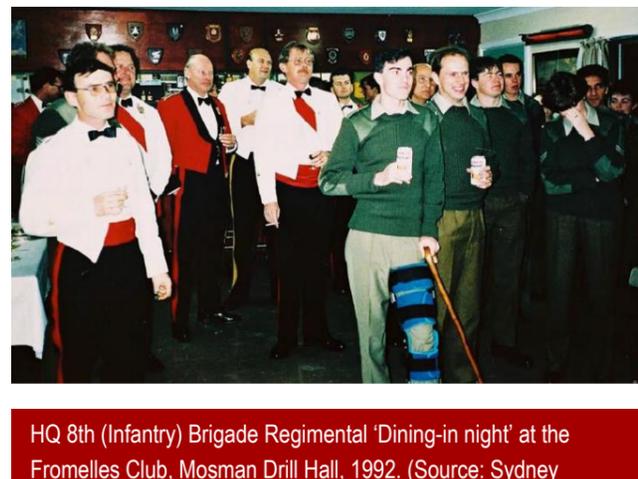
Lieutenant MA Frearson leading WRAAC recruits, Georges Heights, 1969. (Source: Sydney Harbour Federation Trust, HQ Training Command [Georges Heights] Management Plan, 2004, p 15)



Submarine Miners preparing harbour defences, Chowder Bay, c1890. (Source: Australian War Memorial, A04386)



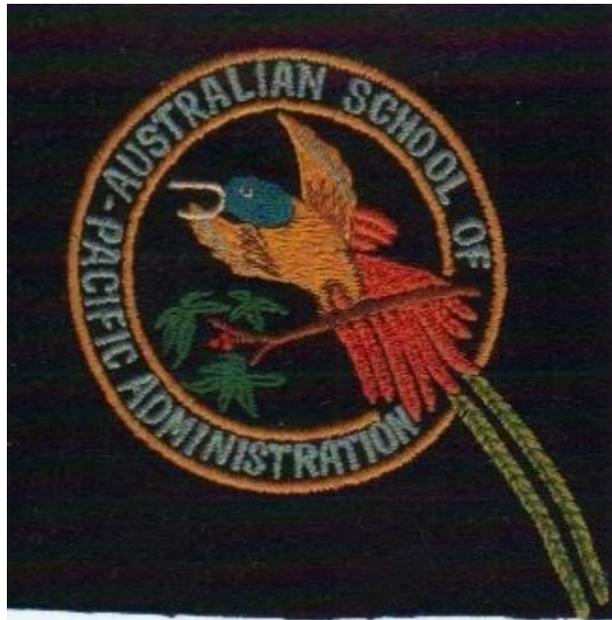
Patients at No. 21 Australian Auxiliary Hospital, Georges Heights, 1918. (Source: Mosman Local Studies Collection, LH PF 1204)



HQ 8th (Infantry) Brigade Regimental ‘Dining-in night’ at the Fromelles Club, Mosman Drill Hall, 1992. (Source: Sydney Harbour Federation Trust, Mosman Drill Hall Precinct, 2006, p 19)

The ASOPA Story

Originally located in Canberra, the School of Civil Affairs was transferred to civilian control and renamed the Australian School of Pacific Administration (ASOPA) and was relocated to Middle Head in 1947. ASOPA became a hub for mostly young people—in their late teens and early twenties—who volunteered for life and work in Australia's remote territories. Over 27 years from 1946–73, ASOPA trained hundreds of personnel for service in the Territory of Papua and New Guinea (TPNG), the Northern Territory and Nauru with graduates working as patrol officers (known as Kiaps in TPNG), education officers and training Pacific communities to work in administrative roles. In 1970, with the approach of independence in Papua New Guinea, ASOPA enrolled 60 Papua New Guineans in management training. In 1973, ASOPA finished with the declaration of independence in TPNG. Today the sense of energy, adventure and friendships formed at ASOPA is still vividly remembered and valued by alumni.



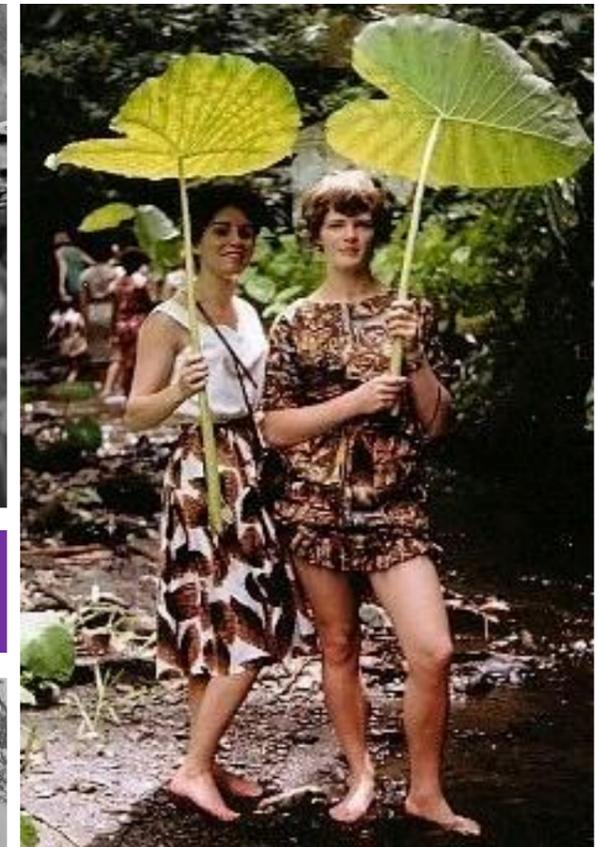
ASOPA crest circa 1958. (Source: WikiCommons)



No 1 Kiap blong Australia Mr Jim Taylor i brukim bush long Highlands Papua Niugini' (The first Australian kiap, Mr Jim Taylor, on an exploratory mission in the PNG highlands) PNG artist, Simon Gende 1999. (Source: <<http://asopa.typepad.com>>)



'A patrol officer holding a native baby, New Guinea,' 1948. Photographer: James (Jim) Fitzpatrick. (Source: National Australian Archives, A1200, L9715)



Pam Mahoney and Helen Jacob in Finchhafen 1963 (Source: <<http://www.asopa.com.au>>)



Keith Jackson and Chimbu mankimasta Di Siune. (Source: <<http://www.asopa.com.au>>)



Brian White and school teachers. Sepik District. 1963. (Source: <<http://www.asopa.com.au>>)



Students of the Australian School of Pacific Recruits. (Source: Keith Jackson & Friends: PNG Attitude, <http://asopa.typepad.com/asopa_people/2015/08/ex-asopa-teachers-reunite-50-years-on-and-still-good-friends.html>)



Patrol officers attending a first year course, ASOPA, Mosman, 1960. Photographer: John Tanner (Source: (Source: National Australian Archives. A1200, L34626)

‘Public Pleas for Protection’—Advocacy and Local Community

This theme celebrates the advocacy of the wider community that ensured Headland Park became public land, while also conserving the natural and cultural significance of this place. Headland Park has long been recognised as one of the most scenic locations within Sydney Harbour, and a desirable place for recreation. The reduced military need for the defence land behind the headland following World War I meant Mosman Council could lease some of this area for public access. This also resulted in one of the more contentious developments—a golf course at Middle Head for the Mosman Golf Club. There was public outcry against the land being limited to an exclusive and wealthy portion of society, and the golf club made a concession to permit access to non-members.

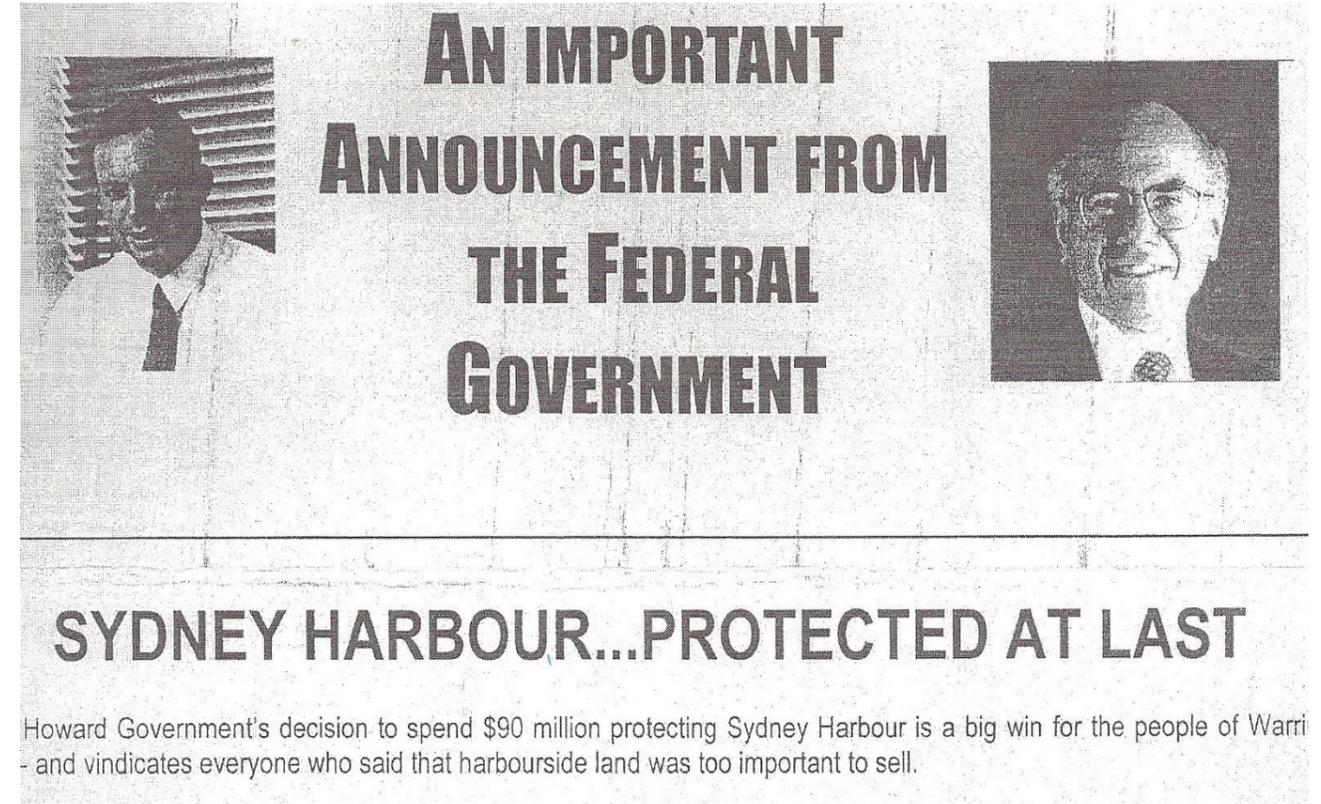
In 1979, part of Middle Head was given by the Commonwealth Government to form part of Sydney Harbour National Park. After the departure of Defence from Georges Heights, Middle Head and Chowder Bay, the Headland Preservation Group was formed in 1996 to campaign against private residential development of this land. This campaign was successful and led to the formation of the Sydney Harbour Federation Trust in 2001. The Headland Preservation Group is still an active group today.



‘MIDDLE HEAD’, *Evening News*, 19 September 1924, p 7. (Source: <<http://nla.gov.au/nla.news-article119964507>>)



‘Fore!’, *Daily Telegraph*, 18 September 1921, p 6. (Source: Robertson & Hindmarsh Pty Ltd, Middle Head Sites Conservation Management Plan, report for Sydney Harbour Federation Trust, 2007, vol 1, p 54)



Tony Abbott's press release announcing the Howard Government's creation of Sydney Harbour Federation Trust. (Source: Headland Preservation Group <<http://www.headlandpreservationgroup.org/2015/important-announcement-federal-government/>>)

3.2.2 Interpretive Stories

There are a diverse range of stories related to the history and significance of Headland Park. This IS connects the overarching interpretive themes identified above to a select range of stories that can be conveyed through interpretation.

Recognising that a key strategic objective is to create a seamless visitor experience across the publicly managed lands that comprise the headland, the table below shows the relationship between the overarching thematic structure identified for Headland Park with respect to the interpretive themes outlined in the Draft Sydney Harbour National Park Middle Head and Georges Head Masterplan. The table also illustrates the relationship between the interpretive themes and a selection of the key stories identified for Headland Park.

Interpretive Theme	Key Stories
Rocky Shores, Sandstone Ridges and Thick Woods (NPWS: Naturally Hidden)	<p>Potential stories for this theme include:</p> <ul style="list-style-type: none"> • <i>The Gateway to Sydney Harbour</i>—appreciating the water, landform and the ecology that has survived to the modern day, despite intensive military occupation of these headlands. • <i>Flora and Fauna</i>—looking in detail at the different native flora and fauna that can be found here. • <i>Threatening Species</i>—building awareness of the introduced species that threaten the native flora and fauna.
'Mi Mi Waranara: What Are You Looking For?' (NPWS: Cubba Cubba)	<p>Potential stories for this theme include:</p> <ul style="list-style-type: none"> • <i>Naru: Country</i>—the traditional land of the Borogegal people, providing insight into traditional early European and Aboriginal people interactions and encounters, and archaeological evidence. • <i>Failed Experiment</i>—Bungaree's farm. • <i>Dtarawarra: Weapon of Defence</i>—Aboriginal people's contribution to the Australian army. • <i>Resilience</i>—contemporary Aboriginal community connections to Headland Park.
Defence Life on the Headlands (NPWS: Guard at the Gate)	<p>Potential stories for this theme include:</p> <ul style="list-style-type: none"> • <i>For King and Country</i>—establishing a Sydney Harbour defence complex and learning about the defence assets (existing and removed) elements within the headlands such as the building, gun emplacements, tunnels, camouflage tanks, moat and more unusual elements such as the 'tiger cages'. • <i>Serving at Headland Park</i>—learning about the multiple defence units that were based within Headland Park, which included Army School of Intelligence, Royal Australian Engineers, and Women's Royal Australian Army Corps. • <i>'Join Together, Train Together, Embark Together, Fight Together'</i>—delving into the stories of the men and women who trained, socialised at and deployed from Headland Park during the twentieth century. • <i>The War at Home</i>—exploring the stories of the home front from the perspective of the women who worked as nurses, the Italian prisoners of war at Obelisk Bay and the wounded men who returned.

Interpretive Theme	Key Stories
The ASOPA Story	<p>Potential stories for this theme include:</p> <ul style="list-style-type: none"> • <i>School Days</i> —The experiences of men and women who studied and trained at ASOPA, including 60 Papua New Guinea students, and went on to form lifelong friendships. • <i>On Patrol</i> — delves into the stories of young Australian men who served as Patrol Officers in Papua New Guinea from the end of the Second World War until PNG Independence in 1975. In PNG, they were known as Kiaps, a pidgin word adapted from the German word Kapitan. After field experience, the Kiaps spent a year at ASOPA studying subjects such as law, government and anthropology. • <i>A Post in the Pacific</i> — For many Australians posted to remote territories the experience was a life changing encounter with new cultures, environments and people. Some of these fascinating stories have been captured online by the ASOPA website.
Public Pleas for Protection	<p>Potential stories for this theme include:</p> <ul style="list-style-type: none"> • <i>'Fore!</i>—early twentieth-century attempts of the public to access Middle Head and its privatisation. • <i>Public Rights</i>—community campaign to keep Headland Park as a public space. • <i>Care and Conservation</i>—how care for the Headland is fostered today through sustainable management and conservation practices. • <i>View from the Headlands</i>—highlighting the other landmarks around Sydney Harbour such as the Sydney skyline, North Head and Pacific Ocean.

3.3 Resources for Interpretation

To interpret the history and significance of Headland Park, it is necessary to identify the resources available which can communicate the key themes and stories of the site to visitors. These include resources such as:

- Official records—there is a range of historical records that relate to all phases of use, including official documents such as government correspondence and reports, newspaper articles and historical images such as official photographs and building plans.
- Personal records—such as journals, letters, photographs, objects, and artworks inspired by the headlands, both historical and contemporary depictions such as the exhibitions curated by the Mosman Art Gallery—Bungaree: The First Australian (2012–2015), Attack: Japanese Midget Submarines in Sydney Harbour (2012), and Middle Head: 33° 50' S, 151° 14' E (2013).
- Oral history—oral histories contain more personal and private experiences that are often not told in other primary documents such as newspaper articles, government reports and speeches. There is currently a collection of oral histories including from those who featured in the documentary *KIAP: Stories Behind the Medal*, which tells the stories of some of the men who trained at ASOPA and their time of living and serving in Papua New Guinea, as oral histories collected by the Trust and Mosman Local Studies Library. Based on community consultation undertaken for this project,

GML Heritage

there are future opportunities to collect more oral histories from the people who have close connections to this place.

- Secondary sources—such as books, printed and online, histories, and heritage reports.

3.4 Endnotes

- ¹ Anon, 'Death of King Boongarie, Sydney, Saturday, 27 November, 1830' in Chapman Ingleton, G (ed.) 1952, *True Patriots All, or News from early Australia — as Told in a Collection of Broadsides*, Angus and Robertson, Sydney, p 122.

4.0 Interpretive Initiatives

4.1 Introduction

A range of interpretive initiatives have been identified to communicate themes and key stories about Headland Park's history and significance. The identified initiatives are based on our background review, the key findings from the community consultation and the potential audiences and visitor engagement.

The initiatives are intended to help inform and inspire the interpretive direction before proceeding to detailed development for both design and content. As such, the initiatives will be subject to further client review and refinement. Further, it is not anticipated that all initiatives will be required or necessary; however, the scale, physical qualities and extent of the landscape and its features lends itself to a diversity of both off site and onsite interpretive initiatives that together will enhance visitor understanding, appreciation, and experience of Headland Park.

The proposed initiatives are:

- Digital Strategy;
- Printed Material;
- Oral Histories;
- Cultural Programming and Partnerships;
- Interpretive Landscaping;
- Interpretive Playground;
- Education Program and Kits; and
- Signage.

4.2 Digital Strategy

Implementing a mobile friendly digital strategy would engage with a wide range of audiences and help to increase the profile of and visitation to Headland Park. A strong online presence would help to grow community awareness and interest in the park which over time can create meaningful place based connections and higher visitation.

Ideally, the digital strategy would be broader than interpretive content and would involve pushing content packs out across a range of digital platforms such as podcasts, a walking tour app, a virtual classroom and social media. This material would be centralised via a new stand-alone mobile-friendly Headland Park website, making information available for visitors and researchers both on and off site.

Social media platforms are a powerful way to reach new visitors through interpretive content that is tailored to specific audience segments. Continuing to build and diversify the online community and profile via the Headland Park Instagram, Facebook, YouTube and Tripadvisor profiles would increase exposure and drive increased visitation. Studies show that the most credible ‘advertising’ comes from people we know and trust—83% of people trust the recommendations of family and friends¹—and people are much more likely to visit a place they have seen on their friends’ social media platforms^{2,3}.

A comprehensive and engaging website would entice potential visitors to convert their interest into an actual visit, and would allow those with more interest in the place to dive deeply into research. Being mobile-friendly, the website would be a useful resource for visitors while on site.

An innovative online presence would contribute to positioning the Trust as a leader in placemaking and management of significant sites.

With this initiative, partnerships with other land managers and content providers to co-create the digital offer will help create the ‘one headland’ experience. With a collaborative centralised approach to presenting the headland in the digital space, visitor activities and events offered may appear to be more engaging and diverse. It may also enable more effective use of resources.

The project would begin with identifying potential online audiences/communities such as school-aged children, young adults, local residents and retirees, and assessing appropriate digital platforms to connect with them. Individual campaigns would be developed for engaging with these target demographics, building online communities and leading to increased engagement, appreciation and visitation.

- PRIORITY: Urgent.
- COST: Moderate.

Website

The website would be an innovatively designed, fully responsive platform through which all audience types can gather information, explore, research and learn. It would host practical information about facilities, alerts, events, programs, weather forecast and transportation, as well as interpretive content. It would be a fully responsive digital portal for visitors before they visit, while they are on site, and for further investigation afterwards.

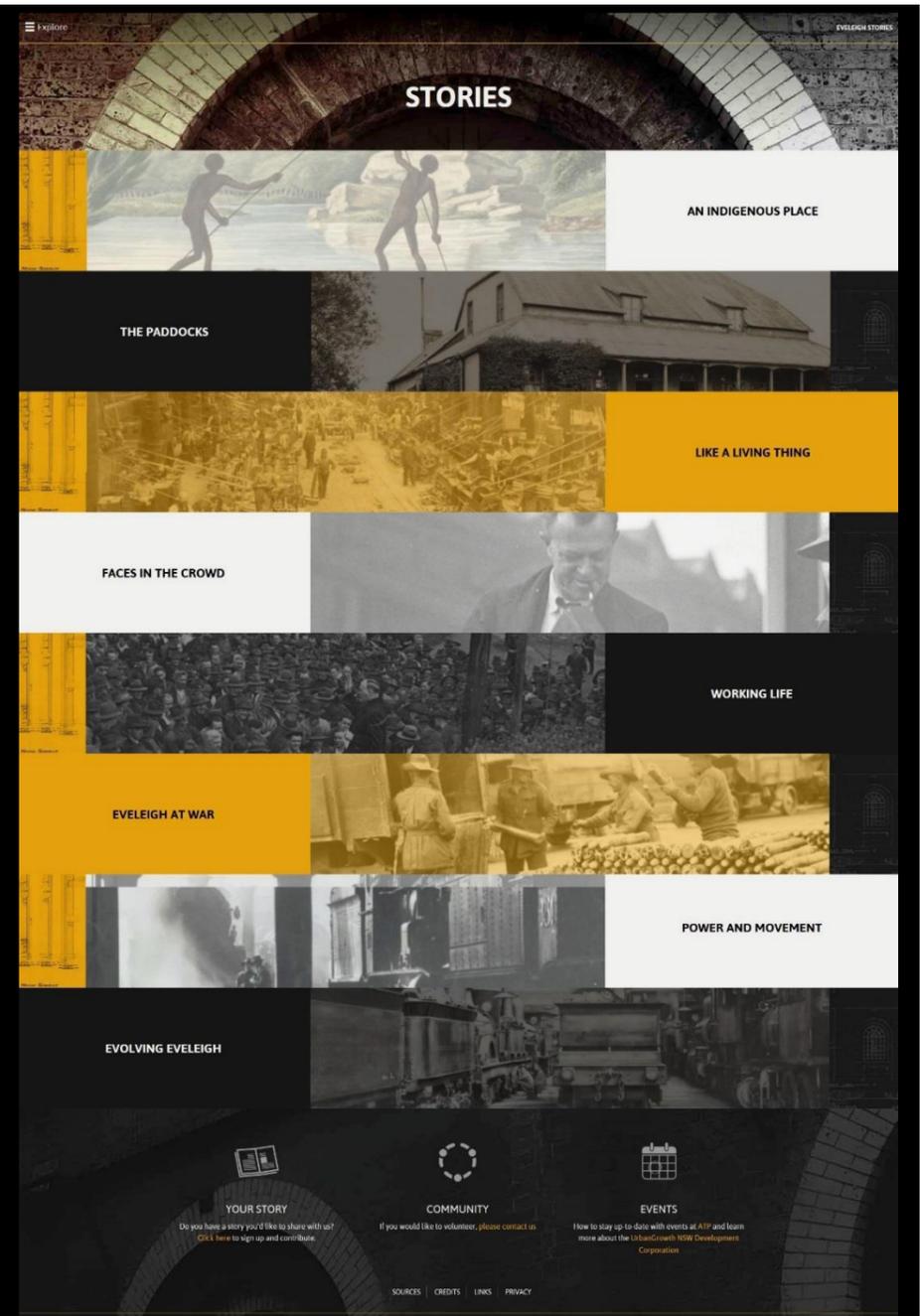
Current trends in digital usage in Australia indicate that use of mobile is increasing, desktop is decreasing, and other devices is plateauing. It is critical that the proposed new Headland Park website is developed to have fully integrated mobile and desktop functionality.

The website would both host content and be a portal for other digital platforms such as social media accounts, a virtual classroom, podcasts and digital walking tours.

Where relevant, on-site interpretation would be available on the website. For example, printed brochures, fliers, booklets and maps would be downloadable as PDFs, immersive audio-visual pieces available as video, and soundscapes as audio files. Education kits would be available via the website, and could integrate other digital content such as the video and podcast.

The website would allow those interested in richer content and research to dive deeply into topics in a way that is not possible via on-site interpretation. For example, the website may host full transcripts of oral history interviews, a detailed history of the site, an online exhibition of the work produced by artists in residence, and key interpretive stories with illustrated with beautiful image galleries.

- STORIES/THEMES: All stories.
- AUDIENCE DEMOGRAPHIC TYPES: Children, families, local residents, potential visitors, researchers, school groups, specialist groups.
- LOCATION: Online.
- PRIORITY: Urgent.
- COST: Moderate.
- BENEFITS: Opportunity to reach a wider audience across a range of media, to help visitors get the information they need before, during and after their visit, and hence to improve visitation and the visitor experience.



The award-winning Eveleigh Stories website presents the interpretive stories of Eveleigh Railway Workshops in an engaging way. It is fully responsive and is a vast resource of historical content across media such as audio files, video, text photographs and other images. The Headland Park website is broader in its brief, and should have deep and engaging interpretive content, as well as practical information such as facilities, programs, events, weather and directions focused on 'one headland'. (Source: Art of Multimedia, <www.eveleighstories.com.au>)

OTHER DIGITAL PLATFORMS:

Social Media

Social media may be adapted for interpretation at Headland Park. The existing Harbour Trust social media engagement on Instagram, Facebook, YouTube and Tripadvisor would be expanded to include interpretive content. These platforms allow online communities to engage with the site both during their visit and remotely. Image-rich photographic and video content of both historic and contemporary experiences—such as selfies, views, sunsets, tours, events, as well as historical moments—allow a rich tapestry of the place to emerge.

Tags for key places/events could be developed, linking historical stories and contemporary posts.

As social media content can be generated both by the Trust and by users/visitors (via tags, comments, posts etc), there is huge potential for the Trust to engage the public with the historical significance of the site and for the public to share their experiences and knowledge to other users.

- STORIES/THEMES: All stories.
- AUDIENCE DEMOGRAPHIC TYPES: A wide range.
- LOCATION: Digital—individual platforms feeding into the Headland Park website.
- PRIORITY: High.
- COST: Low.
- BENEFITS: Opportunity to reach wider audiences, facilitate engagement and build communities both on and off site.



Podcasts

A series of podcasts would be an ideal way to tell the stories of the place to visitors both on and off the site. They could arise from the oral history project, and could be theme-based or location based (such as a guided tour or soundscape responding to the history of a particular place).

- STORIES/THEMES: All stories.
- AUDIENCE DEMOGRAPHIC TYPES: Children, families, local residents.
- LOCATION: Online.
- PRIORITY: Moderate.
- COST: Moderate.
- BENEFITS: Opportunity to reach wider audiences across a range of media.



Virtual Classroom

Hosting the education packs via a virtual classroom would allow for a wide range of remote audiences to participate in the program.

- STORIES/THEMES: All stories.
- AUDIENCE DEMOGRAPHIC TYPES: Children, teachers, families.
- LOCATION: Online.
- PRIORITY: Moderate.
- COST: Moderate.
- BENEFITS: Opportunity to reach wider audiences.

Digital Walking Tours

Self-guided walking tours could be delivered online via an app or integrated into the Headland Park website. There are a number of existing app providers such as izi.TRAVEL that offer a cost-effective and user-friendly platform for walking tours. They have the benefit of an existing audience and a user-friendly platform that has already been developed.

- STORIES/THEMES: All stories.
- AUDIENCE DEMOGRAPHIC TYPES: A wide range.
- LOCATION: Online.
- PRIORITY: Moderate.
- COST: Low.
- BENEFITS: Opportunity to reach wider audiences, facilitate engagement, enrich the visitor experience.



Ghost of Biloelel smartphone app, a geo-locative storytelling app that tells the story of the Biloelel Reform Girl School at Cockatoo Island. (Source: The Loop)

4.3 Printed Materials

Despite the pervasiveness of digital technology, many audience segments still prefer printed materials. Many visitors enjoying picking up and reading a brochure that provides information about the experiences that are available to them.

Printed material that interprets different themes and/or allows people to create their own thematic journey would provide visitors with an opportunity to engage with the stories of the site while walking around.

The Trust intends to update the Headland Park Visitor's Guide in 2017/2018. As part of this project, they may roll out other printed interpretive material, depending on visitors' needs and costs.

The design should reflect the newly developed identity and brand for Headland Park. Printed material would be available on site and online. Materials could also be available at other Trust properties to encourage exposure and increased visitation. Cross-promotion of Headland Park could be offered at Sydney Harbour (Middle Head) National Park.

Visitor's Guide: a fold-out brochure with a hand illustrated map of the site with key features on one side, and interpretive content on the back.

Other potential options:

Option 1: a longer form booklet with more interpretive detail, thematic trails, stories, activities etc, similar to the Cockatoo Island booklet.

Option 2: a series of DL or A6 fliers for particular interpretive initiatives/stories/locations/themes. For example, a flier with details of a children's nature trail—these could have a unique design feature making them engaging and interactive, such as the holes in the Natural History Museum fliers on the right.

- STORIES/THEMES: All.
- AUDIENCE DEMOGRAPHIC TYPES: Children, families, local residents, walkers, researchers, commercial tenants.
- AUDIENCE ENGAGEMENT TYPES: Delvers, divers.
- LOCATION: Available at various points on site, as well as at other SHFT sites and tourist booths. PDF versions would be available for download on the proposed new website.
- PRIORITY: Urgent for new Visitor's Guide—planned project for 2017/18. Other options as required and funding allows.
- COST: Moderate.



Illustrated map of the Brera district in Milan featuring pictograms to show features. (Source: Silvia Gherra)



Illustrated map of San Francisco featuring pictograms to show features. (Source: Pinterest)



Cockatoo Island History Re-energised brochure containing interpretive content such as maps, stories, images, events etc. (Source: Sydney Harbour Federation Trust)



Interactive posters for the Natural History Museum, New York. (Source: Studio Sutherland)

4.4 Oral Histories

The Trust has a collection of oral histories and intends to record more stories of key people with an affiliation with Headland Park from a wide range of contexts in the future. Some possible participants may include with connections to the hospital, ASOPA, Defence and their families etc. They may be one-on-one or group interviews.

Future oral history interviews should be recorded with high quality audio-visual equipment, a photographer, and be fully transcribed so that—with appropriate permissions—the content could be published online and/or used as a resource for research and audio-visual interpretation in the future. Participants should be encouraged to contribute personal items such as photographs and documents, eg letters, to be scanned (and returned to them) which become part of the collection.

It is likely that the stories that emerge from the oral histories will lead to a range of new opportunities for interpretive directions such as soundscapes at appropriate locations within Headland Park and themed websites. Content from oral histories in the form of short evocative quotes or 'sound bites' can be used to evidence personal attachments and memories connected with the park. Through 'voicing' the park and experiences within it a diverse range of stories will be brought to life. This will help create a public perception of the park as about the experiences of life.

Oral histories related to the Defence history of Headland Park could be paired up with resources from the Australian War Memorial to produce interpretive output such as digital exhibitions, events and/or publications.

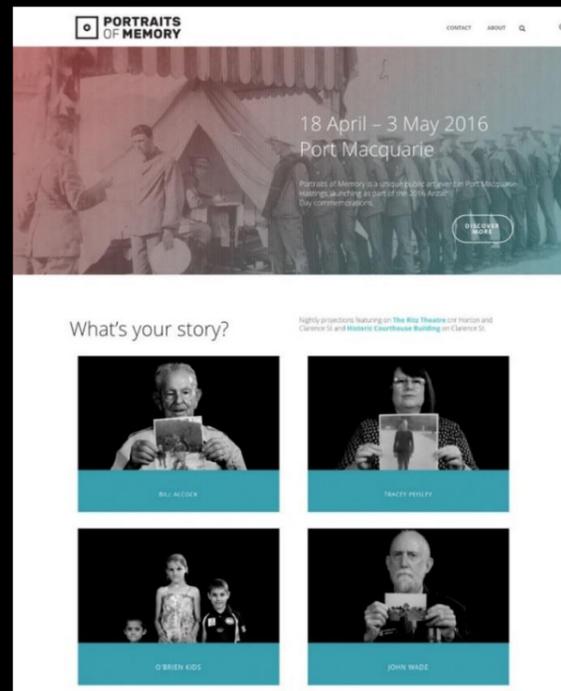
- STORIES/THEMES: All stories.
- AUDIENCE DEMOGRAPHIC TYPES: People with a personal or family connection with the place.
- AUDIENCE ENGAGEMENT TYPES: Delvers and divers.
- PARTNERS: AWM, ASOPA, Defence.
- LOCATION: Oral histories undertaken in person, recorded with high quality audio-visual equipment and later transcribed. Audio-visual recording and accompanying transcript can be used for onsite and online interpretation.
- PRIORITY: High, and ongoing.
- COST: Moderate.

SOUNDSCAPES IN THE LANDSCAPE

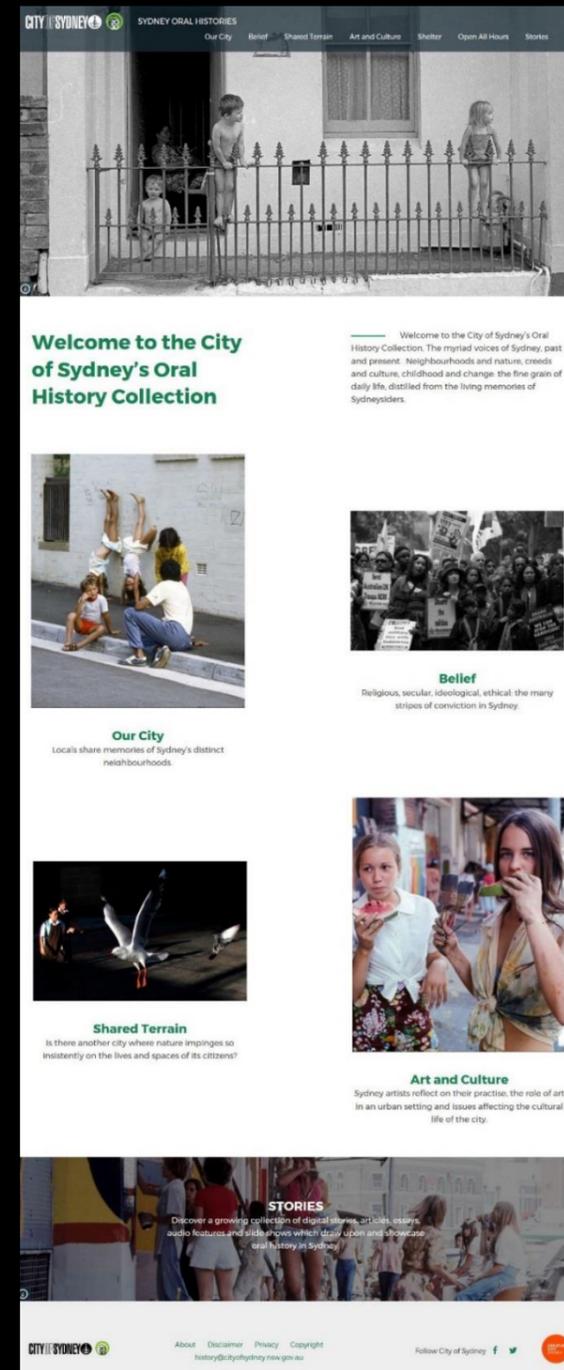


Examples of outdoor interactive audio features which allow soundscapes to be an active part of the visitor experience. Soundscapes in the landscape can be activated by buttons or by sensors. (Source: Left: Audio fence at Bendigo Botanic Gardens <soundscapes.com.au>; Right: An audio post at Bungaree Station <soundscapes.com.au>)

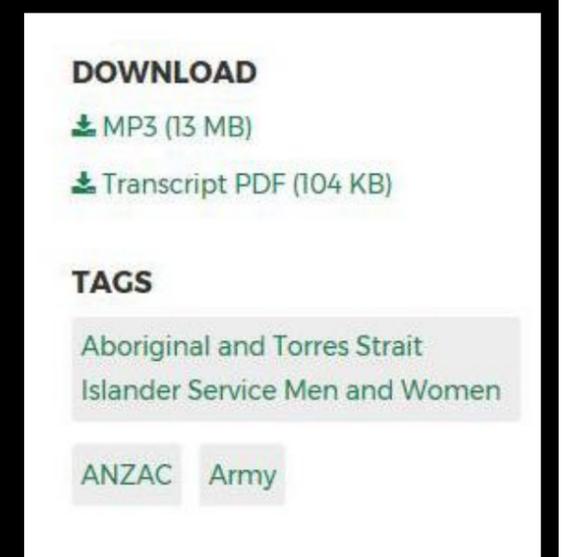
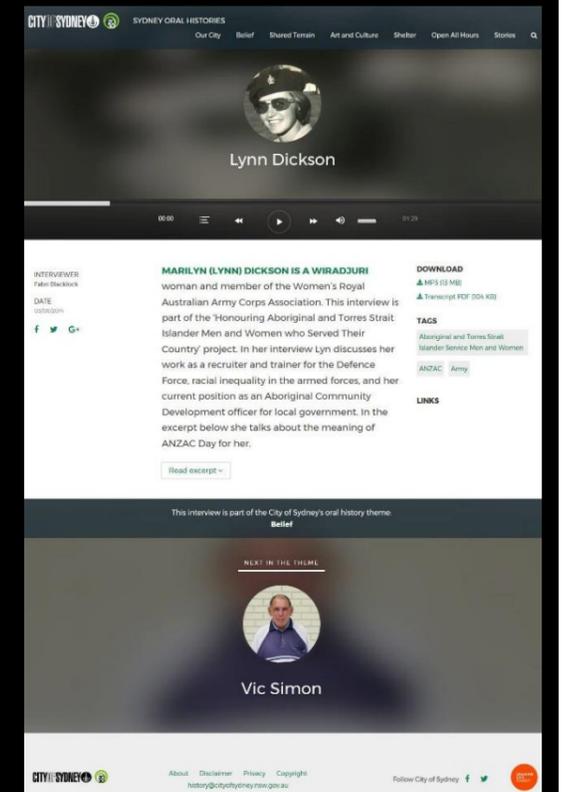
WEBSITES



Portraits of Memory by Esem Projects is an example of how oral histories can be used as the basis for dynamic and engaging digital storytelling. Commissioned by Port Macquarie Council, this project involved conducting and recording a series of interviews with people to capture their stories related to World War II, which were then edited into an audio-visual montage which was projected around the city in 2016. (Source: <www.esemprojects.com/project/portraits-of-memory/>)



Sydney Oral Histories is an online resource of oral histories collated and published by the City of Sydney. The website hosts dozens of oral histories, each with photographs, audio files and transcripts. The oral histories are curated into themed stories, such as 'Belief' and 'Our City', and are also tagged with keywords, allowing users to navigate through the collection in various ways. (Source: <sydneyoralhistories.com.au>)



4.5 Cultural Programming and Partnerships

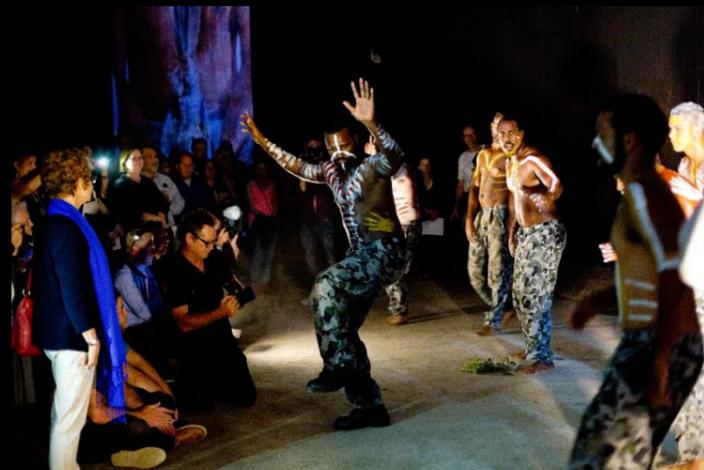
Art and cultural programming can inspire and delight. History and heritage can be interpreted to present new meanings and visitor experiences. Temporary site-specific art activations in the form of events, an artist in residence program, tours and creative installations would activate spaces through interpretive storytelling.

Building new and deepening existing partnerships with organisations such as Mosman Art Gallery, Australian War Memorial, Kaldor Art Projects, Sydney Festival, Vivid, Aboriginal Land Councils and Sculpture by the Sea (among others), would allow contemporary and innovative creative activations of Headland Park, reaching new audiences and driving visitation.

Events

Partnering with other organisations to hold events would be an ideal way of connecting with new audiences and increasing visitation. These could be events such as Symphony in the Park, a sculpture walk, poetry festival, specially commissioned theatre/dance piece, Vivid, spring picnic in the park and/or themed markets. Key stakeholders would be an ideal place to start to get ideas about possibilities.

- STORIES/THEMES: All.
- AUDIENCE DEMOGRAPHIC TYPES: Children, families, local residents, artists, walkers.
- AUDIENCE ENGAGEMENT TYPES: Skimmers, delvers, divers.
- PARTNERSHIP OPPORTUNITIES: Sydney Festival, Mosman Art Gallery, Vivid, Kaldor Art Projects.
- LOCATION: Middle Head, Georges Heights, Chowder Bay.
- PRIORITY: High.
- BENEFITS: Increased profile and engagement with Headland Park, partnerships strengthened, increased engagement with artist community.



Performance at Mosman Art Gallery. (Source: Harbour Turst)

Artist in Residence Program

An artist in residence program could be developed, possibly using the space currently housing the 'Hospital on the Hill' exhibition. Four programs per year (three months each) would be awarded to early or mid-career artists wanting to research and respond to the place. The program could be run in partnership with Mosman Art Gallery, enhancing the existing partnership with MAG. Each artist would be awarded use of the space as a studio (accommodation not provided). Upon completion of a residency, each artist would write a brief statement about their research/experience and provide images of the work produced during the program to be uploaded to the proposed Headland Park website.

- STORIES/THEMES: All.
- AUDIENCE DEMOGRAPHIC TYPES: Local residents, artists.
- PARTNERSHIP OPPORTUNITIES: Mosman Art Gallery, Headland Park Artist Precinct, Kaldor Art Projects, White Rabbit Gallery, Bundanon Trust.
- LOCATION: Hospital on the Hill exhibition space at Georges Heights and/or other small secure spaces in Headland Park.
- PRIORITY: High.
- BENEFITS: Strengthening of existing partnership with Mosman Art Gallery, continued engagement of artists with the stories of the place, further enrichment of the artistic community at Headland Park, and over time strong alumni of artists.



Bangarra recently brought the story of a Bennelong to life with a powerful narrative dance performance. The piece interpreted key moments in Bennelong's experience of colonialism, including his friendship with Governor Phillip and adaption to a dramatically different way of life. There is an opportunity to interpret the Aboriginal history of the headland using a similar concept. (Source: Bangarra, photo by Daniel Boud)

Expanded Tours Program

The current tour program could be expanded to include a range of different tours developed around the interpretive themes. Some tours could be delivered with SHFT in partnership with NPWS. Tours could be delivered in person, or self-guided tours via podcast, third party app platforms (such as izi-TRAVEL), printed fliers or via on-site signage.

For example, a monthly birdwatching tour engaging with the natural heritage of the site could be delivered in person. Regular tours with local Aboriginal custodians could also be delivered in person. A kids' nature trail along the new walking track from Georges Heights to the Golf Clubhouse through the *Angophora costata* / *Eucalyptus botryoides* bushland could be delivered via on-site signage accompanied by downloadable activities on the website. Similarly, a self-guided nature trail could integrate stories about the endangered Acacia species. A podcast or app could be developed to accompany a walk around the World War I hospital precinct that includes soundscapes and oral histories of the hospital.

A number of self-guided tours to key views in low-gradient areas should be wheelchair accessible and close to facilities such as toilets and carparking. Food and beverage picnic and other options that creatively reflect the interpretive could be developed in partnership with local providers.

- STORIES/THEMES: All.
- AUDIENCE DEMOGRAPHIC TYPES: Children, families, local residents, elderly, specialist audiences.
- PARTNERSHIP OPPORTUNITIES: AirBNB Experiences, Birding NSW, Aboriginal Land Councils.
- LOCATION: All.
- PRIORITY: High.
- BENEFITS: Visitors coming to the site more regularly, staying at the site for longer periods, and engaging with the place at a deeper level. Attracting new audience types.



Centennial Parklands guided birdwatcher's walk (top) and the self-guided History Walk, available on the izi-TRAVEL app (bottom). (Source: Centennial Parklands website)

Cultural Programming and Partnerships Continued

Temporary or semi-permanent site-specific murals, ground paintings or installations interpreting the natural environment and Aboriginal stories of the place.

Large scale images or installations could be used in an open and frequently visited area such as the submarine miner's concrete wharf at Chowder Bay or applied to one of the building walls that faces a road, to bring to light significant stories of the site. Light installations could be housed in the tunnel infrastructure.

This interpretive device would be temporary or semi-permanent to allow for different stories to be told over time.

- STORIES/THEMES: Aboriginal history, natural values, defence.
- AUDIENCE DEMOGRAPHIC TYPES: Children, families, local residents, walkers, artists, Aboriginal community.
- AUDIENCE ENGAGEMENT TYPES: Skimmers, delvers, divers.
- PARTNERSHIP OPPORTUNITIES: Mosman Art Gallery, Vivid, Kaldor Art Projects.
- POSSIBLE LOCATIONS: A ground painting in the forecourt at Chowder Bay, installation/s in the bushland along Georges Heights, a mural on one of the buildings at Georges Heights or Middle Head, light installations within one of the tunnels.
- PRIORITY: High.
- COST: Moderate.



Operation Dynamo: Rescue from Dunkirk, AV Exhibition by Electronic and Kvoming Design and Communication at Dover Castle. (Source: Electronic)



barrangal dyara (skin and bones), Royal Botanic Garden, Sydney, Jonathan Jones. (Source: Kaldor Public Art Projects)



Temporary installations could respond to nature in the landscape. (Source: 202 studio)



Installation by Andy Goldworthy. (Source: Pinterest)

4.6 Interpretive Landscaping/Furniture

Interpretive landscaping and furniture would both add amenity to and enrich the experience of Headland Park.

Currently, there are simple wooden park benches with dedication plaques at Georges Heights. Additional furniture could be implemented at other locations across Headland Park. Implementing a series of landscaped destinations which contain informal seats and benches adjacent to walking tracks would allow visitors to rest while enjoying the stunning vistas and the diverse landscape in the park. Interpretive elements could be integrated into furniture and landscaping through painting/routing/etching/casting interpretive words and motifs into the material, and also through the form and arrangement of landscaping and furniture elements.

Soundscapes could also be included throughout the landscape, such as sounds associated with different phases of history. This could focus on enlivening the landscape with the voices of the military servicemen and women, or of the bush regenerators and conservationists that advocated for the public ownership of the park.

Some possible locations for interpretive landscaping/furniture include the proposed tiered seating on the southeastern edge of Middle Head Oval, Georges Heights Lookout and Chowder Bay.

- STORIES/THEMES: Aboriginal history, nature.
- AUDIENCE DEMOGRAPHIC TYPES: Children, families, local residents, walkers, artists, the elderly.
- AUDIENCE ENGAGEMENT TYPES: Skimmers.
- LOCATION: Across the site at key locations.
- PRIORITY: High.
- COST: Moderate.



Interpretive text inlaid into furniture elements at Pirrama Park, Pyrmont. (Source: Deuce Design)



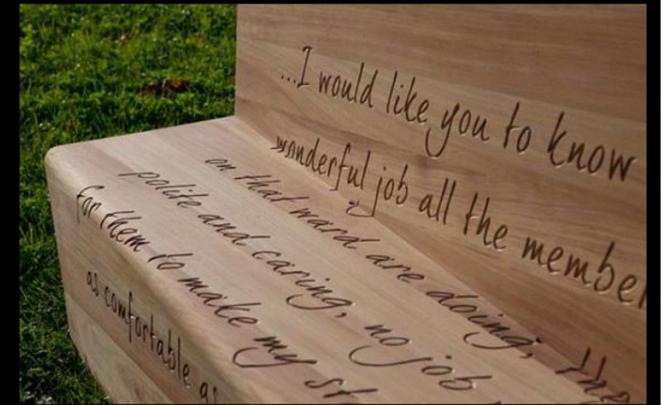
Corten seating elements. (Source: MDLandschapsarchitecten, duck decoy, Glimmen estate, Netherlands)



Brightly coloured seating pods in the Headland Park brand colour would create informal gathering, rest and contemplation areas. (Source: The State of the Pulse at Rest, International Garden Show, Hamburg)



Corten seats with interpretive text. (Source: Pinterest)



Representing key historical documents such as letters or technical plans in landscaping/furniture. (Source: Letter Bench, Frenchay Hospital, Bristol, England)

4.7 Interpretive Playground

Interpretive play equipment and nature play structures at proposed playground(s) at Headland Park would allow children to engage with the themes and stories of the place.

If the proposed children's playground adjacent to Middle Head Oval proceeds, interpretive play equipment could be integrated into the design. As this location is near the endangered *Acacia terminalis* ssp. *terminalis* species, equipment that interprets the significance of the natural environment or Aboriginal cultural heritage could be considered. Another potential location for interpretive play equipment is at the artist's precinct within Georges Heights. This playground could interpret the military/defence theme of Headland Park.

- STORIES/THEMES: All.
- AUDIENCE DEMOGRAPHIC TYPES: Children, families, carers.
- AUDIENCE ENGAGEMENT TYPES: Skimmers.
- LOCATION: Across the site at key locations.
- PRIORITY: Low.
- COST: High.

INTERPRETIVE PLAY EQUIPMENT



Play equipment based on native botanical forms such as banksias. (Source: Pod Playground, The National Arboretum, ACT)

INTERPRETIVE NATURE PLAY



Natural materials such as logs and rocks integrated into playgrounds. (Source: Above: Lizard Log Park, Western Sydney, McGregor Coxall; Below: Westmoreland Nature Play Area)



Human Nests. (Source: Jayson Fann)



Bug magnifier equipment in a playground allowing children to investigate elements from the landscape. (Source: Wicksteed Playgrounds)



Defence-themed playground equipment would engage children in the themes of the place. (Source: Sydney Harbour Federation Trust)

4.8 Education Program and Kits

A series of education kits and family activities that explore one or more themes at Headland Park could be developed in line with the NSW Department of Education curriculum.

They would be developed for key learning ages and integrate research and digital outputs developed for other interpretive devices such as oral history transcripts and recordings, podcasts, video, maps, and historic images. Worksheets and activities would help facilitate student research and enquiry.

The program could be delivered entirely remotely, or could be paired up with teacher-led on-site activities for local schools. If the proposed education/visitor centre eventuates, there could be an option to deliver the education kit as a unit on site. The education kits and activities would be also available via a virtual classroom hosted as part of the proposed Headland Park website.

Partnering with other organisations such as NPWS and Sydney Institute of Maritime Sciences (SIMS) on the development and delivery of these kits/activities would provide richer experiences.

- STORIES/THEMES: All stories.
- AUDIENCE DEMOGRAPHIC TYPES: Local school groups, interstate school groups, families.
- LOCATION: Available online.
- PRIORITY: Moderate.
- COST: Moderate.



Sources: Top left: wideopenspaces.com; Bottom left: deverpost.com; Top right: fr.vidyo.com; Bottom right: netsafe.org.nz

4.9 Signage

Consistent and cohesive wayfinding and interpretive signage across Headland Park would help visitors navigate the site and understand key interpretive themes/stories.

Signage is one of the key media through which static information is conveyed. Text, maps, rules, behaviours, logos and imagery are often included. Signage should be used judiciously to avoid visual clutter and confusion. It is not appropriate to use signage to present complex and detailed histories or stories.

Signage should be installed in key locations (entry points, decision points, interpretive nodes, recreational spaces, key trails) where visitors are likely to see it and with ample surrounding space so people can feel comfortable stopping.

The signage design should fit with the new wayfinding signage—similar materiality, typefaces and graphic style to ensure an integrated branded experience of Headland Park. Corten could be an effective, robust unifying material across wayfinding and interpretive signage elements. Existing Corten bases could also be re-used with newly attached panels. A strong focus on primary sources and imagery is recommended.

Types of signage recommended for Headland Park are:

1. **Wayfinding Signage**—A new wayfinding strategy is currently being developed by the Trust and is due to be completed in 2018.
2. **Interpretive Signage**—The content should be shaped by the interpretive themes to convey significant meanings and values. The text should be concise and get to the heart of the story with immediacy. It should communicate feelings, be more visceral and more 'alive'. Direct quotes from primary sources are preferable to a historical summation or timeline as firsthand accounts create curiosity and interest by stimulating direct connections between visitors and people in the past. These signs may include some wayfinding information.
3. **Tactile Interpretive Signage**—Some signage elements could be inquiry based. For example, views framed with elements for rubbings and for touching.
4. **Feature Signage**—This type of signage would be used to identify and highlight interpretive stories within the site through large graphics and text.
5. **Building Identifier Signage**—This type of signage identifies the buildings and could also include some brief interpretive content regarding the building and historical imagery.

- STORIES/THEMES: All.
- AUDIENCE DEMOGRAPHIC TYPES: Children, families, local residents, walkers, commercial tenants.
- AUDIENCE ENGAGEMENT TYPES: Skimmers, delvers, divers.
- LOCATION: Across the site at key locations such as points of entry, buildings and other features of interest, and walking trails.
- PRIORITY: Moderate.
- COST: Moderate, particularly if using existing Corten infrastructure.

1. WAYFINDING SIGNAGE PRECEDENTS



New wayfinding signage on site featuring a Corten structure. (Source: GML Heritage)

2. INTERPRETIVE SIGNAGE PRECEDENTS



Interpretive signage integrating illustrations, sculpture elements, mapping and text content on a Corten base. (Source: Longwood Botanical Gardens)



Signage that combines wayfinding with interpretation on a Corten base structure. (Source: Barcelona Points of Historical Interest)

3. TACTILE INTERPRETIVE SIGNAGE PRECEDENTS



Buehler Enabling Garden. (Source: Accessible Gardens for All)

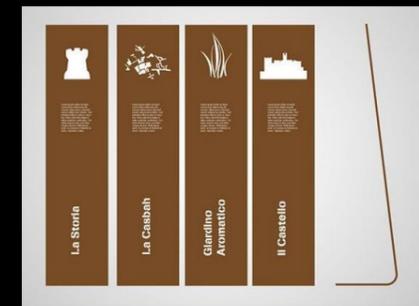


Signage with tactile inlays/relief. (Source: Pinterest)

4. FEATURE SIGNAGE PRECEDENTS



Corten silhouette. (Source: <<http://www.bee-paysage.fr/phototheque.php?photo=Silhouette-plaque-acier-corten-20130709141012.jpg&theme2=sculptures>>)

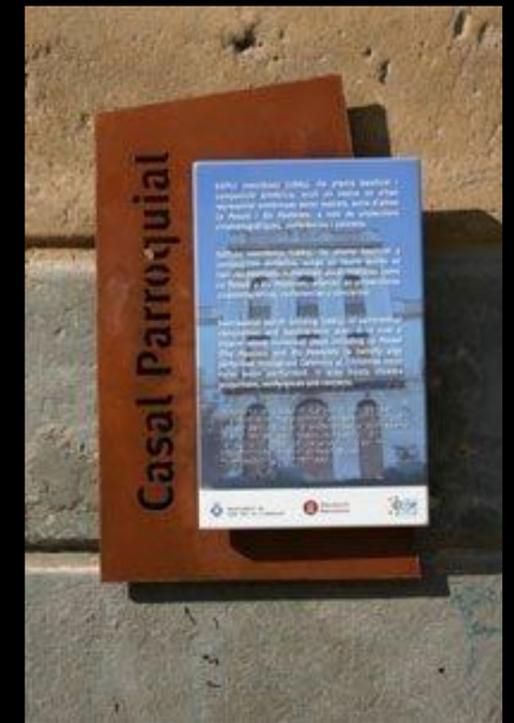


Interpretive signage concepts with cut-out elements. (Source: Top: bright brand; Middle: <cargocollective.com>)



Signage is used to place a paddlesteamer on the Murray-Darling River using a cut-out sign at Toorale National Park. (Source: GML Heritage)

5. BUILDING IDENTIFIER SIGNAGE PRECEDENTS



Building identifier signage. (Source: Top: Avant; Bottom: <www.cutout.com.au>)

4.10 Endnotes

- ¹ The most credible advertising comes straight from the people we know and trust. More than eight-in-10 global respondents (83%) say they completely or somewhat trust the recommendations of friends and family. But trust isn't confined only to those in our inner circle. In fact, two-thirds (66%) say they trust consumer opinions posted online—the third-most-trusted format'.
Nielsen, Global Trust in Advertising, 2015, viewed online 13/9/2017 < <http://www.nielsen.com/us/en/insights/reports/2015/global-trust-in-advertising-2015.html>>.
- ² CMO, How Destination NSW uses Digital to Attract a Global Audience, viewed online 13/9/ 2017, <<https://www.cmo.com.au/article/print/599299/how-destination-nsw-uses-digital-attract-global-audience/>>
- ³ Antonin Pavlicecka, 'Development of Social Media Strategies in Tourism Destination', viewed online 13/9/2017 <http://ac.els-cdn.com/S1877042815012719/1-s2.0-S1877042815012719-main.pdf?_tid=cf5eab54-983c-11e7-bbfa-00000aab0f6c&acdnat=1505277440_11d371c4dd936cff824e3f6a85f0423e>

5.0 Implementation

5.1 Introduction

The implementation of interpretation involves several separate but interrelated tasks. Whilst some of these will vary depending on the type of interpretive initiative, the main ones allowed for in the development of interpretation include:

- research;
- preparation of interpretive content (including signage/panel text and selection of imagery);
- concept design of three-dimensional (3D) interpretives, image/photographic and interpretive elements;
- design development;
- applications for copyright clearances and securing reproduction rights;
- design documentation (preparation of print ready artwork, shop drawings etc)—signage, landscaping, playground equipment;
- engineering advice (as necessary); and
- supply, construction and installation of all interpretive and architectural elements.

Where relevant to each of the interpretive concepts, Table 5.1 provides priority and, where possible, indicative costs for these implementation tasks.

Note that the Trust intends to consult with Aboriginal community representatives regarding the content and design of interpretive devices related to Aboriginal themes and stories as part of the process of implementation.

5.1.1 Collaboration with NPWS and Mosman Council

Where projects are in alignment and funding allows, the Trust, NPWS and Mosman Council should use best endeavours to decide collaboratively on the location and type of onsite physical interpretive device, based on the interlocking Trust and NPWS interpretive themes:

- Rocky Shores, Sandstone Ridges and Thick Woods (The Trust)—Naturally Hidden (NPWS);
- 'Mi Mi Waranara: What Are You Looking For?' Proud Steps in Aboriginal Country (The Trust)—Cubba Cubba (NPWS); and
- Defence Life on the Headlands (The Trust)—Guard at the Gate (NPWS).

Examples of potential locations for collaboration include:

- Entry to Headland Park;
- Middle Head Road and the entry to Sydney Harbour National Park;
- Chowder Bay Road; and

- walking tracks.

Forming a collaborative working group focussed on planning and implementing future interpretation to provide a ‘one headland’ visitor experience that realises the potential of the place is an important initiative.

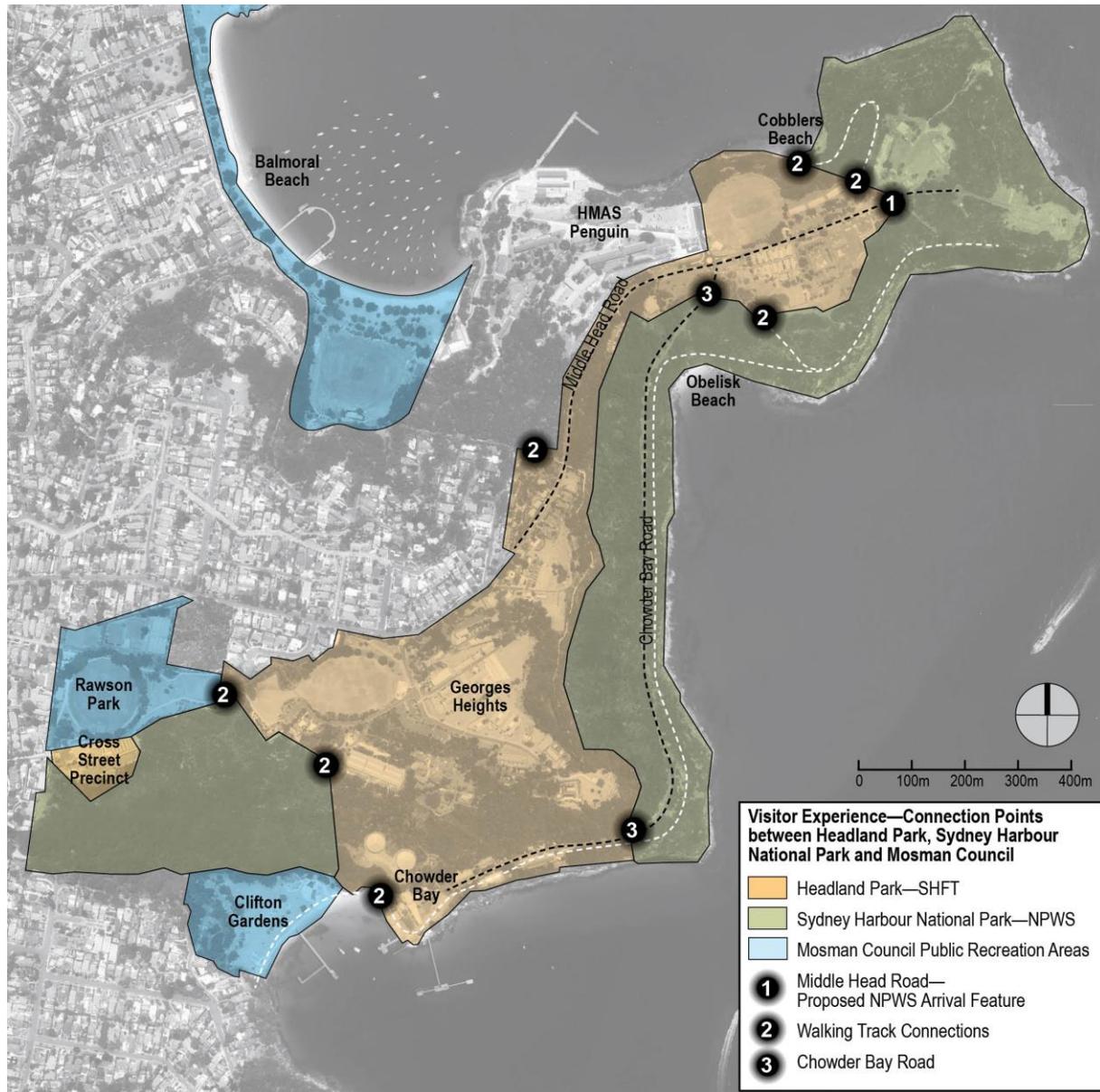


Figure 5.1 Potential locations for collaborative interpretive projects between Sydney Harbour Federation Trust, NPWS and Mosman Council. (Source: Google Maps with 2017 GML overlays).

5.2 Indicative Costings—Key Assumptions

The figures included below are based on the following assumptions:

- Costings are based on estimated charge out rates and other industry rates where applicable.
- Costs associated with ordering and supply of high-resolution digital imagery varies from one institution to the next. Supply times also vary. This is not included.

- Fees associated with securing reproduction/copyrights and supply of high-resolution digital images would be typically be charged as a disbursement and are not included in the figures quoted below.
- Fees associated with the preparation of interpretive content do not include substantive new research.
- Word lengths for interpretive content on signage are costed on supply of up to approximately 300 words per sign.
- If design, fabrication and supply of interpretation is staged and requires the installers to travel to the site on more than one occasion the costs associated with installation will be higher than estimated.
- Allowance has been made for two revisions of the content (interpretive text and image), based on the receipt of two sets of consolidated comments at draft and final stages.
- Allowance has been made for two revisions of the design based on the receipt of two sets of consolidated comments at concept and final design stages.
- Attendance at meetings, site inspections or face-to-face consultation has not been included.
- Unless otherwise specified, allowance for liaison and coordination is built into the prices quoted.
- Provisional allowances have been made for the digital interpretives suggested.
- A contingency of 10 per cent has been included for each interpretive.

Table 5.1 provides a preliminary outline for implementation and indicative costing of the various initiatives for interpretation for Headland Park. We understand that implementation will be reliant on funding and will be staged over time. As such we have identified various time frames for each priority level:

- urgent—implement within one year;
- high—implement within one to two years;
- moderate—implement within two to five years; and
- low—implement within five to eight years.

Proposed projects that we consider to be urgent are:

- digital strategy;
- signage; and
- Visitor's Guide.

Table 5.1 Indicative Costings.

Device Type	Priority	Indicative Costing	Notes
Digital Strategy and potential digital platforms: <ul style="list-style-type: none"> • website; • social media; • podcasts; • digital walking tours; and • virtual classroom. 	Digital Strategy—urgent Website—urgent Social media—high Podcasts—moderate Digital walking tours—moderate Virtual classroom—moderate		No costing provided as this will depend on the number of digital platforms to be used for interpretation. Other considerations for costs also include whether design and maintenance of digital platforms will be undertaken in-house or outsourced.
Printed Material <ul style="list-style-type: none"> • Option 1: folded brochure (visitors guide); • Option 2: booklet; or • Option 3: a series of themed flyers. 	Folded brochure (visitors guide)—urgent Booklet—moderate–low A series of themed flyers—moderate–low	Content Development and Design \$10,000–\$15,000 + GST per option Plus ongoing cost related to printing.	Cost for research and design will vary according to content and artist commission (if required). This does not include cost for acquiring high-resolution images, image copyright or printing.
Oral Histories	High, and ongoing	Per Interview \$800 + GST (audio only) \$5000 + GST (video recording) \$300 + GST (transcribing)	Cost for audio only recording allows for a four-hour interview by a professional oral historian. Cost for professional video recording allows for a half-day shoot and includes production and post-production cost. Cost for transcribing interview is also provided, although the Trust may wish to do this in-house.
Cultural Programming and Partnerships <ul style="list-style-type: none"> • Events; • Artist in Residence Program; • Expanded Tours Program; and • Temporary Installations. 	High	Events Up to \$50,000 + GST Artist in Residence Program No cost provided Expanded Tours Program \$10,000 + GST	Events Cost for staffing/security, equipment hire, catering, ticketing, marketing and promotion will vary according to scale. Artist in Residence Program The cost for the Artist in Residence Program would be associated with loss of revenue from the Trust not leasing out the space used as an artist studio. However, GML recommends using the Hospital on the Hill exhibition space, which is currently not leased out. Artist is to cover cost for materials. Expanded Tours Program Cost for preparation of walk script and staff training. Costs associated with tour guides and marketing not included. Temporary Installations

Device Type	Priority	Indicative Costing	Notes
			No cost provided as this will depend on the artist and material selected.
Interpretive Landscaping/ Furniture	High		No cost provided as this is dependent on the extent of landscaping work desired for Headland Park and appropriate area being available.
Interpretive Playground	Low		No cost provided as this is dependent on the extent of landscaping work desired for Headland Park and appropriate area being available.
Education Program and Kits	Moderate	Content Development and Design \$18,000 + GST	Cost is for research and preparation of education kit. Education kit would be designed to suit K–12 school curriculum to be delivered by teacher either in the classroom or at Headland Park.
Signage	Moderate	Content Development and Design \$2000–\$5000 + GST per sign Fabrication \$4000–\$10,000 + GST per sign	Signage design and fabrication costs will vary depending on size, level of design detailing, materiality, content and whether existing Corten bases are re-used. High quality signage using robust and enduring materials designed to last will be more expensive initially but require less maintenance over the longer term.

6.0 Appendices

Appendix A

Community Consultation Log

Appendix B

Stakeholders' Consultation Summary

Appendix C

Online Survey Summary

Appendix D

Details of Existing Signage and Interpretation at Headland Park

Appendix A

Community Consultation Log

Appendix A—Community Consultation Log

The following table provides a log of community consultation undertaken by GML Heritage Pty Ltd (GML) for the preparation of Headland Park Interpretation Strategy.

Date	Representative/Organisation	Comments
19 June 2017	Linda Kelly—Manager Urban Planning, Mosman Council Ben Khan—National Parks Wildlife Service (NPWS) Mel Tyas—NPWS Jo Jewitt—Office of Environment & Heritage (OEH) Paul Munro—Papua New Guinea Association of Australia Steven Gagau—Papua New Guinea Association of Australia Nick Hollo—Former Sydney Harbour Federation Trust (SFHT)/artist Kevin Browning—Royal Australian Artillery Historical Company Katrina Cashman—Mosman Art Gallery Beth Hise—Head of Curatorial & Exhibitions, Sydney Living Museums Chris Ballantine—SHFT Volunteer Guide Roy MacLeod—Community Advisory Committee (CAC) Zena O'Connor—CAC Peta Lewis—CAC Kate Eccles—CAC Julie Goodsir—CAC/Headland Preservation Group (HPG) Adele Rancan—CAC/Tenant Bob Smith—CAC/Volunteer Jill L'Estrange—CAC/HPG	Headland Park Stakeholders Consultation, held in conjunction with the Trust. Refer to Appendix B for Stakeholders' Consultation Summary.
23 June 2017	Julie Goodsir Judith Hinde Jan Eve Bagnall Diana Londish Mary Jones David Clarke Annabella Fletcher Heather Hall Linda Bergin OAM Tim James Jennifer Heidtman Kate Eccles Jeremy Eccles	GML provided to the Trust questions for the online survey of stakeholder and local community members who wish to provide input into interpretation planning of Headland Park. The Trust circulated the survey—open for feedback from 23 June to 7 July 2017. Refer to Appendix C for Online Survey Summary.

Date	Representative/Organisation	Comments
23 June 2017 (cont.)	Rosemary Adams Richard Williamson Ken Bloxsom Michael Mangold	
6 July 2017	Kerryn Smith—The Trust	Email to GML for phone consultation with: <ul style="list-style-type: none"> • Professor Marcia Langton—University of Melbourne; • Catherine Snelgrove—NPWS; and • Representative from Metropolitan Local Aboriginal Land Council.
10 July 2017	Catherine Snelgrove—NPWS	GML emailed Catherine Snelgrove to ask whether she would be interested in providing input into interpretation planning of Headland Park—phone consultation arranged for 11 July 2017.
11 July 2017	Catherine Snelgrove—NPWS	Phone consultation with Catherine Snelgrove. Refer to Section 2.4 of Headland Park Interpretation Strategy for summary of phone consultation.
11 July 2017	Shane Bawden—University of Melbourne Professor Marcia Langton—University of Melbourne	GML emailed Shane Bawden and Professor Marcia Langton to ask whether Professor Langton would be interested in providing input into interpretation planning of Headland Park—no response.
18 July 2017	Shane Bawden—University of Melbourne Professor Marcia Langton—University of Melbourne	GML emailed Shane Bawden and Professor Marcia Langton again to ask whether Professor Langton would be interested in providing input into interpretation planning of Headland Park. Shane Bawden replied to say he had not heard from Professor Langton and would forward GML's request—no further response.
19 July 2017	Nathan Moran—Metropolitan Local Aboriginal Land Council	GML emailed Nathan Moran to ask whether Professor Langton would be interested in providing input into interpretation planning of Headland Park—no response.
24 July 2017	Nathan Moran—Metropolitan Local Aboriginal Land Council	GML emailed Nathan Moran again to ask whether Professor Langton would be interested in providing input into interpretation planning of Headland Park—no response.

Appendix B

Stakeholders' Consultation Summary

Appendix B—Headland Park Interpretation Strategy— Stakeholders' Consultation Summary, Monday 19 June 2017

Introduction

GML Heritage Pty Ltd (GML) and the Sydney Harbour Federation Trust (SHFT) held a stakeholder consultation at SHFT Building 28, Mosman, to inform the preparation of an Interpretation Strategy for Headland Park. The consultation commenced at 10am and concluded at 11.30am. Refreshments and morning tea were provided.

The objective of the consultation was to ensure that the interpretive planning for Headland Park reflected the conservation and management objectives of the SHFT and that the project was informed and guided by the issues, concerns, views and opinions of key stakeholders and community members. The consultation took the form of a participatory workshop with attendees invited to discuss and share their views regarding the current interpretive experience, future opportunities for the Park, and key project priorities.

The stakeholders were drawn from a range of different backgrounds, interests and roles including Aboriginal cultural heritage; general history, state and local government; and specific interest groups and organisations, such as the Papua New Guinea Association of Australia, NSW National Parks and Wildlife Service, Sydney Living Museums, industry experts and members of the Community Advisory Committee (CAC).

An online form is being sent to all participants to submit any further comments for the plan, as well as to those who were unable to attend the meeting. Phone interviews will also be held for members of the Indigenous community who were unable to make the meeting.

Attendees

<p>Stakeholders:</p> <p>Linda Kelly—Manager Urban Planning, Mosman Council</p> <p>Ben Khan—National Parks Wildlife Service (NPWS)</p> <p>Mel Tyas—NPWS</p> <p>Jo Jewitt—Office of Environment & Heritage (OEH)</p> <p>Paul Munro—Papua New Guinea Association of Australia</p> <p>Steven Gagau—Papua New Guinea Association of Australia</p> <p>Nick Hollo—Former Sydney Harbour Federation Trust (SFHT)/artist</p> <p>Kevin Browning—Royal Australian Artillery Historical Company</p> <p>Katrina Cashman—Mosman Art Gallery</p> <p>Beth Hise—Head of Curatorial & Exhibitions, Sydney Living Museums</p> <p>Chris Ballantine—SHFT Volunteer Guide</p> <p>Roy MacLeod—Headland Park Community Advisory Committee (CAC)</p>	<p>Zena O'Connor—CAC</p> <p>Peta Lewis—CAC</p> <p>Kate Eccles—CAC</p> <p>Julie Goodsir—CAC/Headland Preservation Group (HPG)</p> <p>Adele Rancan—CAC/Tenant</p> <p>Bob Smith—CAC/Volunteer</p> <p>Jill L'Estrange—CAC/HPG</p> <p>Sydney Harbour Federation Trust:</p> <p>Mary Darwell</p> <p>Libby Bennett</p> <p>Daniel Sealey</p> <p>Kerryn Smith</p> <p>Eliza Beashel</p> <p>GML:</p> <p>Sharon Veale</p> <p>Suzy Pickles</p> <p>Minna Muhlen-Schulte</p>
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Meeting Minutes

Project Introduction and Outline

Mary Darwell, CEO of SHFT, welcomed attendees to the stakeholder consultation. Eliza Beashel, SHFT, provided background to the project and introduction to the GML Heritage project team and Harbour Trust staff.

Sharon Veale, CEO of GML Heritage, outlined the standards and requirements for interpretation planning at significant heritage places and provided a brief overview of GML's experience in interpretation. Sharon spoke to the project objectives and the purpose of the consultation.

Each attendee was invited to introduce themselves to the group and state their affiliation with Headland Park and their specific interests, or area of knowledge.

The agenda for the stakeholder consultation was prepared by GML and amended following review and comment by SHFT.

The consultation was run as a participatory workshop in order to gather the diverse range of views, opinions and input of the attendees.

Working Groups and Feedback

Attendees were divided into three working groups of between six–eight people. Each group was led by a GML project team member supported by SHFT staff. At the commencement of group work each elected an individual member to present back to the entire group at the conclusion of the working session.

The issues raised and discussed in the working group sessions are documented below:

Thematic Interpretation

- A cohesive and balanced interpretation needs to be overlaid across the site, including Aboriginal cultural heritage (Bungaree's Farm), natural history and endangered wildlife, phases of military occupation and contemporary stories.
- Stories of Middle Head are a microcosm of larger national stories.
- Opportunity to tell nuanced individual stories, personalised and told through the voice of those that experienced the site/history.

Visitor Centre

- A central point to greet visitors and provide context to the site was suggested.
- The centre could be supported by tours (targeted at different age groups), apps and events. It would need to be resourced properly with staff and sustainable funding.
- It was suggested that a Visitor Centre shouldn't necessarily be the number one priority, and that other cost-effective visitor information tools could be utilised and tested prior to a larger investment in a static Visitor Centre.

Interpretive Devices

- Audio-visual projects in the tunnel sites could contain oral history and historic photographs.
- Ephemeral events and theatrical or visual arts performances have proven successful here and should be built upon.
- Printed material of brochures.
- Partnerships with other agencies and particularly transport such as ferries to make Chowder Bay a stop and the site more accessible by public transport.

Operational Considerations

- Availability for parking for tour groups/school groups.
- Balance between needs of endangered wildlife and encouraging visitation.

Priorities

Visitor Experience

- Ensure cohesive visitor experience—journey could begin online.
- Centralised point (whether visitor centre or other hub) where layers of history can be interpreted and visitors can take a self-guided tour with printed materials.

Website

- Digital presence a priority so partnerships, events and activities can be promoted and visitation encouraged.

Arts and Events

- Artist studio onsite has a very popular open day program which could be harnessed further.
- Links to Vivid Sydney ie projects in tanks.
- Continued partnership with Mosman Art Gallery strengthened by infrastructure onsite that allows ephemeral exhibitions and performances to be more easily installed.
- Commemorative events for ANZAC Day, reunion of Australian School of Pacific Administration staff.
- Farmer's market/organic food.

Education

- Opportunity to build educational value of the site. Minister Rob Stokes visited and expressed interest for the site, supporting the environmental studies program.

Access via Public Transport and Tourist Information

- Circular Quay should have information that encourages visitation.
- Design itineraries that suggest a day tour ie Middle Head and Taronga Zoo.
- Untapped tourist market of cruise ships.

Signage and Wayfinding

- Signposted features and clearer wayfinding to link walks between the three sites. This will be captured in the Wayfinding Project which is a current project.
- Central memorial point for those that have served or worked on the site (instead of plaques scattered throughout).

Next Steps

- GML to send online survey to stakeholders to contribute further ideas, and to follow up with phone interviews with key Indigenous community members.
- GML will submit draft interpretation plan to SHFT in August for approval at September board meeting.
- Prior to the September meeting the draft plan will go on public exhibition for two weeks to ensure community feedback is adequately captured.
- SHFT to inform stakeholders regarding further opportunities and timing to provide input to the project.

Appendix C

Online Survey Summary

Appendix C—Headland Park Interpretation Strategy—Online Survey Summary, 23 June–7 July 2017

In addition to the in-person stakeholders' consultation, held on 19 June 2017, an online survey was held to allow respondents who were unable to attend on the day to express their views, ideas and suggestions about the interpretation of Headland Park. The content of the online survey was prepared by GML Heritage Pty Ltd (GML) and circulated by the Sydney Harbour Federation Trust (The Trust).

The online survey contained the following questions:

- What do you think are the three priorities for interpretation at Headland Park?
- What do you consider to be the potential opportunities for interpretation at Headland Park?
- What do you think are the most interesting stories/places at Headland Park?
- Are there any significant stories that you think would be compelling for visitors that are currently not being told at Headland Park?
- When you take visitors to Headland Park, what do you tell them about the Park and where do you take them?
- In planning future interpretation projects what do you think the SHFT should prioritise for implementation at Headland Park?
- Do you have any significant stories or memories about Headland Park you would like to share as part of a potential SHFT oral history project in the future?

With regard to interpretation, the respondents stated that the following matters were the most important aspects to protect/interpret on site:

- balance of natural heritage, Aboriginal heritage, military history and contemporary history;
- longevity and sustainability of the site as somewhere people want to live and work;
- public access;
- recreational areas;
- harbour views;
- preservation and restoration of natural heritage; and
- individual stories ie Rayene 'Roy Simmo' Simpson, one of Australia's most highly decorated soldiers.

Majority of respondents identified the following stories as the most significant for the Park:

- geological and natural history of the Park;
- the beach where first contact and 'dance' occurred between Aborigines and sailors;
- Bungaree's Farm and the need for Aboriginal history to be interpreted across the Park;

- 1801 Fort defence against French;
- Japanese submarine attack in 1942;
- 10 Terminal workings and training operations in the Second World War; and
- the community fight for site to remain public.

Respondents noted specific places on the Headland Park where there was potential opportunity for interpretive devices or programs and the majority mentioned:

- website hosted by Sydney Harbour Federation Trust that could host layers of more detailed history;
- whole of precinct educational activities from primary school age students to tertiary studies ie building on resources such as the Institute of Marine Science's Discovery Centre at Chowder Bay;
- history tours of twentieth-century military life ie 10 Terminal Regiment Buildings and Middle Head Oval;
- the story of the Australian School of Pacific Administration (ASOPA);
- signage and wayfinding;
- themed planting that related to Aboriginal cultural heritage;
- adaptive re-use of 10 Terminal; and
- phone apps and multimedia such as an introductory film explaining the Park, which could be hosted in the SHFT Offices.

Aspects of public access and visitor experience were highlighted as priorities:

- Visitor information facilities, main hub at Best Avenue and satellite venues in the Park, could also act as a hub for volunteers.
- Tourist potential for visitor to arrive by water at Chowder Bay Wharf.
- Small conference centre, hostel type accommodation for school and youth groups.
- Need for connection through paths, signs and information to walks to Balmoral and Taronga Zoo.
- Build on 'open days' such as Artists Studios and expand to include Food Markets.
- Parking rates made affordable.

Appendix D

Details of Existing Signage and Interpretation at Headland Park

Appendix D—Details of Existing Signage and Interpretation at Headland Park

Wayfinding and Interpretive Signage Design

A diverse range of signage exists within Headland Park. The signage has been designed and installed during different periods since the park opened to the public and includes several styles, brands and types. The images below illustrate some of the existing signage. Much of the signage is in fair to good condition.

New Wayfinding Signage

The Trust has recently commissioned the development of a new identity for Headland Park and completed an entrance signage project in early 2017. The new brand includes a main logo, precinct identity logos for Georges Heights, Chowder Bay and Middle Head (Figure D.1), as well as typefaces and colourways. The new entrance signage uses flat or rolled Corten as the structural material, with signage panels and/or lettering attached (Figures D.2–D.3). Reflecting the new brand identity, the Trust is currently implementing a new wayfinding strategy across the site (due to be completed in 2018).



Figure D.1 The new multi-coloured Headland Park logo. (Source: Sydney Harbour Federation Trust)



Figure D.2 Entry signage—the new main entry sign for Headland Park along Middle Head Road. (Source: Sydney Harbour Federation Trust)



Figure D.3 Precinct arrival signage—Middle Head. (Source: GML Heritage)

Pre-Brand Refresh Wayfinding and Interpretive Signage

There is a wide variety of pre-brand refresh wayfinding and interpretive signs across the site that use a variety of logos, typefaces and maps. The interpretive signs are panels mounted to powder-coated maroon or on Corten structural elements (Figures D.4–D.5). All interpretive and wayfinding signage across the site be consistent with the new brand in terms of both materiality and aesthetics, therefore it would be advisable that the maroon signs be removed. The structural bases of the Corten signs could be retained, and new interpretive and/or wayfinding panels mounted onto them.



Figure D.4 George Raper Trail—there are a number of large powder-coated maroon structural base map/interpretation signs located across Headland Park. The base has weathered over time. The panel contains a large, detailed map of Headland Park along with some interpretive content. (Source: GML Heritage)



Figure D.5 Army at the Bay, Chowder Bay. Three interpretive signs telling stories related to the military history are located at Chowder Bay. They are similar in design and materiality to the interpretive signs at Middle Head—they are long and narrow, and comprise an interpretive panel mounted on a Corten base. (Source: GML Heritage)

Interpretation and Information Space, Chowder Bay

The entry foyer of Building 11A at Chowder Bay houses a small, engaging and informative interpretive exhibition and map/brochure area. The space is small, measuring approximately 2m x 7m. Plywood and glass have been used for the exhibition panels and it is also possible to pick up Trust maps and brochures here (Figures D.6–D.9).



Figure D2.6 Interpretive display in the room at Chowder Bay. The main signage is timber with the heading routed in, and additional vinyl lettering in white. (Source: GML Heritage)



Figure D.7 The new Harbour Trust identity maps all of the sites, linked by a curved line that represents the harbour's edge. (Source: GML Heritage)



Figure D.8 The brochure display area and glass-mounted map of Headland Park in the interpretation space. (Source: GML Heritage)



Figure D.9 Glass-mounted interpretive panels in the interpretation area. The content for these panels related predominantly to Building 11 at Chowder Bay. (Source: GML Heritage)

Hospital on the Hill Exhibition, Georges Heights

One of the rooms in Building 21 at Georges Heights houses a public exhibition about the history of the site as a hospital that was designed and installed as part of the Anzac Centenary: 100 years of ANZAC initiative.

The room is approximately 4m wide x 10m long. It contains a large format historic image along one wall (Figure D.10), a glass panel timeline (Figure D.11), framed historic images and decal silhouettes of objects along other walls (Figure D.12), and a seat and display bench with a copy of the exhibition booklet in the centre of the room. Though there is an external sign (Figure D.9). The space may be better used as a reinvigorated orientation/interpretive area.



Figure D.9 A sign outside the Hospital on the Hill exhibition. This sign has a powdercoated maroon base with panel attached. (Source: GML Heritage)



Figure D.10 A large format historic image decal on the northern wall of the exhibition. (Source: GML Heritage)

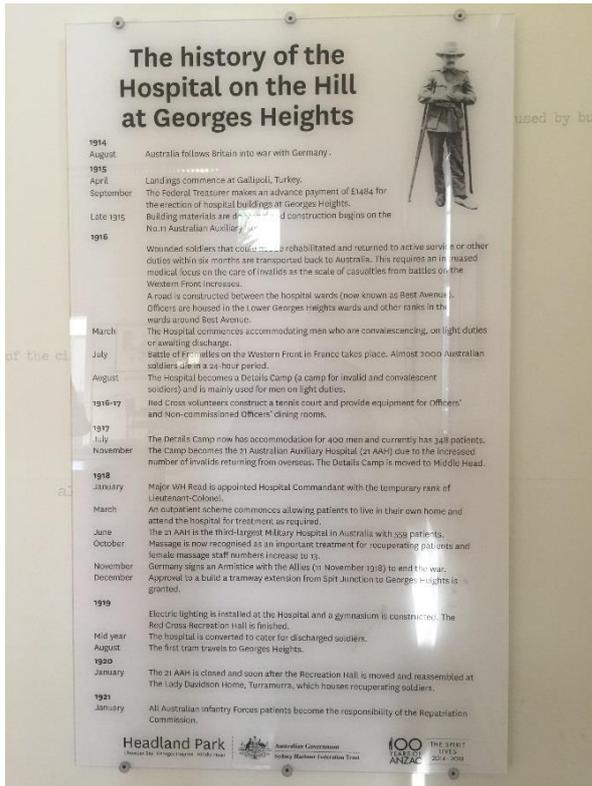


Figure D.11 The glass-mounted timeline of the exhibition. (Source: GML Heritage)



Figure D.12 Framed historic images and life-size silhouetted objects (in this case a wheelchair) represented in the exhibition. (Source: GML Heritage)



Figure D.13 The display bench and seat in the centre of the exhibition room. (Source: GML Heritage)