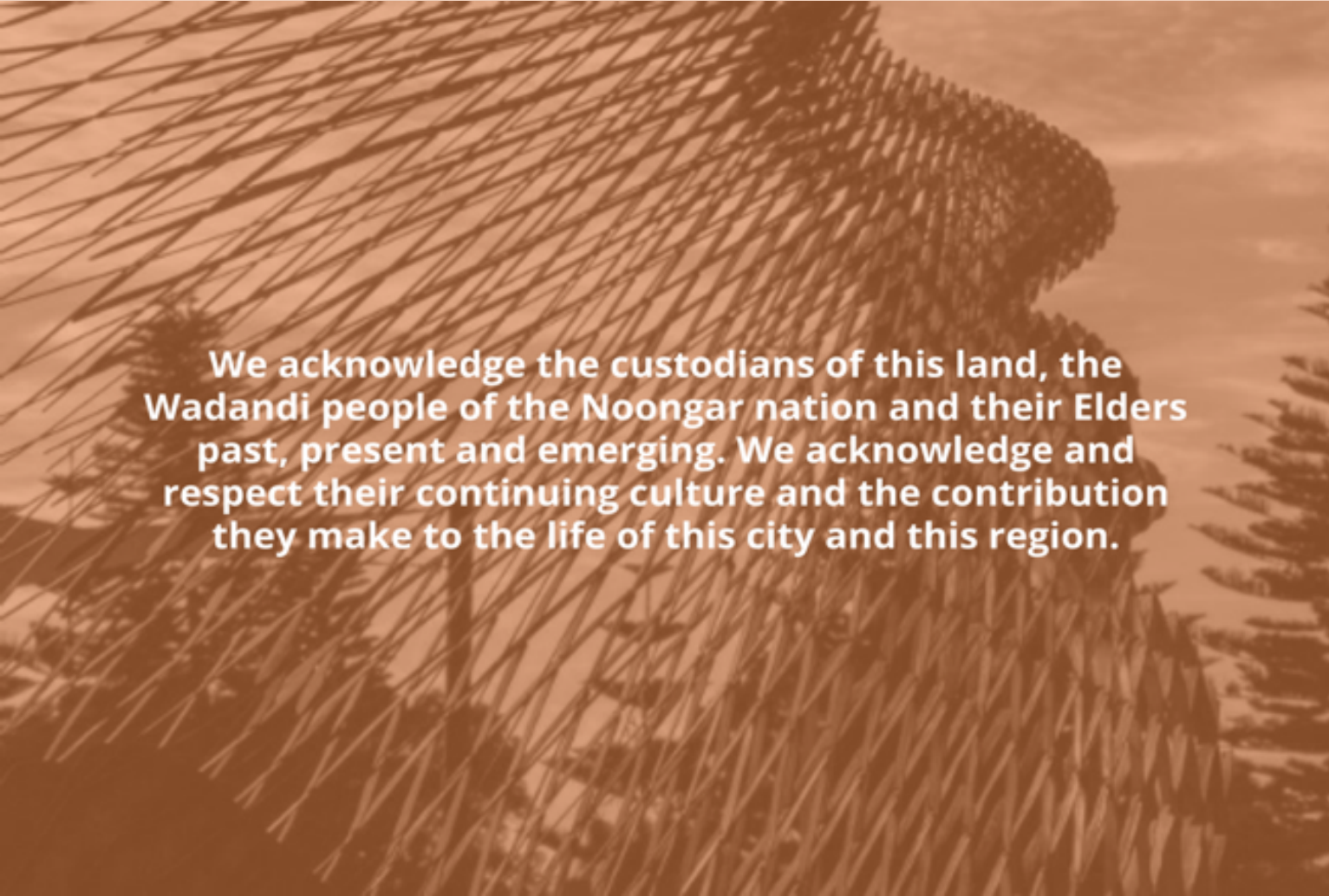


CULTURAL

INTERPRETATION STRATEGY

BUSSELTON CULTURAL PRECINCT





We acknowledge the custodians of this land, the Wadandi people of the Noongar nation and their Elders past, present and emerging. We acknowledge and respect their continuing culture and the contribution they make to the life of this city and this region.

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PART 1

INTRODUCTION AND CONTEXT



INTRODUCTION AND CONTEXT

It's been said that arts and culture is the window into the soul – illuminating, educating, and inspiring us. When thoughtfully integrated into our built environment, it catalyses connection between people and place, building healthy, inclusive and diverse communities.

Creative cities and places don't just happen. They are the result of strong vision, innovative planning and cultural infrastructure and programs that work together. Community and stakeholder engagement, policy frameworks that foster participation and grow capacity and partnerships that harness community energy, channelling this into shared ownership and management are also key.

For more than 50,000 years, the Busselton area has been home for the traditional owners, the Wadandi Noongar people – the Saltwater people – who are connected to the land and sea through songs, stories, spirituality and cultural lore, living symbiotically with nature and the six seasons. In context of colonial history, Busselton is one of Western Australia's oldest settlements and today, one of its most sought-after places to live and visit.

Known for its picturesque setting on Geographe Bay and its enviable lifestyle, Busselton is a key destination and driver of the south west visitor experience and this has been recently cemented through the opening of the Busselton Margaret River Airport and the Forrest Highway. Positioned as Western Australia's 'events capital' it boasts a wide range of activities and attractions throughout the year including festivals, agricultural and sporting events. Award winning visitor attractions, including the Busselton Jetty and recently redeveloped foreshore, along with a wide range of contemporary education, health and recreation services, support a growing and diverse community. Central to Busselton's role as a regional economic driver and lifestyle and visitor experience, is the quality and diversity of its precincts and attractions.

With significant recent investment in coastal infrastructure, sport, recreation and community facilities a key focus for the City of Busselton (the City) is now its cultural precinct, located on Queen Street between Marine Terrace and Adelaide Street. It is currently home to the Old Courthouse Complex, ArtGeo Gallery, Weld Theatre and other attractions including artist studios, workshop spaces, commercial uses and landscape attractions. The City, along with the Federal Government, has committed funding to development of the Busselton Performing Arts and Convention Centre (BPACC), which will become the 'jewel in the crown' of the cultural precinct, featuring state of the art convention, entertainment and performing arts facilities. Detailed design is underway and construction is due to commence in 2021.

The purpose of this Cultural Interpretation Strategy (CIS) is to unify and then deepen and diversify the themes, narratives and stories that are part of Busselton's cultural heritage and provide direction on how these can be applied across the precinct, including BPACC. It also provides direction for future events and programming and the creation of a unified place brand.

The many great stories of the City's development have the potential to become layers of living history, where locals and visitors can explore and deepen their understanding of the past while creating its exciting future. Through this, the cultural precinct will become a must see destination in its own right, strengthening the City's broad appeal as a place to live, work, visit and invest.



THE STORY OF BUSSELTON

The Wadandi (Saltwater) People



- For more than 50,000 years, the Wadandi (Saltwater) people have lived on country
- Ancient dreamtime stories of the Waugal deity, Wardan Boodjar ('sea country'), Old Man Wardan ('the sea'), the story of the whale Mammung who used to be a land dwelling creature have formed major songlines and dreaming tracks
- Koorannup is the place across the sea where the souls of the dead go
- The rituals of fire and yarnning bring families together to share stories, knowledge and experiences
- Wadandi people recognise six different seasons in the year and the waterways are part of a holistic system within a rich cultural landscape and stories of whales, dolphins, ringtail possums, peppermint trees, fishing and crabbing form a thousands year old cultural narrative

Early contact



- 1642 - The Dutch ship "the Leeuwin" visited the region
- 1801 - French helmsman Thomas Timothee Vasse drowned in the surf while on the Naturaliste expedition of the Geographe
- Anecdotal stories of whalers and fishermen making contact during this time from Norway, Africa and the Caribbean

1800's era



- 1830 - Captain James Stirling's group surveyed Vasse River and settled at Augusta
- 1832-1834 - The Bussell family swapped their land grant in Augusta for Vasse, and settled there
- 1834 - The quality of pasture along the Vasse prompted settlers to establish in the area
- 1839 - The first resident Magistrate Captain John Molloy built his residence "Fairlawn" and held court sessions there
- 1840s - Busselton known internationally as a whaling stop
- 1841 - The Wonnerup Massacre occurred following a payment dispute between Wadandi man Gayware and George Layman. Seven Aboriginal people were killed there, and many more at 'Lake Mininup' / Minninup
- 1844-45 - St Mary's Anglican Church constructed, the oldest stone church in Western Australia
- 1850s - Convict labour used to grow the local timber industry which boomed with local exports
- 1855 - The preliminary hearing held of the first woman to be executed in WA - Bridget Hurford
- 1860s - Agriculture and livestock industry grows in prominence
- 1860 - The original Courthouse and Bond Store is built by David Earnshaw
- 1861 - The Magistrate's retiring room, police station, goal cells, stables, fodder room and original policy cottages are built by Henry Yelverton
- 1861 - The Mechanics Institute Established (Weld Repertory Theatre)
- 1865 - Construction of the first length of the Busselton Jetty
- 1871 - Declaration of the Busselton Municipality
- 1873 - The Telegraph and Post Office is built by Samuel Rose
- 1876 - Aboriginal stockman Samuel Isaacs, together with 16-year-old Grace Bussell, ride their horses into rough surf, rescuing more than 50 survivors from the SS Georgette
- 1898 - Relocation of post and telegraph office
- 1897 - New courtroom built by Hough and Donald
- 1881 - Weld Hall constructed-1894 - Busselton Railway Station constructed
- 1899 - The caves first discovered by white settlers, Busselton

Settlement - early 1900's era



- 1904 - Measles decimated Aboriginal populations, including the Wadandi Vasse tribe
- 1906 - New Police cottages built by WC Rose
- 1918 - Old Butter Factory constructed
- 1923 - Group settlement scheme launched
- 1925 - Flinders Bay Branch Railway connected to Busselton
- 1931 - Agricultural Bank of WA constructed (now ArtGeo Gallery)
- Post WWII - Busselton population increased significantly

1950's to present



- 1962 - Weld Repertory Theatre operated by the Repertory Club, continuing to 1998
- 1970s - Busselton's identity centred on tourism and being a retirement town / region
- 1972 - Busselton Jetty closed as a port
- 1972 - Buildings within the cultural precinct classified by the National Trust for heritage significance
- 1975 - Last court case heard in the Courthouse
- 1976 - Court complex relocated
- 1978 - Cyclone Alby causes widespread damage, including to the Jetty
- 1981 - Police cottages and stables vacated
- 1982-85 - Restored buildings are re-opened as an arts complex
- 1993 - Courthouse complex listed on the State Heritage Register
- 1999 - ArtGeo Gallery listed on the State Heritage Register
- 1999 - Theatre continues in the Weld Hall
- 2001 - ArtGeo Gallery classified by the National Trust
- 2001 - Weld Hall listed on the State Heritage Register
- 2003 - City of Busselton resumes management for the Cultural Precinct
- 2008 - ArtGeo Gallery opened
- 2009 - 175th anniversary since European settlement, commemorated by the Settlement Art Project, to be delivered over 10 years
- Busselton continues to be a popular tourism destination and becomes known as the events capital of WA
- 2019 - QUT Digital Media Research Centre recognises Busselton as a creative industries hotspot

PART 2

STRATEGIC INTERPRETATION PLAN



STRATEGIC INTERPRETATION PLAN

BUSSELTON CULTURAL PRECINCT

The Busselton Cultural Precinct (the precinct) is located at the northern end of Queen Street, bounded by Marine Terrace and Adelaide Street. It is a short walk from two of the city’s major activity drivers – the city centre and the foreshore, including Busselton Jetty – however presents as somewhat disconnected from both. Importantly, through a consolidated approach to cultural interpretation, place branding and programming, and leveraging the BPACC as a catalyst, it has the potential to shift from being a place of some interest to one that is a key attraction and activity driver in its own right.

The precinct is home to some of Western Australia’s oldest buildings and marks historic moments in time, including the post-settlement establishment of civic life, through the Old Courthouse Complex. Today, it is managed by the City of Busselton in capacity as both asset owner / manager and venue operator. There is a range of commercial and community based leases in place. The precinct includes:

- The Old Courthouse Complex – including the Old Courtroom Gift Shop, Police Station, Day Room, Gaol Cells, Exercise Yard, Magistrates Room, Bond Store and new Courtroom
- The ArtGeo Gallery
- The Weld Theatre – leased to Busselton Repertory Club
- Resident Artist Studios (Stables Studios) – leased by two local artists (ceramic and jewellery)
- Workshop Spaces in the Fodder Room and Bond Store
- Performing Arts Academy and Busselton Arts Society in the former Police Sargent’s Cottages
- Café space in the Old Post Office - leased by The Lock up Café
- Settlement Art Project sculpture series
- Merenj Boodja Bush Food Garden
- Department of Biodiversity, Conservation and Attractions (DBCA) offices.

THE BUSSELTON PERFORMING ARTS & CONVENTION CENTRE (BPACC)

The BPACC is set to become a central hub and catalyst for the region’s growing creative industries and a prime destination for conferences, trade shows and conventions. With a 660 seat convention, entertainment and performing arts centre (min 625 seat capacity theatre) as well as meeting spaces, creative maker space, co-working area, recording studio and outdoor courtyard, it will be a major attraction and activity driver for the precinct. It will be flexible in design, utilising the latest technology to fill a documented gap in hosting large indoor events, adding to the viability and attractiveness of the South West touring circuit, and meeting latent demand for conference, trade show and convention venues.



STRATEGIC INTERPRETATION PLAN

CULTURAL INTERPRETATION STRATEGY

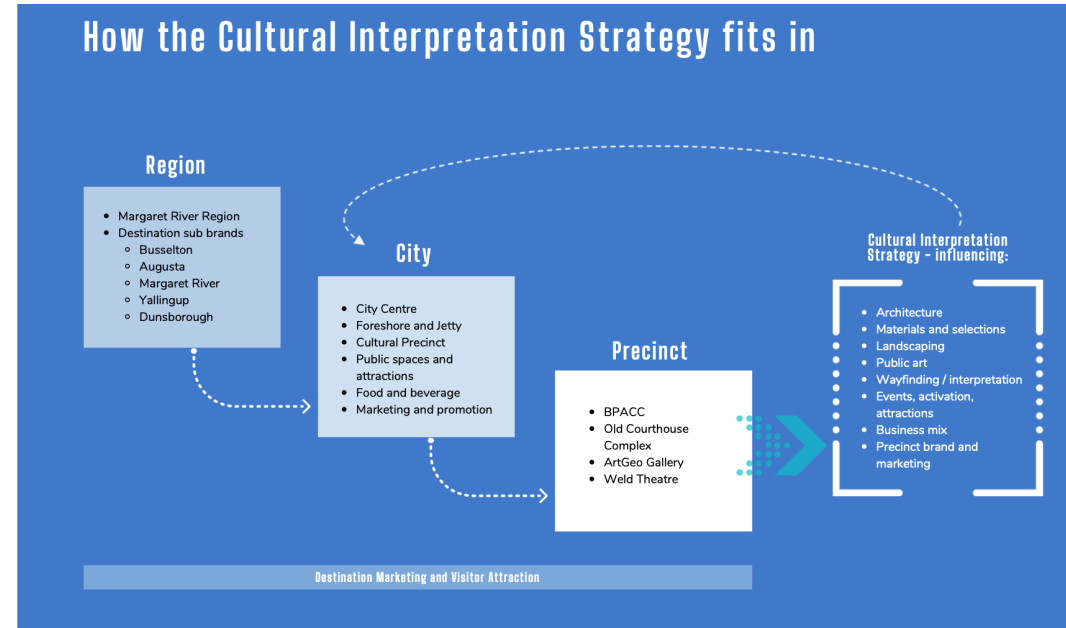
This Cultural Interpretation Strategy (the strategy) is a framework for future interpretation, branding and place activation of the Busselton Cultural Precinct. It will inform a range of physical and programmatic initiatives such as architecture, materials and selections, landscaping, public art, wayfinding and interpretation, events and marketing.

While it has been developed for the Busselton Cultural Precinct, it can also inform other destinations and places within the City.

The strategy has been informed by a stakeholder engagement program, building from a strong baseline of prior engagement undertaken by the City.

The strategy:

- Captures the cultural, social, environmental and economic drivers that have shaped the precinct, the City and the broader region and identifies appropriate themes to guide design and application through built form, landscape and other interpretation elements
- Deepens the understanding of the connection and cultural lore of the Traditional Custodians, the Wadandi people, the community's creative capacity and opportunities to express this throughout the precinct
- Represents opportunities presented by stakeholders and the community through interpretation themes and application, in turn enabling a partnership approach to implementation and management
- Defines the precinct's place essence and considers strategic brand direction that will support visitor engagement, investment attraction and visitation
- Identifies the role of the BPACC as a catalyst for culture, heritage and identity to be experienced at multiple touchpoints
- Provides direction for future precinct programming, drawing from its unique attributes to deliver a memorable and immersive 'five senses' experience, supporting the City's positioning as the state's events capital.



STRATEGIC INTERPRETATION PLAN

ENGAGEMENT AND CONSULTATION OVERVIEW

Engagement to inform the strategy was undertaken between May and August 2020 involving key stakeholders across arts, heritage, tourism, business and creative industries; Traditional Owners and the wider community.

A summary of the engagement approach and outcomes is outlined in the pages that follow.

Engagement objectives

- Understanding the **stories, people, places and events** that have shaped Busselton’s cultural identity and their importance to the community
- **Further exploring heritage** and former uses including pre and post settlement perspectives
- **Exploring the precinct’s history, current role and future potential** within the City and the wider south west as a cultural destination
- Understanding the types of **experiences and activities people would like to see** in the precinct

Methodology and approach



Interviews and workshop

Traditional Custodians representing the Wadandi people



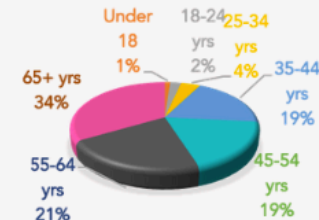
>20 stakeholder interviews

Across arts, culture, history, tourism and business



>250 people via community survey

- 222 residents
- 19 business owners
- 10 visitors
- 6 precinct workers / volunteers



STRATEGIC INTERPRETATION PLAN

STAKEHOLDER AND COMMUNITY INSIGHTS AND PRIORITIES

- Busselton is a progressive city with a rich and diverse history characterised by hard working people, innovation and ingenuity. While traditionally known for its older demographic, it is transitioning as a sought-after regional city for growing families and new economies
- The challenge and opportunity for the precinct will be to engage young people and connect to the past through creative storytelling and contemporary interpretation
- Geopraphe Bay, with its sweeping views, seasonal expression and salty water, connects to the Vasse River and estuaries and for generations, its abundant natural environment has nurtured people as a formative element of identity, culture and lifestyle
- The desire to deepen understanding and express the ancient culture and values of the traditional owners – the Wadandi people – is important to the community, with stakeholders noting ‘we will always be the saltwater people’. Aboriginal stories reflected in the precinct can be shared / common experiences and memories from across the community, told in an interactive way.
- The community recognises the precinct’s role as a connector between the city centre and foreshore and reinforcing this by ensuring its edges ‘reach out’ via entry statements, landscaping and public art was a common theme
- The BPACC and cultural interpretation delivery should be future focussed and signal a creative and cultural evolution, to meet the expectations of a growing city and diverse visitor groups with an appetite for new creative experiences
- Feedback included that ‘traditional’ interpretation (bronze statues, plaques etc) and settlement / colonial heritage perspectives are already well represented within the precinct

Topline findings – community survey

“
THE THINGS WE VALUE MOST
ABOUT BUSSELTON'S CULTURE
AND IDENTITY: ”

- Lifestyle, the Busselton way of life
- Environment and natural amenity
- Community ethos and spirit of the region
- Emerging arts and cultural identity
- Attractions and public spaces

“
WE WANT THE CULTURAL
PRECINCT TO CELEBRATE
STORES OF: ”

- Native flora and fauna
- Busselton’s iconic coastline and waterways
- Connection to Country – Wadandi and local Aboriginal heritage
- Arts and culture
- European settlement and town establishment – people and places that have shaped the town
- Dark histories – honest accounts of our history and the events that shaped our town

“
WE WANT TO VISIT THE
CULTURAL PRECINCT TO
EXPERIENCE: ”

- Live music
- Theatre, drama and dance
- Food and beverage of the region, supporting our local economy
- Arts on show – exhibitions and markets for craft, art and other creative industries
- Community talent – events, concerts and performance

STRATEGIC INTERPRETATION PLAN

BUSSELTON CULTURAL PRECINCT STAKEHOLDER AND COMMUNITY ENGAGEMENT

Common expectations to be delivered through storytelling, public art, events and attractions

- **Layered and diverse experiences** – performing and visual arts side by side; day and night, incidental activity, life on the street – turning the precinct inside out
- **Intergenerational appeal** – deepening creative potential with a focus on community vitality and youth, in addition to history and the region's older demographic
- **Self-exploration and expression** – people finding their own journey; providing a place for emerging artists and unique artistic endeavours as well as traditional arts
- **Sensory and engaging** – see, touch, smell, taste and sound, an experience that enriches all senses and connects people to the region's iconic landscapes
- **Building capacity** – supporting existing talent and creating opportunities for new creative partnerships.
- **Increasing visibility of Busselton's arts and cultural industry's economic impact**, in context of the value of tourism, local business and creative industries working together

Stories most relevant to the precinct and endorsed by the City's BPACC Aboriginal Advisory Group, are from the areas of Wonnerup to Wyadup / Injidup Bay.

Cultural narratives to be prioritised include:

- Water/ the Bay (river, estuary, ocean, landscape); Ancestral memory / mythology; Fire and the rituals of yarning and storytelling; The region's six seasons.



STRATEGIC INTERPRETATION PLAN

The Cultural Interpretation Framework identifies the place essence, interpretation themes and key narratives to be told across the precinct, including BPACC, through built form, public realm, public art, events and a unified place brand.

The place essence below articulates the distinct, defining qualities of the precinct, informed by community and key stakeholders. A series of supporting interpretation themes have been identified along with narratives to be told across the precinct, including BPACC, through built form, public realm, public art, events and the creation of a unified place brand.

PLACE ESSENCE

An immersive expression of Busselton's captivating coastline, community and cultures. Creative experiences ignite the senses, inviting people to discover the region's rich heritage and compelling future.



PRECINCT INTERPRETATION THEMES

People of the Bay

- Geopraphe Bay - the focal point for local community and lifestyle
- A City built by endurance and entrepreneurial spirit
- The community's intrinsic connections to the water and the water system – Vasse River and estuaries
- Its abundant natural environment and seasonality nurtures people as a formative element of Busselton's identity, culture and lifestyle.

Boola Murrijo (Journey)

- Past, present and future
- 40,000 years of Wadandi Boodja-Remote port for international traders
- Colonial settlement, agriculture and industry, regional centre and innovation hub
- Trials and triumphs, dark histories and times of joy, the honest truths of evolution
- Continuing culture bringing people together.

On Show

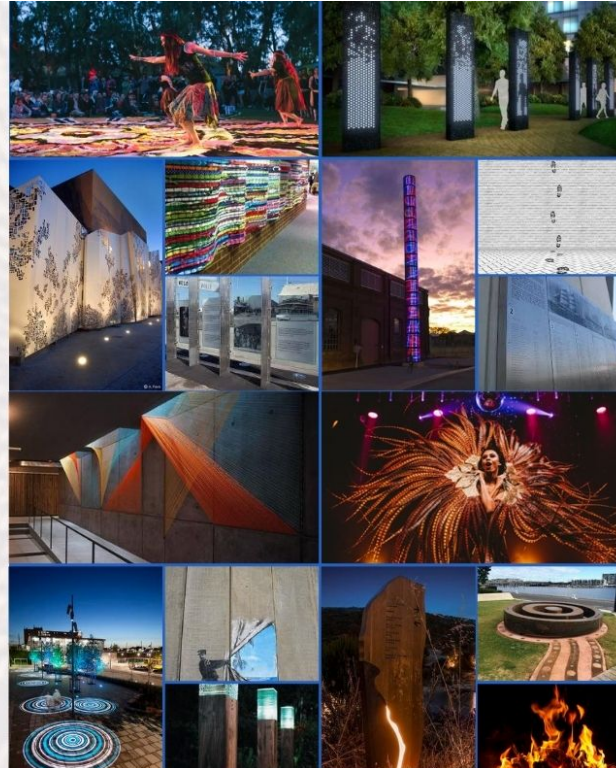
- Busselton's role as the centre of the regional economy, known for creativity and innovation
- Shining a light on local talent and creativity, where heritage, culture and community grow visitation and the economy
- New places and experiences showcasing local talent, attracting new energy, investment and visitors from near and far
- A place for locals and visitors; a worldly feel with a local, grounded vibe.

STRATEGIC INTERPRETATION PLAN

Interpretation objectives and recommended concepts and ideas are summarised below, reflective of community and stakeholder inputs and ideas.

INTERPRETATION OBJECTIVES

1. Showcase the **stories, experiences, places and partnerships** that depict the City of Busselton's unique culture and identity to:
 - a. Unify and connect the precinct with nearby destinations and attractions
 - b. Build the City's local and inbound tourism potential
2. Leverage the precinct's physical and public realm assets as a canvas to demonstrate diverse local narratives and **stories – past, present and future**
3. Through an **integrated program of immersive activities and attractions** for all ages, enable deeper awareness and understanding of the City's heritage, identity and future potential
4. Develop a **cohesive precinct identity** so that locals, visitors and investors recognise it as the City's cultural and creative hub
5. Position the **PACC as a catalyst attraction** for community use and engagement



INTERPRETATION DIRECTION

SUMMARY - PRECINCT CONCEPTS AND IDEAS

- Footprints and train tracks – ground treatment and linking device
- Busselton heritage timeline – pre-settlement to present day Firepit and yarning circle
- Public art murals, 3D murals on blank walls Extension of Merenj Boodja Native landscaping – six seasons
- Water installation depicting foreshore connection Lighting projections on ground plane
- Themed children's play attraction
- Old Courthouse complex the focus for post-settlement narratives Signature six seasons festival
- Progressive 'journey' event linking city centre to foreshore, showcasing different cultural genres
- Dynamic six seasons calendar

SUMMARY - BPACC CONCEPTS AND IDEAS

- Entry statement and welcome to country in dual language (English / Wadandi)
 - Entry / foyer
 - Meeting rooms
- Building naming strategy – Wadandi cultural heritage Signature weaving installation reflecting the colours of landscape, ocean and six seasons
- Lighting projections in foyer, ground plane and exterior walls
- Interior colour palette – iconic colours of the ocean, natural materials
- Contemporary sculpture juxtaposing Settlement Art project

STRATEGIC INTERPRETATION PLAN

THEME 1: PEOPLE OF THE BAY	NARRATIVES	APPLICATION DIRECTION		SUPPORTING TOOLS
		PRECINCT	PACC	
<p>People of the Bay</p> <ul style="list-style-type: none"> • Geographe Bay - the focal point for local community and lifestyle • A City built by endurance and entrepreneurial spirit • The community's intrinsic connections to the water and the water system – Vasse River and estuaries • Its abundant natural environment and seasonality nurtures people as a formative element of Busselton's identity, culture and lifestyle. 	<p>1. Geographe Bay – community foundation and unifier</p> <ul style="list-style-type: none"> • Natural environment and marine life • Creative inspiration, spirituality and creation • Interconnectedness of the water 	<p>Wayfinding signage connecting to Busselton Foreshore</p> <p>Footprint device</p>	<p>Optimising view lines from PACC level 2 incl interpretive signage about the Bay</p> <p>Artwork installations (permanent and ephemeral)</p> <p>Interior colour palette and design – iconic colours of the ocean and natural materials – timber, limestone, brick</p> <p>Naming strategy – rooms and internal venues</p>	<p>Audio tours / app</p> <p>Interpretive signage</p> <p>Destination website</p> <p>Temporary art installations</p> <p>Programming and events</p> <p>Guided tours and re-enactments</p>
	<p>2. Wadandi “Salt Water” people</p> <ul style="list-style-type: none"> • Dreamtime stories – the Rainbow Serpent (Wagyl) and creation • The place across the sea where souls go • Fire – yarning, cooking, warmth, family, nurturing • Water soak and camp site corner Adelaide and Queen Street • Six seasons / seasonality 	<p>Yarning circle / fire pit</p> <p>Extension of Merenj Boodja Bush Food Garden</p> <p>Welcome statement</p>	<p>Welcome / entry statement in Wadandi language</p> <p>Foyer lighting / artwork</p> <p>Building lighting</p> <p>Programmed building projections - ephemeral</p>	
	<p>3. Natural environment</p> <ul style="list-style-type: none"> • Water systems: nourishment and survival, seasonality, food source, employment and economy • Coastline: biodiversity hotspot, recreation, trade, fishing • Salmon season, wine region, harvest • Multicultural contact pre-settlement (Nordic / African / French Caribbean whalers) 	<p>Interpretive signage</p> <p>Busselton timeline</p> <p>Footprint device</p> <p>Interactive ground floor lighting as per State Theatre Centre, leading into PACC</p>	<p>3D mural or abstract weaving installation within PACC – marine or bird life, the whales (mammung)</p> <p>Extn of sensory garden into landscape</p>	



STRATEGIC INTERPRETATION PLAN

THEME 2: BOOLA MURRIJO (JOURNEY)	NARRATIVES	APPLICATION DIRECTION		SUPPORTING TOOLS
		PRECINCT	PACC	
<p>People of the Bay</p> <ul style="list-style-type: none"> Geographe Bay - the focal point for local community and lifestyle A City built by endurance and entrepreneurial spirit The community's intrinsic connections to the water and the water system – Vasse River and estuaries Its abundant natural environment and seasonality nurtures people as a formative element of Busselton's identity, culture and lifestyle. 	<p>4. Town Settlement and "Life on the Bay"</p> <ul style="list-style-type: none"> North facing Bay - City was built 'back to front' to access the coast / port for trade, the Jumna paddle steamer on the Vasse River Heritage significance of 1860s buildings – the Old Courthouse Complex including Bond Store, Police Station, gaol cells, exercise yard, Magistrate's Room and the Stables – as some of WA's oldest intact buildings Industry – fishing, whaling (barrel lighthouse), timber / logging, farming and agriculture, railway Re-building after Tropical Cyclone Alby "Busso" lifestyle – learning on the land and sea, surfing, fishing, active community and recreation 	<p>Busselton Timeline Footprint device / extension of train tracks Interpretive signage at key locations – fmr Herring's Cottage, Old Courthouse Complex, Post Office, Agricultural Bank of WA Themed children's play attraction</p>	<p>Optimising view lines from PACC level 2 incl interpretive signage about the Bay and Busselton life (refer narrative 1)</p>	<p>Audio tours / app Interpretive signage Destination website Temporary art installations Programming and events Guided tours and re-enactments</p>



STRATEGIC INTERPRETATION PLAN

THEME 2: BOOLA MURRIJO (JOURNEY)	NARRATIVES	APPLICATION DIRECTION		SUPPORTING TOOLS
		PRECINCT	PACC	
<p>Journey (Wadandi word)</p> <ul style="list-style-type: none"> • Past, present and future • 40,000 years of Wadandi Boodja • Remote port for international traders • Colonial settlement, agriculture and industry, regional centre and innovation hub • Trials and triumphs, dark histories and times of joy, the honest truths of settlement life • Continuing culture bringing people together. 	<ol style="list-style-type: none"> 1. Tracks and connections - interconnected timelines and events <ul style="list-style-type: none"> • Wadandi, European and multicultural perspectives – chronology and interweaving events • ‘Footprints of many’ – from young Wadandi children tracking their elders to hunt / fish, through to settlement times, present day life and footprints of our youth / next generation • Connecting the precinct with the Jetty and city centre • Foreshore as the ‘original’ cultural precinct 2. “Civic Society” <ul style="list-style-type: none"> • The Old Courthouse and Gaol – Busselton’s oldest building • Group settlement scheme of 1923 • Depicting the ‘real’ story of post-settlement events and relationships between settlers and Aboriginal people: <ul style="list-style-type: none"> • Wonnerup Massacre (after 1841 – George Layman’s death) • Women’s vs men’s roles post colonisation (maid servants and workers) • Life within the courthouse / precinct – lock up, dark histories • Courthouse hearings 3. Cultural expression <ul style="list-style-type: none"> • Song, dance, language • Yarning circles, storytelling, smoke and fire 	<p>Footprint device – featuring perspectives of children / young people over time. Story of the Whale Tre and the Sea Lion</p> <p>Extension of Merenj Boodja Bush Food Garden</p> <p>Installation of six seasons calendar that moves in line with nature</p> <p>Current application in Old Courthouse Gaol, extend this to depict Aboriginal history an dark histories</p> <p>Busselton Timeline</p> <p>Six seasons festival</p>	<p>Linking footprints device</p> <p>Yarning circle / fire pit</p> <p>Lighting projections</p> <p>Busselton Timeline</p> <p>Interpretive signage of cultural events and social life during early settlement</p> <p>Naming strategy – rooms and internal venues</p> <p>Progressive ‘Journey’ dance – from CBD to Foreshore</p> <p>Yarning circle / fire pit</p>	<p>Audio tours / app</p> <p>Interpretive signage</p> <p>Destination website</p> <p>Temporary art installations</p> <p>Programming and events</p> <p>Guided tours and re-enactments</p>



STRATEGIC INTERPRETATION PLAN

THEME 3: ON SHOW	NARRATIVES	APPLICATION DIRECTION		SUPPORTING TOOLS
		PRECINCT	PACC	
<p>On show</p> <ul style="list-style-type: none"> Busselton’s role as the centre of the regional economy, known for creativity and innovation Shining a light on local talent and creativity, where heritage, culture and community grow visitation and the economy New places and experiences showcasing local talent, attracting new energy, investment and visitors from near and far A place for locals and visitors; a worldly feel with a local, grounded vibe. 	<ol style="list-style-type: none"> Community creativity and ingenuity <ul style="list-style-type: none"> One of the oldest post-settlement towns in WA Entrepreneurial spirit - resilient community that has responded to significant change - industry growth / development: shipping, transport, rail, agriculture, tourism, viticulture etc A creative / innovation hub - technology Characters that have shaped the City <ul style="list-style-type: none"> John Herring – Postmaster, Customs and Tide Waiter from approx. 1862 Timothee Vasse and the French expedition of 1801 Story of the Russian Ballet teacher, who would travel from Perth to teach local children in the 1960s/70s Bussell brothers, George Layman, Chapman brothers, Elijah Dawson and Phoebe Bowers (first European woman in the district) Culture, art and commerce <ul style="list-style-type: none"> Community spirit behind Weld Theatre and Repertory Club 1970’s fight to save the Cultural Precinct (1975 – 76) and stop demolition (Robin Reilly) Heritage listing, 40 years of it becoming an arts complex Early hosting of WA Symphony Orchestra PACC ushering a new era for local expression Bringing people together through convention, tourism, business, connecting the region to the world / global audiences 	<p>Footprint device</p> <p>Interpretive signage</p> <p>Pavement lighting</p> <p>Busselton Timeline to include photographic and etched storytelling acknowledging key characters and moments</p> <p>Acknowledgement of John Herring and former Herrings Cottage cnr Adelaide and Queen Street (current letterbox site), also the site of Bussell Bros et al camping for their first nights</p> <p>Footprint device</p> <p>Busselton Timeline</p> <p>Interpretive signage</p> <p>Modern sculptural element to juxtapose settlement art</p> <p>3D mural on cnr Adelaide and Queen Street (Millers)</p>	<p>Architectural design narrative reflecting community and ingenuity</p> <p>Story of the Russian ballet teacher – within rehearsal / performance space</p> <p>Themed food and beverage offer</p> <p>Footage / vision of early hosting of WASO or other contemporary events</p> <p>Space to acknowledge present day cultural organisations and individuals – tribute wall</p>	<p>Audio tours / app</p> <p>Interpretive signage</p> <p>Destination website</p> <p>Temporary art installations</p> <p>Programming and events</p> <p>Guided tours and re-enactments</p>



PART 3

PRECINCT POSITIONING AND IDENTITY



PRECINCT POSITIONING AND IDENTITY

At the heart of this project is the opportunity to re-energize and position the precinct as a welcoming, authentic and engaging place where people can expect to learn, see and experience multiple aspects of Busselton's heritage, culture and identity.

One of the first touchpoints for every visitor will be the brand identity – experienced online or 'on the ground.' For this reason, a unified precinct brand identity is essential as it will enable the City and precinct stakeholders to re-engage local community and inbound visitors, attract new audiences and investment partners and integrate the BPACC as a key attraction in the place and visitor experience.

Ensuring the precinct's image and identity is shared and championed by all stakeholders requires an approach which extends beyond stand-alone marketing campaigns, logos and events to one that sets a unified direction for public realm, events and activation, visitor servicing, promotion and partnerships, working together to build and sustain the visitor offer.

This precinct brand framework has been developed by Ink to support precinct positioning, destination development and visitor attraction, including future scope for tourism products and special events. It provides direction on:

- Brand hierarchy – how the precinct and individual venue brands (including BPACC) should work together to build shared brand equity
- Values and personality – what the precinct brand stands for and holds true, how it expresses itself in terms of characteristics and tone of voice
- Customer proposition – the visitor promise (what they can expect) and 'call to action' (how they can be involved)
- Precinct nomenclature – nominated territories to explore for future precinct and BPACC naming, aligned with outcomes of community engagement and recommendations in this strategy.



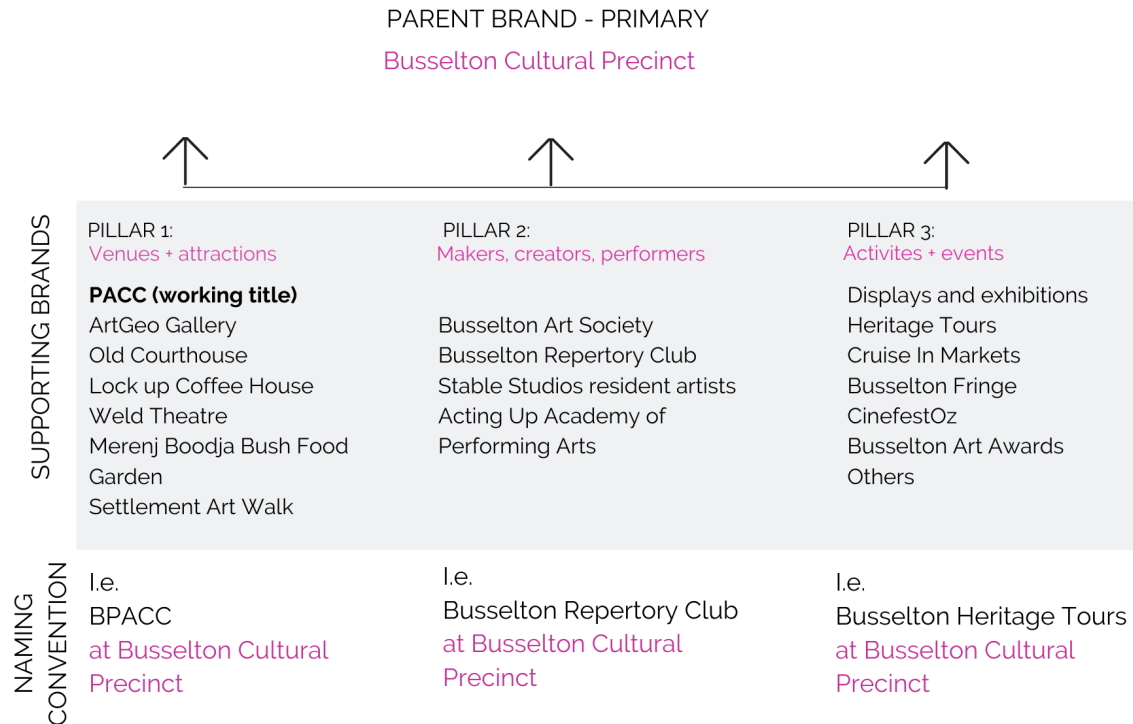
PRECINCT POSITIONING AND IDENTITY

BRAND HIERARCHY

As the precinct offer grows and evolves, the need to build brand equity at a precinct level (vs individual venue or attraction) is paramount. This brand hierarchy recommends where investment and energy should be directed and outlines three supporting brand pillars – venues and attractions; makers, creators, performers; activities and events. These have been designed to both strengthen and simplify the visitor offer.

Investing in the precinct brand (vs individual venue or attraction) will deliver a range of benefits for long term positioning and destination development, including:

- Clearly defining the precinct through a unified system that helps visitors and stakeholders to better understand, access and navigate it as a whole, vs its component parts
- Differentiating it from Busselton’s current destination set (such as the city centre and foreshore) while also complementing and contributing to the city’s broader appeal as a place with many different things to see and do – reinforcing tourism and economic performance
- Providing clarity as to the precinct’s purpose and function which will in turn guide tenant attraction and activation
- Enabling precinct stakeholders and tenants to ‘buy in’ to the brand and deliver seamless marketing and promotion.



PRECINCT POSITIONING AND IDENTITY

PRECINCT BRAND MODEL

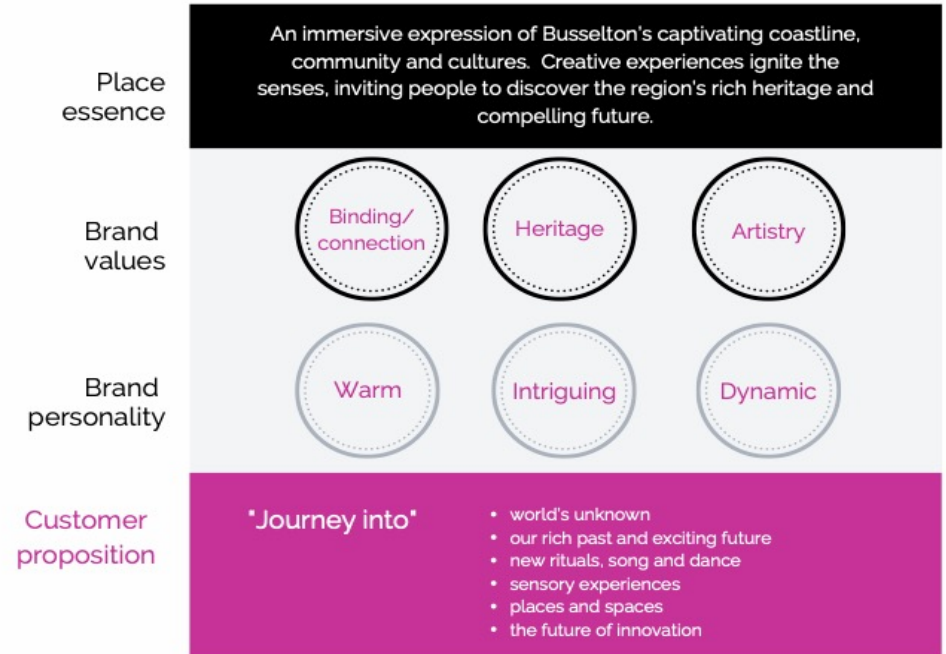
The brand model below has been developed to consolidate strategic brand positioning for the precinct – unifying the place essence with a customer proposition (call to action) to drive visitation and engagement. The model should be referred to by graphic designers, architects, landscape architects, heritage and interpretation designers to ensure all brand touchpoints are unified and aligned.

Brand values: *What the brand stands for and holds true*

- **Binding / connection:** Connection, belonging and shared experiences that shape its collective identity and future aspiration
- **Heritage:** Reflecting Busselton's resilience and strong spirit, its people, land and stories, built by local communities over thousands of years
- **Artistry:** Creativity and innovation, art and science, technology and craftsmanship – creation and expression is at the heart of the community

Brand personality: *These are the characteristics or traits of the brand that will be evident in how it expresses itself through creative execution – graphic, interpretive, architectural design etc*

- **Warm:** Open and inclusive, approachable and welcoming; invites creative thinking and a sense of wonder; playful, fun – grounded in a strong sense of local identity
- **Intriguing:** Piquing curiosity, encouraging people in to discover more and engage in different ways; a window to other worlds and experiences; engages the senses, inspires future possibility, is honest and open
- **Dynamic:** Evolving, ever changing, not static – flexible and adaptable; new industries, technologies, trends, audiences; immersive experiences, places and spaces (multi-use, multi-functional)



PRECINCT POSITIONING AND IDENTITY

THE CUSTOMER PROPOSITION



JOURNEY INTO...

World's unknown
Rich past and exciting future
Sensory experiences
Places and spaces
New rituals, song and dance
The future of innovation
Where creativity lives

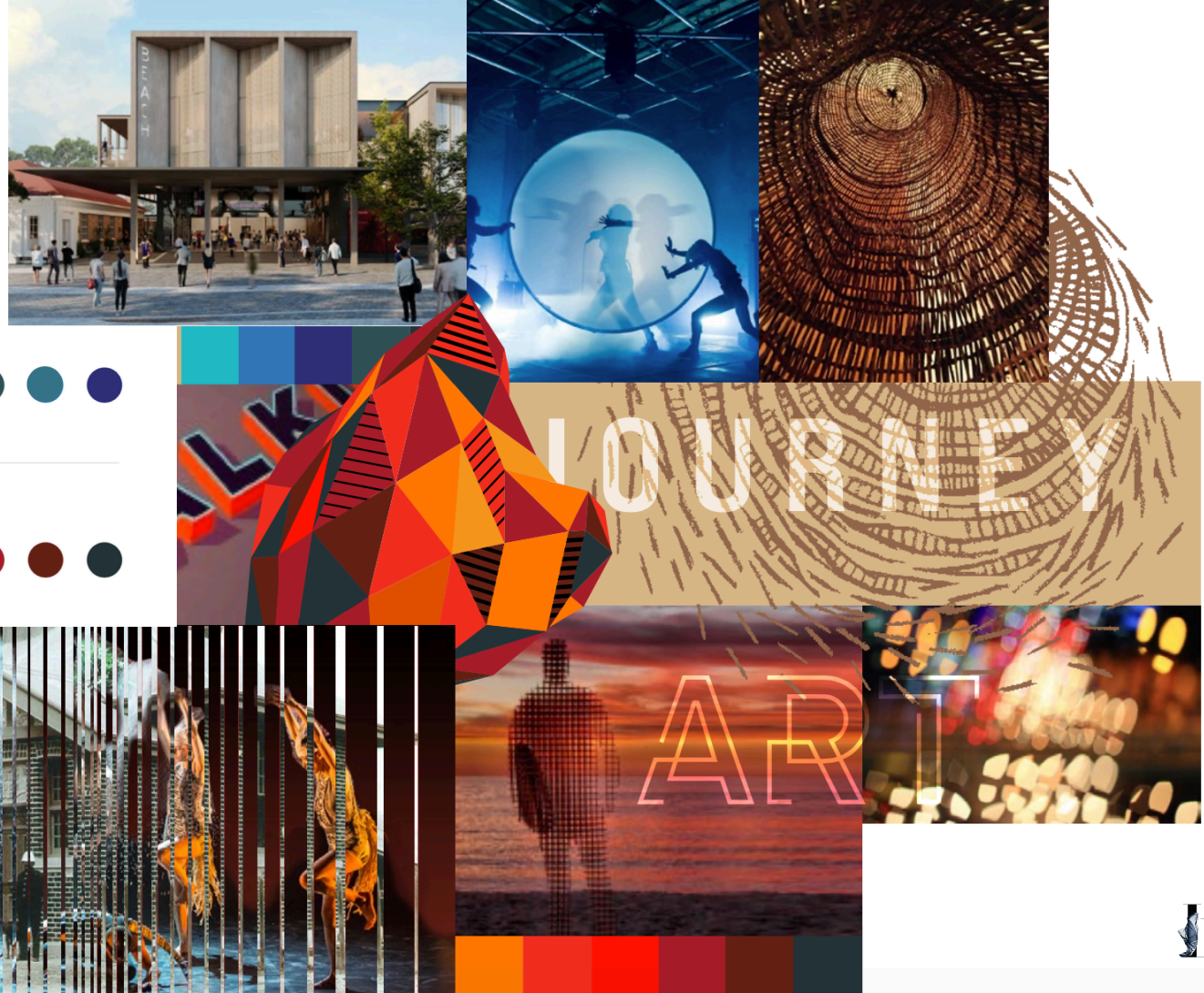
At the heart of this project is the opportunity to re-invigorate and position the precinct as a welcoming, authentic and engaging place where people can expect to learn, see and experience multiple aspects of Busselton's heritage, culture and identity. Building off the Place Essence and Interpretation Themes, the customer proposition:

- It invites visitors, stakeholders and community to experience all that the precinct has to offer, on a deeper level - embarking on a journey of discovery or rediscovery of Busselton's cultural identity through experiences which challenge the status quo
- Journey embodies the essence of Busselton's cultural identity – paying homage to the region's rich and diverse past and its energising future, catalysed by BPACC and future investment
- It is contemporary, adaptable and importantly, a simple and engaging proposition for audiences of all ages and of all interests
- Used as a tagline, it has strong scope for application across the precinct's brand pillars – attractions, makers & creators and events, which will support destination development. It can be applied as easily to a new venue as it can to a new F&B offer or flagship event.

PRECINCT POSITIONING AND IDENTITY

PRECINCT BRAND LANGUAGE

To provide further direction for the intent and strategic positioning of the precinct, this visual moodboard provides direction on colours, photography and graphics treatments to be further evolved during creative brand development.



Water and landscape

Fire

PRECINCT POSITIONING AND IDENTITY

PRECINCT NAMING

The precinct is currently known as the Art Geo Cultural Complex with a corresponding ArtGeo brand developed in 2008. The tagline is ‘where art and heritage meet.’ It is often referred to as the Busselton Cultural Precinct but there is a lack of awareness regarding location, its destination offering, the significant role it has played in Busselton’s settlement history and its compelling future as place for performing arts and creative industries development. Opportunities to engage with precinct heritage are currently limited to spaces within the Old Courthouse and gaol and some interpretation within the public realm. The story of the Wadandi people and Aboriginal culture and heritage is not evident.

In this context, developing and formalising naming is a priority. It is recommended that the precinct be known as “Busselton Cultural Precinct” and that a venue name for BPACC, along with its internal venues / spaces be developed in alignment with the recommended brand hierarchy.

To guide BPACC naming and brand development it is recommended that the following territories be explored:

- **Geographic / environmental** – drawing from the precinct’s locational, geographic and environmental influences
- **Wadandi - Noongar** – reflecting Traditional Custodians’ language and culture
- **Flora / fauna / the Bay** – connection to waterways, endemic species and regional biodiversity
- **Contemporary / abstract** – drawing from modern cultural references and including made up / constructed words.



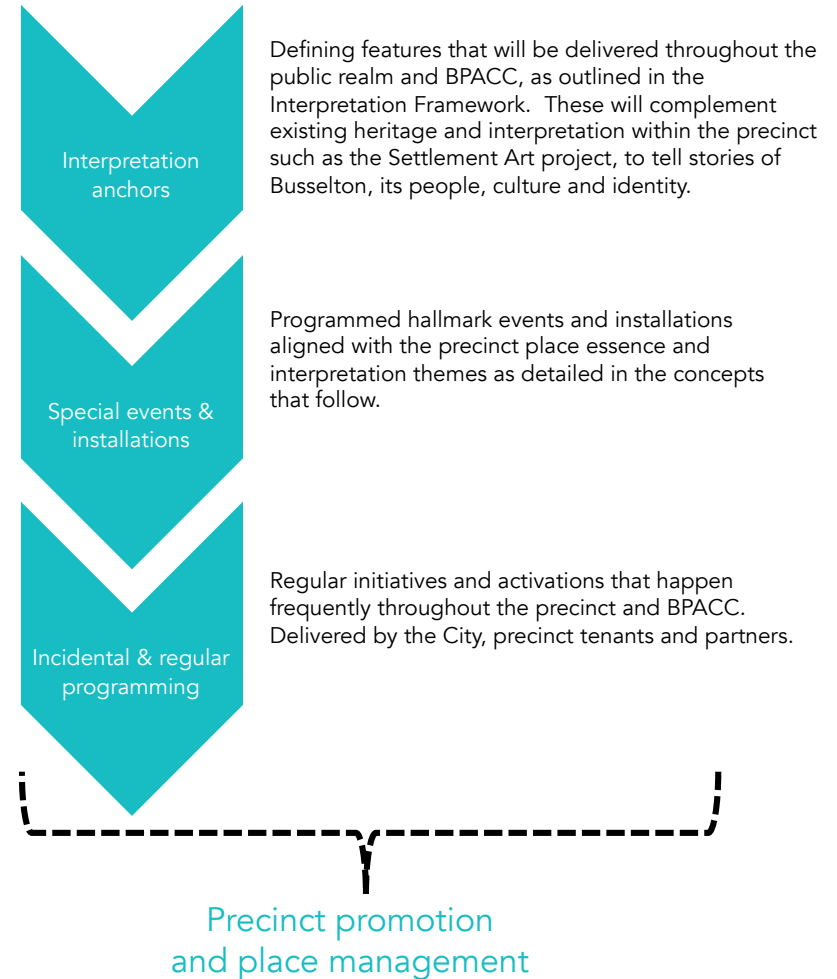
ACTIVATION PROGRAMMING STRAETGY

The precinct is home to creative organisations, community groups and commercial tenants each delivering a range of indoor and outdoor activities and events. In addition to on site activity such as exhibitions, workshops, studio hire, heritage interpretation, school group visits, heritage tours, volunteer program, gift shop and café, other programs and attractions are on offer for inbound visitors, such as cruise ship markets. The adjacent Signal Park is also a significant venue for markets and special events. Through BPACC, the breadth of activities and attractions will expand significantly.

In the context of this strategy and the new BPACC, future precinct activation will need to be programmed in consideration of the close interdependency between the precinct identity, built form and architecture, public realm, retail and business mix along with current and proposed attractions and a refreshed marketing, programming and management agenda.

To provide high level direction for future place activation, programming and events, the Place Activation Hierarchy describes how different activities should work together to support cultural identity and bring the precinct to life.

Four flagship activation concepts have been developed, aligned with the recommended place essence and interpretation themes and in consideration of the City's strategic positioning as the state's events capital. These require further exploration through a dedicated place activation strategy in due course and have the scope and potential to scale up to being attractions of regional and / or state significance, or focussed on local audiences.



PRECINCT ACTIVATION CONCEPTS

WADANDI (SALTWATER) FESTIVAL

A signature cultural event centred around the region’s Wadandi six seasons and its unique, local features. An immersive day long festival which connects the Foreshore and Cultural Precinct. This festival could be developed with the Undalup Association to coincide with the launch / official opening of the BPACC and become an annual event thereafter.

- Showcasing the region’s connection to country, with a focus on food and wine including the Salmon season
- A five senses experience – visual installations and projections, music, food and wine, interactive and immersive cultural activities
- Lighting, projection and soundscapes form a showcase evening event – from the city, through the cultural precinct to the foreshore and vice versa
- A range of community activities and events including:
 - An interactive walk from the city centre to the foreshore including progressive street theatre
 - “Hands on” cultural experiences – fish trapping, bush tucker preparation, farming traditions
 - Market stalls – traditional and contemporary arts and fresh produce
 - Children’s art including workshop activities
 - Food and wine sales
 - Guided heritage walks of the precinct and its facilities including BPACC
 - Live music and performance by local community groups within BPACC and outdoor areas



INTERPRETATION THEMES	AUDIENCE	FREQUENCY	PARTNERS
<ul style="list-style-type: none"> • People of the Bay • Journey 	<ul style="list-style-type: none"> • Local • Regional • State – focus on attracting inbound visitors from surrounding regions and Perth metro area 	Annual – March	<ul style="list-style-type: none"> • Undalup Association • Tourism operators • Local provedores and producers • Local entertainers and artists, heritage enthusiasts • Precinct tenants (all) • Busselton Jetty • Food and wine businesses

PRECINCT ACTIVATION CONCEPTS

BUSSELTON IMMERSION – AFTER DARK

A contemporary arts and culture event with a focus on live music, digital technologies, avant-garde performance and a window into some of the region’s untold stories and dark histories.

Targeting an 18+ audience, and run in the style of Fringeworld, it should deliver an element of cultural awe through experiences which challenge, excite and engage the senses, with a key goal to attract new or lapsed audiences back to the precinct.

- Run over 4 weeks on Friday evenings in June or July
- Ticketed events, designed to deliver a full evening of sensory entertainment and experience
- Licensed venue / bar and food selection as a centrepiece of the activities
- Contemporary performance, comedy
- Live music delivered inside heritage buildings and BPACC

Public realm transformed into a cultural wonderland including night games – installation of feature play equipment in an Urban Lounge with in-built lighting (for example “Swing Time” at Boston Park)

INTERPRETATION THEMES	AUDIENCE	FREQUENCY	PARTNERS
<ul style="list-style-type: none"> • On show • Journey 	<ul style="list-style-type: none"> • Local • Regional • State – focus on attracting inbound visitors from surrounding regions and Perth metro area 	Annual – winter	<ul style="list-style-type: none"> • Local artists, musicians, performers and producers • Fringeworld / Artrage • National touring circuit performers • Precinct tenants • Corporate sponsors / philanthropists



BUSSELTON CULTURAL PRECINCT – CULTURAL INTERPRETATION STRATEGY
SEPTEMBER 2020

PRECINCT ACTIVATION CONCEPTS

FOOTPRINT FESTIVAL

Targeting the young and young at heart the Footprint Festival would be a day of creativity, invention and play where children and families are encouraged to bring along their big ideas, explore their dreams and leave their 'footprint' on the precinct. This event could also be used as a 'launch' for the City's Summer Shorts holiday workshops. It could involve the Busselton Repertory Club and the City's Youth Development Team

- A focus on activities for under 12s
- Children's performance – song and dance, roving entertainment
- Puppetry creation and puppet shows
- Storytelling, live music
- Children's history tours – delivered in fun and engaging way, perhaps through live music and re-enactments
- "Busselton's got Talent" show
- School Choirs from across the district
- Craft activities
- Games and role play including period costume
- Sensory and all abilities activities

Footprint Festival is also designed to support interpretation in the public realm as outlined in the Interpretation Framework where visitors to the Festival have an imprint of their foot taken for inclusion in a ground floor installation. The idea being that footprints collected at the festival are given to an artist to interpret and create the final installation in conjunction with the City.

INTERPRETATION THEMES	AUDIENCE	FREQUENCY	PARTNERS
<ul style="list-style-type: none"> • On show • Journey 	<ul style="list-style-type: none"> • Local • Regional 	Annual	<ul style="list-style-type: none"> • Local entertainers and artists, heritage enthusiasts • South West Academy of Performing Arts • Jazz Attack • Acting Up drama academy and other precinct tenants



PRECINCT ACTIVATION CONCEPTS

CREATIVE CO-LAB

Blending activation and economic development, this concept focuses on new creative industries, emerging technologies and supporting the next generation of creative talent.

Creative Co-lab puts Busselton’s creative talents on show and activates the creative hub and makers spaces within BPACC.

- An extension and evolution of current Artists in Residence program - with emerging and established makers and practitioners working side by side
- Showcasing film, digital, sound and technology – link to the recording space within PACC
- Youth workshops – targeting primary, secondary and tertiary students in partnership with schools, TAFE and universities
- Exhibitions of created works with vendors able to sell their wares
- Interviews and video of art being created in situ for use across Precinct promotion
- Including feature events within the programs, for example hack-a-thons and e-gaming / e-sports
- Creative agencies and potential partners within the South West include Lomax, Planet Graphics, Shout out Digital, TLT Creative, Jack in a box

INTERPRETATION THEMES	AUDIENCE	FREQUENCY	PARTNERS
<ul style="list-style-type: none"> • On show 	<ul style="list-style-type: none"> • Local • Regional 	<p>Ongoing program with twice-yearly showcase event held over a weekend</p>	<ul style="list-style-type: none"> • Local creative industry – tech, art, media, design etc • South West Development Commission • South West Regional TAFE • Busselton Chamber of Commerce



PRECINCT BENCHMARKS





About the precinct:

MONA (the Museum of Old and New Art) is an events brand, a music festival, a tourist experience, a placemaker and, with the Hobart waterfront set to be re-developed, potentially an urban developer. But at its heart is the museum. It is accessible from high speed ferry from Hobart's waterfront for a 30-minute ride up the River Derwent right to the steps of the museum. Since its opening, the museum's impact has been compared with the 'Bilbao Effect' – a culture-led urban regeneration project with significant investment multipliers that have spurred a tourism boom for the state. Attracting approximately 350,000 unique visitors each year (and growing) it is described by its owner as a "subversive adult Disneyland." The collection includes everything from ancient Egyptian mummies to some of the world's most infamous and thought-provoking contemporary art. It is now an international benchmark for contemporary cultural experience which breaks the mould of traditional galleries and demonstrates the catalytic role of tourism.

Relevance to Busselton Cultural Precinct:

Branding, marketing, tourism, events programming and urban regeneration.

Key features:

- Cultural attractions
- Business mix
- Public spaces
- Amenities and facilities

The site: The 3.5 ha site includes:

- The museum, with around 300 art works on display over three floors within a 'subterranean architectural masterpiece'
- A range of indoor function spaces, food and beverage facilities and outdoor spaces
- Moorilla winery and vineyard, a cellar door and wine bar
- 63-seat cinema
- The Mona Library and Gallery
- Eight accommodation pavilions
- The MONA cemetery – unique and quirky offer where lifetime membership to MONA includes space within the on-site cemetery.

Activation and events:

- Annual outdoor MONA FOMA music festival (summer): Past headliners include Nick Cave and the Bad Seeds, John Cale, Godspeed You! Black Emperor, Swans, PJ Harvey and David Byrne
- Dark MOFO (winter), with extensive public art exhibitions amid food and drink, live music and entertainment featuring acts such as Einstürzende Neubauten, Sunn O))), Laurie Anderson, Mogwai, Ulver, Autechre and Merzbow.

Self guided, self paced art tours:

At MONA, there are no labels on the walls, instead there is an iPhone device (the "O system") which is a guided tour system accessible by the internet and headphones / bluetooth. Visitors can vote like/hate on each artwork and retrieve tours and other information at leisure via the internet. The "O system" categorises information into 'art wank', 'jabberwocky' and 'tweedledum/dee'. It also saves your tour which can be revisited via the website and shared through social media.

Other points of interest:

MONA encompasses around 40 brands including the museum (MONA), a winery (Moorilla), a brewery (MooBrew), music festivals (MOFO), a restaurant (The Source), record labels and a convention and accommodation business. The museum is the major brand and the catalyst for the 'MONA effect'.





About the precinct:

The Glasshouse Port-Macquarie Hastings Council’s flagship arts, conference and entertainment centre and is located in the heart of Port Macquarie CBD. It plays a key role in supporting Council’s cultural vision for the region and is home to high-quality spaces and state-of-the-art technical facilities including a 588-seat theatre, international standard regional gallery, performance studio, conference facilities, Visitor Information Centre, gift shop and heritage displays. It was opened in July 2009 and since that time has become well established as a hub for cultural, community and commercial activity on the NSW mid north coast.

The Glasshouse attracts over 260,000 visitors to the venue each year:

- As a theatre or gallery patron
- As an artist, performer or educator
- As a Venue Hirer - cultural, community or commercia
- As a conference / meeting delegate
- Attending a social function
- As a visitor perusing the gift shop, Visitor Information Centre or heritage displays.

Independent analysis of economic benefit of the facility includes:

- Industry output for Port Macquarie-Hastings businesses of \$31.3 million
- Contribution of \$15.8 million to Port Macquarie-Hastings’ Gross Regional Product
- Provision of around 167 full time equivalent jobs in Port Macquarie-Hastings providing \$9 million in wages and salaries for local workers.

Relevance to Busselton Cultural Precinct:

- Venue branding, management, programming and marketing
- Multi-use / purpose venue catering to national, regional and local cultural and arts activities
- Focus on convention and business tourism
- Community led programming and partnerships – such as membership and volunteering / ambassador programs
- Waterside (Hastings River) and central CBD setting – part of Port Macquarie’s CBD

Venues and spaces within The Glasshouse:

Focus on visual and performing arts and associated commercial / professional opportunities:

- Performance spaces
 - 588-seat tiered state-of-the-art proscenium arch theatre / main auditorium with a full flytower and orchestra pit
 - 116-seat rehearsal / performance / exhibition “black box” studio
 - Regional Art Gallery exhibition spaces
 - 600m2 international standard regional art gallery exhibition space over three levels
- Event spaces
 - 70-seat Meeting Room 1
 - 70-seat Meeting Room 2
 - Boardroom 1, 2 and 3
 - Artlab workshop space
 - Level 2 Mezzanine foyer
 - Glasshouse Podium (Hay Street Forecourt)
- Front of House spaces
 - Box Office, retail and visitor information services
 - Ground and mezzanine foyer spaces
 - Commercial kitchen, licensed café / bar
 - Heritage and archaeological displays
- Back of House spaces
 - Green Room and dressing rooms
 - Plant, equipment and storage rooms, loading dock
 - Staff and administration office space
 - Climate controlled Gallery store

Key features:

- Cultural attractions
- Business mix
- Public spaces
- Amenities and facilities

Performing Arts: Programming

- The Glasshouse Performing Arts Season program delivers up to 25 high quality performing arts events
- Audiences can expect to see work that features high production standards and values
- Many of the performances in the Season are presented by major Australian cultural institutions such as Sydney Symphony Orchestra, Bell Shakespeare, The Australian Ballet, Australian Chamber Orchestra and Opera Australia
- There is a focus on locally developed performing arts such as collaborations between local dance education providers and professional dance companies
- The venue attracts commercial touring companies such as ballet, comedy, dance, drama and music

The performing arts program is delivered in alignment with the following priorities:

- Presenting quality, innovative work focussed on cultural enrichment
- Creative and audience development
- Presenting a balanced program across multiple performing arts genres
- Programming work for diverse audience segments to maximise audience growth and development for long-term sustainability
- Inclusivity and audience development programs targeted to regional residents, Aboriginal people, young people and people with a disability.

Visual Arts: Glasshouse Regional Gallery:

- Presents over 20 diverse exhibitions each year
- Features contemporary, Indigenous, historical, traditional, design and sculptural artworks and prominent social history exhibitions
- The exhibition program focusses on three distinct areas:
 - Touring exhibitions – presented in partnership with significant arts and cultural organisations such as Art Gallery of NSW
 - Glasshouse Regional Gallery exhibitions – a program of in-house curated and contemporary work celebrating national talent
 - Community access exhibitions – supporting the local community to showcase the region’s artistic and cultural diversity

Professional development:

- Delivered in conjunction with visual and performing arts programs
- Residencies, work experience, masterclasses

Community programs and connections:

- Dedicated education program for pre-school to year 12
- Community-led and community-based programming through school and community groups, local performing arts and dance schools
- Discounted venue hire is available to certain groups
- Access to technical support and training / capacity building is also available

Other points of interest:

- Tourism ambassador program which supports the venue through volunteering – for example the Gallery Attendant Program
- Membership program offering discounted admission and other benefits
- Other products include behind the scenes tours, historical displays and information
- Venues are available for hire for business events, conventions and other uses



PRECINCT BENCHMARKS

HOTA – HOME OF THE ARTS, SURFERS PARADISE, QLD



About the precinct:

In 2018 the Goldcoast Cultural Precinct was re-branded to become HOTA – Home of the Arts. The rebrand signified a step into becoming a more contemporary space and fitting of the vision to become the true home of the arts for the Gold Coast. A Masterplan developed in 2014 is guiding the precinct's revitalisation with the view to embracing the city's egalitarian and celebratory character the HOTA precinct is the centrepiece of the precinct masterplan. The precinct is centrally located a short distance from Surfers Paradise, in Evandale. It is bordered on 3 sides by the Nerang River.

Relevance to Busselton Cultural Precinct:

Multipurpose destination, tourism attraction, performing arts venue, business convention / events, outdoor attractions, contemporary city precinct, proximity to foreshore and amphitheatre potential to eventually feel like one space.

Key features:

- Cultural attractions
- Business mix
- Public spaces
- Amenities and facilities

HOTA is a multipurpose precinct with a range of performance, exhibition and event facilities and significant public realm with supporting food, beverage and retail. It is set in tropical parklands with Surfers Paradise skyline as the backdrop. It is positioned as a contemporary cultural precinct, where art meets life, and is home to live performance, cinema, art, conversation and new ideas. A unique outdoors stage in the parklands hosts live events and indoor theatres x2 feature national and international artists and theatre companies. There are 2 art house cinemas showing a curated mix of blockbusters, foreign films, independent movies and documentaries. Outdoor spaces feature a lake which is a popular place to swim, as well as a hidden adventure trail.

Venues / attractions:

- Outdoor stage
- Theatre 1, Panorama room, Lakeside room
- Cinema
- Free family events
- Gallery (New HOTA Gallery to open in 2021)
- Dance
- Music
- Comedy
- Workshops

Other points of interest:

Volunteer programs, philanthropy opportunities
Combination of free and ticketed events

HOTA Gallery – 2021

- Inspired by William Robinson's stunning Rainforest painting, the Gallery will be adaptable, collaborative, unique and playful
- HOTA Gallery will be the largest public gallery outside a capital city in Australia with the ability and ambition to present exhibitions and projects of national and international scale
- Home to the City's \$32m art collection
- Six levels with more than 2000m2 of AAA rated international standard exhibition space:
 - Main exhibition gallery – 1,000m2
 - Dedicated Children's Gallery
 - 900m2 exhibition space for City collection and temporary exhibits and 1000m2 of collection storage, workspace and crate storage area

PRECINCT BENCHMARKS

BUNJIL PLACE, CITY OF CASEY, VIC



About the precinct:

Bunjil Place is located in Narre Warren in the City of Casey, Victoria. It is the City's entertainment precinct, bringing together a mix of facilities – outdoor community plaza, theatre, multipurpose studio, function centre, library, gallery and the City's customer service centre. It brings together creativity, entertainment and community and was opened in October 2017. The name and architectural design was inspired by stories of Bunjil, the 'creator' from the First Nations People. The roof structure resembles soaring eagles wings while the timber gridshell in the foyer acts as the legs.

Relevance to Busselton Cultural Precinct:

Interpretation and celebration of First Nations People, their stories and special relationship with Bunjil

Multipurpose performing arts and cultural venue in a regional centre

Community value and engagement with place

Venues and spaces:

- Theatre, studio, gallery, function centre, meeting rooms, plaza, foyer and café, library, customer service.
- Theatre:
 - 846 seats (max)
 - Proscenium arch, Fly tower, Orchestra pit, Hearing loop
 - Viewing room with soundproof glass and PA system, Acoustic timber panels are balanced to cleanly distribute sound to the very back seats
- Studio:
 - 200 seated, 362m2 clear floor space
 - Flexible creative space with variable capacity, high level technical capability
 - Function centre
 - Suited to weddings, conferences, dinners, business events
 - Banquet, buffet, cabaret, theatre, cocktail etc
 - Catering, AV and production services, room dividers, flexible configurations
- Meeting rooms with capacity up to 100, suited to community meetings, workshops, training, seminars

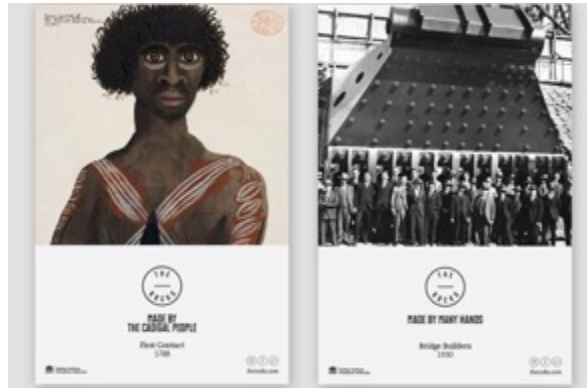
Key features:

- Cultural attractions
- Business mix
- Public spaces
- Amenities and facilities

Programming:

- Wide variety of programming centred around art exhibitions, live performance and education
- Education program aligned with visual arts
- Children's programming
- Performing arts offering – music, stage shows, orchestra, comedy, musicals, community programs, eg Graduate showcase,
- Venue hire for private / business use

Other points of interest:



About the precinct:

The Rocks in Sydney NSW is Australia’s oldest town. Known for its heritage buildings and small, cobbled laneways, it’s where European settlers first arrived in 1788, making it ‘the birthplace of modern Sydney’. The area has been transformed from a British colony of convicts, soldiers and sailors into an iconic entertainment precinct and destination for tourists and locals alike set against a backdrop of historic buildings and passageways.

Relevance to Busselton Cultural Precinct:

A place of major social history, a key connector to the CBD and a destination in its own right, heritage conservation and interpretation, cultural tourism precinct.

Key features:

- Cultural attractions
- Business mix
- Public spaces
- Amenities and facilities

Attractions and assets:

- Historic landmarks and attractions: Foundation Park, historic site accommodates the ruins of eight tiny houses built in the 1870s; The colony’s first windmill on Observatory Hill; Cadman’s Cottage built in 1816 as barracks for the crew of the governor’s boats and is Sydney’s oldest surviving dwelling
- Dining and retail: Home to Sydney’s oldest remaining pub, the Lord Nelson built in 1844. A range of food, beverage and retail from high end items to Australian souvenirs
- Cultural institutions: Museum of Contemporary Art, The Merchants House, Susannah Place, Discovery Museum, Puppet Cottage for children
- Galleries: Billich Gallery, Gannon House Gallery, Ken Done Gallery, Argyle Gallery
- Public domain: First Fleet Park, Hickson Road Reserve, Dawes Point and The Rocks Square
- The Rocks Market: An iconic weekend market of ~100 stalls set up under sail-like canopies.
- Tours and storytelling: Iconic guided tours including Aboriginal Dreaming Walking Tour, The Rocks Ghost Tours, Nurses Walk and Walking Tours
- Adaptive re-use: Refurbished buildings house many retail premises.

Pre-settlement cultural interpretation:

- The place of first sustained contact between Aboriginal people and European settlers
- The Rocks Aboriginal Dreaming Tours uncovers the authentic history of the Aboriginal people’s saltwater heritage within Sydney Harbour, their land and water use and their spiritual connection to the adjoining waterways and foreshores
- The National Indigenous Art Fair is held each year at The Rocks offering a unique opportunity to buy artwork directly from Aboriginal and Torres Strait Islander artists from more than 30 remote community owned art centres from the Northern Territory, South Australia and Western Australia
- The Rocks Discovery Museum: See below

Post-settlement cultural interpretation:

One of the few places in Australia where authentic early convict evidence is publicly accessible – much of the storytelling exists through original topography and built fabric, remnants of history and a living community, supported by robust wayfinding, activation and tours.

- ‘Telling The Rocks Stories’ public domain project: the history of The Rocks buildings, places and people are told in the streets and laneways
- Wayfinding: The precinct is divided into discrete precincts - Circular Quay West, Rocks Square, Campbell’s Cove, Nurses Walk, George Street North, Gloucester Street North
- Interpretive events: Previous events include The Rocks Windmill, Vintage Dinner and The Rocks Boatshed
- The Rocks Discovery Museum: Housed in a restored 1850s sandstone warehouse, tells the story of The Rocks from pre-European days to the present
- Home to a unique collection of images and archaeological artefacts found in The Rocks, the exhibits are highly interactive; using touch screens, audio and visual elements to bring the history of the area alive.

Other points of interest:
Precinct positioning and activation

Precinct branding and identity: Made by Many Hands
The Rocks Precinct has been re-branded following a reputation for becoming a ‘tourist trap’ and low engagement by Sydney locals. ‘Made by Many Hands’ embodies the idea of craft handed down over the years, with each generation finding and nurturing its own interpretation and supports the preferred retail mix, bespoke products and boutique experiences.

Events and activation:

- 3 major events / year including Australia Day, Aroma Festival and Village Bizarre. It is a key enabling partner for whole-of-government activities for Vivid Sydney and New Year’s Eve
- Interpretative events: Previous events include The Rocks Windmill, Vintage Dinner, and The Rocks Boatshed.
- The Rocks Pop-up Program: ongoing activation of vacant spaces and public areas.
- Public domain opportunities: There are opportunities for community and private activation of the public domain areas of The Rocks. Proposals are considered by SHFA’s Venue Hire team.

Precinct promotion and destination development: Several brand campaigns run each year to engage Sydneysiders’ interest in The Rocks. The core consumer-facing website for The Rocks therocks.com, incorporates The Rocks Markets and The Rocks Discovery Museum. It also ensures a regular promotional presence on social media:

- Facebook/[therocks](https://www.facebook.com/therocks)
- Twitter/[@therocks](https://twitter.com/therocks)
- Instagram/[therocks](https://www.instagram.com/therocks)
- YouTube/[SHFATheRocks](https://www.youtube.com/channel/UCSHFATheRocks)

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