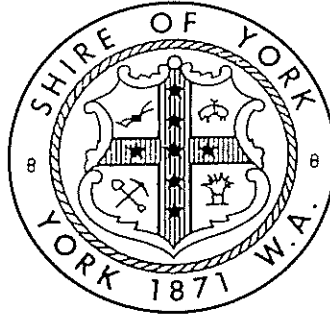


SHIRE OF YORK

**MINUTES OF THE
HERITAGE ADVISORY
COMMITTEE MEETING
HELD ON 4 NOVEMBER, 2014
COMMENCING AT 5.07PM
IN THE SHIRE OF YORK
COUNCIL CHAMBERS**

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SHIRE OF YORK

THE HERITAGE ADVISORY COMMITTEE MEETING HELD ON TUESDAY, 4TH NOVEMBER 2014, COMMENCING AT 5.07PM IN THE SHIRE OF YORK COUNCIL CHAMBERS

The York Shire Council acknowledges the traditional owners of the land on which this meeting will be held.

1. OPENING

1.1 Declaration of Opening -

Prof Duncan Steed, Chairperson, opened the meeting at 5.07pm.

1.2 Disclaimer

The Committee Chairperson advised the following:

"I wish to draw attention to the Disclaimer Notice contained within the agenda document and advise members of the public that any decisions made at the meeting today, can be revoked, pursuant to the Local Government Act 1995.

Therefore members of the public should not rely on any decisions until formal notification in writing by Council has been received. Any plans or documents in agendas and minutes may be subject to copyright. The express permission of the copyright owner must be obtained before copying any copyright material."

1.3 Announcement of Visitors

Nil

1.4 Declarations of Interest that Might Cause a Conflict

Financial Interests

Nil

Disclosure of Interest that May Affect Impartiality

Nil

2. ATTENDANCE

2.1 Committee Members

Professor Duncan Steed, Simon Neville, Cr Matthew Reid, Cr Denese Smythe, Liz Christmas, Cathy Clarke, Frank Ralph, Lois Ralph, Sandra McKenzie

2.2 Staff

Kira Strange, Town Planner; Carol Littlefair, Curator York Residency Museum;
Helen D'Arcy-Walker, Executive Support Officer

2.3 Apologies

Michael Keeble, Chief Executive Officer; Laura Gray, Heritage Advisor

2.4 Leave of Absence Previously Approved

Nil

2.5 Number of People in Gallery at Commencement of Meeting

There were nil people in the Galley at the commencement of the meeting.

3. RESPONSE TO PREVIOUS PUBLIC QUESTIONS TAKEN ON NOTICE

Nil

4. PUBLIC QUESTION TIME

4.1 Written Questions – Current Agenda

Nil

4.2 Public Question Time

Nil

5. APPLICATIONS FOR LEAVE OF ABSENCE

Nil

6. PETITIONS / PRESENTATIONS / DEPUTATIONS

7. CONFIRMATION OF MINUTES OF PREVIOUS MEETING

7.1 Minutes of the Heritage Advisory Committee Meeting held September 2, 2014

Corrections

Confirmation

**RESOLUTION
HAC 011114**

Moved: Cr Smythe

Seconded: Liz Christmas

"That the minutes of the Heritage Advisory Committee held September 2, 2014 be confirmed as a correct record of proceedings."

CARRIED: 9/0

Informal meeting of the Heritage Advisory Committee only held on 7 October, 2014 due to a lack of a quorum.

8. ANNOUNCEMENTS BY PRESIDING MEMBER WITHOUT DISCUSSION

Nil

9. MATTERS FOR DISCUSSION

Nil

10. PRESENTATIONS

Draft York Cultural Heritage Interpretation Master Plan 2014 (received via email from Clare Savage, Savagely Creative – presentation attached)

11. OTHER BUSINESS

Prof. Steed spoke regarding the possibility of painting the lift shaft.

It was agreed that Laura Gray, Heritage Advisor would be the best person to advise on this issue.

RESOLUTION HAC 021114

Moved: Cr Matthew Reid

Seconded: Simon Neville

"The Committee Recommends to Council:

To seek the Heritage & Conservation Consultant, Laura Gray's advice to select a paint colour for the lift shaft."

CARRIED: 9/0

Kira Strange, Town Planner, explained that the Footpath policy requires reviewing and put into a final draft. Colour and materials needs to be decided.

A Footpath sub-committee was formed to discuss and liaise with Laura Gray, Heritage Advisor and to report back to the full Committee at the December meeting.

Footpath Sub-Committee Members – Frank & Lois Ralph and Liz Christmas

Lighting-

- Type of lighting, old 'worldly' style with LED lights
- Lighting from Henrietta Street to Ford Street would be considered
- Need to determine – how many lights currently exist, calculate how many to be replaced or how many to add to the street
- Source 2-3 suitable designs of lights
- Get three written quotes for each design

Lighting Sub Committee Members – Cathy Clarke and Prof. Duncan Steed

Street Trees or Planter Boxes

- Street Trees/Planter Boxes from Henrietta Street to Ford Street would be considered
- Need to determine – how many trees are required e.g. one tree every 5 metres
- Source 2-3 suitable planter box designs
- Source 2-3 suitable plant species – maximum foliage, minimum maintenance i.e. water
- Get three written quotes for each
- Carol Littlefair suggested the Committee consult with Ian Crombie on the various issues of street trees/planter boxes

Street Trees/Planter Sub-Committee Members – Cr Denese Smythe and Simon Neville

Rubbish Bins

- Rubbish bins are essential for main street, however some are located in spots where they potentially ruin photos e.g. the Shell Bowser outside the Motor Museum.
- Need to identify the current locations of bins that may impact on photos
- Need to liaise with the Works Manager to see how they can be moved and what cost would be involved.

Rubbish Bins Sub-Committee Members –

Carol Littlefair and Simon Neville

It was requested that all sub-committees report back to the December meeting.

It was noted that any contact with Laura Gray, Heritage & Conservations Consultant must be made through Kira Strange.

Kira Strange noted that there was no budget allocation for any works and any requests would need to be placed at the next Budget Review meeting.

Funding Grants for any works also requires to be sort.

Trails Master Plan – An expression of interest is to be placed in the November issue of Community Matters for members of the community who wish to be involved in the design and development of the trail along the Avon River. The Shire President stated that a grant had previously been received to undertake the Master Trail Plan.

Discussion was held on York being a listed heritage town and the need to hold onto our heritage and return the town to being a beautiful heritage town. Parks and gardens to incorporate European and Aboriginal heritage.

Carol Littlefair tabled the draft of "York Cultural Heritage Interpretation Master Plan 2014" written by Clare Savage. Carol stressed it was the opportunity for the Committee to have their say. Clare is available to come to York to meet with the Aboriginal Community for discussions. Carol to also organise for Clare to meet with the Heritage Advisory Committee.

As the draft plan requires input from the Committee, it is requested that recommendations are forwarded to Carol who will collate the responses before next meeting.

Discussion was held regarding a change of day for the Heritage Advisory Committee to meet.

RESOLUTION HAC 031114

Moved: Cathy Clarke

Seconded: Frank Ralph

"The Committee:

To meet on the last Thursday of the month commencing in January 2015. The first meeting being scheduled for Thursday, 29th January, 2015.

CARRIED: 9/0

Simon Neville tabled a concept plan to slow traffic down in the centre of York.

It was agreed that the Concept Plan to be shown to the Strategic Community Plan group.

Cr Smythe stated that there had been talk about holding the markets down the main street by putting bollards in the road and closing Avon Terrace between South Street and Macartney Street one Sunday per month.

It was also suggested that the street could be closed from Saturday afternoon into Sunday for dinning, music, theatre, etc.

Kira suggested Simon obtain quotes on speed bumps.

Cr Smythe stated that she will now also be The York Society representative.

The York Society requests that convict road to be protected.

**RESOLUTION
HAC 041114**

Moved: Cr Smythe

Seconded: Frank Ralph

"The Committee Recommends to Council that they:

Request the appropriate member of Council staff to engage Laura Gray, Heritage Advisor, to have the portion of the convict road located at 13 mile point to be suitably heritage listed.

CARRIED: 9/0

**RESOLUTION
HAC 051114**

Moved: Cathy Clarke

Seconded: Cr Reid

"The Committee Recommends to Council that they:

Request the appropriate member of Council staff to engage Laura Gray, Heritage Advisor, to have the old convict depot located at the back of the old hospital and the museum suitably heritage listed."

CARRIED: 9/0

12. NEXT MEETING

To be held Tuesday, 2nd December, 2014 at 5.00pm in Council Chambers.

13. CLOSURE OF MEETING

Prof. Duncan Steed thanked everyone for their attendance and declared the meeting closed at 6.13pm.

York Cultural Heritage Interpretation Master Plan 2014



For the Shire of York

Disclaimer

The information contained in this report is based on sources believed to be reliable. However, as no independent verification is possible, this firm, together with its members and employees, gives no warranty that the said sources are correct, and accepts no responsibility for any resultant errors contained herein and any damage or loss, howsoever caused, suffered by any individual or corporation.

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1. Introduction

York was established in 1831 and is Western Australia's oldest inland town. The town has a Historic Town classification retains much of its Victorian and Federation architecture which gives the town a distinct character. In addition to its unique heritage streetscape York also has a number of beautiful natural assets including Mount Brown and Mount Bakewell and seasonal wildflowers. The area is the traditional home to the Ballardong Noongar people and contains many sacred and culturally important sites.

Project Scope

Purpose

The purpose of the York Cultural Heritage Interpretation Master Plan is to provide a framework to develop interpretation projects that will identify innovative ways to present key messages and themes, while still allowing site specific stories to be communicated. This interpretation plan has been developed in consultation with the York community and key stakeholders.

Aim

The stated aim of this project is to provide a framework for guiding interpretation and a greater understanding of cultural heritage and resources in the Shire of York.

Objectives:

The stated objectives of this project are:

- Develop a detailed inventory of heritage resources
- Recommend appropriate methods of heritage interpretation
- Identify specific installation locations
- Provide design and communication methods
- Develop an implementation and management strategy
- Ensure integration of recommended and existing methods of interpretation
- Ensure that all related infrastructure demonstrates design excellence and enhances the public realm

Methodology

Stage One: Project Initiation

A site visit was undertaken in May 2014 to meet the project manager and gain an understanding of the town, the issues and the opportunities.

Stage Two: Site Familiarisation and Review

A familiarisation was then undertaken of the various important sites including the Residency Museum, Town Hall and main street.

Stage Three: Desktop Review of Research

A desktop review of various strategic reports and other relevant information was then undertaken to gain an understanding of the strategic issues facing the Shire and the opportunities that exist for the interpretation of the town. A review was also undertaken of the information presented at the Town Hall and the Residency Museum to get an understanding of the historical context of the town.

It is interesting to note that although there are a number of local histories and information relating to the town there appears to be no definitive history of the town providing a detailed view of the town's development and people. As a result it is difficult to gain a clear picture of the chronology of the development of York.

Stage Four: Consultation

Initial consultation meetings were held with a range of stakeholders in early September 2014 to get an understanding of the key issues and general attitudes to the development of interpretation within the town. Meetings were held with a range of local residents who had an interest in heritage as well as business owners, the Shire President and CEO and the Heritage Committee. A separate meeting was held with representatives of the Ballardong community, as they were unable to attend the initial Heritage committee meeting. A number of issues and opportunities were highlighted during these meetings. A full list of those consulted can be found in the acknowledgements at the end of this document.

Stage Five: Interpretation Concept Plan Development

The Draft Cultural Heritage Interpretation Plan has been developed using information gathered during the site visit, consultations and desktop research.

This report provides a broad range of interpretation options that can be delivered in stages. Priorities for delivery have been provided to assist in attracting funding and planning programs.

Stage Six: Agreement on themes, stories and media

The draft of this report was provided to the project manager and the community for comment and input. A further consultation workshop was held with the community and local stakeholders to gain agreement on themes, sub themes, the overall interpretive direction. The report was then finalised and submitted.

Background

Brief History

In 1826 the British government sent soldiers to claim Western Australia for the British Crown to ensure that the French did not settle it first. A garrison was established in Albany on the south coast and settlers were sent to begin settlement. In 1829 a second settlement called the Swan River Colony was established in the location now known as Perth. In the same year a second settlement was established up the Swan River in Guildford to begin providing agricultural land for food production.

By 1830, as more settlers arrived, it became clear that additional agricultural land would have to be found and put into production to feed the growing population, which was struggling to feed itself. In July 1830 an expedition was mounted to explore inland and find suitable land for agriculture, grazing and settlement. A young soldier called Ensign Robert Dale led this expedition and is credited with being the first European to cross the Darling Range. He discovered good land in an area he named the Avon Valley and named Mount Bakewell for a close friend. He returned to the colony with glowing reports of the potential of the land he had discovered.

In August 1830 another officer, Lieutenant Archibald Erskine, was sent to Mount Brown to verify Dale's assessment. Erskine supported the report and Captain Stirling organised an expedition with 16 men to see for himself. Stirling realised that the land would require settlement to take advantage of the good land and in the following year the first settlers began arriving in York.

Prior to the arrival of the settlers the land around York had been the traditional country of the Ballardong people who are a distinct language group within the wider Noongar people of the south-west of Western Australia. The Ballardong people have lived here for over 40,000 years and have been charged by Aboriginal Law to care for this country. In fact it was the way that the Ballardong people had managed the land so well that enabled Ensign Dale to see its agricultural potential. There are many special and sacred places around York that are important to Ballardong culture.

The Ballardong people initially welcomed the settlers as they thought that they were the ancestors returning from the dead, as they had never seen white people before. However, when it became clear that these people were here to stay and were taking over ancestral hunting grounds and ignoring tribal Law and sacred places, they began to fight back.

In 1832 soldiers were sent to York for the settler's protection and in 1837 reinforcements were sent. The resistance was so fierce that the settlement almost had to be abandoned, however, the superior weapons and increasing numbers of settlers eventually led to the Ballardong people being subdued and the settlement began to flourish.

More detail needed here

Site Location

York is located 97 km east and about 1.5 hours drive from Perth in the Avon Valley. York is the oldest inland town in Western Australia. It is part of the Avon Valley tourism region and sits within the Experience Perth Regional Tourism Organisation area. York is within the administrative region of the Wheatbelt Development Commission. The town sits on the banks of the Avon River with Avon Terrace being its main street. The Shire covers an area of 2,010 square kilometers and has a population of 3,449 with 91% living in the town. The Shire has traditionally had an agricultural focus, particularly broad acre farming although this is beginning to change with increasing population and service and commercial opportunities expanding.

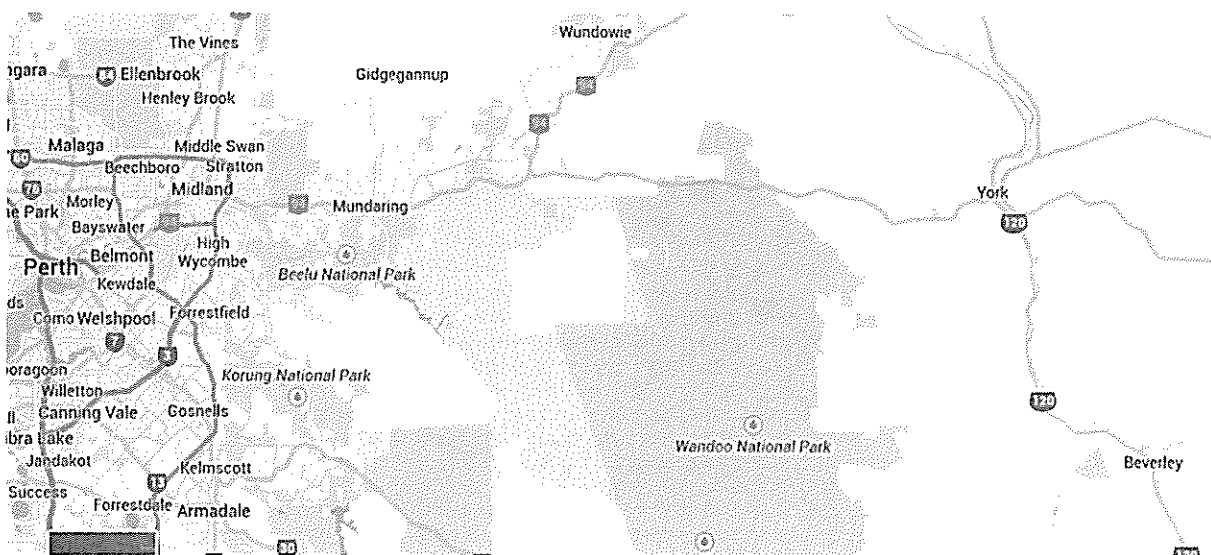


Figure One: York Location

Site Description

York has maintained many of its Victorian and Federation buildings and this has given the town its unique heritage character. York is a popular visitor destination being only an hour and a half from Perth and is well known as a natural and cultural heritage destination. For many years York hosted a jazz festival and is still thought of as a festival and event destination even though this event is no longer held.

The main street of the town is Avon Terrace, which has a concentration of heritage buildings and attractions including the York Motor Museum and the old Courthouse building. The town also has an excellent local history museum located within the Residency as well as a well resourced historical society located at the Sandalwood Yards at the end of Avon Terrace. A number of trails exist within the town guiding visitors around the heritage sites although many of these trails are part of the 1988 statewide heritage trail project and require updating.

The town acts as a service town for the surrounding agricultural area and is well supplied with amenities such as parks, public toilets, children's playgrounds, shops, banks and restaurants. Although these amenities exist there is not always service available for visitors on the weekends and holidays, which can be very busy times for the town, and in recent years businesses have struggled with viability leading to the closure of many of the town's major hotels and a reduction in the availability of dining options in the evenings. York is very well serviced with quality accommodation and has a number of excellent bed and breakfast offerings.

York remains a popular day visitor and weekend break destination although there is significant opportunity to further develop these markets. As part of the Avon Valley, York has the ability to build visitor numbers and act as a gateway hub for visitors that wish to stay in the area longer.

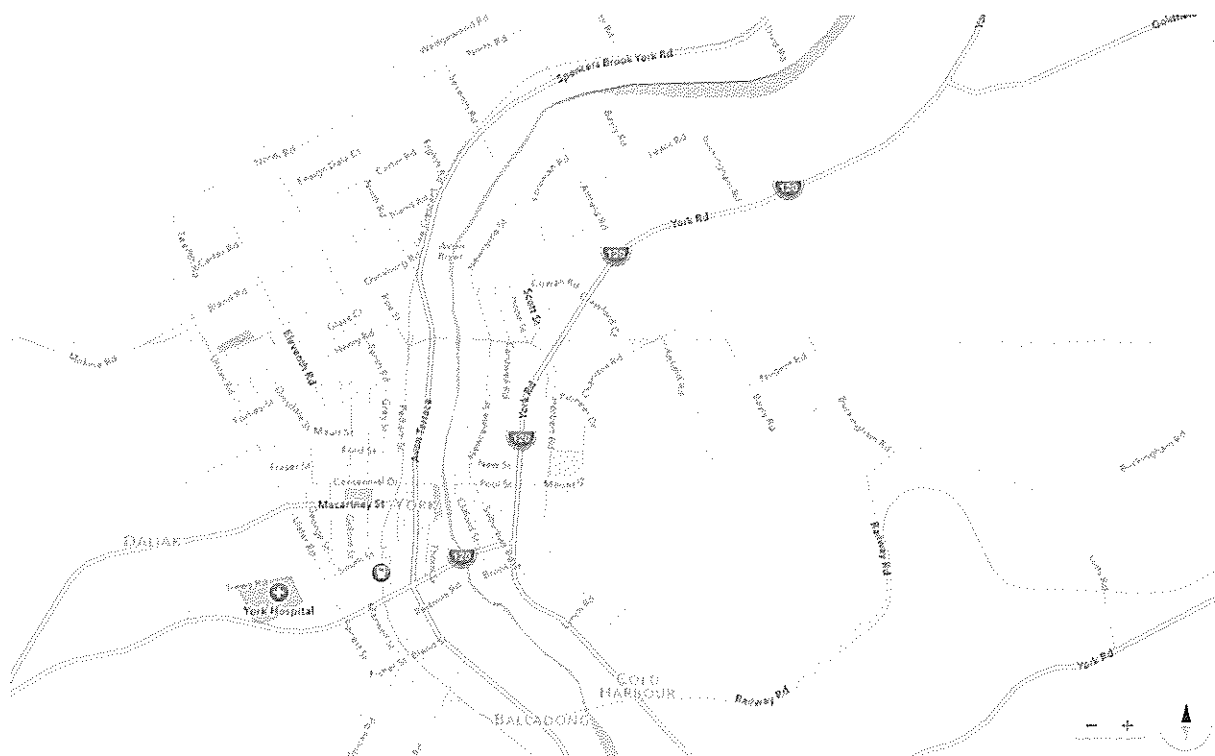


Figure Two: York Detail

Site Significance

The town of York has over 150 locations that are on the State or Municipal heritage registers. York has been classified as a historic town by the National Trust and the role it played in the development of the state and the success of the Swan River colony make it pivotal to the story of Western Australia.

York also has a very strong Aboriginal history, which provides opportunities for the Ballardong community to share their story and their culture.

Site Ownership and Management

The town comes under the management of the Shire of York which has responsibility for the development, implementation and management of the cultural heritage interpretation plan however, the town has a very strong and interested community that should be engaged in the development of the experience. Members of York's business community also have a significant contribution to make to the development of the York Experience through the services they provide.

2. Audiences

When developing an interpretative experience it is vital to identify whom the interpretation is for. This assists in choosing the right messages and media for the different visitor types. With any site there is bound to be a level of interest from many possible markets, however, it is important to choose a selection of key focus markets to ensure that messages are developed that can connect with specific groups. A generalised message aimed at everyone is likely to engage no one.

There are a number of ways of identifying the potential audiences for a particular experience including demographics and psychographics or lifestyle factors. Broadly speaking audiences for visitor experiences are divided into the following:

- **Intrastate Visitors** – these are people that come from Western Australia and are exploring their own state. The majority of these people originate from the major population centres, particularly Perth.
- **Interstate Visitors** – are those that come from states other than Western Australia, the majority of this market come from Victoria and New South Wales.
- **International Visitors** – are those that come from destinations outside Australia. The major international markets for Western Australia including the UK, New Zealand, Singapore, Malaysia and China.
- **Local Community** – although this group will be included in the intrastate visitor category taking particular notice of the local market is vitally important for a number of reasons including the following:
 - They already have a personal connection with the place
 - They have the potential to bring visiting friends and relatives (VFR) to the location
 - They already have an understanding of the history of the place
 - They can promote the place across the community
 - Creating memorable visitor experiences can grow people's sense of place and civic pride
 - This group has the potential to be repeat visitors and ambassadors for the experience.

Tourism Figures

Some figures are produced by Tourism Western Australia (Tourism WA) identifying visitor trends to the Experience Perth region and Wheatbelt Development Commission area. These figures are taken from the International Visitor Survey and the National Survey, which are administered by Tourism Research Australia. The Experience Perth region incorporates the city of Perth as well as regional locations north and south of the city.

The summary figures for Experience Perth for the year ending June 2013 are shown in Figure Two below. As Perth is the main international gateway as well as the main generator of domestic tourism these figures do not present a true reflection of the market for York. However what they do show is the potential pool of visitors that York could tap into to attract visitors to the town.

Figures are also produced at a more local level for many towns in Western Australia, however York's visitor numbers are not provided. Figures are however given for the Wheatbelt Development Commission's region and York falls within their administrative area.

Figure Three: Experience Perth Visitor Summary year ending June 2013

	Spend \$ million	Visitors ('000)	Nights ('000)	Avg Stay Nights	Avg Trip Spend	Avg Nightly Spend
Domestic Day	930	9,928	-	-	94	-
Domestic Overnight	2,616	3,078	11,602	4	850	225
International	1,912	723	21,814	30	2,645	88

Source: Tourism Western Australia

As Western Australia's main gateway it is obvious that the region would have the largest number of visitors and also a focus on day visitation. The majority of domestic visitors throughout WA come from Perth so it is vital to ensure that there is demand within this market as they are not only the largest group of visitors but they are also likely to be the main source of repeat visitation and referral.

Figure Four: Summary of Visitation to the Wheatbelt Region

	YE Dec 2011/12/13 Average Annual Visitors	YE Dec 2011/12/13 %
Estimated Visitors		
Intrastate	585,700	87%
Interstate	52,700	8%
International	36,800	5%
Total	675,100	100%
Estimated Visitor Nights		
Intrastate	1,430,000	69%
Interstate	152,000	7%
International	485,400	23%
Total	2,067,400	100%
Average Length of Stay (Estimated Nights)		
Intrastate	2.4	-
Interstate	2.9	-
International	13.2	-
Total	3.1	-

Source: Tourism Western Australia

Figure three above clearly shows the reliance on the intrastate market with 87% of estimated visitors being intrastate. It is significant to not the length of time that the different markets spend in the region with international visitors spending a huge 13.2 days per trip. This suggests that although this is a smaller market there is potential for these visitors to spend more time and money in an area.

Figure Five: Visitor Accommodations Preferences - Wheatbelt

Please note:

- *Accommodation* is a multiple response question. Totals may not add up to 100%

	YE Dec 2011/12/13 Average Annual Visitors	YE Dec 2011/12/13 %
Estimated Domestic Visitors		
Friends or relatives property	238,000	37%
Caravan or camping near road or on private property	98,700	15%
Caravan park or commercial camping ground	95,000	15%
Estimated International Visitors		
Caravan and camping	14,100	38%
Hotel, resort, motel, motor inn	8,400	23%
Home of friend or relative	5,800	16%

Source: Tourism Western Australia

As can be seen from Table Four domestic visitors are more likely to stay with friends and relatives whilst international visitors will chose camping, caravanning or staying in commercial accommodation. This important to note as there is a correlation between length of stay and visitor spend – indicating that if people stay longer they will spend more, thus assisting with economic sustainability.

Figure Six: Purpose of Visit – Wheatbelt

	YE Dec 2011/12/13 Average Annual Visitors	YE Dec 2011/12/13 %
Estimated Domestic Visitors		
Holiday or leisure	335,700	53%
Visiting friends and relatives	184,300	29%
Business	82,000	13%
Other	37,000	6%
Estimated International Visitors		
Holiday or leisure	29,000	79%
Visiting friends and relatives	4,600	12%
Business	1,300	4%
Other	2,700	7%

Source: Tourism Western Australia

As can be seen in figure five the majority of visitors are undertaking leisure or holiday experience or staying with friends and relatives. This reinforces the importance of ensuring that the local population is fully engaged in whatever interpretation is developed to ensure that they refer their visitors to go and experience it.

Figure Seven: Age Profile of Visitors – Wheatbelt

	YE Dec 2011/12/13 Average Annual Visitors	YE Dec 2011/12/13 %
Estimated Domestic Visitors		
15-24 Years	94,300	15%
25-44 Years	231,300	36%
45-64 Years	219,000	34%
65+ Years	93,700	15%
Total	638,300	100%
Estimated International Visitors		
15-24 Years	6,200	17%
25-44 Years	13,800	37%
45-64 Years	12,100	33%
65+ Years	4,700	13%
Total	36,800	100%

Source: Tourism Western Australia

Table six above shows that the majority of visitors in both the domestic and international markets fall between the ages of 25 – 64. This is important to note for York because the main unique difference is the heritage aspects of the town and these age groups tend to have a greater propensity to engage with heritage experiences. The 45-64 age group is the baby boomer or grey nomad segment and they have a particular interest in heritage and culture and also have a degree of understanding and identification with the heritage stories being told.

Figure Eight: Travel Party – Wheatbelt

	YE Dec 2011/12/13 Average Annual Visitors	YE Dec 2011/12/13 %
Estimated Domestic Visitors		
Adult couple	157,000	25%
Friends / relatives	153,700	24%
Family group - parent(s) and children	147,000	23%
Travelling alone	129,000	20%
Other	51,700	8%
Total	638,300	100%
Estimated International Visitors		
Travelling alone	15,700	43%
Adult couple	13,000	35%
Friends / relatives	4,500	12%
Family group - parent(s) and children	3,000	8%
Other	600	2%
Total	36,800	100%

Source: Tourism Western Australia

This final figure shows travel groups. The domestic market is fairly evenly spread across the various party types and suggests that the local market could be travelling with children so ensuring that there are some activities/interpretation aimed at children is important. The international market tends to be much more adult focused. In both cases there is a significant proportion of visitors travelling with friends and relatives again reinforcing the importance of engaging the local population and ensuring that they take their visitors to experience the culture and heritage of the area.

Other Segmentation Methods

Whilst looking at demographic information gives us some idea of the characteristics of possible visitors it is important to refine this further to understand how best to communicate our messages and attract visitors. The ultimate aim of interpretation is to change behaviour, create connections and encourage stewardship. Another way of categorising potential audiences is through their motivations for visiting.

John Falk et al produced a report in 2007 called "*Why Zoos and Aquariums Matter: Assessing the Impact of a visit to a Zoo or Aquarium*". This report aimed to gain an understanding of the effectiveness of the delivery of conservation messages in these institutions. They identified a number of categories of visitors that assists in the development and delivery of the experience and messages for all interpretive experiences.

- **Explorers** – are curiosity driven and seek to learn more about whatever they might encounter at the location. They are seeking a deeper experience and may look for a behind the scenes experience and more information and knowledge. These people will read signage, explore additional materials such as applications and will take a guided tour.
- **Facilitators** – are focused primarily on enabling the experience and learning of others in their accompanying social group. They are usually guiding family and friends around the experience, helping others to understand. This group can be engaged to assist in relaying messages and interpreting the resource. Providing this group with additional information that they can share with their group will help to keep them engaged and ensure accurate messages are relayed. The kinds of visitors included in this category are those visiting friends and relatives and family groups. It also includes international tour groups and familiarisation tours where a guide or language interpreter is present as part of the tour. The figures above show that this is an important market for York.
- **Professional/Hobbyists** – feel a close tie between the interpretation content and their professional or hobby passions. This group can be enlisted to assist in the communication of key messages. They already have a significant amount of knowledge about the resource and may be interested in guided experiences with fellow experts or exploring in depth content through applications or online experiences.
- **Experience Seekers** – primarily derive satisfaction from the fact of visiting an important site. This group isn't looking for in depth information and is likely to be satisfied with photo opportunities and interpretation that provides the highlights.
- **Spiritual Pilgrims** – are primarily seeking a contemplative and/or restorative experience. They are happy to explore the site on their own and may not be particularly

interested in the formal interpretation provided but are more interested in the more sensual aspects of the site and seek places of quiet reflection and contemplation. This group is likely to be searching for deeper personal experiences and will be more using all of their senses. This group may also be more likely to sit quietly and spend time being in the place listening to the sounds and soaking in the atmosphere of the place.

- **Social Groups** – this group wasn't identified by Falk but has been highlighted as an important group to take notice of. This group has no real interest in the interpretation of the site and is there mainly to catch up with friends and family. Providing interpretative experiences that allows them to connect with family and have fun is the most likely way of engaging this group. Given the proximity to the main generating location of Perth this is likely to be an important market for York, particularly when linked to events and festivals.

Primary Markets for York

The primary markets are those that are the biggest audience or main users. For the York it is suggested that the following core markets be the focus for promotional activities:

- **Local Residents** – Residents from York and the surrounding area are likely to have the deepest connection with the town as well as being the source of the visiting friends and relatives market. The creation of engaging experiences will provide the ability to build understanding and appreciation locally of the town's importance.
- **Visiting Friends and Relatives** – This market will be made up of domestic and international visitors as well as locals many of whom will be guiding the experience. This is a major source of repeat visitation so there must be some renewal and refreshing of the experience to ensure that locals continue to bring visitors. Providing material to help this group facilitate the experience for their visitors will be important.
- **Domestic Tourists** – There are a number of established visitor experiences in York and perhaps the best way to attract domestic tourists to this experience is through cross promotional opportunities with existing tourism businesses and across the Avon Valley. Domestic visitors will be predominantly intrastate and will be either day or short break visitors. The challenge for York is to provide an experience that will encourage visitors to stay longer and spend more.
- **International Tourists** – Whilst this is a relatively small market it is the one most likely to have an interest in finding out more about Aboriginal culture. This is also the group most likely to participate in a guided tour experience and this may be the best way of engaging this group. Conveying the significance of the site will be more challenging for the international market however creating strong linkages with the Ballardong story and the natural environment will provide a broader experience that is likely to increase the attractiveness of the destination.
- **Education** – The development of the educational experience is important, as this is a core market for many formal visitor experiences. Given the aim of creating understanding and recognition for the cultural heritage and resources of York the education market is particularly important. Specific educational materials should be developed for the town providing coordinated resources for educational visits.

Stakeholders

Stakeholders are not traditionally viewed as target markets but these organisations and groups that have a long-term interest in the site and are potential facilitators for the delivery of the experience and the management and conservation of the site. Some of the groups included in this market are:

- **Local Community Members –**
 - Residents
 - Local Businesses
 - York Society
 - Community groups

These people are the front line of the visitor experience and will set the tone of the town for the visitors. They will also be the major supporters of the businesses and experiences in town both as visitors in their own right and when they bring friends and relatives to experience the place. Creating a vibrant and attractive place that local people can be proud of is an important central objective of any interpretation plan.

- **Shire**
 - Staff
 - Councillors
 - Heritage Committee
 - Residency Museum staff and volunteers
 - Visitor Centre staff and volunteers

The Shire will ultimately be responsible for the development, implementation and management of any interpretive experiences that get developed. It will also have a major role in engaging the local community in the vision for the town and the opportunities presented by getting involved. The Shire has the ability to set the tone for the interpretation and is pivotal to the success of the interpretation.

- **Funders**
 - Lottery West
 - Shire of York
 - Wheatbelt Development Commission
 - Royalties for Regions
 - Local Businesses
 - Events promoters
 - Community Arts
 - Tourism Western Australia – Events programs

Funding organisations provide the means by which projects can be delivered. They should be viewed as partners in the development of the town and funding bids should be developed with their needs in mind.

- **Promotional**
 - York Tourism Association
 - Avon Valley Tourism Association
 - Experience Perth
 - Tourism Western Australia

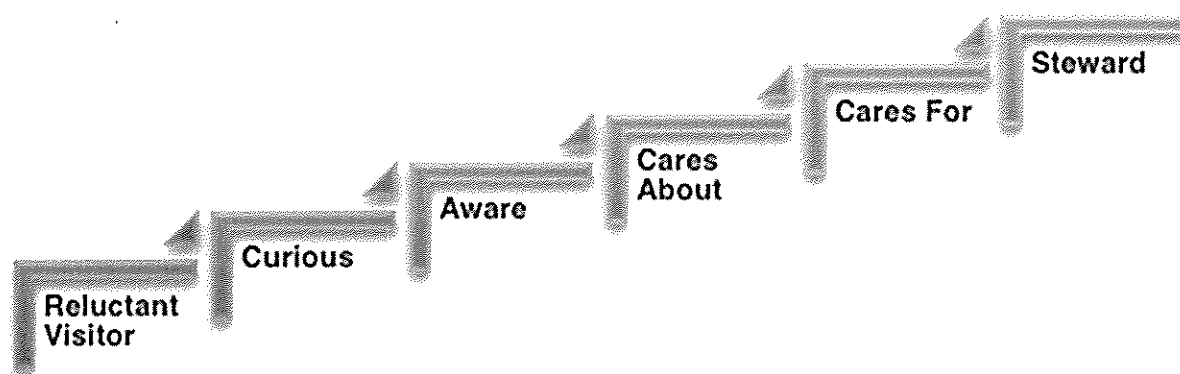
Whilst the local market will be a major source of support for the experiences being developed in York there is a need to ensure that they know what is happening. There is also a need to ensure that markets away from York are also engaged. Working in partnership with a range of promotional bodies will assist in getting the word out to as many people as possible whilst also developing strong ongoing partnerships locally and regionally.

3. Interpretive Experience

One of the main reasons for creating an interpretive experience is to increase the connection with the audience and to encourage changes in behaviour. The ultimate aim is to create stewards for the resource, people that will care for and protect it. Figure nine shows the interpretation continuum, which describes the different levels of connections visitors, may have with a site. Interpretation aims to engage the visitor in the importance of a place through stories and activities that reveal meaning and promote changes in behaviour and attitudes.

Different people will sit at different places on this continuum at different times

Figure Nine: Interpretative Continuum



Source: Tim Merriman and Lisa Brochu – Interpretation Guiding Workshop

During the consultation phase of the project it became clear that there are a number of areas that the community agrees are the desired outcomes for the interpretation master plan. In particular they wanted to feel proud of their community and ensure that visitors understood the place that York holds in the history of Western Australia. A number of the initiatives mentioned were linked to ensuring that visitors and locals felt that the town was being cared for and was a vibrant place to live.

Building the Experience

The interpretation of a site is only one aspect of the overall experience. Experience development considers the impact on the visitor before, during and after the event. It is possible to identify eight distinct areas each of which needs to be addressed to create a memorable experience. Creating a memorable experience assists in moving the visitor along the interpretive continuum and helps them to become more connected to the site and interested in its conservation. It can generate word of mouth promotion, possibly the most effective type of marketing.

Dividing the experience into a number of identifiable steps allows for the examination of each aspect of the experience with the visitor in mind. It begins by getting the visitor's attention and inviting them to participate, this is the marketing and branding activity associated with the experience. Once the visitor has committed to the experience first impressions and the welcome are considered. The first few minutes of any experience are vitally important and are likely impact their decision to proceed with the experience or just give up and do something else instead. The next step is orientation, which assists the visitor to feel safe in undertaking the

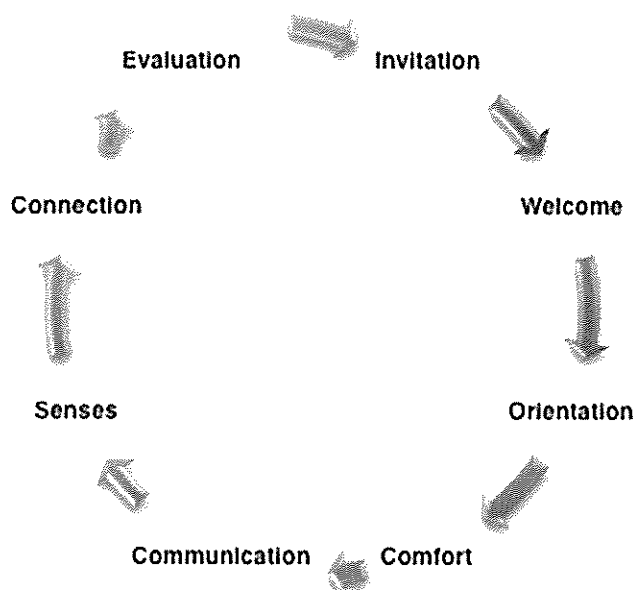
experience. Comfort is then considered, both mental and physical, allowing the visitor to focus on the experience rather than being concerned about comfort and safety.

The interpretive experience itself involves communication and engaging the senses. Communication is verbal and non verbal and the use of first person interpretation (a personal guide) can make the experience more enjoyable and effective in achieving stated aims. A truly memorable experience strives to engage all five of the visitor's senses the variety of the experience at York allows for each of the senses to be engaged during the visit.

Connecting with visitors after the experience assists in keeping it in their minds and encouraging them to tell others about it. Providing photo opportunities is probably the best way of creating a portable souvenir of this location although some hi tech interpretive solutions such as applications allow the visitor to continue to learn and experience the site long after they have left.

The final step is evaluation to ensure that the experience remains fresh and relevant to the visitors. This allows the experience manager to understand what engages the visitor and to ensure that the desired outcomes are being achieved.

Figure Ten: Experience Cycle



Since York is a town there will be a number of elements included within the overall experience the will be out of the control of the Shire. Each element of the experience can also be divided into the eight steps and examined through this filter to ensure that the experience is being created with the visitor impact in mind. So for example the visitor experience at the Town Hall Visitor Centre could be reviewed using these criteria. Some overarching recommendations have been provided below for the overall experience provided in York.

Invitation: The invitation phase is everything that has to be done to encourage the potential visitor to undertake the experience. This includes word of mouth promotion from people that have experienced the location, marketing and promotional activities, online presence and reputation in the market. This phase continues until the visitor arrives at the location. Areas that should be reviewed as part of the invitation for York include the following:

- **Branding for the town.** Branding is more than the creation of another logo it looks at how the town sees itself and wishes to be seen by the local community and potential visitors. Branding assists in setting the tone for the interpretive experience as well as providing the visitor with clear idea of what to expect from the town. It is important to ensure that there is consistent branding throughout the town and that all businesses buy in to the concepts developed.
- **Marketing and Promotion.** York sits within the Experience Perth and Avon Valley cooperative marketing regions, this provides a number of opportunities for joint marketing activities. Undertaking promotional activities in the tourism industry can be costly so taking advantage of group marketing can ensure greater market penetration for a significantly lower cost. In addition the presentation of a united front across a region encourages visitors to stay longer, explore further and spend more.
- **On Line Presence.** Many visitors rely on the internet for their first impressions of a place – whether that is through the Shire or visitor centre website to get an understanding of the place or through social media or online review sites to get a sense of what people think about the place. Social media is an effective way of providing an insight into a place but should only be used if it is going to be used regularly and well and with a clear strategy for development and implementation. A website is also vital as this is the way most visitors will get their initial information, it is also a major component of any hi tech interpretive media and provides the base data for applications.

Recommendations

- **Undertake a facilitated branding exercise to identify core values, brand personality and brand essence.**
- **Create closer connections with the Avon Valley Tourism group and undertake joint promotions**
- **Develop a website that provides a greater understanding of the history of York as well as providing the base information for any high tech interpretation. This should be developed in consultation with an application developer to ensure that whatever is developed is fit for purpose. The website will also provide a central platform for people to find out what is happening in the town.**
- **Develop a physical notice board in town that can be used to promote community events and experiences. This could be placed at the visitor information centre or at the Shire offices and must be monitored daily to ensure all messages are appropriate and up to date.**
- **Consider developing and executing a social media strategy to promote events and experiences as well as creating a clearer understanding of the personality of the town.**

Welcome: The welcome begins when the visitor arrives at the site. This will include any welcome statement, streetscape, the entry to experiences and the first people that they meet at the site. The importance of the first impression cannot be overstated. People will make a decision about a place based on a number of factors but once a poor impression has been formed it is very difficult to create a positive one. Some of the aspects of the experience that can be influenced are:

- **Town Entry** – It is important that visitors know that they have arrived and that they are welcome. Most towns in Western Australia have some kind of entry statement that signals arrival but can also provided a small insight into the place. York's current entry statement is clean and utilitarian but does not give any strong impression about the

town. The entry statement is an opportunity to grab the attention of travellers passing through and to start to build pride in the community for their place.

- **Streetscape** – A clean and tidy streetscape that looks like someone cares about it has an enormous impact on the visitor experience as well as how the local community sees itself. Street furniture can be part of the interpretation of a place as well as providing comfort stops for visitors. In addition adding colour through things like flowers and plantings can have a significant impact on the feeling of welcome. A scruffy and tired main street gives the impression of a place that is down at heel and unloved. Street banners are also a great way of enlivening a place and can also be used to promote special events and specific times of the year such as Christmas and Easter that provide focal points for the community and visitors.
- **Visitor Information Centre** – The information centre is often the first place that visitors go to get an understanding of the place and what to do there. Having an easily found centre with professional staff that is well stocked with information and souvenirs is important to show the commitment to the visitors and also to help build pride in the community. The Town Hall is an excellent location for this service as it provides access to an important heritage building that would be a focus for visitors even if it weren't open. The current centre is constructed in a corner of the entry and is small and cramped must be improved. The provision of a low key orientation display that guides visitors to other experiences in town is also important. Whilst it is recognised that there are existing banners within the Town Hall, these were developed for another purpose and should be reviewed with a view to providing an orientation to town.
- **Customer Service** – the first people the visitor meets are not always trained tourism representatives. Everyone in a town has a responsibility for making visitors feel welcome and this also helps to build pride in a place. There are a number of programs such as Aussie Host which helps all businesses to understand the value of tourism and also provides basic customer service training. Businesses can also learn from each other so it is important that there are opportunities for businesses to gather and create formal and informal partnerships. One area where York does struggle is in the provision of food and beverage services for visitors outside the normal Monday to Friday work week. It is important that businesses work together to ensure that locals and visitors are catered for in the evenings and on weekends and holidays.

Recommendations

- **Review the town entry statement with a view to making it more striking and engaging.**
- **Work with a designer or artist to create something that helps to tell the story of York and engage the imagination of visitors and the pride of locals.**
- **Review the streetscape particularly at the town entry and along Avon Terrace and create a space that people want to spend time in and that lets everyone know that York is a town that is loved and cared for.**
- **Review the visitor information centre layout and create a low-key display that orientates visitors to the town experience. This could include audiovisual as well as written interpretation.**
- **Ensure that all staff at the visitor information centre are trained in customer service and have a good understanding of the offerings in the town through strong relationships with businesses and familiarisations with interpretative experiences. Whilst volunteers are vital to the sustainability of visitor information centres it is also vital that they are trained and supported in the same way as paid staff.**

- Investigate the provision of Aussie Host or basic customer service training across the business community.
- Investigate the development of networking functions to encourage businesses to work together to bring visitors to town and to generate ideas and ownership of the visitor experience.

Orientation: This assists the visitor to understand how to access the site, where to go and what to do. This can consist of signage, maps, personal directions from a professional guide, staff member or the community and guidance through applications and other high tech solutions. York has already developed an application and this can be used as a starting point for guiding visitors around the town. Signage could be improved, particularly getting visitors to sites off the main street such as the Residency Museum.

Recommendations

- Review signage throughout the town and ensure the visitor experiences across the town are highlighted
- Ensure there is a town map available that encourages visitors to explore the town site. Heritage and environmental trails can be included on this map to save resources and create a tool with a range of applications. A simple one page map similar to the ones used in many towns including Pemberton and Fremantle, can provide a resource for all businesses in town. This is a relatively in expensive but very effective orientation tool.
- Consider expanding the application to include additional data. The application should be developed on a web based platform as this provides an online presence so that visitors can get pre visit information but it also allows for quick and inexpensive updating of the application as well as a central point for information about the place.
- Engage visitor ambassadors throughout the town that will look out for visitors and ensure they know how to access York's highlights. The ambassadors can be on the street during major events such as the Perth volunteers guides as well as being business owners with a "Welcome to York" sign in their window so visitors know where they can go if they get lost.

Comfort: Comfort includes both physical and mental comfort. Physical comfort includes warmth, shelter, toilets, food and rest spots. Mental comfort includes safety and reward for effort, for example if people have to stand and read long-winded and boring signs they probably won't bother or if a place is hard to find they may well give up before they get there. Similarly if the technological solutions are too difficult to use visitors will give up very quickly. Keeping the interpretation simple and engaging is important and ensuring there is sufficient shade, sustenance and seating can make all the difference to the overall experience.

Recommendations

- Ensure that there is food and drink available for visitors whenever they come, whether they are coming midweek or at the weekends. Businesses can work together to ensure that the town is open for visitors whenever they arrive.
- Provide seating as part of the streetscape development, many visitors could be elderly, particularly those interested in heritage experiences, so providing places where they can rest and enjoy the town's atmosphere will add to the welcome.

- **Ensure that interpretation signage is clear, concise and easy to read and is clearly part of the same family of signs. Review the existing signage and remove any that is damaged or out of date.**
- **Consider shade structures for exposed locations such as Mount Brown and Mount Bakewell, this is particularly important in the summer months, which can be very warm in York.**
- **Ensure that the streetscape is kept clean and tidy to ensure that visitors feel welcome and safe during their visit and that residents feel like their town is well cared for.**

Communication: This includes written, verbal and non-verbal communication. The design chosen for the signage, printed materials and online presence should all match and make sense in light of the experience being offered. Communication includes any face-to-face guided experiences and it is important that all interpretive communications are built around the central theme and sub themes to ensure that consistent messages are presented to the visitors. Communication also includes tone of voice, which is conveyed through the kind of language used i.e. formal or informal, friendly or official, traditional or contemporary. This will all fit with the brand that is developed for the site as it is all part of the brand personality. Unofficial communication can also have a significant impact on the visitor experience and these should be managed where possible and kept as positive as possible.

Recommendations

- **Develop a clear brand personality for York within the Avon Valley tourism branding and use this for the development of an appropriate communication style.**
- **Development of a York walking tour that could give visitors an overview of the town.**
- **Engage all businesses with the brand and the tone of voice for the town so that there is consistent application and messages.**
- **Ensure that interpretive text is written by a professional writer to ensure quality as well as accuracy.**

Senses: Experiences become more memorable when more of the senses are engaged. The Residency Museum incorporates the senses into many aspects of the visitor experience and many of the sites within the town provide opportunities to incorporate the senses.

Recommendations

- **Sight:** can be engaged through such things as streetscaping, street furniture, street art, banners, signage, window displays and a clean, tidy and cared for appearance.
- **Sound:** can be engaged through the written messages found throughout town, soundscapes in the public domain and through the application, the use of different voices on the application, storytelling.
- **Smell:** can be engaged through food and beverage outlets, markets, flowers and plantings.
- **Taste:** can be engaged through markets, tastings of local produce, excellence in food and beverage.
- **Touch:** can be engaged through the use of different textures in the urban environment as well as at the specific visitor attractions.

Connection: For visitor experiences to be truly effective they have to be able to attract repeat visitation and word of mouth recommendations. Creating a means of providing a more long-term connection with assist in keeping the place in the visitors' minds long after they have left. This

connection can be through web site linkages, souvenirs, and photo opportunities or through mailing lists.

Recommendations

- **Encourage visitors to connect through social media or mailing lists through which the Shire can keep visitors informed about events and activities**
- **Develop a social media presence appropriate to the markets that are attracted to York.**
- **Create photo opportunities throughout town.**
- **Ensure good quality souvenirs are available for purchase.**

Evaluation: Takes the deliberate step of evaluating how visitors are receiving the interpretation and whether it is achieving the desired outcomes. Evaluation can be carried out before implementation although this site has very low visitation at present so it is recommended that some form of evaluation be undertaken during the first year.

Recommendation

- **Develop a program of evaluation to ensure visitor satisfaction and that the experience is hitting the mark.**

4. Themes

The National Association of Interpreters (NAI), the peak body for interpretation in the USA defines interpretation as

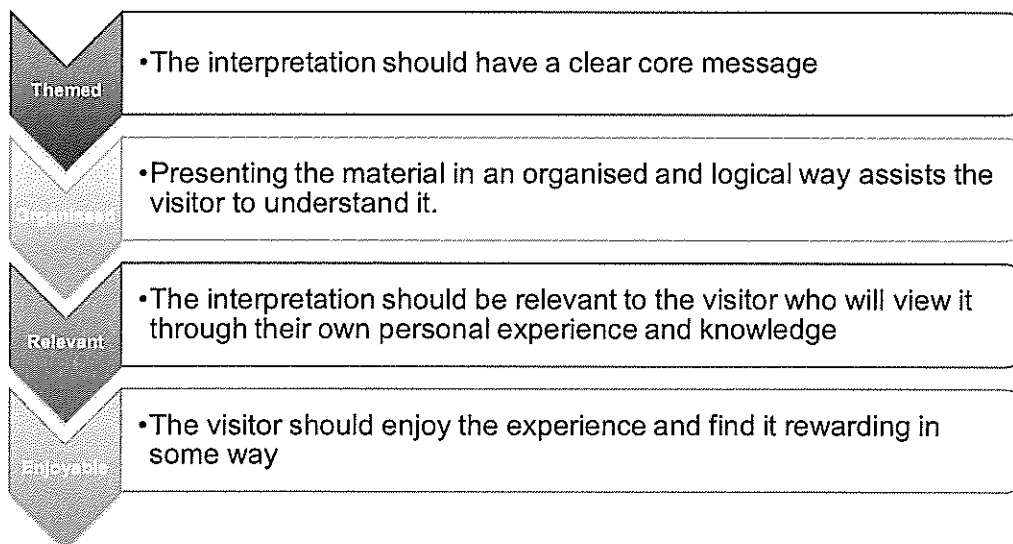
*A **mission based** communication process that forges **emotional and intellectual connections** between the interests of the audience and the meanings inherent in the resource.*

The important aspects of this definition are that the process is mission based, meaning that the organisation is trying to achieve something through the communication. The other important element is that the aim is to connect emotionally and intellectually with the visitor. Interpretation therefore is not merely providing information about a place or creating an entertaining experience. Interpretation provides a bridge between the intellectual and the emotional, the tangible and the intangible. It provides the visitor with an understanding of why they should care about the resource as well as forging strong connections between visitors and the resource.

Interpretation should be themed, organised, relevant and enjoyable. This provides the ability to attract the attention of the visitor and then provide them with an engaging message that they are more likely to remember after the experience. It must be remembered that the visitor is not obliged to undertake the experience so creating something that not only connects but also engages the audience is vitally important. Making something enjoyable does not mean that challenging subjects should be avoided; it simply means that the perspective of the audience needs to be taken into consideration when delivering difficult messages.

The **mission** or **aim** of this project is to provide a framework for guiding interpretation and a greater understanding of cultural heritage and resources in the Shire of York. It is hoped that the interpretation will also help to build civic pride and a greater sense of belonging and community for the local residents of York.

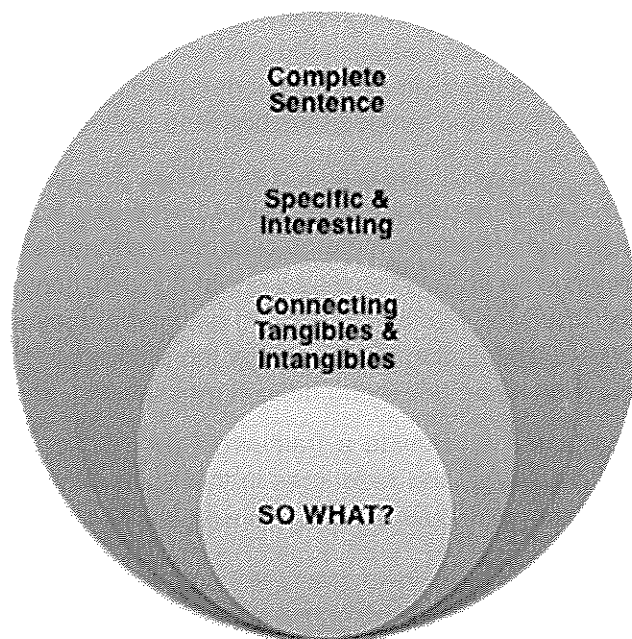
Figure Eleven: Themed Interpretation Model



A thematic approach allows the organisation to identify a core message that they would like the visitor to remember when they leave the site. It has been found that the majority of visitors do not remember the specific facts that are presented to them but they do form an understanding of the place based on the information they receive. Therefore, it is important to develop the interpretation with a specific message in mind.

A theme statement is a complete sentence that is specific and interesting, and creates a bridge between the tangible resource and the intangible meanings, concepts, feelings and ideas associated with them. The ultimate question being answered is “so what?” why is this resource or place important to the visitor and the community.

Figure Twelve: Creating a Theme Statement



Source: Tim Merriman & Lisa Brochu

Tangibles

- Avon Terrace
- Avon River
- Heritage Buildings
- Mount Brown
- Mount Bakewell
- Residency Museum
- Court House
- Motor Museum
- Faversham House
- Laurelvile

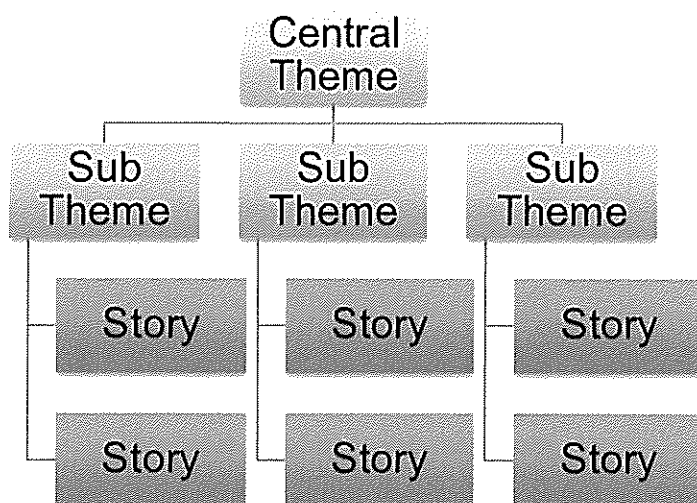
Intangibles

- Aboriginal Heritage
- Settlement History
- Influencing the State
- Community pride and passion

The central theme is developed to guide the development of the other aspects of the interpretation and to assist in ensuring that the most important messages are conveyed. The

central theme is then supported by a limited number of sub themes and a number of stories are then told connected each sub theme.

Figure Twelve: Thematic Interpretation Format



Central Theme

A central theme is suggested below however; this theme must be something that resonates with the community. One of the aspects of York that seems to drive much of the history and the current story of the town is the passion and influence of the community. Although the town is an hour and a half away from the state's administrative centre it has always exerted significant influence over the policy decisions of the state and indeed the success of the state has relied in a very significant way on the success of this town and the surrounding farming community.

It is recommended that the theme for the interpretation plan focus on the people of York and the role they have played in the development and success firstly of the Swan River Colony and ultimately the state of Western Australia.

The suggested theme statement is:

The many faces of York: The hardy men and women of York played a pivotal role in the success of Western Australia

The following subthemes are suggested to assist in gathering the stories some suggestions are made below but the final list will be developed in consultation with the steering committee.

Sub Theme	Stories
The People: The people past and present that shaped the town and the state	- The Ballardong People – the people, the land, how it was managed and important places in the landscape - Ensign Dale, Lieutenant Erskine and Captain Stirling - The Founding Fathers: Burges, Monger, Mears, Cowan, Hamersley, Edwards, Marwick, Dempsters - The life of an early settler – the men, the women, the children - Stirling's vision - What brought the settlers here?

	• Growing the town and district • Governing the Town – key players • Upholders of Justice Law and order – dispensing and receiving justice • Who were the early settlers – English, Europeans, Chinese, who else? Sikh Hawkers etc. – recognition that many were involved • Preachers and holy men - Pastoral Care – Looking after souls – religion in the colony • The coming of the railway • Doctors and nurses – the health of the community
The Place: Why Here?	• The Aboriginal management of the land • Exploring the unknown –opening up the country • Connections to the Goldfields • Gateway to the Avon Valley • Mount Brown and Mount Bakewell • Wildflowers and bush plants – medicine and food • Water • The Mill • The River • The Buildings 1890's – 1914 • Sandalwood Yards
The Role: York Past and Present	• On a knife edge - Feeding the struggling colony – Hunt's expeditions • Role of Trackers in opening up the country • Governing the Colony • Governing the State • Agriculture in a strange land – the early days • Sandalwood, wheat and sheep – the major crops and challenges associated with each • Bringing the convicts • Roads to the Goldfields • The impact of Gold •

5. Interpretive Media Concepts

It should be noted that the following are suggestions and concepts only of the kinds of interpretation that could be developed at this site. The implementation of this plan will rely on discussions and agreement with the appropriate land managers and owners as well as funding.

Entry Statements

- A review of the current entry statements should be undertaken and consideration be given to the development of a more interpretive entry statement that sets the scene for the overall visitor experience.

Streetscaping

- Initial focus should be on Avon Terrace to create a street scape that is inviting and welcoming and shows that York is a town that is loved by residents
- Develop banners for display along Avon Terrace
- Develop interpretive street furniture that provides an attractive place for town visitors to sit
- Ensure all buildings are painted and maintained to a minimum standard creating a unified image to visitors
- Where there are empty shops consider developing pop up shops and temporary exhibits to activate these spaces.

Signage

- Interpretive signage should be kept to a minimum so as not to clutter the site.
- Signs can only provide limited text and therefore minimal information about the place but are an excellent way of conveying core messages and encouraging further exploration of the topic. They are also an excellent visual cue for people exploring a place that there is something significant about a particular site.
- Link any signage to the application to ensure greater use of the application and a greater understanding of the town's history.
- Ensure that there is a cohesive approach to the branding of signage according to the broader Shire brand.
- Ensure that attractions are signposted from the Avon Terrace particularly sites that are off the main thoroughfare such as the Residency Museum.
- Ensure there is a clear family of signage for trails so that visitors know what to look for.
- Place clear orientation signage at the Town Hall for times when it is unmanned.
- Incorporate interpretation into the street signage so that people learn about the people that developed the town. (Similar to the Subiaco initiative)
- Develop a series of signs introducing people in the town including shop owners and hotelkeepers, Councillors etc. This will assist in presenting a more a human, personal and welcoming face to locals and visitors.

First Person Interpretation

The most effective means of engaging visitors at a site is to provide a guided experience with someone that knows the site in some depth and can reveal stories and information that cannot

be found in signage. A range of products can be developed providing a rich experience engaging all of the senses and creating a deeper connection with the visitor.

- Work with the Ballardong people to develop first person tours showcasing their stories and culture.
- Identify people with the appropriate skills and enthusiasm to act as volunteer guides around town for higher visitation times. (Similar to the City of Perth volunteer guides).
- Provide guide training for volunteers
- Provide familiarisations for volunteers and business operators to ensure that everyone is familiar with the heritage of the town and can act as ambassadors for the heritage and culture of the town.

Technology

There are a number of technological methods that can be used to interpret the site as well as providing the ability to present information for educational use and community development.

The solution adopted will depend on the funding available. It is important that the future development of experiences is kept in mind whichever option is adopted. Having free WiFi available in the town will assist visitors to access websites and apps. An application has already been developed and this can be used as the basis for the further development of technological approaches. It is recommended that whatever gets developed is linked to a high quality, interactive website that can be used to store the information required to populate the applications as well as providing a focus for people searching for information about York.

- **Website:** a website is the basic level and provides online information about York that is searchable. This can be done relatively inexpensively and should be designed in line with the other design concepts for the site.
- **Responsive Website:** this is slightly more sophisticated website that can contain more interactive content but can also be optimised for mobile devices, which is becoming increasingly important.
- **Downloadable Smart Phone/Tablet Application (App):** this has the ability to provide media rich content that gives the visitor a deeper experience as well as providing a connection long after the visit has finished. Examples of this kind of application would be the **London Street Museum** from the Museum of London, which is fairly basic but provides a deeper experience when exploring the city and is also accessible after the visit. An application has already been developed and this can be used as a starting point for the development of additional content and a more comprehensive experience. A series of trails should be developed using the existing heritage trails but linked to the themes developed through this interpretation planning process.
- **Web Application:** this allows for the development of a more sophisticated experience including 3D augmented reality. This could provide a virtual guide for the site and other sites as well as providing for the development of games and other tools to engage the visitor. This technology provides the ability to lock parts of the site providing access to select audiences such as information only available to the Ballardong community of specific areas for the York Society or community groups. This kind of app would be good for revealing what used to be on specific sites so would be a good way of dealing with locations where buildings have been demolished but no new development has taken its place.

- Ensure that a range of voices is used in the development of applications so as to appeal to a range of audiences. Include male and female, young, middle aged and old to ensure that all of the key target markets can identify with the content. Different voices could be used for different topics.

Art Works

Art works can be an effective way of conveying a message without having to use words. They can also become a destination in their own right. There is a lot of interest in street art at present and developing something in this style, could encourage visitation even when there were no other activities on in town. Form is an organisation that is working on the development of public art and has been responsible for the Perth Street Art project.

<http://www.form.net.au/project/public/>. Similar projects have been undertaken in other towns and cities across WA such as Bunbury. Art and sculpture can also be incorporated into the design of street furniture such as seating and even the frames for the signs.

- Investigate grant funding for the development of a street art project in York focusing on a specific theme – potentially the development of York. This could possibly be done as a competition. Form and Country Arts WA could be two possible partners in this project.
- Incorporate artistic elements into the design and development of street furniture

Trail

Some trail infrastructure already exists however, there is a need to upgrade the experience and incorporate new stories. Se excellent work has already been undertaken in the development of a trail using an application and this can be used as the base to build a more interactive experience.

- Develop a series of trails focusing on York's significant heritage buildings.
- Create a cohesive trail signage policy and replace old signage with the new branded signage.
- Link all trails to an application to keep visual clutter to a minimum and providing visitors wit access to additional information if they would like it.
- Ensure that the trails are designed in such a way as to ensure that the key locations are included such as the Residency Museum.

Printed Materials

Printed brochures are still useful for those visitors that do not have access to technology and also to raise awareness of the site to potential visitors. A clear distribution strategy should also be developed to ensure that brochures do get into the hands of visitors. Creating partnerships with the local and regional visitor information centres and businesses is an important first step although a broader strategy will be required.

A brochure should include a location map and interpretive text. This can also be used in the basic website. The brochure should be designed in line with the other aspects of the site to create a recognisable look and feel for the project. Additional locations of interest can be incorporated into future brochures if they are not incorporated into the first phase.

- Develop a cohesive brand for all interpretation in York
- Develop a clear distribution strategy for any printed materials.

- Develop reciprocal arrangements with visitor centres in Perth and the Avon Valley and Wheatbelt to ensure visitors are aware of what there is to do in York before they arrive.
- Use brochures to support other interpretive media such as applications and physical infrastructure such as the Residency Museum.
- Develop a single page map of York highlighting businesses and experiences that can be provided to businesses throughout the town such as cafes and accommodation providers. This could be in the form of a tear off pad similar to those provided in many places such as Fremantle and Pemberton.

York Visitor Information Centre

Although the visitor centre has a broader remit than interpretation it is important that the visitor centre acts as an orientation to the York Experience through welcome, information and interpretation. The current visitor information centre is well located to attract visitors to town although the area is small and cramped and does not provide an engaging experience for visitors or employees.

- Create a bigger area for the visitor information centre
- Develop an orientation experience for the visitor centre that will engage visitors whilst the staff are busy with clients – this could be static or audio visual
- Develop an application that can be used to explore the town hall or consider training guides to provide tours at specific times.
- Ensure that all staff are given the necessary training to provide a good overview of the experience in York

Interpretation Centres

Interpretation centres can be an effective way of providing a cohesive visitor experience either for York as a whole or for a specific part of the York story, such as Aboriginal cultural interpretation. It should be noted however, that centres of this nature are costly to build, develop and manage and require a significant ongoing commitment from the developer. Interpretation centres like most visitor centres often struggle to break even and so can have the impact of creating displacement of funds from existing assets to this new asset. If it decided to develop a new visitor centre sufficient budget should be allocated to the fit out of the building as well as the building itself.

- It is recommended that if it decided to develop an interpretation centre that it be understood that it is very difficult to break even on such a venture.
- If an interpretation centre is developed it would be more cost effective to incorporate the visitor information centre into the same complex.
- If a centre is developed it is important to ensure that the Residency Museum continues to be funded and staffed with museum professionals.

Residency Museum

The Residency Museum currently provides an excellent and engaging experience into the history and culture of York. It suffers however from being off the beaten track and not well sign posted possibly leading to lower visitation. It is also important to ensure that funding is provided for the ongoing development of interpretation in the museum to encourage local people to come

back and bring their visitors. The standard of interpretation at the museum is very high due to the skilled, experienced and enthusiastic staff and volunteers.

- Ensure ongoing funding for the Residency Museum to ensure that skilled staff can be retained and the displays can be refreshed.
- Use the existing expertise at the museum to develop additional interpretive experiences across the town to ensure consistency and quality.
- Improve signage from the town centre and entry routes to the Residency Museum to ensure visitors can find it easily.
- Incorporate the Residency Museum into any apps and heritage trails that are developed.

Events

Events are an excellent way of building a brand and telling specific aspects of a place's story. Events can be community focused cultural events like concerts and music festivals or events developed around a specific theme. York already has a reputation as a place that successfully hosts events and the Jazz festival is still fresh in many people's minds. York is also well known for its heritage even if visitors do not know the specifics of the York story. Attracting events that build on these strengths and assist in telling the story could be a good strategy for creating an ongoing focus on the heritage and culture of York.

- Develop an events strategy that identifies and attracts specific heritage and cultural events that build pride amongst the local community and also reinforce York's reputation as a cultural and heritage location.
- Develop low key events that will engage the local community and assist in building a strong sense of community

6. Design Concepts

Will be developed once have agreed on themes

7. Implementation

The development and delivery of an interpretive experience can be done in a number of stages.

- **Stage One: Interpretation Concept Plan Development** – identifies themes, stories, media and management considerations
- **Stage Two: Design Concepts** – provides high level design concepts and cost estimates for the fabrication and installation of interpretive media
- **Stage Three: Detailed Design Specification** – provides all of the specifications required for the fabrication, installation and launch of the interpretive experience.
- **Stage Four: Fabrication and Installation** – encompasses the development of the interpretive media including sourcing images, artefacts and stories and writing content for inclusion in the interpretive media.

This report represents stages one and two and provides high-level concepts and costs for the ongoing delivery of the interpretive experience. Stages three and four are often undertaken together although the final delivery can be staged depending on the availability of funding.

Cost Estimates

The following cost estimates are based on current prices and relate to the design concepts in this document. The costs include input from experts in interpretive design, writing, fabrication and the development of technological solutions. A total has not been included, as the final costs will depend on the options chosen should this concept plan move to implementation.

Table One: Cost Estimates

Item	Cost Estimate (ex GST)
Consultancy – Detailed design specification, fabrication and installation of signage	
Landscape Design	
Landscaping Implementation	
Welcome and Orientation Sign	
Interpretive Signs (cost per sign)	
Directional Markers (cost per sign)	
Web Site Development	
Application Development	
Web Application Development	
Brochure Design and Development – includes branding design of brochures, maps, signage, brochures and smart phone applications which all have the same branding – all to design specification and fabrication	

Content Development – trailheads, markers, brochures and application	
Art Works	
Furniture	
Visitor Information Centre Display	
Pop up shop displays	

8. Bibliography

9. Acknowledgements

Matthew Reid - Shire President

Michael Keeble - Shire CEO

Professor Duncan Steed – York Heritage Committee (Chair)

Carol Littlefair – Curator York Residency Museum, Project manager

Kira Strange – Shire of York, Planning Manager

Robin Betchimen – York Heritage Committee, York Society

Simon Neville – York Heritage Committee

Laura Grey - York Heritage Committee, Heritage Advisor, Shire Councilor

Councilor Denese Smythe - York Heritage Committee, Shire Councilor

Liz Christmas - York Heritage Committee, York Society, Arts and Crafts Sub Committee

Cathy Clarke - York Heritage Committee

Noeleen Bliss – Faversham House

Sandra Pasket – Laurelvilla

Tanya Richardson – Avon Events and Marketing

Leanne Lee – The Grand House B&B

Jacky Jurman – Shire of York

Peter Harbin – York Motor Museum

Sheryl Russo – The York Society

Ian Crombie - The York Society

Eva Kane - The York Society

Keiran Oliver - The York Society

Sylvia Rosbotham - The York Society

Guy Lehman – The York Society

Christine Pert – Pert's Pantry, York Film Society

John Pert - Pert's Pantry, York Film Society

Tricia Walters

Adelphe King

Wendy Steed

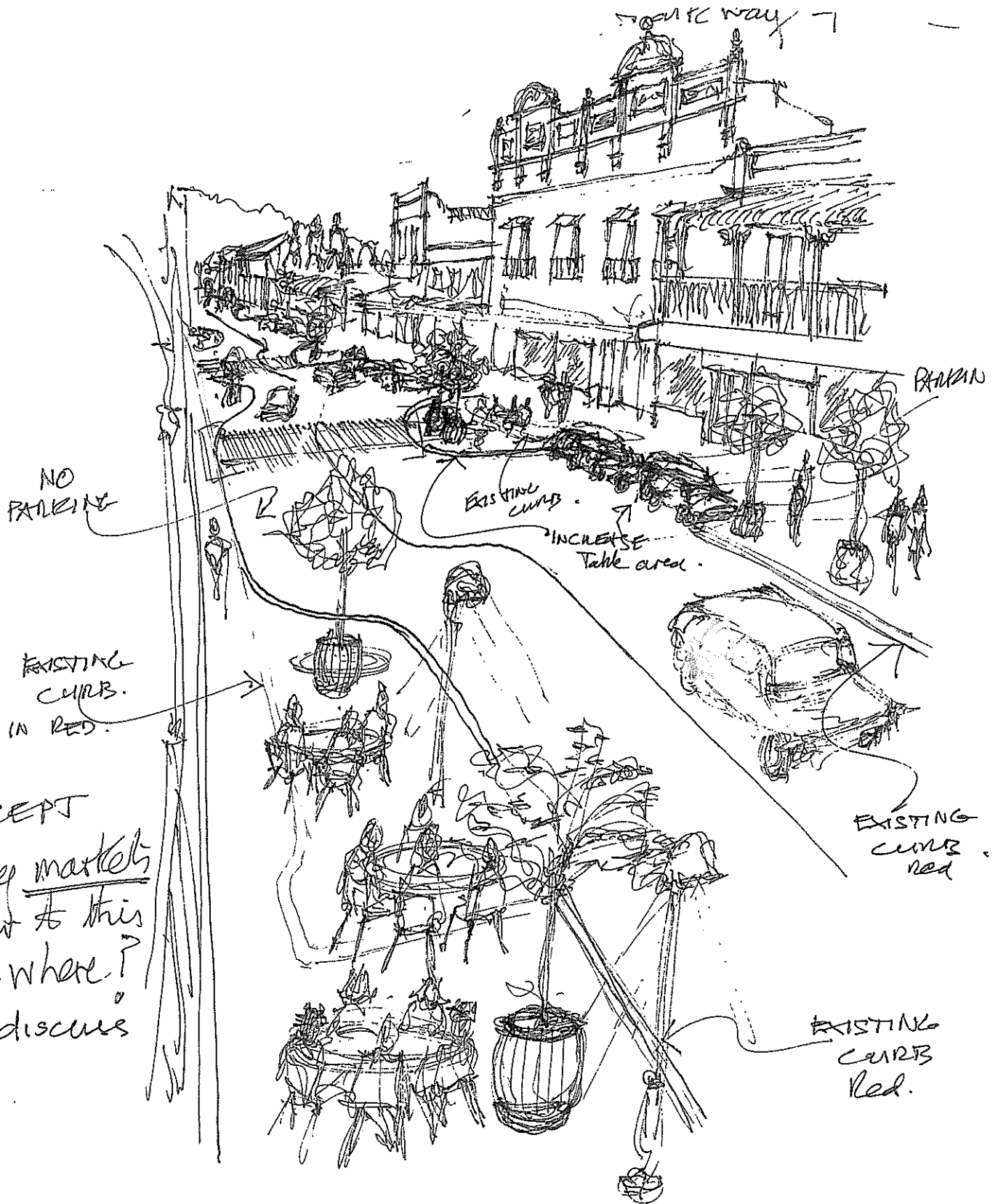
Guy - Jules Kitchen

Sam – York Residency

Betty – York Residency

Kerry – York Residency

10. Appendices



NO PARKING

EXISTING CURB.
IN RED.

EXISTING CURB.

INCREASE Table area.

EXISTING CURB red

EXISTING CURB Red.

CONCEPT
Bring market
closer to this
area where?
will discuss

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Concept for the main street Avon Terrace from the Castle to opposite IGA

Objectives:

Slow down traffic.

Bring life back into central York.

Suggested works:

New paving utilizing low non impact speed humps. Planter units using half wine barrel's and containing trees. Street lighting.

Additional suggestion to benefit town bring markets closer to main street - how not sure but it would be a win win for both residents and tourists - particularly tourists/visitors.

16.10 hrs - 4th November 2014

