

Appendix 1 - Interpretation and Public Art Plan



Acknowledgement of Traditional Custodianship

The past and present traditional custodians of this land, the Whadjuk people are acknowledged, respected and celebrated in this interpretation plan.

Their continuing culture and the contribution they make to the region is recognised.

It is a privilege working with Whadjuk people, Whadjuk land and their stories.

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Introduction

The Cottesloe Foreshore Redevelopment is a project advanced by the Town of Cottesloe.

The Masterplan is being developed by Cardno with Apparatus providing public art and heritage interpretation guidance and coordination services.

The first stage of the project is the seamless design of an overall landscaping concept for the Cottesloe Foreshore.

Stage Two will see the detailed design and construction of the section of the Cottesloe Foreshore between Forrest Street and Napier Street.

This first stage will determine the surface, infrastructure, furniture, vegetation and interpretation themes for the whole of the Cottesloe Foreshore redevelopment.

The Town of Cottesloe will ultimately approve the Master Plan following endorsement by the key project stakeholders.

In particular, this document will offer strategic direction to:

- reveal and enhance the cultural heritage values found within the area;
- promote public understanding and prompt curiosity about the site's past uses; and
- inform and guide the design and installation of interpretative tools for the redeveloped site.

Cultural heritage interpretation will celebrate Cottesloe by bringing local stories into the public realm. Interpretation elements will be delivered to exacting standards enhancing the natural aesthetic of the beach and improving its public amenity.

Purpose

The purpose of this Interpretation Plan is to articulate the cultural heritage value of the site, provide themes and locations for interpretation and outline an associated implementation budget.

The purpose of providing interpretation at the Cottesloe Foreshore is to:

- provide an opportunity for visitors and residents to form connections and a deeper engagement with the place through the purposeful delivery of stories directly relevant to Cottesloe's history;
- reveal the value of Cottesloe's cultural heritage; and
- provide opportunities for reflection of the site's past through consideration of interpretive elements embedded into the landscape design such as didactic plaques, artwork elements and utilisation of street furniture as sites for interpretation.

Heritage interpretation is a means of sharing Australian history and culture with other communities, new citizens, visitors and people overseas.

It is also a means of passing on the knowledge of Australian history, culture and values to new generations.

Heritage Office, NSW

Approach

A place-led approach has underpinned the Interpretation Plan, to align objectives through visioning, planning, development, investment attraction and management. The community and stakeholder engagement outcomes have also been reflected in the Plan.

The methodology seeks to provide relevant and targeted interpretation strategies in order to communicate the history and value of the heritage associated with the site and form a complementary part of the Cottesloe Foreshore redevelopment project.

Methodology

The preparation of this methodology involved much consultation and careful thinking about the site and its potential users; this helps to inform the creative communication of the key stories and values of the site. It is structured into four chapters:

PEOPLE

This section includes an audience profile to establish who the visitors are likely to be for redeveloped Cottesloe Foreshore and what they are likely to expect.

PLACE

This section includes a context analysis of the site in the past, present and future.

THEMES + STORIES

This section provides a thematic analysis for interpretation; sets a vision for the interpretation; and includes the most significant themes and stories associated with the place.

PROJECTS

This section presents the projects for appropriate interpretation for the site along with proposed costs and a timeline for delivery and guidance on the next steps to implement the strategy.

Guiding Principles

To ensure the methodologies align with best practice, this Interpretation Plan has been informed by the following documents:

- Interpretation fact sheets, State Heritage Office
- Aboriginal Cultural Heritage Management Plan Template, Swan Catchment Council 2008
- 'We're a Dreaming Country', Guidelines for Interpretation of Aboriginal Heritage, The National Trust of Australia (WA) 2012
- Sharing our Stories: Guidelines for Interpretation, The National Trust of Australia (WA) & Museums Australia (WA)
- Interpreting Our Heritage, Freeman Tilden (1957) and printed by the University of North Carolina Press, Chapel Hill.
- The ICOMOS ENAME Charter for the Interpretation and Presentation of Cultural Heritage Sites – prepared by ICOMOS International Scientific Committee on Interpretation and Presentation

Based on those documents the following four principles were developed to guide a strategy for interpreting the Cottesloe Foreshore site.

ENJOYMENT - To enhance visitor enjoyment of public spaces and support engagement and understanding of the Cottesloe Foreshore.

SENSE OF PLACE - To assist in defining a sense of place for the Cottesloe Foreshore; provoke thought and contemplation by allowing people to discover the cultural heritage value of the site.

EXCELLENCE - To be of the highest quality.

INCLUSION - Interpretation should cater for all users of the redeveloped site and should be socially inclusive.

People

Understanding the audience is key to developing appropriate interpretation strategies. It is important in deciding what the aims and objectives of the interpretation planning are, what the balance between different types of interpretation should be and where these should be located within the redeveloped site.

Visitors

It is assumed that visitors to the Cottesloe Foreshore will vary in how they engage the mix of natural, recreational, retail, commercial and residential land uses. These visitors are not necessarily seeking a heritage and/or interpretation experience; the interpretive elements will provide an unexpected depth of engagement while enjoying through the beach front.

Given the nature of the Cottesloe Foreshore, which is primarily used for recreational pursuits, the place is likely to be occupied and visited during the day and on the weekends, it is likely there will be fewer visitors in the winter months. As a result, there are a number of potential groups that will use the precinct at different times.

Incidental Users

This group will primarily come from those who live and work in Cottesloe or who are involved in the provision of services in the area. This group will be subliminally aware of the interpretative mediums that are located in the precinct as part of their daily activity. This group does not need to be marketed to or targeted in any way other than providing an honest and attractive presentation of the Cottesloe Foreshore and subtle interpretive media, allowing them to appreciate the landscape design and be informed of the foreshore's value while gauging an outline understanding of the previous use.

Recreational Visitors

Visitors from the local and wider community will use the spaces in and around the Cottesloe Foreshore for swimming, promenading, eating or relaxing and can spend more time engaging with the history of the place and thinking about its previous use.

It is anticipated that recreational visitors will also be repeat visitors so it is imperative to the success of the site's interpretation that these visitors are given the opportunity to learn about the site's heritage in more depth. It would be beneficial to their experience to incorporate a range of curiosities and elements to continue to explore.



Cottesloe Recreation



Sunday Session at the Cottesloe Beach Hotel

Sporting Visitors

The primary purposes of the Cottesloe Foreshore is as a place of recreation, swimming and water sports. Interpretation should be particularly reflective of this aspect of the site.

There are numerous sporting events and activities that take place at Cottesloe Foreshore. These include:

- The Rottnest Channel Swim, an annual open water swimming event from Cottesloe Beach to Rottnest Island.
- Surfing and surf lifesaving at the Cottesloe Surf Life Saving Club and the North Cottesloe club.
- Surf competitions.
- Beach volleyball events for the WA Beach Volleyball Association.
- Vac Swim swimming classes.
- Surf ski-ing.

Cultural Visitors

Each year Cottesloe beach is transformed by the free public exhibition Sculpture by the Sea, featuring works by local artists. It is the sister event to Sculpture by the Sea held at Bondi Beach in Sydney.

It is likely that cultural visitors interested specifically in the heritage of Cottesloe Foreshore will be a niche group. This will be a group who will embrace both subtle and overt interpretation and will arrive with a heightened expectation of what they want to experience.

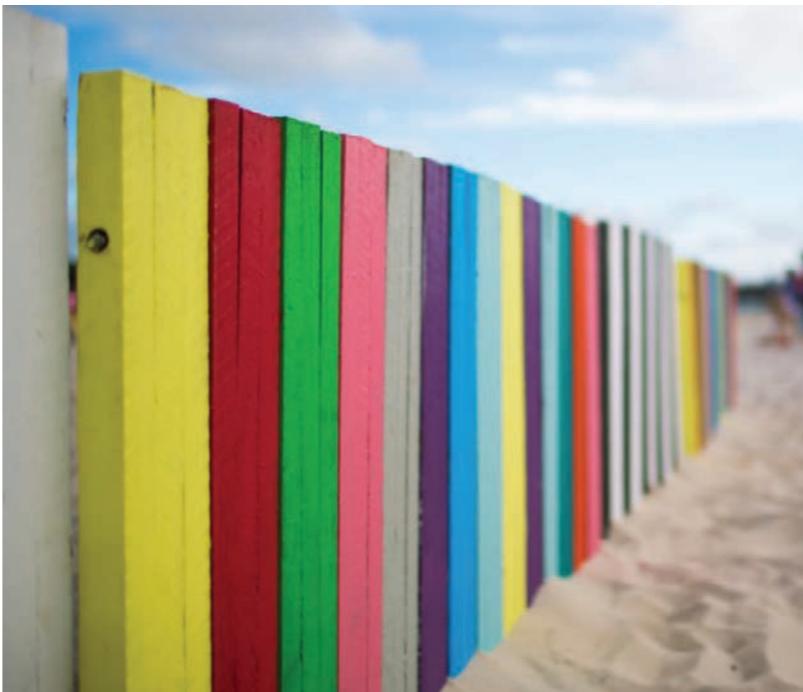
While this group will most likely be a smaller percentage of the overall audience some specific strategies to engage with them are required. It is necessary to ensure that any information presented that relates to the site is accurately presented and factually correct.

Tourism Visitors

The Cottesloe foreshore is internationally recognised for its clean, sandy beaches, Norfolk Island pine trees, shaded lawns and grassed terraces close to the water.

Tourism visitors will be looking for a more educational and engaged experience of the Foreshore to understand and absorb more about Cottesloe's cultural history and significance.

They will be looking for an authentic and unique experience that sets Cottesloe apart from any other place in the world.



Sculpture by the Sea, Cottesloe 2016 Photo by Sandy L



Rottnest Channel Swim



Indiana Tea House

Place

The following Information is from the *Cottesloe Enquiry by Design Report, 2009*

The Cottesloe Foreshore is both a local and regional beach environment within an established and historic seaside suburb. It is internationally recognised for its clean, sandy beaches, Norfolk Island pine trees, shaded lawns and grassed terraces close to the water.

It is also well known for its beachfront strip along Marine Parade which includes the Indiana Teahouse, the Cottesloe Beach Hotel and the Ocean Beach Hotel. The foreshore offers a range of public and recreational activities while remaining a tranquil place with a sense of openness.

The following precincts are listed on the Heritage Council's Places Database:

- Cottesloe Beach Precinct;
- Norfolk Island Pine Precinct, Cottesloe
- Vestige of Original Jetty and Site of Pavilion
- Cottesloe Beach Pylon (Cottesloe Beach Shark Proof Pool, Foreman's Folly)

Moonderup (commonly called Mudurup) is listed on the Department of Aboriginal Affairs Heritage Site Database as a place of ceremonial and mythological significance.

The Cottesloe Enquiry by Design Report produced in 2009 for the DPI and the Town of Cottesloe states that the most positive elements of the foreshore, apart from the tall Norfolk Island Pines and the beaches, were thought to be the continuous pedestrian boulevard and the grassed areas.

When asked to describe what gave Cottesloe its unique character, most participants attending the Enquiry by Design workshop used terms such as low key, village-like, serene, casual, good human scale.



The Foreshore offers a range of recreational activities

Site & Situation

The coastline, landform and vegetation of Cottesloe provide a distinctive natural landscape setting, which underpins its identity as a suburb with prime ocean frontage. The topography falls toward the coast from an elevated ridgeline to the east. Marine Parade and the beachfront buildings are set above the beach providing a unique character, offering views from vantage points back toward the ridge and limiting the impact of built form along Marine Parade when viewed from the beach. The coastal landscape is a mix of revegetated dunal areas and grassed terraces and verges.

Cottesloe Beach visitors generally access the beach by driving through Cottesloe's streets. This indirect approach serves to reinforce the physical sense that the beach is actually part of the Cottesloe suburb, unlike many other metropolitan beaches which are divorced from their suburbs by major roads or highways. It is this close relationship between beach and town that most likely gives rise to the local feeling that this is a community beach rather than a regional beach.

Cottesloe Beach is however a regional asset to be enjoyed by all. The rail service to the Town Centre provides access to the beach for a significant number of Perth's residents and visitors who use Forrest Street as a pathway to the beach.

A portion of the Cottesloe Reef has been declared a Fish Habitat Protection Area under the Fish Resource Management Act (1994), reinforcing the value of its marine environment and its importance to the community.



Yellow Finned Whiting by Roger Swainston



Jetty, Cottesloe. 1920 (Battye Library 011113D)

Themes & Stories



Key Themes

The key themes have been formed specifically for this project by drawing on the Australian Historic Themes Framework.

T.1 Tracing the Evolution of the Australian Environment

- 1.1 Tracing climatic and topographical change
- 1.2 Tracing the emergence of Australian plants and animals
- 1.3 Assessing scientifically diverse environments
- 1.4 Appreciating the natural wonders of Australia

T.2 Peopling Australia

- 2.1 Living as Australia's earliest inhabitants
- 2.2 Adapting to diverse environments
- 2.4 Migrating
 - 2.4.1 Migrating to save or preserve a way of life

T.3 Developing Local, Regional and National Economies

- 3.4 Utilising natural resources
 - 3.4.1 Hunting
 - 3.4.2 Fishing and whaling
- 3.12 Feeding people
 - 3.12.1 Using indigenous foodstuffs
- 3.22 Lodging people
- 3.23 Catering for tourist

T.8 Developing Australia's Cultural Life

- 8.1 Organising recreation
 - 8.1.1 Playing and watching organised sports
 - 8.1.4 Enjoying the natural environment
- 8.2 Going to the beach
- 8.3 Going on holiday
- 8.4 Eating and drinking
- 8.5 Forming associations
 - 8.5.2 Helping other people
 - 8.5.3 Associating for mutual aid
 - 8.5.4 Pursuing common leisure interests
- 8.6 Worshipping
 - 8.6.2 Maintaining religious traditions and ceremonies
- 8.11 Making Australian folklore
 - 8.11.1 Celebrating folk heroes
 - 8.11.2 Myth making and story-telling

Theme 1 - The Environment

Theme Group	Theme	Sub-Theme	Story 1A – Marine Habitats and Species
T.1	1.2 1.3 1.4		<p>The Cottesloe Reef system is a Fish Habitat Protection Area from Leighton to Swanbourne under the Fish Resource Management Act (1994), reinforcing the value of its marine environment and its importance to the community.</p> <p>This story expands on the various marine habits and species found at Cottesloe.</p>
			Story 1B – Birds, Land Animals and Plants
T.1	1.2 1.3 1.4		<p>This story describes the various birds and animal species found at Cottesloe.</p>
			Story 1C – Separation of the Mainland and Islands
T.1	1.1 1.3 1.4		<p>Coastal dwelling Whadjuk have an oral tradition describing the separation of Rottnest from the mainland, which occurred between 12,000–8,000 Before Common Era (BCE), technically a post-glacial Flandrian transgression.</p> <p>It is believed that Rottnest Island was separated from the mainland 7,000 years ago. The sea level rose, cutting the Island off from the land mass, and it is now the largest in a chain of islands (which includes Garden and Carnac Islands) on the continental shelf opposite Perth.</p>
T.2	2.1 2.2 2.4	2.4.1	<p>Before the separation the Islands were inhabited by Aborigines, and their artefacts there have been dated from about 6500 to 50,000 years ago.</p>
			Story 1D – Geology, Mudurup Rocks
T.1	1.1 1.3 1.4		<p>On the foreshore and in the cliffs at Mudurup Rocks at Cottesloe is a sequence of beach and prograding shoreline deposits.</p> <p>Exposed on the beach is a development of thick beach rock that extends from below water level to the high-tide mark. The beach rock contains large broken shells of gastropods and other molluscs and some coral fragments set in a hard, cemented shelly matrix.</p>
T.2	2.1 2.2 2.4	2.4.1	<p>This story describes the geology at Mudurup and its geological connection to Rottnest, Garden and Carnac Islands.</p>

Theme 2 - Aboriginal Significance

The first Australians, the custodians of Mudurup are the Mooroo People, a clan within the Whadjuk group and the Noongar language group. This theme explores their lifestyle, the way they lived at Mudurup and their stories.

Theme Group	Theme	Sub-Theme	Story 2A – The Mooroo People
T.2	2.1 2.2		The land-owning group which inhabited the coastal strip between Yanchep and South Fremantle was collectively known as the Mooroo. The group was led by Yellagonga who had territorial control over this vast domain.
T.3	3.4 3.12	3.4.1 3.4.2 3.12.1	The land included the area now known as Cottesloe, as well as the future site of Perth (Boorloo), where he had his principal headquarters. This story describes the Mooroo people and their way of living as an organised hunter / gatherer society.
T.8	8.2 8.4 8.5 8.6	8.5.4 8.6.2	
Theme Group	Theme	Sub-Theme	Story 2B – Mudurup
T.1	1.4		Cottesloe is known to Noongar people as Mudurup (pronounced 'Moodoorup' or 'Murdarup').
T.2	2.1 2.2		Meaning 'place of whiting', it derives from the Noongar <i>mudu</i> meaning whiting + <i>up</i> , meaning 'place of'. Mudurup is said to refer to the place of the yellow-finned whiting (<i>Sillago schomburgkii</i>) commonly found in Cottesloe and a great eating fish.
T.3	3.4 3.12	3.4.1 3.4.2 3.12.1	This theme explores Mudurup as a place for fishing and the importance of Mudurup to the Mooroo people
Theme Group	Theme	Sub-Theme	Story 2C – Fresh Water: Creation and Collection
T.1	1.1 1.3 1.4		How did indigenous people survive on this dry coastal belt? This story explains ingenious methods of harvesting fresh surface water from the ocean and collection of fresh water from natural springs. The story could also discuss the local aquifer at Cottesloe and the deep connection of the Wagyl to the creation of waterways and the Nyitting Time (The Dreaming).
T.2	2.1 2.2 2.4	2.4.1	
T.8	8.6	8.6.2	

Theme Group	Theme	Sub-Theme	Story 2D – The run of the Wardung and the Crow Man
T.1	1.4		Indigenous oral history states that Mudurup was one of the traditional haunts (or in Noongar terms the 'run') of the Australian Raven or <i>Wardung</i> .
T.2	2.1		This story talks about the special role the <i>Wardung</i> plays as a storm indicator.
	2.2		The <i>Wardung</i> is one of two moieties or social group or kinship group, that Noongar people might belong to – the <i>Munarch</i> (White Cockatoo) or the <i>Wardung</i> (Australian Raven).
T.3	3.4	3.4.1	This story could further expand on the story of the Crow Man, known as Bibarn or Johnny Cudgel.
		3.4.2	
	3.12	3.12.1	
T.8	8.6	8.6.2	
	8.11	8.11.1	
		8.11.2	



Australian Raven. Photo by Adam Pluncinski

Theme 3 - Post Colonial Heritage

Cottesloe's unique post-Colonial heritage character is explored during these themes, its significance recognised and translated into human interest stories.

Theme Group	Theme	Sub-Theme	Story 3A – People at Play
T.3	3.22 3.23		<p>Visiting from the Country.</p> <p>A tourism hotspot.</p> <p>Neck-to-Knee to Nudity.</p> <p>The Mooro people and their way of living.</p>
T.8	8.1 8.2 8.3 8.4	8.1.1 8.1.4	
Theme Group	Theme	Sub-Theme	Story 3B – Peculiar to Locals
T.8	8.11	8.11.1 8.11.2	<p>The Cottesloe Bell or The Pylon is one of three pylons originally built to anchor a shark net following a fatal attack in 1925. Two were destroyed by storms in 1937. Since then it has become an iconic landmark and popular diving platform for beach users.</p> <p>The Oceanarium - In 1969 Cottesloe sported an Oceanarium displaying a 7-foot shark, turtles, jewfish, snapper, groper, tailor, and in a smaller tank crayfish, seahorses and tropical fish.</p> <p>Peter's Pool - a popular swimming spot at Cottesloe Beach because of the protective reef surrounding the gap between the reefs, one of the nicest places to swim along North Cottesloe Beach. Aiden Bryan, Peter's father created a goat-track that lead from their home in Hawkstone Street (near Broome Street) to the beach and ended near the NCSC. It was dubbed Bryan's Folly.</p>
Theme Group	Theme	Sub-Theme	Story 3C – Built Heritage
T.3	3.22 3.23		<p>The Jetty, 1906 – Despite the growing attraction of Cottesloe's clear waters and pristine sands, it was not until the completion of a wooden English-type pier that Perth's favourite beach reached new heights of popularity. With the official opening of the jetty and the carnival-like atmosphere created on the beaches alongside of it, people flocked from all corners the State to spend their summer holidays on that pleasant section of the coast.</p> <p>The evolving foreshore, built environment.</p>
T.8	8.2 8.3 8.4 8.11	8.11.2	<p>The Indiana Tea House – Various tearooms(2) , change rooms and shelters continued to dominate the foreshore alongside the promenade and pier. Mrs J. H. Donovan, previously the proprietor of one of the earliest stalls on the beach, had recognised a more lucrative business opportunity after the jetty opened in 1908, and about 1910–1911 she opened a much-needed tearooms, choosing for its title, the Indiana Tea House(3).</p> <p>The Hostel Manly - A sizeable number of guest and boarding houses, catering for summer visitors, sprang up within walking distance to the ocean, the railway and the highway. There is little doubt that it was Cottesloe's best-known holiday guest house.</p>

Theme Group	Theme	Sub-Theme	Story 3D – Bronzed Aussie + Iron Men and Women
T.8	8.1 8.2 8.5 8.11	8.1.1 8.1.4 8.5.2 8.5.3 8.5.4 8.11.1	<p>There are numerous sporting events and activities that take place at Cottesloe Foreshore. These include:</p> <p>The Rottnest Channel Swim, an annual open water swimming event from Cottesloe Beach to Rottnest Island off the coast.</p> <p>In 1909 it became the birthplace of surfing and surf lifesaving in Western Australia, with the establishment of the Cottesloe Surf Life Saving Club.</p> <p>The North Cottesloe club followed in 1912.</p> <p>The Cottesloe Classic Mile, Cottesloe Port to Pylon.</p> <p>Surf competitions for locally based surfing clubs at any beach with the Town.</p> <p>Beach volleyball events for the WA Beach Volleyball Association on any beach.</p> <p>Vac Swim swimming classes.</p> <p>Surf skis, swimming and recreation.</p>

(2) Not far from the pier George and Rosie Lee's Arcadia Café, opposite the golf links in Forrest Street, added colour to the growing night-life. His advertisements informed the public: 'Late Suppers A Speciality. Only the best Australian wines, still and sparkling, stocked'. 29 Lowick's Tearooms, located on the southern side of the path leading to the pier, was owned and conducted by Mr and Mrs William Lowick, who had previously leased from the Council Site No 2 for 15 pounds. Their two sons became involved in the business, which was later replaced by the bigger Ocean Tea Rooms and, being keen fishermen, they kept and made available fishing gear suitable for catching large sharks. Near John Street, two other teahouses, Mrs Morgan's Surf Tea Rooms and the lesser known Canberra, also had their fair share of customers.

Cottesloe: A Town of Distinction, Ruth Marchant-James, 2007, page 269

(3) ...in deference to the Indian Ocean which the building overlooked. The large wood and iron building, with an entrance from the north side of the path to the main jetty, offered morning and afternoon teas and a lively band and dancing. These activities were extremely popular in the high-spirited twenties for couples, enjoying life in the aftermath of the war. Rows of cubicles, built in tiers on the slope below the present carpark, provided change rooms for bathers and thatched-roof shelters were a welcome sight on the sands close to the jetty and Mudurup Rocks. In January 1928 the Indiana Tea House became the Kit Kat Cabaret, a well-known dance hall and meeting place up until the early 1930s. The dances, held every Saturday evening were well-patronised by both ratepayers and visitors. Community worker Miss Louise Hamersley, related to Flora North and her sister Lady Forrest, became the cabaret's new owner, with Mr Hamilton taking on the role of manager. The extended night-time activities attracted fun-loving revellers, who gathered in crowds to listen and dance to Billy Naughton's 'Kit Kat Band'. Whiling away the wee small hours, dancing to favourite tunes such as Breeze, Harvest Moon and Ain't She Sweet, seduced the public and made Cottesloe an exciting place to visit.

Cottesloe: A Town of Distinction, Ruth Marchant-James, 2007, page 269

Implementation

The delivery of the Cottesloe Foreshore Redevelopment will be focused around the redevelopment of the site and the heritage/interpretation value will form a key consideration and an inherent part of the decision making process.

A key part of the heritage interpretation implementation is to incorporate the interpretive projects into the design and development process. This Interpretation Plan gives clear direction to the intended heritage interpretation outcomes for the place. Engaging artists and interpretation designers to assist with further detailed design and content will be necessary to provide designs suitable for construction and accurate costing. The following table is intended as a guide to inform when projects could be implemented and who will be responsible for overseeing the design development and installation.

Project	When to be implemented	Integrated or Stand Alone	Who will implement
1. Interpretive Material	Within 18 months	Integrated	Apparatus and Cardno
2. Noongar Stories	Within 18 months	Integrated	Apparatus and Cardno
3.1 Interpretive artwork - Bronze	Within 18 months	Stand Alone	Apparatus and Cardno
3.2 Interpretive artwork - Textural	Within 18 months	Integrated	Apparatus and Cardno
4. Playground interpretive artwork	Within 18 months	Integrated	Apparatus and Cardno
5. Interpretive Street Furniture	Within 18 months	Stand Alone	Apparatus and Cardno
6. Refresh Existing Trail signage	Within 18 months	Integrated	Apparatus and Cardno

Projects



Project 1: Interpretive Material

There is an opportunity to thread interpretive material throughout the redesigned foreshore landscape. This could include wayfinding and interpretive signage, utilising heritage photographs, blueprints of the pre-existing heritage landmarks, newspaper clippings and custom illustrations of the landmarks, to create context and a sense of place.

It is envisioned that a Western Australian writer specialising in local history would be commissioned to work with the interpretive design team on various stories written for text and spoken word interpretation.

The interpretive design team would work across all projects to ensure a consistency of approach and design.

Image: Esperance Waterfront Interpretive Signage, Creative Spaces



Project 2: Noongar Stories

Mudurup was an important place to the Whadjuk Noongar people and the Noongar stories told here will play an important role in the perceptions future users will form about the Cottesloe Foreshore.

It is proposed that a Noongar artist and a Noongar writer will be commissioned to work with the interpretive design team to bring stories to life. Much research has already been done and is contained in the Interpretation and Public Art Plan: Sites of Aboriginal Significance.

Further Whadjuk Noongar consultation will be necessary to ensure that all material produced is culturally appropriate.

Image: Mandurah Health Centre Artwork Detail, Sandra Hill and Jenny Dawson



Project 3: Interpretive Artwork

Integrating physical, sculptural elements into the landscape will provide an opportunity for visitors to interact with and understand the site

It is recommended that a series of discrete, narrative bronze sculptures are commissioned for integration into the landscape. This will provide elements that are at once whimsical and tactile. These could be items such as a discarded towel, thongs and bathers in bronze. In addition, a series of textural artworks integrated into the footpath and landscape design will provide a natural earthy element, this could be ceramic pieces echoing the bed-forms found in the sand underwater.

Image: Esperance Foreshore Redevelopment, Creative Spaces

**Project 4: Playground Interpretive Artwork**

The existing playground on the foreshore is earmarked to be redesigned with new equipment focusing on natural play, in conjunction it is suggested that an artist is commissioned to design public art interpretive and educational play elements that are integrated into the play space.

These play elements may be concrete stepping-stones with sandblasted images and text descriptions of the unique marine biology and land-based fauna found in the Cottesloe area.

Image: Playground Interpretive Artwork Design Sandblasted Concrete, Anne Neil

**Project 5: Interpretive Street Furniture**

A suite of bespoke bus shelters will be designed and fabricated especially for the Cottesloe foreshore to provide a comfortable place to wait for public transport that contributes to the place making of the foreshore.

The industrial designer will design the shelters to carry interpretive information as images embedded into toughened glass and spoken word that operates on a push-button system. The bus-shelters would only be used in the Cottesloe foreshore area highlighting the importance and distinctiveness as Perth's premier beachfront.

Image: Esperance Foreshore Interpretation Project, Creative Spaces. Photo by Dan Paris

**Project 6: Refresh Existing Trail Signage**

New signage will be fabricated to replace the Wardun Beeliar Bidi Signage currently installed on the foreshore which has degraded.

The new signage will be developed in the style of the existing trail signage with the main signage installed near Mudurup Rocks and the directional markers integrated into the foreshore.

Image: Wardun Beeliar Bidi Signage. Photo by Helen Curtis

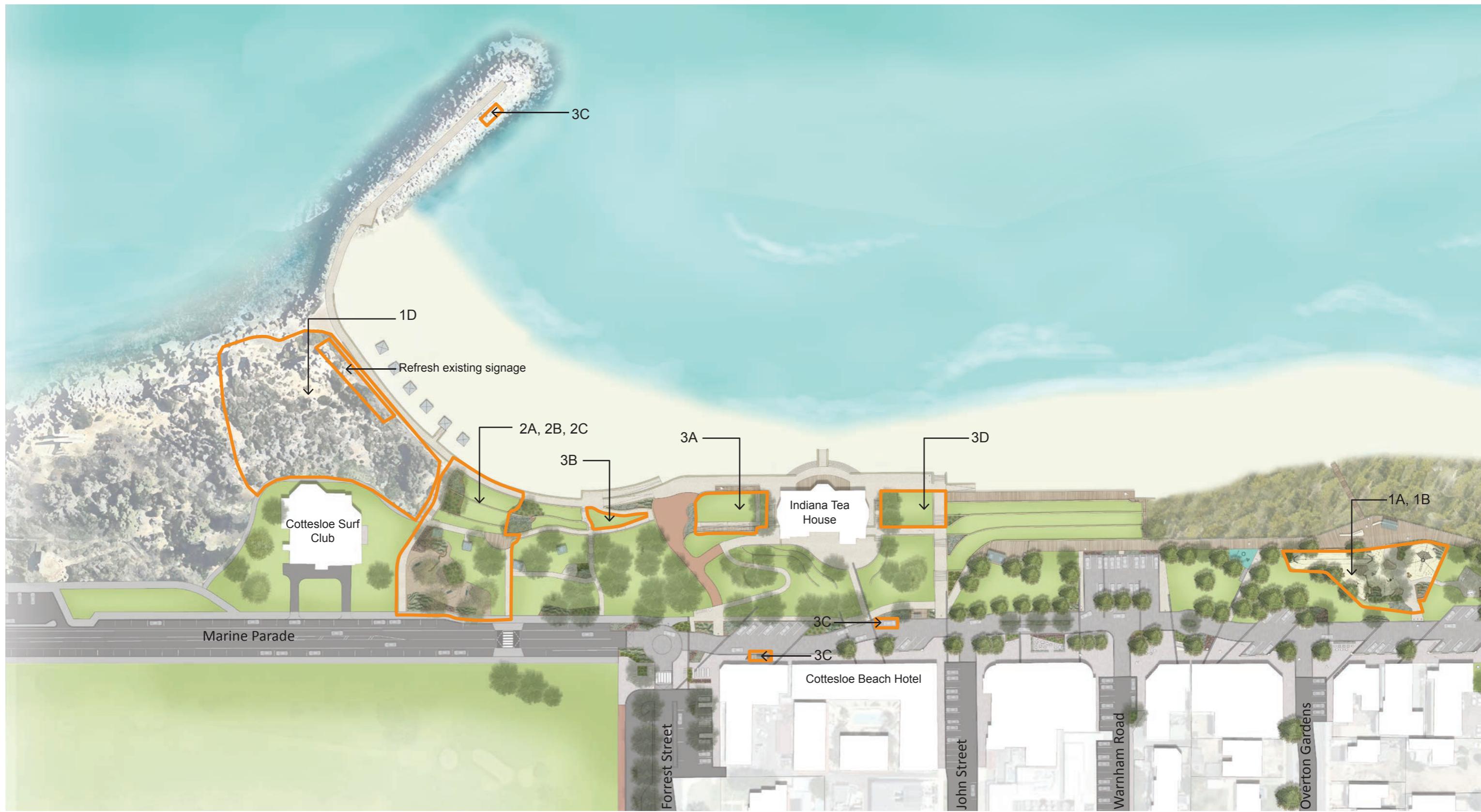


The Opening of the Jetty, 1907. Photo from Cottesloe History (www.cottesloehistory.wordpress.com)

Costs

Project	Action	Themes + Stories	Indicative Cost
1. Interpretive Material	1.1 Commission interpretive design specialists to coordinate the integrated design and fabrication of interpretive material throughout the projects.	1A, 1B, 1C, 1D + 2A, 2B, 2C, 2D + 3A, 3B, 3C, 3D	\$220,000
	1.2 Commission writer to work with interpretive design team on various stories written for text and spoken word interpretation.	3A, 3C	\$7,000
2. Noongar Stories	2.1 Commission Noongar artist team to work with interpretive design team.	2A, 2B, 2C, 2D	\$10,000
	2.2 Whadjuk Noongar consultation.	2A, 2B, 2C, 2D	\$1,500
	2.3 Commission Noongar writer to work with Noongar artist team and interpretive design team.	2D	\$5,000
3. Interpretive artwork	3.1 Commission artist for a series of discrete, narrative bronze sculptures integrated into the landscape.	TBA	\$75,000
	3.2 Commission artist for a series of textural artworks integrated into the footpath and landscape design.	1A, 1B, 1C, 1D + 2A, 2B, 2C, 2D + 3A, 3B, 3C, 3D	\$75,000
4. Playground interpretive artwork	4.1 Commission artist for public art as interpretive and educational play equipment integrated into the play space.	1A, 1B, 1C	\$75,000
5. Interpretive Street Furniture	5.1 Commission industrial designer to design of a series of bespoke bus shelters to carry interpretive information.	3A, 3C	\$15,000
	5.2 Commission fabricator to work with industrial designer and interpretive design team.	3A, 3C	\$300,000
6. Refresh Existing Trail signage	6.1 Fabricate new trail signage in the style of the existing trail signage to integrate into the footpaths and install near Mudurp Rocks	2	\$15,000
Total			\$798,500

Interpretation Plan



Theme 1 - The Environment

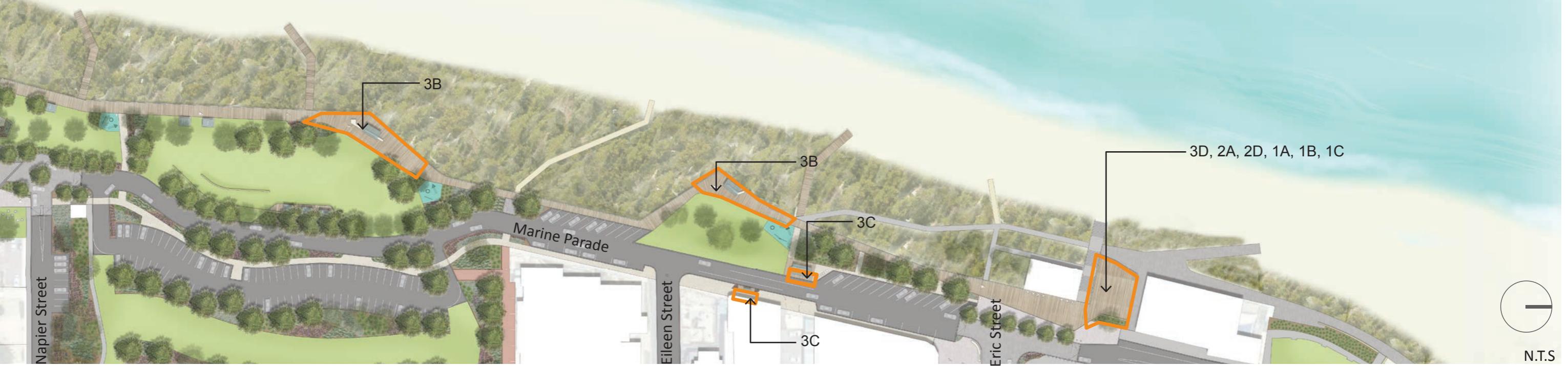
- Story 1A - Marine Habitats and Species
- Story 1B - Birds, Land Animals and Plants
- Story 1C - Separation of the Mainland and Islands
- Story 1D - Geology, Mudurup Rocks

Theme 2 - Aboriginal Significance

- Story 2A - The Mooro People
- Story 2B - Mudurup
- Story 2C - Fresh Water; Collection and Creation
- Story 2D - The Run of the Wadung and the Crow Man

Theme 3 - Post Colonial Heritage

- Story 3A - People at Play
- Story 3B - Peculiar to Locals
- Story 3C - Built Heritage
- Story 3D - Bronzed Aussies + Iron Men and Women



Acknowledgements

Apparatus would like to thank all those that have contributed to developing this interpretation plan. This includes specialists who have provided advice as well as members of the Cottesloe community and local interest groups:

Alan Totterdell (Peter's Brother)	Penny Fletcher-Hughes, Rottnest Island Authority
Barry McGuire, Whadjuk Noongar Elder	Phillip Wadds, Sculpture by the Sea
Cara Clifton, Project Director	Richard Walley, Whadjuk Noongar Elder
David Handley, Sculpture by the Sea	Robyn Benken, Cottesloe Coastcare
Doolann Leisha Eatts, Whadjuk Noongar Elder	Rose Walley
Doug Elkins, Town of Cottesloe	Ruth Marchant James, Historian
Dr. Barbara Dobson, Anthropologist	Sindy Dowden, Town of Cottesloe History Librarian
Heritage Council of WA	Sue Freeth, Cottesloe Coastcare
Ian McIntyre, Anthropologist	Theresa Walley, Whadjuk Noongar Elder
Marie Taylor, Whadjuk Noongar Elder	The Town of Cottesloe Elected Members
Mike Ewing, Cottesloe Coastcare	Walter Eats, Honorary Noongar Elder
Noel Nannup, Whadjuk Noongar Elder	

Special thanks are owed to Sue Freeth who has been incredibly generous with her time and valuable information as well as Ian Macintyre and Dr Barbara Dobson whose work with Whadjuk Elders over four decades has largely informed the Aboriginal stories contained within the associated Aboriginal Significance document. Thank you especially to the Whadjuk Noongar Elders for sharing their kaartdjin.

Research Material

- *Aboriginal Heritage Due Diligence Guidelines*, Department of Aboriginal Affairs, 2013
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- *Aborigines and the Cottesloe Coast*, Ken Macintyre, 2004
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- *Indigenous History of the Swan and Canning Rivers*, Debra Hughes Hallett, 2010
- *History in the Rocks – Muderup Rocks and the Ice Age*, Mike Gregson, 2013
- Municipal Inventory Town Of Cottesloe, Erickson & Taylor with Philip Griffiths, 1995
- *Nyungar Stories About The Waakal The Nyungar Rainbow Serpent* By Sandra Harben
- Prehistoric Stone Artefacts On Some Offshore Islands In Western Australia* C.E. Dorch and Kate Morse 1984
- Town of Cottesloe Local Planning Scheme No. 3, Government Gazette 1 August 2014
- Marli Riverpark, an interpretation plan for the Swan and Canning Riverpark, 2014
- Perth Coastal Planning Strategy Nyungar Forum Summary Report – 2005
- Town of Cottesloe Beach Policy, 2012
- Town of Cottesloe Art Acquisition Policy, 2015
- Study Of Groundwater-Related Aboriginal Cultural Values On The Gnangara Mound, Western Australia - Estill 2005
- Redevelopment of Indiana Tea House, Cottesloe Beach, Town of Cottesloe

Attachment 1 - Aboriginal Heritage Sites

Aboriginal Site and Heritage Place - Registered Site



Aboriginal Heritage Inquiry System

Aboriginal Sites Database

#435 Moonderup (commonly called Mudurup)

Type: Ceremonial, Mythological

No Gender Restrictions

Not Protected

Further information in associated Aboriginal Significance document.



Legend

Selected Heritage Sites

- Registered Sites (pink square)
- Aboriginal Community Occupied (yellow dot)
- Aboriginal Community Unoccupied (orange dot)
- Town (black dot)
- Search Area (purple square)

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Attachment 2 - Heritage Sites

Cottesloe Beach Precinct

LOCATION - Marine Pde Cottesloe

LOCATION DETAILS

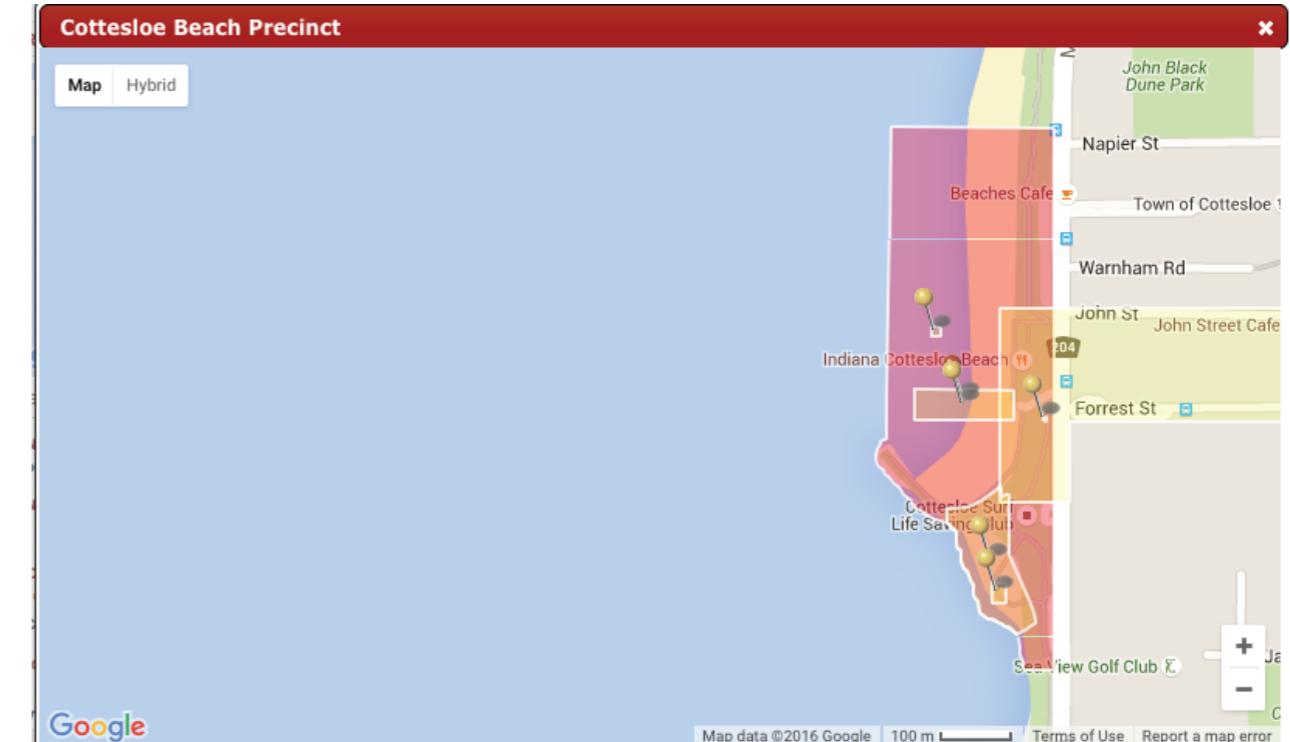
Western side of Marine Pde extending from Napier to Jarrad Street. Direct referral Reg Com 30/08/02; 30/5/03 deferred.

LOCAL GOVERNMENT Cottesloe REGION Metropolitan

CONSTRUCTION DATE - Constructed from 1898

DEMOLITION YEAR N/A - Statutory Heritage Listings

TYPE	STATUS	DATE
State Register	Interim Extension Indefinite	03 Nov 2005



Norfolk Island Pine Precinct, Cottesloe

LOCATION Curtin Av, Railway St, Forrest St, Loma St, John St and part Cottesloe

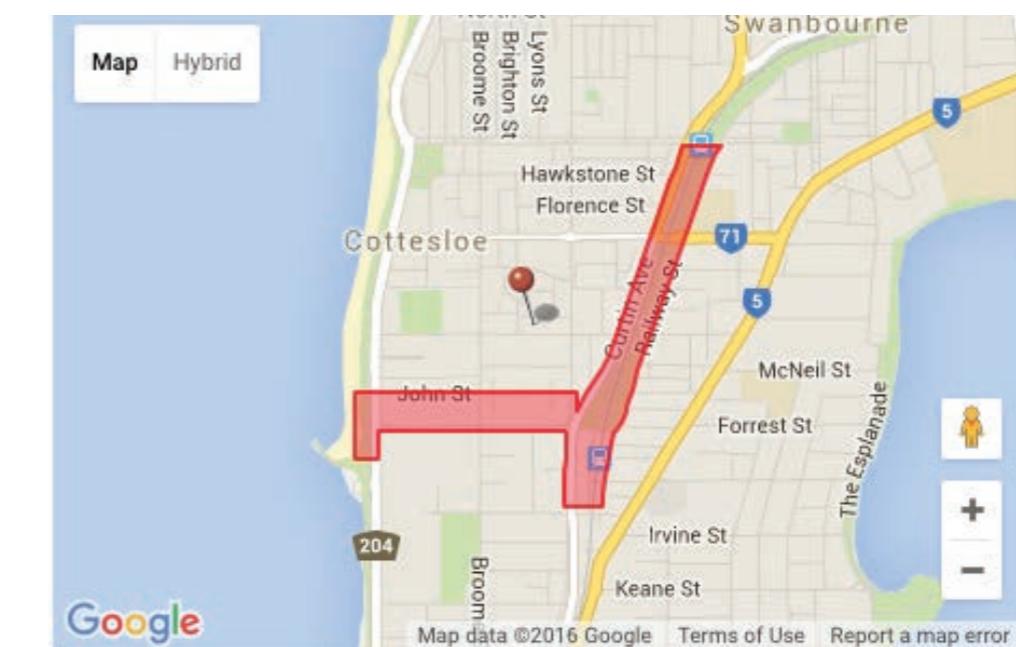
LOCATION DETAILS - Pine trees are those on Curtin Avenue, Railway Street, Forrest Street, Loma Street, John Street and parts of Jarrad Street, Marmion Street, Broome Street, Marine Parade and the Cottesloe Beach foreshore, Cottesloe.

LOCAL GOVERNMENT Cottesloe REGION Metropolitan

CONSTRUCTION DATE Constructed from 1904

RHP - Assessed-Stakeholder Consultation	Current	09 Aug 2010
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CONDITION Cottesloe Beach Precinct is in a constant state of evolution, but in that it retains its values. Elements within the precinct are in various conditions, but overall the precinct is a well managed landscape and buildings.



Vestige of Original Jetty and Site of Pavilion

LOCATION: Marine Pde Cottesloe

LOCAL GOVERNMENT: Cottesloe

REGION: Metropolitan

CONSTRUCTION DATE Constructed from 1929, Constructed from 1904

LISTING

Municipal Inventory	Adopted	30 Sep 1995
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STATEMENT OF SIGNIFICANCE The elegant 1929 bathing pavilion, the result of an architectural competition, was an icon for the most popular beach in Western Australia at the time. Nightlife for the western suburbs up until the late fifties was centred on the Cottesloe foreshore strip which included the bathing pavilion and its elegant dining and dancing facilities. The jetty had long been a focus for social life with listening to band concerts from jetty rotunda and promenading on it being fashionable past times. The pleasure steamer the Zephyr berthed at the jetty on its way to Rottnest from Fremantle. In the 1930s tourist posters declared "Cottesloe never palls whether you come for a day, a year or a life." Lang Ms

PHYSICAL DESCRIPTION

Site of jetty and former bathing pavilion. The remains of a pylon in the water [part of the shark proof bathing area built in 1936], mark the site of the 1904/6 pier with bandstand. The current bathing pavilion at Cottesloe Beach is where the former landmark pavilion was located.

HISTORY

The jetty built first in 1904 and rebuilt in 1906 after damage was a landmark and part of the social life of the area. It was built by Atkin and Law, had a wide promenade which included a rotunda in the middle where a band played on Sundays and some evenings. 45 piles were attacked by Toredo worm in 1913. It was eventually demolished in 1949. Wheeled bathing boxes were available 1906-8. When the owner moved them to North Cottesloe the Council built a wooden bathing pavillion.

INTEGRITY/AUTHENTICITY

Integrity site only Modifications Demolished even the jetty vestige has now been lost in 1995 storms.



Cottesloe Beach Pylon (Cottesloe Beach Shark Proof Pool, Foreman's Folly)

LOCATION: Offshore at Cottesloe Beach in line with John St Cottesloe

LOCATION DETAILS: in the Indian Ocean

OTHER NAME(S): Cottesloe Beach Shark Proof Pool, Foreman's Folly

LOCAL: GOVERNMENT Cottesloe

REGION: Metropolitan

CONSTRUCTION DATE: Constructed from 1936 TO 1996

LISTING

State Register	Permanent	15 Aug 2003
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STATEMENT OF SIGNIFICANCE

The elegant 1929 bathing pavilion, the result of an architectural competition, was an icon for the most popular beach in Western Australia at the time. Nightlife for the western suburbs up until the late fifties was centred on the Cottesloe foreshore strip which included the bathing pavilion and its elegant dining and dancing facilities. The jetty had long been a focus for social life with listening to band concerts from jetty rotunda and promenading on it being fashionable past times. The pleasure steamer the Zephyr berthed at the jetty on its way to Rottnest from Fremantle. In the 1930s tourist posters declared "Cottesloe never palls whether you come for a day, a year or a life." Lang Ms

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