

Clarence City Council Cultural Heritage Interpretation Plan



Prepared by:
Gabrielle Balon
Interpretation Consultant
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1.0 Summary

Some cultural heritage interpretation within Clarence is contemporary, engaging and working well.

Other interpretation is not working so well. In these instances the essence of good interpretation (writing to a theme, layering text, providing more than dry facts, connecting with the audience, limiting the volume of text) is missing.

Improving cultural heritage interpretation within Clarence requires raising awareness within Council of what interpretation actually is, what constitutes good interpretation and what benefits it can bring.

Consideration of interpretation when planning developments has also been overlooked at times. Integrating interpretation into development planning increases its relevance and also broadens the range of media that can be used. In turn this helps create a better 'fit' for the interpretation and a stronger connection with the audience.

Three key themes were identified to guide future cultural heritage interpretation in Clarence viz:

1. The Derwent River has been, and continues to be, a powerful force in shaping the history and character of Clarence
2. Clarence has played a crucial role in the history of Tasmania.
3. Take a closer look, Clarence's rich history is all around us.

A series of potential new interpretation projects have been identified and priorities and approximate costings assigned to each.



2.0 Introduction

Clarence City Council ('Clarence' or 'Council') is located in southern Tasmania on the eastern shore of the Derwent River (Map 1, overleaf). Clarence covers an area of 386 square kilometres and includes urban, suburban, rural, historic, agricultural, coastal, and bushland landscapes. The population of the city is 52 935.

2.1 Cultural heritage

The Clarence City Council Cultural History Plan 2009-2013 defines cultural heritage as:

'the community's inheritance from the past which provides evidence of human occupation or endeavour. Cultural heritage can exist in many forms including:

- *built heritage*
- *cultural landscapes*
- *moveable heritage (artefacts)*
- *intangible heritage (folklore, ideas, customs and knowledge)*
- *archaeological sites.'*

2.2 Interpretation

Interpretation is defined by the Interpretation Australia Association (IAA) as a means of communicating ideas and feelings which enrich people's understanding and appreciation of their world and their role within it.

Good interpretation can produce significant benefits for site managers. The Tasmanian Thematic Interpretation Manual 2005, lists these benefits as:

- enhancing visitor experiences
- enhancing public relations
- protecting the site and its resources
- protecting visitors from hazards

Interpretation planning requires answers to the following questions:

- Who are the audiences for the interpretation, where and how can they be reached?

Map 1



- What interpretation currently exists and how is it performing?
- What is the interpretive potential of the region? Are there gaps in the existing interpretation?
- What are the key interpretive themes or messages?
- What new interpretation is recommended?
- What are the relative priorities and approximate costs of these recommendations?

2.3. Why have a Cultural Heritage Interpretation Plan?

The need for a Cultural Heritage Interpretation Plan (CHIP) was identified within Strategy 3 in Council's Cultural History Plan 2009-2013.

The CHIP will:

- provide a framework for guiding the development of interpretation across the city;
- allow key messages/themes to be presented and reinforced city-wide in a variety of ways, while still allowing site-specific stories to be told;
- make it easier for those planning interpretation to identify opportunities and priorities;
- be used to seek and/or direct funding

The brief for this project specified that this plan should focus on interpretation of cultural heritage, rather than natural heritage or public art.

Interpretation planning for an area as large and diverse as Clarence where people are living, working and recreating is a complex task. There are (and always will be) other plans, developments and changes occurring within the city. The planning landscape is a (very!) moveable feast and so the CHIP needs to be flexible enough to cope with those changes.

Some of the plans and documents that have or will influence this CHIP are listed below:

- Clarence City Council Cultural History Plan 2009-2013
- Kangaroo Bay Urban Design Plan 2006
- Business Case Analysis into the establishment of

a Visitor Information Centre at Richmond Historic Village, Draft Report September 2011

- Clarence City Council Tracks and Trails Action Plan 2008
- The DRAFT (Revision 1) Reserve Activity Plan 2011-2016 Rosny-Montague Bay
- Clarence City Council Signs Manual 1993



3.0

Who is the audience for the interpretation?

Having an understanding of the audiences for interpretation is vitally important. By using this knowledge we can then design interpretation (including choice of stories and media plus location of structures) to maximise the chance of connecting with visitors.

The audiences for cultural heritage interpretation within Clarence are quite varied. The following audience groupings and characteristics have been gleaned from observations whilst conducting site visits, views expressed during interviews with stakeholders and examination of visitor books.

Audience groups include:

- Clarence residents who regularly recreate e.g. walk/walk their dogs/cycle in Clarence's large number of reserves and trails e.g. Natone Hill, Bedlam Walls, Clarence Foreshore Trail. Their focus is recreation, they are not actively seeking interpretation/information about Clarence's cultural heritage. However, while they are not actively seeking interpretation it could be expected that a proportion of them would engage with interpretation if it was provided, since this fits within the broader 'recreational experience';
- Clarence residents who have a deep interest and passion for Clarence's history e.g. individuals and members of history groups and societies;
- Residents who don't fit into either of these groups, they live and/or work in Clarence but aren't particularly interested in the areas cultural heritage;
- Tasmanians (especially from the Greater Hobart area) who come to festivals/events within Clarence e.g. Seafarers Festival;
- Interstate/overseas tourists. From Tourism Tasmania annual Tasmanian Visitor Survey for the year ended June 2011 there were 895 400 visitors to Tasmania on scheduled air and sea services (not including cruise or navy ships). Of these:
 - 78% visited the zone 'Hobart and surrounds' which would have included localities within Clarence,
 - 21% visited or stayed overnight in Richmond,

- 44% visited historic sites/attractions,
- 26% visited historic homes,
- 25% visited museums,
- 21% visited gardens,
- 18% went on walks other than bushwalks,
- 4% experienced Tasmanian Aboriginal culture, and
- 2% went canoeing/kayaking,

- A proportion of interstate/overseas visitors would be expected to do a significant amount of pre-visit research online.

In terms of visitors to some sites within Clarence:

Sound Preservation Association of Tasmania (SPAT) museum – This museum does not receive many passers-by, most are pre-arranged groups e.g. schools, Probus clubs, other historical groups plus people who come for the concerts that SPAT hosts. SPAT also do 'off-site concerts' in local halls and nursing homes (Brian Kemp, pers. comm.)

Rosny Farm - The following observations about visitor numbers and behaviour were provided by Council's Arts and Cultural Development Coordinator, Tracey Cockburn:

'The number of visitors to Rosny Farm with a cultural heritage/history focus is relatively low. It averages one or two school groups and a small number of other non-school groups per year. A handful of visitors come (particularly over the summer tourist season) with a specific history/heritage focus. A number of these have often had an association with the site in the past through family histories. Due to the small number of school groups, the use of the education kit 'Chores and Chilblains' is low. By far the majority of visitors to the site are arts visitors with a handful of tourists.'

Even though most visitors to this site come with an arts focus they probably encounter at least some of the on-site cultural heritage interpretation during their visit.

Moorings Museum – Since this private museum opened in 2003 there have been 2200 visitors. The museum is open by appointment and most visitors come as part of a group from organisations such as schools, scouts, churches, historical societies,

walking groups, University of the Third Age, and clubs like Probus, Rotary and others (John Sargent, pers. comm.).

Kangaroo Bluff Historic Site – this site is considered by many people to have great potential but to be highly underutilised.

Richmond - History is the underlying reason that tourists come to Richmond but they also want to shop, eat, socialise and be entertained. After arrival, most visitors park their car and then explore the town on foot.

The understanding of audience characteristics has underpinned the thinking used to develop the recommendations contained in Section 6.0. The audience characteristics should also be kept in mind when actually implementing these recommendations to ensure choice of stories, media and location of structures maximise the chance of connecting with visitors.



4.0

What is Clarence's cultural heritage interpretive potential?

4.1 A brief history of Clarence

The history of Clarence has been neatly summarised in the book 'The Eastern Shore – a history of Clarence' by Alison Alexander:

'Clarence has been inhabited for tens of thousands of years, first by the Moomairremener Aboriginal people and since 1803 by Europeans....Early days meant convicts, small farms, pubs and petty crime; the amazing story of the ferries; the development of farming and fruit growing; Clarence Council with early stories of embezzlement and arguments and the growth of towns, notably Bellerive and Lindisfarne. The twentieth century story includes involvement in the First and Second World Wars; tough times in the Depression; modern transport with the airport and bridge; rapid development from the 1950s; disasters with bush fires (1967) and the Tasman Bridge collapse (1975) and finally development into a modern city.'

4.2 Listed sites, buildings and structures

Within Clarence there are a number of sites recorded on the Tasmanian Aboriginal Site Index (managed by Aboriginal Heritage Tasmania). However since there has never been a complete survey of the city (surveys are only conducted in areas when a development is proposed) the number of listed sites represents only a fraction of the actual number of sites within Clarence. (Aboriginal Heritage Office, pers comm.)

The Tasmanian Heritage Register (created under the Historic Cultural Heritage Act 1995) identifies places of historic heritage significance to Tasmania and Tasmanians. As at July 2011 there were 258 buildings or structures listed within Clarence on this Register. Of the 29 Council areas in Tasmania, Clarence contains the fourth largest number of listings on the Register behind Hobart, Launceston and Northern Midlands.

4.3 Topic generating workshop and interviews

A topic-generating workshop to explore Clarence's interpretive potential was held on 28 August 2011.

Representatives from groups and organisations together with individuals with an interest in Clarence's cultural heritage were invited to attend. The list of topics generated plus the list of workshop participants is provided in Appendix 1. People who were unable to attend the workshop submitted written suggestions or provided ideas during subsequent interviews and these have also been incorporated into the list in Appendix 1.

4.4 Bringing it all together - key themes for cultural heritage interpretation within Clarence

Clarence's cultural heritage is rich and diverse. There are a huge number of stories, sites and objects that could be interpreted. Obviously it is not possible, nor is it desirable, to interpret all of these things. To help provide some direction and focus for interpretation, three key cultural heritage interpretation themes have been identified from the information gathered during historical research, the topic generating workshop and the interviews.

This is not to say that things outside these themes cannot be interpreted, but by using the themes to guide new interpretation this will help to build coherent, Clarence-wide messages that matter to the audience.

'In thematic interpretation we understand that visitors are going to forget most or all of the colourful facts that we present to them. But we know that if the conclusion they draw from all those facts is meaningful and important, it will provoke them to thought and they will continue to think about that conclusion even when the facts that supported it are long gone from their memory. Meaningful things and places matter to us.'

Tasmanian Thematic Interpretation Planning Manual, Tourism Tasmania, 2005

The three key themes for Clarence together with their supporting sub-themes are given below.

1. The Derwent River has been, and continues to be, a powerful force in shaping the history and character of Clarence

The river has provided resources and memories for Aboriginal people for thousands of years.

The river is a barrier between Clarence and Hobart. This has both ***demand***ed and ***allow***ed Clarence to develop its own distinct identity.

The extent to which the river has acted as a barrier has changed over time.

Crossing over the river to Clarence gives a sense of being away from Hobart. There is a long history of 'coming over' to the Eastern Shore to picnic, gather, celebrate, swim, sail, surf and play on the beaches.

In some cases the Derwent River has acted as a barrier to families dispersing widely. Therefore some families in Clarence have strong and/or long-term associations with places and buildings.

The river and estuary give Clarence's history a maritime flavour through shipbuilding, whaling, jetties, ferries wrecks and defence structures.

2. Clarence has played a crucial role in the history of Tasmania.

Clarence has been home to Tasmanian Aboriginal people for thousands of years.

The first European settlement established in Tasmania was in Clarence.

Risdon Cove was the beginning of Aboriginal land rights in Tasmania

Australia's oldest gaol, oldest bridge and the oldest Catholic church still in use, can all be explored in Richmond.

3. Take a closer look, Clarence's rich history is all around us.

Middens, artefacts, quarries, a burial site, travel routes and stories connect us with the first people who lived in Clarence.

Buildings, structures, plants, stories, images, objects, words and cemeteries connect us with those who came later.

5.0

What cultural heritage interpretation currently exists within Clarence?

Cultural heritage interpretation within Clarence exists in a range of forms and in a variety of locations. It includes panels, brochures, festivals and events, websites, soundscapes, collections of artefacts, images and text.

Some sites, structures, objects and events that are interpreted are owned and/or managed by Council whilst others are owned and/or managed by other organisations or private individuals. All cultural heritage (apart from that which is privately owned) has been included in this plan. This was done to ensure a 'complete' view of cultural heritage interpretation across Clarence was obtained. Obviously, where Council does not own or manage a site, structure, object or event then its influence on interpretation associated with it is limited. However, in some cases Council may still be able to work cooperatively with these organisations to influence or effect changes to interpretation, which is why such interpretation has been included in this plan.

Organisations and individuals involved with cultural heritage interpretation within the City include:

- Clarence City Council
- Parks and Wildlife Service (PWS)
- Tasmanian Aboriginal Centre (TAC)
- Historical Groups and Societies
- Community Groups
- National Trust of Australia (Tasmania)
- Tourism operators

A summary of cultural heritage interpretation within Clarence as at March 2012 is given below. Some of the categories overlap, for example when a trail intersects a site e.g. the Convict Trail and Bellerive Wharf.

5.1 Locations

Otago Bay

There is an on-site panel with text and images plus an information sheet on the PWS website (www.parks.tas.gov.au). Both primarily contain information rather than interpretation.

Risdon Cove

Risdon Cove is owned by the Aboriginal community of Tasmania and is administered under the Aboriginal Lands Act 1995. This area is managed by the Tasmanian Aboriginal Centre (TAC). There is a public right of way access from the carpark to the Bowen memorial and the remains of the building 'Restdown'.

There are a number of panels within the publicly accessible area. These contain orientation information plus text and images interpreting the site's history and current use from an Aboriginal perspective. The panels are contemporary and engaging.

The site is open during daylight hours and entry is free.

Bedlam Walls and Shag Bay

Brief information about the Aboriginal and European history of this site is provided in the Council booklet 'Popular Walks in Clarence'. In the past, PWS leased a small area of the reserve from Council and constructed infrastructure to provide access to a listed Aboriginal site on rock platforms on the edge of the Derwent River. This track is currently closed, the infrastructure is being removed and the PWS lease will be cancelled. There were a series of PWS interpretive panels installed around this reserve in the past but these have recently been removed.

Natone Hill

Two metal panels with very faded text (the one closest to Nubeena St is unreadable) were encountered at this reserve. The panel at the summit made reference to the WWII bunkers. The Council booklet 'Popular Walks in Clarence' also mentions the bunkers at this reserve.

Lindisfarne

A new (2011) panel, located on the corner of Wellington and Lincoln Streets, interprets the history of the village through text and images. It also gives background information about selected

street names. This panel is contemporary and engaging.

In Anzac Park the 'Remembrance Precinct' includes a restored artillery piece, entry gate and two metal plaques.

Tasman Bridge

A metal plaque, mounted high on the bridge support adjacent to the Derwent River on the eastern shore, commemorates those who died, assisted and were affected by the 1975 bridge collapse.

Rosny Farm

A yellow Convict Trail obelisk is located near the entrance. It interprets the history of the farm, its buildings and owners.

Three panels within the grounds provide orientation information plus interpretation of the buildings, the history of the site and the water friendly garden. There are four panels in the hallway of Rosny Cottage that interpret the history of the cottage and its past residents. The panel text also explains a little about the collections housed within the cottage. All of the on-site panels were installed in 2006 and are contemporary and engaging.

An education kit titled 'Chores and Chilblains' contains information, activities and objects to help interpret the history of the site and the collections within Rosny Cottage.

The site is open six days a week (the seventh day by appointment) and entry is free.

Sheoak Point

There is an engraved marble and granite memorial bench seat and panel at this location. This was a joint project between Council and the Aboriginal Corporation of Tasmania. The seat was installed in 2010 as part of the Clarence Sesquicentenary celebrations.

In hindsight and with awareness, interpretation of Aboriginal cultural heritage could have been

incorporated into the design of the bench e.g. words carved into a wooden (and more organic shaped) seat, inclusion of shells in the structure to hint at the rich midden remains along this coastline, use of contemporary Aboriginal art and/or design in the construction of the bench.

The panel was installed in late 2011 and provides information about the Aboriginal and European history of this locality and the significance of sheoak trees to some Aboriginal people. The information on the panel is quite wide ranging and it is difficult to ascertain the main message it is aiming to convey.

Bellerive Village

There is a new (2010) panel on Cambridge Road near the junction of Petchey Street with text and images that interprets the history of the village and gives background information about selected street names. This panel is contemporary and engaging.

A series of seven angle-mounted panels focussing on the history of the ferries that have serviced Bellerive are located around the village. In addition to the ferry information, these panels also contain some good site-specific historical photos and information about particular buildings and locations. Apart from the panel near the Cartela anchor winch, the ferry information on the panels bears no particular relationship to the sites where it is located. Some information on these panels is mounted quite low and is hard to read. The panels were installed in 2004. Rust is evident on many of the panel mounting structures.

At the junction of Petchey and Queen Streets is a memorial to Frank Edward Morrisby who died while on active service in South Africa in 1902.

The passenger shelter on the ferry wharf contains four large perspex panels. Currently these have some dated information about Bellerive Village and the services available.

In the centre of the carpark at the wharf is the anchor winch from the Cartela ferry.

A yellow Convict Trail obelisk is located at the ferry wharf. Its focus is ferries, shipbuilding and views to Hobart.

Adjacent to the obelisk is a panel titled 'Charles Darwin in Hobart Town'. The text on this panel lacks an introduction and sense of context. Use of the actual words from Darwin's diary entries, instead of an interpretation of these, would have increased authenticity. Some of the language on the panel is quite technical. Layering the information would have helped to increase understanding.

Behind and across the path from these two panels is a small rock mounted Charles Darwin Trail panel. This is one of a series of five panels located along this trail and it contains a map and information about the Trail.

A brochure 'Bellerive Village – A walk through history' is available from the Council Offices and other locations. It contains a map, illustrations and text about historical buildings in Bellerive. The brochure was prepared with the assistance of the Bellerive Historical Society and published by Council.

Kangaroo Bluff Battery Historic Site

This site is owned and managed by PWS. It is open every day of the year between 9am - 5pm and entry is free.

There is an introductory panel at main entrance to the site plus a number of smaller panels located within the fort remains. The panels contain quite dense text plus some images. There is a mixture of interesting snippets plus some drier technical information. Some of the panels have been scratched and/or dented making them difficult to read. The PWS website (www.parks.tas.gov.au) also contains information about this site.

Occasionally this site is included as a part of guided tours of batteries, defences or forts of the Derwent Estuary offered by various organisations and groups.

The Tasmanian Branch of the Military Historical Society of Australia have conducted tours and demonstrations at this site on an irregular basis.

St Marks Chapel of Ease

This historic chapel in Queen Street, Bellerive has a large, new (2010) panel, containing detailed information about the chapel and cemetery. This panel would have benefitted from including less text and layering the information.

Rokeby Clarence Plains

The Old Rokeby Historic Trail consists of a brochure plus a series of panels at various locations along its length. The brochure is available from Council and it can also be found on the Tranmere and Clarence Plains Land and Coastcare website (www.tacplaci.org.au).

The trail, developed in 2001, can be followed using either the brochure or the panels or both. The interpretation includes text, historic photos and maps linked to built heritage, significant locations and cultural landscapes. The information is quite detailed. There are some good connections drawn between the past and the present.

Some sections of the trail involve walking along busy road edges where there is no footpath. This presents some safety concerns. There is funding allocated in Council's 2012/13 budget to construct a footpath from the Youth Centre to Droughty Point Road which should help address this issue.

Cremorne

There are two panels in Cremorne that interpret cultural history. One panel is located adjacent to the playground on Cremorne Avenue and focuses on the history of the settlement.

The second panel is at Cremorne Beach Reserve and interprets the sinking of the river steamer Nubeena in 1910.

South Arm and Opossum Bay

There are two panels associated with the South Arm Bike Track, see Section 5.2 'Trails' for details.

Richmond

A yellow Convict Trail obelisk with two panels is located on the southern entrance to Richmond beside the B31 road from Hobart. One panel contains historical interpretation, whilst the second has a map of the town and list of services. A second obelisk with a single panel, containing a map and list of services, is located in the Franklin Street carpark.

Council has installed a series of eight 'Historic Richmond' panels located around the town. These contain a map, photos and information about particular buildings and structures in the surrounding area. The information is largely a list of facts (dates, names of owners etc.), rather than interpretive text. These panels would have benefited from the inclusion of more and/or larger site-specific historic photos.

There is an historic engineering marker on Richmond Bridge. This metal plaque gives information about the construction of this, the oldest bridge in Australia.

An A3 folded brochure available from businesses around the town includes a map of Richmond plus a list of attractions, accommodation, services etc.

A brochure titled 'Let's talk about Historic Richmond' is available at various locations in the village. It lists 55 buildings around the town and provides brief information about each of them.

The Council supported website (www.richmondvillage.com.au) provides a potted history of the village.

Oak Lodge is a National Trust owned property managed by the Coal River Valley Historical Society. For information about Oak Lodge and the collections and interpretation within it see Section 5.3 'Museums and Collections'.

Richmond Gaol Historic Site is owned by PWS and leased to private operators. For information about the interpretation within Richmond Gaol see Section 5.3 'Museums and Collections'.

Hobart International Airport

The airport is in private ownership.

There is a metal plaque attached to the Holyman Avenue sign near the junction with Gatty Street. The plaque explains the reason for the naming of this avenue.

5.2 Trails

Council's Tracks and Trails Action Plan identifies five key trails within Clarence. These are: Clarence Foreshore, Meehan Skyline, Rokeby Hills-Droughty Point, Tangara and Charles Darwin Trails. There is also a sixth trail that passes through the city, the Convict Trail. The trails that include cultural heritage interpretation are listed below.



Clarence Foreshore Trail

This trail, located along the Derwent Estuary foreshore, extends between Geilston Bay and Tranmere Point. It covers a distance of almost 20 km.

Cultural Heritage Interpretation along this Trail includes

- one Convict Trail yellow obelisk at Bellerive wharf,
- three Charles Darwin Trail panels (see below),
- an engraved stone marker indicating the location of the Johnston's shipbuilding yard at Bellerive, and
- a metal plaque and mural on the wall of the Bellerive Regatta Pavillion. This plaque is a tribute to Dr. Alexander Thompson.

Charles Darwin Trail

This walk follows the footsteps of Charles Darwin when he visited Hobart on the HMS 'Beagle' in 1836. Interpretation is based on the notes and observations that Darwin made during his day excursion to Hobart's eastern shore.

There are five interpretation panels along the 11.7 km loop trail. Three panels are located along the Clarence Foreshore Trail in Bellerive and two are located in Waverley Flora Park. The latter two have been destroyed by vandals twice and may not be replaced.

Tangara Trail

The Tangara Trail is an 80 km network of tracks extending from Five Mile Beach to South Arm. It comprises a main corridor intersected by other tracks. It passes through coastal reserves and undulating semi-rural country. The trail is used by walkers, horse and mountain bike riders. New sections are regularly added to the trail network.

The existing Tangara Trail brochure and orientation signage do not include any cultural heritage interpretation. However there is a current project within Council to assign names to sections of this Trail and to also install more directional and

orientation signage along its length. Some of the proposed names for the trail sections have historical references and there are opportunities to include cultural heritage interpretation on orientation signage.

Convict Trail

Nine yellow obelisks with associated signage are located within Clarence at the following sites:

- Kangaroo Point (Bellerive Wharf)
- Rosny Farm
- Rosny Hill Lookout
- Horseshoe Inn, Cambridge
- Barilla Bay Oysters Function Centre, Cambridge
- Barilla Caravan Park, Cambridge
- Meadowbank Estate, Coal River Valley
- Richmond (southern entrance to village)
- Richmond (Franklin St carpark)

The Convict Trail signage was a south-east region project (Clarence, Sorell and Tasman Councils) associated with the Convict Trail Touring Route (Hobart-Port Arthur). The same style signage was erected on the Tasman Peninsula but no signs were ever erected in Sorell. This project, undertaken between 2001-2003, also included plans for a brochure/guide but this was not funded.

South Arm Bike Track

The South Arm Peninsula Residents Association (SAPRA) have produced a folded A4 one colour brochure titled 'Pedal into the Past' which identifies historical homes and locations along the bike/foot path between South Arm and Opossum Bay. SAPRA is keen to see this brochure widely distributed. SAPRA have also installed two panels, one at each end of the bike track. These panels are double sided and glass framed. They contain laminated sheets with text and a map, similar in content to the 'Pedal into the Past' brochure. The South Arm panel is currently being repaired and will be returned to its location on the corner of South Arm Road and Harmony Lane during 2012. The Opossum Bay panel is located opposite 3693 Opossum Bay Road.

5.3 Museums and collections

Moorings Museum, Bellerive

This is a private museum, established and operated by John Sargent. The collection contains displays and artefacts relating to the trans-Derwent ferry services, bridges, Bellerive history (including history of the home built in 1904 where the museum is housed), local regattas and more. The museum is open by appointment and entry is free or by gold coin donation. If a catered morning tea is provided then groups are asked to contribute \$5/head. John encourages donations of photos, memorabilia or artefacts in preference to financial contributions.

Most visitors to the museum come as part of a group (see Section 3.0 'Who is the audience for interpretation?'). John provides a tour of the collection. He also offers walking or bus tours around Bellerive linked to the museum visit. Off-site presentations based on the collections within the museum are also given to groups. John has written and published a number of books relating to Bellerive's history that are available for purchase.

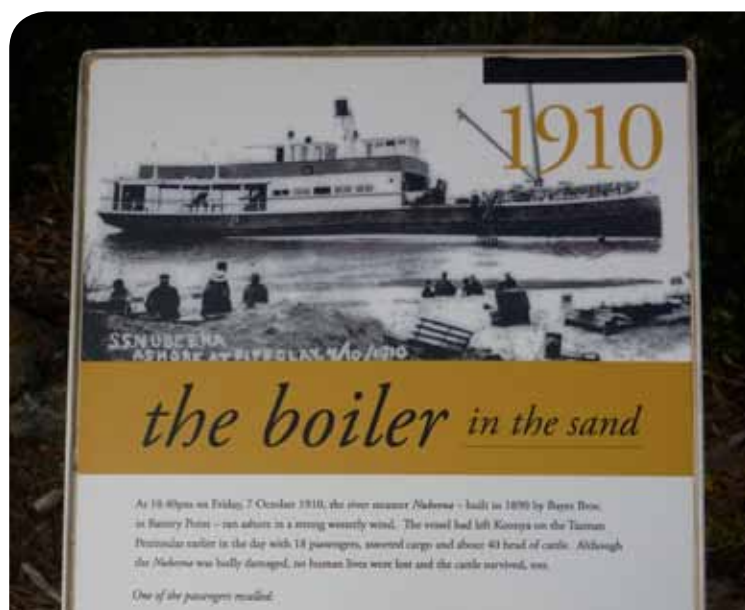
Sound Preservation Association of Tasmania, Bellerive

The Sound Preservation Association of Tasmania (SPAT) has a resource and research centre and museum located in the old Bellerive Post Office. It is open on selected days and entry is by gold coin donation. The collection, which has a Tasmanian focus, includes wireless sets, graphophones, gramophones, recording equipment, sound memorabilia, literature and oral histories. When the museum is open, music from past decades is broadcast onto the street via a speaker. SPAT also has a website (www.soundpres.com). Three or four times a year SPAT organises concerts of live and recorded music from yesteryear. These popular events are either held on-site or at other venues including local nursing homes.

Tasmanian Family History Society, Bellerive

The Tasmanian Family History Society (TFHS) has five branches around the state. The library of the Hobart branch is located in the Old Bellerive Post Office (the same building that houses SPAT). The TFHS library is staffed by volunteers and contains paper, book, microfiche, film and computer based resources to assist people researching family history. It is open selected days and a small charge applies to access resources. The Society's website is www.tasfhs.org.

By definition, the library's focus is the provision of reference material rather than interpretation. Also, whilst the library does contain some historical material relating to Clarence, its collection is obviously much broader.



Tasmanian Cricket Museum, Bellerive

The Tasmanian Cricket Museum contains displays, objects, video footage, and interactive technology. It is open on selected days and hours and entry fees apply.

Rosny Cottage, Rosny Farm

The cottage contains objects that have come from the Country Life Museum collection. This extensive collection was purchased from its owner, Val Hawkes by Clarence (later City) Council in 1987. Whilst this is an interesting collection of early 20th century domestic objects, the collection itself bears no relationship to the historical context of the cottage. The history of the cottage and its residents are interpreted on wall-mounted panels. The cottage is open six days (the seventh by appointment) and entry is free.

Oak Lodge, Richmond

Oak Lodge is a National Trust owned property managed by the Coal River Valley Historical Society. It contains a vast collection of objects plus displays and soundscapes relating to past residents and uses of the house including as a doctors surgery and as a school. There are also displays about the history of the local area and the Historical Society itself. There is a brochure available about the history of the house, plus a range of publications about local history for sale. This is the main source of tourist information for Richmond. It is open daily between 11.30am-3.30pm, staffed by volunteers and entry is by gold coin donation.

Richmond Gaol, Richmond

Within the buildings are displays of objects relating to life in the gaol, panels with text and images, soundscapes and models of buildings. The interpretation is contemporary and engaging. An older brochure containing detailed information about the gaol is also available. The PWS website also contains information about the gaol. It is open daily from 9am-5pm and an entry fee applies.

Tasmanian Museum & Art Gallery (TMAG) -Rosny Collection and Research Facility

The focus of this facility is storage, research and management of the TMAG collection. It is only open to the public by appointment or for special events and occasions.

5.4 Festivals and events

A range of festivals and events incorporating some level of cultural heritage interpretation are held throughout Clarence each year. Some are annual events whilst others are one-off. Council supports these events with funding and/or in-kind support. These events include:

- Campfire and Culture – biennial event held in June at Rosny Historic Site, started in 2010
- Seafarer’s festival – annual event, held in October
- Tasmanian Heritage Festival – Statewide annual event during May, Council participates
- Bowen Lecture - annual event, held in September
- Richmond Village Fair – annual event, held March
- Clarence Plains festival/day
- Some Schoolhouse Gallery exhibitions
- Community Expo – The first of these was held in 2010 and it may become an annual event)
- Some local groups have one off-events e.g. ‘Get Wrecked in Cremorne, Bellerive Historical Society and Bellerive Community Arts re-enact old trials in the Watch House (e.g. the ‘Return of Edward Abbott’ in 2011).
- ‘Culture Crawl’ for Seniors Week October 2011
- Clarence Plains Historical Society Moving Picture Shows – evenings during which old movies (not necessarily Clarence related) are shown in Rosny Library (LINC)

5.5 Commercial tourism operations

There are a number of commercial tourism operations within Clarence which feature cultural heritage interpretation. These include:

- Grannie Rhodes Cottage, Richmond
- Old Hobart Town Model Village, Richmond
- Richmond Historic Tours, Richmond
- Various cruises on the Derwent River

5.6 Publications

A number of brochures have been produced within Clarence that have a cultural heritage focus. These have been included where appropriate in Section 5.1 'Existing cultural heritage interpretation within Clarence'.

A large range of books and publications relating to Clarence's history exist, many of which have been produced by local history groups and societies. These largely provide information rather than interpretation, however they are a very useful resource when developing interpretation.

5.7 Historical groups and societies

There are between 10 and 15 historical groups and societies active within Clarence. They hold collections of records, photos, publications and objects. They contribute to the interpretation of Clarence's cultural heritage through publications, websites, participation in events, tours and displays.

5.8 Cultural Heritage Advisory Committee

During 2009, Council established a Cultural Heritage Advisory Committee (CHAC). The Committee directly contributes to interpretation of cultural heritage in Clarence through its charter i.e. 'to assist Council with implementing the actions of the Cultural History Plan 2009-13'. The committee consists of up to 12 people, six individual residents, three representatives of specialist history and heritage related organisations, 1 Alderman and two Council officers. The committee meets quarterly.

5.9 How is the existing cultural heritage interpretation performing?

Some interpretation within Clarence is current, engaging and working well. Other interpretation is not so engaging (e.g. panels or brochures that contain information (sometimes in large amounts) rather than interpretation. Some panels have fallen into disrepair, been damaged or vandalised or have simply reached the end of their design life.

There does not appear to be a strong awareness within Council of what interpretation actually is, or in what constitutes good interpretation and what benefits it can bring. (see Section 2.2 'Interpretation')

This has resulted in 'interpretation' materials being produced or approved by Council that:

- are really information not interpretation e.g. 'Historic Richmond' panels and the panel at St Mark's Chapel of Ease,
- do not layer text or provide a sense of context making it hard for visitors to connect with the information or interpretation. e.g. the Royal Society panel about Charles Darwin on the Bellerive Wharf.

This relatively low level of awareness of interpretation within Council has also meant that consideration of interpretation during the planning phase of developments has sometimes been overlooked e.g. the Kangaroo Bay Urban Design Plan (2006). This plan includes reference to public artworks but contains no specific recommendations relating to cultural heritage interpretation. Integrating interpretation into a project increases its relevance and allows a broader range of media to be used. In turn this helps create a better 'fit' and a stronger connection with the audience. Sometimes interpretation gets tacked on at the end of a project as an afterthought, resulting in lost opportunities.

6.0 Recommendations

6.1 Recommendations relating to existing cultural heritage interpretation

Site-specific recommendations for changes or additions to the existing interpretation within Clarence are given below.

Throughout this plan it is assumed that the Aboriginal community will be consulted regarding appropriateness, content and wording in those recommendations which include Aboriginal heritage interpretation.

Risdon Cove

In 1995 Risdon Cove was handed back to the Aboriginal community of Tasmania under the *Aboriginal Lands Act 1995*. Previously this area was a designated Historic Site under the *National Parks and Wildlife Act 1970*.

Following the hand back, there has been some confusion, particularly amongst non-Aboriginal Tasmanians, as to whether they are still able or welcome to visit this site and if so what conditions apply. Some members of the CHAC and others have expressed the opinion that this site and its European heritage is not adequately promoted or interpreted. To this end the CHAC has requested Council to commission a report on the access/promotion/interpretation issues and possible solutions at Risdon Cove for consideration at its May 2012 meeting.



Recommendation:

Use the report being prepared for the May 2012 meeting of the CHAC, along with Committee's response to it, to explore options for increasing the promotion and interpretation of Risdon Cove.

Natone Hill

Recommendation:

Remove all existing panels and place one new panel at the Nubeena Street entrance. This should contain orientation information plus interpretation of the natural and cultural history (both Aboriginal and European) of the reserve. A changeable section that could be used by the landcare group to advertise current and planned activities may also be useful.

Lindisfarne

Recommendation:

Develop a walk and associated podcast and/or brochure (downloadable from the Council website) featuring the art-deco houses of the suburb.

Sheoak Point

The installations at this site (the Reconciliation Park Bench and panel) would have benefitted from greater consideration of interpretation principles during the project development stage. Now that they are in place it is not worth removing or changing them, but it is important to learn from this experience when developing other interpretation within Clarence.

Rosny Farm

Vehicle access to Rosny Farm is likely to change in future due to redevelopments at Eastlands and changes to the Rosny Hill - Riawena Road intersection. The clubrooms of Rosny Golf Course may also be redeveloped as part of this proposal.

These redevelopments may provide opportunities for interpreting how Rosny Farm and its surrounds have changed over time.

Recommendation:

Ensure opportunities for cultural heritage interpretation are considered from the beginning and throughout any redevelopment process involving Rosny Farm surroundings.

Kangaroo Bluff

Recommendation:

Initiate discussions with PWS about possibilities for 'reinvigorating' this site, by raising awareness that it exists and encouraging people to explore its history and enjoy the spectacular views. This could include:

- investigating installation of new on-site interpretation panels and/or podcasts.
- exploring opportunities for activities and tours at this site. These could be offered as part of other programs e.g. Adult Education, or targeted at particular groups e.g. University of the Third Age, Probus etc. There may be volunteers from the local history groups willing to assist with such tours.
- staging some sort of festival or event at the site to raise awareness about it. This could include historical displays, tours (maybe going or looking into some areas that aren't usually open), demonstrations, highlighting the links with other defences in the Derwent estuary etc.
- investigating the formation of a 'Friends of' group; for example this could fit within the Wildcare program within PWS.

All of the above options would need to include consideration of the safety issues associated with the fort infrastructure.

Tangara Trail

Recommendations:

Where possible give priority to historically relevant names for sections of the Tangara Trail.

Where appropriate, include cultural heritage interpretation on orientation signage and future brochures produced about the trail.

Convict Trail

Recommendation:

Include downloadable information about the Convict Trail (background, location of panels etc) on the CCC website.

South Arm Bike Track

Recommendations:

Laminate copies of the 'Pedal into the Past' brochure and put up on notice boards and in shop windows around South Arm and Opossum Bay with a note that it can be downloaded from the CCC website.

Include the brochure in a downloadable format on the CCC website.

Include a note on the South Arm and Opossum Bay bike track panels that the brochure is available on the CCC website.

Sites where no changes are recommended

The following sites with cultural heritage interpretation are considered to be performing adequately and/or Council has limited or no responsibility for them, and so no changes are suggested:

- Otago Bay
- Rosny Hill Lookout
- St Marks Chapel of Ease
- Cremorne
- Hobart International Airport
- Charles Darwin Trail
- Tasmanian Cricket Museum
- Richmond Gaol
- TMAG

6.2 Recommendations relating to new cultural heritage interpretation

The following recommendations relate to new or substantially new interpretation projects within Clarence.

Raise the profile of cultural heritage interpretation within Council

As identified in Section 5.9 'How is the existing cultural heritage interpretation performing?' there is a relatively low awareness within Council of what interpretation actually is, what constitutes good interpretation and what benefits it can bring. There is also a need to ensure planning for interpretation is integrated into Council's planning processes.

Recommendations:

Raise awareness within Council of what interpretation actually is and of what constitutes good interpretation and what benefits it can bring. This can be achieved by:

- Conducting an interpretation workshop with relevant Council staff. Selected members from history groups could also be invited to such a workshop.
- Council taking out and maintaining corporate membership of the Interpretation Australia Association (IAA).
- Assisting Council employees to attend relevant IAA conferences and workshops.

Embed consideration of, and planning for, cultural heritage interpretation within Council's planning and development processes.

Produce and distribute a set of guidelines for Council staff about what to consider when developing interpretation and what constitutes 'good' interpretation. Ensure designs of interpretation structures are as salt and vandal proof as possible.

Include an annual allocation in Council's asset management budget for maintaining/replacing/refurbishing interpretation.

Tasman Bridge

The story of how the Derwent has been 'bridged' is an important part of the first key theme identified in Section 4.4 'Bringing it all together - key themes for cultural heritage interpretation within Clarence'.

The strongest way to tell this story is 'on-site' i.e. at the base of the Tasman Bridge on the eastern shore of the Derwent. Being on-site makes the stories real, you can see across the width of the river, experience it changing moods, see the remains of the floating bridge, be dwarfed by the size and height of the Tasman Bridge and notice the unevenly spaced supports where it was repaired. (During the research phase of the CHIP other sites were considered for interpreting this story e.g. Rosny Hill Lookout, locations along the Clarence Foreshore Trail but in all of these locations it was difficult to get a clear view of the bridge and the power of being 'right there' was lost).

Currently the base of the bridge is not a very appealing location. It feels like a wasteland; desolate, unwelcoming and a little unsafe with no particular visitor focus. It is often quite windy and traffic noise from the bridge is significant. According to the 'Land Information System Tasmania' (LIST) this land is Crown Land. It is a popular fishing location. It is an informal part of the Clarence Foreshore Trail and is used by cyclists and walkers.

Recommendations:

Interpret the story of bridging the Derwent at the base of the Tasman Bridge.

Council should apply for a lease over this area of Crown Land. If a lease is granted then develop a site plan to cohesively address issues such as vehicle and pedestrian access, parking, landscaping and interpretation.

Interpretation at this site should include the whole story, i.e.

- any Aboriginal history associated with this site or crossing the Derwent,
- early connections with Hobart by boat,
- the floating bridge,
- the Tasman Bridge, and;

- the bridge disaster, its effect on Clarence and the subsequent repair.

Choice and location of interpretation media at this site should:

- be aware of the potential for vandalism, and;
- reflect the scale of this site. The bridge pylons are huge and it would be easy for interpretive structures to be 'lost'. Location and design of any interpretive structures should be an integral part of the landscape plan.

Bedlam Walls and Shag Bay

With PWS removing their infrastructure and cancelling their lease over part of this area this is the ideal opportunity for Council to review the management and future use and development of this area, including interpretation.

During the consultation phase of the CHIP the following background information and views about Bedlam Walls and Shag Bay were provided:

- Council is about to commence work to upgrade and define a track into Shag Bay. Discussions have also been held between Council and PWS about creating a track through East Risdon Nature Reserve (which could link to Risdon Cove and Bowen Bridge) thereby extending the Clarence Foreshore Trail (Mary McParland, CCC, pers. comm.)
- Big project, big potential, significant story, relatively intact site. Great potential close to major urban centre. Would need to consult with TALSC, TAC and Aboriginal community. Could link with Risdon Cove via a walking track through East Risdon Nature Reserve that could feature interpretation of plants used as food/ medicinal/cultural resources (Caleb Pedder, TALSC, pers. comm.)
- The Tasmanian Aboriginal Centre (TAC) has an interest in Bedlam Walls and what happens in future. They see the removal of the PWS infrastructure and lease as a fresh start. Aboriginal community is keen to play a role especially in guided tours. (Paul Dawson, TAC, pers comm.)

- The archaeological work, level and types of use by Aboriginal people that has been attributed to this site are all questionable. (Kaye McPherson, Manuta Tunapee Puggaluggalia Historical and Cultural Association, pers. comm.)

Most people agree that this site has significant potential for interpreting Aboriginal cultural heritage. There are also sites and relics of European cultural heritage significance in Shag Bay. There are a number of groups who have an interest in this site.

Recommendation:

In consultation with the Aboriginal community, develop and implement a site management plan for Bedlam Walls and Shag Bay.

This plan would need to consider the interlinked issues of access, site protection, visitor safety and interpretation. In terms of interpretation the plan should consider:

- who is the audience (now and in the future)?
- what are the themes and messages?
- what interpretive media are appropriate?
- what interpretive links can be made with other reserves? e.g. East Risdon Nature Reserve (to interpret Aboriginal food, medicinal and cultural resources where appropriate) and Risdon Cove.

Bellerive Village and Kangaroo Bay

Kangaroo Bay is currently being redeveloped according to the Kangaroo Bay Urban Design Plan (KBUDP), 2006. The Urban Design Plan includes reference to public artworks but contains no specific recommendations relating to cultural heritage interpretation. The redevelopment of this area will have implications for interpretation not only for Kangaroo Bay but also within Bellerive Village.

The KBUDP recommends developing a new ferry wharf on reclaimed land north of the Bellerive Yacht Club. This then becomes the logical place to interpret the rich history of ferry services between the Eastern Shore and Hobart. As part of this interpretation it may be possible to incorporate, reference or hint at historical elements from

past ferry services in the new wharf building and infrastructure through objects, images and design elements. When building a new facility such as this, there is a wonderful (but often overlooked) opportunity to incorporate interpretation into the design rather than simply attaching a panel to a wall at the end of the process. Panels may still be part of the final interpretation but by including interpretation in the planning process from the beginning, they will be there because they should be, not because it was the only option left.

With the ferry history consolidated and located on the waterfront where it belongs, the 'zig-zag' panels around Bellerive could be removed. They could be replaced by smaller panels featuring the site-specific historic photos and interpretation relating to the buildings that currently appears on the lower sections of the zig-zag panels.

Once the new ferry wharf is built the existing ferry passenger shelter with perspex panels and dated information about Bellerive Village could be removed. As the 'Cartela' winch and anchor is not directly related to the Eastern shore history (it was placed to give the village a 'nautical feel', John Sargent, Bellerive Historical Society, pers. comm.) it should be removed.

Within Kangaroo Bay itself there is potential to interpret Aboriginal history, early settlement and farming, the Bellerive-Sorell Railway and the evolution of this area from 1950s onwards.

Recommendations:

Incorporate interpretation of the trans-Derwent ferry history when planning and designing the new wharf development at Kangaroo Bay. Where possible incorporate, reference or hint at historical elements from past ferry services in the new wharf building and infrastructure. Use objects, images, design elements plus text and graphics where appropriate.

Include interpretation of past and present water based recreation around Kangaroo Bay/Derwent River foreshore e.g. regattas, yachting, fishing, swimming.

Interpret the land-based history and evolution of Kangaroo Bay. This should include:

- Aboriginal history;

- Settlement – growing food for the new colony;
- Bellerive – Sorell Railway, branded an 'insane railway' by its critics;
- Evolution of the current landscape i.e. reclaimed areas, isolation of Kangaroo Bay due to road infrastructure.

At this stage it is not possible to specify the media and location of on-site interpretation at Kangaroo Bay. This needs to be planned and designed in conjunction with the new pedestrian and vehicle access, infrastructure and landscaping works.

Remove the 'zig-zag' panels around Bellerive and replace them with panels containing site-specific historic photographs and interpretation.

Once the new ferry wharf is complete, remove the existing passenger shelter with perspex panels on the current wharf.

Remove the 'Cartela' winch and anchor.

Remove the Royal Society of Tasmania panel about Charles Darwin at Bellerive Wharf. This panel is not well written and it repeats the information on the Charles Darwin Trail panels. Removing this panel will also help to reduce the feeling of 'clutter' at this location where there are four interpretation panels within a 10 metre radius.

Clarence Foreshore Trail

The eastern shore of the Derwent River was a popular place with Colonial artists when painting landscapes of Hobart and Mount Wellington.

Recommendation:

Identify locations where landscapes have been painted along the Clarence Foreshore Trail. Where appropriate, place a panel with a reproduction of the artwork and brief text encouraging people to look closely and make comparisons between the view depicted in the painted landscape and what can be seen today.

Waverly Flora Park

This reserve has an interesting history of quarrying and use as a botanical study site as documented in the CCC published booklet 'Waverly Flora Park'. Due

to vandalism issues with panels in this reserve in the past (two Charles Darwin Trail panels placed in the reserve have each been vandalised twice) a downloadable brochure is considered more appropriate than a panel for this reserve.

Recommendation:

Include a downloadable brochure on the Council website with information about both the Aboriginal and European history of Waverly Flora Park.

Richmond

During 2011 Council commissioned a 'Business case analysis into the establishment of a visitor information centre at Richmond historic village'. Although the report is still to be finalised the draft report was provided as background to the CHIP. The draft report contained the following recommendations relating to interpretation:

'Construct a "Richmond narrative" that describes its sense of place in the colonisation of Tasmania and Australia, why and how the village developed within the landscape and supported agriculture, milling, the convict and justice systems and how this can be experienced by walking around this village where the built environment and trees allows visitors to experience the feeling of an early Australian settlement and its historic landscape. The Richmond courthouse provides an eminently suitable building in which to centre the interpretation and from which services can be offered.

Translate this positioning and narrative into:

- *A Richmond interpretation site within the Richmond court house, potentially branded as a "White i";*
- *The Richmond and Coal River web site;*
- *New entry information/interpretation panels at the entries to Richmond and in the car park;*
- *A new Richmond "gateway" as an element of the proposed Richmond by-pass;*
- *Richmond walks (operating from the Richmond courthouse) and themes that encourage people to fully engage with Richmond and surrounds; including links to the "new agriculture and high value add crops;*

- *Pathways and complementary interpretation panels are fit to support Richmond as a walking and engaging destination.'*

The CHIP strongly supports the need to better tell the Richmond and Coal River Valley story.

Recommendations relating to cultural heritage interpretation in Richmond depend on what Council decides to do in response to the above report. If support and funding is available to develop and staff the Richmond Court House as an interpretation and information centre then there would be huge potential to develop materials, displays and exhibits to tell the Richmond - Coal River Valley story in this building. Such a centre would require its own interpretation plan.

Strengthening the cultural heritage interpretation presented on the Council supported website; richmondvillage.com.au is strongly supported. This site could also include podcasts for walks and drives in the village and Coal River Valley. These materials will satisfy visitors seeking pre-visit information and can also be used by visitors once they are in Richmond. Web-based materials are relatively cheap to produce, distribute and alter. They could be developed now, as they are not reliant on a decision being made about the possible redevelopment of the Court House. If the interpretation and information centre in the Court House does go ahead, then the web-based materials can be adjusted accordingly.

The recommendation for new interpretation panels at the entrance to Richmond and in the car park is not supported. The current panels are considered to be appropriate.

The two recommendations relating to walks around Richmond are supported however consideration needs to be given as to how these may operate, which in turn will determine what interpretive materials are required. Options include:

- Personally guided walks – depending on the guide, these offer the best chance of connecting with visitors as the guide can tailor the presentation to the group and answer questions. However financially this is a more costly option than self guided walks. Consideration would need to be given to: frequency of walks, cost, use

of volunteer or paid guides, training of guides, route/s and story development etc

- Self guided walks – with interpretation via panels, a brochure or podcasts. These are cheaper options than personally guided walks. It may be possible to offer a combination of these to suit different visitor preferences. Again, consideration needs to be given to route/s, story development interpretive media.

Recommendations:

If Council decides to proceed with the Richmond Court House information and interpretation centre, develop an interpretation plan for this centre. Such a plan should consider audiences (current and potential), messages and media.

Interpretation relating to Richmond should include Aboriginal heritage, where this is appropriate and in consultation with the Aboriginal community.

Strengthen the cultural heritage interpretation presented on the Council supported website; richmondvillage.com.au by rewriting the 'history' section so that it is more engaging.

Develop one or more self-guided walks around the village and drives through the Coal River Valley. Produce a brochure and/or podcast (both downloadable from the richmondvillage.com.au website) for each walk or drive.

Lauderdale

Recommendation:

Place an interpretation panel in the park at the eastern end of the canal. This should be located such that people can see both the full length of the canal and through to the ocean. This location should also ensure that the panel is visible from the beach-front carpark, which may lure people over to read it. Use text and images to interpret the:

- Aboriginal history of the area,
- canal,
- tramway for hauling boats over the neck, and;
- evolution of this area from a holiday destination with shacks to an outer suburb of Hobart.

South Arm

A panel featuring local history and amenity information is currently (March 2012) being developed by Maurice Potter for South Arm. Council have also allocated funding in the 2012/13 budget for a 'street names' panel for South Arm (part of the series already in place in Bellerive and Lindisfarne). To avoid duplication, signage clutter and to save resources a single panel in the style of the street names series is recommended.

Recommendation:

Locate a panel opposite the war memorial on the grassy rise on the right hand bend on South Arm Road. Using text and images interpret:

- Aboriginal history of the area,
- agriculture,
- military history i.e. Fort Direction,
- local history including street names plus evolution from a village/shack settlement to now (for some people) an outer suburb of Hobart and
- amenity information.

Opossum Bay

Recommendation:

Locate a panel on the grassy verge across the road from 14 Pier Road. This location was chosen for its views of the bay and shacks plus the views back to Hobart. Use text and images to interpret:

- Aboriginal history of this area,
- agriculture, and
- growth as a holiday destination.

Alternative but less suitable locations for this panel would be beside the Council sign identifying Opossum Bay Park on Spit Farm Road or near the tables in front of the Opossum Bay Store (this would require agreement with the store owners).

Meehan Skyline and Rokeby Hills-Droughty Point Trails

Negotiations and investigations relating to access and routes are currently in progress to enable these

two trails to be fully developed. Consideration of opportunities for cultural heritage interpretation (and natural heritage interpretation too, but that is not part of this brief) should be an integral part of the trail development process.

Recommendation:

Include planning for cultural heritage interpretation as part of the development process for the Meehan Skyline and Rokeby Hills-Droughty Point Trails. This requires consideration of the following questions:

- Which sites, locations, landscapes and stories could or should be interpreted along these trails? This requires a review of historical material relating to the routes of each of these trails plus consultation with the Aboriginal community. This is beyond the scope of this plan. However as a starting point the following topic suggestions are given:
 - Meehan Skyline Trail: Aboriginal history, Bellerive-Sorell railway;
 - Rokeby Hills-Droughty Point: rich Aboriginal history, very significant whaling history (Tryworks Point was Tasmania's first whaling station, good descriptions of whaling in Knopwood's diaries), whales now returning into the Derwent Estuary.
- Do the sites where people are being directed have appropriate and safe access? Are there sites, structures or objects that need to be protected via physical structures, non-promotion etc
- What are the best media for interpreting cultural heritage along the trail? Interpretation can be relatively easily and cheaply included within brochures and/or web-based information produced about the trails. Some sites along the trails may have existing or proposed on-site interpretation.

Kayak trail

A kayak trail, following much of the 191 km of coastline of Clarence, has been proposed by Council's Tracks and Trails Committee.

Consideration of opportunities for cultural heritage interpretation (and natural heritage interpretation too, but that is not part of this brief) should be an integral part of the trail development process.

Recommendations:

Include planning for cultural heritage interpretation as part of the kayak trail development process. This requires consideration of the following questions:

- Which sites, locations, landscapes and stories could or should be interpreted along the trail? There is huge interpretive potential within the estuary and along the coastline. In order to choose which cultural heritage topics to interpret, a review of historical material relating to the estuary and coastline plus consultation with the Aboriginal community is required. This is beyond the scope of this plan. However as a starting point for topics to interpret, the following ideas are provided:
 - Aboriginal heritage, movement around the estuary and use of resources – shellfish, waterbirds, plants, rock platforms at Bedlam Walls etc.,
 - Early expeditions and European visitors,
 - Whaling history (e.g. Tryworks Point) and whales now returning,
 - Defences of the Derwent Kangaroo Bluff, South Arm, and;
 - Crossing the Derwent – bridges (floating, Tasman, Bowen), ferries.
- Do the sites where people are being directed have appropriate and safe access? Are there sites, structures or objects that need to be protected via physical structures, non-promotion etc.?
- What are the best media for interpreting cultural heritage along the trail? Interpretation can be easily and cheaply included within brochures and/or web-based information that are produced about the trail. Some sites along the trail may have existing interpretation e.g. Kangaroo Bluff and some may have interpretation in the future e.g. base of Tasman Bridge, Bedlam Walls, Tryworks Point.

Investigate opportunities to offer or encourage guided kayak tours either as a commercial opportunity or via a program like Adult Education.

Clarence-wide opportunities

The following recommendations relate to projects that apply across the whole of Clarence. These projects could be used to increase understanding of and appreciation for the City's cultural heritage.

The content for the interpretation in Clarence-wide recommendations below should focus on the key cultural interpretation themes identified in Section 4.5 'Bringing it all together - key themes for cultural heritage interpretation within Clarence'.

Recommendations:

Provide a more comprehensive and engaging interpretation of Clarence's Aboriginal and European cultural heritage on the CCC website. This should include a list of places people can visit to experience Clarence's cultural heritage first hand.

Produce and distribute a brochure aimed at Tasmanian, interstate and overseas visitors that briefly introduces and interprets the Aboriginal and European heritage of Clarence and lists places where it can be explored.

Develop a cultural heritage resources kit and distribute this to primary and high schools within Clarence. This could include:

- a summary of Clarence's heritage, both Aboriginal and European,
- copies of brochures e.g. Bellerive Village – a walk through history, Old Rokeby Historic Trail etc.,
- A list of reference materials e.g. books, other publications and websites, and
- Suggestions of places to visit within Clarence that have a heritage focus e.g. Rosny Farm, Kangaroo Bluff, Richmond, Moorings Museum, SPAT Museum, Risdon Cove, Bedlam Walls.

Produce and distribute a simple 'how to' guide for individuals/groups wanting to develop interpretation materials.

Encourage and support historians and history groups to offer occasional guided walks in Clarence as part of Council's 'What's On' program and also through programs such as Adult Education.

In conjunction with local history groups and historians, develop a series of podcasts downloadable from the CCC website, featuring guided walks, oral histories etc.

Allocate sufficient resources and funding annually to ensure participation in the Tasmanian Heritage Festival (coordinated by National Trust (Tasmania)).

Include a list (and update it regularly) on the CCC website of:

- publications about local history by groups and individuals,
- history groups and societies with their contact details.

Support and assist with the provision and development of changeable display spaces, both real and virtual. Ensure these spaces are available and shared between all groups with an interest in Clarence's Aboriginal and European cultural heritage. Possible spaces could include:

- a space on Council's website for a mini-display of historic photos and documents (say 5-10) which change at a regular interval e.g. every 2-3 months. Each mini-display should have a theme or focus.
- a central space e.g. at Rosny LINC or similar which could house a small regularly changing display of historic photographs or other memorabilia, linked by a theme.

In conjunction with finding spaces, Council should also:

- provide support and/or funding to build a display cabinet that could accommodate a changing display, and
- provide funding and/or assistance to develop displays, copy photographs, print labels etc. for changing displays.

Moorings Museum

This museum holds a significant collection of documents, photographs, objects and artefacts. During an interview in the research phase of the CHIP, the museum's owner, John Sargent raised two main issues. These were:

- A long held desire to move the collection to a bigger and more central display space in Bellerive, with the possibility of sharing such a space with Clarence's other history groups. John acknowledges that such a centre is expensive to run. One option is to 'piggy-back' on a business to offset operational costs. To this end he is currently in negotiations with Business East.
- What will happen to the collection in future when John is no longer able to look after it?

These issues are beyond the scope of this plan. However, support is given for investigating, and if possible establishing, one or more central spaces or locations where local cultural history can be displayed and interpreted. This may include a history centre or building (if the funding, Council support and a business to share with are available and this is considered sustainable into the future). However other simpler, cheaper or interim options should also be considered such as the changeable display spaces outlined in 7.8 Clarence-wide opportunities.

In terms of what happens to the collection in future, this is a difficult question to answer. The collection is a very rich resource of source material for cultural heritage interpretation within Clarence, particularly in relation to Bellerive and the trans-Derwent ferries. Council needs to develop an agreement or plan with John to ensure that this collection, and his extensive knowledge of it, is not lost.

Recommendations:

Investigate, and if possible establish, one or more central spaces or locations where material from the Moorings Museum can be displayed and interpreted.

Council should develop an agreement with John Sargent about the future of the collection in Moorings Museum.

Sound Preservation Association of Tasmania

Whilst not Clarence specific in terms of content, the concerts SPAT organises, the visits it hosts and the tours of the museum it provides are all forms of cultural heritage interpretation.

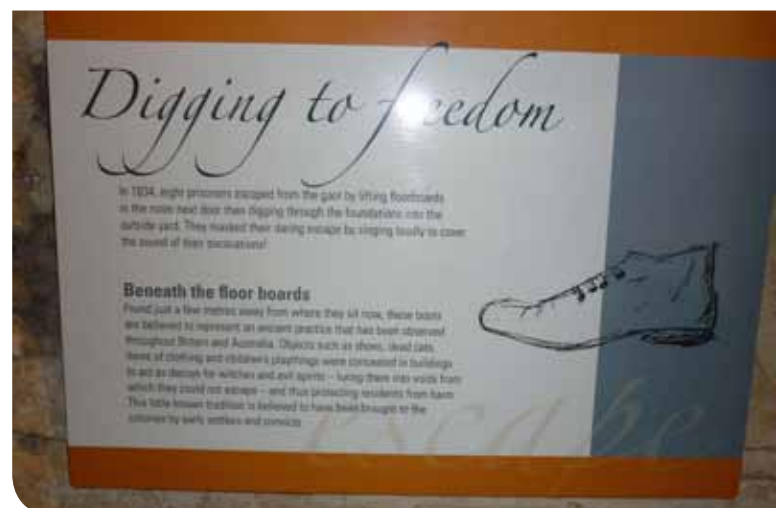
Interpretive opportunities for SPAT could be increased by inviting them to participate in mini displays on Council's website and/or in changeable displays in central locations (see 7.8 Clarence-wide opportunities)

Like the Moorings Museum, SPAT is facing some significant issues in terms of its future. Its membership is aging, so care for the collection now and into the future is of concern, plus space to house the growing collection is becoming increasingly limited. These issues are beyond the scope of this plan but they do influence this plan as the Museum collection is a rich resource of source material for cultural heritage interpretation.

Recommendations:

Encourage and support SPAT to participate in mini-displays on Council's website and/or in changeable displays in central locations.

Assist and support SPAT to undertake planning for the future of the collection.



7.0

Summary of recommendations, priorities and approximate costings

Interpretation project	Key theme ¹	Priority	Cost estimate CCC proportion
Risdon Cove* – use the report being prepared for CCC CHAC May 2012 meeting and the Committee's response to explore options for increasing the promotion/interpretation of Risdon Cove.	2,3	high	? depends on Committee's recommendations
Natone Hill – new panel at Nubena St entrance	3	medium	\$3000
Lindisfarne – art deco walk + podcast/brochure	3	medium-low	\$2000
Rosny Farm – include interpretation planning in any redevelopment of access/surrounds	1,3	medium	\$2000 (planning costs only)
Kangaroo Bluff* – various projects to 'reinvigorate' site: <ul style="list-style-type: none"> • installation of new on-site panels/podcasts • conducting activities & tours • organizing a festival/event • establishing a 'Friends of Kangaroo Bluff' 	3	high	Costing unknown as these would need to be collaborative projects with land manager ie PWS
Tangara Trail – use historically relevant names, include interpretation on future brochures/signage	3	medium - ongoing	\$3000
Convict Trail – include information eg background, panel locations on CCC website	2,3	medium	\$750
South Arm Bike Track – place laminated copies of the brochure 'Pedal into the Past' in shops/on notice boards in South Arm Opossum Bay and include the brochure in downloadable form on the CCC website.	1,3	medium	\$250
Raise the profile of interpretation within Council <ul style="list-style-type: none"> • hold workshop • join IAA • employees to attend IAA workshops/conferences • embed consideration of interpretation within planning & development processes • develop guidelines for staff to use when developing interpretation • include annual allocation in asset management budget for maintaining/replacing interpretation. 	NA	very high	\$800 not including staff time \$400/yr ?\$1300/pp depends on location etc NA \$1000 ? unknown at this point
Base of Tasman Bridge – interpret crossing of the Derwent	1	medium- high	\$12 000 ²
Bedlam Walls	3	medium-high	\$15 000 ²

¹ Numbers relate to the key themes identified in Section 4.4 'Bringing it all together - key themes for cultural heritage interpretation within Clarence'

* These sites are not owned by CCC

² This represents the cost for the interpretation aspect of these projects (i.e. planning and implementation) only, not the associated site planning, landscaping, road and trackworks etc

Bellerive Wharf & Kangaroo Bay			
<ul style="list-style-type: none"> develop interpretation at new ferry terminal/around Kangaroo Bay 	1,2,3	medium-high	?\$50 000, cost will depend on what is planned, possible to do in stages.
<ul style="list-style-type: none"> replace zig-zag panels around Bellerive 	1,3	medium	\$8000
<ul style="list-style-type: none"> remove passenger shelter, 'Cartela' winch/anchor, Royal Society Darwin panel. 	NA	medium-low	?\$2000
Clarence Foreshore Trail – install panels where colonial landscape views have been painted	1,3	medium	Say 4 panels at \$3000 each = \$12 000
Waverly Flora Park – downloadable brochure on CCC website interpreting history of reserve	3	low	\$500
Richmond	3	medium-high	
<ul style="list-style-type: none"> depends on Council's decision re Courthouse centre. 			Court House centre – unknown
<ul style="list-style-type: none"> re-write history section on website 			\$1000
<ul style="list-style-type: none"> develop routes and interpretation for one or more guided walks 			\$4000/walk
Meehan Skyline Trail- research & writing text for brochures/web information	3	medium	\$3000 ³
Rokeby Droughty Point Trail – research and writing text fro brochures/web information	3	medium	\$3000 ³
Kayak trail	1,3	medium	\$4000 ³
Lauderdale	1,3	medium	\$4000 ⁴
South Arm	1,3	medium	\$4000 ⁴
Opossum Bay	1,3	medium	\$4000 ⁴
Clarence wide opportunities:			
<ul style="list-style-type: none"> rewrite cultural heritage information on CCC website to be more engaging and comprehensive 	1,2,3	medium	\$2500
<ul style="list-style-type: none"> develop a brochure to introduce and interpret Clarence's history and where it can be explored 	1,2,3	medium	\$3000 plus printing and distribution
<ul style="list-style-type: none"> develop and distribute a cultural heritage resource kit to schools in Clarence 	1,2,3	medium	\$8000

³ If onsite interpretation is required, cost for infrastructure would need to be added to this amount.

⁴ It would be possible (and preferable) to develop these panels as a series. This would lead to efficiencies in production thereby reducing costs and also provide a feeling of connection, especially between the relatively closely located South Arm and Opossum Bay panels.

Clarence wide opportunities (cont.)			
• produce and distribute a 'how to' guide for developing interpretation materials	NA	medium	\$1000
• encourage and support history groups/historians to lead guided walks	1,2,3	low-medium	\$2000
• develop a series of podcasts downloadable from the CCC website featuring guided walks, oral histories etc.	1,2,3	low-medium	\$6000
• allocate funding to ensure annual participation in the Tasmanian Heritage Festival	1,2,3	medium – high	\$3000
Develop (& keep updated) a list of:			
• publications relating to local history.	1,2,3	medium	\$400
• local history groups and their contacts	1,2,3	medium	\$200
Support and assist with developing and maintaining changeable display spaces, both real and virtual	1,2,3	medium-high	\$4000
Moorings Museum* – display space and future planning	1,2,3	medium	unknown – depends on display space investigation
SPAT* – mini changeable displays, future planning	3		unknown

* These sites are not owned by CCC

Appendix 1

List of potential cultural heritage interpretation topics in Clarence generated at a workshop held on 28 August 2011 at Clarence City Council

Clarence **does** have history. It all began here

Clarence = East Hobart

Transport – crossing the Derwent, access to Port Arthur, Sorell Railway, Airports (Cambridge, Hobart) Mt Pleasant radio telescope

Maritime history – Tryworks Point, shipbuilding, jetties, ferries wrecks, transport for produce

Agriculture:

- important in Clarence, the settlement of Hobart relied on crops grown here, especially in 1805 food shortage in colony (also wallaby and kangaroo)
- from the beginning Clarence farmers were keen to try new crops e.g. hops, oysters, vineyards
- water schemes allowed agriculture to expand

Convict stories – many of these were quite positive, not all gloom & doom

Defence of the Derwent – South Arm, Kangaroo Bluff

Gaols – Richmond and Risdon

Historic routes - There is a network of historic travel routes/tracks across Clarence – these have been used by Aboriginal people through to present day times

Aboriginal heritage - exists throughout Clarence, including middens, artefacts, quarries a burial site and more

Built heritage - Visitors are drawn to this. Large number of sites in Clarence on Heritage Register – interpret these as a group?

Education – from numerous small rural schools (where were they? how did they operate?) to current situation

Strong/long term family associations - Many families in Clarence haven't moved far, hence some families have strong/long term associations with places and buildings. In some cases the River Derwent has acted as a barrier to families spreading

Broad acre housing developments e.g. Clarendon Vale, Warrane, Rokeby, Mornington, Risdon Vale

Formative periods in recent history – rural to urban, bridge disaster, Eastlands

Celebrations & anniversaries – public events, families, sports groups

Moveable heritage - often unknown to the general public & unrecorded eg at St Matthews Church, Rokeby there is the first church organ imported into Australia amongst other items. Also paintings of early properties and views held in private homes

Cultural landscapes - eg hawthorn hedge fields and significant remnant vegetation along Clarence Plains Rivulet

Richmond – classic example of a rural English village, e.g. pubs, village green etc

Visitors **love** to talk to a **local** ('You're the first Tasmanian I have met')

Risdon Cove – the beginning of land rights within Tasmania

Churches and cemeteries

Workshop participants were:

Maurice Appleyard (Tasmanian Family History Society)

Lois Green (Coal River Valley Historical Society)

Lindsay McCarthy (Sound Preservation Association of Tasmania)

Peter MacFie (historian & author)

Penny O'Brien (Lindisfarne Historical Society)

Maurice Potter (South Arm History Group)
Peter Rigozzi (PWS Heritage Officer)
John Sargent (Bellerive Historical Society)
Alan Townsend (CCC History Projects Officer)

The following people were unable to attend the workshop but submitted written feedback or participated in interviews:

Alison Alexander (historian & author)
Wendy Andrew (Clarence Plains Historical Society, Tranmere – Clarence Plains Land and Coastcare, CHAC member)
Paul Dawson (Tasmanian Aboriginal Centre)
Carol Markby (PWS Ranger, South East Region)
Kaye McPherson (Manuta Tunapee Puggaluggalia Historical and Cultural Association, CHAC member)
Caleb Pedder (Tasmanian Aboriginal Land Council)

The following staff at Clarence City Council were also interviewed as part of the development of this plan:

Tracey Cockburn (Arts and Cultural Development Officer)
Mary McParland (Tracks and Trails Planning Officer)
Alan Townsend (History Projects Officer)
Greg Walker (Economic Development Officer)

Site visits and interviews were also conducted at:

Moorings Museum, interview with John Sargent
Sound Preservation Association of Tasmania, interview with Brian Kemp

The following people/organisations provided comment on the draft CHIP:

Wendy Andrew, Clarence Plains Historical Society, Tranmere – Clarence Plains Land and Coastcare, CHAC member

Rae Calvert, South Arm Peninsula Residents Association

CCC staff including: John Toohey, Tracey Cockburn, Alan Townsend, Mary McParland, Greg Walker, Suze Schultz, Phil Watson, Matt Graham, Wendy Moles, Tracey Sparks, Bruce Gibbs and Dan Ford

Alex Green, Coal River Valley Historical Society Inc.

Eve Gibson, Bellerive Historical Society and CHAC member

Pene Marshall, SAPRA History sub-committee

Mike Nash, Tasmanian Heritage Office

Fred Pribac, Richmond resident

Peter Rigozzi, PWS

John Sargent, Bellerive Historical Society, owner of Moorings Museum and CHAC member

Wayne Smith, CHAC member

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