INTERPRETATION STRATEGY

Former South Hurstville Bowling Club

Job No. 3143
February 2018

Herıtage 21

CULTURAL BUILT HERITAGE IN THE 21ST CENTURY

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Acknowledgement of Country

Heritage 21 wishes to acknowledge the Traditional Owners of country throughout Australia and recognise their continuing connection to land, waters and community. We pay our respects to them and their cultures; and to elders both past and present.

Cover page: Subject site at 29A Greenacre Road. (Source: Heritage 21, 12.05.16)

The following Table forms part of the quality management control undertaken by Heritage 21 regarding the monitoring of its intellectual property as issued.

Issue	Description	Date	Written by	Reviewed by	Issued by
1	Draft report (D1) issued for comment.	06.02.18	LS	AK	LS
2	Report issued (RI).	12.02.18	LS	-	LS

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1.0 INTRODUCTION

1.1 Background & Purpose

This interpretation strategy ('report') has been prepared by Heritage 21 on behalf of Sydney Catholic Schools as part of recommendations made by Georges River Council following the lodgement of a development application for the proposed development of 29A Greenacre Road, South Hurstville (the 'subject site'), the former South Hurstville Bowling Club.

Interpretation is an essential component of the heritage conservation process. The active interpretation of heritage places supports community recognition and encourages understanding of a site's various values and significance. The importance of integrating interpretation in the conservation process is recognised by *Australia ICOMOS* (International Council on Monuments and Sites) *Burra Charter, 2013,* which defines interpretation as:

> *All the ways of presenting the cultural significance of the place... (and) may be a combination of the treatment of the fabric (e.g. maintenance, restoration, reconstruction); the use of and activities at the place; and the use of introduced explanatory material.*[1]

One of the key purposes of this report is to demonstrate how the history and significance of the former South Hurstville Bowling Club could be communicated on the site as the old clubhouse building is adaptively reused for educational purposes, forming part of a Marist College campus. To achieve this the broad history of the site and its setting is examined to determine how relevant historical themes and key messages could be conveyed, via interpretive media and materials, to the public. The report also explores the nature of the site and proposed development, including its potential interpretive resources, key zones of engagement and audiences as well as suggesting what types of interpretive media could be considered for installation.

It should also be noted, that underlining the commissioning of this report is a desire to actively address heritage issues raised in a letter by Georges River Council ('Response to Heritage Advisor Comments, DA2017/0216) dated 13.11.17.

Based upon the concerns highlighted by Georges River Council, this interpretation strategy was deemed as a mitigation measure, in that incorporating interpretive elements into the proposed development will allow the students and public users of the site to gain an awareness of the prior history of the site.

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[1] Australia ICOMOS, 'The Burra Charter: The Australia ICOMOS Charter for Places of Cultural Significance' (Australia ICOMOS, 2013), http://australia.icomos.org/publications/charters/.

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1.2   Terminology

The terminology in this report follows definitions presented in *The Burra Charter* as well as the *ICOMOS Ename Charter for the Interpretation and Presentation of Cultural Heritage Sites* (2008). Relevant terms from the latter include:

Interpretation refers to the full range of potential activities intended to heighten public awareness and enhance understanding of cultural heritage sites. These can include print and electronic publications, public lectures, on-site and directly related off-site installations, educational programmes, community activities, and ongoing research, training, and evaluation of the interpretation process itself.

Presentation more specifically denotes the carefully planned communications of interpretive content through the arrangement of interpretive information, physical access, and interpretive infrastructure at a cultural heritage site. It can be conveyed through a variety of technical means, including, yet not requiring, such elements as informational panels, museum-type displays, formalised walking tours, lectures and guided tours, and multimedia applications and websites.

Interpretive infrastructure refers to physical installations, facilities, and areas at, or connected with a cultural heritage site that may be specifically utilised for the purpose of interpretation and presentation including those supporting interpretation via new and existing technologies.

Cultural Heritage Site refers to a place, locality, natural landscape, settlement area, architectural complex, archaeological site, or standing structure that is recognised and often legally protected as a place of historical and cultural significance.

1.3   Methodology

The methodology used in this report is consistent with the Heritage Interpretation Policy contained in the NSW Office of Environment and Heritage ('OEH'), *Heritage Information Series: Interpreting Heritage Places and Items Guidelines,* as endorsed by the Heritage Council of NSW in August 2005. It has also been prepared in accordance with the principles contained in the *ICOMOS Charter for the Interpretation and Presentation of Cultural Heritage Sites, 2008* (known as the 'Ename Charter') and the most recent addition of the *Australia ICOMOS Burra Charter, 2013.* In particular, the following OEH supplied 'ingredients for best practice' focused and directed the completion of this report:[2]

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[2] NSW Department of Environment and Heritage ('OEH'), 'Heritage Information Series: Interpreting Heritage Places and Items Guidelines', as endorsed the Heritage Council of NSW in August 2005.

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1. PEOPLE & CULTURE	Respect for the special connections between people and items.
2. SIGNIFICANCE	Understand the item and convey its significance.
3. RECORDS & RESEARCH	Good research is at the heart of effective interpretation. Use existing records of the item, research additional information, and make the records and research publicly available (subject to security and cultural protocols).
4. AUDIENCE	Explore, respect and respond to the identified audience
5. THEMES	Make reasoned choices about themes, ideas and stories.
6. ENGAGING THE AUDIENCE	Stimulate thought and dialogue, provoke response and enhance understanding.
7. CONTEXT	Research and understand the physical, historical, spiritual and contemporary context of the item and related items; and respect local amenity and culture.
8. SUSTAINING SIGNFICIANCE	Develop interpretation that strengthens and sustains the significance of the item, its character and authenticity.
9. CONSERVATION PLANNING	Integrate interpretation in conservation planning, and in all subsequent stages of a conservation project.
10. MAINTENANCE, EVALUATION & REVIEW	Include interpretation in the ongoing management of an item; provide for regular maintenance, evaluation and review.
11. SKILLS & KNOWLEDGE	Involve people with relevant skills, knowledge and experience.
12. COLLABORATION	Collaborate with organisations & the local community.

1.4   Context

1.4.1   Site Identification

The site is located at 29A Greenacre road, South Hurstville. An aerial of the site indicates the irregular allotment boundaries, which enables access to the central area of the site from three different entry points. As depicted in Figure 1 below, two entrances to the site are from Greenacre road to the south-east, while another access point is at Rickard road, at the site's north-west.

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Figure 1. Current aerial photograph of the site outlined in red. (Source: Six Maps, https://maps.six.nsw.gov.au/).

1.4.2 Heritage Context

The site is listed in Schedule 5 of the Kogarah Local Environmental Plan 2012 as local item of environmental heritage, I60.

The following Statement of Significance for the former South Hurstville Bowling Club, as found on the State Heritage Inventory:

> *29A Greenacre Road (former South Hurstville Bowling Club) is a representative example of a two-storey Post-War Functionalist style institutional building which is relatively rare within the Kogarah LGA. The place is of importance to a past and present identifiable group within the local community as a social institution, and an important contributor to the historical growth of Kogarah LGA.*

1.5 Authors

This report has been prepared by Lauren Schutz, Heritage Consultant, and overseen by Paul Rappoport, Director of Heritage 21.

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1.6   Limitations

- This report is prepared as a strategic overview of appropriate interpretive concepts for the heritage significance of the subject site. While developing themes and key messages for the identified audience at the subject site, it does not specify content development, design specifications, installation strategy or a maintenance plan for the proposed interpretive media for the site. These aspects should form part of a future staged interpretive plan.

- The suggestions for interpretation contained in this interpretation strategy relate solely to the study area and not to other items and areas in the vicinity.

- Research for this report has aimed to be as comprehensive as possible given the time constraints of the project.

- Community consultation has not been undertaken in the preparation of this report, which is deemed to be beyond the scope of this report.

- Preparation of this interpretation strategy has not included the seeking of any copyright approvals or permissions, where such would be required in the future, for the use of images, media or other information recommended for inclusion on the recommended interpretive media.

- This interpretation strategy is based upon an assessment of the pertinent historical themes and heritage values of the subject site and does not purport to have reviewed or in any way endorsed decisions that are of a planning or compliance nature. Thus, it will be assumed that such matters will be assessed by others in terms of whether or not the proposed work under this Strategy complies with State Government's laws and regulations and the local Council's planning instruments, such as the relevant Local Environment Plan and any relevant Development Control Plans, for non-heritage aspects of the proposal. Similarly, this interpretation strategy does not purport to determine or assess any BCA requirement services related issue, contamination issue, structural integrity, legal matter or any other non-heritage issue.

1.7   Copyright

Heritage 21 holds copyright for this report. Any reference to or copying of the report or information contained in it must be referenced and acknowledged, stating the full name and date of the report as well as Heritage 21's authorship.

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2.0 HISTORICAL CONTEXT

This section aims to provide a succinct historical overview of the subject site and its immediate setting; the suburb of Hurstville.

2.1   Local History

Aboriginal people are known to have lived in the area of Botany Bay for more than ten thousand years. Along Georges River, which spans from Botany Bay to Liverpool, the Aboriginal people living in this area were known as the Gwiyagal group, which is part of the Eora nation.[3] The caves along Georges River were used as shelter by the Aboriginals. Evidence of their occupation can be seen in the form of middens in Oatley and Lugarno.[4]

In 1808, Captain John Townson and his brother Robert Townson received two of the largest land grants in the Sydney region. Situated within the Hurstville area, the grant to Captain Townson of 1950 acres included the present suburbs of Hurstville and part of Bexley while Mortdale, Penshurst and parts of Peakhurst are on land granted to his brother, Robert Townson. An additional 250 acres of land was granted to Captain John Townson in the Kingsgrove and Beverly Hills area in 1809, however due to the unsuitability of this land for wool production, the Townson brothers were not satisfied with this grant and probably never occupied this land.[5]

Captain John Townson 1950-acre land grant occupied much of today's Hurstville, which was consequently purchased by Simeon Lord, a wealthy merchant, in 1812. The area then became known as "Lord's Forest". On Lord's death, the land passed to John Rose Holden and James Holt. In 1830, John Connell acquired the land and the locality came to be known as "Connell's Bush". Many of the local inhabitants in the 1800s were timber getters and charcoal burners. The timber-getters' track through the forest became what is now Forest Road. However, as the thick forest was cleared, market gardens, orchards and, later, dairy farms were established. Development was slow due to the relative inaccessibility of the area.[6]

In 1850 Michael Gannon purchased the estate. The area, included small farms along what is now Croydon Road, became known as Gannon's Forest. The buildings which began to cluster (near the present Hurstville Public School) became the village of Gannon's Forest. Forest Road in this vicinity was widely known as Gannon's Forest Road up until the 1880s.[7]

In 1839, a dam was constructed on the Cooks River at Tempe. The roadway across the top of the dam provided a direct route between Sydney and southern areas including Hurstville, hastening development. In 1843, the Mitchells Line of Road, later known as Forest Road, was cut through the forest to the Illawarra, crossing the Georges River by way of a hand-winched punt at Lugarno. Public

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[3] Hurstville City Council, 'History of Hurstville', *Georges River Council Hurstville*, n.d.,
http://www.hurstville.nsw.gov.au/preview.aspx?PageID=179.
[4] Ibid.
[5] Ibid.
[6] Frances Pollon, ed., *The Book of Sydney Suburbs* (Sydney: Cornstalk, 1996), 130–131.
[7] Pollon, *The Book of Sydney Suburbs*; Hurstville City Council, 'History of Hurstville'.

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transport was scarce and expensive, and electricity, sanitation, garbage collection and running water remained unavailable.[8]

Regular horse-drawn coaches operated by Daniel Treacy linked Hurstville with the city from the 1860s and growth quickened. As land started to rise in value, several local businesses increased their holdings. The South Coast railway line, established in 1884, and construction a year later of the Como Bridge across the Georges River, provided easy and inexpensive transport to and from Sydney and spurred Hurstville's evolution from a rural to a suburban area. Land sales became a feature of local business and the Municipality of Hurstville was proclaimed in 1887. The railway and the improved road access continued to bring more and more people out of the city.[9] Tom Ugly's Bridge was completed in 1929.

The original town centre was on Forest Road, probably near the current Hurstville Public School. A two-storey building containing four shops was built nearby in the 1890s or early 1900s and this group of businesses comprised Hurstville's original commercial centre. The nearby Free and Easy Hotel, formerly the Currency Lass, hosted cock fights and skittles games. Horse races were also staged along Forest Road from the Free and Easy. The Gardener's Arms Hotel stood on Forest Road in the area now occupied by the Hurstville RSL Club. With the advent of the railway, the retail and commercial centre of Hurstville gravitated towards Hurstville Railway Station, and the former village near the public school declined.

Forest Road was also made to run parallel to the railway line and a 'ribbon' shopping strip in the vicinity of the railway station flourished. As the Railways Department sold their land holdings between the railway line and Forest Road in the 1920s and 30s, Hurstville's retail and commercial underwent further expansion. The Hurstville Super Centre, built over the railway station in 1965, was one of the earliest developments of this type. The retail and commercial centre of Hurstville once again shifted after the opening of the Westfield Shoppingtown complex in 1978 and its subsequent expansion in 1990.[10]

Figure 2. Timber-getters in St George, 1913. (Source: Lawrence, J, p4)

Figure 3. View to south-east at corner of Forest Road and Durham Street, 1937. (Source: State Library of NSW)

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[8] Hurstville City Council, 'History of Hurstville'.
[9] History of Hurstville
[10] History of Hurstville

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2.2   Site History

The founder of the South Hurstville Bowling Club, A.J. (Bert) Davis, began campaigning for a bowling club in 1932. The first meeting was held May 7, 1932 with fifteen people in attendance, including; S R Bell, A Davis, A S Green, O Richardson, J Shephard, G Bishop, G N Dixon, R Gunter, D Ruddiford, E Worthington, A Dayball, A Graham, A Morgan, J Smith and A Taylor.[11]

Two years later the club was actually created, with the No 1 Green ready for play with 4 rinks on August 12, 1934. It was decided in that initial meeting that the bowling club was to be constructed on land located off Greenacre road that Bert Davis was using as a pig farm. Residents in the local community assisted with levelling the land, reportedly a difficult task. They were compensated for their efforts following the establishment of the club, with the cost to the Club being £300.

Due to the increased number of members, it was decided that a club house was needed, and they purchased an unused church at Kogarah for £17, with cartage of £13. The entire cost coming to £31. Additions were made to the building until 1953 when the new clubhouse was designed. The foundation stone was set by President John Walker on June 27, 1953. The club was formally opened December 5, 1953 by his Excellency the Governor of New South Wales Lieutenant-General Sir John Northcott, KCMB, CB, MVO.

Concerns regarding the No 1 Green were raised in 1947 as it was demanding too many hours from the green staff and costing the club a great deal of money. The decision was then made to remove the green completely. The green was extended, and the third green was officially opened December 18, 1954. Changes were also made to the club house including the addition of a strongroom, a stage and the enclosure of the bar. Exterior changes including; the transformation of the driveway and drainage, erection of retaining wall and improvement of drainage to numbers 1 & 2 greens.

A liquor licence was granted to the Club April 6, 1955. More land was acquired to the north of the site by the Club in 1955 for £565. Land at the rear was acquired for £1,900 in 1956 and the Rickard Road entrance for £650. By 1958 a news bulletin had been established. In 1959 a cottage was built for the Greenkeeper. The building, fences and path cost £3,537. The rent for occupying the cottage was £3 a week.

In 1969 the first Annual Open Fours Tournament was inaugurated with 4 sections of play, each section had 32 teams with 26 team entries arriving after the sections were filled. During 1969 a leased agreement commencement began with Bexley RSL Bowling Club to play all of their matches. This agreement lasted until 1992.

Due to changing circumstances, the Club had become affiliated with a number of other clubs to become Club Hurstville Sports. Other concepts had also been introduced to ensure that the club remained relevant, including lingerie waitstaff on Saturday nights.

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[11] 'South Hurstville Bowling Club: Members from 1934' (South Hurstville Bowling Club, 1994).

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However, in 2014 the Bowling Club amalgamated with the Olds Park Sports Club, formerly known as the Peakhurst Bowling Club, in Beverley Hills.[12]

Figure 4. Pairs finals at South Hurstville Bowling Club. (Source: State Library of New South Wales)

Figure 5. Albert Davis founder of the South Hurstville Bowling Club, 1941. (Source: Club Hurstville Sports Facebook).

[12] Olds Parks Sports Club, 'History', n.d., https://oldsparksportsclub.com.au/history/.

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3.0 INVENTORY

3.1   Research

The primary built form on the site is a two-storey rendered brick building, with notable detailing. The site also contains three areas of bowling greens, with respective out buildings and a carpark.

Figure 6. Main entry to the ground level of the existing building (Source: Heritage 21, 12.05.16).

Figure 7. Bowling green situated to the front of the existing building (Source: Heritage 21, 12.05.16).

There is currently no interpretation for the site.

3.2   Proposed Development

The proposed development, as understood by Heritage 21, includes;

- Conservation works to the heritage listed two-storey building (Building A);
- Demolition of Post-War outbuildings;
- Removal of the A.J. (Bert) Davis Memorial Green archway;
- New landscaping throughout the site;
- Introduction of a vehicular driveway; and
- Construction of three new buildings.

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4.0 AUDIENCE & GOALS

4.1 Audience Profile

Achieving a broad understanding of potential audiences is crucial to the effective delivery of an interpretive programme. Therefore, decisions throughout the interpretive planning process should be based largely around the perspective of the likely audience. Consequently, a central aim of this report is audience-centred interpretation.

Due to time constraints, site specific market research has not been undertaken for this project. However, Heritage 21 considers it feasible to construct likely audience profiles based on site observations and a general of the site and its environs as well as the educational nature of the proposed development. Hence, the 'typical' visitor to the site would be:

- Teenagers and young adults;
- Based in the St George's Government Area and to a lesser extent, the wider Sydney region;
- Arriving independently by private motor vehicle or public transport;
- View the site as an educational venue with the presence of interpretive infrastructure being an unexpected feature; and
- Spending a relatively condensed period focused on the site, particularly for the students as they simply move between the classrooms.

With this profile in mind, it is anticipated that the primary interpretive audiences for the site include:

- Students of the Marist College, Penshurst Campus;
- Teachers and employees of the Marist College; and
- Parents of current and prospective students.

The identified primary audiences should not be considered to be overly restrictive, the interpretive programme presented in this report is considered to be flexible enough to accommodate for a broader audience.

Some general observations relevant to this audience identification include:

- Seeking interpretative content that is 'bite-sized' and accessible, without being overly simplified/generalised;
- The prevalence of English speaking visitors making the provision of multi-lingual elements unnecessary; and
- Ensuring that the content is accessible for the students, particularly those that may not otherwise be interested in engaging with the site's history.

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4.2 Goals & Outcomes

This report offers six goals, indicated in the table below, that the proposed development's interpretation plan could seek to achieve. The goal outcome provides a measuring stick against which the success or otherwise of the interpretive program can be determined; a valuable tool for monitoring or evaluation purposes. The proposed goals are also felt to align with the publicly available mission statement for the Marist College.[13]

GOALS are to:	Goal Outcomes
1. Facilitate understanding, appreciation and enjoyment of selected 'powerful themes'	• Users of the site and visitors report increased awareness of the significance of the site. • Visitors are able to access interpretation easily. • Visitors will report that overall, the interpretation contributed to their experience in a positive way. • Visitors will report a desire to recommend the experience to others.
2. Deliver a compelling and stimulating interpretive program	• Visitors will report that they found interpretation relevant and meaningful. • Visitors will indicate that they have been provoked to think more about the subject matter interpreted.
3. Provide interpretive layers in order that users can self-select/discover the depths to which they want to explore	• Visitors will report appreciating the variety of interpretive media. • Visitors will express interacting interpretive infrastructure that suited their interests and abilities.
4. Avoid the creation of over-simplified/sanitised historical narratives; embrace the complexities and 'messiness' of the site's setting	• The interpretive program will not ignore/overlook contentious or dissonant aspects of the site's historical evolution.
5. Develop an interpretive experience that while distinctive has the potential to overlap and contribute to future interpretive efforts based in the locality	• Future interpretive programs, will interlink with and build off themes utilised at the site.
6. Safeguard heritage elements at the site and in its immediate vicinity	• Visitors will not interfere with heritage fabric. • Visitors will remain in designated areas.

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[13] Marist College, 'Mission', n.d.

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5.0 HISTORICAL THEMES

5.1 Overview

A framework of historical themes, developed by the Heritage Council of New South Wales, which links to the National framework of themes developed by the Australian Heritage Commission, informs this section of the report. Its usage enables the identification and entwining of themes from multiple spheres, the national, state and local, ideally leading to a more complex, refined and inclusive product.

The following proposed themes (Section 5.2) are considered consistent with the site's historical context (Section 2.0), established significance (Section 1.4.2), audience profile (Section 4.1) and goals (Section 4.2).

5.2 Key Historical Themes

Australian Theme	NSW Theme	Setting Themes
3. Developing local, regional and national economies	Events	The South Hurstville Bowling Club brought the local community together. Newspaper articles highlight the competitions that were held regularly, and the recognition granted to winners.
8. Developing Australia's cultural life	Sport	As a sports club, the bowling green encouraged exercise. The club house also allowed the members to relax and socialise.
9. Marking the phases of life	Persons	A plaque dedicated to the founder, A.J. (Bert) Davis is located on a memorial arch. The plaque is to be reinstated in the foyer of the building as he was clearly an important figure within the local community and his contributions to the club were recognised with the plaque.

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6.0 RECOMMENDED INTERPRETATION STRATEGY

6.1   Principles

During the process of developing an interpretive strategy for the subject site, a range of broad as well as specific principles were identified that should underline the character, style and, to some extent, substance of any future interpretation program. They include:

Explicit interpretive delivery

Without clear interpretation, the history of the site will be virtually unknown to the visitors, particularly the students. It is important that interpretive program clearly outlines the history of the site and the changes that have occurred over the years.

Heritage & contemporary features

Interpretive infrastructure, while informed by and respectful of extant fabric, should be clearly identifiable as contemporary elements that will enable observers to distinguish between original and introduced materials.

Signage

Given the nature of the site, its respective established significance and interpretive themes, the principle to minimise the intrusion of interpretive signage by, where possible, integrating text into built and furnishings features (for example walls, seating, the footpath etc.) should be contemplated.

Use of historic images

While it is expected that the interpretation program will employ copious historic images, it is intended that the selection and placement of photographs and illustrations will occur in a manner suggestive of ideas, meanings and emotions, instead of an attempt to historically re-create situations. In this way, images are envisaged to function as imagination and feeling triggers.

Original voice

Where appropriate, original voices will be used (quotes from newspapers, local residents and workers etc.) to illuminate themes. If locatable, this could also include poetry or prose.

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7.0 INTERPRETATION DELIVERY

The following section outlines the interpretive elements to be considered for incorporation into the proposed development in order to communicate the history and significance of the site and its setting to the identified audiences.

It is acknowledged that, due to budgetary factors, design restraints and human and time resources, it may not be possible to include all of the proposed interpretive infrastructure.

7.1   Pre-Visit

Due to the nature of the proposed development, the necessity of providing a pre-visit interpretation is considered to be of lesser importance.

However, an opportunity does exist to convey the site's identified themes through the provision of visitor information within a dedicated section of a pre-existing site (website). This could be as simple as a short paragraph, relevant image and/or the provision of links relevant to the history of the site. The Marist College website currently acknowledges the history of the College on the website, the website could be updated to include the history of the site of the new campus.

Prospective parents of students may particularly appreciate such a feature, as it gives them a greater understanding of the site.

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7.2   At the Site

There are multiple ways in which the site may be interpreted, however it is important that the audience remains engaged and that they are encouraged to contemplate the themes being presented. Below are a number of different interpretation possibilities. As previously mentioned, whilst there are certain budgetary and time constraints, it will be important for the future of the site to incorporate some, if not all, of the suggestions below.

Statue

A creative possibility could be to include a statue, perhaps of a bowler, this could be positioned near the old bowling greens. Whilst the old bowling greens will contain the new educational buildings, it would be a creative way in which to acknowledge the sporting history of the land.

Interpretive Panels

The panels should use an imaginative combination of text and visuals (for example, photographs, drawings and maps) to tell a story, via the established themes, about the site and its setting.

The panels are proposed to take the form of poster size signs, A1 or A10, in the main entry as it is a prominent and accessible location. The exact number of signs would depend on the selected themes, design and space available. It is estimated that approximately two-three panels are necessary however this estimate may be subject to change. Metal fabrication, such as aluminium, is recommended.

In terms of placement, the signs would have to be placed within the foyer, as the plaque will also be removed from the memorial arch and placed in the foyer, it could be incorporated into the display.

Examples of interpretive panels are shown below.

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Figure 8. Example of a coloured interpretive panel. (Source: http://www.followthegiraffe.co.uk/best-practice-designing-interpretation-panels/)

Figure 9. Interpretive panel example. (Source: Heritage 21, 05.11.15).

Embedment – Feet or Bowling Balls

Embedment's, such as feet, would be an interesting way in integrating the history of the former clubhouse into its new use as an educational building. Particularly if a lawn bowling ball design could be incorporated.

Figure 10. Example of a bronze-cast foot embedment. (Source: Heritage 21, 15.04.17).

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8.0 EVALUATION

An interpretation evaluation program is crucial in order to ensure that the interpretation program meets the needs of the site's audiences as well as to provide for the ongoing refinement and potentially, refreshment of interpretation.

This will need to be formulated within the context of the available resources, including site staffing numbers and skillsets in relation to evaluation, and capacity to out-source.

The challenge with measuring success for an interpretive values and meanings, and hence, quantitative measures of use and participation provide only a limited insight into how effectively the interpretation is working.

The identified Goals and Outcomes (Section 4.2) are to be the foundations of any evaluation program for site interpretation.

The *Interpretation Evaluation Tool Kit* (2005), developed by Prof. Sam Ham, Prof. Betty Walker and Dr. Anne Hardy, provides an evaluation system and tools for face-to-face evaluation and its use should be considered as part of the whole-of-site interpretive program.

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9.0 IMPLEMENTATION

Transforming planned interpretation into reality – for instance, producing the array of suggested interpretive media – lies outside the scope of this report. An implementation plan, produced by a suitably qualified interpretation specialist, should be developed for this step.

Such a plan, however, should consider the following questions:

- How will the interpretation be resourced and maintained?
- Who is responsible for which aspects?
- Who will evaluate the effectiveness of the interpretation in delivering the interpretive themes?
- Who will plan for and implement post-evaluative changes?

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10.0 CONCLUSION

It is recommended that, following the endorsement of this Interpretation Strategy by Council and other relevant authorities, an Interpretation Plan is prepared by Heritage 21 or other appropriate interpretation specialist. The Interpretation Plan should be based upon the findings and suggestions of this report and, in a more explicit format, consider and advise on:

- The proposed presentation and positioning of interpretation infrastructure;
- Content development, composition of associated text, image selection and design for all interpretive media;
- The proposed materials and specifications for fabrications of interpretive infrastructure;
- An implementation strategy for installation;
- All necessary copyright clearances and permission to use images sought; and
- A proposed timetable and plan for evaluation.

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