

Central Coast Interpretation Plan

Stories of Central Coast

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INTRODUCTION

Central Coast Council has undertaken to develop this Interpretation Plan to guide the development of Interpretation across Central Coast.

Historically Interpretation has been a series of one off projects, without an underpinning positioning. However, development of the Central Coast, Coast to Canyon Place Marketing Brand – ‘Coast to Canyon, Great Natured Place’, has created the perfect environment for Council’s interpretation projects to be considered under its place brand positioning.

The Interpretation Plan is developed to:

- . provide guidelines and structure for the identification and prioritising of Interpretation projects in Central Coast
- . allow key messages/themes to be presented and reinforced across Central Coast, while still allowing site-specific stories to be told;
- . be used to seek and/or direct funding
- . provide guidelines and structure which can underpin the development of all Interpretation for Central Coast even as its form alters to fit location and theme.

Council Parks and Infrastructure signage is not included in this Plan, and the Ulverstone History Museum has an Interpretation Plan for its leading role projects.

SCOPE

This interpretation plan applies to projects developed within Central Coast, and which are a community asset managed and/or developed by Council or by Council in partnership. Interpretation will not be developed for infrastructure, assets or features which are privately owned or managed.

Council Parks and Infrastructure does not fall under the scope of this plan and will continued to be managed by the Engineering Department, nor will it cover basic wayfinding which is covered by the appropriate state body.

The Ulverstone History Museum has its own Interpretation Plan developed in conjunction with Arts Tasmania Roving Curators. This is the leading document for interpretation within the Museum, however projects undertaken collaboratively with Central Coast Council should be crossed referenced against this Interpretation Plan and the Central Coast Place Brand.

For Interpretation to be developed it must bring a benefit to its audience, as outlined in the section titled ‘Goals for our signage and Interpretation.’

The Central Coast Council Interpretation Plan is a guide to the planning, development, design and implementation of “compelling, good storytelling” (interpretation) for the Central Coast.

Interpretation is, at its simplest about helping people to understand something that the community feels is special and / or significant. The “thing” to be interpreted may be a place, a location, an aspect of cultural life, building, industry, a demonstration, something historical or a combination of things.

Interpretation can take on many forms, it may involve walks or tours with a guide, publications or panels, or an audio self-guided tour, to name just a few, whatever form the delivery takes however, it must be:

- . appropriate for the site; and
- . applicable to the people likely to interact with it.

This interpretation plan will provide a framework for Interpretation development across Central Coast, and ensure we are developing interpretation which builds on our *Tourism and Place Brand*, 'Coast to Canyon Tasmania – Great Natured Place', and that interpretation is in step with the Council's current projects and priorities as outlined in the *Central Coast Strategic Plan*, and is an asset in building the Tourism experiences and opportunities as identified in the *Central Coast Council Destination Action Plan 2017*, and is in alignment with the objectives set out in the *Tasmanian Visitor Economy Strategy 2015*.

Interpretation Australia defines interpretation as:

"Heritage interpretation communicates ideas, information and knowledge about natural or historic places in a way which helps visitors to make sense of their environment. Good interpretation will create engaging, unique and meaningful experiences for visitors."

Interpretation takes many forms including guided walks, talks, drama, art, sculpture, displays, signs, brochures and electronic media as well as any other way in which ideas can be communicated.

CENTRAL COAST IDENTIFIED GOALS FOR OUR SIGNAGE AND INTERPRETATION ENDEAVOURS:

Good interpretation should:

- . Enrich the visitor's experience by making it more meaningful and enjoyable;
- . Assist the visitor to develop a keener awareness, appreciation and understanding of the heritage being experienced;
- . Accomplish management objectives by encouraging thoughtful use of the resource by the visitor; and
- . Promote public understanding of heritage management organisations and their programs to the visitor.

For our community:

- . Identify our community assets;
- . Grow pride of place;
- . Create vibrant areas;
- . Share the positive stories;
- . Reinforce the Central Coast Place Brand;
- . Engage with our community;
- . Improve recognition of community identities;
- . Explore innovative practices and delivery option;
- . Share our stories in creative, compelling and celebratory way;
- . Use interpretation and public art to create vibrant and shared space;

- . Capture the stories of our place and our people;
- . Be considered as part of our major infrastructure projects and development of Council developed community assets;
- . Be an educational asset to local and visiting school groups.

TYPES OF INTERPRETATION AND THEIR AUDIENCES

Broadly speaking, interpretation with fit under three main areas, they are:

INTERPRETATION OF HERITAGE

Regardless of what the heritage item is that is being preserved, interpretation is a way of helping others to appreciate its importance. Interpretation of heritage, also frequently supports efforts to preserve it by convincing people of its value, and helping them appreciate its significance.

INTERPRETATION FOR TOURISM AND VISITORS

Interpretation is also an important part of tourism development. Interpretation can add depth to a visitors' experience by aiding exploration and understanding. Whilst interpretation can be seen to be a possible vehicle to make money (publications etc), it is arguably more valuable in its capacity to add to the tourism experience, thereby creating good impressions and leaving satisfied 'experience' customers.

INTERPRETATION FOR THE COMMUNITY

The development of interpretation and its placement into the community, has the ability to identify our community assets, grow the communities sense and pride of place, create vibrancy and share stories and celebrate history and achievement, and be an educational resource for local and visiting schools.

Involving local people in the development of interpretation can invigorate a sense of pride, and in some cases this may be a more important outcome of developing interpretation, and actual product becomes secondary.

NOTE: This interpretation plan does not cover 'way finding' which comes under the control of State Government bodies.

WHO ARE OUR VISITORS

Responses to The Central Coast Visitor survey 2016–2017 (ongoing), indicates that the main driver for visiting Central Coast is to see wilderness and wildlife and the natural scenery (41.67%), followed by spend time with relatives or friends who live in Central Coast (33.33%), and thirdly for outdoor adventure experiences (20.83%).

In 2016 Tourism Tasmania released figures which showed visitation to Tasmania at a 5 year high, with 485,774 visitors travelled to Cradle Coast in 2016 compared to 399,003 visitors in 2011.

Numbers visiting the Cradle Coast Region's visitors were up by 3 percent on the previous year.

The top two purposes of travel for visitors to the Cradle Coast Region was a holiday (63%) and to visit friends and relatives (19%), and whilst the top two attractions in the North-West region for visitors were Cradle Mountain (33%) and Gordon River (12%), this is consistent with the types of experiences and reasons that visitors are coming to Central Coast for.

KEY THEMES AND MESSAGES

Coast to Canyon – Great natured Place

Work completed in 2017 on the Central Coast Council's Place brand involved extensive community consultation through a series of workshops, and identified those Central Coast assets and attributes that the community value.

The two main assets identified for the Central Coast were first and foremost, the welcoming and close knit community of Central Coast, the people, and secondly the Central Coast natural features and surrounding landscapes.

This led to the revitalisation of the '*Canyon to Place*' brand, and the development of the new slogan or positioning, which is '*Coast to Canyon – Great Natured Place*', and the lead in line of "....., it's in our nature".

This positioning means that interpretation done for Central Coast should where possible have dual aspect to stories told, of not only the natural or historical asset, but also how that has shaped or been shaped by the people involved in its story.

CENTRAL COAST DESTINATION ACTION PLAN 2017–2020

In 2017, Cradle Coast Authority, in partnership with the Department of State Growth brought together representatives from stakeholder groups that benefit from the visitor economy; local government, state government agencies, industry and community to develop a plan which would identify the challenges and opportunities for Central Coast tourism, and set achievable priorities which would help increase Central Coast competitiveness, and develop the Destination Action Plan (DAP).

The DAP outlines that '*A core strategy is to recognise that visitors to the Cradle Coast region are primarily attracted to destinations and experiences*'.

In reviewing the current visitor economy, it states that '*the hinterland of the Central Coast which is acknowledged as a strength of the local tourism industry based on the natural products of the hinterland*'.

The Central Coast is home to many niche/gourmet products and producers, represented heavily by the Cradle to Coast Tasting Trail.

The DAP also identifies the growing RV market, Penguin village and the importance of sport and recreation within the Central Coast and as a positive way to grow the local tourism market.

From the DAP we can identify collective strengths which will be potentially further enhanced by interpretation, they include:

- . Beautiful scenery
- . Variety of natural areas
- . Food and paddock to plate
- . Adventure tourism
- . War memorial collective
- . Leven Canyon
- . Cycling / Mountain biking
- . Wildlife
- . Arts Community

In its Vision for the Central Coast the DAP also identified these areas which will be supported by the development of interpretation:

- . Expand visitor experiences
- . Revitalisation of destinations (maintained)
- . Coastal Pathway
- . More hinterland experiences
- . The Dial Range developed into a major MTB cycling and walking trail experience
- . Develop major attractions in Ulverstone which incorporates culture and history

The DAP also outlined challenges such as; brand positioning and identity, no dedicated marketing coordinator to oversee the brand, information and research and improving first impressions.

Although the Central Coast brand, 'Coast to Canyon, Great Natured Place' has been created since the DAP was developed, it should be acknowledged that coordination, information and research and improving first impressions will also be challenges faced when developing interpretation for Central Coast.

The DAP also identified opportunities for Central Coast, two of which are current Central Coast Council priority projects, these are:

- . The Dial Range Sports Complex – multi adventure and soft experiences; and
- . Shared Coastal pathway – the physical pathway and the marketing of it.

The DAP also identifies as a high priority (within the first year) these actions which relate to the development of interpretation in Central Coast:

- . Improvements to interpretation of key visitor sites and features of interest
- . Tracks and trails
- . History and heritage storytelling
- . Environmental interpretation and nature based experiences

CENTRAL COAST CURRENT INTERPRETIVE SITUATION

Central Coast currently has a collection of interpretation which has been in place for some time, and has generally been developed out of a requirement to give information to visitors and residents.

Those in italics are Central Coast Council initiatives.

Interpretation includes:

- . *The Stories of Ulverstone panels located in the main shopping precinct of Ulverstone*
- . *Mike Downie View*
- . Braddons lookout
- . *Leven Canyon Interpretation*
- . *Penguin Visitor Centre Information (outside)*
- . *Shropshire Park – information panels*
- . Three sisters – lay off interpretation panel

AUDIENCES

The 2007 – 2010 Visitor Interpretation Strategy outlined three main interpretation audience types for Central Coast according to interest categories, They were:

1 2007 NATURE DISCOVERERS

Existing tourers, as well as potential new visitors. They are likely to explore beaches and easily accessible natural attractions, they are not especially interested in nature based experiences that are physically challenging, such as long arduous walks.

2 2007 SPECIAL INTEREST / RECREATIONAL

This audience is particularly interested in specialist and recreational pursuits offered by the places that they visit. These interests include; gardens, rivers and beach fishing, golf, cycling, and water based pursuits.

3 2007 TASMANIANS

This audience is different to the other two in that they travel to the region for a purpose. The three primary reasons for a visit are visiting friends and relatives, events and festivals and the Penguin Market.

They may visit natural or other attractions with friends or relatives – in which case they follow similar patterns to audience one, Nature Explorers needs are similarly met by audience 2 interpretation.

Whilst these three broad categories remain constant, we see a shift in those identified areas of interest under the three banners, and a change in what's on offer in Central Coast.

1 2017 NATURE DISCOVERERS

Early responses to the Central Coast Visitor survey identifies “see wilderness and natural scenery” as the most common purpose for visiting Central Coast, with beaches being by far the most popular activity, followed by Gunns Plains Caves, Leven Canyon and the Ulverstone Wharf Precinct.

When questioned on what activities people planned on doing whilst in Central Coast; bushwalking less than two hours and 2–4 hours ranked as by far the most popular activities.

2 2017 SPECIAL INTEREST / RECREATIONAL

Since 2007 there has been significant growth in the special interest offerings in Central Coast in particular, Penguin Mountain Bike Park, niche producers and products (represented by the Cradle to Coast Tasting trail), adventure tourism is identified as a growth area, and going forward the Dial Sports Complex will add to this suite of offerings.

3 2017 TASMANIANS

For those audience members travelling to visit relatives and friends, their motivation for travel may be the same, but there is potential to add to their visitor experience from interpretation of identified assets, and improvements in infrastructure, and developments such as the Tasting Trail.

OVERARCHING THEME FOR CENTRAL COAST INTERPRETATION

In developing interpretation for the Central Coast, it is essential that all interpretation be developed under a consistent theme, in this case the Central Coast place brand, '*Coast to Canyon, Great Natured Place*'. The great natured place brand has been developed to reflect the great natured community of Central Coast, as well as its great natural assets.

Great natured place, allows us to tell the story of our natural assets, as well as our people. How our residents past and present have interacted with nature, and are affected and engaged by it is where we have opportunity to convey a sense of place, and portray authentically, our place and people.

Following are 4 theme areas. These have been developed from the information gathered in the DAP, the community consultation to develop the Capital brand, and to allow scope for the development of interpretation across all townships and localities of Central Coast over time.

It should be noted that inclusion under one theme does not preclude inclusion in another, for example interpretation of current agriculture, may contain a historical component.

THEME AREAS

- 1 Living history – current stories of people shaping our place and being shaped by it
- 2 Wilderness & Nature – the wild nature of our place
- 3 From Nature – Food Bowl, agriculture, wineries
- 4 History – shaped by the nature of place, railway, timber history
- 5 Heritage – understanding our places and items

1 *Living History – Interpretation Opportunities*

- 1.1 *Penguin Mountain Bike Park* – Park space history (speedway), community development of the site, key contributors, park plan and trail descriptions, sensitivity of the site. Walking trail interpretation is also important for this site.
- 1.2 *Dial Range sports complex* – Sports clubs history and significant sports men and women.

- 1.3 *Ulverstone Sport and Leisure Centre* – significant players and basketball club history, players, coaches, volunteers.
- 1.4 *Coastal Shared Pathway* – the pathway lends itself to multiple types of interpretation – as a progressive space that people travel through it could be utilised to tell a story on a timeline with staggered interpretation, but also as a series of sites for sculptural interpretation which could be anything from wildlife sculptures to stories of Ulverstone placed into facilities such as seats etc.
Interpretation will become even more important for this space once the old railway bridge becomes part of the shared pathway.
- 1.5 *Penguin* – Interpretive signage at front of Visitor Information Centre is currently faded and needs to be replaced.
- 1.6 *The Shrine of Remembrance (The Clock)*
- 1.7 *Apex Park*
- 1.8 *The Wharf Precinct*
- 1.9 *Penguin Recreation Ground History and re-development*

- 2 *Wilderness and Nature – Interpretation Opportunities*
 - 2.1 *Leven Canyon* – interpretation currently exists at Leven Canyon but could be updated and expanded.
 - 2.2 *Leven River* – the river supports many possible stories and crosses well into history and from nature interest areas
 - 2.3 *Dial Range* – as the dial range continues to be developed it will require interpretation and collaboration on projects with stakeholder groups
 - 2.4 *Wildlife* – builds the great natured place story
 - 2.5 *Birdlife* – builds the great natured place story
 - 2.6 *Astronomy viewing locations* – Opportunity for interpretation of night sky
 - 2.7 *Penguin to Cradle Trail* (subject to repair and development)
 - 2.8 *Geo-trail* – Ulverstone to penguin

- 3 *From Nature and industry – Interpretation Opportunities*
 - 3.1 *Agriculture* – transition from wilderness to farmland.
 - 3.2 *Industry* – forestry, mining
 - 3.3 *Ports* – Ulverstone and Penguin

- 4 *History*
 - 4.1 *Town Centre* – revitalisation of the ‘Stories of Ulverstone Boards.
 - 4.2 *Nietta Railway* – explore interpretation opportunities.
 - 4.3 *Wharf Precinct* – some interpretation included as part of pedestrian way finding.
 - 4.4 *Leven River* – export point for canned products for the war.

- 5 *Heritage*
 - 5.1 The Shrine of Remembrance
 - 5.2 Heritage homes and buildings of Central Coast
 - 5.3 The Wharf Precinct
 - 5.4 Ulverstone Museum Precinct – as part of precinct development and Master Plan.

PRIORITISING INTERPRETATION PROJECTS FOR CENTRAL COAST

Priority areas for investment in interpretation for Central Coast should in the first instance be aimed at visitors, and with the outcome being adding interest, understanding and connection to the Central Coast whilst here, leading to an improved experience in Central Coast.

Council projects currently developed or being developed (e.g. Shared pathway, Wharf Precinct) which are identified as tourism and visitor assets should take precedent over other interpretation opportunities to allow for a sense of completion to existing projects.

Initial focus on visitor interpretation will still have positive impacts for community, and build the experience on offer for those coming to visit friends and relatives.

DEVELOPING AN INTERPRETATION PLAN FOR INDIVIDUAL INTERPRETATION PROJECTS

Site choices for placement of interpretation

Each Interpretation project for Central Coast will require an Interpretation Project Plan.

Outlined below are the key considerations which should be covered off before any project goes ahead.

Content:

- . The theme of the proposed interpretation, make sure it is not too broad and cannot be claimed by other areas.
- . Who the interpretation is for?
- . What our visitors are like?
- . What are the audience expecting?
- . What are they likely to already know about the place / offering being interpreted?
- . How long are they likely to stay or engage with the interpretation?
- . Who are they travelling with?
- . Can they be moved from this experience/location to another.

Site:

- . How many are likely to be trying to access/engage with the interpretation at one time?
- . How will they access the interpretation site? On foot, parking required, pull off areas, safety considerations (rails, trip hazards, installation).
- . Being sympathetic to the site, ensuring that the interpretation does not detract from the thing being interpreted.
- . Disabled access, achievable or not.
- . What kind of interpretation is most suitable to location, e.g. remote, no mobile phone coverage.

MEDIA

Media choice will be determined on a case by case basis, but may include interpretation panels, QR codes to online reference, brochures, public art, infrastructure e.g. seats.

MARKETING AND PROMOTIONAL PROPOSAL

As part of any interpretation project, it is necessary to complete a 'Marketing and Promotional Proposal' – which forms part of the Place Marketing Framework. This will ensure that the interpretation is in line with the Council's Place Marketing Framework and will deliver a consistent image of Central Coast. Please refer to the Place Marketing Framework and complete the Marketing and Promotion Proposal.



Marketing and Promotional Proposal Completed (Attachment 1)

PUBLIC ART AS INTERPRETATION

If your project is a community initiated piece of Public Art please refer to the Council's 'Public Art Policy' for guidelines and complete the 'Community Initiated Public Art Application Form'.