

## **Request for Proposal**

**Title:**

Kinjarling/Albany stories: walking 20,000 years cultural interpretive pathway planning strategy.

**Contract No:**

AMF0001

**Closing date:**

24 April 2009 (Albany, Western Australia)

**Issued by:**

Albany Maritime Foundation Inc (Client)

Princess Royal Drive Albany Western Australia 6330 PO Box 5378, Albany, Western  
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The Kinjarling/Albany stories: walking 20,000 years cultural interpretive pathway  
planning strategy

**1. Objective**

1.1 An experienced consultant is sought to prepare the above strategy for the Albany Maritime Foundation Inc. The strategy will be for the planning and interpretation of Aboriginal and European cultural interpretive pathways at Albany in Western Australia. The pathway will create a physical, cultural and economic resource that will add to the region's tourism, arts and education industries, and will help promote the region's unique identity.

1.2 The objectives of the strategy are to:

1.2.1 Assess and document the cultural significance of the study area;

1.2.2 Identify potential cultural heritage precincts, trails and sites to connect proposed and existing waterfront developments and infrastructure e.g. cycle and walking pathways;

1.2.3 Identify themes, interpretation strategies and content;

1.2.4 Develop a strategic master plan for the staged implementation of interpretation works;

1.2.5 Identify relevant cultural, community, business and marketing development opportunities to support the interpretation works.

1.3 For the purposes of this study, culture is defined as being *holistic* and *inclusive*, relating to all aspects of the human condition, both past, present and future.

**2. Study Area**

2.1 The study area is the shores, waters and islands of Oyster and Princess Royal Harbours and King Georges Sound at Albany in Western Australia.

### **3. Terms of Reference**

This study consists of three parts.

Part 1 – Research will provide a holistic view of the past and present use and understanding of the land and seascape in the study area. This will provide an audit to contextualise Aboriginal and non-Aboriginal values and meaning, and allow the subsequent development of relevant interpretive themes and storylines.

Part 2 - Using the research conducted in Part 1, the consultant will identify and prioritise precincts, trails and sites for interpretation, and develop interpretive concept plans for these strategic components. Part 2 will also identify ongoing maintenance costs and responsibilities, and future works upgrades.

Part 3 - Will analyse and describe cultural, community development, business and marketing opportunities that will support the trail and be critical to the sustainability of the project.

The consultant team will work closely with the Steering Committee throughout, and be required to have approval from the Steering Committee at the completion of each stage prior to commencing work on subsequent stages.

#### Part 1 - Research and community consultation

##### 3.1 Research

The consultant will:

- 3.1.1 Research and describe the geographical, environmental, economic, social and cultural boundaries, and characteristics of the study area;
- 3.1.2 Document and review previous research, other documentation and works relating to the study area, including but not limited to:
  - Planning;
  - History;
  - Cultural heritage research and management;
  - Tourism and business development;
  - Environmental management.

Key documents will be provided by the Steering Committee.

- 3.1.3 Describe and review existing trail and interpretation infrastructure in the study area according to:

- Location;
- Type;
- Condition;
- Access;
- Effectiveness in communicating messages; and
- Any other factor considered relevant e.g. plans for future development.

### 3.2 Community Consultation

A high quality, inclusive and detailed consultation with the Aboriginal and non Aboriginal community will be essential. This will require a consultation plan that will manage relevant community issues and provide access to all levels of the community, from children and young people through to parents and elders, individuals, groups and agencies. The quality of this plan will have a major influence on the quality of project outputs and outcomes. It is expected that community consultation and feedback processes will continue throughout the project.

The consultant will:

- 3.2.1 Undertake consultation with key stakeholders including community groups, elders, individuals and relevant agencies. A list of stakeholders (suggested but not limited to) is included in Appendix 4;
- 3.2.2 Through the consultation process the consultant will collate information about history, culture and expectations. In particular:
  - Site locations and significance;
  - Themes and storylines;
  - Use of precincts, trails and interpretive sites;
  - Types of relevant interpretation;
  - Details of audiences who will use interpretation facilities and services;
  - Trail and site management;
  - Any other factors considered relevant.

### 3.3 Initial identification of priority sites and precincts, and interpretation themes

The consultant will:

- 3.3.1 Establish criteria for identifying priority sites and precincts for interpretation;

- 3.3.2 Identify and describe past, and contemporary, cultural themes and story lines relevant to:
- The overall study area;
  - Individual priority precincts and sites.

The Steering Committee will require the consultant to present and discuss the criteria and identification of priority sites, precincts and interpretation themes. These agreed priorities will form the basis of the detailed work to be undertaken in Parts 2 and 3.

## Part 2 - Themes, trails and sites

### 3.4 Interpretive concept plans, detail and costings

Consideration will need to be given to a wide range of different interpretive methods and styles. Consultation will be required with a wide range of agencies, groups and individuals with regard to the negotiation of meaning, symbolism, understanding, access, design, planning, costing and construction.

For each of the agreed priority precincts, trails and sites, the consultant will:

- 3.4.1 Develop an interpretive concept plan that considers:
- Relevant themes and story lines;
  - The intent, method, form and design of interpretation;
  - Connections to other places, precincts, trails and sites;
  - Access;
  - Maintenance;
  - Natural resource management issues;
  - Quality control and review processes;
  - Any other factors considered relevant.
- 3.4.2 Describe and provide cost estimates calculated out to 2011 for the recommended design, construction and installation of site interpretation, including maintenance and replacement;
- 3.4.3 Present an indicative framework for the staged implementation of these interpretation works, in the short, medium and long term;
- 3.4.4 Identify key stakeholder ongoing responsibilities towards the proposed infrastructure developments, maintenance responsibilities, likely required upgrades of facilities and infrastructure, and future costs;

- 3.4.5 Provide detailed interpretive content for three priority sites, as agreed with the Steering Committee.

### Part 3 - Cultural, community development, business and marketing opportunities

The consultant will:

- 3.5.1 Analyse and describe cultural, community development, business and marketing opportunities that will support the trail. The development of four potential, quality tourism products and/or community development projects are to be specified, that could be market ready within three years. These may include, but not be limited to, cultural and sporting events, tour guiding and education programs;
- 3.5.2 Explore opportunities and potential connections to other cultural precincts and trail experiences in the region, the State and Australia;
- 3.5.3 Review relevant contemporary community development and business models, products and services, giving examples of successful regional, national and international projects that will help illustrate the potential of any identified opportunities.

## **4. Management of the Project**

- 4.1 The Kinjarling Cultural Pathway Steering Committee will oversee the management of the project. The consultant will report monthly to nominated representatives of the steering committee. Steering Committee members include:

- Albany Maritime Foundation;
- Western Australian Department of Indigenous Affairs;
- Albany Heritage Reference Group Aboriginal Corporation;
- Western Australian Museum-Albany Advisory Committee;
- Tourism Western Australia;
- City of Albany;
- Albany Port Authority.

- 4.2 The Steering Committee is a subcommittee of the Albany Maritime Foundation (AMF) management committee, to which it reports;

- 4.3 The AMF is a non-profit organisation which promotes the rich maritime history of the region, manages the Albany Boat Shed and undertakes the construction and restoration of wooden boats.

## 5. Timing

- 5.1 It is anticipated that the successful respondent will be appointed in May 2009. The project will be completed by 30 November 2009.

## 6. Deliverables

- 6.1 The appointed consultant will provide the following to the Kinjarling Cultural Pathway Steering Committee:

- 6.1.1 Scheduled works program and project plan: this will be submitted four weeks after signing and confirmation of the project contract, including indication of period required to complete each stage of the project;
- 6.1.2 Monthly updates will be given to the Steering Committee, through the nominated Committee representative;
- 6.1.3 Progress reports: (One unbound and one digital copy): the consultant will provide written reports and give a presentation on the progress of work at the conclusion of Parts 1, 2 and 3 of the project. Exact dates for the presentations will be negotiated with the Steering Committee;
- 6.1.4 A draft strategy report and presentation by 31 October 2009 (One bound, one unbound copy and one digital copy no larger than 1MB): this will be circulated to all members of the Committee, the members of the Albany Maritime Foundation management committee and other organisations and individuals as required. A three week period will follow for feedback from the Steering Committee;
- 6.1.5 A final strategy report (Three bound, one unbound and one digital copy): this will be submitted within four weeks of the feedback on the draft strategy report by the Steering Committee.

6.2 The final strategy report will be circulated amongst government, community development, cultural and other agencies. It will form the basis for further fund raising, planning and works that will help advance cultural, community and business development in Albany and the wider region. The report must be presented in a style suitable for this purpose.

6.3 The Steering Committee reserves the right to refine the project brief and timeframe of the deliverables in consultation with the appointed consultant.

## **7. Budget**

7.1 The budget allocation for this study is between \$60,000 and \$80,000 (GST exclusive), which includes all fees, expenses and disbursements.

7.2 A detailed breakdown of project costs will be provided in the consultant's proposal.

7.3 Milestone payments will be staged according to the project deliverables, and will be finalised on appointment of the successful respondent. An expected timeframe would be as follows:

- i) 10% payment on commencement of project;
- ii) 25% payment on completion of Part 2 of the project;
- iii) 25% payment on receipt of draft strategy;
- iv) 40% payment on acceptance of final report including completed strategy

## **8. Selection Criteria**

8.1 Submissions will be assessed against the following criteria:

- 25%: The proposed conceptual models and methodological approach to be used to do the work, demonstrating an appreciation and understanding of the requirements of the Terms of Reference;
- 20%: Evidence of the use of innovation and creativity in previous projects;
- 15%: The consultants demonstrated previous experience in developing and managing large strategic master plans;
- 15%: The composition, skills and values of the consultant's team;

- 15%: The ability of the community consultation plan to manage relevant community issues and access community groups and individuals;
- 5%: Availability to undertake the consultancy;
- 5%: Value for money.

8.2 The project will require a range of expertise, including, but not limited to:

- Cultural heritage research and management;
- Interpretive experience;
- Natural resource management;
- Community and economic development;
- Planning;
- Design; and
- Costing.

## 9. Your Submission

9.1 Your submission will contain:

- A clear outline the methodological approach to be adopted by the consultant team;
- Project schedule, including work schedule and detailed cost breakdown for each stage of the project;
- Curriculum vitae of all relevant team members;
- The role, input and availability of each team member;
- Examples of relevant projects completed by the team;
- The contact details of three referees.

9.2 The project leader and contact person will be clearly identified.

9.3 Submissions are to be sent by post to:

The Chair  
Albany Maritime Foundation Inc  
PO Box 5378  
Albany 6330

Please provide four copies, with one copy marked "original" and three copies marked "copy".

Or submissions can be sent by e-mail to: [boatshed@omninet.net.au](mailto:boatshed@omninet.net.au)

9.4 The submission is due by 5 pm on 24 April 2009.

9.5 Person for contact with regard to the project:  
Mr Lawrence Cuthbert

Chair  
Albany Maritime Foundation  
Tel: 0419 046538

9.6 Identity of respondent

The respondent must provide the following details:

- Name of Legal Entity;
- Business Name;
- ABN or ACN;
- Registered address or address of principal place of business;
- Email;
- Telephone;
- Facsimile;
- Address and facsimile number for service of contractual notices.

Note: in preparing the offer, the respondent must assume that the client has no knowledge of the respondent, its activities, experience or any previous work undertaken by the respondent for the customer or any other public authority submission or offer.

**10. Disclosures**

10.1 Is the respondent acting as an agent or trustee for another person or persons?

If yes, provide details.

10.2 Is the Respondent acting jointly or in association with another person or persons?

If yes, provide details.

10.3 Has the Respondent engaged, or does the Respondent intend to engage, another person or persons as a subcontractor in connection with the supply of the Products and/or Services?

If yes, provide details.

10.4 Does the Respondent have any actual, potential or perceived conflict of interest in relation to the performance of the Customer Contract (if awarded)?

If yes, provide details.

**11. Insurances**

11.1 The Respondent must demonstrate that it has the following insurances.

If yes, the Respondent must complete the following table:

	<b>Insurer</b>	<b>ABN</b>	<b>Policy No</b>	<b>Insured Amount</b>	<b>Expiry Date</b>	<b>Exclusions (if any)</b>
Public Liability Insurance						
Workers' Compensation including common law liability of \$50 million						

11.2 If no, does the Respondent confirm that if it is awarded a contract, then it will obtain the insurance policies prior to the Contract Commencement Date?

If no, the reasons why.

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The Albany Maritime Foundation's Kinjarling/Albany stories: walking 20,000 years cultural interpretive pathway planning strategy is supported by the following partners:



Princess Royal Drive Albany Western Australia 6330 PO Box 5378, Albany, Western Australia. 6332  
 +61 (08) 9841 1597 boatshed@omninet.net.au

## Appendix 1

### **Project Background**

Albany, on the south coast of Western Australia, is rich in Aboriginal Mineng and non Aboriginal maritime and land culture. The former dates from at least 18,000 years before present while the latter is much more recent. Evidence of these cultures is concentrated along the shores and in the waters of Princess Royal and Oyster Harbours and King Georges Sound. It exists within a continuum that has a historic, contemporary and future context. It is also a resource and can be used to add value to the tourism industry, create opportunities for wider community and cultural development, and promote the region's unique identity at both a national and international level.

Albany is a unique port city. As a community, its residents have an awareness of this cultural resource, but there is potential to enhance and build on the understanding of its significance and value, for the local community and visitors alike. A holistic, integrated and long term strategy to use Aboriginal and non Aboriginal maritime culture can help to develop the region's economy and community.

Additionally, international and domestic tourists are increasingly wanting to incorporate personal development and learning into their tourism experience, often in the context of unique natural and human environments that can reflect their own understanding and experience of the world. Further, domestic changes in mainstream society, in particular the national reconciliation process, are likely to increase interest in different Aboriginal cultural values and experiences. The development of viable Aboriginal and, to a lesser extent, main stream cultural heritage tourism products in the region will enable the region to capitalise on these trends. Evidence points towards many potential business opportunities that could succeed with appropriate marketing, infrastructure and financial support.

To address these issues the Albany Maritime Foundation, a non-government community based organisation, has worked as a lead agency with the Department of Indigenous Affairs, City of Albany and others, to raise funding to develop a strategic master plan for building integrated Aboriginal and non Aboriginal interpretive cultural pathways (precincts, trails and sites), along the shores of the harbours and the sound.

A key component of this work has been the creation of strong networks and partnerships with industry, local government, cultural heritage managers and community representatives. These networks and partnerships will be an important resource to create and promote the strategy.

## Appendix 2

### **The Strategic Master Plan**

The strategy is the first stage of planning required to build a system of integrated Aboriginal and non-European interpretive cultural pathways, consisting of precincts, trails and sites, along the shores of Oyster and Princess Royal Harbours and King Georges Sound. These are expected to connect with existing and proposed pathways that extend across the City of Albany and into adjoining districts and regions.

The plan will:

1. Provide a detailed overview and understanding of all relevant issues that relate to the planning, building, interpretation and maintenance of pathways;
2. Create a clear vision which will emphasise a commitment to inclusivity, diversity, authenticity, identity, difference, imagination, sustainability and high levels of quality control;
3. Be about the short, medium and long term;
4. Be about land and water; the littoral and the sea;
5. Be about both past and contemporary culture;
6. Be about adding value to existing infrastructure and services;
7. Be cognisant of:
  - a). The Great Southern Maritime Heritage Asset Analysis and Strategic Plan,
  - b). Albany Waterfront Development project;
  - c). Other cultural, natural resource, economic, planning, and community development studies and initiatives;
  - d). Relevant cultural heritage and other legislation, regulations and guidelines.

The plan will also identify and describe processes and resources that will:

1. *Establish and recognise the primacy of Aboriginal culture in contextualising and informing the interpretation of subsequent European culture.*

The Aboriginal Mineng people, the traditional custodians of the land, have utilised the resources of the sea since at least 18,000 years before present. This tradition has a direct, intergenerational connection to contemporary local Aboriginal

culture and can provide a foundation for learning about the region's identity, natural environment, cultural values, economy and society.

*2. Promote reconciliation amongst Aboriginal and European peoples.*

The Prime Minister's apology to the Stolen Generations formally acknowledged and recognised the suffering imposed on Aboriginal people across Australia by successive government regimes. This was an important step in helping reconcile main stream society with Aboriginal Australia. The plan will be able to articulate processes and works that will contribute to ongoing reconciliation in the local and regional community.

*3. Define the unique Aboriginal and European identity of Albany.*

Albany and the surrounding region are different to the rest of Australia. Environmentally it is part of the unique south west botanical province. It is also separate Aboriginal country with its own language and culture. Similarly the non Aboriginal tradition, which is predominantly maritime, has evolved in ways that have created a unique local identity and history.

Exploiting the difference of the region will assist in satisfying increasing demand, particularly amongst international visitors, for Aboriginal and non Aboriginal cultural experiences and help demonstrate connections with the rest of the world.

*4. Enhance the visitor's experience of Albany's rich Aboriginal and European cultural assets.*

Cultural values need to be visible, tactile, meaningful and translatable. These values need to create relevance by creating new understanding and links to the observer's paradigms and experiences. They also need to create new memories, and potentially, be able to change perceptions.

*5. Increase local and regional understanding and appreciation of the significance of Albany's cultural resources.*

Albany's cultural resource has been neglected; often a casualty of a longer term preference for promoting natural heritage values. A greater awareness of the resource will create new opportunities that can be used to increase learning and understanding while contributing to economic and community development.

*6. Promote multiple, high quality interpretations of historical and contemporary culture, land and seascapes using a range of different mediums.*

If cultural values are to be translatable, relevant and attractive they need to be accessible to different audiences through different mediums. Invariably the

interpretive medium will be an essential part of the experience. The bland and predictable may degrade an experience, while the converse will enrich and stimulate.

*7. Identify and create links to other intrastate, interstate, national and international cultural sites, pathways and resources.*

The study area needs to be considered in the context of but not limited to:

- a). Noongar Country (south west land area of Western Australia);
- b). Other regions and places along the south coast, in the rest of Western and Eastern Australia;
- c). International maritime culture;
- d). Wider environment of the ocean environment.

This context will assist in identifying opportunities and connections that will help ensure the sustainability of interpretive trails and sites and help attract different audiences. Connection can be used to increase choices for audiences and to highlight cultural significance.

*8. Create opportunities to produce and market quality products, programs and services that will support the development and maintenance of cultural pathways.*

The plan needs to ensure the long term sustainable and integrated use of cultural resources. This will include examining ways to create meaningful business and community development opportunities, supporting existing business, and creating sustainable and integrated maintenance programs related to cultural events, festivals and other occasions.

*9. Position Albany as a key Western Australian and Australian tourist destination.*

The plan will highlight Albany's unique cultural identity as a tourist destination in the Australian cultural landscape.

Appendix 3

**Map/photograph of the study area**

## Appendix 4

### **List of Stakeholders (not exhaustive)**

- Albany Maritime Foundation;
- Western Australian Department of Indigenous Affairs;
- Albany Heritage Reference Group Aboriginal Corporation;
- Western Australian Museum-Albany Advisory Committee;
- Tourism Western Australia;
- City of Albany;
- Albany Port Authority;
- Great Southern Development Commission
- Department of Environment and Conservation
- Landcorp
- Department of Housing and Works
- Albany Chamber of Commerce and Industry
- Howard and Heaver Architects
- Great Southern Area Consultative Committee
- Heritage Council of WA
- Albany Forts
- Bibbulmun Track Foundation
- Munda Biddi Trail Foundation
- South Coast Natural Resource Management
- UWA Perth International Arts Festival
- Department of Sport and Recreation
- Department of Health