



# Acknowledgements

Parks Victoria engaged Büro North to develop the Point Nepean Storytelling & Interpretation Strategy, in consultation with Parks Victoria and other stakeholders.

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We acknowledge the Bunurong as the Traditional Owners and Custodians of the land in which we are designing for, and where we design from, and give respect to the Elders — past and present — and through them to all Aboriginal and Torres Strait Islander peoples.

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## Executive summary

### **The Point Nepean National Park Storytelling & Interpretation Strategy defines how Parks Victoria will connect with new audiences through the delivery of engaging narrative experiences, digital tools, and enhanced interpretive signage.**

This document outlines how Point Nepean National Park will meet initiatives as identified within the Master Plan (2017).

Based on site visits, user interviews, research into global best practice, and engagements with stakeholder groups, the Storytelling and Interpretation Strategy identifies how to engage new audiences with the rich history of Point Nepean through the creation of an overarching narrative framework.

The narrative framework combines digital tools with an extended pre- and post-visit stage to deliver detailed storytelling information for all users. These tools enable different groups to locate relevant information, plan their journey, and uncover new insights while visiting Point Nepean.

Describing the types of experiences visitors will have at Point Nepean requires a clear positioning narrative. The narrative described here centres on Point Nepean's features as a place of overlapping and conflicting histories. "Point of View" has been used to help express a range of experiences which could be delivered by Parks Victoria and third-party operators.

The strategy also describes a set of storytelling principles, defined as a narrative journey with variations in intensity across the length of people's visits. The principles define how different stories are to be told across the site, and when they are to appear based on the overall visitor journey.

These principles include:

- Arranging stories into four distinct themes (Bunurong, Quarantine, Military, and Natural World);
- Celebrating moments where these stories overlap;
- Creating a hierarchy for how stories are shared with visitors;
- Delivering stories with a modulated experience;
- Connecting on site storytelling with deeper digital engagement; and
- Helping people locate content that is relevant to them.

To deliver these principles, the strategy sets out a series of key elements. These elements range from a new Visitor Centre in Hospital 3, through to an immersive experience within the Disinfecting Complex, and a range of digital tools to help visitors plan their journey, dive into stories more deeply, and connect with Parks Victoria.

These elements include:

- A new Visitor Centre within Hospital 3;
- A new Bunurong Centre at the main entrance to Point Nepean National Park;
- An immersive narrative experience within the Quarantine Station Disinfecting Complex;
- A refurbished experience within the Point Nepean forts;
- Narrative trails revealing the stories of the Bunurong and the natural world;
- A series of digital tools which enable visitors to discover, plan, and engage with stories

Details of the research and analysis underlying this strategy can be found within Appendices 1–4, including benchmarking, detailed user analyses, stakeholder workshops, and signature experiences.

# **STORYTELLING AND INTERPRETATION VISION**

## Storytelling & Interpretation Vision

To leverage off Point Nepean's complex history, stories and natural assets to provide **a world class experience.**

# **STRATEGY ROLE AND CONTEXT**

### **Storytelling, visitor experience and communicating Point Nepean's unique point of difference is key to establishing Point Nepean as a world class place and meeting the Master Plan objectives.**

The Storytelling and interpretation Strategy (2019) was initiated by Parks Victoria to guide the implementation of the Point Nepean National Park Master Plan 2017. In particular, the Master Plan Principle of Revealing Stories (detailed in Chapter 5.0) and the following interpretation related Master Plan initiatives:

1. Storytelling and interpretation — Reveal stories of the site via a contemporary, world-class interpretation strategy across the park.
4. Arrival and orientation — Provide a clear and singular point of arrival and orientation at the Quarantine Station, to act as a gateway to the park's diverse stories and experiences. Provide a balanced introduction to the park's many cultural and natural layers at this point.
22. Interpretation at The Heads — Upgrade the defence fortifications' interpretation to be commensurate with its internationally significant heritage status.
23. Quarantine Interpretation — Commission a new high-quality interpretation strategy for the Quarantine Station's bathing and disinfection complex.

The strategy aims to:

- Reveal Point Nepean's unique stories and experiences;
- Improve the visitor experience by promoting new ways of accessing, experiencing, interpreting and occupying the site;
- Attract new visitors;
- Encourage repeat visitation;
- Provide a strategic framework for proposed interpretation at Point Nepean National Park; and,
- Define a set of key elements for interpretation.



The strategy also draws on other strategic directives and principles outlined in:

- Parks Victoria Visitor Experience Framework
- Point Nepean National Park Master Plan (2017)
- Parks Victoria Annual Report (2017-2018)
- Parks Victoria Signage Guidelines (2019)
- Tourism Australia's National Landscapes Program, Experience Development Strategies

## Process to develop and implement

A range of activities have been undertaken to provide insight and input into the strategy:

- Local and global benchmarking, including site visits, research, and desktop analysis (refer to Appendix 1)
- On-site visitor interviews and observations (refer to Appendix 1)
- Best practice literature review (refer to Appendix 1)
- Client workshops to identify gaps and key issues (refer to Appendix 1)
- Detailed user analysis (refer to Appendix 2)
- Stakeholder workshops to identify key narratives and experiences across a variety of themes (refer to Appendix 3)
- Reviews of the strategy with PNNP Management Advisory Committee and the PNNP Master Plan Implementation Program Steering Group

The Storytelling & Interpretation Strategy is supported by a Wayfinding Strategy and an Implementation Plan. This will enable the execution of projects on site to enrich the visitor experience and meet the Master Plan objectives.

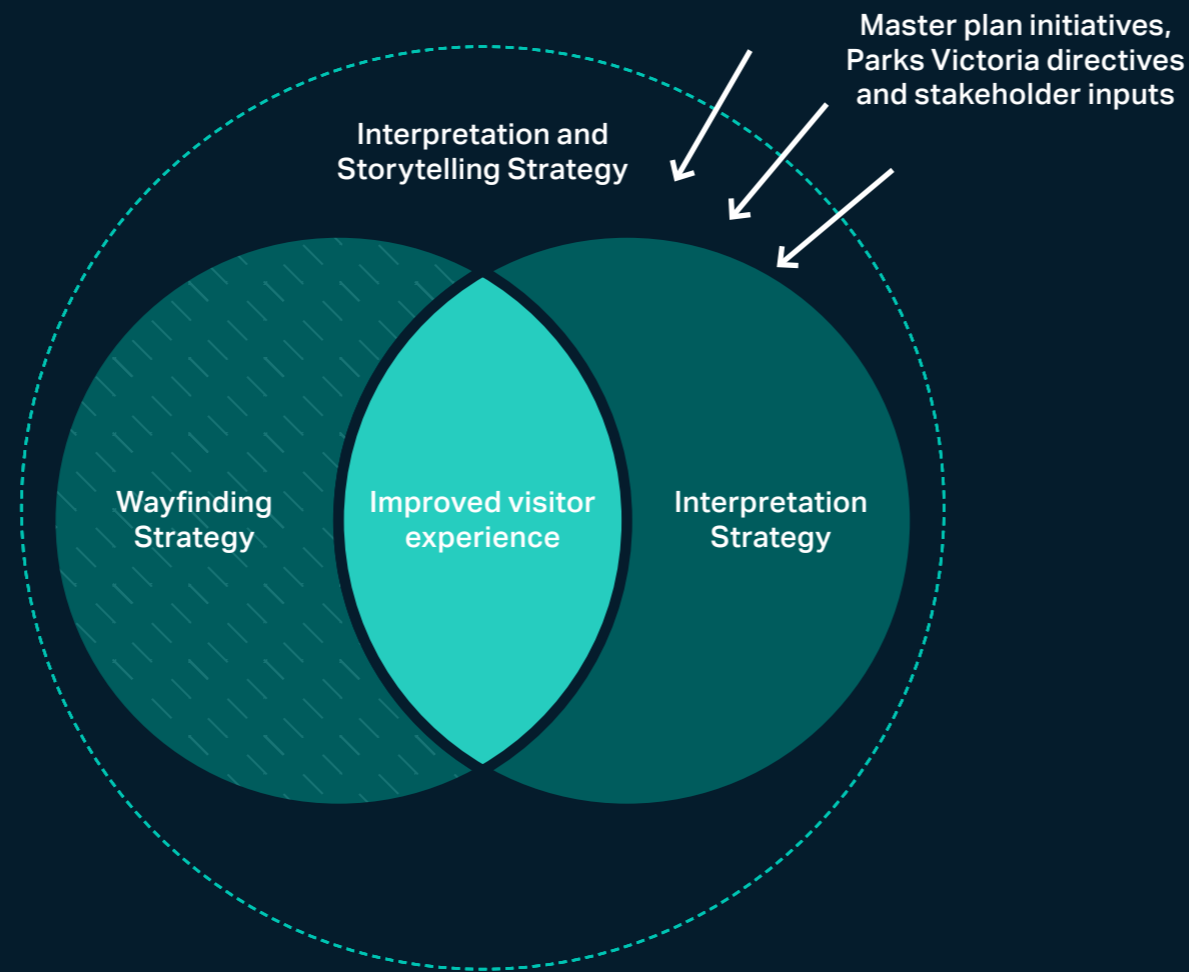


## Purpose

**Within the context of the Master Plan, the purpose of the interpretation strategy is to identify, describe and validate opportunities for effective and engaging storytelling at Point Nepean National Park.**

The Strategy defines storytelling principles for organising, communicating and delivering interpretive information to visitors — improving park connectivity, fostering more engaging experiences, and addressing the identified concerns and opportunities.

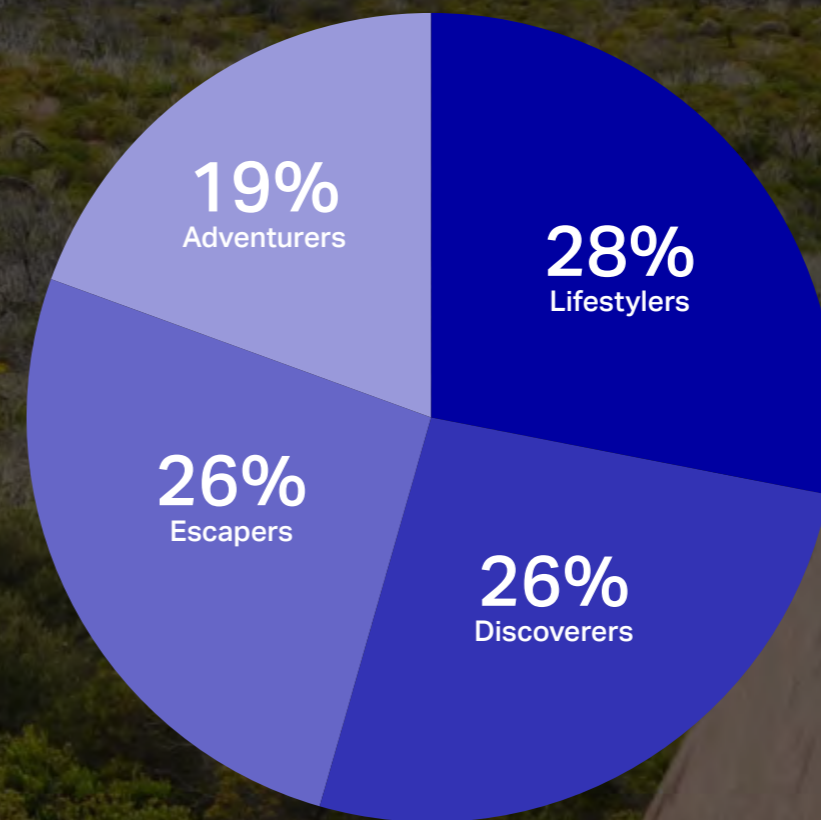
The wayfinding and interpretation strategies work together to fulfil the master plan initiatives and inform the development and implementation phases of the overall Storytelling and interpretation Strategy.



# VISITOR SEGMENTATION

**The following section explores Parks Victoria visitor segmentation, defines a focus segment in relation to Point Nepean National Park and establishes user needs.**

Four visitor types are described in the Parks Victoria Visitor Segmentation Study (2018) — discoverers, explorers, escapers and lifestylers.



Typical Victoria wide distribution of visitor types.

## Discoverers at Point Nepean

Discoverers enjoy scenic views, cultural and heritage experiences, and face to face interactions — they come to Point Nepean National Park to learn.

The segmentation study does not define the age, motivation or capability of discoverers, which are key factors influencing wayfinding ability and movement through the site.

**Analysing based on these factors will provide deeper insight into specific visitors needs and desires, allowing expectations to be met in a more effective way.**



## User profiles

Six user profiles have been established for Point Nepean National Park – children and young adults, adults, staff, other-abled visitors, international visitors, and special event patrons.

The profiles are based on review of visitor segmentation data, customer centred design (CCD) interviews and consider factors such as age, capability and motivation for visit.

Each profile provides a unique insight into the needs and desires of users.

A more detailed analysis is included in Appendix 2.



### Children and young adults

Safety is important for younger visitors. Ensure they can intuitively find their way in small and large groups or with family members.

#### User needs

- Clearly marked pathways
- Clearly defined gathering points
- Use of simple and familiar terminology and pictograms
- Oversized signage information
- Engaging activities targeted at a specific age group, not a generic 'younger' audience
- Opportunities to engage with older audiences and their peers
- A balance of low and high intensity activities



### Adults

Adults often lead the way and are concerned about the experience of those they are with. Enable this user to explore with confidence.

#### User needs

- Ability to plan out journey, and make adjustments on the go
- Clear indication of journey length and difficulty
- Understanding of park attractions, nearby businesses and community groups
- Opportunities to focus on specific areas of interest
- Ability to gain mastery of information and educate younger audiences
- A balance of low and high intensity activities



### Staff

Staff require a wayfinding system that can reliably guide visitors so they can focus valuable time on engagement, education and safety.

#### User needs

- Clear identification of attractions, amenities, facilities, businesses and community groups
- Continuity in language – online, on-site and verbal expressions such as destination or trail names, as well as movement directions
- Ease of use across activations and experiences
- Opportunities to connect with visitors in a meaningful way

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- <https://parkweb.vic.gov.au/about-us/news/uniform-refresh-for-parks-victoria>

## User profiles



### Other-abled visitors

Other-abled visitors may not be able to access some parts of the site, or require more time to do so. Consider inclusive design practices.

#### User needs

- Ability to plan around capabilities
- Clearly defined accessible routes
- Allowance for longer journey times
- Smooth and level pathways
- Tactile, Braille and other forms of sensory communication
- Oversized signage information
- Opportunities for lower intensity activities and connection with younger visitors



### International visitors

Often culturally or linguistically diverse, international visitors still want to be well informed about their journey options.

#### User needs

- Clear wayfinding information
- Simple terminology and extensive use of pictograms
- Clearly defined gathering points
- Access to planning information in their preferred language
- Content and unique experiences which help create a memorable, shareable experience



### Special event patrons

With special or seasonal events at Point Nepean, it is important that visitors in 'event mode' can move around an unfamiliar site with ease.

#### User needs

- 'Event mode' wayfinding overlays that work along side park system
- Clearly defined gathering points
- Clearly marked pathways
- Easy to identify amenities
- Use of simple and familiar terminology and pictograms
- Variation in experience from day-to-day operation of the park
- Links from event to 'standing' components of the site

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# POSITIONING NARRATIVE

**The discovery phase revealed that Point Nepean must be positioned as a **unified whole** to attract more visitors for more enriching experiences.**

**The benefits of a positioning narrative are:**

- Provides a unique point of difference and competitive edge in the market.**
- Distils the 'emotional essence' of the world class offering.**
- Becomes a template for delivering the unique Point Nepean visitor experience.**

POINT NEPEAN NATIONAL PARK

# POINT OF VIEW

**Reveals new angles and unexpected insights.  
A 360 degree understanding.**

**Great positioning acts as a framework for all actions and communications.**

**The following page shows how Point Nepean's positioning narrative can bring the site to life.**

Positioning narrative

POINT NEPEAN NATIONAL PARK

# TASTING POINT



POINT NEPEAN NATIONAL PARK

# MEETING POINT



POINT NEPEAN NATIONAL PARK

# POP-UP POINT



POINT NEPEAN NATIONAL PARK

# FASHION ON POINT



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- <https://www.examiner.com.au/story/6043543/flinders-island-crayfish-catches-new-fans/>
- <https://carrageworks.com.au/events/mould-cheese-festival-2/>
- <https://a-j-e.com.au/blogs/aje-report/resort-18-19-woman>
- <http://www.asif-khan.com/project/xiringuito-liverpool/>



**The narrative can also be used to reveal new angles and varied perspectives.**

Positioning narrative

# DEEPER VIEW



# MICRO VIEW



# UNITED VIEW



# CLEAR VIEW



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- <https://www.australiassouthwest.com/south-west-inspo/six-seasons-south-west>
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- <https://www.travelpulse.com/news/features/namaste-7-yoga-retreats-for-the-avid-yogini.html>
- <https://www.michaelbriggs.com.au/faqs/>

**Strong positioning distils Point Nepean's unique difference.**

**It becomes a storytelling tool that supports the master plan initiatives and represents Point Nepean as a unified whole that attracts more visitors for more memorable experiences.**

# STORYTELLING PRINCIPLES

**Storytelling principles provide  
a guide for interpretation at  
Point Nepean National Park.**

Stories were uncovered through collaboration with stakeholders during the discovery phase.

Storytelling workshops revealed how stories could be organised into themes, how they could be shared in meaningful ways, and which stories were important to share.

1

# Arrange stories into four distinct themes...



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- Supplied by Parks Victoria

The four distinct themes provide a way of grouping the abundance of stories that were collected during stakeholder workshops.

The site themes and principles articulated in the Master Plan have been distilled into themes that can guide the implementation of storytelling and interpretation.

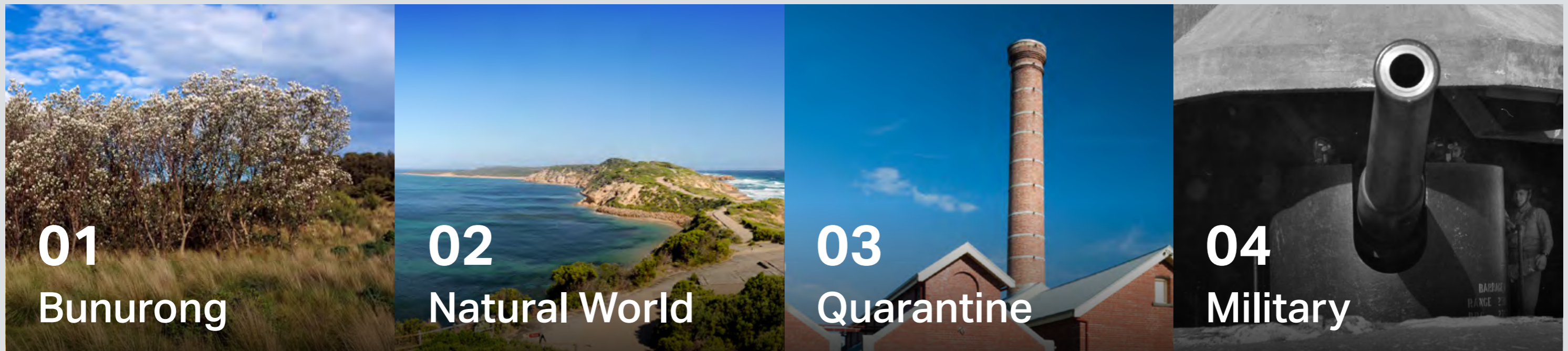


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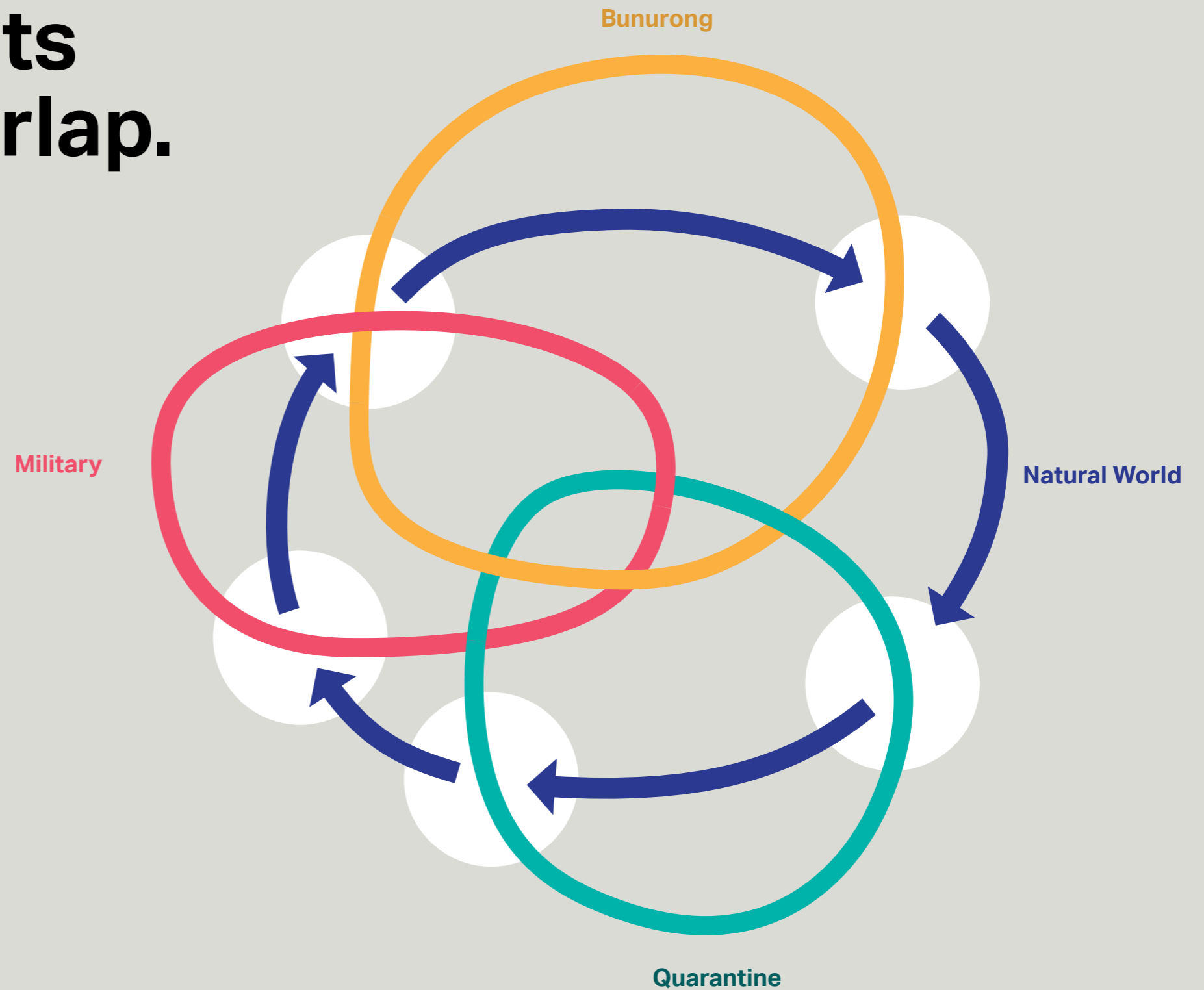


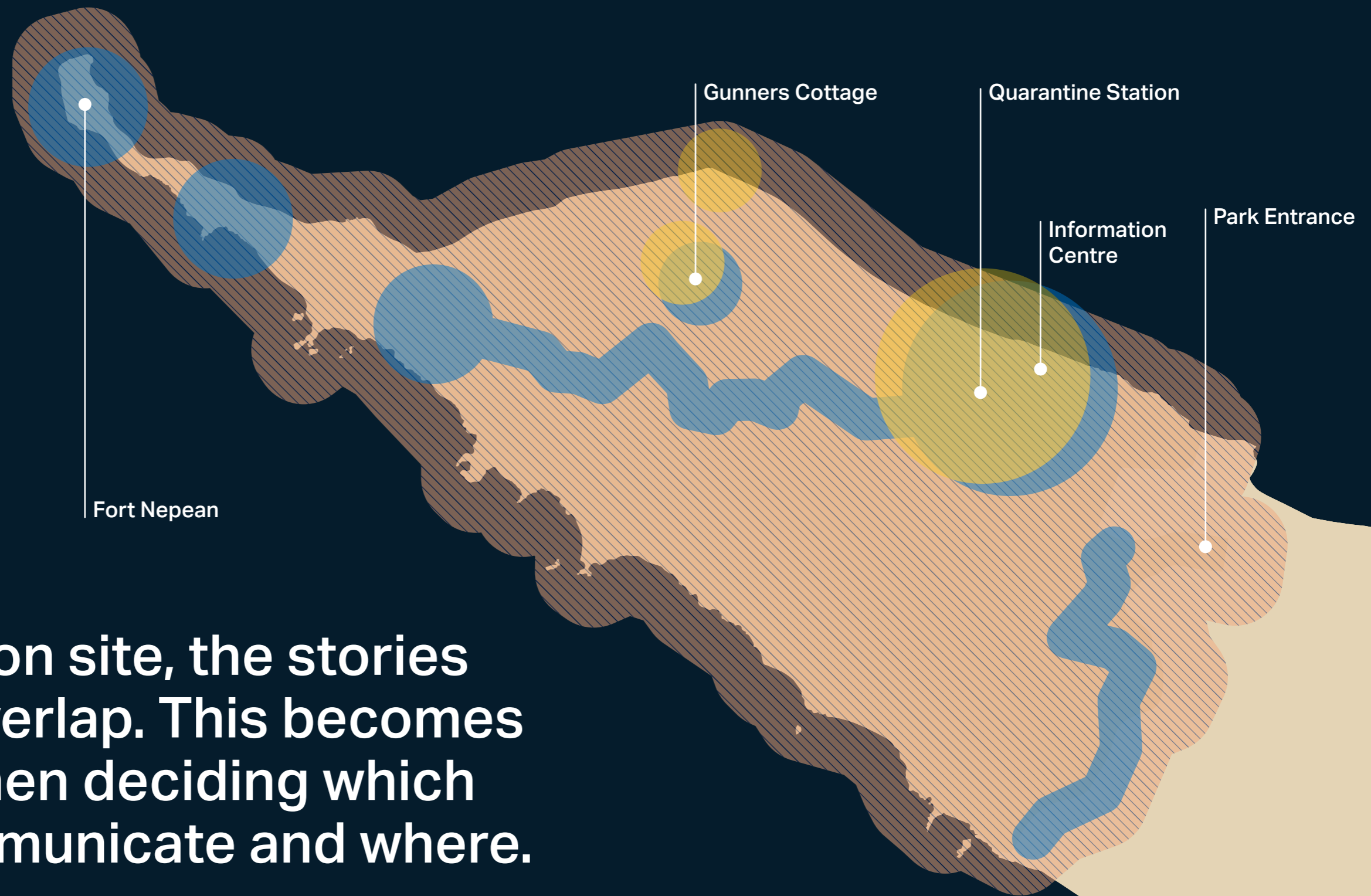
2

# Celebrate moments where stories overlap.

Create journeys through the site which follow a particular theme. Where this theme intersects with another theme (for instance, where a 'Quarantine' story and a 'Military' story overlap, instead of prioritising one over the other, show both simultaneously).

The design of any story elements within this space needs to account for this overlap and celebrate it.





When layered on site, the stories and themes overlap. This becomes a challenge when deciding which stories to communicate and where.

### 3

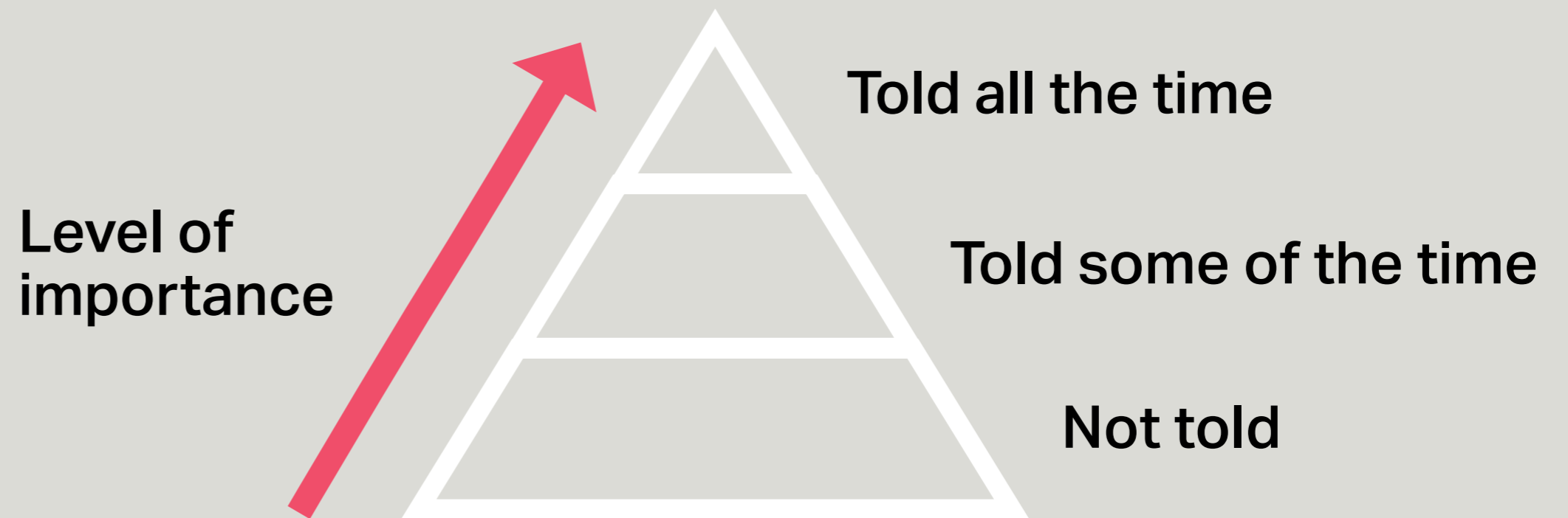
# Create a hierarchy for how stories are shared.

To help visitors understand the history of Point Nepean National Park, assign a different level of importance to each story.

The breadth and depth of stories at Point Nepean is one of its unique features, and while all stories on the site are important to someone, presenting all of these at one time will be overwhelming for visitors.

Instead, select a small number of signature stories which are told across the site, a slightly larger set of stories which are told in specific locations. For stories which have a small audience, or do not align to the Master Plan objectives, do not show these elements on site.

Story hierarchy should align to the hierarchy shown for each theme on pages 36 – 39.



## Bunurong stories provide an opportunity for visitors to connect with living aboriginal culture.

### Stories told all the time

- Living culture
- Stories of contact
- Stories of dreaming
- Women's place

### Stories told some of the time

- Broader contexts — story of two bays, the Mornington Peninsula, and how this relates to Traditional Owners' journey
- Changing landscape — the waterfall between the heads, the canyon and flood plains
- Connection with Tasmania and the travel routes between Point Nepean and Tasmania
- Cultural silcrete quarry below the waterfalls, now destroyed
- Dreaming stories – Bundjil and Waang, Moonah tree and the whirlpool, rising seas
- Hearth and middens
- Indigenous community leaders — recognition of those past and present
- Journeys and movement – moving with the seasons, moving around the landscape
- Military history – Aboriginal Servicemen and European Servicemen working side-by-side
- Name of Country and what it means
- Resources — fresh water, flora and fauna for food, medicines, tools, shelter, jewellery and other purposes
- Six seasons, season cycles, managing country – what they were, what they mean — for example, resources and food availability
- Story of contact and survival — women stolen from Point Nepean by sealers, and the implications this had on the community and knowledge of Country
- Totems of the Bunurong people, totemship within in indigenous culture
- Women's connection — birthing place, story of women guided by dolphins

## Stories in the Natural World theme create awareness of the surrounding environment.

### Stories told all the time

- Connection to nature
- Dolphin sanctuary
- Flora and fauna
- Old Yarra and the change over time
- Underwater worlds

### Stories told some of the time

- |  |  |   |  |                                |                                      |
|--|--|---|--|--------------------------------|--------------------------------------|
| - Beach profiling  | - Connectedness — parks, landscapes, environments      | - Fire theories                             | - Middens  | - Orchids                      | - She-oak                            |
| - Biodiversity   | - Cultural landscape, nexus, resources                 | - Edifice complex                           | - Missing species — Kangaroos, wombats — where are they? | - Protected areas              | - Soil richness                      |
| - Black wattle   | - Data sharing, research and management                | - Flora, fauna, fungi, vegetation, habitats | - Moonah trees   | - Re-narrating place           | - Tea tree                           |
| - Change — varying scale, landscapes, rate of change, species    | - Dolphin sanctuary                                    | - Fresh Water                               | - National park story                                    | - Restoration of the landscape | - Threats — management and solutions |
| - Charismatic mega-fauna — cute and cuddly vs slippery and spiky | - Dynamic coasts, ocean currents and tidal connections | - Geology                                   | - Native cherry  | - Sea and land interactions    | - Timeline of forces                 |
| - Climate  |  | - Imposed changes                           | - Natural and man-made islands                           | - Sea dragons                  | - Uniqueness                         |
|  |  | - Kelp forests                              | - Old Yarra or Maribyrnong                               | - Seasons                      | - Water cycle                        |
|  |  | - Lime kilns                                |  | - Sense of place               | - Weed prioritization                |
|  |  | - Maritime history                          |  |                                |                                      |

## Quarantine stories reveal compelling information about the station and the people that moved through it.

### Stories told all the time

- Daily life at the station
- New life and opportunity
- Arrival by ship
- Ticonderoga

### Stories told some of the time

- Building phases of the Quarantine Station and change over time
- Cattle and livestock processing
- Cemetery and crematorium
- Transition to national park
- Changing landscape and bush
- New life and colonial opportunities
- Families and people — connections, personalities, hopes and dreams

- History of quarantine — the process, progress in society, medicine and technology, the end of quarantine stations
- Illness, disease and flu pandemics
- Immigration stories
- Inactive and temporary uses
- Leper colony
- Lived experiences and life at the station — class differences, male vs female experiences, personalities, reflection of the ship structure

- Ticonderoga monument
- National quarantine story and connection to Point Nepean
- Personal belongings
- Police Point link
- Refugee stories — Kosovo, Syrian
- Sailing ships
- Transition to air travel
- Why was the Quarantine Station positioned here?

## Military themed stories uncover the fort history and what it was like for the personnel who lived and worked there.

### Stories told all the time

- Daily life in the military
- First shots
- Military training

### Stories told some of the time

- 1950s — start
- 1952-85 — Officer Cadet School era
- 1986 — School of Army Health
- Beach patrols and London Bridge
- Bond and camaraderie
- Cadets leaving
- Cheviot Hill
- Commandos
- Daily life — change over time
- Defence of Port Phillip
- First shot(s)
- Fort history, construction and design
- Gunner's Cottage and Eagles Nest
- Life of a cadet
- Melbourne to Hobart Yacht Race
- Harold Holt Memorial
- NCO's and CO's
- Officer Cadet School processes
- Officer Cadet School vs The Forts
- Parade grounds
- Personalities — Peter Badcoe, Harold Holt
- Pre-Federation
- Pre-WW1 militia artillery
- Sinking ships
- Stretcher carry run
- Technology and weaponry
- Training and training areas
- Transition stories
- Why was military positioned here?

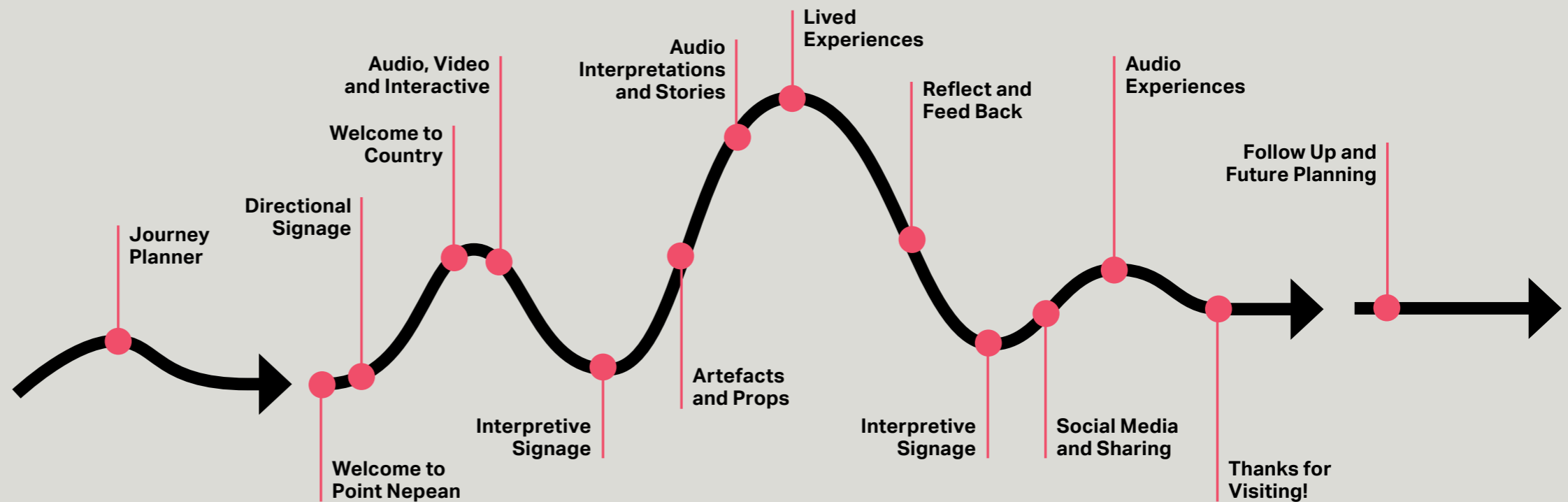
4

# Deliver stories with a modulated experience.

Instead of a homogeneous experience across the site, recognise that visitors need time to understand the site structure, layout, and themes before being presented with deeper levels of engagement.

Create a modulated experience through the use of different media, levels of interactivity, and levels of immersion in different story telling elements. Reserve "peak" moments for signature experiences, and deliver these through emotive and personal story telling.

Refer to "Modulated experience" on page 42 for more detail.





**Point Nepean National Park will use a modulated experience to deliver stories to visitors — a varied experiential journey where highly interactive touchpoints are aligned to peak visitor experiences and storytelling is integrated with the pre, during and post visit experiences.**

## Storytelling principles

## Modulated experience

Delivering stories

Stories are delivered to visitors with a range of experiences, forming a modulated approach to storytelling.

### Interpretive signage

A baseline experience for visitors delivered in the form of static displays.

### Artefacts and props

Arranged items that bring environments to life — actively or passively engaging for visitors.

### Audio and video

Ambient environmental sound or narrative based audio that may be accompanied by a visual component such as screen, projection or lighting.

### Signature experiences

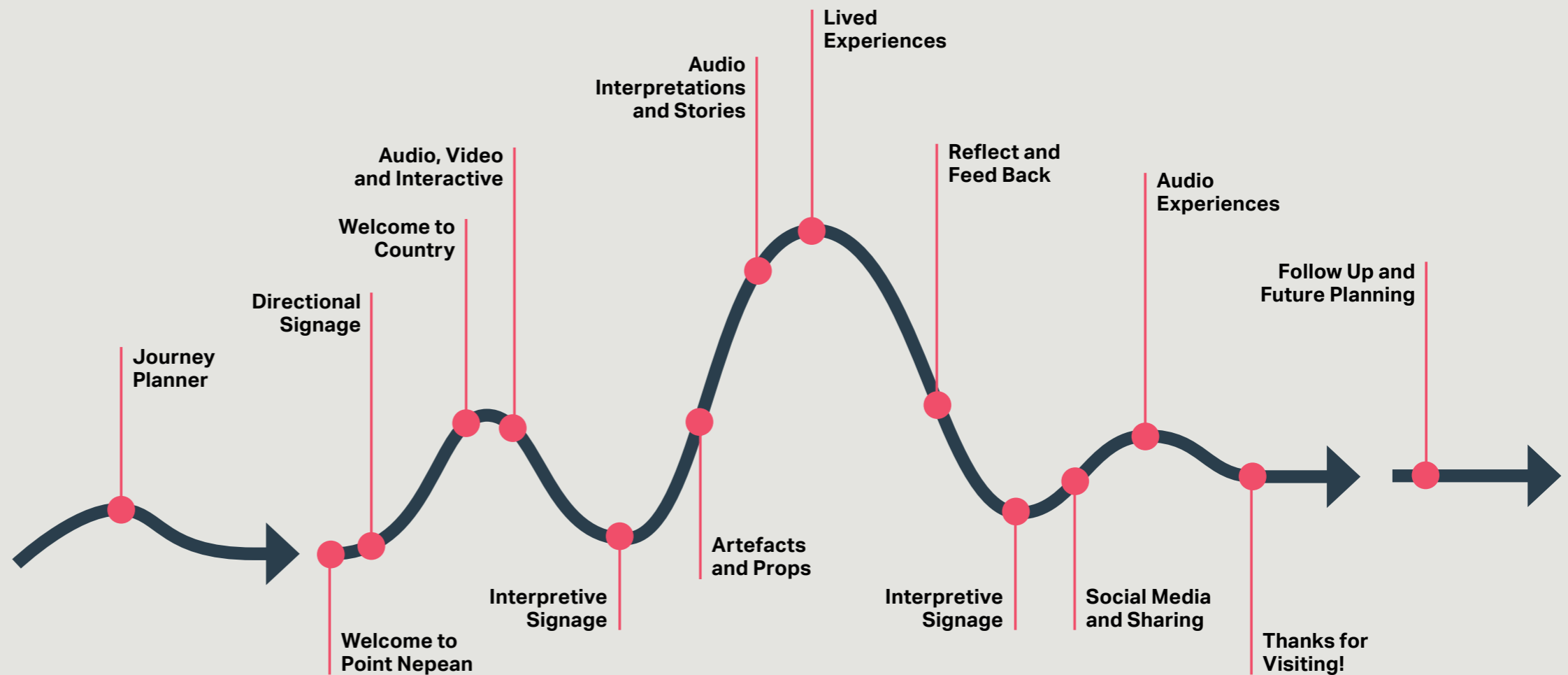
Compelling interpretive experiences delivered by sharing lived experiences through audio, visual and other mediums.

### Journey planner

Helps visitors plan their time at Point Nepean National Park — a combination of web, mobile and large format digital tools.

### Digital storytelling

A lightweight web portal or app where content is dynamically updated or linked based on metadata, such as a calendar of events or categories. Enables visitors to deep-dive content and may be linked to the journey planner.



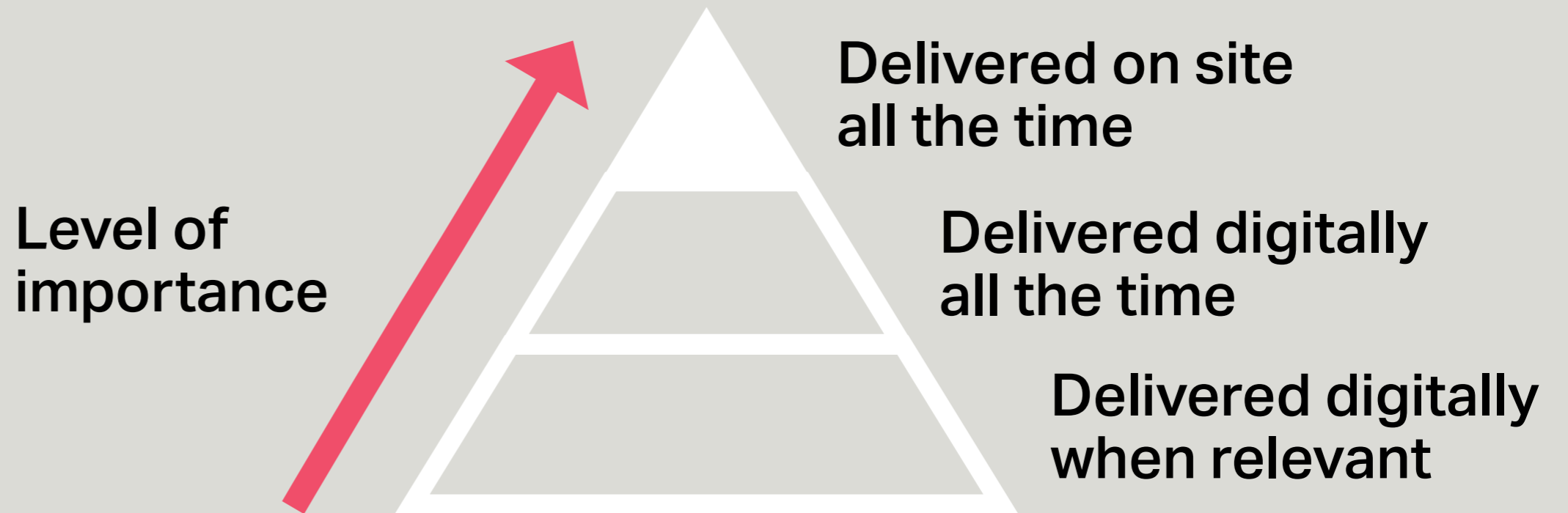
5

# Connect on site storytelling with deeper digital engagement

Stories should be delivered using a combination of physical and digital story tools. Use these digital tools to provide for stories which would otherwise not be told.

Instead of discarding stories, present them to people using a series of digital platforms, and further links these stories to a calendar of events. For instance, around the anniversary of the arrival of the Ticonderoga, look at presenting more stories drawn from the Quarantine theme across the different digital story telling platforms.

This helps create a virtuous cycle, and promotes the breadth and depth of stories to new audiences.



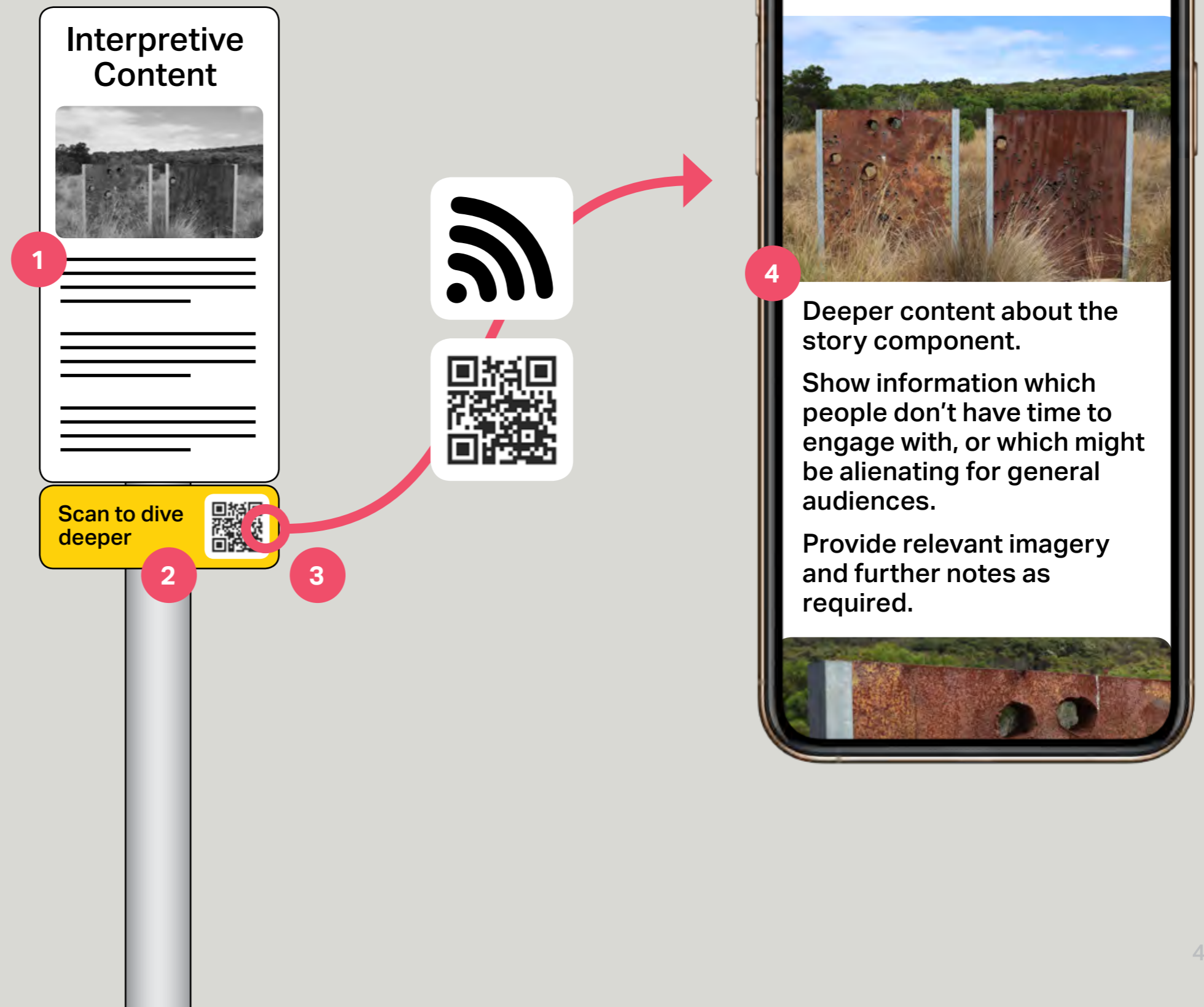
## Storytelling principles

## Micro site Digital and physical integration

Use technology to provide enhanced experiences of interpretive content throughout the site.

Allow users to dive deeper into content they care about, and find out more about particular individual locations across the park.

Use lightweight web technologies to minimise data load. Consider how RFID can be used to provide information.



All designs represented on this page are indicative, used only to convey information or ideas. They do not reflect the proposed branding or look and feel.

**Help people dive deeper  
into stories they care about  
by activating the site with  
bring-your-own-device tools.**

**Important stories that are shared through a digital platform will also be shared physically in the park.**

# Storytelling principles

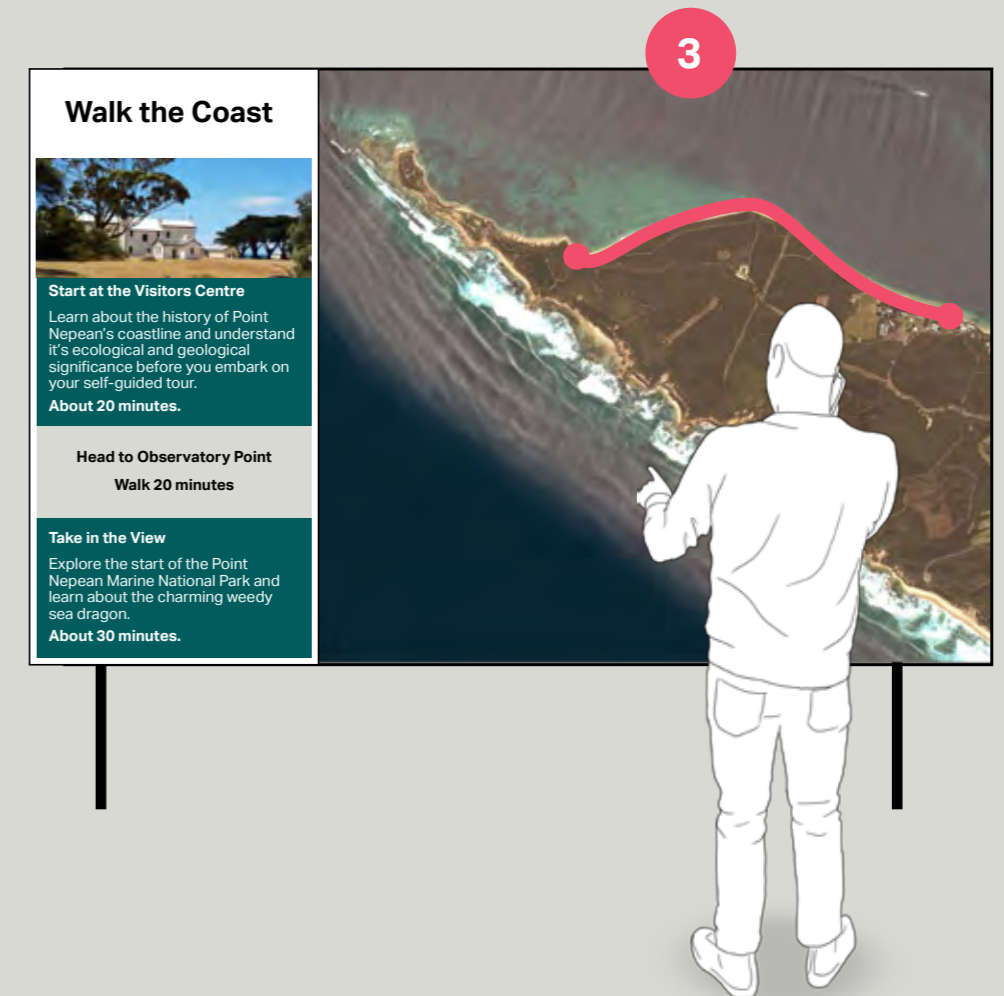
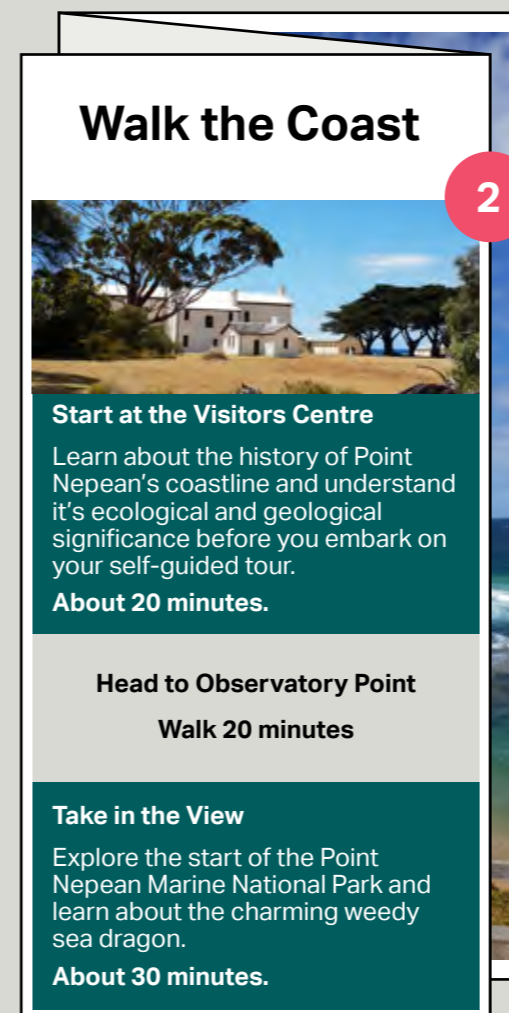
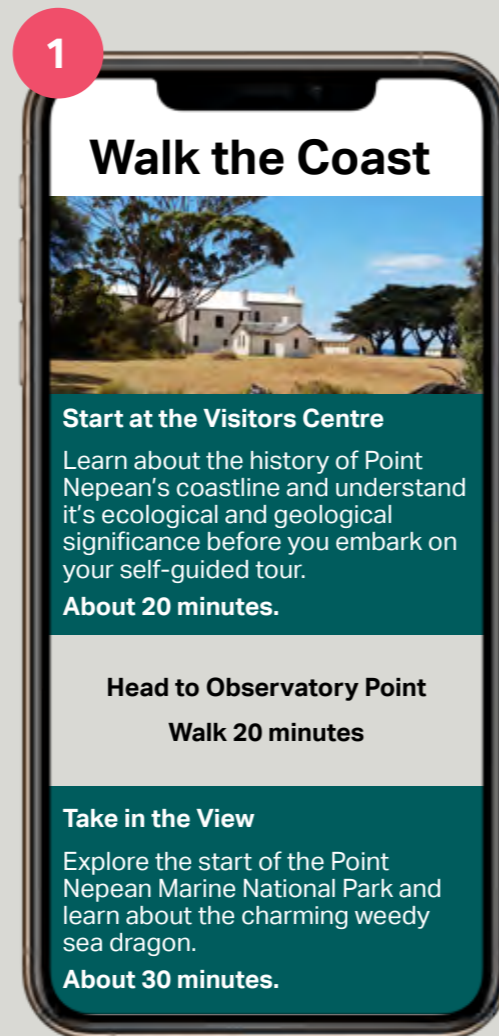
## Micro site Physical and digital continuity

Provide content parity across pre-visit and on-site information.

Ensure that information delivered digitally matches route planning information given to people on site. Use a combination of sign boards, brochures, and ranger engagement to help people find what they're looking for.

All designs represented on this page are indicative, used only to convey information or ideas. They do not reflect the proposed branding or look and feel.

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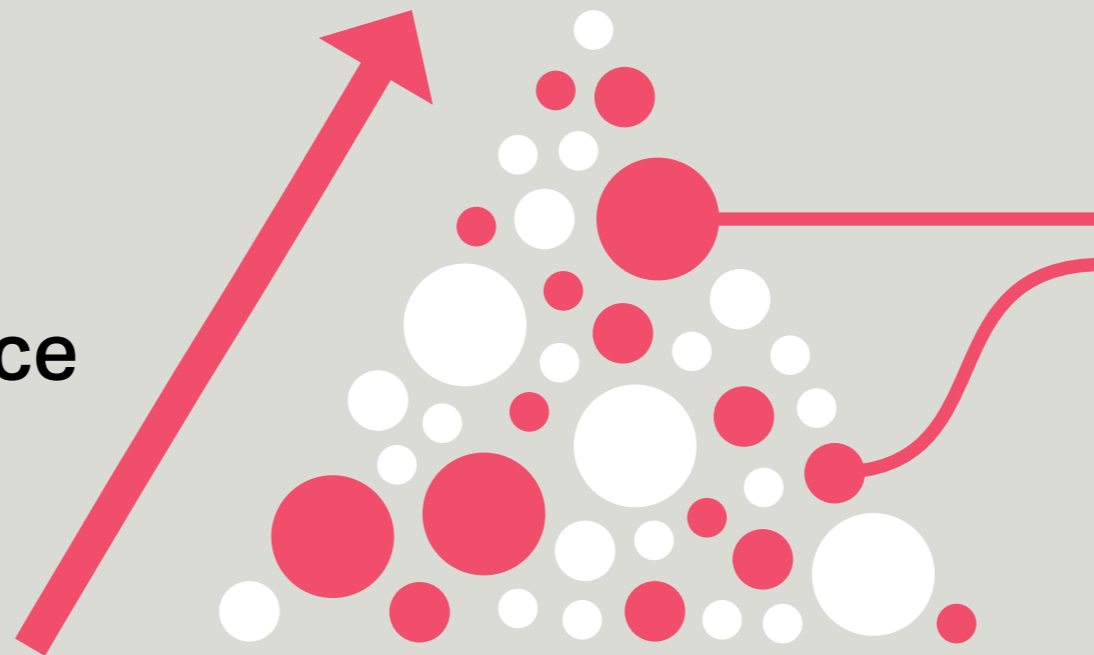
6

# Help people locate content that is relevant to them.

While the creation of hierarchy of importance for stories helps organise the site, a key aspect of stories at Point Nepean National Park is that everything is important to someone.

Instead of discarding 'less relevant' stories, create a series of tools which help people locate content which is relevant to them. This gives an opportunity for visitors to 'deep dive' into content they care about while visiting the site, and potentially discover new parts of the site they didn't know they cared about.

Level of importance



“Ooh I really want to see these!”



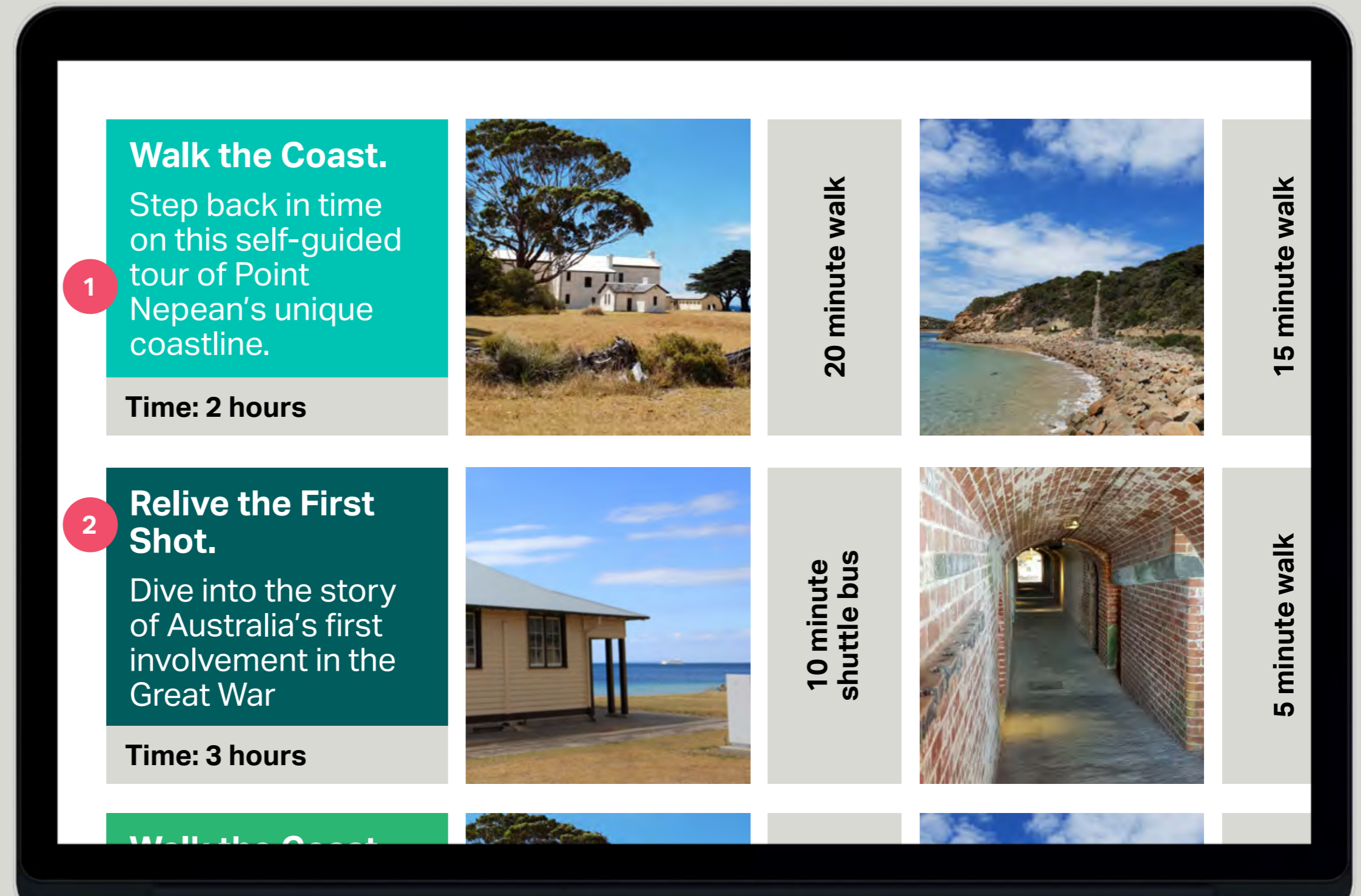
**Combine pre-visit planning and on-site orientation into an engaging journey planning experience for visitors.**

## Storytelling principles

## Micro site Respond to people's interests

Theme journeys around user interests, giving them the opportunity to tailor their visit to the site.

Again, present journeys with information about the expected times and opportunities for third party experiences.



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# KEY ELEMENTS

# VISITOR CENTRE

**Create a central orientation point which tells the history and life of Point Nepean National Park.**

# POINT OF ARRIVAL

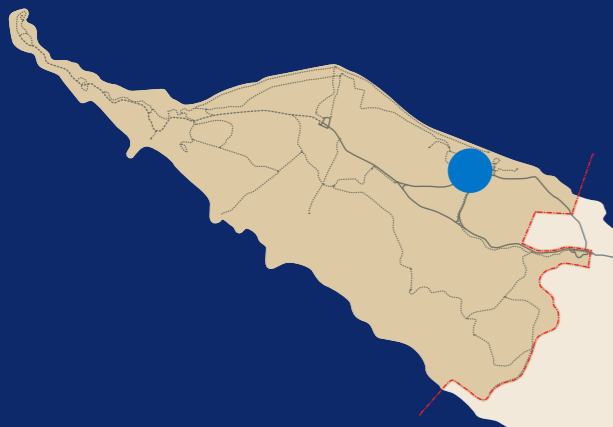
## Key elements

Centralise visitor arrival.  
Provide visitors with  
an overview of offerings  
and activities on site.

Enable visitors to plan  
their day.

Provide a combination of  
surface and deep-dive  
experiences that cater to  
all abilities and interests.

Provide a place for  
each theme and story  
to be shared in an  
accessible location.



## Visitor Centre Overview



Staff/volunteer  
presence



Static, dynamic and  
interactive displays



Audio, video, lighting  
and projections



Artefacts



Eco-tourism  
operators

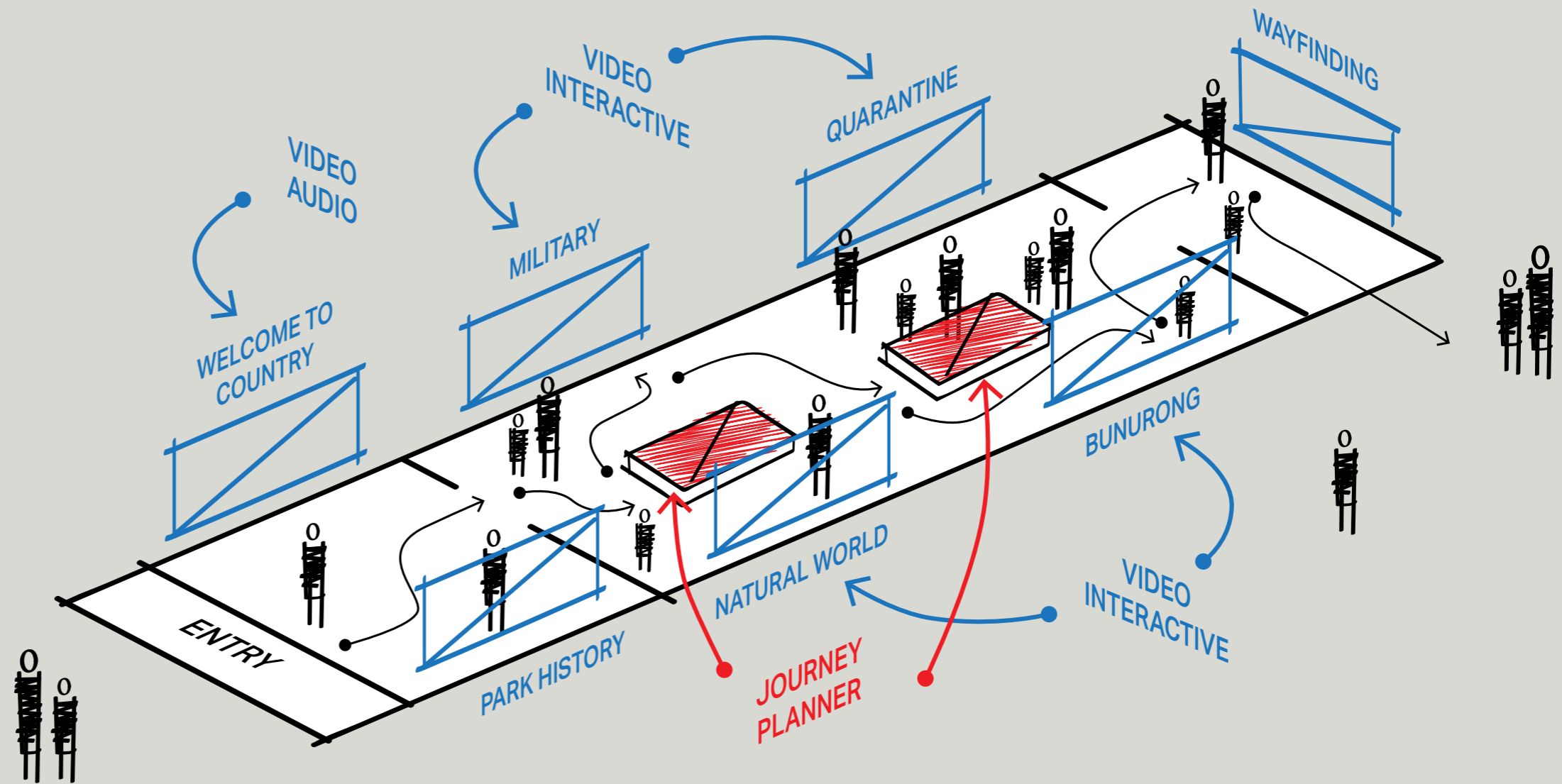
"There is so much to  
see here. We'll have  
to come back again."

The Visitor Centre will deliver an engaging orientation experience which guides people through the history of Point Nepean. This will enable visitors to understand the site, dive into content they care about, and plan their visit.

This space is broken into three distinct sections. The first features an orientation and welcome to country, the second presents the four different themes, while the third enables journey planning, navigation across the park, and connecting with eco-tourism operators.

It is recommended to depart from the master plan suggestion of re-purposing The Stables. Instead, use Hospital 3 for the Visitor Centre due to:

- Proximity to Quarantine Experience
- Position within Station from Car Park
- Elongated footprint and overall size
- Existing weather protection.



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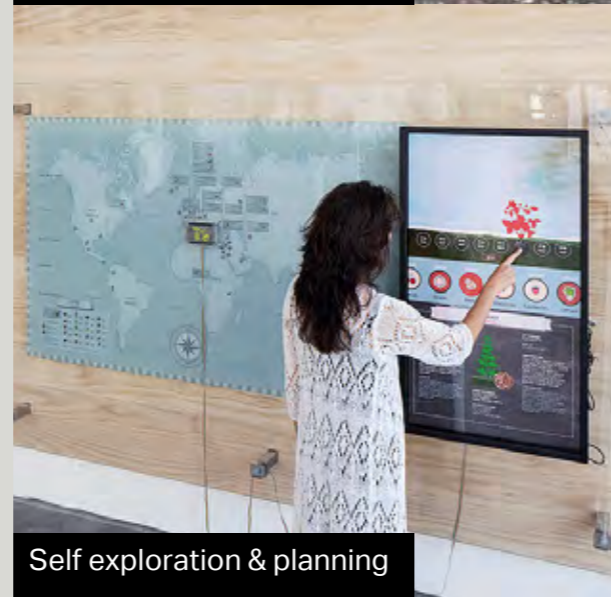
# Visitor Centre At Hospital 3



Immersive experiences



Interactive & responsive



Self exploration & planning



Soft exploration



Interactive & responsive

Image sources listed clockwise from top left:

- <http://www.icaria-atelier.com/wu-kingdom-helv-relics-museum/>
- <https://www.coroflot.com/peterwilson/WILD-at-Melbourne-Museum/>
- <http://dotdotdot.it/works/padua-botanical-garden>
- <http://wgsn-hbl.blogspot.com/2011/04/hbl-analysis-urban-fog.html>
- [https://www.domusweb.it/en/news/2014/10/22/dotdotdot\\_padua\\_botanicalgarden.html](https://www.domusweb.it/en/news/2014/10/22/dotdotdot_padua_botanicalgarden.html)

The Entrance Hall guides visitors through the history of Point Nepean National Park, and welcomes them to a place of rich stories and natural wonder.

The Entrance Hall is to provide:

01. A calm and welcoming space for all visitors.
02. A linear flow which guides visitors from one point to another.
03. A space which visitors must walk through with prior to the Story Hall.
04. A Welcome to Country message shown on looping video and audio.
05. A dynamic and engaging history of Point Nepean timeline showing key historical points dating back beyond European settlement.
06. Staff or volunteer presence to function as concierge and guide.

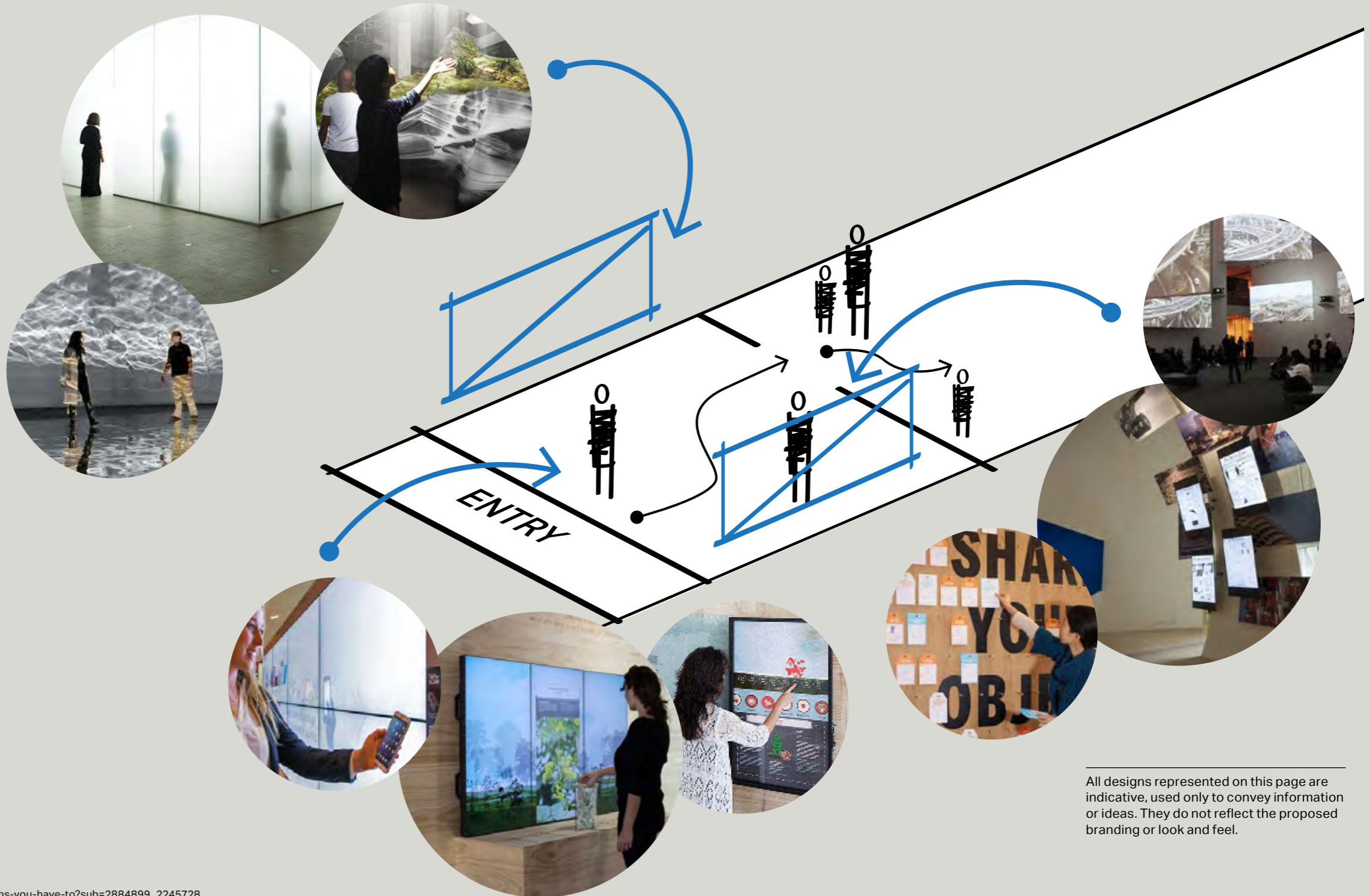


Image sources listed clockwise from top left:

- <https://www.cantoni-crescenti.com.br/oca-parque-ibirapuera-water>
- [https://www.nyugat.hu/tartalom/cikk/jott\\_egy\\_felho\\_mi\\_leszallt\\_kozenk](https://www.nyugat.hu/tartalom/cikk/jott_egy_felho_mi_leszallt_kozenk)
- <https://www.wired.com/2015/06/want-build-underground-park-youll-need-lab-first/>
- [https://www.buzzfeed.com/wildturkey/awesome-and-unconventional-art-installations-you-have-to?sub=2884899\\_2245728](https://www.buzzfeed.com/wildturkey/awesome-and-unconventional-art-installations-you-have-to?sub=2884899_2245728)
- <https://kavenyou.com/artscience-museum-unlocks-the-straits-times-rich-archives-of-170-years/>
- <https://www.grafik.net/category/profile/stripes-earned>
- <https://www.experimenta.es/noticias/grafica-y-comunicacion/orto-botanico-di-padova-dotdotdot-4719/>
- <http://dotdotdot.it/works/padua-botanical-garden>
- <https://asus-business.co.uk/powerful-digital-signage-content/>

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The Story Hall allows visitors to dive into the four themes, uncovering history and building their own journey through the Park.

The Story Hall is to provide:

- 01. Four large installations covering the history of each theme.
- 02. One large format interactive display per theme.
- 03. At least one large format multi-user interactive table.
- 04. Space for each theme to be interpreted and shown independently.
- 05. Appropriate seating for engaging with longer content.

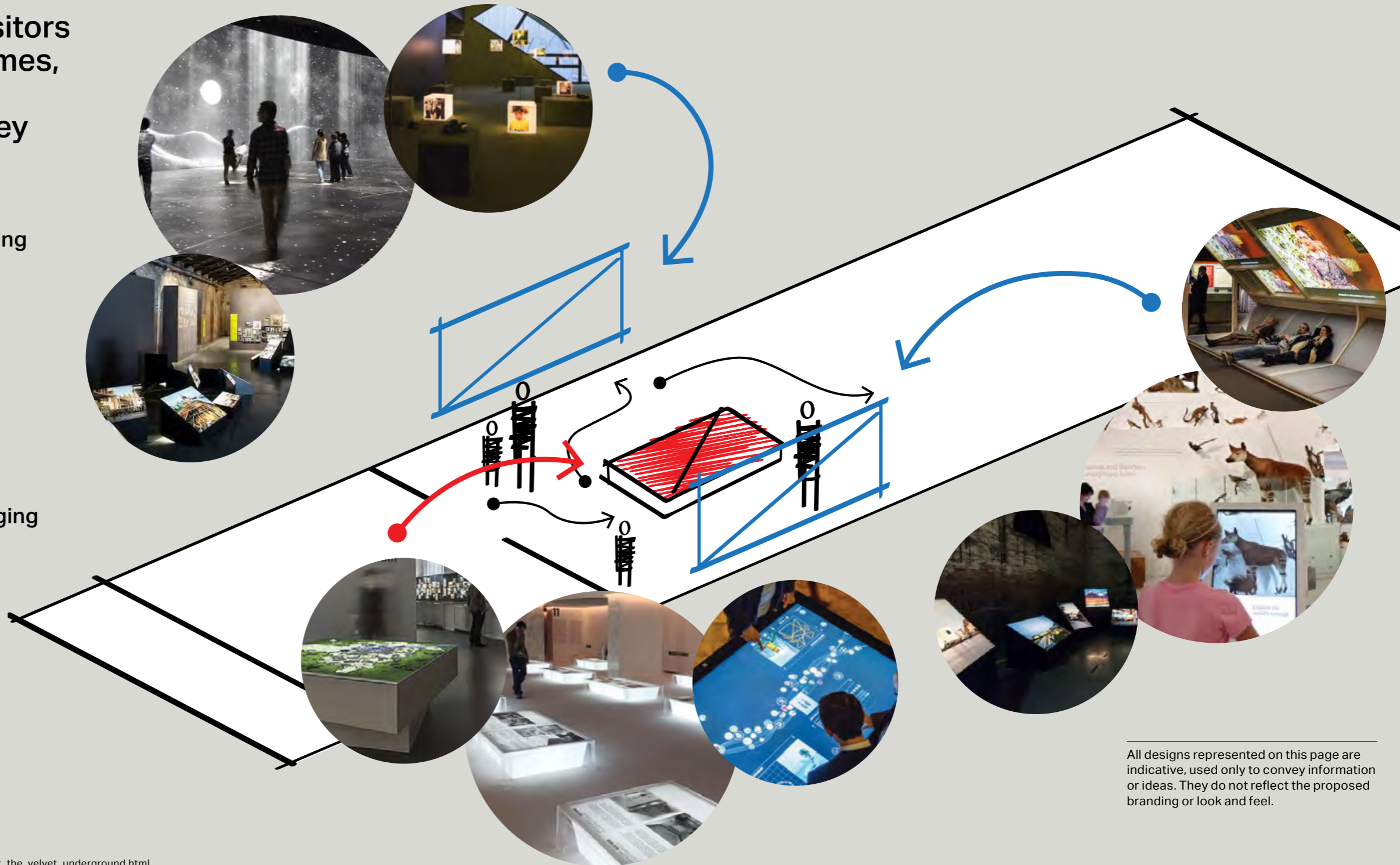


Image sources listed clockwise from top left:

- [http://www.lucaianni.it/blog/?page\\_id=259](http://www.lucaianni.it/blog/?page_id=259)
- <http://www.icaria-atelier.com/wu-kingdom-helv-relics-museum/>
- <https://www.roadtripsaroundtheworld.com/jewish-museum-berlin/>
- [https://www.domusweb.it/en/interviews/2016/04/18/matali\\_crasset\\_the\\_velvet\\_underground.html](https://www.domusweb.it/en/interviews/2016/04/18/matali_crasset_the_velvet_underground.html)
- <https://www.coroflot.com/peterwilson/WILD-at-Melbourne-Museum>
- <https://www.inexhibit.com/it/case-studies/italia-14-biennale-di-architettura/>
- <https://eportfolios.macaulay.cuny.edu/artreview/cabinets-of-curiosity/cooper-hewitt-a-fun-and-inspiring-time/>
- <https://www.instagram.com/p/BDollgguPQv/>
- <https://groenlandbasel.net/architektur-und-ausstellungen/taktgeber-hafen>

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**BUNURONG CENTRE  
(PROPOSED)**

**The Bunurong Centre is an initiative of the Bunurong Land Council Aboriginal Corporation, the Recognised Aboriginal Party for the land on which Point Nepean National Park is situated.**

## Key elements

Ideas that could be considered include:

Allow visitors to immerse themselves in Bunurong history, culture and dreaming.

Combine face to face interactions, story telling, digital experiences and physical artefacts.

Locate Keeping Place at the front entrance, in the former Visitor Centre.



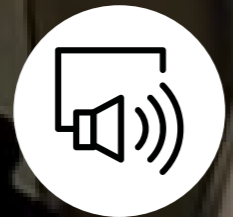
## Bunurong Centre (proposed) Overview



Staff/volunteer presence



Static, dynamic and interactive displays



Audio, video, lighting and projections



Artefacts

"I had no idea there was such a rich living culture here"

# QUARANTINE STATION EXPERIENCE

**Guide visitors through a personal and emotive story of life arriving in Australia and staying at the Quarantine Station.**



# A POINT IN HISTORY

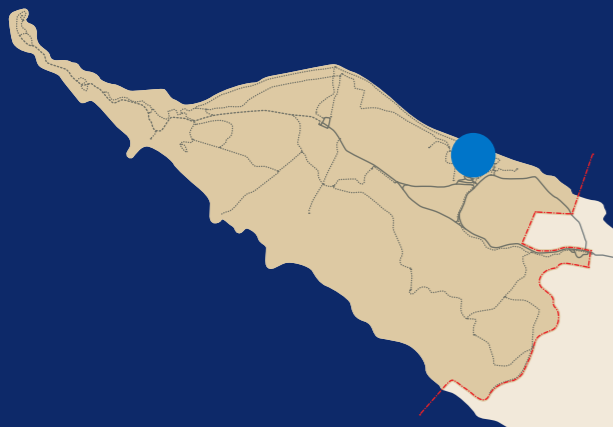
## Key elements

Provide visitors with a persona that follows the unique story of a settler or immigrant around the Quarantine Station.

Step by step, visitors relive the experiences:

Deciding to leave, enduring the voyage, arriving at the station, sorting and fumigation, daily life at the station and beyond.

Deliver in partnership with historical societies.



## Quarantine Station experience Overview



Audio, video



Artefacts, costumes  
and props



Staged  
environments

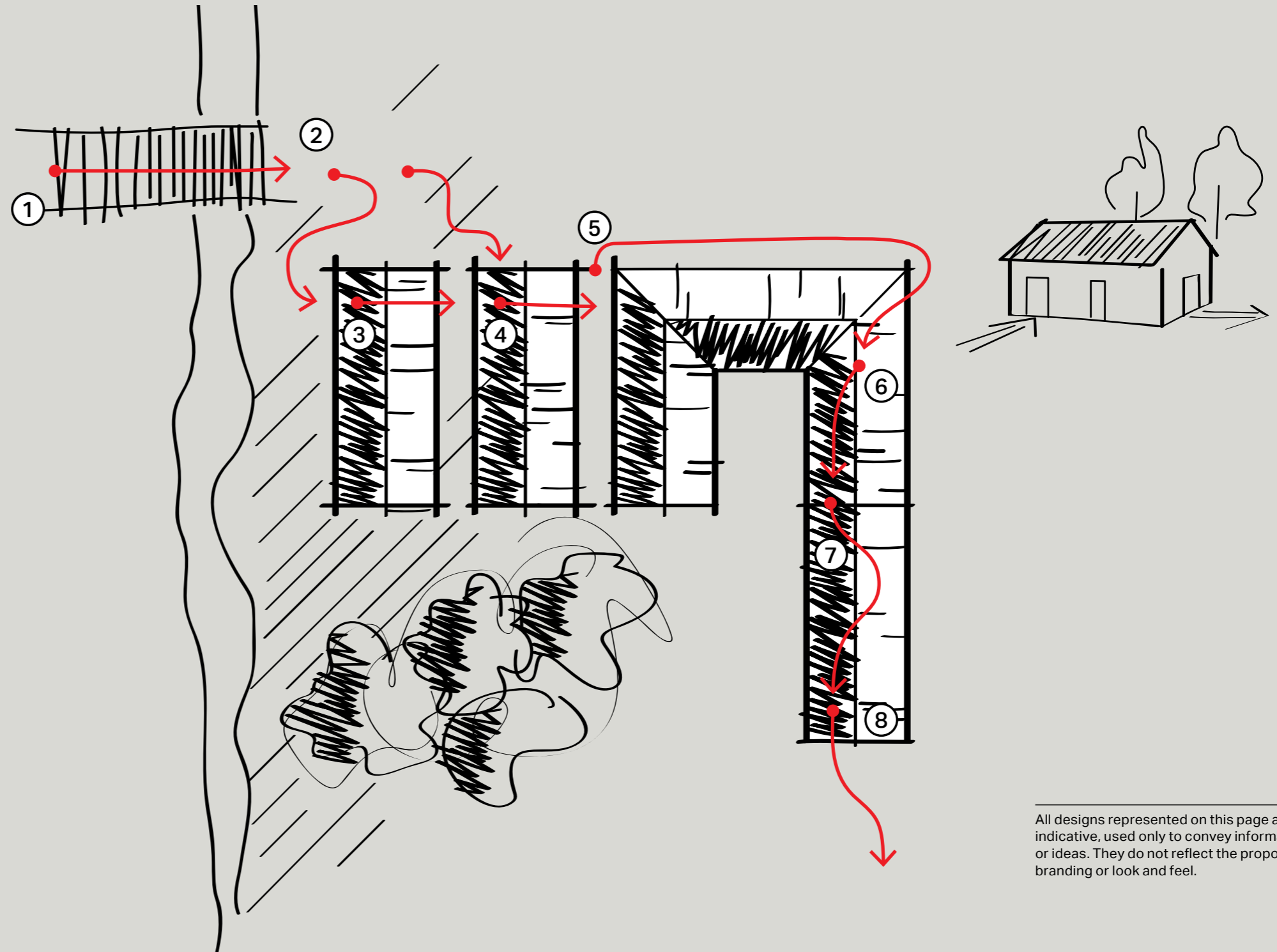
“Imagine what it must have been like to arrive here with nothing.”

## Key elements

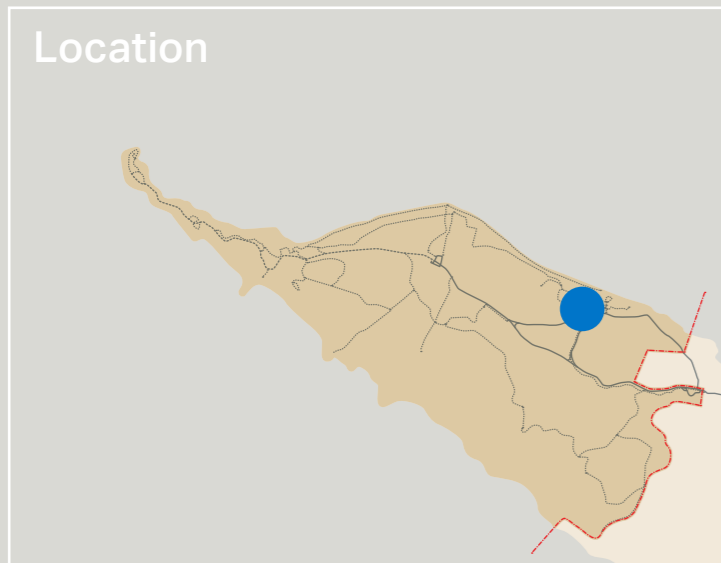
## Quarantine Station Overview

The Quarantine Station will deliver a personal story to visitors, asking them to inhabit the life of someone arriving in Australia and experience life within the station from their point of view.

The journey is broken into four sections, starting at the pier and moving through the different steps within the process. Visitors will be given different personas to inhabit, and asked to move through the Quarantine Station. Using a combination of projection, video, and narrative audio, the space will reveal life at the Station in an engaging and immersive way.



### Location

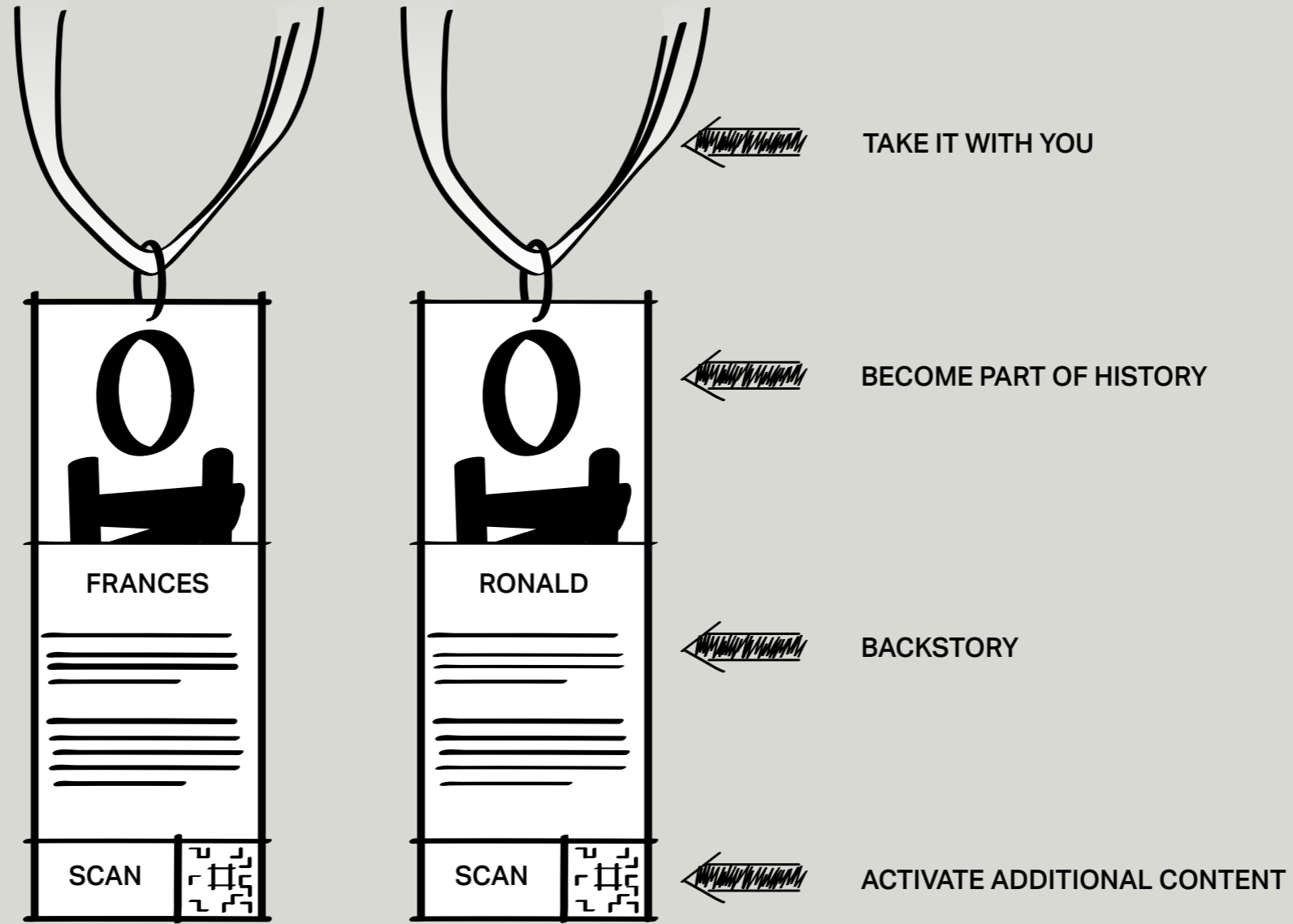


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Personas will help visitors inhabit the space, giving them a deeper understanding of the challenges, hardships, and joys of life at the station.

The personas will:

01. Be delivered using a combination of printed and digital materials.
02. Use second person narrative framing.
03. Be loosely based on real people who arrived at the station.
04. Provide a range of different personas based on age, language groups, and backgrounds.
05. Be targeted at a diverse range of ages, backgrounds, and experiences.
06. Enable personalised content within the different areas of the experience.
07. Be portable, allowing visitors to take it with them during the experience and beyond.



Personas require detailed development as part of the implementation of this signature experience. Extension of the personas to other areas of Point Nepean National Park could be considered for future activations.

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Visual layering



Utilise space



Self exploration



Artefacts



New ways to connect

Image sources listed clockwise from top left:

- <https://www.dezeen.com/2012/05/15/bauhaus-art-as-life-by-carmody-groarke-and-a-practice-for-everyday-life/>
- <https://www.ilgiornaledeltermoidraulico.it/impianto-temporaneo-per-la-biennale-di-venezial/>
- <https://www.saintjohnfisherschool.co.uk/render/pins/466333736397638285/89442>
- <https://www.tribaspace.com/de/news/5390-ymc-store-opens-flagship-store-in-london%27s-soho-tribaspace>
- <https://www.saintjohnfisherschool.co.uk/render/pins/462322717983107067/577ae>

The experience will guide people through different areas of the existing station. Each area will ask visitors to follow the process which was used in those spaces.

The spaces will:

01. Use a combination of projection, video, and narrative audio to show the quarantine process.
02. Starting in the bathing complex, visitors will walk through the process of arriving.
03. Moving to the disinfecting complex, visitors will be shown how the quarantine process worked.
04. Following disinfecting, visitors will have opportunity to discover life at the station.
05. Space will be given for reflection and review, before visitors emerge back into everyday life.

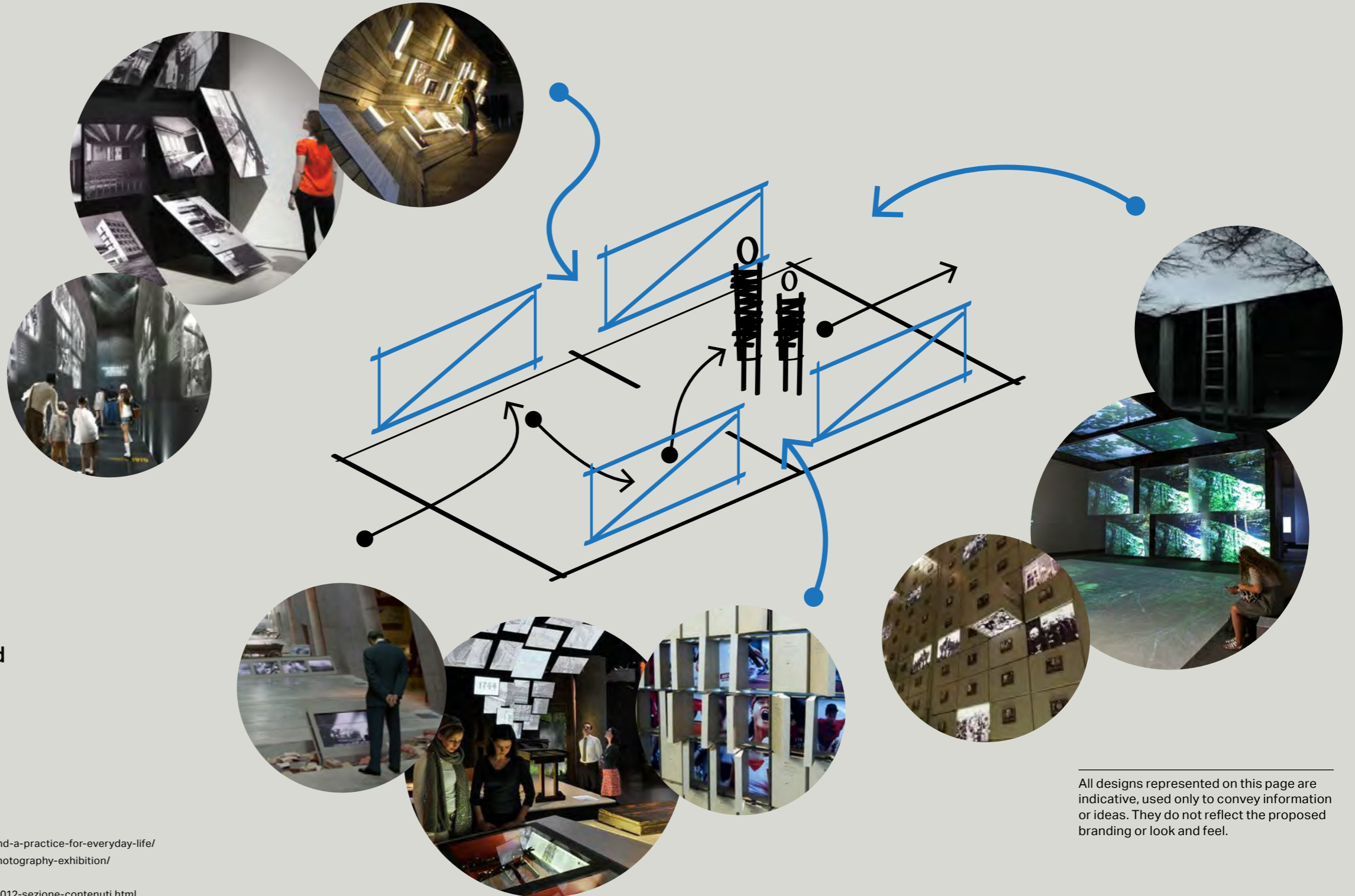


Image sources listed clockwise from top left:

- <https://www.pinterest.ch/pin/597219600565570070/>
- <https://www.dezeen.com/2012/05/15/bauhaus-art-as-life-by-carmody-groarke-and-a-practice-for-everyday-life/>
- <https://www.designboom.com/readers/snapshot-memento-scenography-for-a-photography-exhibition/>
- <https://www.youkihirakawa.jp/vanished-tree-barn>
- <https://www.archilovers.com/projects/71198/padiglione-italia-biennale-venezia-2012-sezione-contenuti.html>
- [https://www.flickr.com/photos/jacqueline\\_poggi/8050710636](https://www.flickr.com/photos/jacqueline_poggi/8050710636)
- <https://www.freshnessmag.com/2011/07/05/nike-hong-kong-michael-laus-just-done-it-exhibition/>
- <https://www.museumoflondon.org.uk/museum-london/permanent-galleries/expanding-city>
- <https://www.archdaily.com/179679/yad-vashem-holocaust-museum-safdie-architects>

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# **FORT NEPEAN EXPERIENCE**

**Refurbish and extend  
the existing experiences  
at the Forts.**



## Key elements

Retain the sense of exploring the tunnels.

Amplify the level of interpretation at the Forts.

Coordinate experiences to align with new interpretive initiatives and strategies.

Provide on-site activation with augmented reality.

Deliver in partnership with military and historical societies.



## Fort Nepean experience

### Overview



Static, dynamic and interactive displays



Audio, video, lighting and projections



Artefacts



Augmented reality

"Who knew the first shot was fired here! I feel like I was a part of the action."

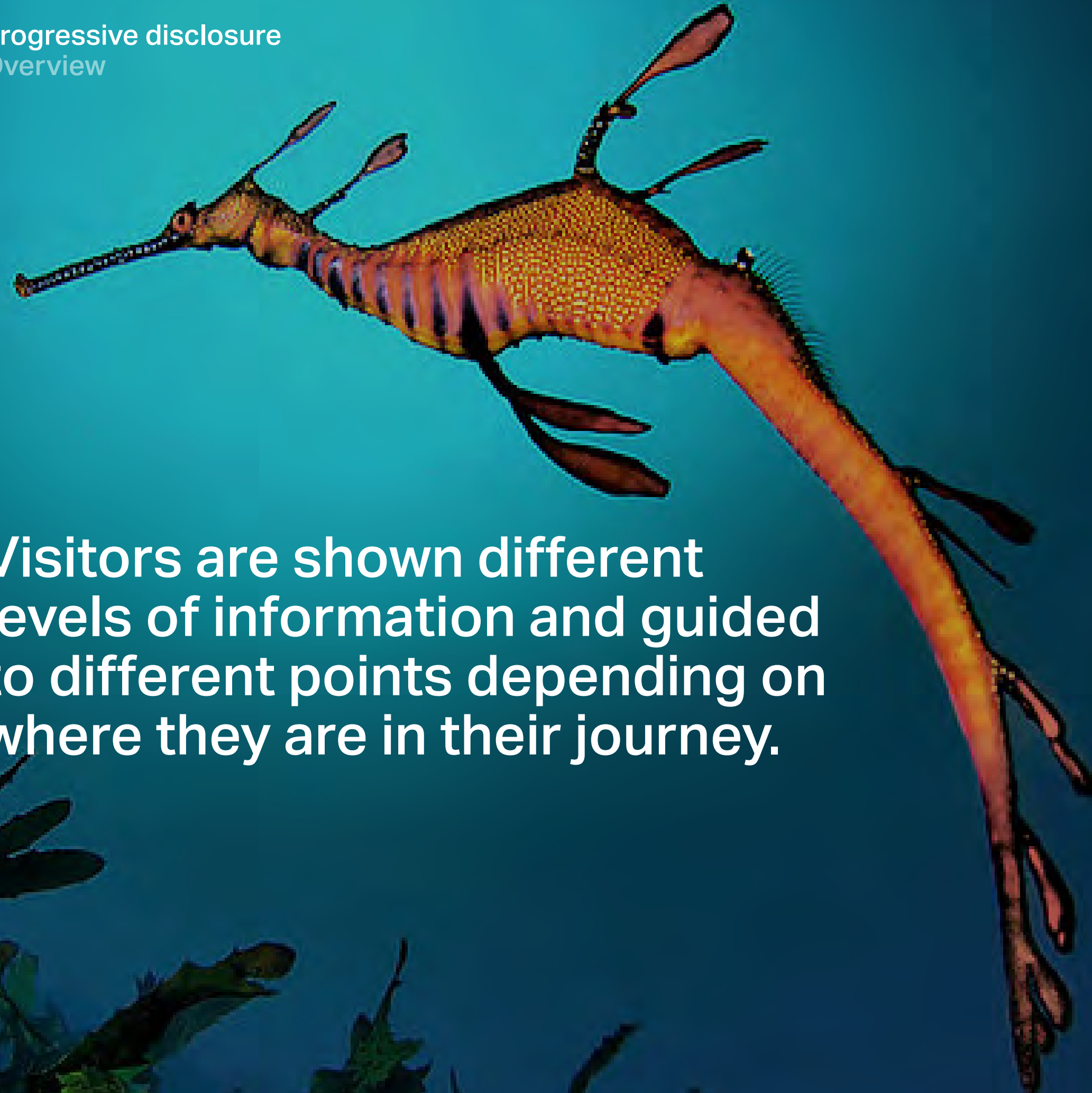


# TRAILS

**Trails revealing the stories of the bunurong and natural world pass through areas that also reveal stories linked to Military and Quarantine themes.**

**Trails, tracks and loops are structured to help visitors locate destinations and points of interest with confidence and ease.**



A detailed illustration of a weedy sea dragon, a type of fish known for its camouflage. It has a long, thin body with a mottled pattern of brown and orange, and a long, thin tail. The fish is shown swimming in a blue ocean, with green seaweed visible in the foreground. The background is a gradient of blue, suggesting a deep sea environment.

Visitors are shown different levels of information and guided to different points depending on where they are in their journey.

**The Wayfinding Strategy needs to be considered alongside the Interpretive and Storytelling Strategy as two parts of one overall visitor experience. Trails guide people through these narrative experiences and the site simultaneously.**

# MICRO SITE

## Key elements

Create digital tools that provide new and exciting experiences for visitors pre, during and post visit.

Create an online portal or micro site, integrate digital experiences with physical experiences, and create a journey planner.

Deliver with Parks Victoria digital partners.

## The Forts experience Overview



Interactive displays



Digital tools



Bring-your-own-device activations

"I love the fact that I can look back at my experience and share it with others."





Key elements

Micro site  
Overview

**Deliver information to potential visitors through a lightweight web portal or Point Nepean micro site.**

## Key elements

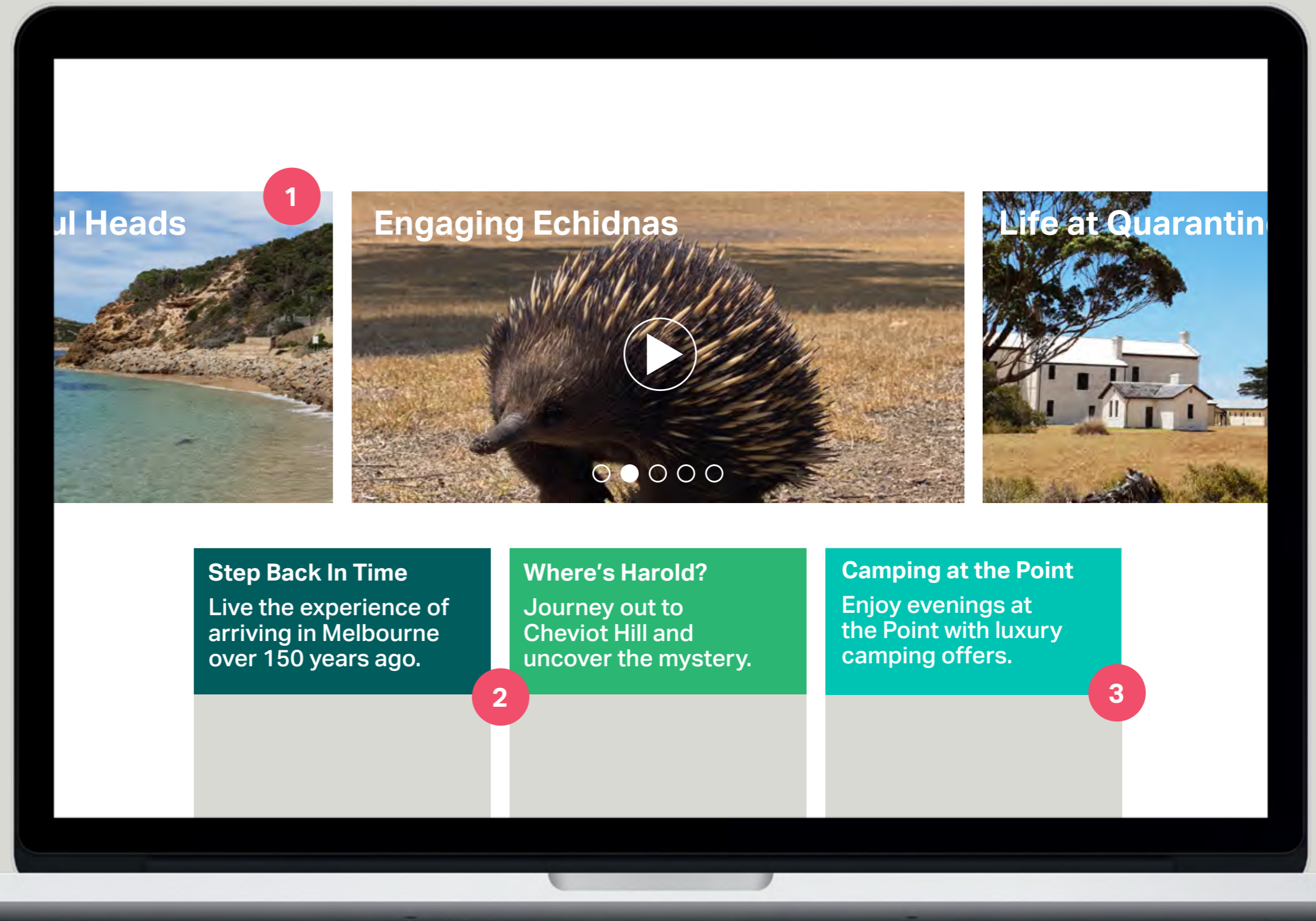
## Micro site

A single point of information

Create a single resource for events, activities, and experiences which happen in and around Point Nepean National Park.

Content is to be dynamic, engaging, and represent the best of what Point Nepean National Park has to offer. This can align to the Parks Victoria CMS.

This includes third party experiences, which can be submitted by operators.



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## Key elements

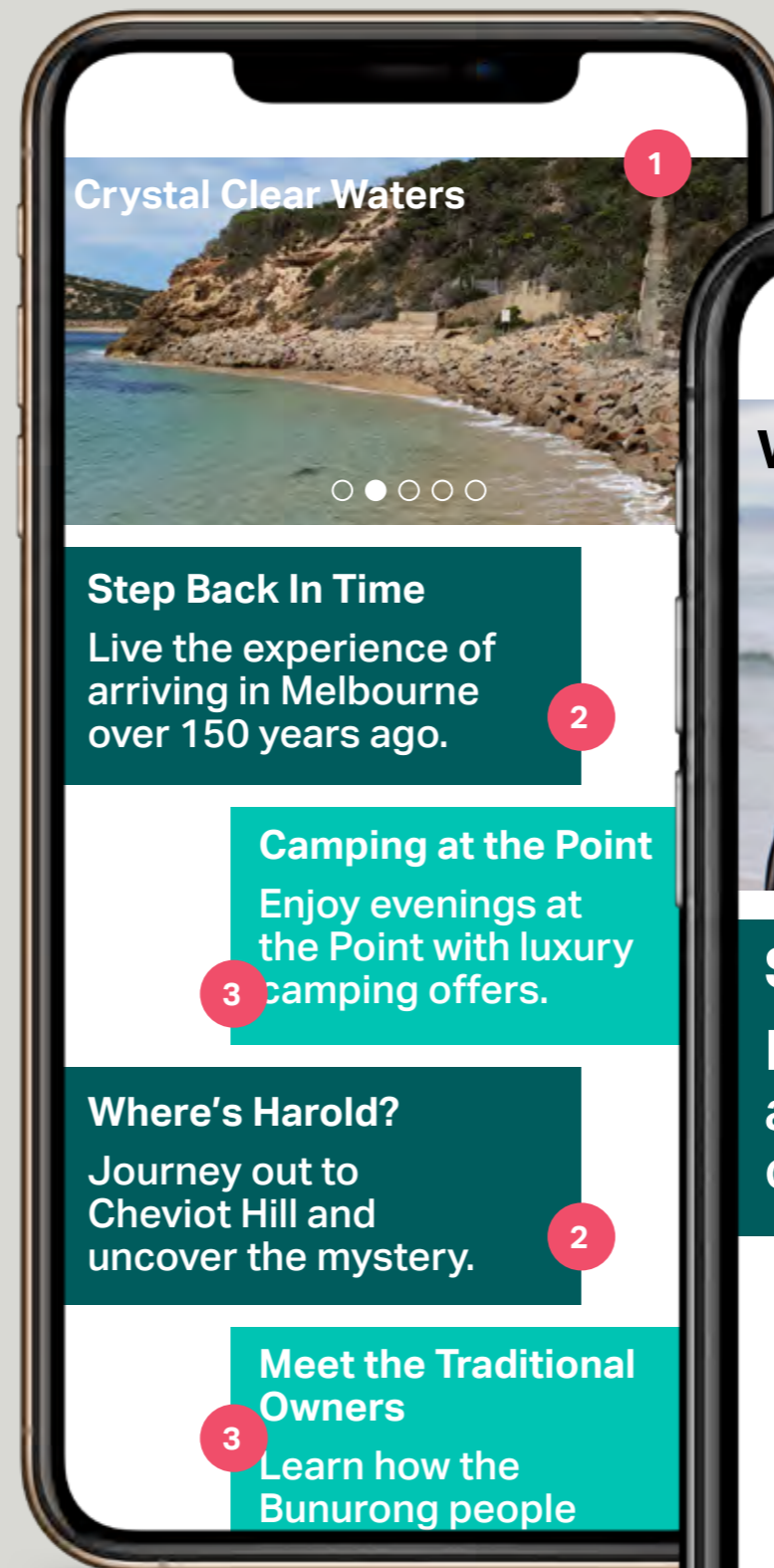
## Micro site Dynamic content

Shift the type of content shown based on events calendar and seasonal changes.

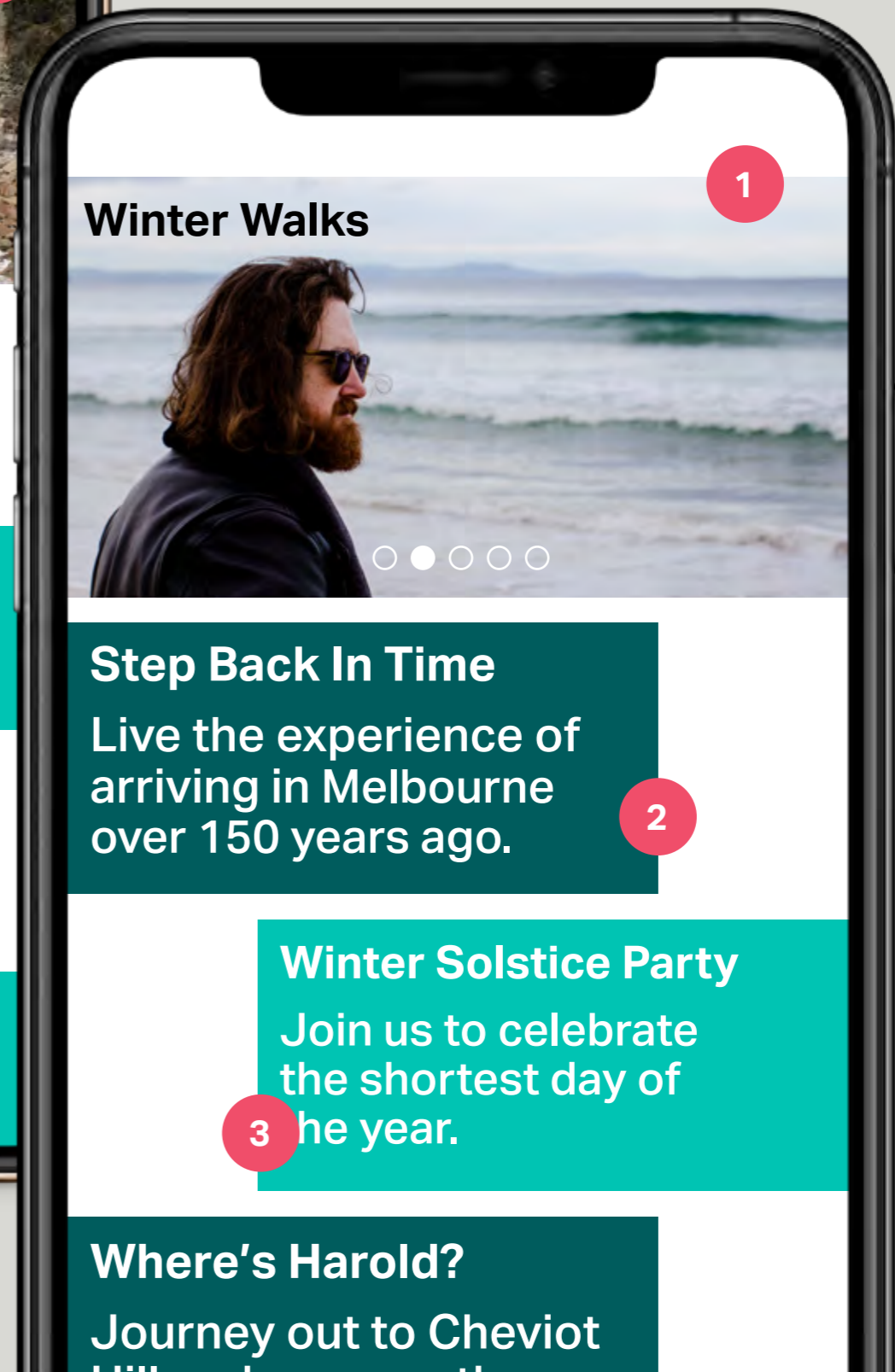
Some secondary stories and third party experiences may be better suited to summer or winter activities, or may be only available at particular dates during the year.

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### Summer Arrangement



### Winter Arrangement



**The micro site can be used to help visitors plan their time at Point Nepean more effectively.**

Key elements

Micro site  
Phone usage on site

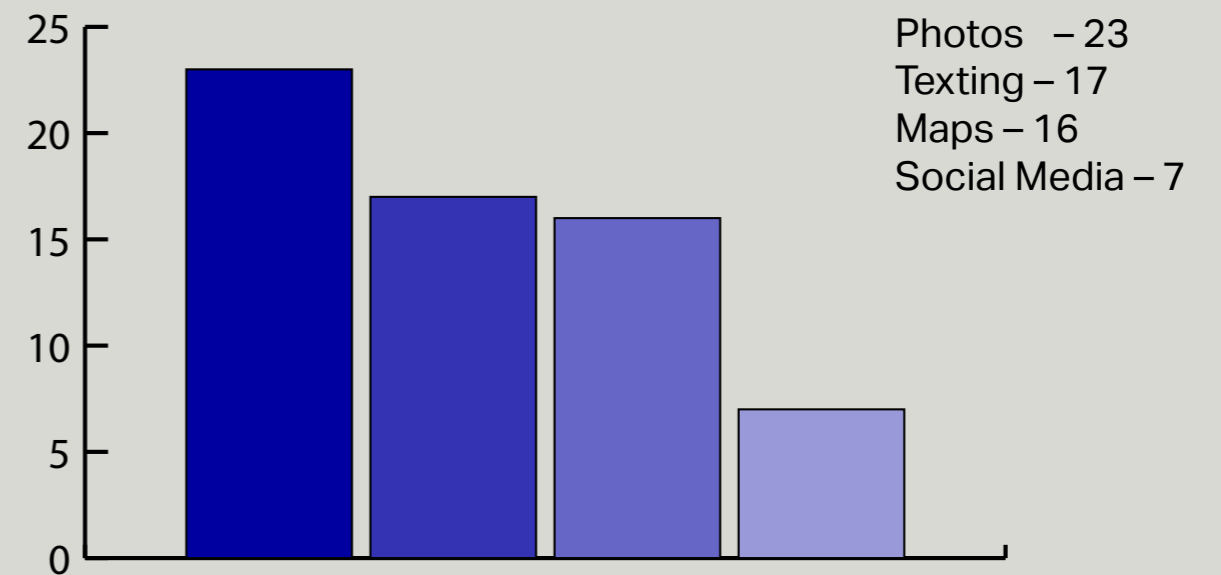
Almost everyone is taking photos using their phone.

**"I always use my phone for sharing my photos and experiences with friends."**



Some visitors are looking for 'digital-free' experiences, but most try to stay connected.

Phone use during visit



## Key elements

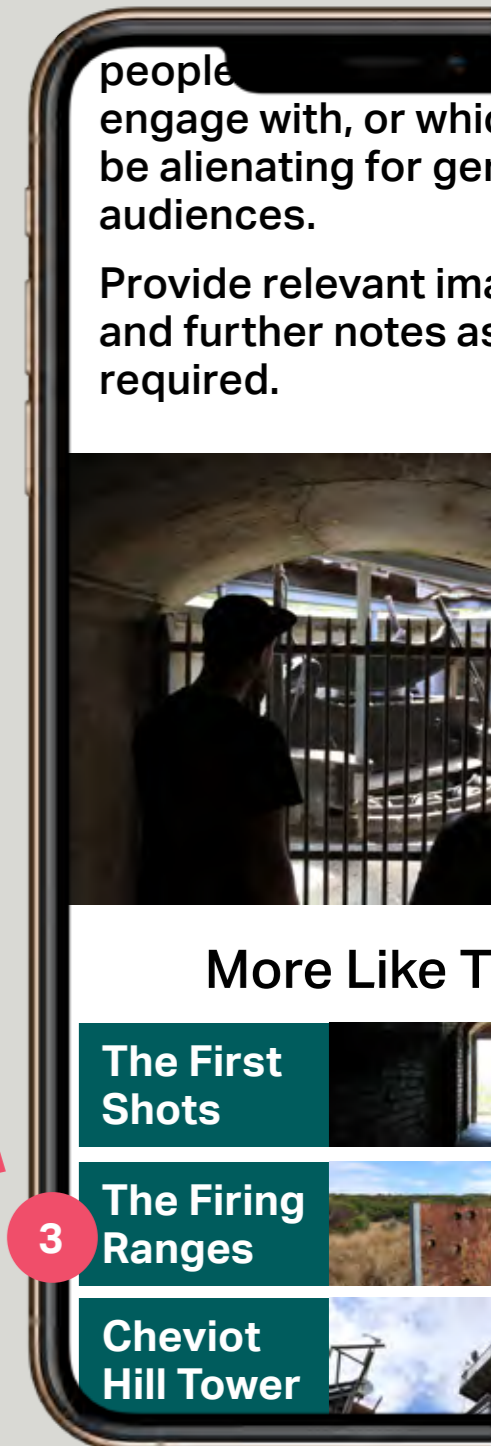
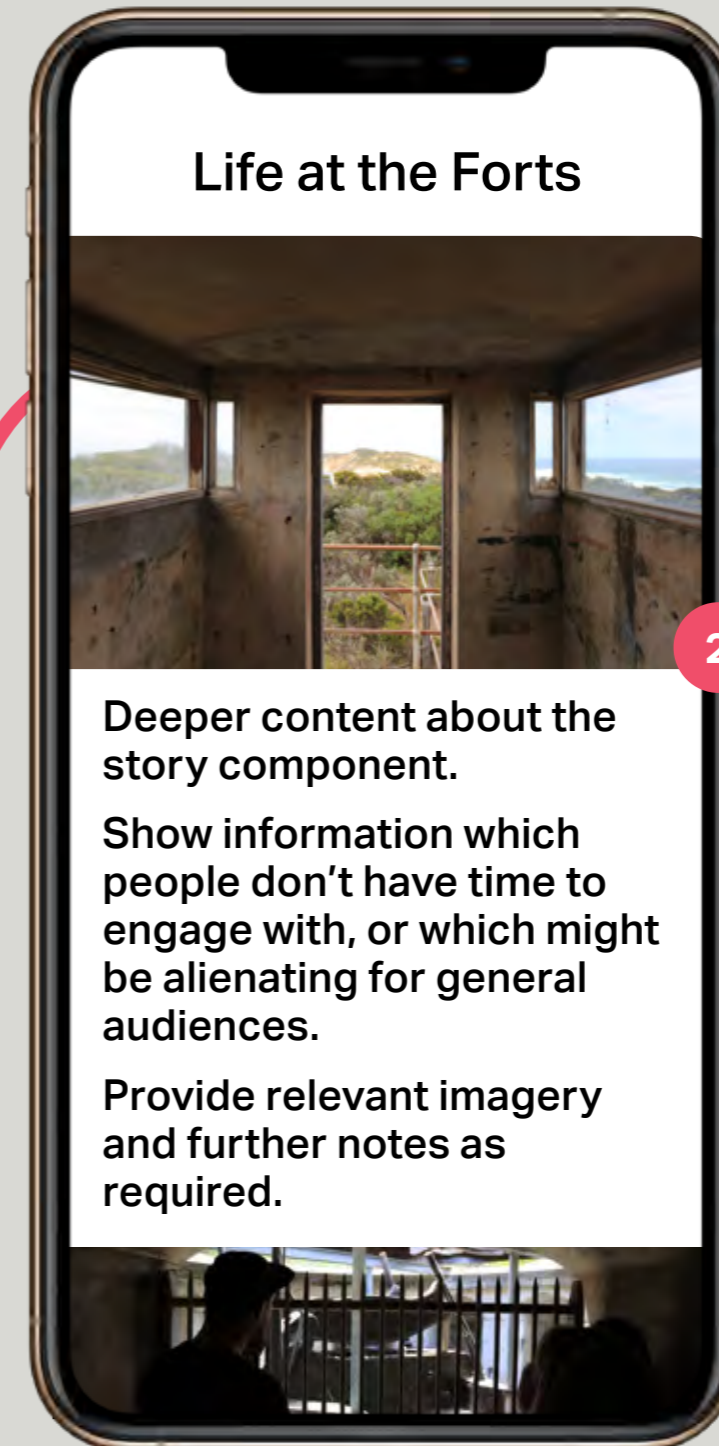
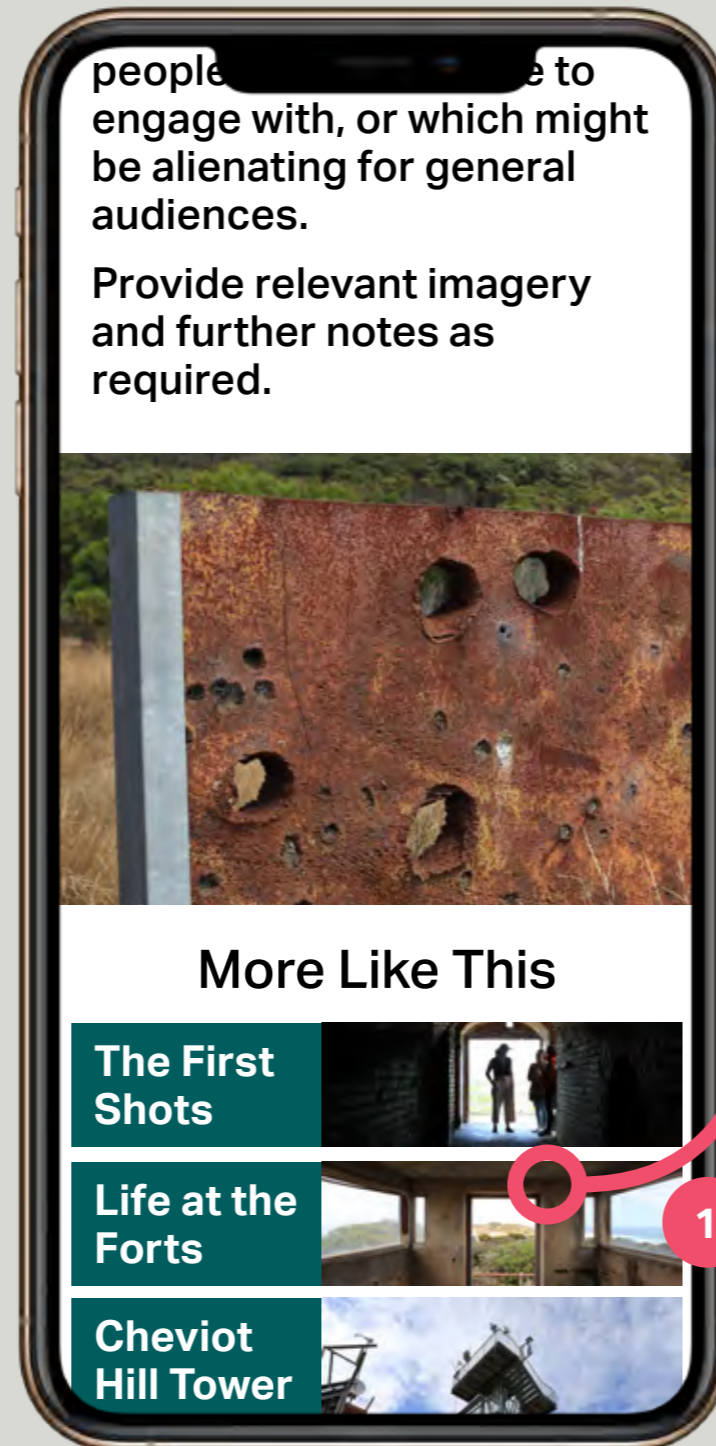
## Micro site Deep dive opportunity

Digital content enables people to follow a trail of deep and rich information which they guide themselves along.

By following a series of links, visitors can quickly branch from one point of interest to the next.

This can also reference location, bringing people to nearby, previously hidden points of interest.

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## Key elements

## Journey planner Flexible content blocks

Break experiences into flexible content blocks which can be mixed and matched to build a unique Point Nepean experience.

Visitors can create an experience which is catered to their wants and needs, giving them the opportunity to experience their favourite parts of the Park.

Complete functionality and integration to be coordinated with Parks Victoria and their digital partners.

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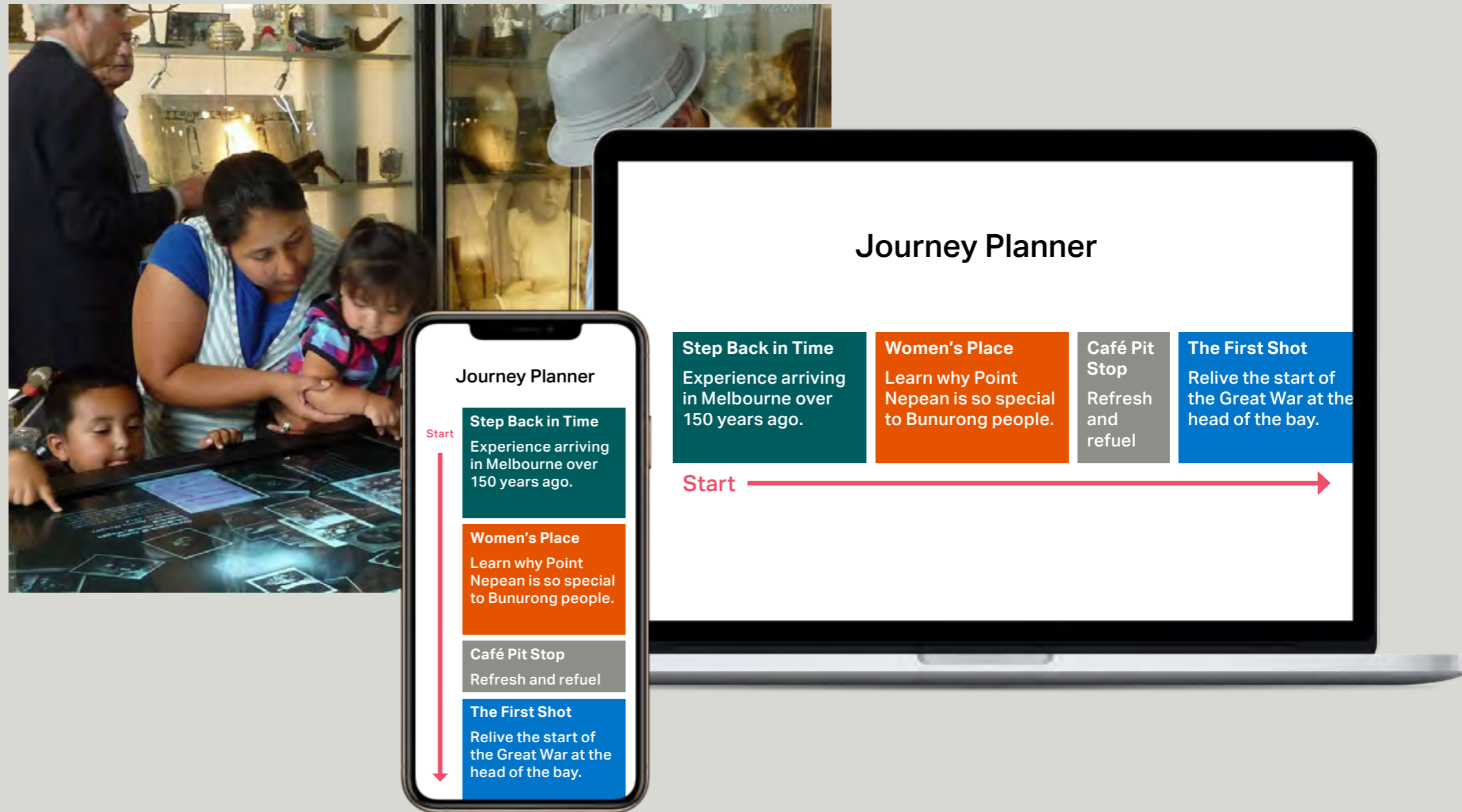


## Key elements

## Journey planner Pre and on-site planning options

Enable visitors to plan out their journey before and during their time at Point Nepean.

Use a combination of web, mobile, and large format digital tools to create a dynamic journey planner. Give people options as to how they can take this information with them across the site, and onwards.



Brochure



Mobile



Printed  
Ticket

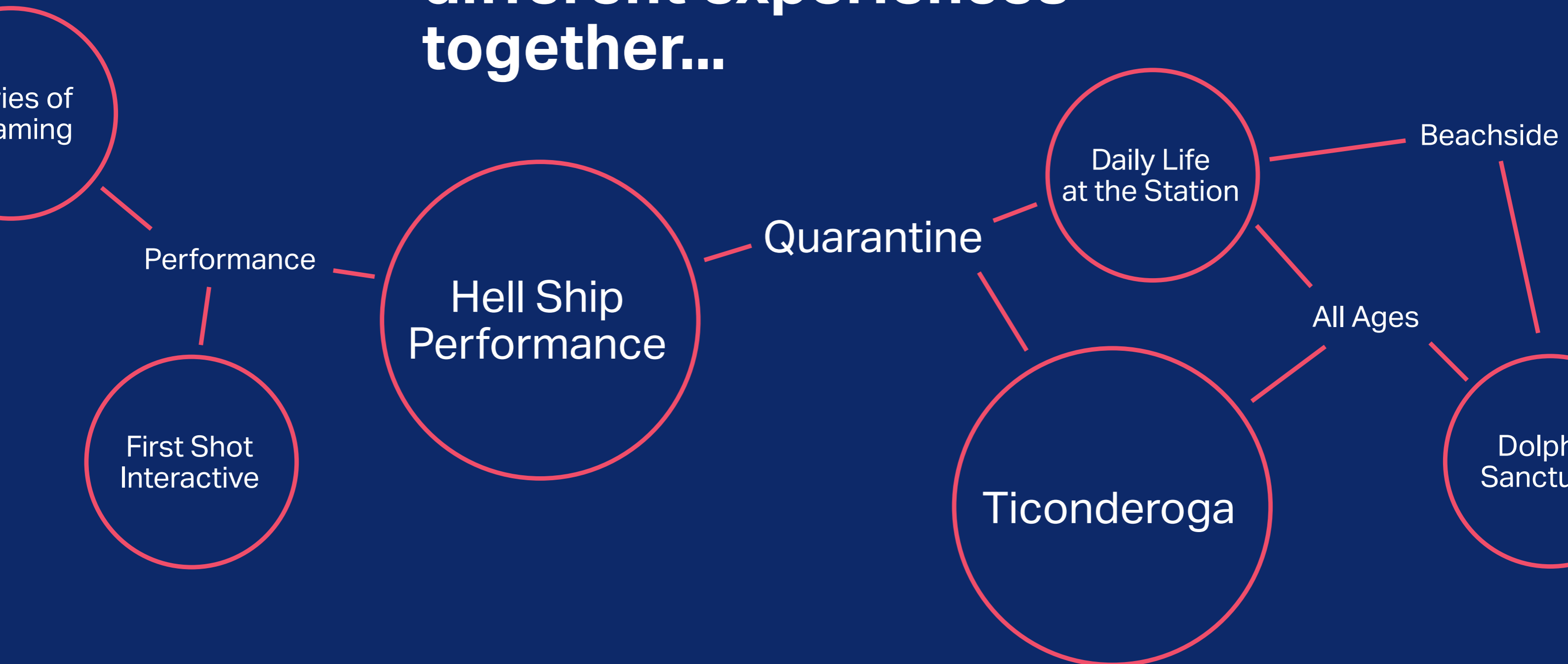
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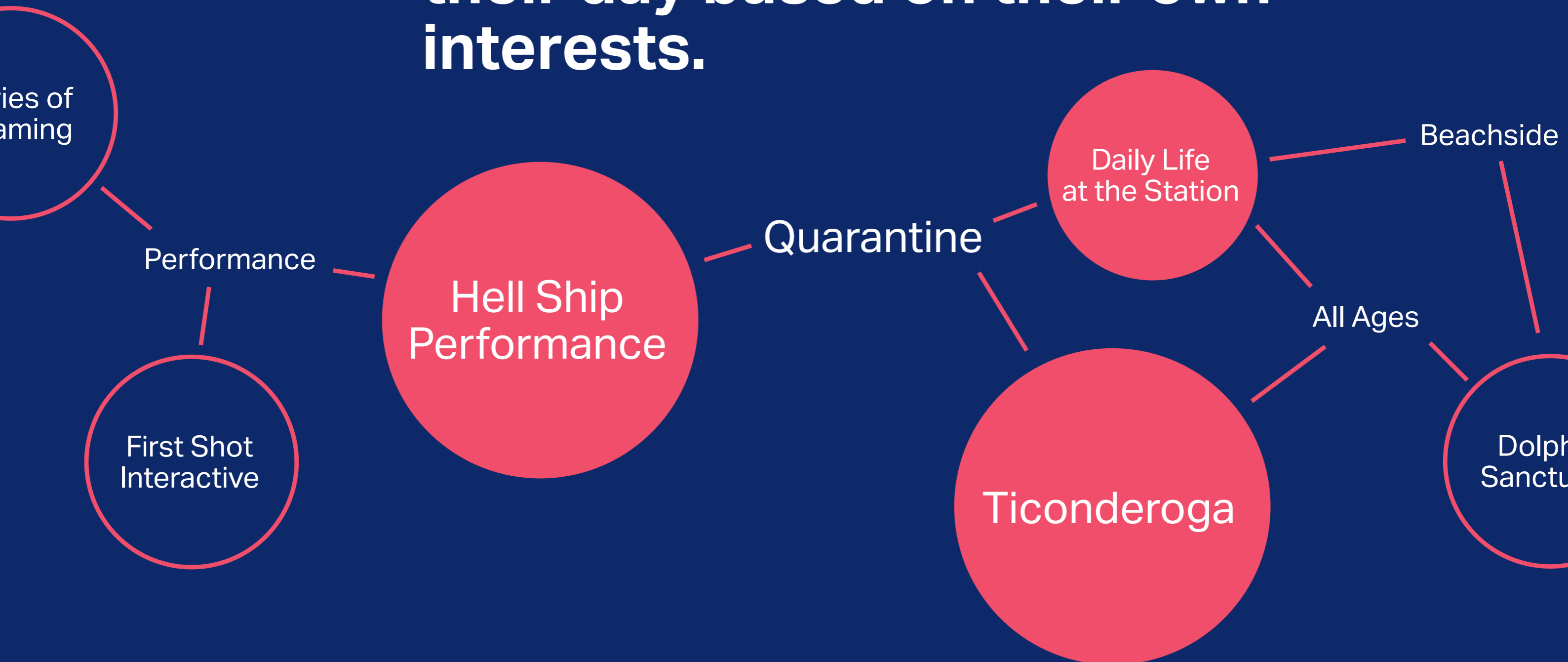
**Allow different groups to have different experiences.**

**Select different journeys based on personal interests and abilities.**

# Use metadata to relate different experiences together...



**...and allow visitors to plan their day based on their own interests.**



## Key elements

## Journey planner Matrix of categories

Create a suite of linked data which enables people to quickly sort and find experiences which are relevant to them.

Categories shown opposite are indicative only and by no means extensive.

Categories must integrate with the Parks Victoria Visitor Experience Framework.

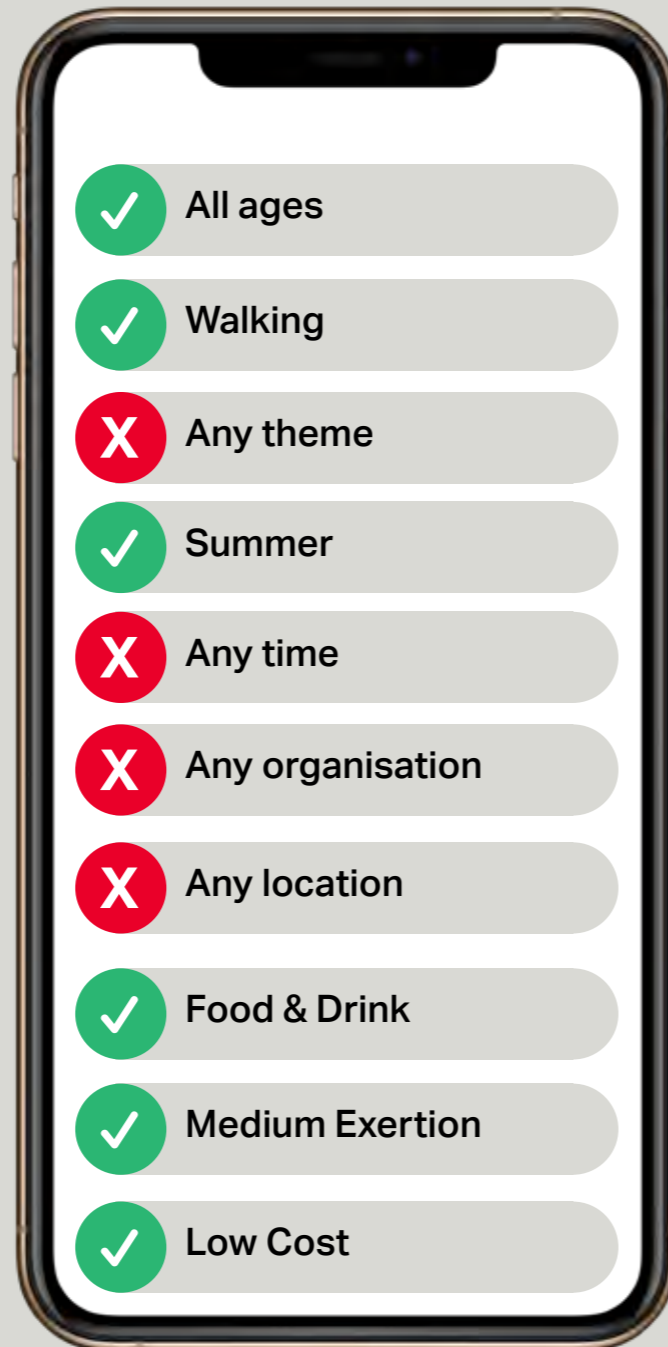
<b>Age Group</b>  All ages Adults 8+ 14+	<b>Accessibility</b>  Walking Wheelchair Ambulant	<b>Theme</b>  Bunurong Natural World Quarantine Military	<b>Seasonality</b>  Summer Autumn Winter Spring
<b>Time</b>  30 min 1 hour 2 hours Overnight	<b>Transport</b>  Walk Cycling Shuttle Mixed	<b>Location</b>  The Heads Quarantine Station London Bridge	<b>Facilities</b>  Retail Drinks Seating Camping
<b>Exertion</b>  Low Medium High	<b>Price</b>  Free Low Medium High	<b>Organisation</b>  Parks Victoria Bunurong Land Council and Aboriginal Corporation Point Nepean historical societies LTOs	<b>Good for ...</b>  Schools Couples Families International

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Amy is looking for a summer day trip to take her family on. She'd like to see a few different things, and is willing to spend most of the day at Point Nepean ... provided she can get some food and drinks while she's there.

She's confident in her family's ability to get around, but would like it to be an inexpensive day.

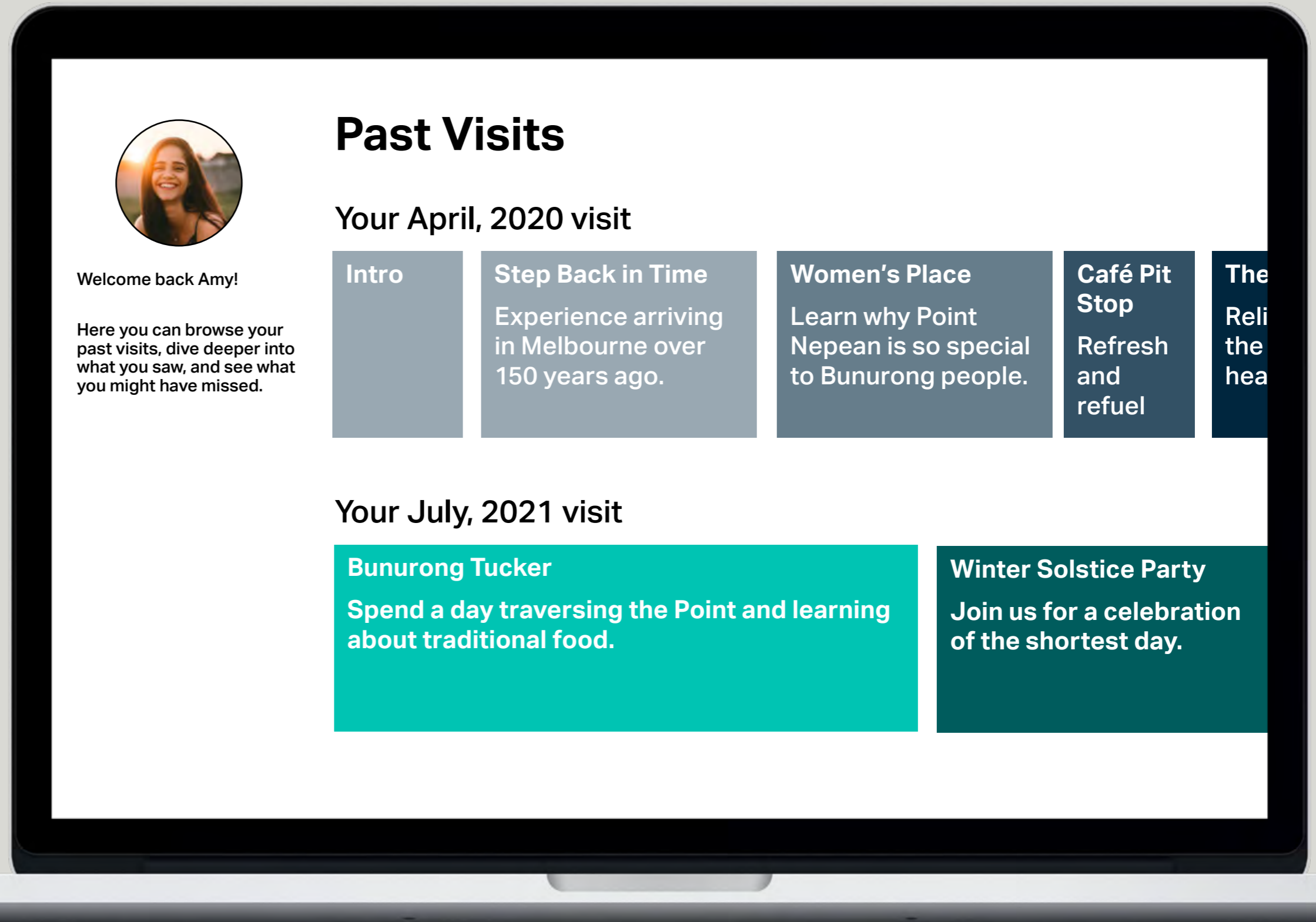


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**Give visitors shareable media and journey histories to help them remember Point Nepean after they've gone.**

Provide a portal for visitors to relive their experience long after they've left Point Nepean.

Show what their past plans were, what they looked at, and give them the opportunity to share their experience with others.

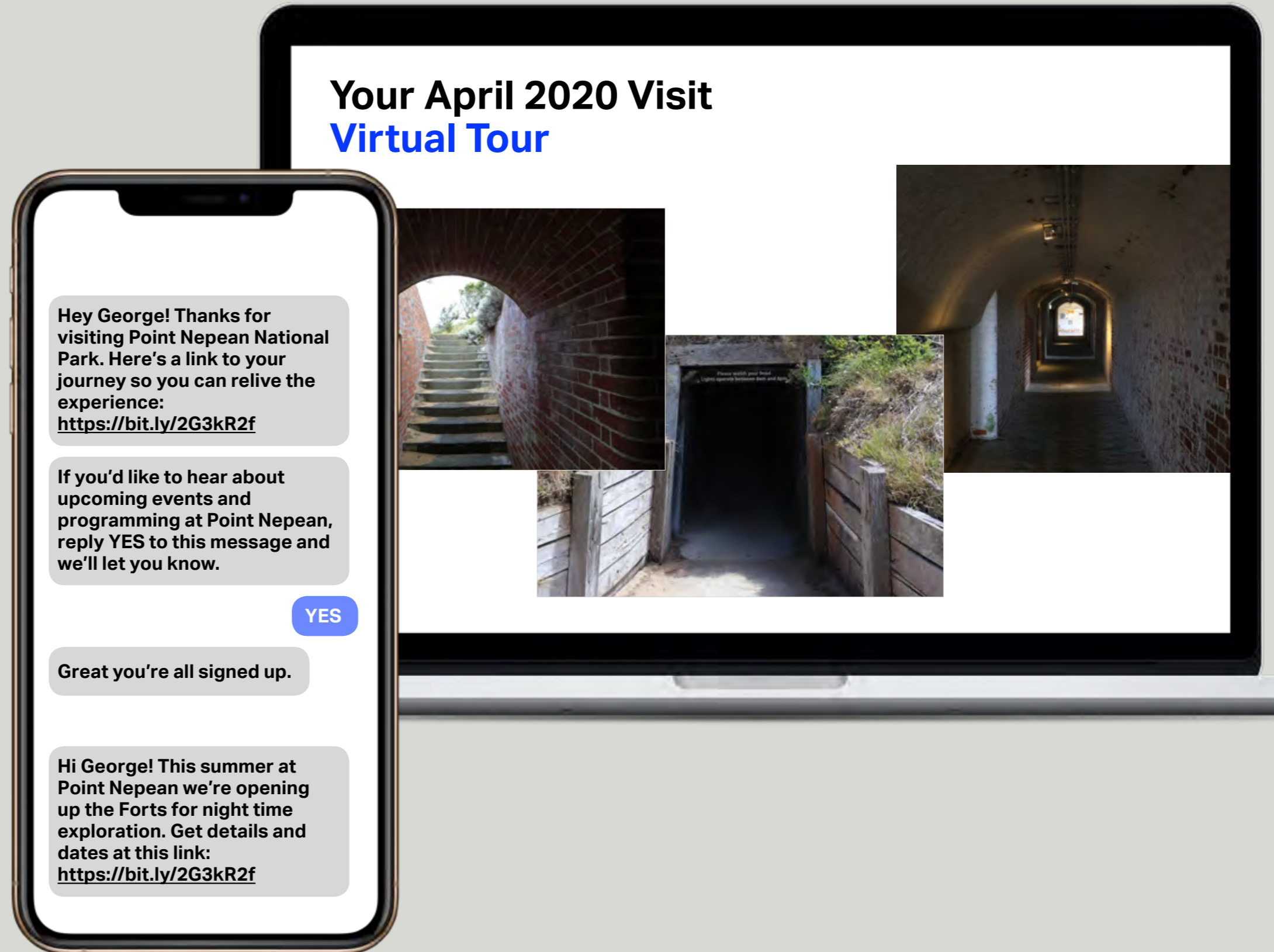


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This would also enable Point Nepean to communicate new stories, changes, and special events to new or past visitors.

This enhances the potential to bring people back to Point Nepean based on their past visits, and get deeper engagement with the site narratives and stories.

This functionality is not currently available through the Parks Victoria system but may be developed in the future.



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# **APPENDIX 1: BENCHMARKING**

**A number of historically, environmentally and culturally significant sites and experiences were reviewed as best practice benchmarks during the research and discovery phase.**

**The benchmarking process analysed strengths and challenges of each site or experience and included site visits, desktop analysis and literature review.**

- Headland Park
- Port Arthur Historic Site
- Cascades Female Factory
- Catalina Interpretation Centre
- Coal Mines Historic Site
- Churchill Island Heritage Farm
- MONA
- Stonehenge
- 9/11 Memorial & Museum
- The Highline
- Tower of London
- Roman Baths

**01**

Themes and stories are threaded together in a coherent way

**02**

Varied mediums encourage exploration, surprise and delight

**03**

Stories come to life with participatory experiences, artefacts, props and staged environments

**04**

Information is delivered logically and regularly

**05**

Experiences extend beyond site boundaries

**06**

Design language responds to visitor needs and surrounding historical, cultural and environmental contexts

# HEADLAND PARK, MOSMAN

**Close to Sydney's CBD,  
Headland Park has  
a varied story;**

**Indigenous history, military  
occupation, colonisation,  
national parks and wildlife  
activities.**

**It now also provides a home  
for start ups through adaptive  
reuse of existing structures.**

**Strengths**

- 1 Varied history: Mixed use of site creates diverse heritage fabric – indigenous, military, National Parks & Wildlife, colonial architecture, new businesses.
- 2 Exploration: Structures are open, easy to access, creating freedom for exploration.
- 3 Natural connections: Strong views of Sydney Harbour and surrounding natural environments.
- 4 Connectivity: Located close to city, most precincts serviced by public transport.
- 5 Walkability: Site grade is fairly flat and walkable.

**Challenges**

- 1 Site boundaries: Not clear.
- 2 Sense of arrival: No visitor info centre or clear arrival point.
- 3 Interconnectivity: Three precincts need better connections, demarcation and identification.
- 4 Indigenous interpretation: No acknowledgement of Country, minimal information on Indigenous connections.
- 5 Not all precincts equally connected via public transport.

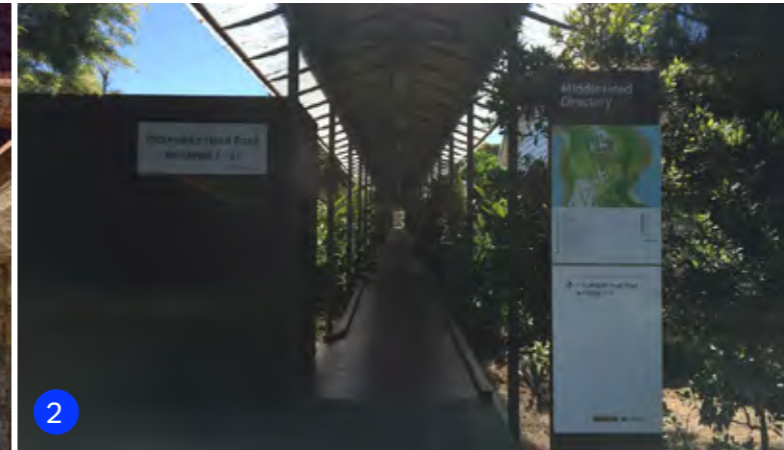


Strengths

- 1 Exploration and adventure: Original heritage structures, gun emplacements and fortifications are accessible and can be explored by visitors.
- 2 Site activation: Small/creative businesses occupy newer barracks helping activate the site.
- 3 Clear themes: Previous military occupation of site remains strong.

Challenges

- 1 Identification: Many structures lack clear identification and explanation of their purpose and occupancy.
- 2 Level and quality of interpretation: Little-to-no heritage interpretation around fortifications and Victorian Era buildings. Existing signs appear old and insignificant.
- 3 Safety: Some buildings are abandoned because of asbestos contamination.
- 4 Cohesive narrative: No overall chronological storyline of how the site was occupied throughout history. Information is intermittent.

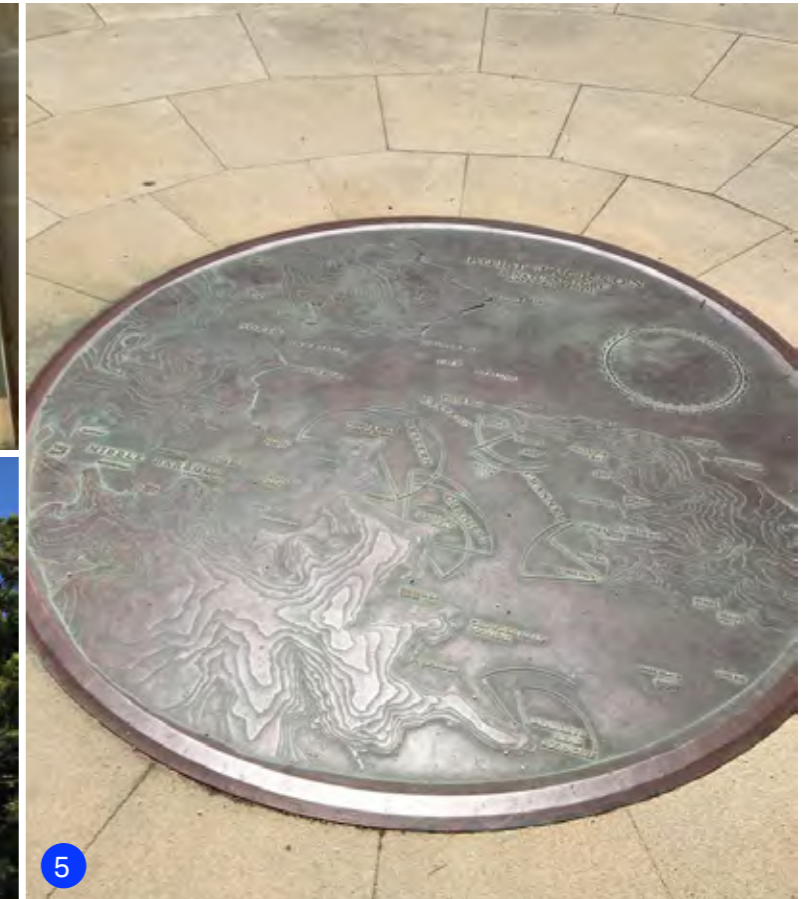


# Headland Park, Mosman, NSW

## Signage and heritage interpretation

### Strengths

- 1 Materiality: Newer signs made of Corten, blending in with natural environment.
- 2 Mapping information: Maps are clear and placed at regular intervals, providing good visibility and accessibility.
- 3 Multi-functional signage: Signage structures include information booklets and guide, as well as promoting upcoming events.
- 4 Rest and reflection: Resting spots near the fortifications and heritage interpretation of George's Heights creates a contemplative area with scenic ocean views.
- 5 Trail markers and directional signage: 3D ground marker is executed well and engaging.
- 6 Engaging spaces: 'Ripples at Chowder Bay & Aquamine' includes a detailed heritage interpretation piece and engaging space.





Challenges

- 1 Maintenance: Older signs need to be removed as it creates clutter and inconsistent visual language, confusing and disengaging visitors.
- 2 Fact-heavy interpretation: Too many words and too many signs make it difficult for visitors to following the overall story.
- 3 Interpretive themes: More info needed on traditional owners, indigenous history and connection to Country.
- 4 Contrast: 'Ripples at Chowder Bay & Aquamine' interpretive glass boards are hard to read – low contrast in a dark environment.
- 5 Digital touchpoints: 'Walk Mosman' (Mosman Council initiative) with QR code sparks interest, however inactive, placed far from general path of travel, and scaled too small.



1



2



2



1

2



4



5



4

# PORT ARTHUR HISTORIC SITE

**Port Arthur Historic Site is a destination of key significance in Australia's convict and industrial history.**

**The site includes a range of ruins, semi-restored buildings, museums, exhibits, interactive and participatory interpretive experiences for visitors.**

**Strengths**

- 1 Clear approach: Signage at entry and along roads directing to site.
- 2 Exploration and adventure: Open for visitors to discover stories and historical buildings.
- 3 Visitor Centre experience: Single point of entry to welcome, orientate and educate.
- 4 Varied interpretive experiences: Ruins, restored buildings, museums, in situ and displayed artefacts, interactive displays, static signage, audio, projections, banners, anecdotes, integrated elements, self-guided tours.



**Challenges**

- 1 Cross-section of themes: Indigenous and ecology stories are not shared.
- 2 Legibility of wayfinding info: Some directional signs difficult to read due to low contrast. Lack of mapping information around site.
- 3 Accessibility: Some buildings and areas not accessible during certain times, hills and stairs meant walking was only available access type.



Strengths

- 1 The full story: An interactive exhibit provides an overview of the 'bigger picture', supporting on site interpretation.
- 2 Gamification: Visitors are given a playing card that reveals the story of an individual convict when a match is found in gallery.
- 3 Material selection: Corten and timber structures evoke historical associations.
- 4 Clear linkages: Trails and areas off the main path are well signed.
- 5 Artefacts and silhouettes – Artefacts and cut-outs located throughout buildings and on site helping visitors build a picture.
- 6 Rest and reflection points: Interpretive touch points are located with shade/seating allowing visitors pause and reflect on experience.
- 7 Sharing the process: Partial restoration of buildings allows visitors to see difference and connect with process.
- 8 Passionate staff: The site comes to life when stories are told by animated and engaging staff.

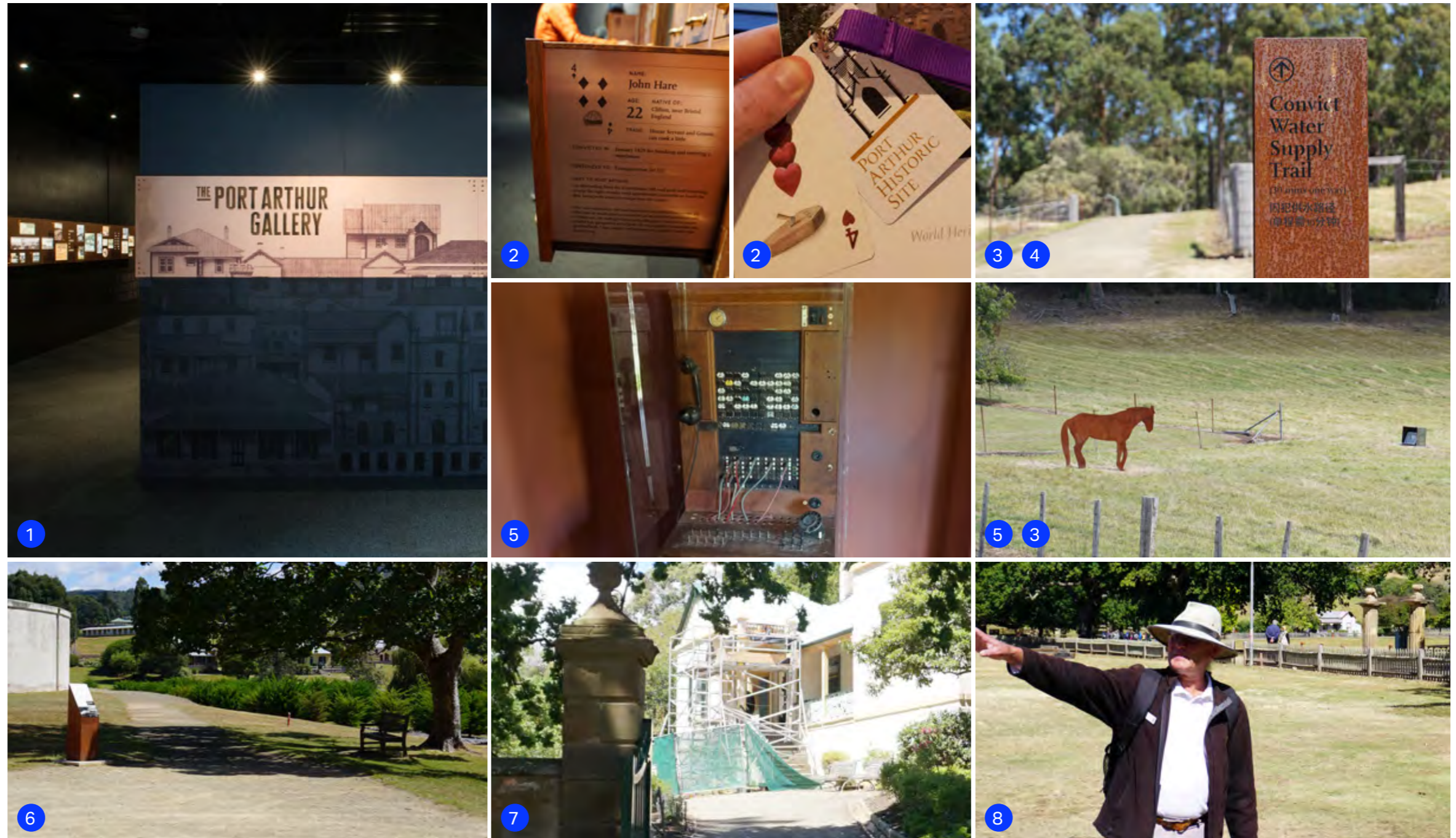
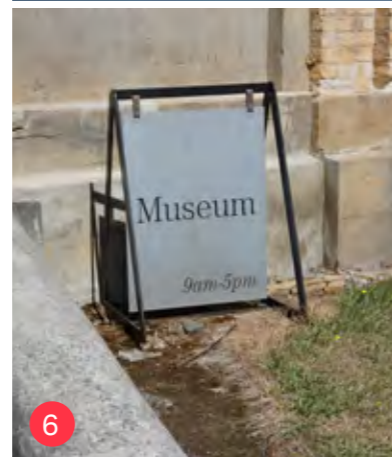
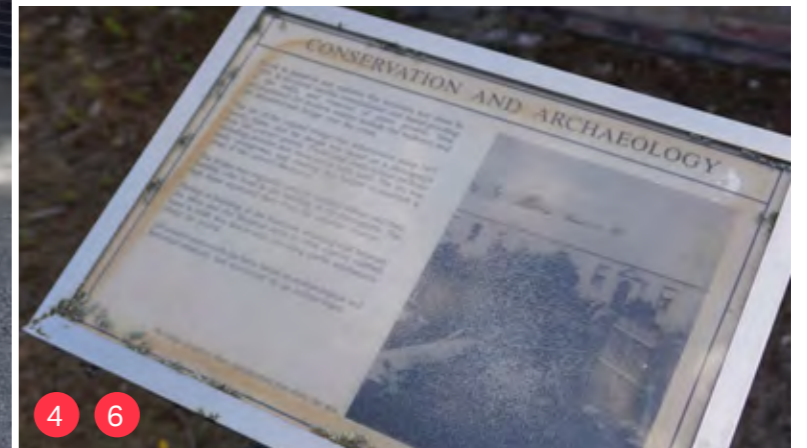
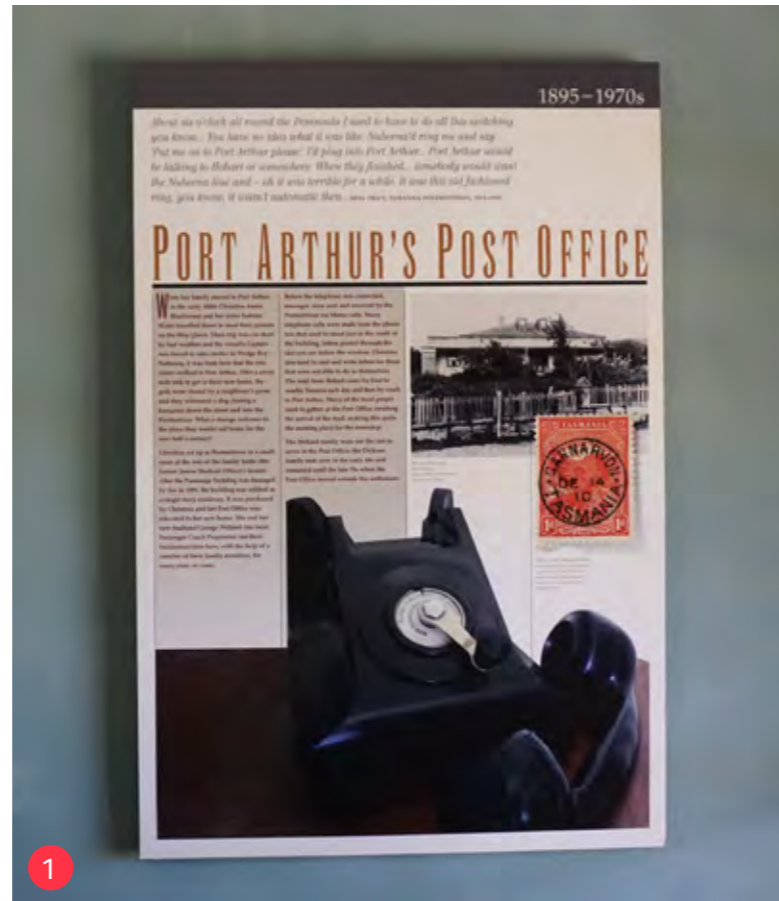


Image sources listed clockwise from top left:  
 - <https://portarthur.org.au/heritage-management/conservation-projects-programs/>  
 - All other images captured by Büro North

Challenges

- 1 'Fact-heavy' interpretation: Signs that are too wordy make key messages difficult to understand.
- 2 Digital integration: There are only two locations for digital displays and neither are interactive.
- 3 Temporary interpretation signage: Some areas use ragged laminated sheets to convey information, creating a gap in the experience.
- 4 Maintenance: Dirty and damaged displays are difficult to use.
- 5 Different levels of interpretation: Some buildings are accessible but have little-to-no identification or interpretation, leaving visitors wondering what the story is.
- 6 Too many sign types: Variations in quality, age and material across sign type family breaks the experience flow.



# DESKTOP ANALYSIS

**Pros**

- Participatory and immersive experiences help tell the story.
- Personal narratives foster emotional visitor connections.
- Props and artefacts bring the story to life.

**Cons**

- Minimal digital integration due to heritage restrictions.



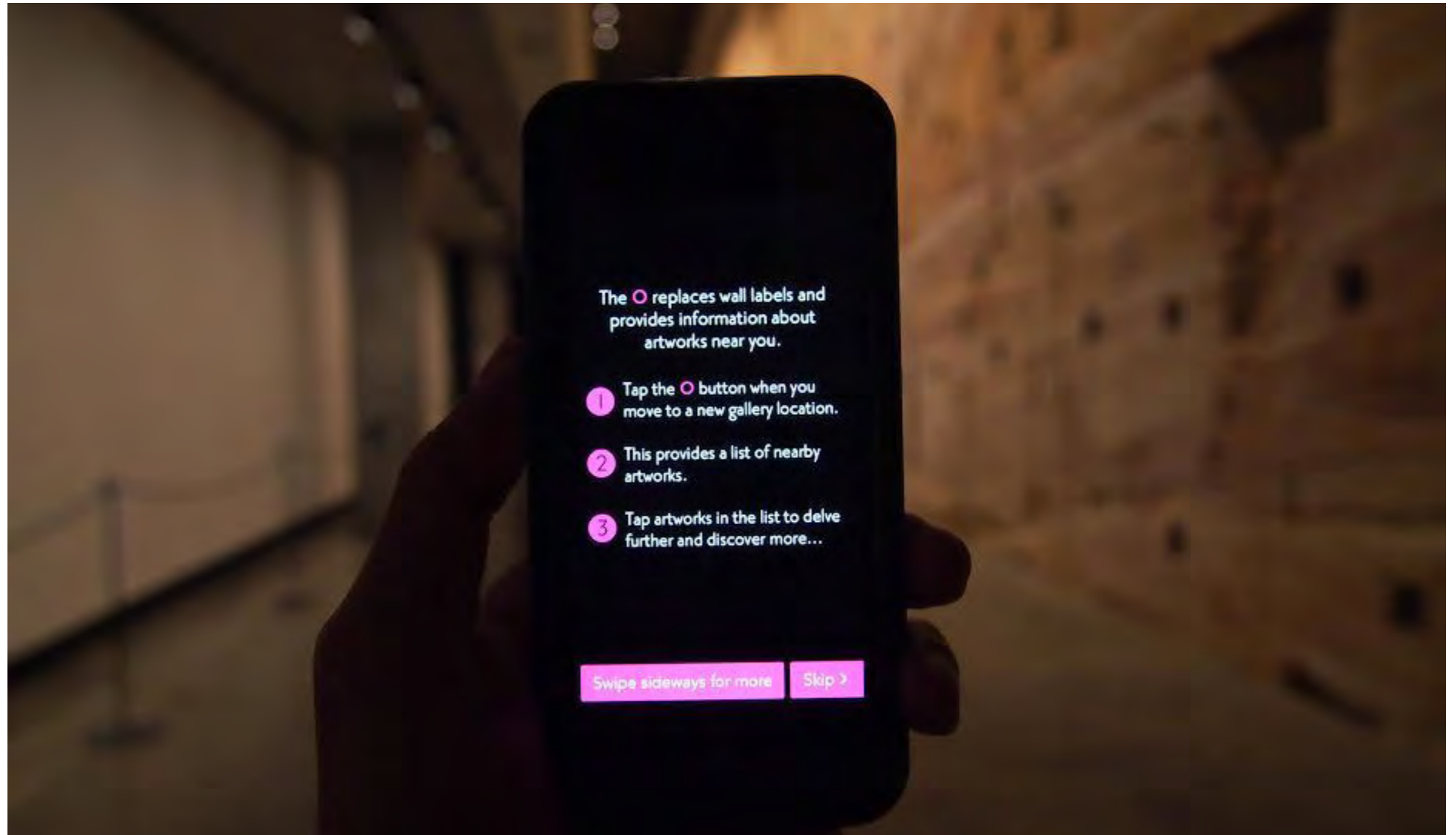


### Pros

- Deeply integrated digital experience via 'O' app tracks and recall visits, and allows visitor to explore artwork and artists at a later date.
- Modern design language connects digital and physical touch points – e.g. 'O' app, wayfinding signage.

### Cons

- Heavy reliance on digital experience could cause issues.



**Pros**

- Active working farm with live demonstrations and participatory experiences.
- Variety of themes and narratives communicated across all touch points.
- Visitor Centre experience welcomes, orientates and educates.

**Cons**

- Lack of digital presence to support for pre- and post-visit experiences.
- Inconsistent design language across site can cause confusion.



**Pros**

- Design responds to history and heritage through materials and forms.
- Personal anecdotes help tell the story.
- Varied interpretive applications – lighting, text, graphics, inlays.

**Cons**

- Lack of digital presence for pre- and post-visitor experiences.



**Pros**

- Daytime and twilight tours enable access to different visitor experiences.
- Simple signage aids visitor journey and is sympathetic to environmental context.

**Cons**

- Differentiation between directional and interpretive information can sometimes cause confusion.

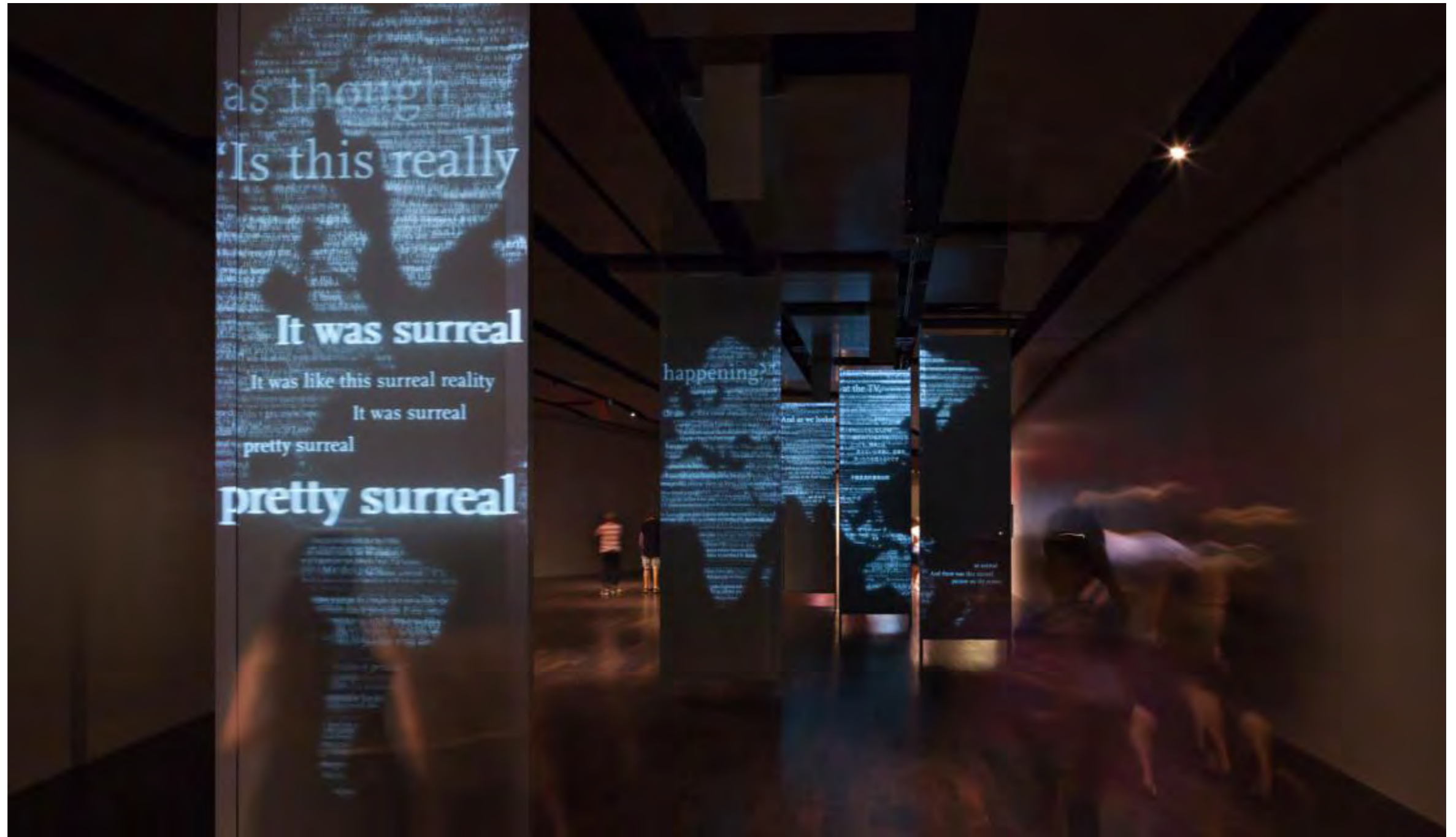


**Pros**

- Artefacts present intimate and powerful stories.
- Spatial design creates emotional journey.
- Varied interpretive and storytelling mediums – audio, digital, sculptural, projections.

**Cons**

- Long cues and extreme visitor numbers can detract from the experience.



## 01

A single narrative is shared across the site that brings together different themes and stories in a coherent way.

## 02

Stories come to life with participatory experiences, artefacts and props – don't just tell visitors, show them and engage with them.

## 03

Varied mediums and applications encourage exploration, surprise and delight.

## 04

Wayfinding and interpretive information is delivered in a logical, relevant and timely way.

## 05

Physical experiences are supported with digital integrations, and pre/post visit touch points are just as important.

## 06

Design language responds to the visitor needs, as well as historical, cultural and environmental contexts.

# **APPENDIX 2: DETAILED USER ANALYSIS**

## Detailed audience analysis

User Group	I visit PNNP:	I value:	I like:	I dislike:	I will enjoy PNNP if:
<b>Discoverer Segment</b> Unspecified age, location of origin or capability.	<ul style="list-style-type: none"> <li>- To learn new things, discover places I haven't seen before, and explore the local area.</li> </ul>	<ul style="list-style-type: none"> <li>- Learning, awareness, connectedness and authenticity.</li> </ul>	<ul style="list-style-type: none"> <li>- Iconic views.</li> <li>- Natural, cultural and heritage experiences.</li> <li>- Face to face conversation.</li> </ul>	<ul style="list-style-type: none"> <li>- Cluttered or overdone environments.</li> <li>- Confusion and ambiguity.</li> <li>- Information overload.</li> </ul>	<ul style="list-style-type: none"> <li>- I can learn something new or enjoy something I haven't seen or done before.</li> </ul>
<b>School aged child</b>	<ul style="list-style-type: none"> <li>- As part of school group focused on a particular subject matter.</li> <li>- As part of the junior ranger or other extra-curricular education program.</li> <li>- As part of a family outing.</li> </ul>	<ul style="list-style-type: none"> <li>- Imagination and exciting new things.</li> </ul>	<ul style="list-style-type: none"> <li>- Exploring on my own.</li> <li>- Hands on learning.</li> <li>- Being actively involved in the story.</li> <li>- Information that is tailored or simplified.</li> </ul>	<ul style="list-style-type: none"> <li>- Walking too far.</li> <li>- Reading long passages of text.</li> </ul>	<ul style="list-style-type: none"> <li>- I can be included in what's going on and enjoy playing and using my hands.</li> </ul>
<b>Young adult</b>	<ul style="list-style-type: none"> <li>- As part of school group focused on a particular subject matter.</li> <li>- As part of a family outing.</li> </ul>	<ul style="list-style-type: none"> <li>- Sharing cool things with my friends.</li> </ul>	<ul style="list-style-type: none"> <li>- Interacting with digital experiences.</li> <li>- Hands on learning.</li> <li>- Dramatised storytelling.</li> </ul>	<ul style="list-style-type: none"> <li>- Walking too far.</li> <li>- Reading long passages of text.</li> </ul>	<ul style="list-style-type: none"> <li>- I can have a go at all the experiences.</li> </ul>
<b>Adult</b>	<ul style="list-style-type: none"> <li>- By myself, as part of a group, or as part of a family outing.</li> </ul>	<ul style="list-style-type: none"> <li>- Safety, authenticity, reliability and enjoyment.</li> </ul>	<ul style="list-style-type: none"> <li>- Exploring with confidence.</li> <li>- Being well informed about all my options.</li> <li>- A mixture of factual and dramatised storytelling.</li> </ul>	<ul style="list-style-type: none"> <li>- Being unprepared and getting lost.</li> <li>- Not being able to find amenities, facilities or services when needed.</li> <li>- Unreliable information.</li> <li>- Overcrowding.</li> </ul>	<ul style="list-style-type: none"> <li>- I am able to simply enjoy being there.</li> </ul>



User Group	I visit PNNP:	I value:	I like:	I dislike:	I will enjoy PNNP if:
<b>Staff</b>	<ul style="list-style-type: none"> <li>For work.</li> </ul>	<ul style="list-style-type: none"> <li>Visitor safety and park integrity.</li> </ul>	<ul style="list-style-type: none"> <li>Sharing my unique knowledge and perspectives with visitors.</li> <li>Being able to do my job effectively and efficiently.</li> </ul>	<ul style="list-style-type: none"> <li>Ignorant or disrespectful visitors.</li> </ul>	<ul style="list-style-type: none"> <li>I am able to focus on sharing my knowledge with visitors.</li> </ul>
<b>Other-abled visitor</b> Consideration: not always able to access or enjoy the same areas or sites as others.	<ul style="list-style-type: none"> <li>By myself, as part of a group, or as part of a family outing.</li> </ul>	<ul style="list-style-type: none"> <li>Access, understanding, reliability.</li> </ul>	<ul style="list-style-type: none"> <li>Being well informed which areas and experiences are accessible to me.</li> <li>Being able to rely on the information provided to me.</li> </ul>	<ul style="list-style-type: none"> <li>Feeling left out because of my impairment.</li> </ul>	<ul style="list-style-type: none"> <li>I feel as though I've received the full Point Nepean experience even though I can't access some of the remote destinations.</li> </ul>
<b>International visitor</b> Consideration: potential language barriers.	<ul style="list-style-type: none"> <li>By myself, as part of a group, or as part of a family outing.</li> </ul>	<ul style="list-style-type: none"> <li>Unique experiences.</li> </ul>	<ul style="list-style-type: none"> <li>Exploring with confidence.</li> <li>Being well informed about all my options.</li> <li>A mixture of factual and dramatised storytelling.</li> </ul>	<ul style="list-style-type: none"> <li>Feeling left out because of a language barrier.</li> </ul>	<ul style="list-style-type: none"> <li>I can find my way around, understand, and enjoy Point Nepean as much as anyone else.</li> </ul>
<b>Special event patron</b> Consideration: transition from "event mode" to "visitor mode"?	<ul style="list-style-type: none"> <li>By myself, as part of a group, or as part of a family outing for a special event.</li> </ul>	<ul style="list-style-type: none"> <li>Unique experiences and efficiency.</li> </ul>	<ul style="list-style-type: none"> <li>Hearing about other things I can do at Point Nepean outside of the special event.</li> <li>Being able to get to and from my special event easily and efficiently, even though I've never been to Point Nepean before.</li> </ul>	<ul style="list-style-type: none"> <li>Being unprepared and getting lost.</li> <li>Not being able to find amenities, facilities or services when needed.</li> <li>Unreliable information.</li> <li>Overcrowding.</li> </ul>	<ul style="list-style-type: none"> <li>I am able to enjoy my event, including the experience of getting to and from.</li> </ul>

# **APPENDIX 3: STAKEHOLDER WORKSHOPS**

A series of workshops were held with different stakeholder groups to capture insights on Point Nepean, the stories contained within it, and understand different views of the history of the site. Each session focused on a different part of the Park's history, including natural world, Bunurong stories, the Quarantine Station, and military history.

This appendix captures the key findings from these workshops.

## Stakeholder Workshops

### Workshop topics

Workshops followed an overall standardised structure, with participants being asked a series of open questions about Point Nepean. Participants were selected based on their experience with Point Nepean and aspects of its history.

During the session, participants were encouraged to share their personal experience of Point Nepean, and what they saw as the most important parts of the site's history. They then worked with the project team to develop ideas and solutions to the storytelling and interpretation strategy.

The findings from these sessions informed the overall Storytelling & Interpretation Strategy.

#### **Bunurong 22/03/19**

Focused on stories of the Bunurong people's use and occupation of Point Nepean. Key themes to emerge were:

- Bunurong people are part of a living culture that is still an important part of Point Nepean
- Key Bunurong sites are fragile and need to be protected by limiting access
- Dreaming stories have a strong connection to particular places
- Opportunities for connection with new audiences welcomed

#### **Quarantine Station 27/03/19**

Focused on stories of the Quarantine Station, from its inception to its current status. Key themes to emerge were:

- Quarantine Station as a microcosm of Australian immigration and society
- The arrival experience for new Australians, and the changes in this experience over time
- The geography which makes Point Nepean an effective site for a Quarantine Station

#### **Military Use 27/03/19**

Held on the same day as the Quarantine Station workshop, this session looked at the use of Point Nepean as a military site. Key themes were:

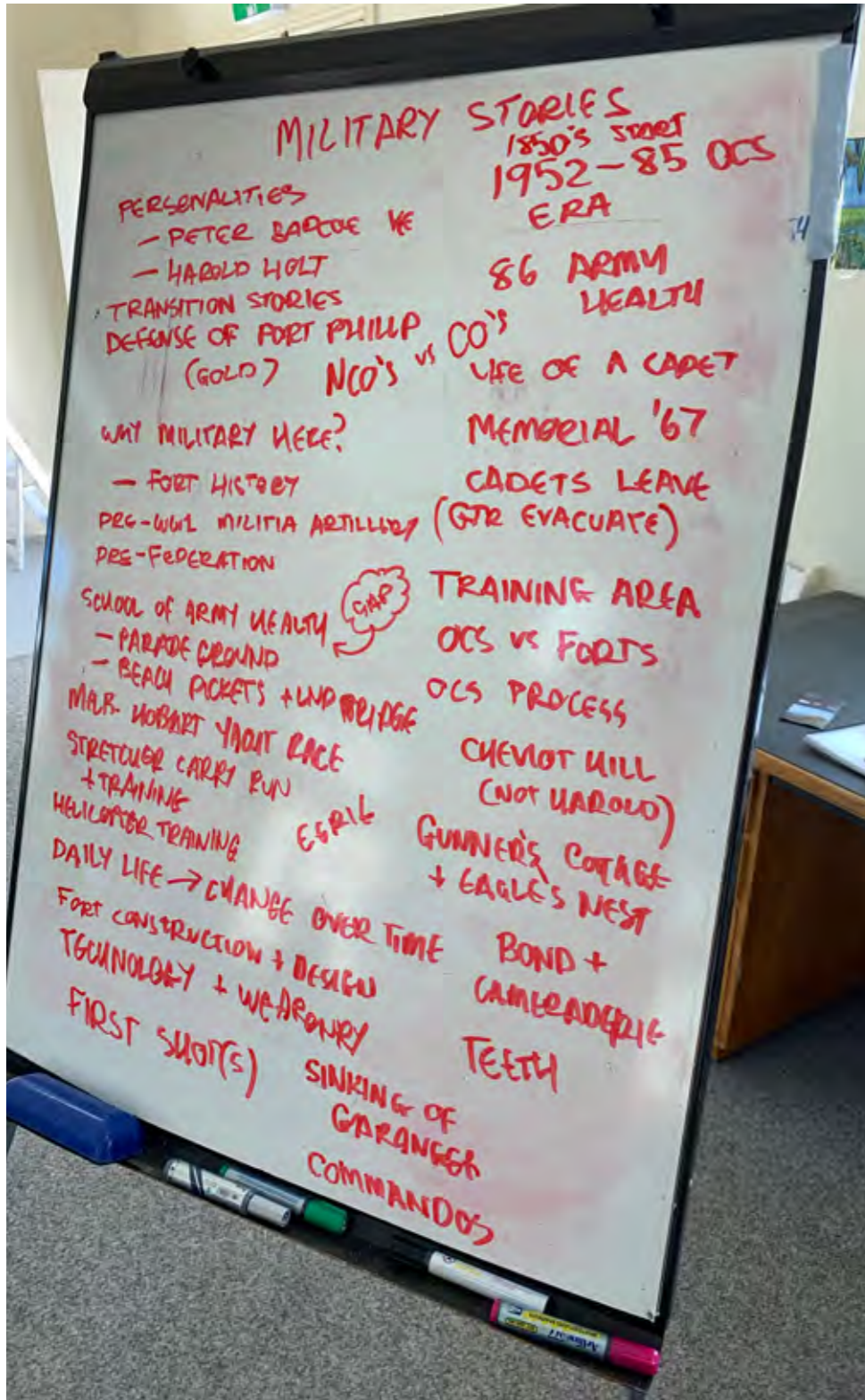
- The challenges of day-to-day life for military personnel on the site
- The forts, including first shot(s)
- The geography which lead to Point Nepean being a military installation
- The different military uses of the site; defense, training, health

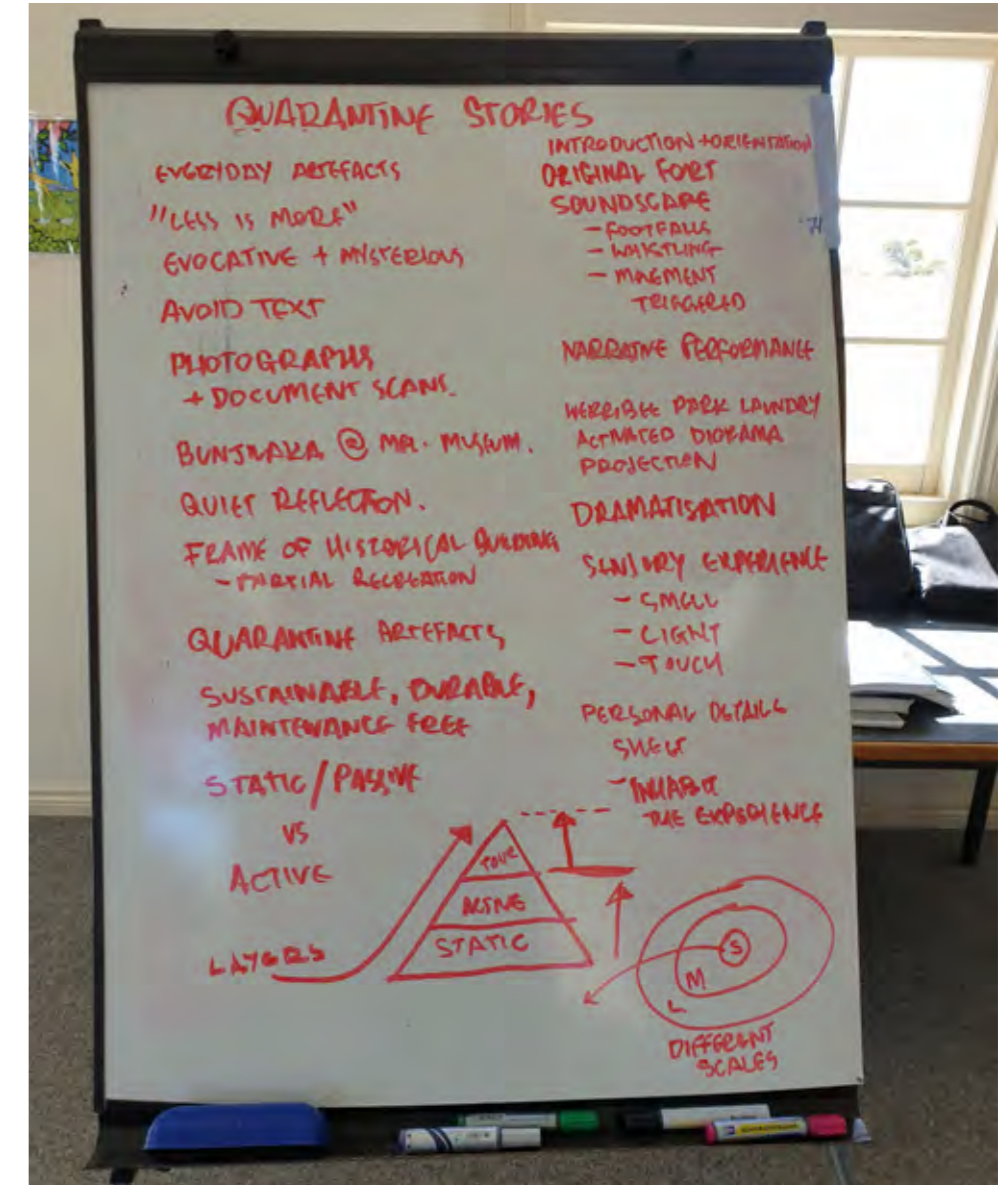
#### **Natural World 29/03/19**

The last stakeholder workshop focused on Point Nepean's natural history, including the flora, fauna, and territorial and the surrounding waters. Key themes were:

- Fostering personal connection with the rich and unique biodiversity and landscapes of Point Nepean
- The changeable nature of Point Nepean across seasons
- The risks flora and fauna are under throughout the park from climate change and ecological collapse

No photos from the Bunurong workshop were captured based on stakeholder request.





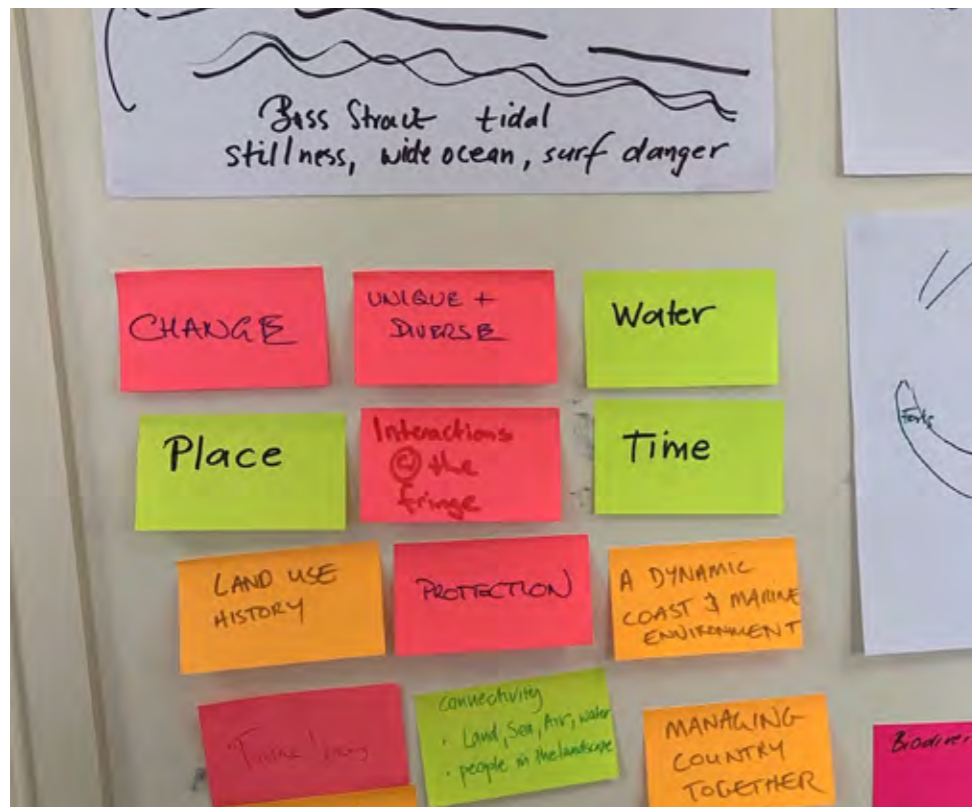
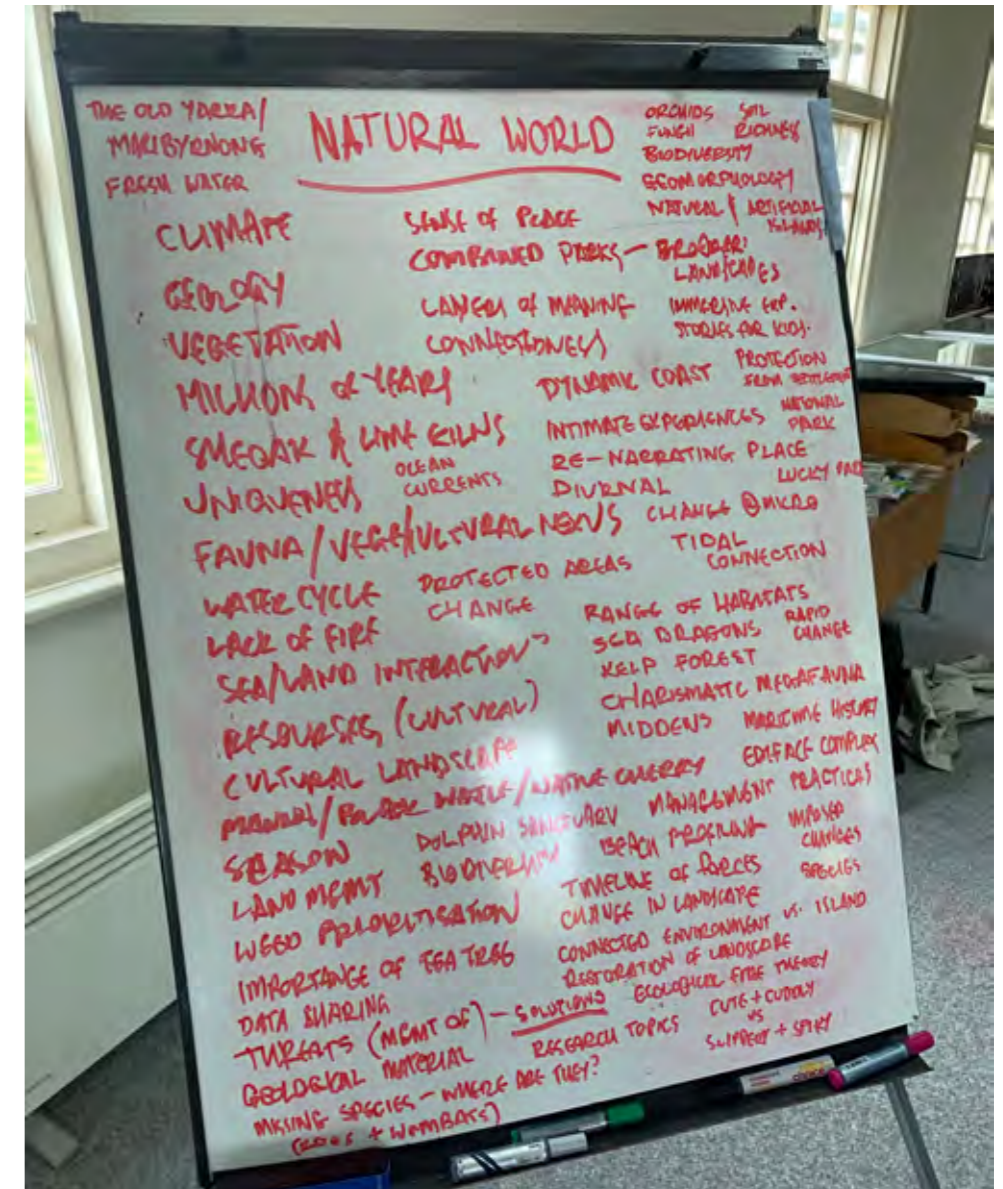
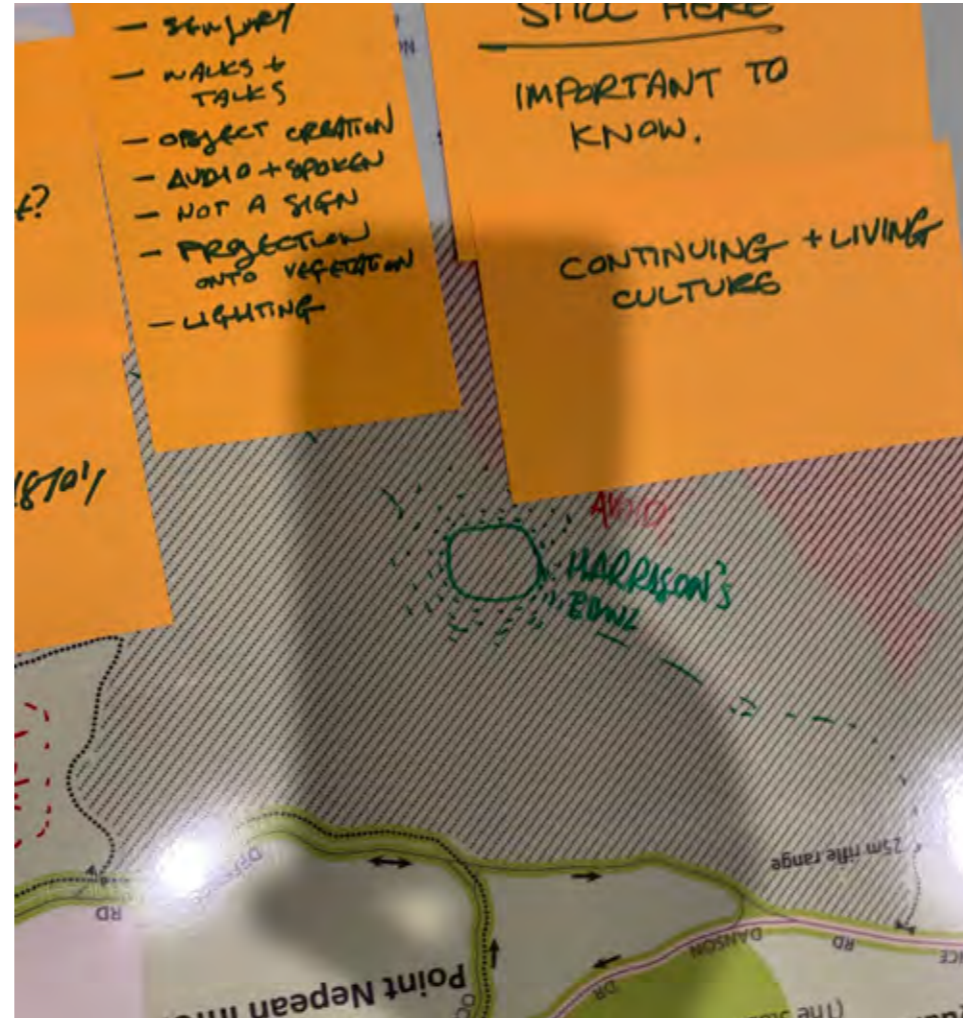
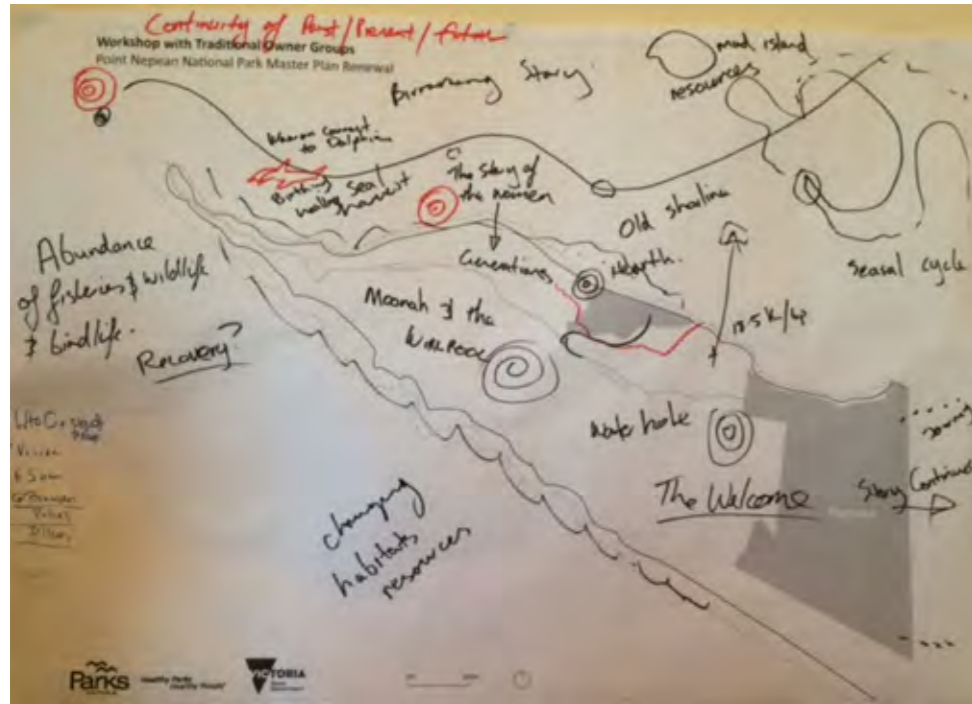


Image sources listed clockwise from top left:  
- Supplied by Parks Victoria  
- All other images captured by Büro North

# **APPENDIX 4: SIGNATURE EXPERIENCES**



Signature experiences are opportunities for visitors to access, occupy, and experience Point Nepean National Park in a deeper way. The following experiences form part of the broader activation of the site, and also link to the key themes and stories.

Signature experiences may be offered year-round or on a calendar of events. This is to be developed on a case-by-case basis, in line with the Storytelling & Interpretation Strategy.

All experiences described here are indicative, and need to be further developed with input from Parks Victoria and relevant stakeholders.

# Signature experiences Recommendations

All signature experiences shown here are only indicative of possible site activations.



### Indigenous Native Food Tour

An excursion through the National Park with an Indigenous Ranger to discover native foods and how the flora was used as foods, medicines etc. Consider and teach sustainability of the land through Caring for Country.

**Category:** Education  
**Location:** Outdoor  
**User Market:** All  
**Est Cost:** \$



### Education Centre - Content for teachers, excursions, school camp, ranger talks

Great opportunity for multi-level engagement. Students can first learn in class and then on site, exploring it first hand. Self guided and face to face learning resources for teachers that are curriculum linked, such as research, camps, talks and tours.

Possible partners include: Rangers, casual LTOs, Bunurong representatives or outsourced to a third party operator.

**Category:** Education  
**Location:** Various  
**User Market:** SAC  
**Est Cost:** \$



### Open House Day venue

Linking up with Open House Melbourne as a regional venue.

It has grown to record 72,000 visits across 220 buildings in 2018.

**Category:** Education  
**Location:** Various  
**User Market:** All  
**Est Cost:** Free!



### Dinner in the Tunnels - e.g.. Seppelts Great Western

The Tunnels provide a unique opportunity to host an iconic dining experience. This would be a desired event, and showcase of the regions produce.

**Category:**  
**Location:** Tunnels  
**User Market:** AD, SEP, IV  
**Est Cost:** \$\$\$\$



#### PROJECT OWNERSHIP KEY



Parks Victoria



Partnership



Third Party

**SAC:** School Aged Children  
**AD:** Adult  
**YA:** Young Adult

**OAV:** Other-abled Visitors  
**IV:** International Visitors  
**SEP:** Special Event Patrons

**\$:** \$1 - \$50  
**\$\$:** \$50 - \$100  
**\$\$\$:** \$100 - \$250  
**\$\$\$\$:** \$250+

**Note:** Prices shown are estimates for the public and exclude overheads, event costing and marketing.

Image sources listed clockwise from top left:

- <https://www.redballoon.com.au/product/native-australian-food-tour-with-lunch/AUP001-M.html>
- <https://www.nationalparks.nsw.gov.au/education-services/learning-resources-teachers-students>

- <https://southaustralia.com/products/fleurieu-peninsula/food-and-drink/maxwell-wines>
- [https://www.facebook.com/pg/OpenHouseMelbourne/photos/?ref=page\\_internal](https://www.facebook.com/pg/OpenHouseMelbourne/photos/?ref=page_internal)

# Signature experiences Recommendations

All signature experiences shown here are only indicative of possible site activations.



### Long lunch table

Creating a long table along the Narrows as a memorable dining experience.

Featuring a showcase of Chefs, produce & wine from the region. Linking up with MFWF or Mornington FWF to leverage their marketing.

**Category:** Entertainment  
**Location:** The Narrows Road  
**User Market:** AD, SEP, IV  
**Est Cost:** \$\$\$



### Point Pavilion - MPavilion - style architectural commission, used as a talking space.

Given the space, there would be interest to commission such architectural works. They are temporary and generally donated afterwards to education. Creates a space for discussion, key notes

**Category:** Entertainment  
**Location:** Outdoor  
**User Market:** AD, SEP, IV  
**Est Cost:** \$\$



### Beach Bingo

Kids get a bingo card with pictures of things they may find on the beach. When they find the items, they learn about them from a Ranger and get to mark it off their card.

**Category:** Entertainment/ Education  
**Location:** Beach  
**User Market:** SAC, YA, AD  
**Est Cost:** Free!



### Bird Walks (sunrise / Day)

Bird walks are very popular in other States. Offering them at different times of day and year to suit the local species.

Can be run by a local Birding group or ranger and extend on Junior Ranger programs.

**Category:** Tourism  
**Location:** Outdoor  
**User Market:** AD, IV, OAV  
**Est Cost:** \$\$



**PROJECT OWNERSHIP KEY**

- Parks Victoria
- Partnership
- Third Party

<b>SAC:</b> School Aged Children	<b>OAV:</b> Other-abled Visitors	<b>\$:</b> \$1 - \$50	<b>Note:</b> Prices shown are estimates for the public and exclude overheads, event costing and marketing.
<b>AD:</b> Adult	<b>IV:</b> International Visitors	<b>\$\$:</b> \$50 - \$100	
<b>YA:</b> Young Adult	<b>SEP:</b> Special Event Patrons	<b>\$\$\$:</b> \$100 - \$250	
		<b>\$\$\$\$:</b> \$250+	

Image sources listed clockwise from top left:  
 - <https://italyxp.com/en/tuscany/things-to-do/dinner-chianti-vineyards-wine-tasting>  
 - <https://www.german-design-award.com/en/the-winners/gallery/detail/16461-chidori.html>  
 - <https://vnpa.org.au/about/vision/>  
 - <http://www.pondpeeps.com/road-trip-azores/beachcombing-finds-in-road-trip-azores/>

# Signature experiences Recommendations

All signature experiences shown here are only indicative of possible site activations.



### Guided bush, beach and bay walks

Guided walks with rangers or LTOs to discuss and educate about the site, nature, flora or other items along the journey. Possible to offer journalling afterwards or cross-promote other themed walks or events.

**Category:** Tourism/Education  
**Location:** Tracks and trails, Unopened areas of the site  
**User Market:** AD, IV, OAV  
**Est Cost:** \$\$\$



### Wildlife Encounters

Always popular, and great attraction especially for international tourists. A good platform to raise awareness

Run and controlled by Rangers. Could be part of rescue service.

**Category:** Tourism/Education  
**Location:**  
**User Market:** All  
**Est Cost:** \$



### Pop-Up Restaurant - Open Kitchen (resident Chefs)

Accommodation - link with pop-up restaurant period so people can wine & dine and stay near-by.

Known Chefs / restaurants have a residency, generates wide marketing reach through their digital channels.

**Category:** Tourism/ Entertainment  
**Location:** Various  
**User Market:** AD, SEP, IV  
**Est Cost:** \$\$\$

#### PROJECT OWNERSHIP KEY

Parks Victoria    
 Partnership    
 Third Party

- Image sources listed clockwise from top left:
- Supplied by Parks Victoria
  - [https://no.wikipedia.org/wiki/File:Wild\\_shortbeak\\_echidna.jpg](https://no.wikipedia.org/wiki/File:Wild_shortbeak_echidna.jpg)
  - <http://www.asif-khan.com/project/xiringuito-liverpool/>

<b>SAC:</b> School Aged Children	<b>OAV:</b> Other-abled Visitors	<b>\$:</b> \$1 - \$50	<b>Note:</b> Prices shown are estimates for the public and exclude overheads, event costing and marketing.
<b>AD:</b> Adult	<b>IV:</b> International Visitors	<b>\$\$:</b> \$50 - \$100	
<b>YA:</b> Young Adult	<b>SEP:</b> Special Event Patrons	<b>\$\$\$:</b> \$100 - \$250	
		<b>\$\$\$\$:</b> \$250+	

## Signature experiences

### Additional recommendations

All signature experiences shown here are only indicative of possible site activations.

Signature experience opportunities have been described based on the development of activation scenario 5 — “Optimum Mixed Use Scenario” — as described within the Point Nepean Master Plan (2017)

Project Activation	Location	User Market
Indigenous Stories - Birth and significance for women etc.	Outdoor	AD, OAV, IV
Seven Seasons of the Bunurong	Outdoor	All
Comedy Festival Venue	Indoor	YA, AD, OAV, IV, SEP
Design Week - Exhibition Venue (Exhib, retreat, Dinner)	Various	YA, SEP
Fashion Show / Key speaker Location (VAMFF, MFW)	Outdoor	YA, AD
Grown / Gateway Festival - Could be seasonal - Fruit, Veg, Mussels, Oysters, truffles, Wine, gin, Beer, bread etc.	Outdoor	AD, SEP
Health retreat	Various	AD, SEP
Masterchef Feature - Local produce	Various	All
Melb Film Festival (August) Venue - (Outdoor Cinema / Indoor)	Various	YA, AD, OAV, IV, SEP
Melbourne Animation Festival	Various	YA, AD, IV
Mind Body Spirit Festival (June) Yoga, Pilates, (Sand, Seaweed, Salt Scrubs etc.) Beauty / body benefits	Outdoor	YA, AD, SEP
Moomba Festival - Satellite venue	Various	All
NGV - Gallery extension, Triennial, Summer Series	Various	AD, SEP, IV

**SAC:** School aged Children  
**AD:** Adult  
**YA:** Young Adult  
**OAV:** Other-abled Visitors  
**IV:** International Visitors  
**SEP:** Special Event Patrons

## Signature experiences

### Additional recommendations

All signature experiences shown here are only indicative of possible site activations.

Signature experience opportunities have been described based on the development of activation scenario 5 — “Optimum Mixed Use Scenario” — as described within the Point Nepean Master Plan (2017)

Project Activation	Location	User Market
Walk/Ride/Tri event - Run the Point etc.	Outdoor	AD
Art+Climate=Change event / venue (April) Eco / Marine	Various	AD
Melbourne Knowledge Week Venue – Ecological, Marine, Food, Back to Nature	Various	YA, AD
Writers Festival (August) retreat, Key Note	Various	AD
Picnic Hampers	Outdoor	All
Torch Tour - Wildlife / Ghost stories etc.	Various	SAC, YA, AD, IV
Underwater Trail - info boards for divers to follow	Outdoor	AD, IV
Aboriginal Skies (night talks)	Outdoor	SAC, YA, AD, IV
Big night out - camp night with ranger	Various	All
Draw / Paint the Point	Various	SAC, AD, IV
Nature Journalling (Art)	Various	SAC, AD, IV
Café / Providore on site	Indoor	YA, AD, OAV, IV, SEP
Dunnart - raise awareness via connection with other galleries, MPRG, Bendigo, NGV, Heide etc to bring art to the point	Various	AD, SEP
Seasonal Food/ Produce Festival - Sea&Vine, Colour, Harvest etc.	Various	All
Smartphone Photography course (Art)	Various	AD, IV, OAV

**SAC:** School aged Children  
**AD:** Adult  
**YA:** Young Adult  
**OAV:** Other-abled Visitors  
**IV:** International Visitors  
**SEP:** Special Event Patrons