

ANALYSIS OF COMMUNITY + STAKEHOLDER ENGAGEMENT

**MT ADELAIDE** *IRRERUP*  
**MT CLARENCE** *CORNDARUP*

ALBANY  
WESTERN AUSTRALIA

MASTER PLAN : A PLAN TO CONSERVE + ENHANCE





THE CITY OF ALBANY  
 RESPECTFULLY  
 ACKNOWLEDGES THE MENANG  
 NOONGAR PEOPLE AS THE  
 TRADITIONAL CUSTODIANS  
 OF THE LAND ON WHICH  
 THE CITY CONDUCTS ITS  
 BUSINESS, AND PAYS  
 RESPECT TO ELDERS  
 PAST AND PRESENT.

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## PURPOSE OF THIS REPORT

The document presents a summary of the community engagement feedback received between 2018 and 2019 as part of the City of Albany's consultation on the Mounts Master Plan. These documents can be accessed via the City of Albany website:

<https://www.albany.wa.gov.au/council/projects/live-projects.asp>

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1.0

CONTEXT

**MT ADELAIDE, MT CLARENCE AND SURROUNDING ENVIRONS ARE PLACES OF UNIQUE SOCIAL, CULTURAL AND NATURAL VALUE, CONTAINING ASSETS OF NATIONAL SIGNIFICANCE INCLUDING THE PRINCESS ROYAL FORTRESS, DESERT MOUNTED CORPS MEMORIAL AND NATIONAL ANZAC CENTRE.**

The world-class natural environment of the Mounts is exceptional in many ways – in its ancient geology, sculptured granitic landforms with world-class views of the harbours and hinterland, and its abundant native vegetation rich in wildflowers and bird life.

The sites' Aboriginal cultural and natural values are considerable and should also be recognised in any future growth and development model. Sought after increases in visitor attraction and experiences will require diversification, further investment and detailed planning. The potential economic, social and cultural benefits from ongoing and sustainable growth and development of the Mounts Precinct are well understood for Albany and the broader region.

PURPOSE OF THE MASTER PLAN

**THE MOUNTS MASTER PLAN WILL PROVIDE A COMPREHENSIVE LONG-TERM VISION FOR MT CLARENCE AND MT ADELAIDE, WHICH RESPECTS AND ENHANCES ITS SIGNIFICANT NATURAL, CULTURAL, SOCIAL AND RECREATIONAL ASSETS AND ITS UNIQUE LANDSCAPE SETTING.**

The master plan will establish a clear vision and refined set of guiding principles, which in turn drives an overarching but flexible framework and simple criteria to guide project outcomes, as well as identify strategies and inform decision-making to guide sustainable investment and management over time.

OBJECTIVES OF THE MASTER PLAN

**THE MASTER PLAN ADDRESSES THE NEED TO ESTABLISH A STRATEGIC APPROACH TO ACHIEVE:**

- A long term vision and strategic objectives for the site;
- An integrated master plan with long-term context;
- Sustainable management and protection of significant natural and cultural assets;
- A strong market identity and brand;
- Prioritised implementation;
- Enhanced community ownership and place activation;
- Increase visitation to tourism assets and commercial enterprises (such as National Anzac Centre);
- Strong governance framework;
- Outcomes that will target a diverse range of user groups and generations.





### PROJECT AREA + STRATEGIC CONTEXT

**THE MASTER PLAN PROJECT AREA ENCOMPASSES APPROXIMATELY 242 HA, BOUNDED BY THE CITY CENTRE, PRINCESS ROYAL HARBOUR AND MIDDLETON BEACH.**

The project area is made up of a number of reserves on Crown land, with management responsibilities held primarily by City of Albany and a number of key stakeholders. Water storage, reticulation and power supply infrastructure and easements all occur within the reserves. A number of Aboriginal Heritage sites have been identified within the project area and are protected under the Aboriginal Heritage Act 1972.

### TIMEFRAME

**THE MASTER PLAN VISION, OBJECTIVES AND ACTION/ IMPLEMENTATION PLANS WILL BE BASED ON 25+ YEAR TIMEFRAME:**

- Horizon 1 (short term): next 6 years (2026)
- Horizon 2 (medium term): next 16 years (2036)
- Horizon 3 (long term): 25+ years (2045)

### KEY DRIVERS

**EIGHT KEY DRIVERS HAVE BEEN IDENTIFIED WHICH DEFINE A DIVERSITY OF SUSTAINABLE ASSETS AND OPPORTUNITIES.**

Each key driver is expected to impact different areas of social and economic development within the City of Albany and the wider South Coast region, with the primary intention to bolster Mt Adelaide and Mt Clarence's position as the centre and focus of activity for other areas of influence. The key drivers are:

- Sustainable Communities
- Menang Cultural Heritage
- Post-Colonial Heritage
- Anzac Legacy
- Diversity of Experience
- Care and Conserve
- Enterprise and Economy
- Research and Education

### CHARACTER PRECINCTS

**STRATEGIC INITIATIVES OF THE MASTER PLAN WILL BE INFORMED BY THE WIDER ECONOMIC AND SOCIAL CONTEXT OF THE REGION, AND IN DIRECT RESPONSE TO THE IMMEDIATE PHYSICAL SITE SURROUNDINGS.**

Albany Heritage Park will be composed of a series of precincts of influence, each with its own character, identity and interface/interlock with the surrounding environment (zones of influence). The Master Plan will be the result of understanding and layering

All existing and proposed design and programme initiatives and component parts. These component's may be broadly spatial in character (such as land-use, open space and maritime), linear (such as pathways, streets, view lines and open space corridors) or specific points of interest (such as activity nodes, buildings, facilities, significant sites etc.).





## 2.0

# ENGAGEMENT OVERVIEW

### PURPOSE

#### THE PURPOSE OF THE ENGAGEMENT WAS:

- to raise awareness for Council’s draft vision and strategies;
- to gather feedback on the key themes and the strategic opportunities presented – so as to refine the drafted list of ideas and establish if additional opportunities should be added;
- to gauge whether any projects or initiatives emerge as clear public priorities to advocate for to mobilise community support for action; and
- to inform the draft master plan and implementation plan

Note: Significant consultation completed to date for the Trails Strategy – Acknowledge key initiatives from completed workshops/community forum feedback/ high-level key principles.

### ENGAGEMENT PROCESS

#### THE COMMUNITY AND STAKEHOLDER ENGAGEMENT WAS A COMBINATION OF EMAIL NOTIFICATIONS, FACE-TO-FACE INFORMATION SESSIONS AND PRESENTATIONS, AN ONLINE OR PAPER SURVEY AND A SERIES OF INTERACTIVE WORKSHOPS WITH KEY STAKEHOLDERS AND COMMUNITY MEMBERS.

A draft summary of the Master Plan was made available for review and the project was advertised across a number of locations and platforms, including:

- Newspapers
- City of Albany website
- City of Albany social media
- Posters and display boards in 15 public locations / community facilities
- Letter drop to local residents and businesses
- Email notification to key stakeholders
- Internal – newsletter and an all users email



**13,200 REACH**  
**539 POST CLICKS**  
**120 LIKES, COMMENTS, SHARES**





### COMMUNITY INFORMATION SESSIONS

Four (4) information sessions were held where the community were invited to view the draft Master Plan summary documents and discuss the project in detail with City staff, complete the survey and register for an interactive workshop. Information sessions were held:

- 5th and 6th July 2019, in the Sea Container, Avenue of Honour
- 12th July 2019, Albany Town Hall
- 13th July 2019, Albany Surf Life Saving Club

### SURVEY

An online survey was developed to capture the usage, values, ideas and priorities of the community:

- How frequently and in what way the site and its assets are used
- How the site is valued
- What should be conserved and enhanced
- If the project's working vision is supported; and
- Feedback and prioritisation of the Master Plans draft strategies, projects and initiatives

### COMMUNITY + STAKEHOLDER WORKSHOPS

Twenty (20) interactive workshops were held with key stakeholder groups and community members. The workshops were interactive sessions seeking feedback on the project vision and the Master Plan's draft strategies, projects and initiatives.

#### Community Advisory Group Representing:

- University of Western Australia
- South Coast Natural Resource Management
- Dept. of Biodiversity Conservation and Attractions
- Great Southern CORE
- Department of Sport and Recreation
- RSL Albany
- Aboriginal Heritage Reference Group
- Museum WA
- Middleton Beach Group
- The Amazing South Coast
- FORM
- Community/Business Representatives

#### Internal Stakeholders:

- Elected Members
- Executive Directors and Managers
- Princess Royal Fortress and NAC staff
- Reserves staff
- Events staff
- Communications staff
- Albany Visitor Centre staff
- Albany Library staff

#### External Stakeholders:

- Middleton Beach Group
- Frederickstown Progress Association
- Bush Carers Group
- Wildflower Society
- Albany Port Authority
- Business Owners operating out of Princess Royal Fortress
- Accommodation Providers
- Albany Mountain Bike Club

- Aboriginal Reference Group
- Southern Aboriginal Corporation
- Museum WA
- South Coast Natural Resource Management
- Gondwana Link
- Kurrah Mia
- Albany Youth Advisory Council
- St Joseph's College students
- Albany Senior High School students

#### Community Workshop:

- Open workshop for community members
- 2 days of engagement at the Albany Agricultural Show

#### Presentations to National Stakeholders:

- Australian War Memorial – Dr Brendan Nelson
- Telstra – CEO Andy Penn and Senior Executives
- Lotterywest – CEO Susan Hunt
- National Trust





**WORKSHOP TOOLS + TECHNIQUES**

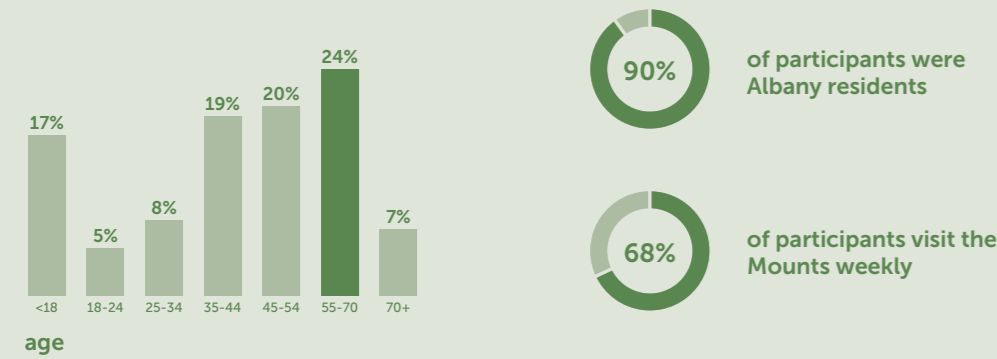
- A digital presentation of the draft Master Plan and discussion.
- Interactive exercise to prioritise and provide comment on the draft strategies, projects and initiatives: Each project and initiative was listed in a matrix table and participants were asked to place one sticker against each project, giving it a high, medium or low priority. Space was provided for comments and to list additional or alternative projects and initiatives.
- Unpack the vision exercise: Workshop participants were asked to review and pull apart the vision statement by considering the following questions. What do the key words in the vision statement mean to you? How do you think they relate to Mt Adelaide and Mt Clarence?
- Mapping exercise: Blank aerial plans were provided to participants to map their journey and how they use the site.
- Identity and branding exercise: Participants were asked what they would like this place to be called.

	<p>371 ATTENDED</p>		<p>4 INFORMATION SESSIONS</p>
	<p>264 SURVEYS COMPLETED</p>		<p>20 INTERACTIVE WORKSHOPS</p>
			<p>30 WRITTEN SUBMISSIONS</p>

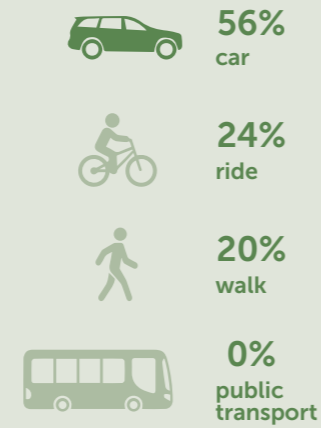


## GENERAL RESULTS

### PARTICIPANTS



### TRANSPORT TO THE MOUNTS



3.0

## WHAT YOU SAID

### OVERVIEW

WE ASKED PARTICIPANTS TO PROVIDE COMMENT AND FEEDBACK ON THINGS LIKE:

Who are you?

What do you do when you visit the Mounds?

How do you travel there?

What should the long term vision be?

What are the strategic opportunities?

WE REPORT ON THE FOLLOWING:

General Overview of Results

What you said about the "Working Vision"

Summary of Key Themes

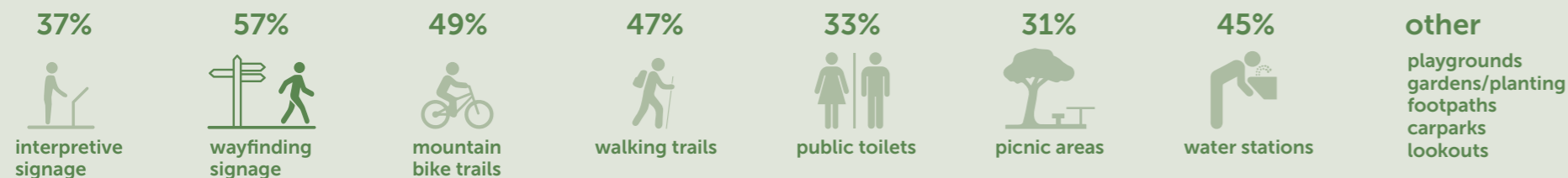
What You Said about the Master Plan Strategies

- Princess Royal Fortress
- National Anzac Centre
- Local Community
- Regional Botanic Gardens
- Public Art + Culture Programme
- Education + Interpretation
- Identity + Branding
- Nature Play
- Connecting Places + Experiences
- Visitor Facilities + Site-Wide Infrastructure

### VISIT THE MOUNTS FOR



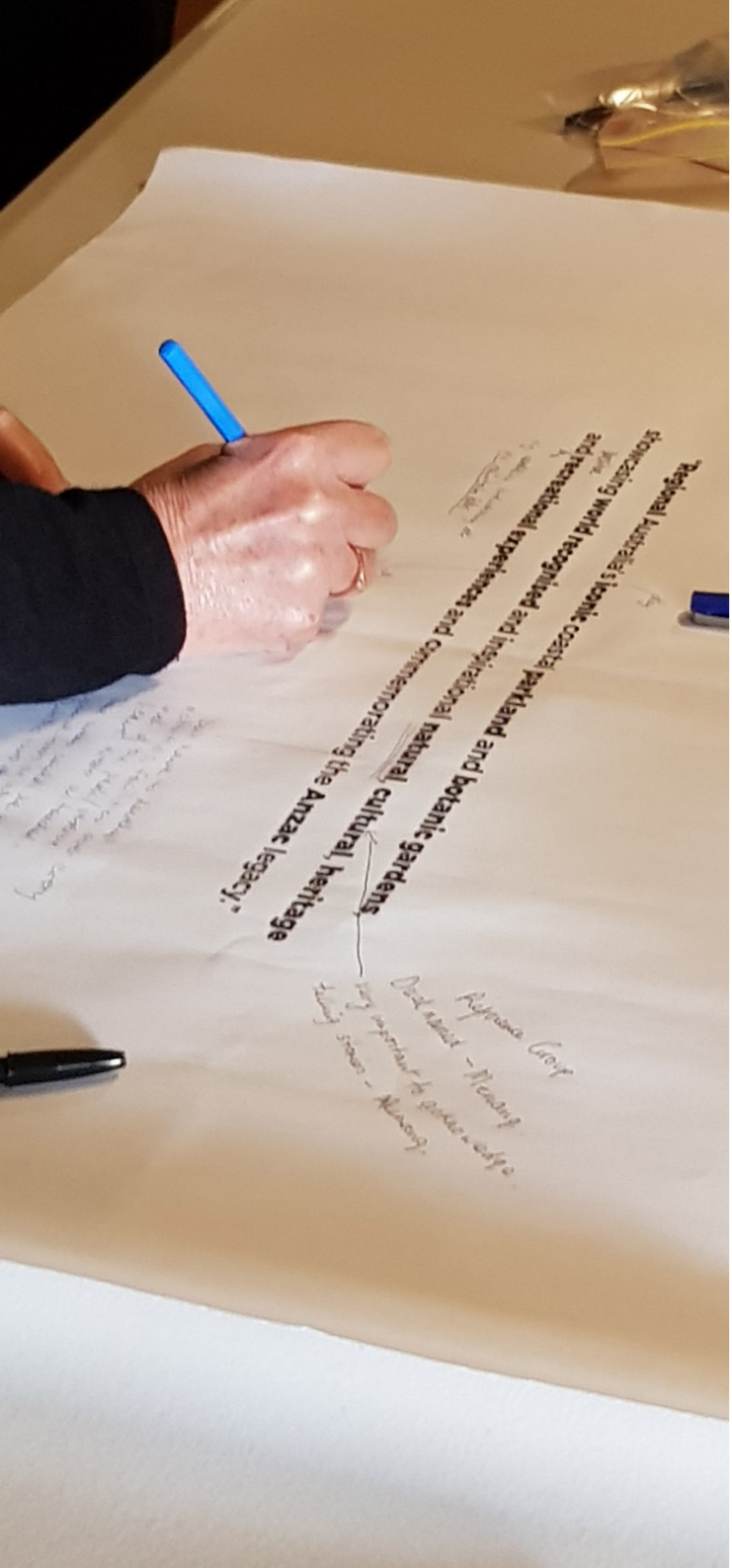
### WOULD LIKE ADDITIONAL AMENITIES + INFRASTRUCTURE





## WHAT YOU SAID ABOUT THE WORKING VISION

THE WORKING VISION WAS UNPACKED AND DISSECTED. THESE ARE YOUR COMMENTS:



**REGIONAL**

- The Amazing South Coast - Albany, Denmark, Mt Barker
- Many diverse areas of South West
- Too broad a concept
- Away from the City and densely populated areas but it's not remote
- Well serviced with amenities that locals and visitors need
- Sense of ownership by West Australians
- Belongs to the whole nation - in terms of Anzac and sailing discoveries
- Stands out as something individual and different
- Not Perth - this site is better than Kings Park

**RECREATIONAL EXPERIENCES**

- Accessibility for all
- Recreation without impact
- A careful balance of appropriate recreational activities
- Compatible uses + clever planning
- The site is not all about recreation
- recreational experiences vs landscape values
- Separation between walking and riding
- Passive - non commercial
- Gentle recreation - not racing mountain bikes
- Shorter experiences - loop walks, driving loops,
- Keep the bikes to limited number of trails
- More passive recreational experiences
- Iconic walk trails - Flora walk with maps and named plants and interpretive signage
- Safety is a major issue - Improve standard of signage
- Outdoor experiences rather than recreational experiences

**WORLD RECOGNISED**

- South West WA world recognised as biodiversity hot spot
- The Mounts an example of south west vegetation showcased to visitors
- Our biodiversity
- Protected by national recognition of flora and fauna ASAP
- Globally noticed
- Uniquely Australian - heritage, biodiversity
- The culture of taking a selfie image

**SHOWCASING**

- Bad concept
- Showcasing is all about making it attractive to visitors and tourists, statement doesn't recognise the local users
- Turning the site into an attraction rather than about the locals
- Opportunity to showcase sustainability - water, power

- Not a place for noisy vehicles (races)
- Motor vehicle races etc. are historic and one off events are ok
- Cycling - ok for some MTB trails but not extreme MTB centre - better opportunities for alternative locations outside of CBD
- Consider the wider trail network in the region to ease pressure on the Mounts
- Get people off the ground - create elevated boardwalk experiences, a different way to experience the bush but in an appropriate way
- Rationalisation of the trails + clarity of footpaths, crossing points
- Multiple experiences - Walk, ride, drive, public transport, picnic, kids play
- Recreational experiences are the most important
- Night time experiences - safety, lighting, clear parking and access nodes

**ICONIC**

- An over used word that has lost its appeal
- Iconic landmark of Albany
- Diverse area that needs protecting so people can continue visiting and enjoying for years to come
- Totally loved
- The jewel of Albany in its natural state, death by many small developments

- Unique, sacred
- World class
- Best practice example
- Iconic applies just as much to all its sub-parts (culture, heritage, flora and fauna) as to the whole as a label
- The best/special/ recognisable
- Ancient granite and unique biodiversity

**PARKLAND**

- Focus on natural bushland not formal parkland
- Implies scenic and cleared not appropriate for Mounts
- Rather not a formal parkland
- Implies artificial
- Not parkland - bushland
- Too man made
- A British legacy term
- Suggests a cleared landscape
- Vision should better represent the natural/bushland theme

**BOTANIC GARDENS**

- Showcasing endemic species only, no introduced species
- Showcase biodiversity - unique local native flora
- In a non-traditional sense
- Not a formal botanic garden, just signage on plants
- Discrete garden experiences not over the whole site
- Mounts are already a natural botanic garden
- Conserve, enhance and protect the bushland
- No need to create formal gardens, the park itself is a botanic garden
- Carefully locate gardens in degraded/disturbed areas
- Preserve 'untouched' environment in some areas
- Natural with some manicured sections
- Flora walk (don't duplicate Discovery Bay)
- Also about the fauna
- Educational
- Not appropriate for the Mounts, how about Lawley Park?
- Interpretation like Kings Park

**CULTURAL**

- Cultural interpretation, arts + stories
- Noongar balance - telling their story
- Incorporate Aboriginal names and mythology
- Dual naming
- Huge indigenous significance - is there a national indigenous significance?
- Recognition and emphasis of past users and cultures e.g.. Indigenous and early settlers
- Kincinninup - the first tribe
- A place that looks outward - form of communication
- A knowledge centre

**HERITAGE**

- Interpretive signage of former uses
- Anzac
- National pride
- For protection not a playground
- Recognition of settlement
- Sense of history
- Early settlement
- Link to the Museum precinct

**ANZAC LEGACY**

- Anzac legacy is important
- Not just Anzac legacy also the Menang peoples
- Anzac is very poignant to many
- Not everyone wants to know about wars but the spirit of the Anzac could be expanded and better defined
- Laying out of a poppy is a personal experience and needs a quiet space with time to recover from
- Not all about Anzac but the linking of history / heritage
- MTB trail dedicated to the Aust Cycling Corps WW1



**INSPIRATIONAL**

- Breath taking
- Important focus - aims to inspire and inform visitors

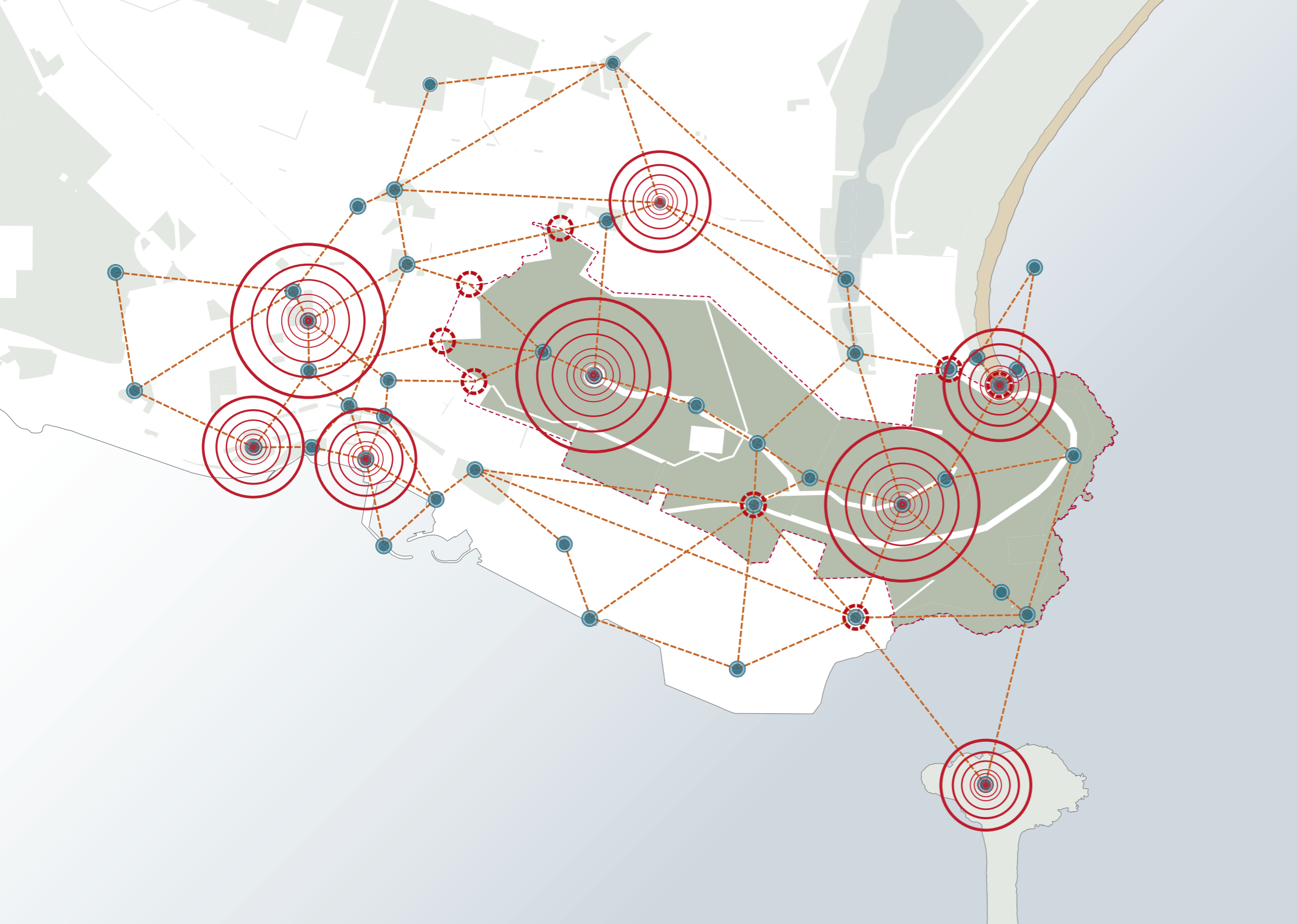
**COMMEMORATING**

- Emphasis on reflection not on commemoration
- This area is world class, peaceful and commemorative and should be respected by all users, not to be used as a MTB track i.e.. Steps in the Urban Downhill
- Reflecting and contemplating
- Reflection, solace, rejuvenation
- Can we commemorate more than the Anzac legacy?

**NATURAL**

- A place that is not overdeveloped
- Preserve natural values
- Preservation of indigenous species
- Preservation of the bush
- Like Bold Park
- Make it an A Class reserve
- Try to retain the naturalness of the Mounts, only include activities which are compatible with and don't exploit its natural values





## KEY THEMES

FEEDBACK AND ANALYSIS OF THE WORKING VISION CAN BE SUMMARISED THROUGH FIVE UNIFYING KEY THEMES:

### COMMUNITY FIRST

- A place for all
- Strengthened community stewardship
- Nurture a sense of pride

### NATURAL ENVIRONMENT + SUSTAINABILITY

- Sustainable biodiversity management of significant natural and cultural assets
- Balance conservation and enhancement
- World recognised

### DIVERSITY OF EXPERIENCES

- Create focus area of activities appropriate to the site
- Balance a diverse range of user groups
- Support tourism assets and commercial enterprises
- A place of reflection

### CONNECTING 'THE DOTS'

- The Amazing South Coast
- A destination - connected and legible
- Strong identity and character
- Improve quality of essential services

### KNOWLEDGE + DISCOVERY

- Enhance education and interpretation experiences
- A place to share stories and acknowledge rich layers of history and culture
- Engage the next generation





## WHAT YOU SAID ABOUT THE MASTER PLAN STRATEGIES

### PRINCESS ROYAL FORTRESS

#### YOU SAID

- Improve accessibility and the quality of the existing infrastructure to make it more attractive to visitors but limit development
- Recognise the assets that are within the site
- Expand on experiences and tours
- Cultural heritage of the site is just as important and needs to be told
- Unique site with potential for National Heritage Listing
- The lower Plantagenet Battery should be open to the public. Restore the guns and open up the tunnels
- Link the boardwalk up to the Forts and National Anzac Centre

#### OVERVIEW

The Princess Royal Fortress (opened in 1893) encompassing the Princess Royal Battery, Plantagenet Battery and surrounding landscape, is a valued local asset of national historical significance, with significant potential to expand and improve the experience of the National Anzac Centre and Mounts community precinct - by recognising the cultural and historical significance of the place, focusing on the continued discovery, interpretation and improved visibility of unique stories, people and places.

#### KEY PROJECTS + INITIATIVES

- Buildings + infrastructure adaptive reuse
- The Guns of the Fortress
- Connect the upper and lower forts

#### WE HEARD

- The heritage, cultural and environmental significance of the site is highly valued and the interpretation and conservation of these assets is important
- Opening up the lower Plantagenet Battery and providing a connection up the Princess Royal Fortress is strongly supported



### NATIONAL ANZAC CENTRE

#### YOU SAID

- Important to network and establish key relationships with other agencies
- Governance and management of the NAC
- The Anzac Centre is already established and receives a lot of attention and funding
- Anzac story is an important story to tell but it has a limited audience and narrow appeal
- International visitors have differing and often not positive views of war history, please be sensitive to this
- More recognition of the significance of Aboriginal culture and involvement in the war

#### OVERVIEW

Continue to provide and build an engaging visitor experience over the short, medium and long term, by taking a strategic and dynamic approach to museum collection and display material, in order to encourage repeat visitation and maintain contemporary relevance of the museum.

#### KEY PROJECTS + INITIATIVES

- Refresh projects, content + collections

#### WE HEARD

- A strong governance frame work is required
- NAC is considered an important asset and story for Albany, but the story has been told so is not considered a priority
- There is a need to appeal to a younger generation and international audience with contemporary stories





## LOCAL COMMUNITY

### YOU SAID

- Public empowerment is essential
- Local and regional should be priority. Albany needs healthy, happy and connected citizens
- Make it a place for all generations to enjoy
- Consultation with traditional owners
- Equal opportunity for all community groups to contribute
- Support for locally trained volunteer guides with costs covered

### WE HEARD

- A strong governance framework is required
- Ongoing stakeholder and community engagement is critical
- Strong support for the establishment of a 'Friends of the Mounts' group, incorporating members from all stakeholder groups and supported by the City of Albany

### OVERVIEW

Foster local ownership and pride and enhanced community participation - embedding programmes, services and activity to enhance social cohesion, sustainability and prosperity, and promote intergenerational experiences - targeting everyone from family networks and kids, to seniors.

### KEY PROJECTS + INITIATIVES

- 'Friends of the Mounts' group
- Volunteer guides programme
- Ongoing stakeholder + community engagement



### OVERVIEW

The establishment of a world-recognised regional botanic garden network showcasing the regions unique landscape, biodiversity and natural environment – providing inspirational experiences to enhance life – and key to the adoption of sustainable and adaptive management practices that will implement appropriate uses and enhance significant natural environments and places.

### KEY PROJECTS + INITIATIVES

- Display gardens + collections
- Botanic Gardens infrastructure
- Natural reserves + landscape management

## 3.0 WHAT YOU SAID

## REGIONAL BOTANIC GARDENS

### YOU SAID

- Conservation and management of the bushland is essential. More funding required for management, especially trail management, erosion, weed removal and control of dieback
- The natural environment deserves to be given the highest priority when it comes to management decisions
- Concerned curated botanic gardens will mean clearing and introducing exotic species
- Mounts is a natural botanic garden. We should be showcasing our biodiversity and endemic species
- The botanical diversity encountered in these bush reserves would astound most of the overseas tourists
- Botanical discovery trails that include quality signage and naming of plants and fascinating stories including Menang culture. Tell the story of what is on the Mounts
- To appreciate our local flora and fauna within a botanic garden is a gorgeous idea

### WE HEARD

- Sustainable biodiversity management of significant natural and cultural assets is critical
- Balance of conservation and enhancement
- Support for a bushland Botanic Garden showcasing the endemic species of the South Coast, integrating research, education and storytelling
- Opportunity for the Botanic Garden to provide a connection to country-Boodja and tell the Menang story





## OVERVIEW

Create new public art experiences and lasting cultural tourism products, assets and infrastructure to support engaging visitor experiences, deliver a significant cultural legacy, and help create a vibrant place for current and future generations - towards a new identity as the cultural capital of regional Western Australia.

## KEY PROJECTS + INITIATIVES

- Place vitality + events program
- Heritage + cultural significance plan
- Noongar Menang culture: about country-Boodja
- Dual naming

## PUBLIC ART + CULTURE PROGRAM

### YOU SAID

- Recognition of the Menang culture is a high priority
- Noongar has been the language and culture connected to the Mounts for thousands of years. Dual naming is very important
- Would like to see more festivals and arts programmes at the Mounts
- Ongoing installations like the Field of Light
- 2026 can be amazing!

### WE HEARD

- Recognise Menang culture as central to the region's identity
- Support for implementing dual naming across the Mounts
- Support to develop events, exhibitions and place programming for the Mounts as yearly events as well as looking forward to 2026



## OVERVIEW

Engage the next generation and facilitate a better understanding of the site and region through leading research, education and interpretation – increasing the potential for the discovery and interpretation of natural environment and rich layers of history, through protecting and enhancing natural assets; facilities and built fabric; collections and displays; stories and memories.

## KEY PROJECTS + INITIATIVES

- School education program
- Tertiary knowledge + innovation program
- Development of designated educational spaces
- Site-wide signage + interpretation strategy

## 3.0 WHAT YOU SAID

## EDUCATION + INTERPRETATION

### YOU SAID

- The site could be a centre for knowledge of the environment, Aboriginal culture and heritage
- Opportunity for an education centre for schools and tertiary
- Signage would make a huge difference in not only helping visitors and locals find their way but raising awareness of historic sites
- Look at the regional narrative and how the Mounts fit into the regions storytelling
- Tell the Menang story – include history, significance of plants and sites
- Opportunity for sharing knowledge between cultures
- Plant and conservation signage

### WE HEARD

- A site-wide interpretation strategy is required telling themed stories across the Mounts as well as connecting to the regional narrative and adjacent precincts and neighbourhoods. Natural Environment, Menang Culture, Colonial Heritage and Military Heritage
- Promote and support school and tertiary education programs





# THE MOUNTS

MT ADELAIDE IRRERUP MT CLARENCE CORNDARUP  
ALBANY WESTERN AUSTRALIA

## OVERVIEW

Development of a consistent, clear and legible brand and wayfinding system so that visitors are able to easily identify, navigate and interpret locations in a diverse network of activities and destinations.

## KEY PROJECTS + INITIATIVES

- Redefine the brand
- Visitor orientation + wayfinding strategy
- Connecting destinations + attractions

## IDENTITY + BRANDING

### YOU SAID

- Essential in the long term success of the NAC
- Must include Mt Melville
- In the existing branding there is nothing that identifies Noongar people
- Update City wide signage to create a unified brand

### WE HEARD

- Develop and communicate of a strong brand and identity that reflects the unique character of the site and its diverse users and can be used to promote activities and attractions



## OVERVIEW

The Mounts can provide unique experiences for nature based play to enhance its community and visitor appeal – encouraging kids playing outdoors and in nature and to inspire positive environmental awareness, cognitive, emotional and physical development, through discovery learning and connection with nature.

## KEY PROJECTS + INITIATIVES

- Nature playground at Princess Royal Fortress
- Nature-based activities + experiences
- Water linkage recreation opportunities

## 3.0 WHAT YOU SAID

## NATURE PLAY

### YOU SAID

- We need young people to participate in bush and nature based activities
- Nature play is very important – encourage families with small children to visit the Mounts
- Utilise existing trails as nature play
- Nature play can be anywhere
- No formal playgroup equipment, keep it natural
- Opportunity for night time experiences and excursions – story telling, astrology, fauna spotting
- Our children love playing on the guns
- Do not support long term traditional camping but dormitory style accommodation in existing forts buildings or occasional camp out experiences for school groups

### WE HEARD

- Support for a place for families to play and promote nature based activities aligned with education programs





## OVERVIEW

Development of a balanced, site responsive trail network system - linking major destinations, neighbourhoods and activity nodes within the city, and catering to a range of different trail users, styles, levels of difficulty and experience (active, passive, heritage, nature) - whilst ensuring the protection of the sites' environmental, cultural and heritage values.

## KEY PROJECTS + INITIATIVES

- Driving + public transport experience
- Walking trail network
- Mountain bike trail network
- Iconic Mt Adelaide | *Irrerup* trail
- Iconic coastal trail
- Connecting to adjacent neighbourhoods

## CONNECTING PLACES + EXPERIENCES

### YOU SAID

- Significant concern regarding the adoption of the Trails Concept Plan by Council
- High priority to resolve the conflict between trial users
- Limiting the ongoing danger of mountain bike and pedestrian accidents by not allowing mountain bikes on walking trails
- Minimise damage and clearing of the bush
- Too many trails already
- Professionally planned mountain bike trails will be a great addition to the area and will be great for building tourism, health and wellbeing in Albany
- The natural environment needs protecting by establishing purpose-built and sustainable trails
- Local bus service up to the Mounts
- Connect cultural heritage sites in the region with Noongar tourism opportunities

### WE HEARD

- Rationalisation of trails with a clear definition of use. Separation of trail users, walking, riding, vehicles
- General support for implementation of link trail
- Clear guidelines and a code of conduct for trail users is required
- Signage, maps and wayfinding across the site and connecting to adjacent neighbourhoods
- Strong support for a series of defined iconic loop walk trail experiences that are themed and named



## OVERVIEW

Identify, refurbish and enhance key infrastructure and public realm assets to ensure the continued successful operation and continually improving visitor experience within the broader Mounts precinct (Mt Adelaide, Mt Clarence and environs), and revitalised Princess Royal Fortress (PRF) and National Anzac Centre precinct.

## KEY PROJECTS + INITIATIVES

- Visitor + tourism services hub
- Vehicle access + parking strategy
- Infrastructure upgrades + essential services

## 3.0 WHAT YOU SAID

## VISITOR FACILITIES + SITE WIDE INFRASTRUCTURE

### YOU SAID

- Good examples of low intensity development which gives value for your money
- Parking is a huge issue and there seem to be inadequate provisions for parking - particularly for buses and mobility impaired people
- A more reliable café operation is required and a diversity of food outlets
- A designated one-stop entry, information and ticketing centre
- Signage and footpaths are required linking the waterfront, town centre and Middleton Beach up to Princess Royal Fortress
- Continue the footpath linking Mt Clarence and Mt Adelaide summits
- Picnic areas and shelter, drink fountains

### WE HEARD

- A vehicle access and parking strategy is required
- Continued upgrade of essential services, infrastructure and amenities to improve the visitor experience and enhance site activation



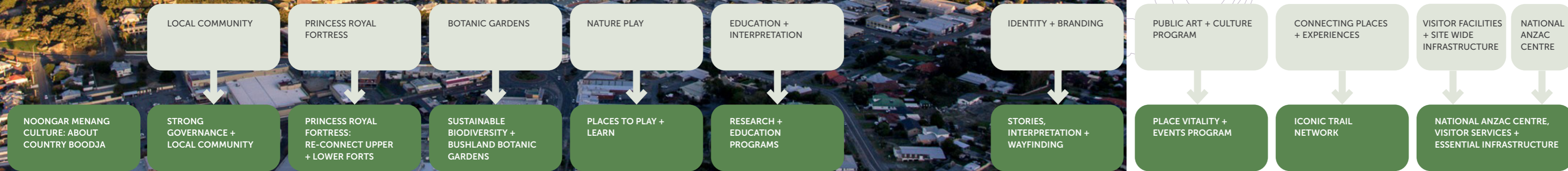
# 4.0

## MASTER PLAN STRATEGIES REDEFINED

### OVERVIEW

IN THIS SECTION WE PRESENT A REDEFINITION OF THE MASTER STRATEGIES THAT REFLECT YOUR PRIORITIES. EACH STRATEGY IDENTIFIES KEY PROJECTS AND INITIATIVES.

Below, the boxes (shown in darker green colour) illustrate the ten strategies which will inform the Master Plan.







59% OF THE COMMUNITY  
RECOGNISE THE  
ESTABLISHMENT OF A FRIENDS  
GROUP AS A HIGH PRIORITY

*'Public empowerment is essential.'*

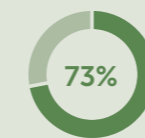
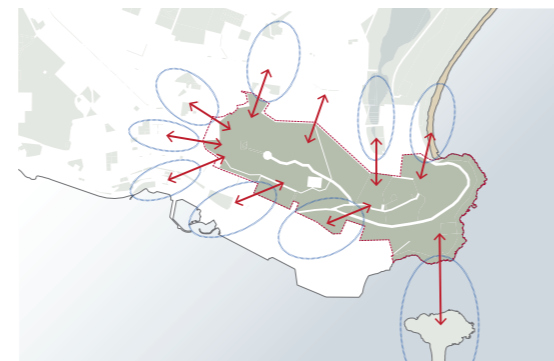
## STRONG GOVERNANCE + LOCAL COMMUNITY

### OVERVIEW

Foster local ownership, pride and enhanced community participation - embedding programs, services and activities to enhance social cohesion, sustainability and prosperity, and promote intergenerational experiences - targeting everyone from family networks and kids, to seniors.

### KEY PROJECTS + INITIATIVES

- The City to formulate a strong governance framework
- Foster a sense of community ownership and public empowerment recognising the high community values of the site
- Establishment of a 'Friends of the Mounts' group which could focus on the following aspects:
  - Volunteer guides programme
  - Conservation and bushland management
  - Horticulture and education
  - Volunteer support networks and special projects
- Maintain ongoing stakeholder + community engagement



73% OF THE COMMUNITY  
RECOGNISE NOONGAR MENANG  
CULTURE AS A HIGH PRIORITY

*'Noongar has been the language and culture connected to the Mounts for thousands of years.'*

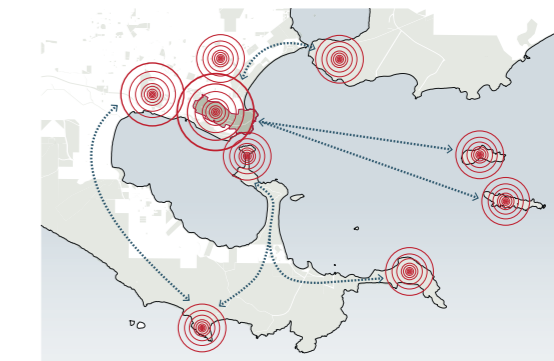
## NOONGAR MENANG CULTURE : ABOUT COUNTRY BOODJA

### OVERVIEW

Explore and develop opportunities for how public art, storytelling and interpretation can act as a mechanism for cultural exchange, creative expression and place enhancement and creates new layers of narrative and substance to the locality, while cherishing and showcasing the existing qualities and character of the place.

### KEY PROJECTS + INITIATIVES

- Recognising Menang Noongar culture as central to the region's identity
- Promote and support Aboriginal tourism operators through development of outdoor gathering spaces
- Progress and implement dual naming across the Mounts and surrounding landscapes (places, elements, locations)







**53% OF THE COMMUNITY WOULD LIKE TO SEE PLACE VITALITY AND AN EVENTS PROGRAM AS A HIGH PRIORITY**

*'.. ongoing installations like the Field of Light will be something extra special, bringing people to the area throughout the year.'*

## PLACE VITALITY + EVENTS PROGRAM

### OVERVIEW

Create new public art experiences and lasting cultural tourism products, assets and infrastructure to support engaging visitor experiences, deliver a significant cultural legacy, and help create a vibrant place for current and future generations - towards a new identity as the cultural capital of regional Western Australia.

### KEY PROJECTS + INITIATIVES

- Develop a year round seasonal events, exhibition and place programming strategy specific to the site i.e. 'Festival of the Mounts'
- Explore opportunities for the Mounts to mark the bicentennial of the founding of Western Australia's first British Colony in Albany 2026 – a cultural milestone of national significance
- Link site-wide projects, events, programmes and initiatives to City-wide arts and culture strategy, incorporating key cultural assets
- Opportunity for Albany to display a permanent and ephemeral public art experience unlike anywhere else, such as, Field of Light or Sculpture by the Sea



**59% OF THE COMMUNITY RECOGNISE THE DEVELOPMENT OF AN EDUCATION PROGRAM AS A HIGH PRIORITY**

*'We need young people to participate in bush and nature based activities... a centre for knowledge of the environment, Aboriginal culture and heritage.'*

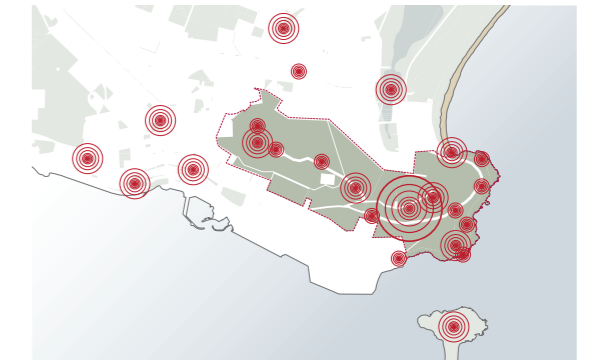
## RESEARCH + EDUCATION PROGRAMS

### OVERVIEW

Engage the next generation and facilitate a better understanding of the site and region through leading research, education and interpretation – increasing the potential for the discovery and interpretation of natural environment and rich layers of history, through protecting and enhancing natural assets; facilities and built fabric; collections and displays; stories and memories.

### KEY PROJECTS + INITIATIVES

- Promote development of school-based education and excursion programs linked to existing curricula and national strategies for international education
- Tertiary knowledge and innovative programs, promoting development of MOUs with institutions such as UWA, Curtin University and TAFE to deliver environmental, recreational, horticultural and tourism-based research







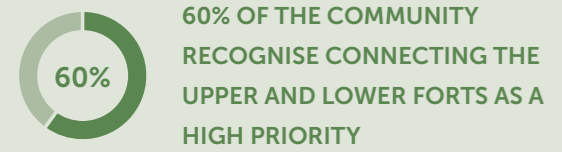
## PRINCESS ROYAL FORTRESS : RE-CONNECT UPPER + LOWER FORTS

### OVERVIEW

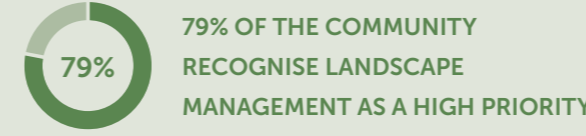
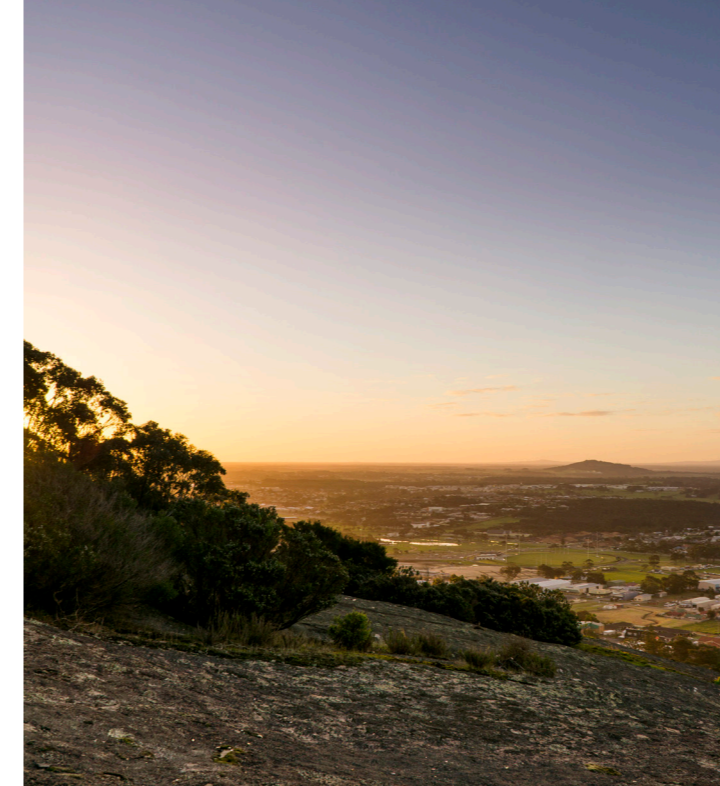
The Princess Royal Fortress (opened in 1893) is a valued local asset of national historical significance, with significant potential to expand and improve the experience of the National Anzac Centre and Mounts community precinct - by recognising the cultural and historical significance of the place, focusing on the continued discovery, interpretation and improved visibility of unique stories, people and places.

### KEY PROJECTS + INITIATIVES

- Physically re-connect upper Princess Royal Fortress and lower Plantagenet Battery sites through trails and interpretive reveals of hidden sites and history
- Restore and interpret original batteries and landscape settings (including gun emplacements, magazines, shell stores, bunkers)
- Target appeal and participation of different user groups / generations through the adaption of heritage assets and development of more relevant and engaging content and experiences



*'Plantagenet Battery should be open to the public... my grand-kids would love this as an adventure.'*



*'The beauty of the natural environment is what makes this site world recognised.'*

## SUSTAINABLE BIODIVERSITY + BUSHLAND BOTANIC GARDENS

### OVERVIEW

Provide inspirational experiences to enhance life – Key to the adoption of sustainable and adaptive management practices that will implement appropriate uses and enhance significant natural environments and places. The establishment of a world-recognised regional Botanic Garden network showcasing the region's unique landscape, biodiversity and natural environment.

### KEY PROJECTS + INITIATIVES

- Conserve and enhance natural bushland and rare granite outcrop environments aligned with best practice natural reserve management practices
- Good future management promoting sustainable practices and value systems for caring for country, completing the biological inventory, researching the major threatening processes and monitoring and taking appropriate action to conserve those species and communities most at risk
- Staged implementation of curated, developed display gardens aligned with best practice; celebrating local and regional landscape biodiversity
- Provide a node of consolidated infrastructure to support the working operations and management of the bushland and Botanic Gardens, including a visitor hub, glass houses, plant nursery and storage facilities







## NATIONAL ANZAC CENTRE, VISITOR SERVICES + ESSENTIAL INFRASTRUCTURE

### OVERVIEW

Identify, refurbish and enhance key infrastructure and public realm assets to ensure the continued successful operation and continually improving visitor experience within the broader Mounts precinct (Mt Adelaide, Mt Clarence and environs), and revitalised Princess Royal Fortress (PRF) and National Anzac Centre precinct.

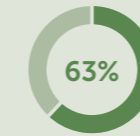
### KEY PROJECTS + INITIATIVES

- Review, refresh and improve the National Anzac Centre to ensure interpretative experiences remain relevant, engaging and consistently high quality
- Provide a visitor services hub that is a central, well-connected and an active arrival and orientation system within Princess Royal Fortress to support visitor operation and tourism services
- Vehicle access and parking strategy to provide better accessibility to the site e.g. car/bus parking overflow, entry access turn-around
- Build upon recent infrastructure upgrades and completed works to support site activation e.g. toilets, footpath connections, lighting, bins, seating, shelters, picnic facilities, drink fountains, bike racks



55% OF THE COMMUNITY RECOGNISE FACILITIES + INFRASTRUCTURE AS A HIGH PRIORITY

*'Good examples of low intensity development which gives value for your money.'*



63% OF THE COMMUNITY RECOGNISE A TRAIL NETWORK STRATEGY AS A HIGH PRIORITY

*'The natural environment needs protecting by establishing purpose-built and sustainable trails.'*

## ICONIC TRAIL NETWORK

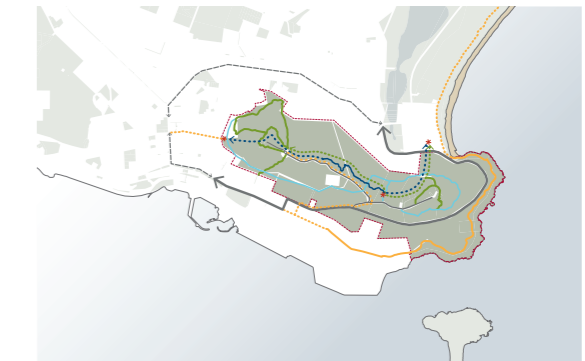
### OVERVIEW

Development of a balanced, site responsive trail network system - linking major destinations, neighbourhoods and activity nodes within the city, and catering to a range of different trail users, styles, levels of difficulty and experience (active, passive, heritage, nature) - whilst ensuring the protection of the sites' environmental, cultural and heritage values.

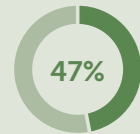
### KEY PROJECTS + INITIATIVES

- Master Plan to reflect a well-balanced and sustainable approach to the broad network of trails and linkages across the site which reflects both the needs of the community and the sites important environmental values
- Provide a network of trails which are legible, safe and well-connected
- Review, consolidation and implementation of the Mountain Bike trail network as per the AHP Trails Network Concept Plan (as adopted by Council December 2016)

- Iconic Coastal trail, enhance the coastal walk trail from Middleton Beach to the Port and Town Centre, showcasing information and linking sites of natural, cultural and historical significance
- Iconic Mt Adelaide | Irrerup trail, circular walk around the summit of Mt Adelaide, providing visitors with a short walk linking historic assets within the Princess Royal Fortress, iconic views and a bushland experience
- Iconic Granite Loop trail walk, circular walk around the summit of Mt Clarence, providing visitors with a walk through the ancient granite ecosystem
- Summit to summit walk trail linking Mt Clarence and Mt Adelaide.
- Park gateways and orientation nodes, lookouts and pedestrian links to vehicle lookouts and carparks







47% OF THE COMMUNITY OF WHICH, 61% OF YOUTH RECOGNISE THE ESTABLISHMENT OF A NATURE PLAYGROUND AS A HIGH PRIORITY

*'Lets get our kids into the bush!'*

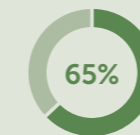
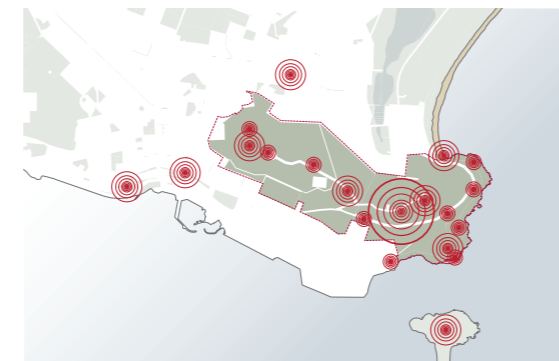
## PLACES TO PLAY + LEARN

### OVERVIEW

The Mounts can provide unique experiences for nature based play to enhance its community and visitor appeal – encouraging kids to play outdoors and in nature and to inspire positive environmental awareness, cognitive, emotional and physical development, through discovery learning and connection with nature.

### KEY PROJECTS + INITIATIVES

- Development of a place to play and promote nature based activities, located at Princess Royal Fortress in the area of maritime gun artefacts and native bushland
- Opportunities for nature play in the broader landscape
- Programme of inspired outdoor experiences through events, catering for children and family-based activities
- Development of outdoor designated education spaces for tour group gathering and storytelling and indoor, adaptive reuse of the Forts buildings to optimise use and participation



65% OF THE COMMUNITY RECOGNISE SIGNAGE AND INTERPRETATION AS A HIGH PRIORITY

*'Signage would make a huge difference in not only helping visitors and locals find their way but raising awareness of historic sites.'*

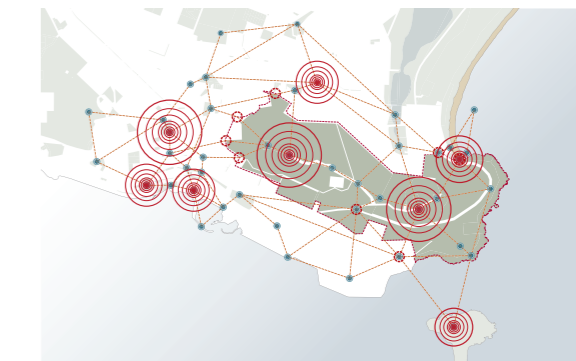
## STORIES, INTERPRETATION + WAYFINDING

### OVERVIEW

Development of a consistent, clear and legible brand and wayfinding system so that visitors are able to easily identify, navigate and interpret locations in a diverse network of activities and destinations.

### KEY PROJECTS + INITIATIVES

- Visitor orientation and wayfinding strategy to redefine the existing hierarchy of park 'gateway' entry and points of arrival, activity nodes and network of destinations to help user navigation and promote and improve the visitor experience
- Site-wide interpretation strategy connecting stories, interpreting information, connecting view lines to adjacent precincts and neighborhoods, key themes based around: Our Environment, Noongar Menang Culture, Colonial Heritage, Military Heritage
- Development and communication of a strong brand and identity that reflects the unique character of the site and its diverse users and can be used to promote activities and attractions





# 5.0

## NEXT STEPS

### OVERVIEW

The City engaged with hundreds of interested locals and visitors, community groups, government agencies and those with an interest in this project. So far we have received overwhelming support for the master plan process. Many opinions, ideas and values were shared during the consultation revealing that the Mounts is an important and highly valued place for many.

The insights gained through the consultation process has helped the City gain an understanding of which strategies and projects are most important to the realisation of the vision.

The City is committed to continuing to work with the community to advance the vision and develop a detailed draft master plan for the site. We are currently preparing concept plans to show how the strategies and elements can potentially be realised on the ground. Design, technical and feasibility studies are being carried out to understand cost and implementation issues.

The draft Master Plan document will be provided to the community for further engagement and feedback. It is expected that this consultation will occur mid-2020.

Thank you to everyone who has shown interest in the master plan process and contributed to the consultation process so far.

Stay up to date... for further information about the Mounts Master Plan and project news, please visit:

<https://www.albany.wa.gov.au/council/projects/live-projects.aspx>







## APPENDICES

- A MASTER PLAN SUMMARY DOCUMENT
- B COMMUNITY ENGAGEMENT SURVEY QUESTIONS
- C WORKSHOP PRIORITISATION MATRIX SHEETS
- D FEEDBACK SHEET