Rottnest Island Authority

Rottnest Island Coastal Walk Trail

Interpretation Strategy

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Rottnest Island Authority 2010 - 2011

This Interpretation Strategy was prepared in consultation with the Coastal Walk Trail Interpretation Working Group and Syrinx Environmental.

Contents and Structure

This Guide takes the reader through a step-by-step process of understanding the thematic concerns of designing the interpretation for the Rottnest Island Coastal Walk Trail and is structured as follows:

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1.0 Part A

1.1 Introduction

Interpretation is a means of communicating ideas and feelings which involve the visitor and help them understand more about themselves and their environment. Interpretation uses a variety of techniques to enrich the visitor experience and assist them to develop a keener awareness, appreciation and understanding of the natural, historical and cultural significance of a place. Techniques include guided walks, talks, drama, displays, signs, brochures and electronic media.

The Coastal Walk Trail is intended to be a vehicle by which visitors are exposed to the multiple histories of the Island. It will allow visitors to explore the Island and appreciate its beautiful landscape, layered history and cultural significance in an environmentally sustainable way. The integration of interpretation into the trail design must communicate the diverse values of the Island to ensure visitors continue to respect and protect the Island.

1.2 Context

Stage 1 of the Coastal Walk Trail was completed in 2007. This resulted in the adopted Rottnest Island Coastal Walk Trail Concept Report, and included a detailed landscape assessment, cultural significance study and concept plan.

Stage 2 of the Coastal Walk Trail forms the detailed development phase of the project. A Site Development Plan [SDP] has been developed to guide the implementation of the Coastal Walk Trail. The plan has been developed in GIS and includes a database containing detailed attribute tables to document the site constraints, facility provision recommendations, materiality, construction recommendations and implementation zoning.

The Coastal Walk Trail Interpretation Strategy has been prepared in tandem with the development of the Stage 2 Site Development Plan. It is also included in the GIS database and provides a direct link between interpretive content and location on site. To support the Interpretation Strategy, and strengthen the image of the Island, Stage 2 also includes the Coastal Walk Trail Facilities Style Guide and the Coastal Walk Trail Signage Style and Standards Guide for interpretation structures and trail signage.

The consultation strategy for Stage 2, involved the close working relationship between the Coastal Walk Trail project team and the Interpretation Workgroup to ensure that the SDP, Facilities Style Guide, and Signage Style and Standards Guide, are linked spatially and contextually to the RIA Coastal Walk Trail Interpretation Strategy.

1.3 Aims

The Coastal Walk Trail aims to create a major environmental, educational and cultural show piece that connects the community to the unique natural, historic and cultural environment of Rottnest Island.

This Interpretation Design Guide provides a broad framework to help ensure that the interpretive strategies along the trail are appropriate to the place. The Guide details over-

arching and specific interpretation design principles for the Coastal Walk Trail including themes, graphic design and production, to procurement and maintenance.

It outlines each of the Coastal Walk Trail ‘nodes’ in terms of the key theme, main messages, nature of storylines, recommended signage type and alternative or complementary interpretive devices and delivery methods.

The interpretation of the trail will be enhanced by the creative input of artists, writers, designers and community participants, as each of these of the zones are developed.

The Interpretation Design Guide does not aim to act as the guiding document for all interpretive development on Rottnest Island but rather has been designed to complement existing interpretation and consolidate this where appropriate and practical.

2.0 Part B

Extensive consultation has been carried out over the lifespan of the Coastal Walk Trail project to guide its development. This process has involved numerous parties with vested and diverse views of the Island.

2.1 Coastal Walk Trail Interpretation Working Group

A Coastal Walk Trail Interpretation Working Group was established to help guide the development of the CWT Interpretation Strategy.

Members were invited by the Rottnest Island Authority to be a part of this working group based on their knowledge and expertise in varying areas relating to Rottnest Island in terms of its social history, environment, geology, maritime values, Aboriginal significance and as well as their experience with interpretation development and marketing and design.

2.2 Methodology

The Interpretation Strategy was developed over 4 half day workshops. The workshops were jointly facilitated by the RIA Interpretation Officer and Syrinx and collected valuable input on how and where to best provide interpretive experiences along the walk trail whilst also protecting the Islands natural and cultural values.

Through the workshops, the CWT Interpretation Working Group assisted in the development of the Interpretation Strategy in the following ways:

- Development of an over-arching theme and sub-themes
- Input into where nodes should exist and where they should not (based on cultural and environmental sensitivities)
- Identifying the interpretive opportunities which exist at each of the nodes
- Site significance of nodes and trail locations
- Possible stories for nodes
- Key messages for the trail, for the nodes and supporting and marketing material
- Key information and research needs
- Input into standards for interpretation graphics, content and infrastructure
- Development of the Signage and Facilities Design Guides
- Exploration of additional/alternative media and methods of interpretation to be used in the interpretation of the trail.

The consultation process also ensured that the work undertaken by the CWT Interpretation Working Group has been adequately accounted for during the Site Development planning phase.

CWT INTERPRETATION WORKGROUP MEMBERS	POSITION
RIA Staff	
Genevieve Farrelly	Interpretation Officer and CWT Interpretation Strategy Project Manager - Education and Interpretation
Patsy Vizents	Heritage Officer, Cultural Heritage
Harriet Wyatt	Manager of Cultural Heritage And Executive Team Member
Rian Caccianiga	Conservation Officer – Environment
Tracey Bell	Education and Interpretation Coordinator
Karen Shields	Marketing Coordinator
Reg Yarran	Project Officer – Cultural Heritage
Mark Ward	Design and Production Coordinator
External Members	
Bob Gozzard	Geo Survey WA
Barry McGuire	Cultural and NRM Facilitator - Perth NRM
Marissa Verma	NRM Facilitator - South West Aboriginal Land & Sea Council
Noel Nannup	Aboriginal Consultant - Attended First Interpretation Workshop only
Mike McCarthy	Department of Maritime Archaeology - Western Australian Museum

Table 1. Members of the Coastal Walk Trail Interpretation Working Group.

3.0 Part C

3.0 Theme Development for the Coastal Walk Trail

The overarching theme for the Rottnest Island Coastal Walk Trail is **'Together steady, steady – Linking people to place and place to people'.**

This over-arching theme encompasses a holistic approach to the messages, stories and experiences which the Coastal Walk Trail aims to achieve.

The word **'together'** indicates that the people and place are one. It aims to capture the fact that Rottnest Island is a significant part of people's connected history and peoples social identity today.

That Rottnest Island is unique and special to people for many and different reasons but people are united and connected to each other through their strong connection and identity with the Island.

"Steady, Steady" is a very abstract concept, but it aims to pull together many things. The committee recognised that it will have as many meanings as there are visitors to Rottnest Island. Overall the committee saw this as a positive thing as it will encourage visitors to think about what 'Steady, Steady' means to them.

The types of ideas and experiences it aims to deliver are:

It's about being steady and not rushing
It's about doing things well by taking time to understand the Island - its environment and cultural significance
It's about relaxing whist being sensible, thoughtful and respectful.
It's about absorbing experiences and really "taking it all in"
It's about being able to see the bigger picture and identifying the individuals place, role and responsibility within it.

The tag line **"Linking people to place and place to people"** aims to encapsulate the essence of the trail as a vehicle for visitors to appreciate the new and old cultural and natural dynamics of the Island which encourages conservation and respect. It's also about celebrating people's connection and identity to the Island whilst realising the role they play now in preserving the Island for the future.

Rottnest Island Coastal Walk Trail overarching theme:

"Together steady, steady – Linking people to place and place to people"

Sub-theme 1.0
The Jewel of Rottnest Island

Provide Location and context

Provide understanding of the greater context of the Island, the layers that make it unique and what the walker will be able to discover along the trail.
It will provide an understanding of where Rottnest Island sits in relation to the Swan Coastal Plain and Western Australian context.
Information within this category will refer to both physical location and make-up of the site and information on historical and environmental conditions.
The theme will use the idea of Rottnest being like a multi-faceted jewel – when looked at from different angles can appear differently thus allowing for different, perspectives, discoveries and layers.

Sub-theme 2.0
Many People: Many stories

Provide Significance and meaning

Provide understanding of the cultural and historical significance of the Island and its complexity.
Stories will provide an understanding of the many connections which people have to the Island and the important role in which the Island plays in people's social identity. Information will lead from original indigenous social and cultural usage and connection, through to western appropriation of the Island and its use.
Stories presented will reflect both the context of usage of the Island and the connection which people have gained from this usage. The stories will also provide understanding of the spiritual connection for Noongar people.

Sub-theme 3.0
Shaping the Island

Provide understanding of the physical changes to the Island overtime which have resulted from natural processes and human development, change and use.

This theme will also provide understanding of how the Island's natural landforms and environment have influenced how people have used the Island over time.

It will also provide understanding of how natural processes will shape the Island (physically and socially) in the future.

Sub-theme 4.0
The story continues

Provide an understanding of the role which the visitor plays in preserving the Island for the future.

Stories will focus on Island management and issues (environmental and heritage conservation), sustainability and reconciliation.

4.0 Part D

4.1 Coastal Walk Trail Interpretation Location and Content

The Trail network is divided into three trail 'themes', which is based on their spatial locations: Perimeter, Central, and Inland. Each trail theme is interconnected by a series of Primary, Secondary, and Tertiary Nodes defined by its associated signage hierarchy. The signage hierarchy along these trails will enable the visitor to gain a deeper understanding of the Island's values, whilst facilitating improved connection between the trails.

4.2 Activity Nodes

Establishing a hierarchy of activity and information nodes along the trails has been identified as a means to aid in alleviating pressure away from particular areas and to enhance visitor experience. Interpretation opportunities have influenced where nodes will be located whilst node location has influenced what interpretation will take place.

4.3 Node Interpretation Hierarchy

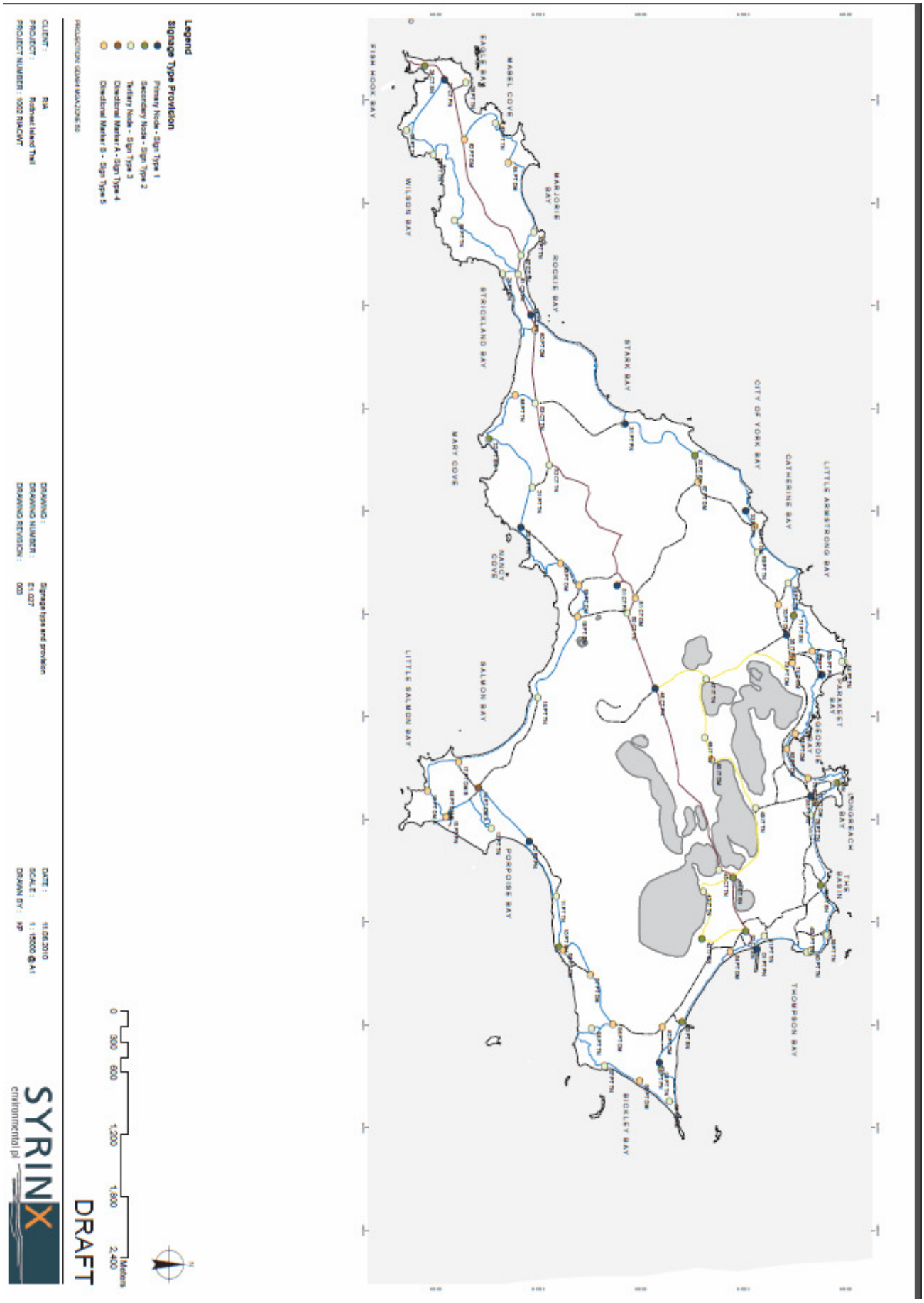
Interpretive content to be structured according to the node it defines and its location on site. The trail alignment, location of nodes and Interpretation content are contained in the RIA Coastal Walk Trail GIS data base.

Primary Node – will provide a general introduction to the area's content.
Secondary Node – will provide an outline of the area's content with specific points of interest.
Tertiary Node- will provide site specific interpretive content.

4.4 Zoning and Implementation

Due to the scale of the project and staged funding opportunities, The Coastal Walk Trail Site Development Plan has divided the three trails into discreet zones and priority areas. This zoning will facilitate the implementation process for future stages of the project, allow phasing of works and enable complete packages of work to be completed within each zone. The interpretation elements of the Coastal Walk Trail, identified in this Design Guide will be implemented as part of this phasing.

The Trail and all associated assets are contained in the RIA GIS database and the Trail's Site Development Plan (SDP).



Map 1: Rottnest Island Coastal Walk Trail Stage 2 – Trail alignment and node location.

Node ID and Type PN – Primary Node, SN – Secondary Node TN – Tertiary Node	**Key Theme**	**Storyline**	**Interpretive Opportunity and Content**	**Interpretative Device (See Design Guide: Signage)**	**Comments and Recommendations**
01 PT PN	The Jewel of Rottnest Island	Rottnest Island has many layers that make it unique. Rottnest is like a multi-faceted jewel – when looked at from different angles can appear differently thus allowing for different, perspectives, discoveries and layers.	Provide understanding of the greater context of the Island, the layers that make it unique and what the walker will be able to discover along the trail. End of Main Jetty and main point of visitor arrivals. Start the journey: Provide context of the Island and provide a Welcome to Country. Build expectation of experience – provide information about the types of environments and conditions the walker will pass through and experience. Communicate values of Rottnest Island and appropriate behaviour. Provide general information to lead into the three trails, over all themes and feeling of the trail/s. Provide basic facts on the three trails - orientation / directional information. Provide safety and security information which covers water availability, emergency contact details, shade, trail distance and time and physical requirements.	Sign Type 1	Need to remove accommodation function from first impressions Increase interpretation at first point Target information to different user groups- 'layered' information Better utilise RVGA guides at arrival point Need to consider alternative dispersal points as visitors will be arriving at once.

			Create awareness of the importance of respect for wildlife (not feeding them etc). Provide examples of why the animals on Rottnest Island have great importance to Aboriginal people and culture.		
02 CT SN	The Jewel of Rottnest Island	Rottnest Island has many layers that make it unique. Rottnest is like a multi-faceted jewel – when looked at from different angles can appear differently thus allowing for different, perspectives, discoveries and layers.	Provide location and context of Rottnest Island and the Coastal Walk Trail. Content for 02 CT SN to be very similar to node 01 PT PN. Provide understanding of the context of the Island, the layers that make it unique and what the walker will be able to discover along the trail.	Sign Type 1	Information needs to replace and encapsulate existing bus shelter.
03 PT SN	Many People, Many Stories	Rottnest Island played a significant role as an Australian Army Base during World War Two.	Interpret the Army Jetty as a historical 'Point of Entry' for visitors, day trippers, ferries, rail and army use. Provide and introduction to Army presence on the Island and its significant role in WWII WA coastal defence. Provide an introduction to the early private settlement of Rottnest Island. Set the scene for shipwrecks around the Island and coastal conditions. Site of 1st limestone quarry. Starting point of railway.	Sign Type 2	Interpretation could set the scene for early holidays. In 2011 Rottnest Island will celebrate 100 years of Tourism – this may be incorporated into interpretation.
04 PT PN	Shaping the Island	Evidence of the Coastal Defence and Army on Rottnest	'*Defence of the nation'* *Interpretation should investigate:*	Sign Type 1	Node to provide a directional link to

		Island during WWII can be seen on the Island today and still impacts the way in which visitors use the Island.	▪ What life was like for soldiers serving in WWII on Rottnest Island. ▪ Impact on the Island from Coastal Defence activities – environmental, structural (road systems, infrastructure such as the jetty and railway). ▪ Use of Kingstown Barracks – historical significance and contemporary value and use today.		Bickley Walk Trail.
05 PT TN	Many People, Many Stories	During World War II, the ship *Uribes* was transporting military stores from Fremantle to Thomson Bay, when engine failure caused it to drift onto a reef off Kingstown.	Provide an appreciation of the significant maritime heritage around the waters of Rottnest Island. Provide orientation to the Natural Jetty and explain its geological significance. Inform the visitor that there are other shipwreck sites around the Island which can be visited.	Sign Type 3	The trail from node 05 PT TN should lead down to the site of the *Uribes* Shipwreck.
06 PT TN	The Jewel of Rottnest Island	The World War Two 'fear of invasion' was very real on Rottnest Island however the experience was very different to many other Australians who were involved in other facets of the war during this period.	Reflection and rest point - Site of submarine telecommunications cable, search light emplacement, views of Fremantle and Cottesloe. This site can provide a very different perspective of WWII involvement than many other Australians who were involved. Use existing old 'Search Light' emplacement structure as a place to rest and contemplate what it would have been like as a person on watch - the boredom, the fear of invasion and the many false alarms (the guns were never fired in anger).	Possible story to be told by digital means e,g podcast. Use of oral histories.	'Search Light' Structure needs to be repaired and made safe for rest spot and visitor use.

			Explain the significance of Phillip Rock and the fact that the top was blasted off the top during WWII to allow better views of the mainland from the search light at Point Phillip.		
07 PT TN	Many People, Many Stories	Aboriginal people have a deep spiritual connection to Rottnest Island and other off-shore Islands close by. Their beliefs of how these Islands were formed are very different to Western European beliefs.	Provide an appreciation of Aboriginal people's deep and important cultural connection to Rottnest Island and other off shore Islands near Perth. Opportunity to use the Aboriginal creation story of how Wadjemup (Noongar name for Rottnest Island) was formed and the physical and spiritual connection to Carnac and Garden Island.	Sign Type 3	The point provides a good view of the natural jetty – Use natural jetty as an example of climate change processes.
08 PT TN	The Jewel of Rottnest Island	Rottnest is like a multi-faceted jewel – when looked at from different angles can appear differently. Unlike today, Rottnest Island was once a very isolated and remote location.	Create an appreciation of the fact that Rottnest Island is remote and isolated. Use the military occupation and perspective as an example of this. Provide emphasis on separation (physical and emotional - army workers), loneliness and isolation. Social separation of Military workers from each other. Create the feeling if long shifts in the Battery Observation Posts.	Sign Type 3 Possible story to be told by digital means e,g podcast	Spectacular view of Garden and Carnac Island.
10 PT SN	Shaping the Island	Shipwrecks around Rottnest have been caused by many bad decisions and judgements.	Give the walker an appreciation of how the waters around Rottnest are complex and unique and how bad decisions have had dramatic consequences. Interpretive content could include: ▪ Conservation of maritime history	Sign Type 2b	This panel should be done in consultation with the Maritime Archaeology Department at WA

			▪ Trade, scandal and bringing stuff to the Island ▪ Climate, reefs, wrecks and terrible weather ▪ Development of trade and ferry wars ▪ Connection to regional/global shipping stories ▪ Drunkenness of sailors ▪ *Shark* Shipwreck is visible (snorkel site) ▪ Placement of Port of Fremantle - unsuitable location, bad maritime decisions - how this impacts us today and into the future.		Museum.
11 PT TN	The Story Hasn't Finished	The shipwrecks which lie in the waters around Rottnest Island are a major part of Western Australia's maritime heritage. It is important that we protect and conserve them.	Give the walker an appreciation of the importance of Rottnest Island's shipwrecks. Content may be based on the following: ▪ Shipwrecks are time-capsules, reflecting particular moments in history. They are significant for their stories of disaster, tragic loss of life and courageous survival. ▪ Some of the shipwrecks are important due to the cargo they were carrying or the technology behind the vessel's construction and fit out. ▪ Shipwrecks are an important part of our heritage they also provide essential habitats for underwater plants and animals, including rare and endangered species. ▪ Henrietta Rocks – site of the *Shark* Shipwreck. ▪ Little is known about the history of *Shark.* The hopper barge wrecked in 1939, after it broke its moorings at Fremantle and drifted to its present location at Henrietta Rocks in Porpoise Bay – Maritime Archaeologists are studying this shipwreck to learn more about early transport and trade.	Sign Type 3	This panel should be done in consultation with the Maritime Archaeology Department at WA Museum.

12 PT PN	Many People, Many Stories	European exploration of the Island was a gradual process which happened over many years.	Exploration and Discovery opportunity ▪ European naming and discovery of the Island and the race to discover WA. This could include extracts of original observations of the Island by Dutch and European explorers ▪ VOC ▪ Porpoise Bay is believed to be the first place where Willem D'Vlamingh landed on the Island.	Sign Type 1 - integrated into facilities	Provide a general Introduction to Parker Point area from coastal walk.
13 PT TN	The Story Hasn't Finished	Dunes are interesting environments which play a crucial role in coastal stabilisation. Dune movement is a natural process which is accelerated by human disturbance. Visitors have a responsibility to protect the environment and ensure its long term future and sustainability.	Give the walker an appreciation of why dune systems are unique and important for the environment. Explain erosion and environmental impact on dune systems Give examples of what Rottnest would look like if all the bays became blow outs.	-	-
14 PT DM A	Directional Marker only	Directional Marker A	Old Growth Forest Large social connection - part boating community Significant marine value - most southern coral reef found in Australia.	Directional Marker A	Directional Marker A
15 PT PN	Many People, Many Stories	The Parker Point area is unique and special to many people for many reasons.	Provide an introduction to the Parker Point area. Woodlands	Sign Type 1 - integrated into facilities	Bird Vantage - Red-capped Robins and Golden Whistlers.

			▪ Give the walker an appreciation of terrestrial habitats and woodlands in the area. Eg What the Island looked like before it was cleared. ▪ Remnant Woodlands [Watson Glade] – include information about bird species found in the area (Red-capped Robins and Golden Whistlers) ▪ Watson Glade – Aboriginal significance and social connection during prison period. Parker Point Marine Environment ▪ Effect of Leeuwin Current: Tropical meets temperate waters - effect on marine diversity (including presence of Pocillopora Reef) ▪ Marine degradation – impact of boats on environment such as seagrass, corals and development of Lyngbya algae. Dune destabilisation – cause and effects. Geology and fossils in the area. Create awareness of osprey nest and importance of appropriate interaction and viewing distance.		Sanctuary Zone. Pocillopora Reef.
16 PT DM B	S – Facilities only Directional Marker B	Many People, Many Stories	No interpretive signage - reflection node only Snorkel Trail Social Value High environmental and recreation values.	Directional Marker B Lookout	Story to be told at Parker Point major node (15 PT PN)
17 PT DM B	S - Facilities only	Many People, Many Stories	No signage - reflection node only Osprey nest, sanctuary zone,	Directional Marker B	Story to be told at Parker Point major

			Crested terns Geological structure – layers of limestone.	Lookout	node (15 PT PN)
18 PT TN	Shaping of the Island	Rottnest Island is like a geological 'evolutionary' book. Parts of the Island are recognised as having international geological significance.	Formation and Geology Create awareness of the geological significance of the Island and its importance as an evolutionary book to learn from. Talk about Fairbridge Bluff as a site of international geological significance (oldest part of the Island - shows evolution). Between Nancy Cove and Salmon Bay is the site of the oldest exposed rock formation on the Island, the Rottnest Limestone, from the Late Pleistocene period. - International significance.	Sign Type 3 on main road*	Do not direct people to the site but rather give them an appreciation for the area as a whole.
19 PT DM	Directional Marker B	Directional Marker B	Directional Marker B	Directional Marker B - Sign Type 5	Directional Marker B
20 PT PN	The Story Hasn't Finished	Rottnest Island is a popular fishing destination. Going fishing is a tradition and is part of may peoples memories and connection with the Island. Fish stocks have decreased dramatically over the years. Today's visitors are part of the Islands future fish stocks and have a responsibility to ensure fish sustainability.	Fishing and history - fishing and future and what people need to do to help sustainability. Talk about sanctuary zones and the importance of protecting fish stocks. The important role which seagrass plays in marine ecosystems and the need to protect it. Also create awareness of the importance of Rodoliths and cyanobacteria Green Island Sanctuary Zone - important seagrass area.	Sign Type 1	Use of oral histories to highlight decreases in fish stocks and abundance through time.

			Implications of building on the Island - Limestone from Nancy Cover was used to build then lighthouses.		
21 PT TN	Many People, Many Stories	Rottnest Island has influenced the way in which people recreate and their person experiences.	Provide an appreciation of the recreational history and opportunities of the Western End of the Island. Surfing 'mecca' on the Island – culturally significant.	Sign Type 3	-
22 PT SN	Many People, Many Stories	Rottnest Island is a significant place for Aboriginal people from all across Australia.	The area is very significant for Aboriginal people and signifies a time of attitudinal change and moving together for the spiritual healing of the Island. Whale Dreaming site - links to the past and the future - link to the quod and healing. Other significant aspects of the site: • Wreck of the *Anetra* • Osprey nest • Geology	Sign Type 2 integrated into facilities	Consider the story of the whale Dreaming to be told at Bathurst, rather than Strickland. This will need further investigation and consultation with the Aboriginal community.
23 CT PN	The Story Hasn't Finished	The geology and natural environment on Rottnest Island will change into the future.	Create awareness that the Island continues to change and how it will physically change into the future. Use Narrow Neck as evidence of this (ie is the most narrow section of the Island and is getting narrower). Highlight causes (climate change and sea level rise) and consequences and how this will affect visitors in the future (two islands, ferries to West End).	Sign Type 1 integrated into facilities	-

			Create a timeframe for when this will occur. Show past evidence (ie road needed to be moved otherwise it would have been washed away). Bush Tucker and medicines on the Island (reeds growing in this area are used to treat skin irritations). Narrowest part of the Island - is affected by climate change.		
24 PT TN	The Jewel of Rottnest Island	Rottnest Island is geologically significant	Introduction to Wilson Bay area and point out points of interest: • Algal Polygons • Limestone' Paddy Fields' • Storm Bench • Algal Polygons	Sign Type 3	*Location to be moved to south side at end of existing bus turning head. All info contained at this point for the walk to Radar Hill.
25 PT TN	Many People, Many Stories	Rottnest Island played a significant role as an Australian Army Base during World War Two.	Create awareness of the connections of the site to Oliver Hill and Bickley	Sign Type 3	Good long range views over the Island and back to Oliver Hill, Bickley and also Narrow Neck.
26 PT TN	Lookout Location – reflection node only	Lookout Location – reflection node only	Lookout Location – reflection node only	Sign Type 3	Lookout Location

27 CT PN	Many People, Many Stories and The Story Hasn't Finished	Rottnest Island is connected – to many people and many places in many different ways at many different scales (global, regional and local). Future protection and sustainability Reconciliation	Aboriginal Significance • Spiritual significance to mainland and other Aboriginal groups across WA. • Aboriginal Story Telling - jippi jopy budja (the rhythm of the land). • Aboriginal Significance - West End is the Heaven for spirits. • Trade route evidence exists on the Island which physically connects it to other places in WA. • Aboriginal Spiritual Geographical Connection: Lines up with Uluru - song lines. • Stories about interactions with Aboriginal and European people during the establishment of the Swan River Settlement. Environmental Significance • Tamala Limestone • Shearwater (Bird) Habitat • Rottnest Island Ships Graveyard Coastal Defence Significance • Site of WWII Search light emplacement	Sign Type 1 integrated into facilities	This site needs to pull many different facets of the trail together – all themes are present and important at this site. This will require careful planning to incorporate all whilst avoiding too much information. Perhaps the interpretation could link back to Rottnest being like a jewel - with many different facets and angles.
28 CT SN	The Jewel of Rottnest Island	Rottnest Island has many layers that make it unique. Rottnest is like a multi-faceted jewel – when looked at from different angles can appear differently thus allowing for different, perspectives, discoveries and layers.	Create the feeling of isolation – Wilderness, isolation and ruggedness Use West End to provide Geographic significance – "Where are we?" Create awareness of the marine significance of the area. Include stuff about Grey Nurse aggregation, whale passage, shearwaters, and *Kiro Miru* shipwreck	Sign Type 2	-

			and Rottnest Island Ships Graveyard. Aboriginal Story Telling: Whale Dreaming.		
29 PT TN	The Story Hasn't Finished	Rottnest Island has many visitors every year. We have to ensure that we do not end up 'loving the Island to death'.	Create awareness of the need for sustainable tourism and wildlife management. Use NZ Fur Seals as an example of environmental change and wildlife management. How we as humans influence climate change and how that will impact on Island conditions in the future. Use Shipwreck - *Kiro Miru* as an example of changes in climatic conditions and how this may affect shipping/ reefs in the future.	Sign Type 3	-
30 PT TN	The Story Hasn't Finished	Management of our marine environments is important for sustainability and the future.	As a heavily used bay for recreational boating this node provides a good opportunity to talk about: • Marine management. • Why do we have moorings? • Environmental impact of boat use and peoples role in protecting marine values. Good vantage point, vistas from Abraham Point back over Narrow Neck.	Sign Type 3	-
31 PT PN	The Jewel of Rottnest Island And Sub-theme	It is important that we holistically manage and project all different facets and values of the Island to ensure that as a whole it remains healthy and beautiful.	Sustainable fishing practices and how fishing practices and success have changed and why. Recreational fishing, crayfishing and maritime activities.	Sign Type 1 integrated into facilities	-

	The Story Hasn't Finished	(Liken the story line to a precious jewel that on one side of it is damaged then the light will not flow through it properly and its clarity and function will be compromised)	Environmental quality and character of the beautiful bays. Weather conditions and seasonal change across the Island – best visitation times. Link this to Noongar Seasons. Stark Bay, named after J.B Stark. Managing Secretary for 20 years 1935-1955.		
32 PT SN	S		Includes Seasonal way finding marker for summer beach / or winter cliff top walk.	Sign Type 2	-
33 PT PN	Many People, Many Stories	Many places on the Island are extremely significant to different people for completely different reasons.	Use the examples of the *City of York* shipwreck and the 'Two Brothers Hill Dreaming' to highlight to the walker how different the significance of important sites on the Island can be for different people/groups. Create awareness of the *City of York* ship wreck and loss of life. It will give the walker an appreciation of what the crew went through and why a second lighthouse at Bathurst was built. Now the light houses work together to not let this happen again. Aboriginal Dreaming Story - Two Brothers Hill – (refer to research notes): will tell the story of the 'Two Brothers' who went through the land causing chaos and forming the landscape. The walker will gain an appreciation an awareness of the long association Noongar people have had with the Island and its place in creation.	Sign Type 1 integrated into facilities	*Located at base of hill where existing facilities are. Info/bus stop to be located at top of hill

34 PT TN	The Story Hasn't Finished	Rottnest Islands Marine environment is unique. Marine Sanctuary Zones have been placed in the waters around Rottnest and are important for protecting the environment.	The Sanctuary Zones around Rottnest Island aim to protect examples of marine habitat types and increase fish numbers. Each Sanctuary Zone has been chosen to protect a particular aspect of the marine environment. Significance of the Army Strong Bay Sanctuary Zone. Several types of fish and animals which are found here are not recorded on the mainland such as some types of sea star and sea urchins. This zone also contains many soft coral species and many types of sponges.	Sign Type 3*	The existing sanctuary zone signage is located further down the track. Potentially the proposed info node sign could be replaced with a Trail Marker if story can be told elsewhere.
35 IT PN	Shaping of the Island	Land use on Rottnest Island has been shaped by its environment and has shaped the environment.	Provide an introduction to the pink lakes including information about: • Why the lakes are pink and the vegetation types which exist here. • Talk about the significance of the samphire, pines, grasses and sedges. • Lakes as transition areas from coastal to inland conditions. Give the walker an appreciation of other land use factors and influences: • Fire destruction and regeneration • Fresh water seeps • Agricultural history • Aboriginal hunting practices and seasons.	Sign Type 1 integrated into facilities	-
35b PT PN	The Story Hasn't Finished	How we recreate on the Island 'today' will influence how we	Interpretive information to focus on recreational use and impacts of the area including:	Sign Type 1 integrated	-

		recreate and use the Island 'tomorrow'.	• Snorkelling and associated marine values. • Sand dunes and erosion – recreational impact • Sea Grass	into facilities	
36 PT PN	Shaping of the Island	Developments in coastal areas must be well planned for environmental change, climate change and sustainability.	Create awareness of the erosion effect which the development of Geordie Bay has had on the sand fore dunes. Also talk about climate change and how this will have implications on the Geordie Bay settlement and future development – Introduce the concept of Coastal Planning. Create awareness of the need for sustainability and appropriate resource use. Use Desalination Plant as an example. Safety - highlight "Leaving settlement = no potable water supply".	Sign Type 1 integrated into facilities	-
37 PT SN	The Jewel of Rottnest Island	Coastal recreation and risk.	Interpretive information should talk about coastal risk (at this site and also around the Island) and appropriate recreation and use.	Sign Type 2	Coastal risk area
38 PT SN	Many People, Many Stories	Areas on Rottnest Island hold very different significances for different people. The Basin is a place of fun, sun and sadness.	Recreational history of the site, balanced out against the sadness which this site holds for Aboriginal people (during prison era). Popular holiday swimming spot Social connection.	Sign Type 1 integrated into facilities	-

			Also could give visitors information about the rescue which occurred here on the 18th Feb 1910.		
39 PT TN	Many People, Many Stories	Maritime heritage and weather.	Interpretive information should give the walker an appreciation of the significance of Bathurst Lighthouse and its connection to *City of York* shipwreck. Interpretation could also link to the Pilot Boat Service and Boat Shed in the settlement. The interpretation could also look at European contact /settlement of the Island as this site is believed to be where Europeans (Leeman with VOC) landed on the Island.	Sign Type 3*	*Potential for these signs to be integrated into existing railings/balustrades
40 PT TN	Many People, Many Stories	Aboriginal people have a long connection to Rottnest Island which dates back thousands of years prior to European settlement.	Create awareness of the long connection that Aboriginal people had to the Island prior to the sea level rise. Explain the significance of the artefact which was found and what this shows about how the Island was used by Aboriginal people. Place where Aboriginal artefact was found which shows that Aboriginal people occupied and used the Island prior to the sea level rise.	Sign Type 3	-
40b PT TN	Many People, Many Stories	Aboriginal people have a deep connection with the Island through the Dreaming. Rottnest Island is also a very sad place for Aboriginal people. It was a place of incarceration	Caves where it is believed that the first Aboriginal prisoners where held. Whale rock – create awareness of the connection which Aboriginal people have with the land. Use the rock as an example of the different way which Aboriginal people see landscapes and features in the	Sign Type 3	-

		for over 100 years.	land and the significance of this.		
41 PT TN	Many People, Many Stories	Rottnest Island is a very sad place for Aboriginal people. It was a place of incarceration for over 100 years.	Connection to Aboriginal Precinct and location of holding cell. Provide an introduction about how Rottnest Island was used as an Aboriginal Prison and the significance of this for WA Aboriginal people. Provide directional link to the Prison Trail (when it is developed).	Sign Type 3	-
42 IT SN	Shaping of the Island	The Salt Lakes on Rottnest Island are an important ecosystem and play an important role in understanding how the Island was formed.	Interpretive information should give the visitor appreciation of the origins of the lakes, how they were formed and their fragility. Information should cover the importance of the Salt Lakes for migratory birds and breeding. Also talk about food chains, sea monkeys and lack of predators on the Island. Site of geological significance - Stromatolites and threatened ecological status.	Sign Type 2	-
43 IT TN	Shaping of the Island	The Salt Lakes have shaped an important part of the Island's social history.	Information should interpret the social heritage value of the site through its use as a bathing location and sailing area (there is evidence of this carved into the limestone).	Sign Type 3	-
44 CT SN	Many People, Many Stories	Salt Lakes were significant in helping establish the Island as a regional settlement through agriculture and salt harvesting.	Visitors should gain an appreciation of the significance of the salt industry and agriculture which operated on the Island and the role that it played in establishing it as a regional settlement.	Sign Type 2	Create links to Interpretation of the Salt Store, Old Mill and Hay Store in the Thomson Bay

			Information should also create an awareness of Aboriginal involvement in the agricultural and salt works industries and associated projects such as building the causeway. Create awareness of middens and duck traps in the area which were built and used by Aboriginal prisoners.		Settlement.
45 CT TN	The Story Hasn't Finished	The Rottnest Island Salt Lakes are an important part of the environment and social heritage. They are very fragile and need to be protected.	Give visitors an appreciation of how the salt lakes are used today (and not used) i.e. Education, research, geological understanding. Talk about assistance of volunteers with bird monitoring programs.	Sign Type 3	-
46 CT PN	The Story Hasn't Finished	Learning from past management for our future.	Visitors should again an appreciation of how and why the Island's woodland areas are being managed for the future. Use the woodland restoration project as an example. Also acknowledge assistance from volunteer groups. Also incorporate information about: • Bush tucker species and hunting areas • Seasonal change and links to species • Talk about frogs/reptiles/bush birds as indicator species for woodland and ecosystem health. • Pink Lakes as part of the woodland ecosystems. Information should provide a 'taster' for Oliver Hill to encourage visitors to go up to the Oliver Hill site and	Sign Type 1 integrated into facilities	*Content should cross reference sign location 35 – but not be the same. Directional signage link to Oliver Hill

			discover it in more detail. Talk also about fire and its role in regeneration.		
47 IT TN	The Jewel of Rottnest Island	The Pink Lakes on Rottnest Island are a unique.	Visitors should gain an appreciation of the ecology of the Pink Lakes and their surrounding vegetation. Talk about frogs and the importance of the Island's species as well as monitoring and research.	Sign Type 3	-
48 IT TN	Shaping the Island	Agriculture played a significant role in Rottnest Island's early establishment.	The visitor should gain an appreciation of early agricultural development on the Island. The section of trail passes through Robert Thomson's Farm (whom the Settlement was named after) and therefore this should be interpreted accordingly.	Sign Type 3	Create links to the Old Mill and Hay Store (Museum) Use stories of early settlement and farming attempts of Thomson and his family.
49 IT TN	Shaping the Island	Rottnest Island's geology is unique and is important for learning. The Island is like a Geological evolutionary 'book'.	Walkers can gain an appreciation of the connection to the islands elevated shoreline platform. Interpretation should also provide information on the use of limestone which was quarried from the area. Soil profiles can also be interpreted. SSSI [Site of Special Scientific Interest]	Sign Type 3	-
50 CT TN	Many People, Many Stories	Quokkas are an important part of Rottnest Islands environment and heritage, as well as	Focus of interpretation on quokkas – European and Aboriginal perspective.	Sign Type 3	Must make sure position of sign does not conflict with

		spirituality.	Interpretation should encourage visitors to respect wild life (quokkas) on the Island by not feeding or touching them. Interpretation should also highlight historical information about early European/quokka interactions. Aboriginal Dreaming story for the quokka could also be told to encourage people to see the spiritual connection that Aboriginal people have with the Island and its wildlife.		users/bikes/bus
51 CT PN	Many People, Many Stories	Rottnest Island is a place of many links and connections.	Interpretation should utilise the views of the Island to talk about spiritual, ecological and historical connections across the Island. Information should consider: • Signal Ridge • Maritime Communication and links to pilot boat service and house. Dreaming links to other 'country' and Uluru. Aboriginal significance and Caterpillar Dreaming story to be told at this site. Links to land use, adaptations, settlement development and changes in ecology over time.	Sign Type 1 integrated into facilities	Further consultation with Aboriginal community needs to be carried out to confirm appropriateness of stories and locations.
52 CT TN	Many People, Many Stories	Fresh water is precious on Rottnest Island – and always has been.	Underground aquifers which exist in the area and the importance to the Island for visitor usage. Also create awareness of the Aboriginal use of	Sign Type 3	-

			freshwater supply – reading of change in vegetation types in relation to freshwater location and availability. Location of bores and freshwater around the Island.		
53 CT TN	Shaping the Island And Sub-theme The Story Hasn't Finished	What will Rottnest Island's future climatic conditions be like? How will this impact the way in which we manage and use the Island?	Weather conditions on both sides of the Island. Seasonal condition/daily change.	Sign Type 3	-

5.0 Part E

A series of factors have been identified as crucial considerations for the development and implementation of interpretive content and experiences.

5.1 Curatorial and Editorial requirements – Recommendations

1. Quality Assurance: The Rottnest Island Authority establishes a protocol for how the interpretive stories are sourced, who is writing the stories, and who is responsible for the Quality Assurance of the content. It is suggested that information and research for interpretive content to be gathered in-house by RIA staff with all content thoroughly researched and referenced.

2. The interpretation should not simply repeat old myths but challenge visitors to rethink what they might normally take for granted.

3. RIA establishes a set of procedures and protocols to ensure interpretive content for the Coastal Walk Trail is thoroughly referenced and researched and appropriate content 'sign-offs' and approvals are carried out.

4. Curatorial Requirements: The RIA establishes dedicated resources to do the curatorial work of the interpretive content or consider the option to outsource the curatorial work. RIA should consider the appropriateness of outsourcing to groups such as Universities and TAFE. The need for close monitoring should be taken into account.

5. Editorial Requirements: The RIA to provide representatives from each department (Education and Interpretation, Cultural Heritage, Environment) to undertake the final editing process. Recommended an in house cross discipline editing process would achieve the best outcome.

6. Tone and 'Voice': It is imperative that a consistent 'one' voice is established for the interpretation stories. It is suggested that two people would be required for all stories to establish the right tone and flow of information.

7. Clearly define types of information:

    - 1. Statement of fact [needs to be clearly referenced] – actual documented events or occurrences, actual people, actual buildings, etc.
    - 2. Stories or anecdotes [referenced from source] – i.e. oral histories and memoirs, Aboriginal Dreamtime or spirituality stories etc.

5.2 Interpretation Delivery – Recommendations

1. Effective interpretation uses many strategies and tools to engage and inform the visitor. This Design Guide recognises that signage is only one means of communication and that a combination of media types at each

interpretation node will play a vital role in allowing the visitor to fully interpret their surroundings and appreciate the site.

2. The RIA establishes a hierarchy of interpretive information systems for the CWT:
    - 1. Website – Remote collection of information prior to holiday, including pod casts.
    - 2. Ferry – Pre-arrival information could include all relevant safety information and guide books.
    - 3. Island arrival point – to allow for a consolidated information point, including complementary literature and audio information, this strategy recommends that a visitor centre/interpretative centre be developed to facilitate the beginning of the trail. The RIA should consider the development of a focused and specific Visitor Centre for interpretive and recreational purposes, separate from accommodation and auxiliary functions.
    - 4. Onsite interpretive signage – stories will be included on the sign types as per the signage and facilities packages.
    - 5. Other onsite media – a variety of interpretation tools should be considered beyond the physical trail signs at each node such as public art, sculpture and imbedded signage.
    - 6. Complimentary literature – RIA to undertake an audit of all complimentary literature and brochures that are currently available. It is recommended that appropriate existing literature be brought into line with the Coastal Walk Trail network and branding.

5.3 Existing Interpretation Plans and Projects – Recommendations

There are a number of existing interpretive strategies, plans and projects for Rottnest Island which need to be considered and consulted when planning and implementing the interpretation for the Coastal Walk Trail. Given the large scale of the CWT project and the areas and sites that it covers and links, there are many synergies between the actions identified in previous and current interpretive plans for the Island. To help ensure a holistic approach to the interpretive planning for the Island and limit the chance of 'doubling up' on projects, interpretive planning for the CWT should consult the following documents:

1. Rottnest Island WWII Coastal Defence Heritage – Interpretation Concept Development Plan (February 2009)
2. Rottnest Island Interpretation Plan (October 1997)
3. Interpretation Strategy & Concept Plan for *The Old Mill and Hay Store* (July 2010) – formerly Rottnest Island Museum

5.4 Alternative Delivery Methods and Opportunities - Recommendations

Interpretative Signage will be an important tool for communicating the stories and themes along the trail but should be used in conjunction with a variety of interpretive techniques.

These include:

1. Face to face delivery – including guided tours of the trail (and/or sections), talks and education activities. RIA to investigate opportunities for incorporating interpretation into chargeable guided tours and holiday packages. Examples include whole of Island guided tour, night time tours and camp fire stories.
2. Onsite audio devices – use of oral accounts (both historic and contemporary), sound-scapes, or music. Example stories could include military accounts, Aboriginal stories and personal reflections (oral histories). The RIA Cultural Heritage Unit has established an Oral History Programme and should be utilised for both research and delivery purposes.
3. Downloadable pod casts – the RIA should consider appropriate options and use of these, as well as whether they would be offered free as part of holiday packages or as a chargeable part of a tour or self guided activity.
4. Guide books – develop guide books to enable self guided tours. Guide books should include trail maps, node locations and facilities, safety information and points of interest. The guide book could also include additional interpretive content for nodes.
5. Visual media – a 'Public Art Strategy' should be developed to include interpretive content. Consider using visual representations of areas people are restricted from.
6. Multimedia – is considered appropriate for internal areas within Settlement but not for the Reserve.
7. Film – option to include informative films on the ferry prior to arrival.
8. Braille – further investigation is required into whether this is an appropriate means of communication for the visually impaired.

5.5 Aboriginal Content and Interpretation – Recommendations

1. RIA to establish procedures and protocols to ensure interpretive content is culturally appropriate. Careful consideration must be given to the cultural appropriateness of the way in which Aboriginal stories and content used for interpretation are presented. For example the appropriateness of stories presented in text versus what can or needs to be presented as an oral account.

2. Use of dual language to be included in interpretative content where possible, particularly for places, names, flora and fauna.

3. The RIA should consider how the Interpretation Strategy can link into the wider context and other Indigenous interpretive appreciation projects which are being developed for the Swan Coastal Plain such as the Swan and Canning Rivers Iconic Trails Project.

4. Investigate options for embedded art which interprets Aboriginal significance particularly through the Thomson Bay Settlement.

5.6 Education and Training – Recommendations

All Island staff should be adequately trained in the Coastal Walk Trail network and interpretation opportunities. A common and consistent Coastal Walk Trail message should be communicated to the public from all levels of Island staff.

1. RIA should consider developing a comprehensive training and induction schedule for all Island staff (including RIA, hospitality and ferry staff), business operators and volunteers. Training should be tailored to the level at which staff are involved with the trail. Coastal Walk Trail guidance material for all Island staff and volunteers should also be developed.

2. Quality controls for training Island and volunteer staff to be developed, implemented and monitored.

5.7 Design and Graphics – Recommendations

Image selection – the RIA graphic designer (or contractor) to suggest quality parameters to staff/volunteers sourcing images, including resolution and size (300 dpi at finished jpeg has been suggested).

Word Count - 750-1000 word count max for interpretive stories for signage.

5.6 Trail Circuits – Recommendations

It is recommended that the Coastal Walk Trail offers a series of short walks that allow for a range of visitor walking experiences and are tailored to provide a range of time, difficulty and interpretive experiences.

Short circuits will allow for complete ‘stories’ to be told and will be structured on timed walks:
• 1-2hr walks
• Half day walks
• 1 day walks