

Barangaroo

Heritage Interpretation Plan

This document was prepared
by Curio Projects
on behalf of Infrastructure NSW



We acknowledge the Gadigal people as the Traditional Owners of the land on which Barangaroo sits today. We recognise their continuing connection to land, waters and culture. We pay our respects to their Elders past, present and emerging.

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Executive summary

Curio Projects Pty Ltd have been commissioned by Infrastructure New South Wales (INSW) to prepare a Heritage Interpretation Plan (HIP) for the Barangaroo precinct. The subject site is located on the north-western edge of the Sydney CBD, bounded by Darling Harbour to the south, Millers Point and The Rocks to the east, and the Walsh Bay precinct to the north-east.

Purpose

This Heritage Interpretation Plan (HIP) defines how INSW, its Development Partners and those who engage with and work within the precinct can communicate the natural and cultural heritage values of the Barangaroo precinct. The purpose of the HIP is to provide a framework for the development of interpretive projects which innovatively present the key themes and storylines in locations which highlight their significance, and through mediums which complement and build upon the existing Barangaroo precinct visitor experience.

The themes and storylines contained within this plan have been developed through an extensive program of consultation with key stakeholders. This HIP is a guide to telling these stories in a thematic, organised, relevant and engaging manner.

The key objectives of this Interpretation Plan are to:

01

Articulate an interpretive vision for the precinct

02

Identify and review relevant reports and plans relating to the interpretation of the precinct

03

Acknowledge and assess existing interpretive works implemented or planned for in the precinct

04

Identify constraints and opportunities that may impact the implementation of interpretation in the precinct

05

Identify and develop key interpretive themes and storylines for the precinct

06

Analyse the current and projected cultural tourism environment and opportunities for the precinct

07

Develop a set of interpretive recommendations

How to use this document

The Barangaroo HIP should be used by INSW, its Development Partners, and anyone tasked with planning, designing, or implementing interpretive activities and elements within the Barangaroo precinct, to inform the content, location, design, and mode of delivery.

This plan establishes a framework for interpretation within the Barangaroo precinct based on a strategic approach which incorporates:

- Co-design and Connecting with Country principles
- Cohesion and connectedness throughout the precinct to enhance orientation and precinct identity
- A contemporary thematic approach which interprets historic and contemporary aspects of the site's significance
- A user-focused strategy – incorporating passive and active opportunities for a range of interests and ages/backgrounds

This framework has been designed to support the ongoing development of meaningful and accessible interpretive elements that communicate the values of the Barangaroo precinct, support the ongoing conservation of the place, and support use by visitors, residents, and commercial operators.

The Barangaroo Heritage Interpretation Plan 2022 recognises that interpretation is an ongoing and evolving process, and that as the development of the precinct continues, as the tourism market develops, as further research is undertaken, and as concurrent and adjacent projects are rolled out, the interpretive requirements and priorities of the precinct will continue to evolve.

- **Section 3** provides an overview of the statutory and non-statutory frameworks which provide guidance for the implementation of interpretive activities. Section 3 also provides an overview of the interpretive elements which have already been implemented across the precinct. Any future interpretive developments should consider the placement, function, and storytelling capacity of these elements.
- **Section 4** provides a brief history of the precinct. This timeline should be used as a guide to the major events which have influenced the form, function, and character of the Barangaroo precinct.
- **Section 5** provides an overview of the interpretive themes, storylines, and topics of the Barangaroo precinct, and maps these across the landscape, according to those places which hold the most relevance to those stories. Section 5 also contextualises these themes within the national and state historic themes.
- **Section 6** provides an analysis of the current cultural tourism environment, including visitor profiles, online engagement, and opportunities for visitation growth.
- **Section 7** provides the recommendations which have been developed with the aim of guiding INSW towards a cohesive, thematic suite of interpretive elements which respond to audience needs, visitor trends and market requirements.

Consultation

Key to the development of this Interpretation Plan was a process of consultation with key stakeholders with specialist knowledge and/or interest in the Barangaroo precinct. The list of stakeholders was collated by Curio Projects, in consultation with INSW, and initial correspondence and invitation to participate was distributed by Curio Projects.

The purpose of the consultation process was to identify and discuss current and potential opportunities and constraints for heritage interpretation in the precinct and present the drafted interpretive themes and storylines for discussion and feedback.

An overview of the consultation process, and record of stakeholder engagement is provided in section 3.7.

Integration with the Barangaroo Art Implementation Plan (2022)

The Barangaroo Heritage Interpretation Plan 2022 will play a key role in briefing artists engaged to undertake works commissioned under the Art Implementation Plan.

This HIP provides the key themes and stories of the precinct, and a guide to how they can be incorporated across the landscape. In addition, this plan should be used to inform the use of Aboriginal language and naming protocols within the precinct, and utilisation of interpretive elements such as signage and digital resources to support the interpretive role of public art.



Interpretive Themes and Recommendations

The heritage interpretation themes and recommendations are detailed in full in sections 5 and 7.

Heritage Interpretation Themes of the Barangaroo precinct



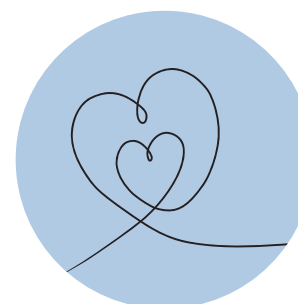
Badu (water) is the lifeforce of Barangaroo



Barangaroo is the home of timeless spirit and culture



A tradition of sustainable practice and innovation has endured through the many evolutions of the site



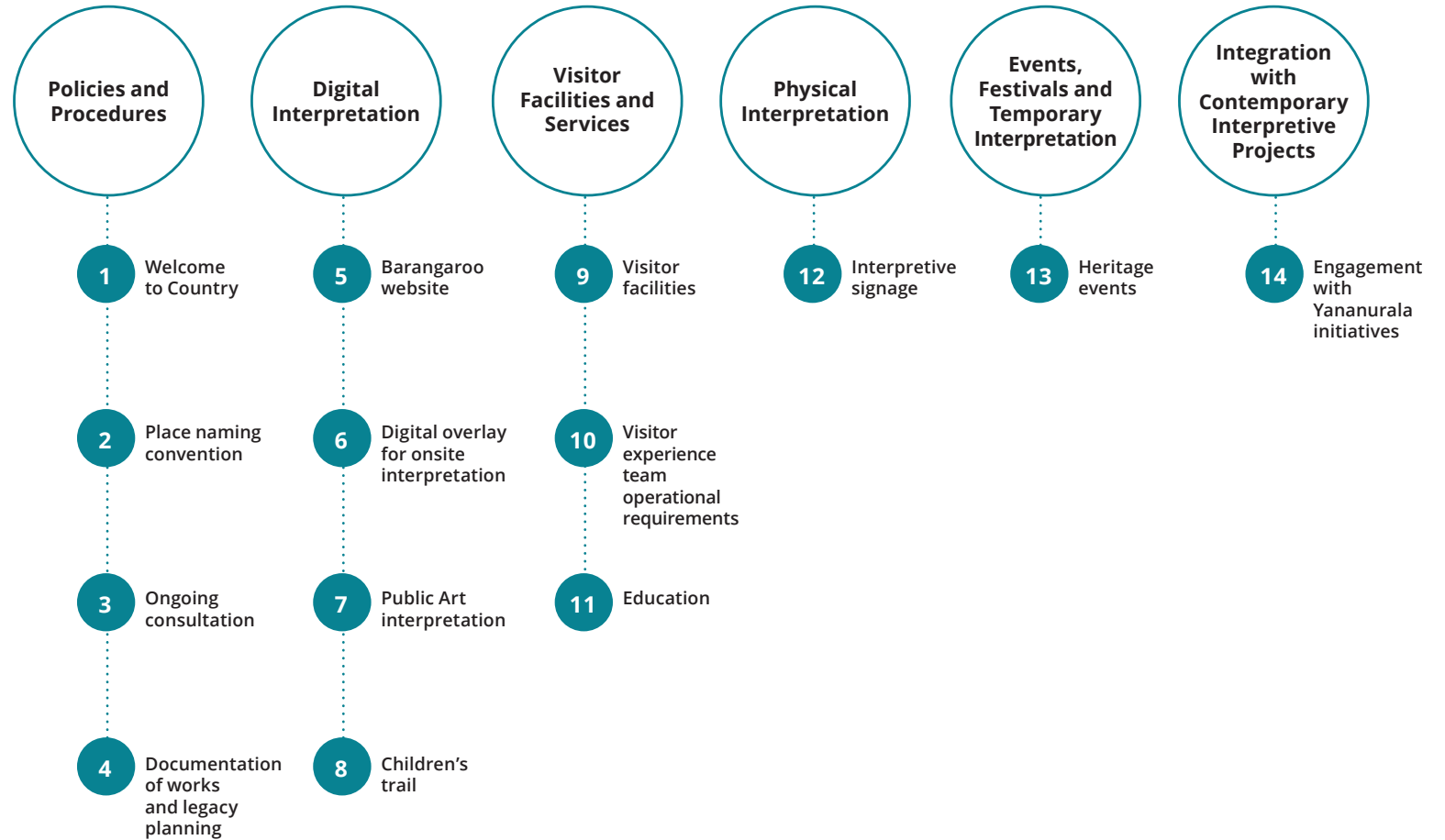
Barangaroo has been shaped by the resilience and fortitude of individuals and communities



Testimonies, triumphs and challenges of Barangaroo

Heritage Interpretation Recommendations

The interpretive recommendations are inter-connected and provide a framework for a long-term cohesive approach to interpretation development, that supports short term goals and provides an interpretive framework for activations and public art.



1 Introduction

Curio Projects Pty Ltd have been commissioned by Infrastructure New South Wales (INSW) to prepare a Heritage Interpretation Plan (HIP) for the Barangaroo precinct. The development of this plan aims to consolidate past interpretive themes, topics, strategies and stories across the Barangaroo precinct (defined below as part of a consolidated strategy). The intent is to create a cohesive, engaging, exciting and memorable interpretive experience for all visitors accessing the precinct, through both tangible and intangible elements. The plan is designed to facilitate opportunities for creative and sustainable storytelling in the Barangaroo precinct into the future.

In order to achieve an integrated approach to public art and interpretation, this HIP has been prepared with close reference to the Barangaroo Public Art and Cultural Plan (2015) and concurrently with the Public Art Implementation Plan (2022).

The HIP has also considered the Sydney Metro Heritage Interpretation Plan (Stage 3, 2020), the themes of the Eora Journey - Harbour Walk Storytelling Report (City of Sydney, 2019), and Lendlease's Barangaroo South Interpretation Overview (2019). Curio has expanded on the key themes identified in the Barangaroo Interpretation Strategy (2007) and developed an approach that acknowledges Aboriginal tradition, connections and contribution with national tradition. The approach aims to provide an engaging and educational interpretation strategy for the broader precinct that celebrates both the Aboriginal and historic cultural heritage narratives and landscapes.

Through an extensive consultation process involving key stakeholders, including representatives of local Aboriginal communities, Curio has further refined these themes, interpretive options, and tourism opportunities.

In addition to the key interpretive plans listed, this plan has been prepared with reference to (but not limited to) key client documentation and current best practice guidelines as detailed below:

- Barangaroo Stage 1 Interpretation Plan, 2007
- Millers Point Interpretation Strategy, 2013
- Barangaroo Headland Park and Northern Cove Interpretation Plan, 2015
- Barangaroo Place Activation Framework, 2015
- Barangaroo Harbour Control Tower Interpretation Plan, 2016
- Barangaroo Interpretation Framework and Action Plan, 2017 (draft only)
- Barangaroo Stories Interpretation Framework, 2015
- Barangaroo Realising the Vision, 2020
- Barangaroo Precinct Art Implementation Plan, 2021
- Heritage Information Series: Interpreting Heritage Places and Items Guidelines, NSW Heritage Office, 2005
- Heritage Information Series: Heritage Interpretation Policy, NSW Heritage Office, 2005
- Connecting with Country Framework, Government Architects NSW, 2020 (draft only)
- NSW Public Spaces Charter, DPIE, 2021
- NSW Guide to Activation – Public Spaces, DPIE, 2021
- The Australia ICOMOS Charter for Places of Cultural Significance (The Burra Charter), Australia ICOMOS, 2013
- The ICOMOS Ename Charter for the Interpretation and Presentation of Cultural Heritage Sites, ICOMOS, 2008



2 Storytelling and Interpretation Vision

To entice and explore, to listen and learn, to respect and reflect, to see and do, to innovate and involve.

To interpret the natural and cultural heritage values of the entire Barangaroo precinct, incorporating the significance associated with the place, its people and broader connections and associations.



3 Context

3.1

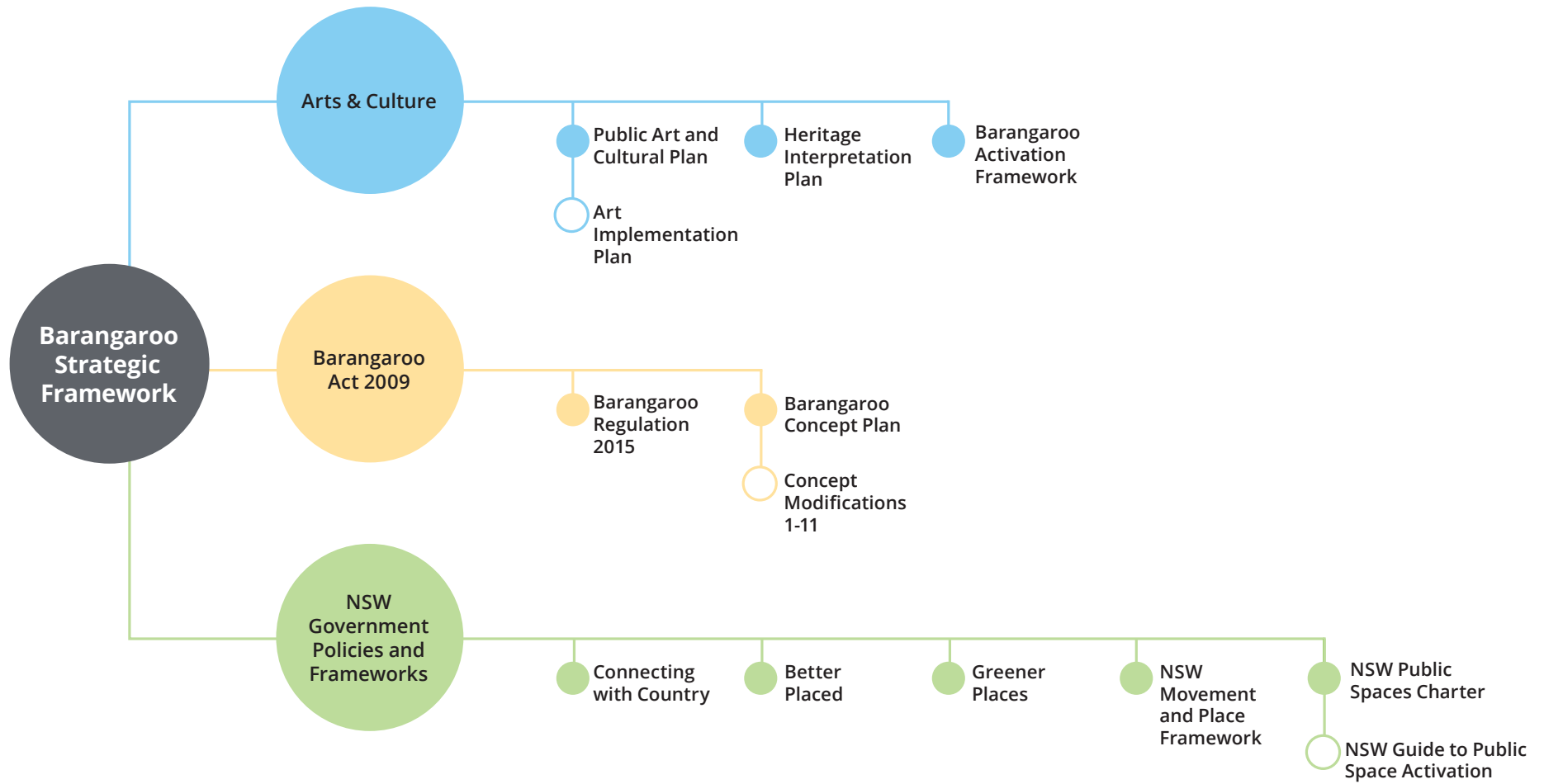
Site Context

The Barangaroo Project originated in 2003 when the NSW Government announced that the stevedoring wharves at East Darling Harbour would be transformed into a new urban precinct. The Barangaroo Delivery Authority was established in 2009 to manage the development of Barangaroo and its public spaces. Lendlease was chosen as the preferred developer for the financial and retail district in Barangaroo South. On 1 July 2019, the Barangaroo Delivery Authority was abolished with its functions transferring to Infrastructure NSW.

The site is located on the north-western edge of the Sydney CBD. It is bounded by Darling Harbour to the south, Millers Point and The Rocks to the east, and the Walsh Bay precinct to the north-east. Covering 22 hectares at the old East Darling Harbour docklands, Barangaroo consists of three distinct but interconnected precincts with over half the site dedicated as public open space for recreation, public entertainment, and events.

'Barangaroo is place-making in progress, an evolution of exceptional infrastructure, design and architecture, public spaces, and experiences. Once fully complete with a new Metro station, more than half of Barangaroo will be dedicated public space encompassing a continuous Sydney Harbour promenade, expansive parklands, plazas and coves. Barangaroo will support a projected target of some 23,000 permanent jobs, provide a home to 3,500 residents and contribute more than \$2 billion a year to the NSW economy.'ⁱ

Barangaroo Management Framework



Barangaroo's Vision

Barangaroo is a place for Sydney, destination for all, a reference for the world.

Barangaroo is a safe, iconic waterfront destination that reflects global best practice in architecture, sustainability, and cultural identity.

It creates a sense of place that is transformative and changes Sydney for good. It is an internationally recognised legacy project where the future meets the past.

Barangaroo has a significant impact on the city as a financial hub and provides integrated transformative spaces in which Sydneysiders live, work and play and international visitors build long lasting memories.

For the purposes of this report, the Barangaroo precinct is inclusive of the following three sub-precincts or zones:

Barangaroo Reserve

Barangaroo Reserve (the Reserve) consists of six hectares of reserve on Barangaroo Point including a continuous sandstone foreshore, two coves, a pedestrian and cycle path, 75,000 native plants, a 300-space car park and the Cutaway, a cultural and exhibition space within the headland. The Reserve provides a green, open space, boasting a mix of walking and cycling trails, picnic spots, lookouts and a natural amphitheatre at Nawi Cove. The Reserve connects with the depth of Sydney's history and its native landscape, it is a place to acknowledge Sydney's traditional owners and celebrate one of the world's oldest living cultures.

Central Barangaroo

The Central Barangaroo development will be positioned between Barangaroo Reserve and the financial and retail hub of Barangaroo South, completing the sweep of experiences across the Barangaroo precinct. Central Barangaroo will be the community and civic focal point and will be more than 50 per cent public open space when complete. Central Barangaroo will also be supported by the Sydney Metro Barangaroo Station with portions of Hickson Road adjacent to the precinct.

Barangaroo South

Barangaroo South is recognised as the financial and retail hub of the broader precinct, containing three commercial towers - International Towers Sydney (ITS), two timber-framed commercial buildings

- Daramu House and International House Sydney, substantial public domain spaces
- Waterman's Quay, a pier and pier pavilion and the adjacent Waterman's Cove, Hickson Park and the foreshore fronting the Crown Resort.

The Crown Resort sits within this zone as does the Barangaroo Ferry Hub with portions of Hickson Road adjacent to the precinct. In addition, three residential towers known as One Sydney Harbour are currently under construction.

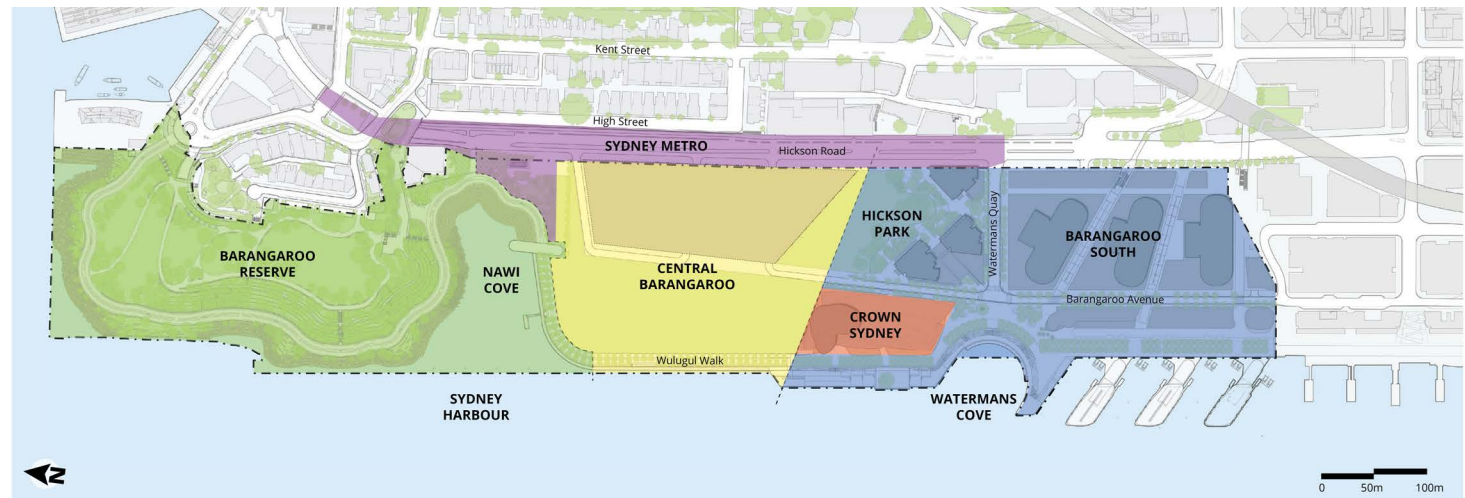


Figure 3-1: Management zones of the Barangaroo Precinct (Source: INSW)

Neighbouring Precincts

The Barangaroo precinct is directly adjacent to the Millers Point Conservation Area, an intact residential and maritime precinct of outstanding State significance. Millers Point is an important remnant of the early port of Sydney and includes a range of historic buildings and public spaces, including early 20th century housing for port side workers. Today Millers Point retains much of the character of its past as an early maritime village.

The northeast side of Barangaroo is bordered by the Walsh Bay precinct, encompassing the historic docks of the western headland of Sydney Cove. The Walsh Bay area is of State cultural significance, and its demonstration of early 20th century maritime history is key to understanding the past uses of the Barangaroo precinct.

The proximity of Barangaroo to both Walsh Bay and Millers Point is integral to the history and culture of the precinct. Interpretation activities undertaken in Barangaroo, and these neighbouring precincts should always acknowledge the intertwined histories of the area, where names and boundaries have changed and shifted, but a shared cultural heritage has remained.



Construction of the Munn Street Bridge, Millers Point, 1912 [A-00014129].
Source: City of Sydney Archives

3.2 Interpretation Planning Context

A series of interpretation plans, strategies and frameworks have been developed since the inception of the Barangaroo Project. These documents, which relate to both the precinct as a whole, and to individual zones within the precinct, have outlined key objectives and interpretive themes and have proposed a range of interpretive devices for the precinct. A full review of these plans was undertaken as part of this project, with relevant themes, storylines and topics integrated into those developed in section 5.

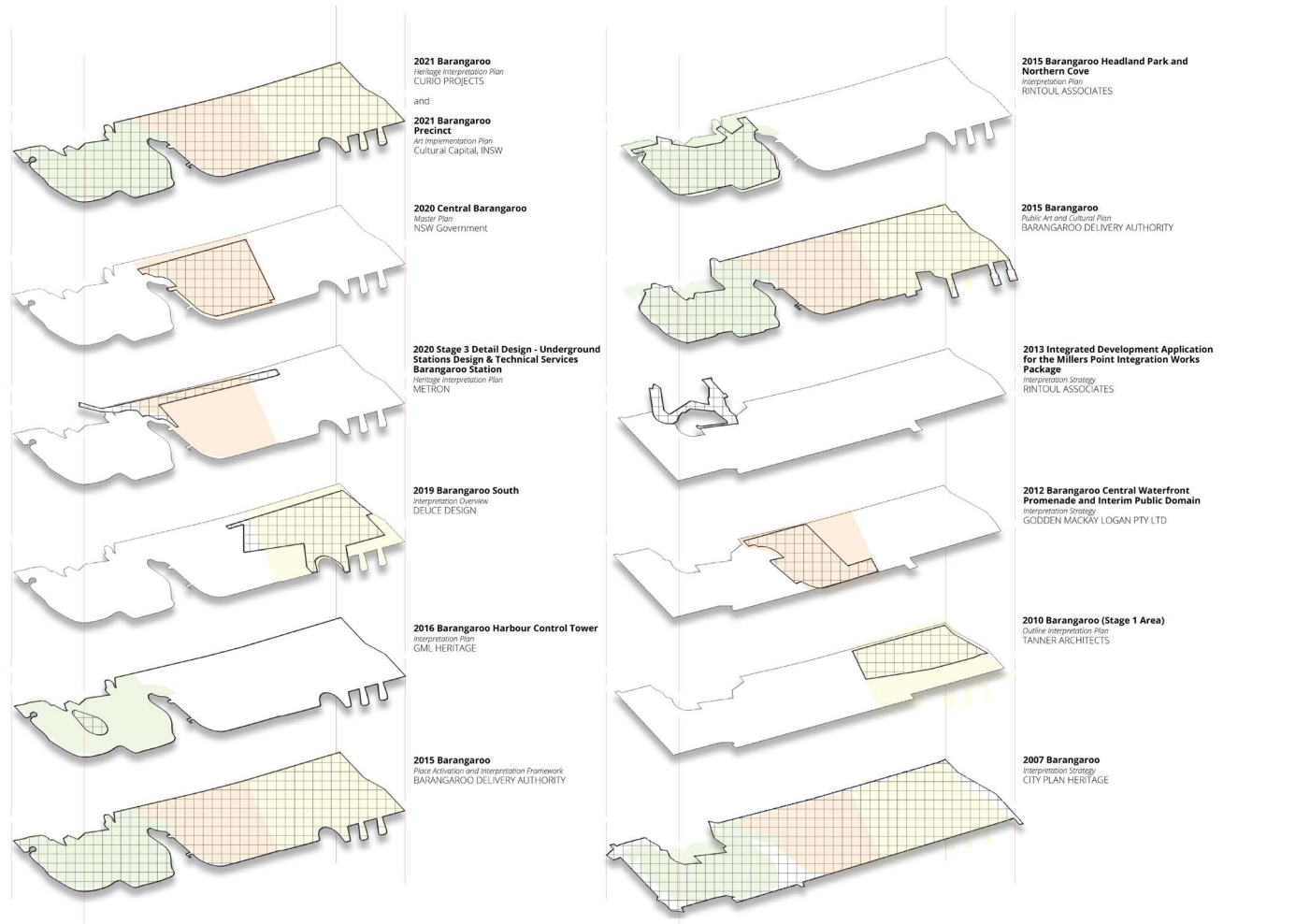


Figure 3-2: Area Comparison of interpretive and related studies undertaken in the Barangaroo Precinct (Curio Projects, 2022)

3.3

Statutory Context (Policy Framework)

The heritage interpretation recommendations within this report are made having given appropriate consideration of best practice, and of the heritage statutory context both within and adjacent to the precinct.

In NSW, heritage items and known or potential archaeological resources are afforded statutory protection under the:

- Environmental Planning and Assessment Act 1979 (NSW) (EPA Act)
- Heritage Act 1977 (NSW) (Heritage Act)
- National Parks and Wildlife Act 1974 (NSW) (NPW Act)

There are further planning policies and controls that provide a non-statutory role in the protection of environmental heritage. These include Development Control Plans for each Local Council area. This section of the report discusses the Local and State planning context for the site with respect to its built heritage values associated with local heritage items and conservation areas in the vicinity of the study area.

3.3.1

Environmental Planning and Assessment Act 1979

The NSW Department of Planning and Environment administers the **Environmental Planning and Assessment Act 1979 (EPA Act)**, which provides the legislative context for environmental planning instruments (EPIs) to legislate and guide the process of development and land use. The provisions of EPIs are legally binding on both government and developers. The provisions of EPIs are legally binding on both government and developers.

State Environmental Planning Policies (SEPPs) are environmental planning instruments that deal with matters of State or Regional environmental planning significance and contain planning provisions for precinct planning, which is a form of strategic planning applied to a specific geographic area.

Local heritage items, including known archaeological items, identified Aboriginal Places and heritage conservation areas are protected through listings on Local Environmental Plans (LEPs) or Regional Environmental Plans (REPs). SEPPs can override a LEP and can prohibit certain types of development or can allow development in a certain zone.

The State Environmental Planning Policy (Precincts—Eastern Harbour City) 2021 aims to facilitate the development, redevelopment or protection of important urban, coastal and regional sites of economic, environmental or social significance to the State so as to facilitate the orderly use, development or conservation of those State significant precincts for the benefit of the State. This SEPP also aims to facilitate service delivery outcomes for a range of public services and to provide for the development of major sites for a public purpose or redevelopment of major sites no longer appropriate or suitable for public purposes. Barangaroo is identified as a State significant precinct in the Precincts—Eastern Harbour City SEPP 2021.

The City of Sydney Local

Environmental Plan 2012 (LEP 2012) provides local environmental planning provisions for land within the Sydney LGA. Clause 5.10 of the LEP 2012 sets out objectives and planning controls for the conservation of heritage in the City of Sydney Council area, including the conservation of built heritage and archaeological sites.

The City of Sydney Development

Control Plan 2012 (DCP 2012) provides detailed design guidelines to support the LEP 2012. It provides simple guidance regarding the processes of development and its possibilities and includes objectives to ensure that items of environmental heritage are conserved, protected and respected and properly managed. Section 3.9 of the DCP 2012 describes the main objectives for conservation of environmental heritage located in Sydney, stating that:

Heritage planning aims to ensure that the significant elements of the past are appropriately managed and respected by new development. Heritage conservation does not preclude change but rather responds to different constraints and opportunities.

This DCP is consistent with the Australia International Council on Monuments and Sites (ICOMOS) Charter for Conservation of Places of Cultural Significance (The Burra Charter). These provisions are based on the underlying principles that:

- Change should be based on an understanding of heritage significance; and
- The level of change should respect the heritage significance of the item or area.

The intention of these provisions is to ensure that decisions about change are made with due regard to heritage significance, and that opportunities to improve the understanding and appreciation of this significance are taken.

The EPA Act also requires that potential Aboriginal and historical archaeological resources are adequately assessed and considered as part of the development process, in accordance with the requirements of the NPW Act and the Heritage Act.

3.3.2 Local and State Heritage Register Listings

While the Barangaroo precinct does not contain any items on the NSW State Heritage Register, its placement within the broader heritage context is and should still be considered when developing interpretive responses. The precinct falls directly adjacent to the Millers Point Conservation Area (section 6.47 of the Sydney LEP 2012 – Area 10) and Millers Point & Dawes Point Village Precinct (Listing 01682 on the State Heritage Register, Gazetted 28 Nov 2003). Other noted heritage properties and features are listed following (Table 1).

**Table 1:
Local and State heritage items proximal to Barangaroo**

NAME	ADDRESS	SHR	LEP
Dalgety Terraces	7,9,11,13 Dalgety Terrace Millers Point	00867	1878
Terraces	15,17,19,21,23,25 Dalgety Terrace Millers Point	00925	1879
Terraces	27a, 29a, 31a, 33, 35a Dalgety Terrace Millers Point	00923	1879
Terraces	66,68 Bettington Street Millers Point	00848	25 (2005)
Victorian Terrace	56,58,60 Bettington Street Millers Point	00922	1931
Merriman Street Terraces	20,22,24,26,28,30,32,34,36,38,40,42,44,48 Merriman St Millers Point	00903	1929 & 1930
Cottage	18 Merriman Street Millers Point	00857	1928
Stone Cottage and Wall	14-16 Merriman Street Millers Point	00840	1927
Terraces	18,18a,20,20a Munn Street Millers Point	00912	1932
Palisade Hotel	35-37 Bettington Street Millers Point	00510	1874
Warehouses – Dalgety Bond Stores	6-20 Munn Street Millers Point	00526	1316 (2005)
MSB Stores Complex	2-4 Jenkins Street Millers Point	01435	1880
Grafton Bond Store and Sandstone Wall	Hicksons Road Millers Point	01431	11813
Big House Hotel (Moreton's, Napoleon's, Bateson Hotel)	20 Sussex Street Sydney	00513	11953
Bridges over Hickson Road			1869
Mws & Db Substation (Sps No.14)	1A Dalgety Road, Millers Point (Barangaroo)		90 (2005)
Sandstone Wall and Stairs including Iron Palisade Fence	Dalgety Road, Millers Point		1877
Trees and Sandstone Retaining Walls (Adjacent Napoleon St)	Sussex Street		11952

3.4

Non-Statutory Context (Policy Framework)

Concurrent reference to several strategies and frameworks is required when looking to implement recommendations and actions within the Heritage Interpretation Plan. Those identified as key are:

3.4.1

Connecting with Country Draft Framework (Government Architect NSW, 2020)

The Connecting with Country Draft Framework is a framework for developing connections with Country to inform the planning, design, and delivery of built environment projects in NSW.

This draft framework provides a set of pathways, commitments and principles for action intended to help form, design and deliver major public facilities, to address legislative requirements of the NSW Environmental Planning and Assessment Act 1979.

Connecting with Country is a valuable framework for INSW and its development partners, to guide the planning and implementation of future physical interpretive works undertaken within the Barangaroo precinct. Through engaging with the framework, those responsible for the delivery of interpretive projects will be able to ensure that these projects promote respect for Aboriginal cultural knowledge and recognition of Aboriginal perspectives and narratives alongside European historical accounts, promoting a process of healing and giving voices to those who should be heard.

3.4.2

Barangaroo Place Activation Framework (Barangaroo Delivery Authority, 2015)

The Activation Framework provides guidelines to assist the planning and management of activation across the public domain areas of Barangaroo. As interpretation in all its forms can be considered “activation”, the activation guidelines as described in Part B of the framework are particularly relevant to the implementation/ delivery of any interpretive experience or element. The recommendations within this HIP align with the key objectives for activation.

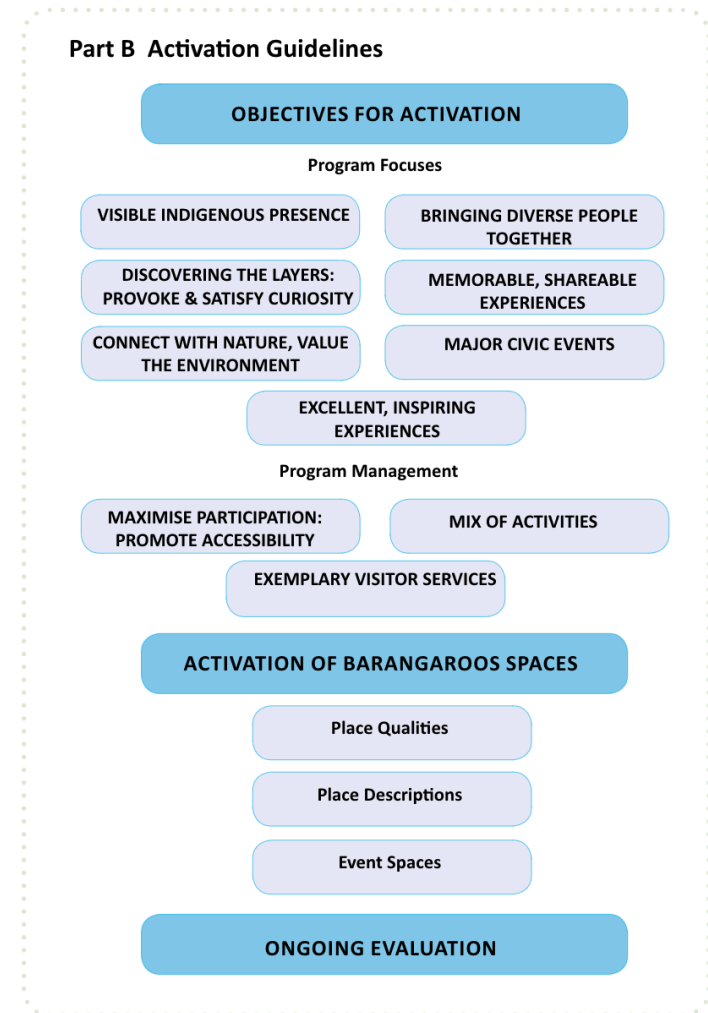


Figure 3-3: Figure Activation Guidelines. Source: Barangaroo Place Activation Framework, 2015, Barangaroo Delivery Authority, page 21

3.4.3 NSW Public Spaces Charter
(NSW Department of Planning, Industry and Environment, 2021)

The NSW Department of Planning, Industry and Environment has developed the NSW Public Spaces Charter to support everyone in NSW having access to high-quality public space that allows them to enjoy and participate in public life. The charter identifies 10 principles for quality public space that distil and reflect evidence-based research, best practice and consultation with Aboriginal people, community members and representatives from state and local government, industry, the business and cultural sectors, and a diverse range of public space experts.

3.4.4 NSW Guide to Activation – Public Spaces (NSW Department of Planning and Environment, 2022)

This guide provides information and tools for improving the activation of public spaces. It covers public space activation and its benefits, key enablers for activated public spaces and practical tools for a range of audiences and practitioners to maximise activation in a way that is appropriate to the space. This guide is complemented by a secondary document titled *How to prepare an activation framework* for public spaces, which contains additional guidance to maximise activation in a way that is appropriate to the space.

The 10 principles

The charter identifies 10 principles for quality public space, to support all those who advocate on behalf of, provide advice on, make decisions about, or plan, design, manage and activate public spaces in NSW.







Figure 3-4: 10 Principles for Quality Public Space, Source: NSW Public Spaces Charter, 2021, NSW Department of Planning, Industry and Environment, page 8

3.5 Interpretive Framework

Successful heritage interpretation must address all the necessary policies for the site, meet the requisite professional guidelines and crucially, must be thematic. Thematic in this context differs from Historical Themes (which tend to relate to chronologies, event and design definitions such as those in heritage significance evaluations and fall under 'policy').

When done well, heritage interpretation should achieve the perfect balance in this three-pronged approach, offering the audience:

-  the missing piece to their puzzle
-  the answer to their enquiry
-  sparking their imagination
-  the perfect interpretation

This kind of interpretation allows for stories to be told in new ways, to engage, to inspire deep connections to the past, people and places.

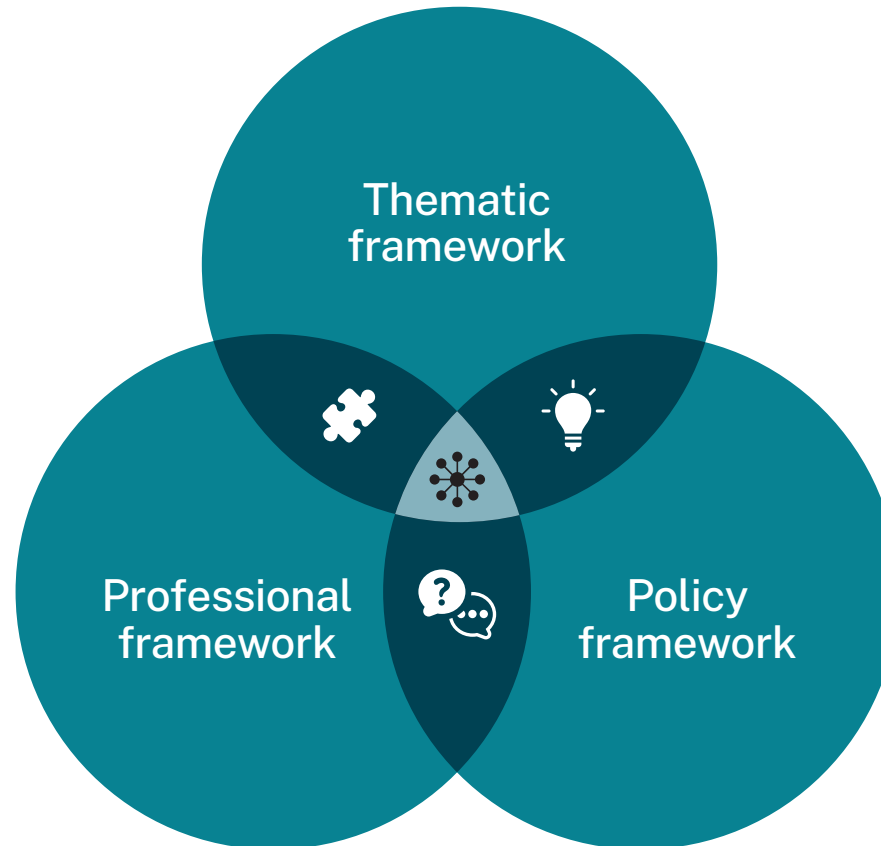




Figure 3-5:
Cockle Bay now Darling Harbour, ca. 1819-20 / James Taylor
Source: Mitchell Library, State Library of NSW

3.5.1 Professional Framework – Burra & Ename Charters

In 2013 the Burra Charter was revised in order to emphasise the importance of interpretation to the process of conserving significant cultural heritage sites and places. According to Article 1.17 of the Burra Charter, 'Interpretation means all the ways of presenting the cultural significance of a place'. This is further explained in the notes as, 'a combination of the treatment of the fabric (e.g., maintenance, restoration, reconstruction); the use and activities at the place; and the use of introduced explanatory material'.

Article 24.1 of the Burra Charter states that significant associations between people and a place should be respected and retained, and that, 'Opportunities for the interpretation, commemoration and celebration of these associations should be investigated and implemented.'

Article 25 also notes that, 'The cultural significance of many places is not readily apparent and should be explained by interpretation. Interpretation should enhance understanding and enjoyment and be culturally appropriate.'

The ICOMOS Charter for the Interpretation and Presentation of Cultural Heritage Sites, 2008 (The Ename Charter), provides a set of guiding principles for interpretation and presentation as essential components of heritage conservation efforts, and as a means of enhancing public appreciation and understanding of cultural heritage sites.

Principle 1.1 of the Ename Charter states that 'Effective interpretation and presentation should enhance personal experience, increase public respect and understanding, and communicate the importance of the conservation of cultural heritage sites'.

In relation to sources of information, Principle 2.1 states that 'Interpretation should show the range of oral and written information, material remains, traditions, and meanings attributed to a site. The sources of this information should be documented, archived, and made accessible to the public.'

According to Principle 3.5, it is crucial that intangible elements of a site's heritage, including stories and local customs, are also considered in its interpretation.

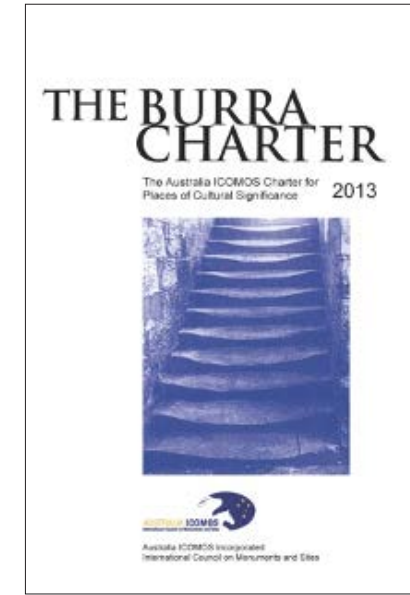
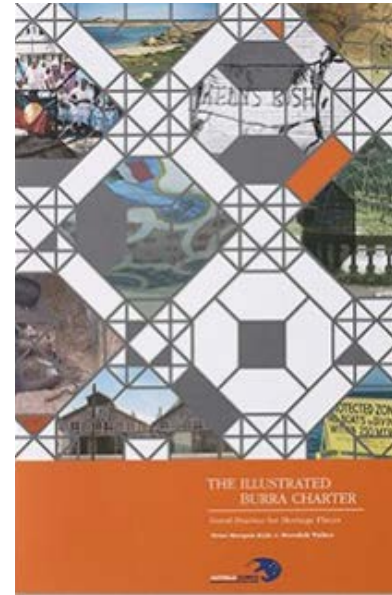


Figure 3-6: The “go-to guide” for those managing buildings and places of cultural significance. (Source: Australia ICOMOS)

3.5.2 Thematic Framework

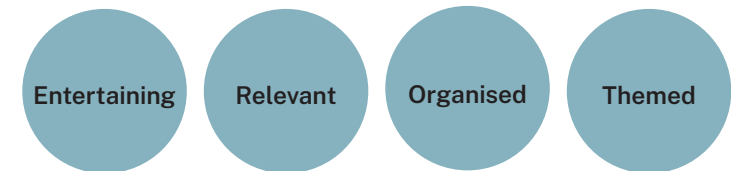
In 1957 Freeman Tilden published *Interpreting Our Heritage*, which established not only the philosophical basis for heritage interpretation but also the fundamental principles for interpretation as an art defining the then new discipline as the:

“activity which aims to reveal meanings and relationships . . . rather than simply to communicate factual information”

Tilden Freeman’s fundamental principles of Heritage Interpretation

- 01 Any interpretation that does not somehow relate what is being displayed or described to something within the personality or experience of the visitor will be sterile.
- 02 Information, as such, is not interpretation. Interpretation is revelation based upon information. But they are entirely different things. However, all interpretation includes information.
- 03 Interpretation is an art, which combines many arts, whether the materials presented are scientific, historical, or architectural. Any art is in some degree teachable.
- 04 The chief aim of interpretation is not instruction, but provocation.
- 05 Interpretation should aim to present a whole rather than a part and must address itself to the whole man (sic - humankind) rather than any phase.
- 06 Interpretation addressed to children (say, up to the age of twelve) should not be a dilution of the presentations to adults but should follow a fundamentally different approach. To be at its best it will require a separate program.ⁱⁱ

Building on Tilden, Interpreter Sam Ham developed four basic principles to develop good interpretation. He, and many who have followed, insist that excellence in interpretation can only be achieved if it is:



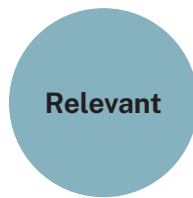
This is expressed by Ham as the EROT rule. These four principles are all interrelated – if something is organised and relevant it is more likely to be entertaining and vice versa. However, it is helpful to consider each in isolation first.ⁱⁱⁱ

Good interpretation is...



This does not mean that entertainment is interpretation's primary goal; it means that it is one of its essential qualities. Nor does it mean that the site's history and meanings should be trivialised. If something is entertaining, according to various dictionary definitions, the experience is 'enjoyable', 'interesting', 'amusing', 'holds your attention', 'occupies one in an agreeable and pleasant manner' and 'provides recreation'. The stress upon entertainment is located within the inescapable fact that visiting heritage sites is, more often than not, a recreational activity. This principle refers to the ways in which serious ideas and information can be best communicated and subsequently consumed through an enjoyable experience.

A number of qualities distinguish entertaining communication. Entertaining communication is informal and not reminiscent of a classroom or a textbook. It is conversational in tone, and uses the active voice, metaphors, anecdotes, analogies, examples, and other strategies to clarify processes and relationships. While it may also utilise humour, music, games, or art, this is not essential. Most importantly, it should be friendly and participatory.



This means that it is both meaningful and personal. To be meaningful, visitors must be able to connect the new information/ ideas with something they already know. This is the principle on which learning theory is founded. And to be personal, the new information/ideas must relate to something that the visitor cares about.



Interpretation that is organised is presented in a way that is easy to follow. People don't have to work hard to understand what is being communicated to them. It is logically arranged, connections between different elements are explicitly made and it all relates clearly to a bigger picture that has also been clearly explained. The relationships between the theme, and the facts presented to support and develop it, are made obvious.



This is the message, the major point or points to be made in the whole interpretation. Themes are not a substitute for basic information, they are the way in which information is organised to make it meaningful and memorable. It is essential at this point in the plan to clearly distinguish between 'theme' and 'topic' since real confusion often exists between the two.

Within a thematic framework, information can be organised so that the audience can easily understand what is being communicated. Each theme has its own set of relevant facts, concepts, and main points; but they are selected for clarity of the message, not because they are individually interesting to the writer, guide, or interpreter. Their presentations must be built around the central message of the story they are telling whether it is about sustainability, or culture.

Unless these principles are followed, audiences become lost in a sea of apparently unconnected, irrelevant facts that seem to have no connection with their lives, no use, and ultimately no meaning.

3.6 Assessment of Existing Interpretation

Curio Projects have conducted a comprehensive review of documentation supplied by INSW relating to interpretation, arts and culture, and place activation. These plans, strategies, and frameworks, dating back to 2007, have provided a multitude of recommendations for cultural management, presentation, and activation of the precinct, resulting in many initiatives which define the character of the site today. The project team has met with members of the Barangaroo Visitor Experience Team, and INSW's Development Partners to discuss their relative interpretive schemes, products, and future plans. Curio Projects have conducted multiple site visits with the aim of both understanding and assessing the visitor journey and current heritage interpretation elements. The following assessment is based on this process of information gathering and review. It provides identification and critical assessment of existing interpretive elements, including those elements which are located in close proximity to the precinct boundary, and therefore impact upon the interpretation scheme as a whole.

To provide guidance for future interpretive mapping across the site, and to contextualise the existing works within the 2022 Barangaroo Heritage Interpretation Plan, the corresponding 2022 interpretive themes have been referenced against existing works, where appropriate.

3.6.1 Place Names

The display of place names is a major interpretive recommendation of the Barangaroo Headland Park & Northern Cove Interpretation Plan (2015). The naming of spaces within the greater precinct with reference to their historic and/or cultural connections has also been undertaken during the redevelopment. The place names that have been employed within the Barangaroo precinct to date have captured the history of the area effectively, incorporating both the local Aboriginal Sydney Language and the maritime history of the site.



Figure 3-7:
Munn's Slipway
sandstone carving
(Source: Curio
Projects, 2020)

Table 2: Current place names within the Barangaroo precinct

NAME	MEANING
Barangaroo Avenue	Barangaroo was a proud Cammeraygal woman
Nawi Cove	Bark canoe
Marrinawi Cove	Big ship
Wulugul Walk	Kingfish
Baludarri Steps	Leatherjacket (fish)
Waranara Terrace	Great view
Burrawang Steps	Cycad (plant)
Girra Girra Steps	Seagulls
Walumil Lawns	Port Jackson shark
Stargazer Lawn	Reference to the fish and the proximity to the Sydney Observatory
Dukes Pier	Dukes wharf is featured on the 1854 map.
Watermans Cove	Watermen played an important role in 19th C maritime history
Watermans Quay	Watermen played an important role in 19th C maritime history
Barton Street	Edmond Barton, Australia's 1st prime minister who attended nearby Fort Street High School
Rowntrees Dock	In the 19th C Rowntree's floating dock was almost in the exact place
Scotch Row	In reference to the stonemasons who used to live on Clyde St (removed during the building of Hickson Rd)
Exchange Place	Recognises the continuation of the area as a place for the exchange of goods
Mercantile Walk	Recognises the continuation of the area as a commercial hub
Shipwright Walk	A shipwright is another name for a ship builder (maritime history)
The Hungry Mile	During the Great Depression workers named this section of Hickson Rd this as they used to walk between the wharves searching for work so they could provide food for their families.

3.6.2 Signage

Permanent totem-style signage has been installed across South Barangaroo, Hickson Rd and Barangaroo Reserve, with a variant style installed in the commercial area of South Barangaroo, near the International Towers.

Temporary signage (see Figure 3-8, signage 4 and 5) is currently in place across the entire site to allow flexibility while the site is in development. An ongoing permanent signage suite will be aligned with the new Barangaroo Signage Style Guide (Corelts, 2021). This style guide establishes a design language which will offer a coherent, overarching identity across the whole precinct, and has been selected to interface and integrate with City of Sydney wayfinding and signage intentions.

The style of the “Meeting point for the Official Barangaroo Tour” sign (see Figure 3-10, signage 11) is highly visible however would benefit from a design that is harmonious with the other signs across the site.

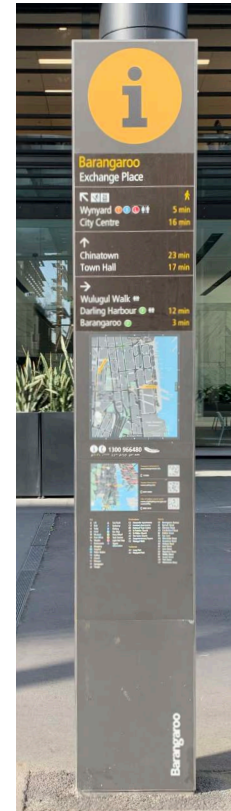
Signage 1 (Walks)



Signage 2 (Map)



Signage 3 (Information)



Signage 4 (Welcome)



Signage 5 (Temporary)

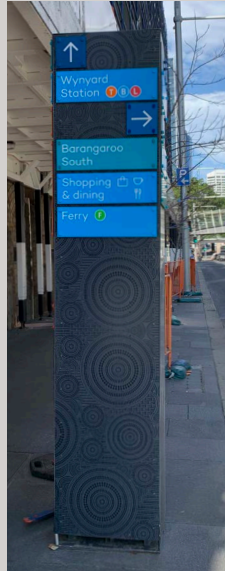


Figure 3-8: Signage Examples at Barangaroo South (Source: Curio Projects, 2020)

Signage 6
(Street/
directional)



Signage 7
(Temporary)



Signage 8
(Totem)



Signage 9
(Short Totem)



Signage 10
(Temporary)



Signage 11
(Tour Meeting Point)



Signage 12
Large Totem at
the Cutaway



Signage 13
Welcome Sign

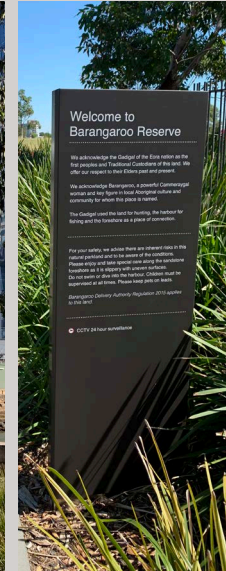


Figure 3-9:
Signage examples on Hickson Road
(Source: Curio Projects, 2020)

Figure 3-10:
Signage examples in Barangaroo Reserve
(Source: Curio Projects, 2020)

3.6.3 Barangaroo South Interpretation

Beacon

Beacon is located in Exchange Place, Barangaroo South. It was commissioned by Lendlease and designed by CHROFI architects. Designed to conceal vents, it features 64 bronze-anodised aluminium posts inscribed to tell the story of Barangaroo, adapted from an essay by Grace Karsken, and incorporating Aboriginal language from Jakelin Troy's 'The Sydney Language'.



shellwall

shellwall is a seven-storey art installation on the (southern) façade of the Alexander Building in Barangaroo South. The artwork, commissioned by Lendlease, is a collaboration between Esme Timbery, a Bidjigal/Eora elder and senior artist, and Wirradjuri/Kamilaroi artist Jonathan Jones. The work celebrates the shell work tradition of La Perouse and Esme Timbery, a 4th generation shell artist. A small interpretive panel has been placed on the lower southern wall, near the entrance to the Rivareno store, explaining the background of the artist and the artwork. This artwork is often included in the Barangaroo Cultural Tour and has important interpretive value to the precinct.

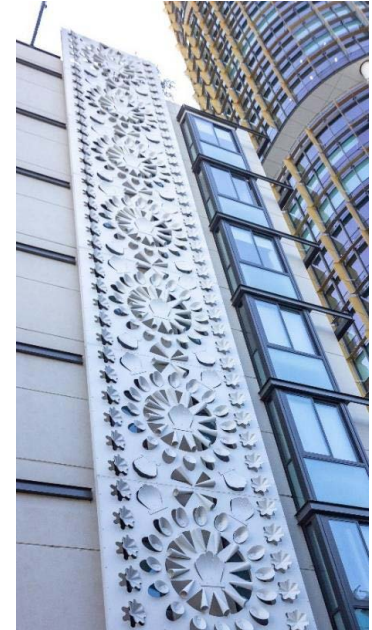
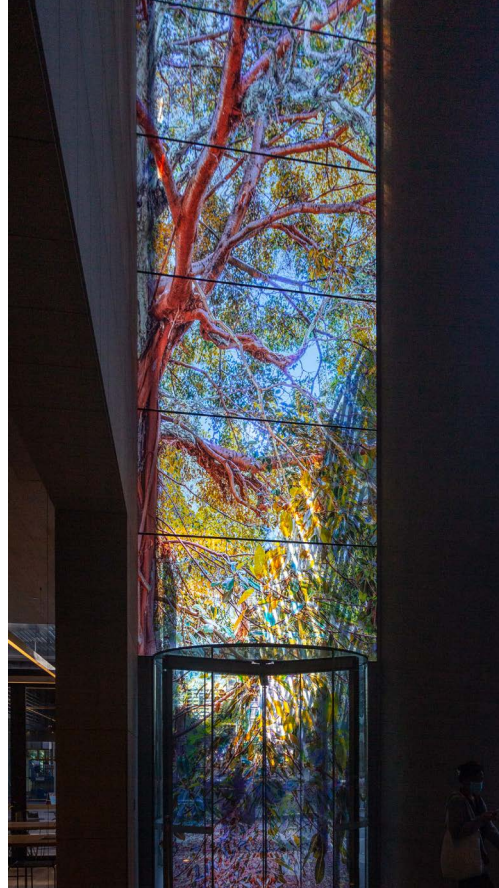


Figure 3-11:
Barangaroo South Public Art
(Source: Curio Projects, 2020)

Shadows

Shadows is a photographic installation by German artist Sabine Hornig. It features transparent images of Australian native fauna embedded in glass windows of the International Towers. Commissioned by Lendlease in 2017, it was installed in September 2019. The artworks are an aesthetic drawcard to the site. Sabine Hornig's work also includes a corner work on the first floor which was designed to be viewed from the outside with the night-time interior light on.



Maritime Design Elements

The “rope” style drain runs the length of the three walks in Barangaroo referencing the maritime history of the district. The design is a subtle reference to the cultural heritage of the Barangaroo precinct.

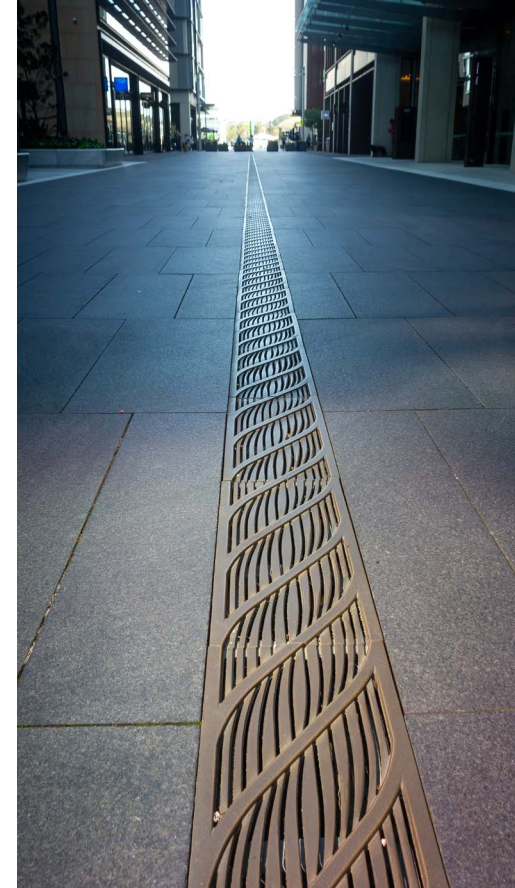


Figure 3-12:
Barangaroo South Public Art
(Source: Curio Projects, 2020)

Daramu House

Daramu House translates as “tree-house” in the local Aboriginal language. The building has been constructed from cross-laminated timber with the façade featuring recycled timber from telegraph poles. The foyer features a wooden interpretive art installation representing the changing shoreline of Barangaroo. The building was only recently completed, and the installation is in excellent condition. This installation provides an invaluable opportunity for audiences to understand and appreciate the landscape of Barangaroo.



Figure 3-13:
Daramu House
(Source: Curio Projects 2020)

Hickson Park

Hickson Park opened in 2020 and features an open green space with landscaping to provide considerable shade and seating areas. Interpretive elements include the “Native Tapestry” (Deuce Design), a communal bench with integrated design elements and cast-iron images of native animals.



Figure 3-14:
Hickson Park (Source: Curio Projects 2021)

Temporary Works

Barangaroo South has featured a number of mural artworks on the construction hoarding throughout the development. These have included Reko Rennie’s 2017 hoarding artwork and pocket park ‘As the Crow Flies’. Recent hoarding on the Hickson Rd frontage of the Hickson Park Development is ‘Garden Pop Bird Bop’ by Emily Crockford from Studio A. The “Winged Wonderland” 100m long artwork by six artists from Studio A has been installed on the hoarding along Barton Street, adjacent to Hickson Park.

Stories in the Sky

Stories in the Sky is a community art project centred around the themes of water, sky and land. The artworks, which are being created by children connected with the site, have been turned into stencils painted on the core of International Tower One, visible for 10-12 weeks during the construction phase of the building. The artworks are being reinterpreted as symbols to feature on the side of the completed building.

Lendlease Barangaroo South Education Program

The Discover Barangaroo resource was first launched in 2015 as an online outreach program with the aim of helping Lendlease achieve its target of reaching 50,000 school students. Discover Barangaroo provided a live case study for the geography component of the Australian Curriculum and was developed by Professor Grant Kleeman, with input from the Geography Teachers' Association of NSW, and the NSW Education Department. The site provided links to activity sheets, virtual fieldwork activities and teacher support materials. Approximately 16,000 students were reached between 2015 and 2020.

In January 2021 Lendlease re-launched Discover Barangaroo as a suite of four interactive, online lessons for school years 7-8 and 9-10. The four curriculum areas covered are history (including relevant cultural information), environmental sustainability, STEM, and social sustainability and place creation. Comprehensive resources have been developed for both students and teachers, including links to the Australian Curriculum.

Lendlease have also partnered with Observatory Hill Environmental Education Centre to deliver onsite tours to education groups, as part of Observatory Hill's Urban Dynamics – Barangaroo program, which focuses on planning, sustainability, and 'liveability', and also includes a study of Millers Point.

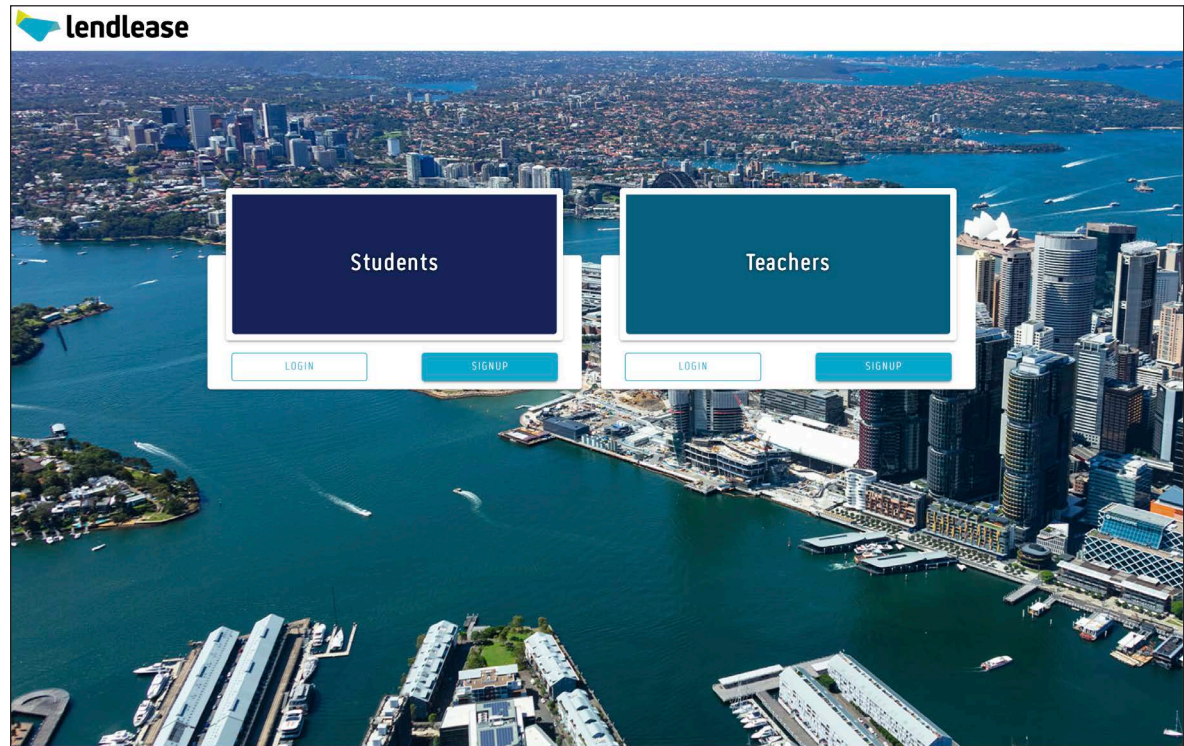


Figure 3-15:
Screenshot of Discover
Barangaroo website

3.6.4 Central Barangaroo and the Sydney Metro

As of October 2022, Central Barangaroo and the Sydney Metro station are still under construction. Interpretive works within the Sydney Metro site boundary have been planned and designed.

3.6.5 Barangaroo Reserve

Wellama

Wellama is a ten-minute audio-visual artwork (video) installation at the Cutaway created by artists Alison Page and Nik Lachajczak. Translated as 'to come back', the video plays on a continuous loop with no beginning or end as a modern re-imagining of a traditional Welcome to Country. Initially proposed as a temporary installation due to end in 2020, it is understood that this has been extended until 2024. A 'Welcome to Country' panel has been installed in this area, with promotional materials for Wellama provided on a number of temporary sign pillars across the entirety of Barangaroo in addition to two signs and a pillar wrap near the entry to the Cutaway.



Figure 3-16:
Wellama interpretive elements
(Source: Curio Projects 2020)

1836 Shoreline

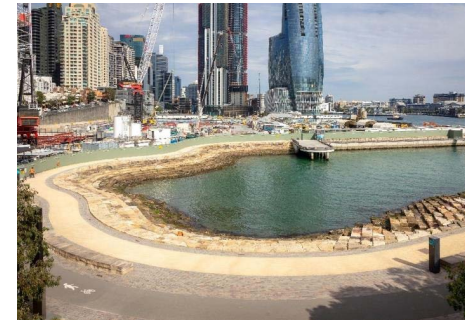
Sandstone excavated from the site has been cut into blocks, sloping towards the water, recreating the shape of the pre-1836 shoreline. The design is both practical, for its re-use of excavated sandstone, and visually elegant. It also allows visitors closer proximity access to the waterfront.

Munn's Slipway 1827

In Nawi Cove the historic Munn's Slipway is partially exposed. The sandstone blocks above this have been etched with 'Munn's Slipway 1827'. At present, this is not visible to the majority of people passing through Nawi Cove, although when the development on the southern end of the cove is completed, it will likely become more visible from the southern side. It would benefit from being supported with some additional information explaining that in the 1820s James Munn had a boatyard on site and this slipway allowed him to slide the completed boats into the water.

Sandstone Seawall Panel

The Sandstone Seawall Panel discusses the 1903 reconstruction of Dalgety's Wharf No. 3 using an 1870s seawall following the resumption that accompanied the outbreak of the Bubonic Plague in Sydney. The plaque is easily accessible and in good condition, yet it is not made clear whether the block featuring the sign or the nearby sandstone blocks are part of the original seawall. An earlier interpretation plan referred to the c.1903 seawall and suggested the possibility of a stone from the 1870s wall being used, with its location near the remnant sandstone seawall on Wulugul Walk.



1836 Shoreline (Nawi Cove section)



Munn's Slipway c.1827



Sandstone Seawall

Figure 3-17:
Barangaroo Reserve
interpretive features
(Source: Curio
Projects, 2020)

Cuthbert's Seawall and Dead-man Anchor Blocks

Remnant sandstone blocks from Cuthbert's seawall, previously submerged beneath the concrete container wharf, have been used to recreate Cuthbert's seawall, near the Hickson Rd entrance at Nawi Cove. An earlier interpretation plan suggested that a stainless steel or bronze inlay, likely similar to that of the Sandstone Seawall (above) or a freestanding totem could provide relevant information, yet no information was found near this wall.

Near the Hickson Rd entrance to Nawi cove there are several ferrous iron objects embedded in sandstone which appear to be the "dead-man anchors" referred to in earlier plans. No accompanying information could be found nearby.

The archaeological discoveries made in this section of the precinct are also shared via a YouTube video titled 'Barangaroo Headland Park Archaeology Story'. This video provides a succinct and engaging presentation of the heritage significance of the site through footage of the archaeological excavation, interviews with heritage professionals, and primary source documentation.



Barangaroo Headland Park Archaeology Story



Cuthbert's Seawall



Dead-man anchor



Dead-man anchor

Figure 3-18:
Barangaroo Reserve (Nawi Cove) Interpretation
(Source: INSW and Curio Projects 2020)



Sewerage Pumphouse, location of sign



Sewerage Pumphouse sign



Harbour Control Tower sign

Figure 3-19:
Barangaroo Reserve
Interpretive Devices
(Source: Curio
Projects 2020)

Sewerage Pumphouse Station 14

The 1904 Sewerage Pumphouse Station 14 was relocated to its present location near the Towns Place entrance of Barangaroo Reserve in 2014. The Sewerage Pumphouse interpretive panel is located on the eastern wall within the amenities block with little viewing space between the wall of the pump house and the partition wall of the unisex and female toilets.

Harbour Control Tower

The former sign for 'The Maritime Services Board of NSW Port Operations and Communications Centre' remains on the Merriman Street frontage before a fenced-off, netted cavity on the edge of Stargazers Lawn. Curio understands that the recommendations made in the Barangaroo Harbour Control Tower Interpretation Plan (GML, 2016) will be considered as part of future plans to develop the Cutaway.

Barangaroo Ngangamay

Barangaroo Ngangamay was commissioned by Barangaroo Delivery Authority in 2017. It was created by Aboriginal multi-media artists Genevieve Grieves and Amanda Jane Reynolds, in collaboration with the local Aboriginal community. The project consists of an app which uses the visitor's GPS signal to scan the landscape at the reserve to find five petroglyphs (rock engravings) which have been hand carved into Sydney sandstone by Aboriginal male elders Vic Simms, Laurie Bimson and Steven Russell. The app provides video content at the engraving sites.

At the time this review was undertaken, several usability issues were noted. In many areas across the site the app failed to pick up the GPS signal and the sun glare made the information difficult to both read the information and see the videos. Over time, the rock engravings have become more difficult to locate as the plantings on the reserve have matured.

Curio Projects understands that this project was originally intended to be temporary, and its ongoing management is under review by INSW.



Figure 3-20: Barangaroo Ngangamay petroglyphs (Source: Curio Projects 2020)

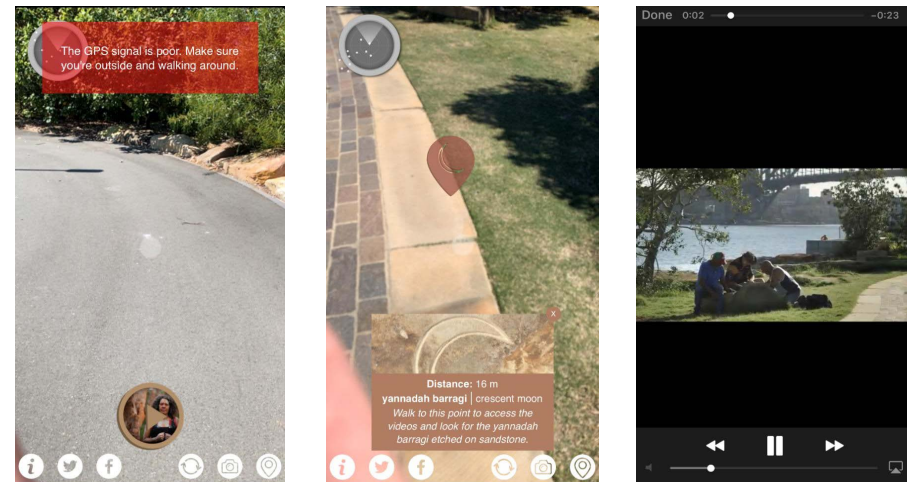


Figure 3-21: Screenshots from the Barangaroo Ngangamay app

Visitor Information/Pamphlet Holder at the Cutaway

The visitor information panel and pamphlet holder in the Cutaway provides a basic map for orientation and amenities, a link to the Barangaroo website, and two types of pamphlets, one of which promotes subscription to Barangaroo e-News, and another which provides information regarding the Wellama installation. A second pamphlet holder is located in the Cutaway, next to the public toilet corridor. While they provide relevant information for the nearby Wellama installation, the placement of these panels does not attract much attention from visitors as they are not located at primary entrance points, or points of congregation.

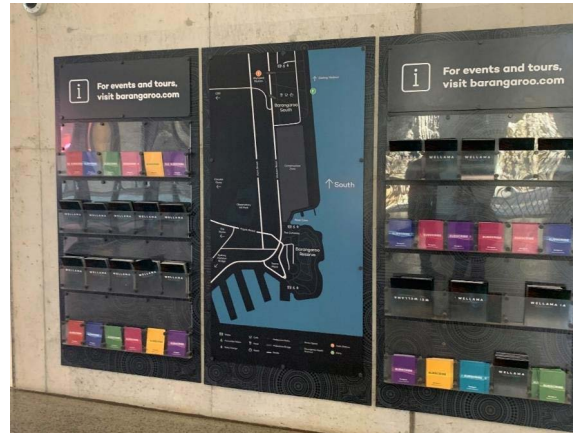


Figure 3-22: Pamphlet holder and displayed pamphlets at the Cutaway (Source: Curio Projects 2020)

Barangaroo Aboriginal Cultural Tour

The Barangaroo Cultural Tour usually operates once a day for general bookings, and on request for private groups and education groups. These tours, which are led by Aboriginal educators take place in the Barangaroo Reserve. Curio Projects team members attended tours on 13 October 2020, and 2 December 2020. This 90-minute tour focuses on the native plantings in the Reserve, with the Tour Guide providing detailed information and stories regarding their traditional uses. Reference is also made to the landscaped features of the Reserve, and the story of Barangaroo the woman. Additional mention is made of the post-colonial history of the site, and the current developments in Central and South Barangaroo. Examples of traditional tools and weapons are also displayed and discussed. The connections between land and water, and the knowledge associated with the plants are a particular highlight, and clearly effective in increasing visitors' understanding of, and appreciation for the site.

The structure of the Visitor Experience Team and the various modes of delivery were also discussed with members of this team on 2 October 2020. Curio Projects understands that the specific content of tours depends on the individual guide, and that a flexible approach to the tour structure allows each tour to be tailored to both the needs/wants of the visitors, and the knowledge and experience of the Guide. Tours are generally

focused on the Reserve but can include built elements and artworks in other parts of the Barangaroo precinct. The public tour has been regularly held at 10:30am each day, but there is scope for a second daily tour.

The education program currently consists of a suite of onsite tours, workshops, and classroom resources. Curriculum-based content is designed for Stages 1-5. In the 2019-20 financial year, 33 education programs and tours were delivered to 802 students (we note that these numbers were impacted by Covid-19 restrictions). School bookings often come from repeat visitation, both locally and interstate, with groups of up to 200 students visiting the site at once. The team also works closely with Jarjum College, an Indigenous primary school in Redfern, to deliver a tailored program.

A 'Cultural Ghost Tour' product commenced delivery in January 2022. During this evening tour, guides share stories of the ancient spirits and creatures of the Dreamtime and invite participants to share their own stories around a fire pit, acknowledging Barangaroo's Goomedah (spirit).

The Visitor Experience Team currently consists of a Team Leader, two part-time and two casual staff members. In addition to their regular program, team members also take part in special events and ceremonies throughout the year. Following



discussions with the team it is evident that current staffing levels are not adequate to meet the anticipated future demands for tours, workshops, events and education programs, post Covid-19 restrictions. A future increase in demand would require a review of current staffing requirements and resource availability.

Tours are currently advertised via the Barangaroo.com website, which links to an online booking portal, and an onsite 'meeting point' panel.

Figure 3-23: Guide Tim leading a Barangaroo Cultural Tour (Source: Curio Projects, 2020)

3.6.6 Millers Point and Walsh Bay Additional Interpretation

A selection of proximal interpretation is provided below

Moore's Road and Maritime Villas Panel

The Moore's Road and Maritime Villas panel is located just outside the Towns Place entry to Barangaroo Reserve. The panel faces the road and is in reasonably good condition. It discusses the history of Moore's Wharf, Town's Wharf and the maritime villas.

The Changing Shoreline Panel

The Changing Shoreline panel is located on the reverse of the Moore's Wharf panel outside the Towns Place entrance to Barangaroo. The panel is in reasonably good condition and encapsulates the major changes to the headland over time. It was originally planned for inclusion in the Reserve but was relocated. Its placement outside of Barangaroo, with the information facing the water, makes the information less accessible to those visiting the precinct or even passing by.

Anchors at Moore's Wharf

There are anchors on display nearby at the former Moore's Wharf Building, Towns Place entry, which is currently fenced off to the public as part of the land used for the Port Authority of NSW.

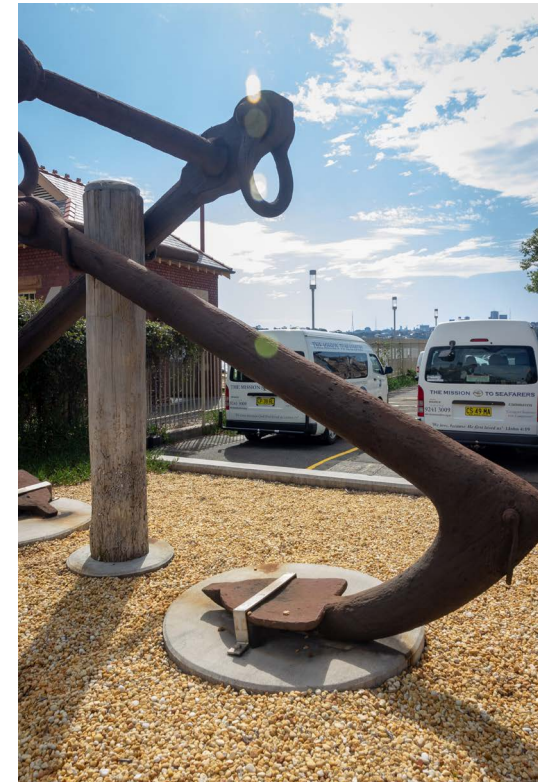
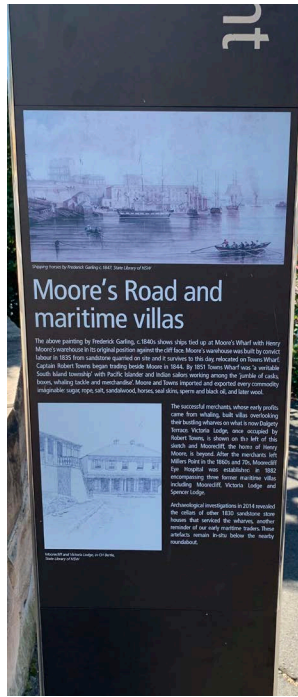


Figure 3-24:
Interpretation proximal to the study area, Walsh Bay and Millers Point (Source: Curio Projects 2020)



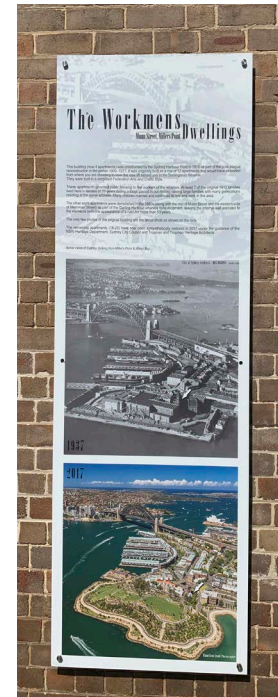
Moore's Road and Villas



The Changing Shoreline



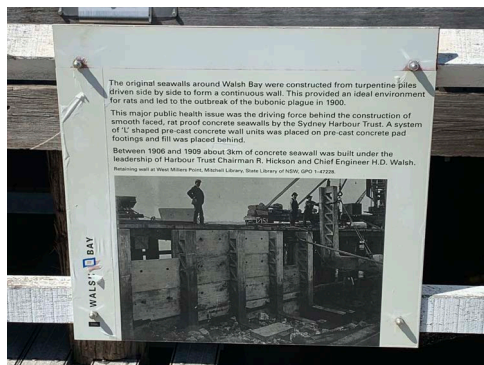
Commonwealth Free Kindergarten, Munn Street



The Workmens Dwellings, Munn Street



Millers Point Mob, Munn Reserve



The Original Seawalls, Walsh Bay



Millers Point Streets, corner of High St and Argyle St

Figure 3-25: Interpretation proximal to the study area, Walsh Bay and Millers Point (Source: Curio Projects, 2020)

3.6.7 Barangaroo Website

The Barangaroo website is the precinct's primary online portal for visitor information, project development background and updates, and historic and cultural information. The website is currently divided into six main sections:

- Visit (Getting Here, Barangaroo Reserve, Eat & Drink, Shopping, Health & Wellbeing, Wulugul Walk, Art)
- Building Barangaroo (Barangaroo Reserve, Central Barangaroo, Barangaroo South, Project Updates, A 21st Century Transformation, See the Transformation,
- What's On (Events, Tours)
- Venue Hire and Permits (Venue Hire, Event Enquiries and Permits, Filming and Photography, Roads and Works Permits, Contact Us)
- About (The Place, Contact Us, Subscribe, Community and Neighbours, Resource Centre, Media Gallery, Frequently Asked Questions, Privacy)
- News

The primary source of interpretive content is the *About* section, which contains a mix of topics about the site's history, culture, place names, native plants, design, and sustainability. Information regarding art and culture can be accessed through the *Building Barangaroo – A 21st Century Transformation* page.

Current information regarding education group tours and workshops is made available through directly contacting the Visitor Experience Team.

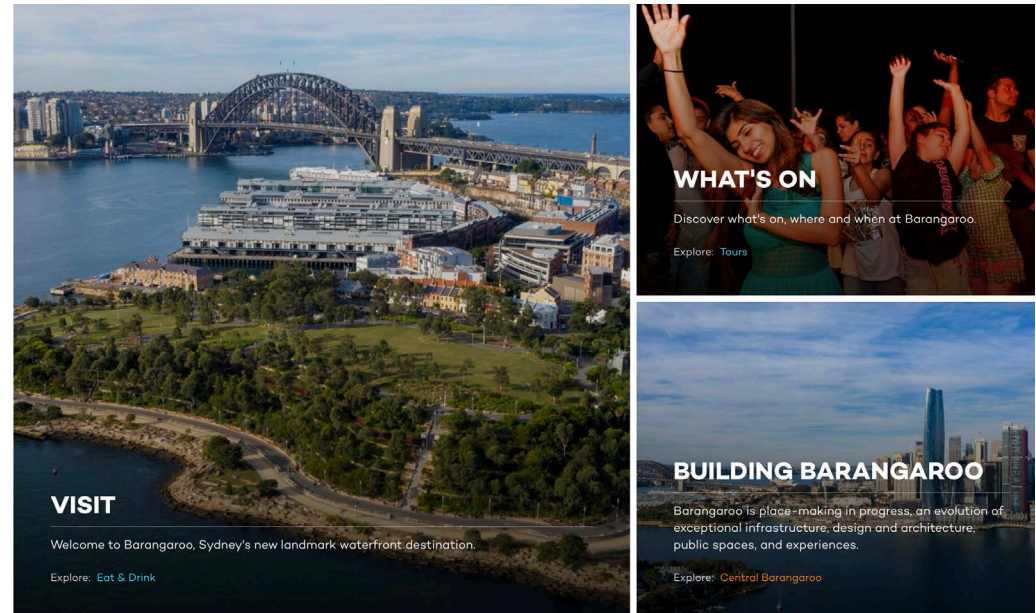


Figure 3-26:
Screenshots of Barangaroo website

Map of Existing Interpretive Features

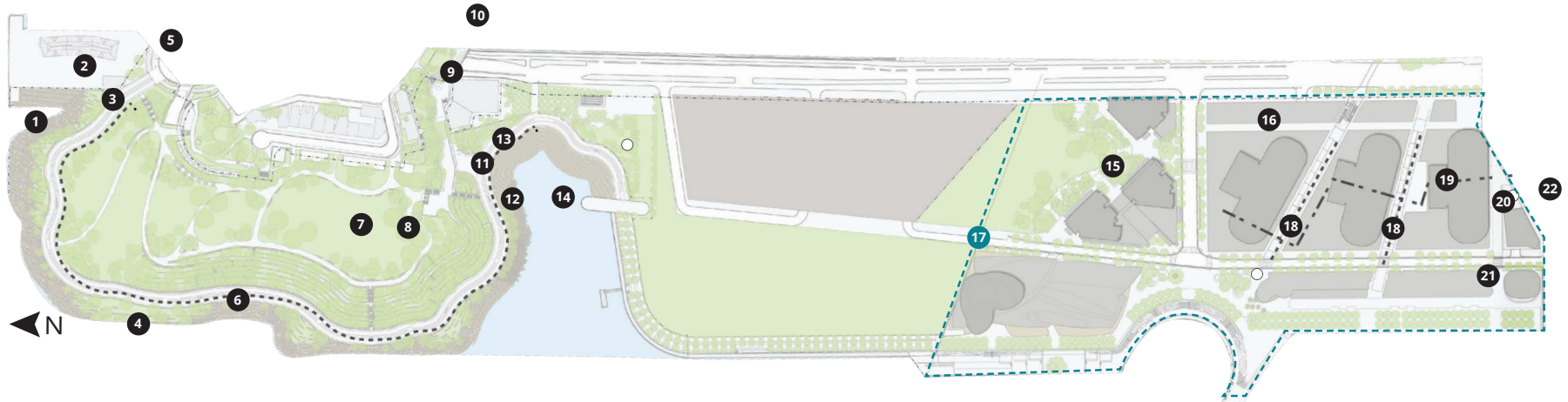
























Figure 3-27:
Map of existing interpretive elements

- | | | | | | | | | | | |
|---|--|---|---|--|---|---|---|---|---|---|
| 
1. Marrinawi Cove | 
2. Moore's Wharf | 
3. Former Sewerage Pump House | 
4. 1903 Seawall (original) & Seawall Interpretation Panel | 
5. Changing Shoreline Interpretation Panel* | 
6. 1836 Shoreline | 
7. Barangaroo Aboriginal Cultural Tours | 
8. Barangaroo Ngangamay | 
9. Millers Point Mob* | 
10. Millers Point History Panels* | 
11. Wellama |
| 
12. Munn's Slipway | 
13. Cuthbert's Wall & Anchor Blocks | 
14. Nawi Cove | 
15. Hickson Park | 
16. Daramu House | 
17. Lendlease Barangaroo South Education Program | 
18. 'Mooring Rope' designed drains | 
19. Shadows | 
20. Beacon | 
21. shellwall | 
22. Anemone* |

*PRECINCT ADJACENT

3.7 Consultation

An extensive program of consultation was undertaken in 2021 and 2022, following the submission of the first draft of the Heritage Interpretation Plan to INSW. Through this consultation process, Curio Projects sought to identify the priorities and concerns of the wider Barangaroo community through in-depth discussion with Barangaroo's primary development partners and stakeholders.

The final list of consultation participants was developed in conjunction with INSW, and invitations were directed to representatives from each organisation or group. The 1-hour consultation workshops were held over zoom and face-to-face and consisted of a presentation and group discussion of the aims and objectives of the project, the identified opportunities and constraints, the drafted themes and storylines and any gaps that needed to be addressed. The best ways to convey these themes and stories to visitors and users of the precinct was also deliberated. Follow-up meetings were also held with key stakeholders in order to confirm several key decision points.

Feedback received during and following these consultation workshops has informed the finalisation of the HIP, including the interpretive themes and recommendations.

Consultation Attendance

STAKEHOLDERS	DATE
Aqualand	25.05.21
Sydney Metro	25.05.21
Crown Resorts	25.05.21
Museum of Applied Arts and Sciences	31.05.21
The National Trust NSW	01.06.21
Millers Point Resident Community Action Group	02.06.21
Lendlease	03.06.21
City of Sydney	03.06.21
Walsh Bay Precinct Management Association	08.06.21
Alison Page	10.06.21 & 28.04.22
Placemaking NSW	16.06.21
Metropolitan Local Aboriginal Land Council	31.08.21, 01.02.22 & 03.05.22
LaPerouse Aboriginal Community Alliance*	18.08.21
Barangaroo Arts & Culture Panel	19.05.21, 15.11.21 & 24.03.22
Barangaroo Design Excellence Advisory Panel	07.03.22

* The project team presented an overview of the HIP to the La Perouse Aboriginal Community Alliance only. Invitations to a consultation workshop with the LaPerouse Local Aboriginal Land Council were issued, but a session was unable to be conducted prior to the submission of the final report.

3.8

Constraints and Opportunities

The following constraints and opportunities have been identified through an investigative process, including site visits, consultation workshops, internal client meetings and desktop research. In developing the recommendations presented in section 7 of this report, Curio have sought to mitigate the risks presented by these constraints and build upon the identified opportunities.

- Visitor infrastructure and facilities need to be considered in unison with interpretive elements and cultural tourism opportunities to ensure that the site can cater to the diverse needs of multiple audience groups.
- Environmental factors including wind, sun exposure, and glare need to be considered when planning interpretive experiences. For example, site visits have identified issues with 'wind tunnels' created in Barangaroo South, and the adverse impact of sun glare on screens.
- The City of Sydney Yananurala/Walking on Country project provides an invaluable opportunity for Barangaroo to be part of an integrated multi-precinct interpretive journey along Sydney's foreshore, connecting significant cultural institutions, landmarks, places, and landscapes.
- The ongoing oversight and involvement of the Sydney Aboriginal community in the development and delivery of interpretive experiences at Barangaroo is integral to this project.
- The mix of spaces - open, partially open, and fully enclosed, incorporating natural elements and spaces for congregating in small and large groups - provides flexibility for storytelling and events.
- Barangaroo is a contemporary precinct and a 'living space' - the minimal presence of heritage structures means that stories are, for the most part, not bound to structures or features. Interpretive installations, while needing to remain sensitive to space, are not hindered by potential impacts to heritage fabrics.
- The staged development of the site, as well as the proximity of other heritage/ tourism precincts, has the potential to result in an interpretation scheme which presents as disjointed and not cohesive. There is an opportunity for INSW to review the branding and design palate for the precinct to ensure that both built and digital interpretive elements are consistent in tone and design, while still allowing for the identification of the unique zones within the larger precinct.

4 Major Events Timeline

6,000–10,000 years ago

The Gadigal people knew this area as 'Go-mo'ra'. It was an area of hunting, fishing, and gathering shellfish

5,000 years ago

The Gadigal people were the traditional owners of Coodye (Millers Point). The Wangal people lived to the West, including Me-Mel (Goat Island)

1750s

Barangaroo was likely born in the 1750s

1788

The First Fleet arrived. Aboriginal people continued to live here following the European invasion

1790

- Barangaroo, a proud Cammeraygal woman and leader was introduced to the British by her husband Bennelong. She openly refused to conform to the European customs, retaining her spirituality and culture
- Patyegarang, a young Aboriginal woman, believed to be from the Cammeraygal clan, became a friend and tutor to William Dawes, leading to his documentation of the Sydney language



Figure 4-1: 1790 Bennelong meeting the Governor after he was wounded (the second person is believed to be Barangaroo) (Source: Natural History Museum, London)

1791

Barangaroo died shortly after giving birth to a daughter. She was given a traditional cremation ceremony in her fishing gear after which Bennelong spread her ashes in Governor Philip's garden. Her daughter died several months later.

1797

The first government windmill was established nearby on Flagstaff Hill (Observatory Hill)



Figure 4-2: 1798 James Heath engraving of 'By water to Parramatta, with a distant view of the western mountains, taken from the Windmill-Hill at Sydney.' in Collins, Account of the English Colony in NSW (Source: State Library VIC and Australian National Maritime Museum)

1807

The plans of Sydney indicates the study area was undeveloped, the majority of the area, excluding Cockle Bay Point (Barangaroo Reserve) would have been tidal mud flats. Some structures appear evident near the water's edge around the present Central Barangaroo

1800–10

The topography of Barangaroo was quite rugged but was slowly occupied as maritime and shipping industries were being established around Cockle Bay (Darling Harbour) and the headland (Barangaroo Reserve)

1810

Arthur Martin received a land grant near the southern cove of the present Barangaroo Reserve headland (near Nawi Cove) in order to burn lime in kilns

1816

By 1816 James Leighton "Jack the Miller" was producing flour from his windmills at the top of the reserve, the area was soon referred to as 'Miller's Point'



Figure 4-3: Cockle Bay (Darling Harbour) c.1819-20 by James Taylor (Source: State Library NSW)

1822

By 1822 three windmills had been established on Millers Point (Barangaroo Reserve), Arthur Martin's lime kilns remained in operation near the present Nawi Cove, and stone quarries were situated at the northern end of Kent Street. A handful of houses were evident in the study area

1820s

James Munn (of Munn's Slipway) established a ship building yard on the headland in the mid-1820s

1826

James Leighton "Jack the Miller" was found dead at one of his mills, assumed to have fallen from a ladder

1830s

The Maritime industries were becoming more established but there were few occupants in the area, most lived on the elevated streets above the now Hickson Rd



Figure 4-4: Section from 1831 Plan of Sydney (Source: State Library NSW)

1832

By 1832 James Bettington's wharf was established, used predominantly for timber vessels and colonial whalers

1836

William Long & James Wright built a warehouse on the western edge of the headland. It was constructed from sandstone that was quarried on site using convict labour. They soon sold it to Captain Joseph Moore (of Moore's Wharf) to run his operations as the colony's first P&O agent



Figure 4-5: Shipping horses for the Government of India at Millers Point Wharf, Darling Harbour c1847 showing Moore's Wharf (Source: State Library NSW)

1839

The Australian Gaslight Company, founded in 1837 by Ralph Mansfield and Charles Nicholson, purchased land for the Millers Point Gasworks



Figure 4-6: Australian Gas Works 1870-75 (Source: State Library NSW)

1844

The Australian Gaslight Company offices and warehouse were built (the present 36 Hickson Rd). Designed by Henry Ginn and built by John Morris, stone for the building was quarried on site.



Figure 4-7: 1844 Australian Gas and Electricity Building, Hickson Rd (Source: Curio Projects 2020)

1846

The Argyle Cut was completed making Millers Point more accessible

1849

John Cuthbert purchased waterfront land in Darling Harbour

1850s

The 1850s saw an expansion in the maritime industry of Millers Point

1851

At Moore's Wharf, the Phoenician loaded the first shipment of Australian gold to England

1855

- The wooden gunboat *Spitfire*, was launched. Designed and built by Cuthbert, it was the first warship to be built in Australia for the Colonial Government
- Australia's first locomotive was unloaded at Moore's Wharf

1856

John Cuthbert purchased Munn's Shipyard, expanding his operations



Figure 4-8: Cuthbert's Wharf 1850s (Source: State Library NSW)

1860s

Millers Point became more prosperous and occupation increased, there were over 400 houses and six bonded warehouses in additions to pubs, churches and schools

1865

Cuthbert's seawall was constructed around 1865, remnants were uncovered during archaeological excavations in 2013

1872

The Sydney Labouring Men's Union was formed by the dock workers

1874

John Cuthbert died and his shipyard closed soon after

1875

Bonded stores were established on Dobb's land (the later Dalgety Bond Stores)

1880s

Millers Point began to decline, the harbour was highly polluted, and the wharves fell into disrepair

1890

The poor working conditions led to the Maritime union strike (August 1890) which sparked a series of national labour strikes

1899

The Australian Gaslight Company building 2 was constructed, built adjacent to the 1845 building (Hickson Rd)

1900

The Bubonic Plague hit Sydney and Robert Hickson (of Hickson Rd fame) was appointed the chairman of the advisory board for the Sydney harbour foreshore resumption. The 1900 resumption map shows the majority of the foreshore around Barangaroo (excluding the gas works)

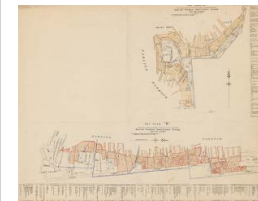


Figure 4-9: 1900 resumption map of Darling Harbour (Source: NSW State Archives)

1901

The Sydney Harbour Trust was formed with Robert Hickson as their first president

1902

The Sydney Labouring Men's Union became the Waterside Workers Federation

1904

The Sewer Pumpouse was built within the present Barangaroo Reserve

The Sydney Harbour Trust constructed the new machinery store for Dalgety & Co (the extant Store C) leasing the land back to the former owners



Figure 4-10: Darling Harbour c.1907 showing the Gas Works, wharves and Dalgety's Bond stores by W. Thomas (Source: GML Heritage)

1909

The Sydney Harbour Trust, began work on Hickson Rd, cutting cliffs and constructed the finger wharves along East Darling Harbour. It was completed in 1920 after WWI brought work and material shortages



Figure 4-11: Millers Point towards gasworks c.1909 (Source: State Library NSW)

1911-12

The bridge extending Munn Street over Hickson Rd was built



Figure 4-12: Construction of Munn St Bridge 1912 (Source: Australian National Maritime Museum)

1912

The Palisade Hotel was built (Bettington St, Millers Point)

1917

'The Great Strike', also known as the NSW General Strike, initiated with the NSW Department of Railways but spread to the wharves

1921

The Millers Point Gasworks were decommissioned



Figure 4-14: Hickson Rd c.1920 (Source: State Library NSW)

1925

The above ground structures of the Millers Point Gasworks was demolished

1928

The Transport Workers Act, also known as the 'Dog Collar Act' required waterfront workers to hold a federal licence to work, allowing the Commonwealth government to control who worked on the docks, almost destroying the Waterside Workers Federation as the government favour non-union workers

1930

- The Great Depression hit and men walked 'The Hungry Mile' looking for work
- Wharfie poet Ernest Antony (1894-1960) published The Hungry Mile and Other Poems based on observations of his work life between 1922-1930

1950

A children's playground was established on the corner of Merriman St and Dibbs St. It was named after Daniel Clynne, a railway worker and Union official who negotiated with the Maritime services board to lease the land

1964

Demolition occurred along Munn St and part of Merriman St to clear the land for the establishment of a shipping container port and a large concrete apron was built along the length of Barangaroo for container shipping



Figure 4-15: The concrete apron at Barangaroo (Source: Walsh Bay History)

1968

The beginning of the Green Bans movement against development in the Rocks and Millers Point

1974

On August 12th the Port Operations and Communications Centre Tower (Harbour Control Tower) opened



Figure 4-16: The Harbour Control Tower as seen in 2010 (Source: State Library)

1970s

The 1970s saw a reduction in the use of the container wharves

1978

- Moore's Warehouse was moved 100m, stone by stone, from the north west of Barangaroo Reserve to its present location on the water's edge at Towns Place
- Dalgety Bond Store Building B was demolished

1980

An archaeological excavation took place at the former location of Moore's warehouse recovering Aboriginal stone tools alongside European artefacts

1980s

The shipping container operations moved to Port Botany

2005

The NSW Government called for entries for the East Darling Harbour International Design Competition (Barangaroo)

2006

Hill Thalys, Berkemeier & Irwin (HTBI) were announced as the winners of the competition

2007

The Barangaroo concept plan was approved for three precincts. Barangaroo South as a commercial precinct, Central Barangaroo as mixed-use and Barangaroo Reserve as a headland park

2010

Archaeological excavations and construction began in Barangaroo South

2011

Operations ceased at the Harbour Control Tower

2012

Construction commenced at Barangaroo Reserve

2014

The Sewer Pumphouse was relocated to its present position

2015

Barangaroo Reserve and the Cutaway were opened to the public



Figure 4-17: Barangaroo Reserve when opened to the public in 2015 (Source: Australasian Leisure Management)

2016

- The Port Operations and Communications Centre Tower (Harbour Control Tower) was demolished
- International Towers Completed at Barangaroo South
- Construction begins for the Crown Casino and hotel

2018

The *Barangaroo Boat* was uncovered on a beach area between the former Cuthbert's shipyard and Langford's wharf during archaeological excavations for the Sydney metro



Figure 4-18: 2018 Excavation of Barangaroo Boat (Source: Casey & Lowe)

2020

Watermans Cove opened to the public

5 Storytelling Principles

5.1 National and State Themes

In order to place the history and significance of a place within a broader Australian context, it is important to be able to use an established and widely recognised framework of historic themes as the basis for determining what key elements of a site would be considered significant at local, state and national levels. To provide a consistent framework for determining appropriate historic themes for a place of cultural significance, the Australian Heritage Commission published a national framework of historic themes in 2001. Nine national key theme groups were identified, with a subset of 84 national sub-themes and a further sub-set of 116 themes.

The NSW Heritage Council has developed a series of NSW State-specific themes that are linked to the Australian National Historical Themes. These 36 state historic themes provide the overarching framework for the local themes relevant to the study site.

The national and state historic themes relevant to the Barangaroo precinct have been listed to the right:

NATIONAL HISTORIC THEME	STATE HISTORIC THEME
Peopling Australia (living as Australia’s earliest inhabitants, migrating, fighting for land)	Aboriginal cultures and interactions with other cultures Ethnic influences Migration
Developing local, regional and national economies (constructing capital city economies, utilising natural resources, recruiting labour, moving goods and people, altering the environment, feeding people)	Commerce Environment – cultural landscape Fishing Industry Science Technology Transport
Working (working in harsh conditions, organising workers and workplaces)	Labour
Building settlements, towns and cities (planning urban settlements, remembering significant phases in the development of settlements, towns and cities)	Towns, suburbs and villages
Developing Australia’s Cultural Life (living in cities and suburbs, pursuing excellence in the arts and sciences, forming associations)	Welfare Creative endeavour
Tracing the evolution of the Australian Environment (tracing the emergence of Australian plants and animals, appreciating the natural wonders of Australia)	Environment – naturally evolved

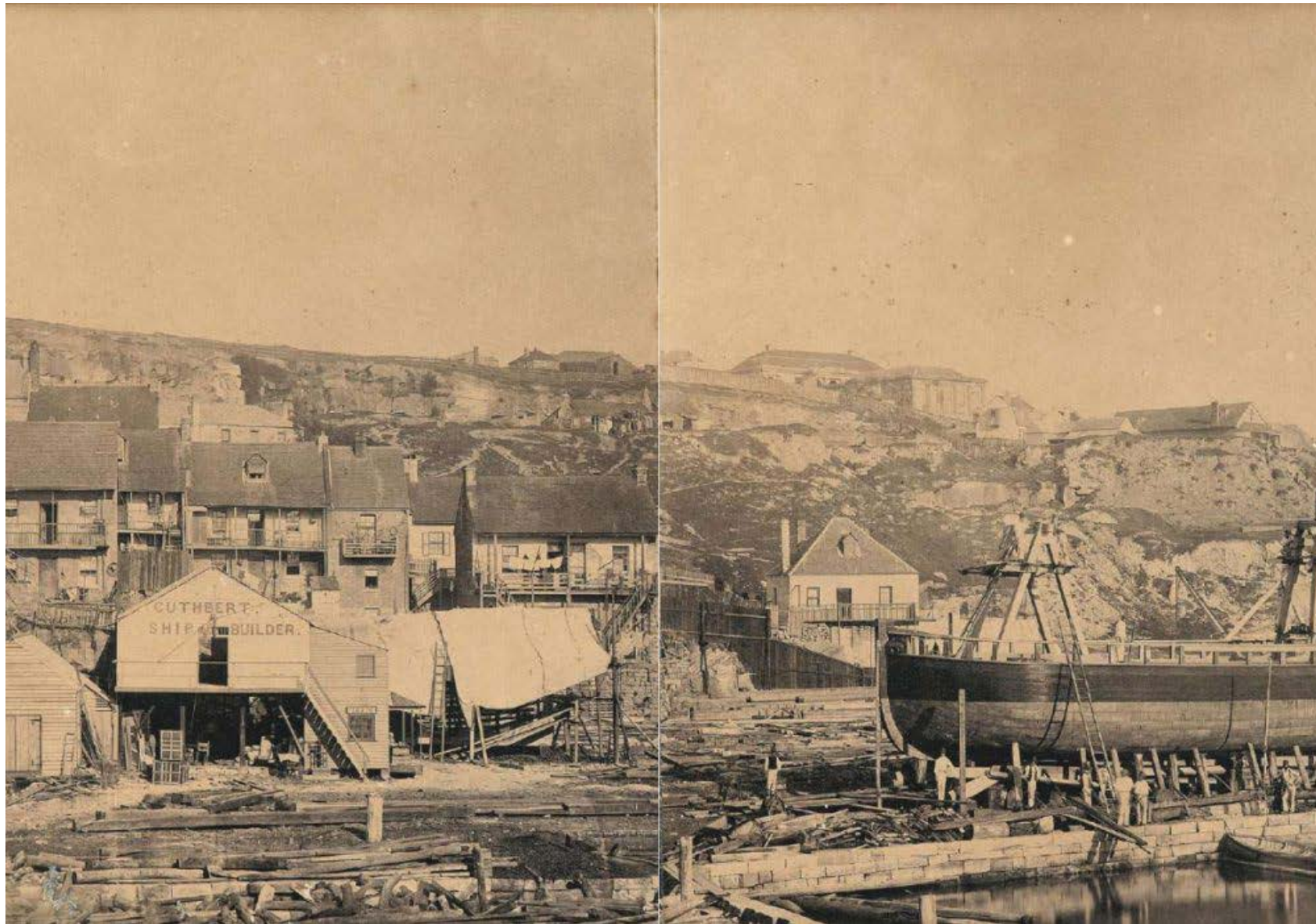


Figure 5-1:
John Cuthbert's Wharf, c.1850s
(Source: State Library NSW)

5.2

Barangaroo Precinct Interpretive Themes and Storylines

The following themes have been selected and crafted to enable thematic interpretation of what makes the Barangaroo precinct historically and culturally significant. They are informed by national and state historic themes, the history and heritage values of the site, and the themes presented in previously developed plans for the precinct.

These themes are not constrained to a single subject, a single time, or a single place. Each theme relates to a range of stories and topics from pre-European history, post-European history, the present and the future of the site.

The following table also provides corresponding storylines and topics relevant to each interpretive theme. This list is indicative of the many stories of Barangaroo and does not include reference to the stories which are kept by the Aboriginal people who are connected to this place through work and community, and are custodians of sensitive cultural knowledge, information, and traditions.



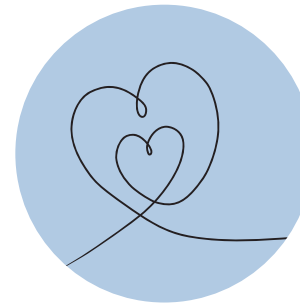
Badu (water) is the lifeforce of Barangaroo



Barangaroo is the home of timeless spirit and culture



A tradition of sustainable practice and innovation has endured through the many evolutions of the site



Barangaroo has been shaped by the resilience and fortitude of individuals and communities



Testimonies, triumphs and challenges of Barangaroo



Badu (water) is the lifeforce of Barangaroo

Thematic storylines

For over 6000 years the Gadigal people used this area for fishing, hunting and gathering shellfish in the deep waters off the point and the mudflats of the western shore.

Eora fisherwomen, including Barangaroo herself, were skilled hunters who provided for their people – they went out on the harbour in nawi (bark canoes) to catch fish, singing as they rowed.

The harbour has been a major thoroughfare for thousands of years. The Gadigal people used the harbour for transport and trade, prior to European Settlement, and the first European settlers built small boats to ferry goods and people to different locations around the harbour.

There is a relationship and sightline between Barangaroo and several Harbour landmarks and islands, including Me-Mel (Goat Island) which was once used by Barangaroo and Bennelong, and was often visited by their descendants for feasts and recreation.

The topography of Barangaroo Reserve is inspired by the shape of the 1836 shoreline, which was cut away over time to make way for wharves and docking activities.

After European settlement, the area became an increasingly busy shipping port, connected to the global maritime economy, the whaling and sealing trade, the wool trade and the gold rush.

Key Topics

- Gadigal uses of the shoreline
- Eora fisherwomen
- The Harbour
- Me-Mel (Goat Island)
- Barangaroo Reserve – topography
- Maritime industries
- The Harbour Control Tower
- The Sydney Harbour Trust
- The Barangaroo Boat

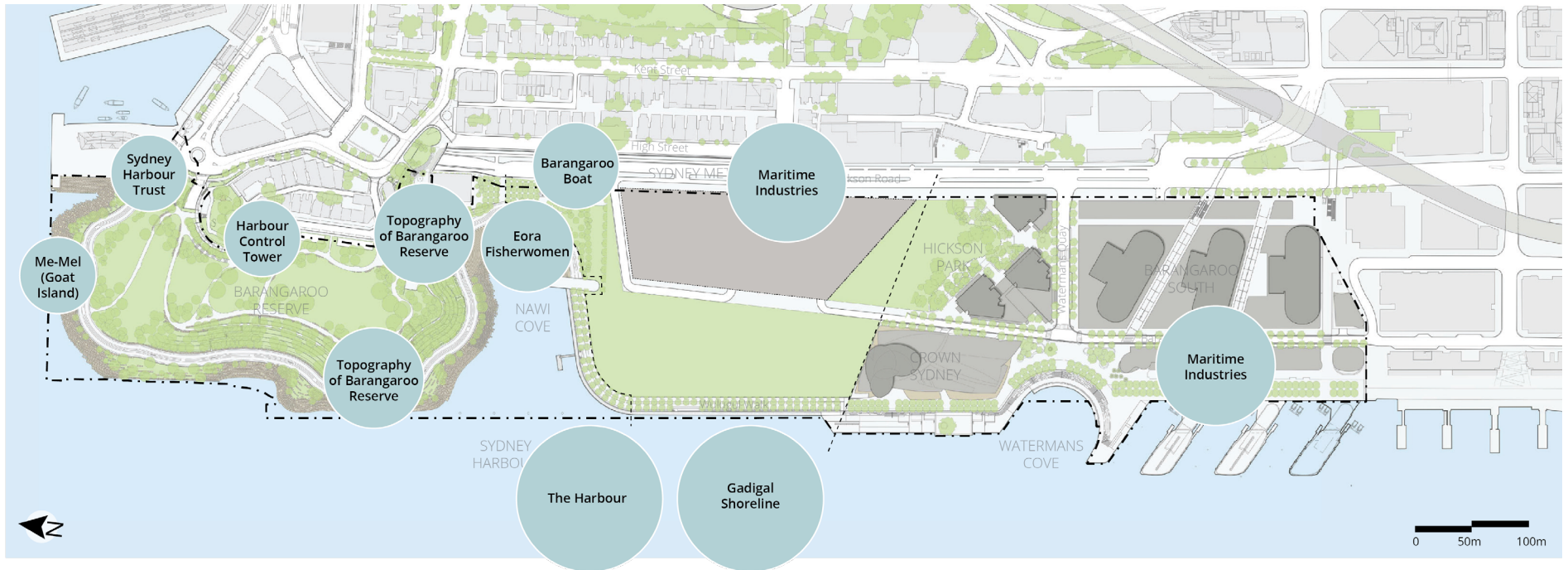


Figure 5-2:
Mapping of Theme 1 key topics across the
Barangaroo precinct. Note that locational topics
'The Harbour' and 'Gadigal Shoreline' are site-wide



Barangaroo is the home of timeless spirit and culture

Thematic storylines

The interactions between Patyegarang and Dawes not only aided communication and understanding between Aboriginal people and European settlers but contributed to the survival of the Sydney language.

The development of Barangaroo Reserve, the reimagining of its 1836 form, and the decontamination of the former shipping port, represent a “return to country” for the headland^{iv} – along with the naming of places within Barangaroo using Sydney Language words, the sharing of Gadigal stories and traditions, and the addition of thousands of native plantings.

Through art, cultural practice and storytelling, the living culture and traditions of Barangaroo and First Nations People are woven through the precinct.

- Key Topics**
- The Sydney Language
 - The reimagining of the headland
 - Native flora and fauna
 - Past, present and future traditions

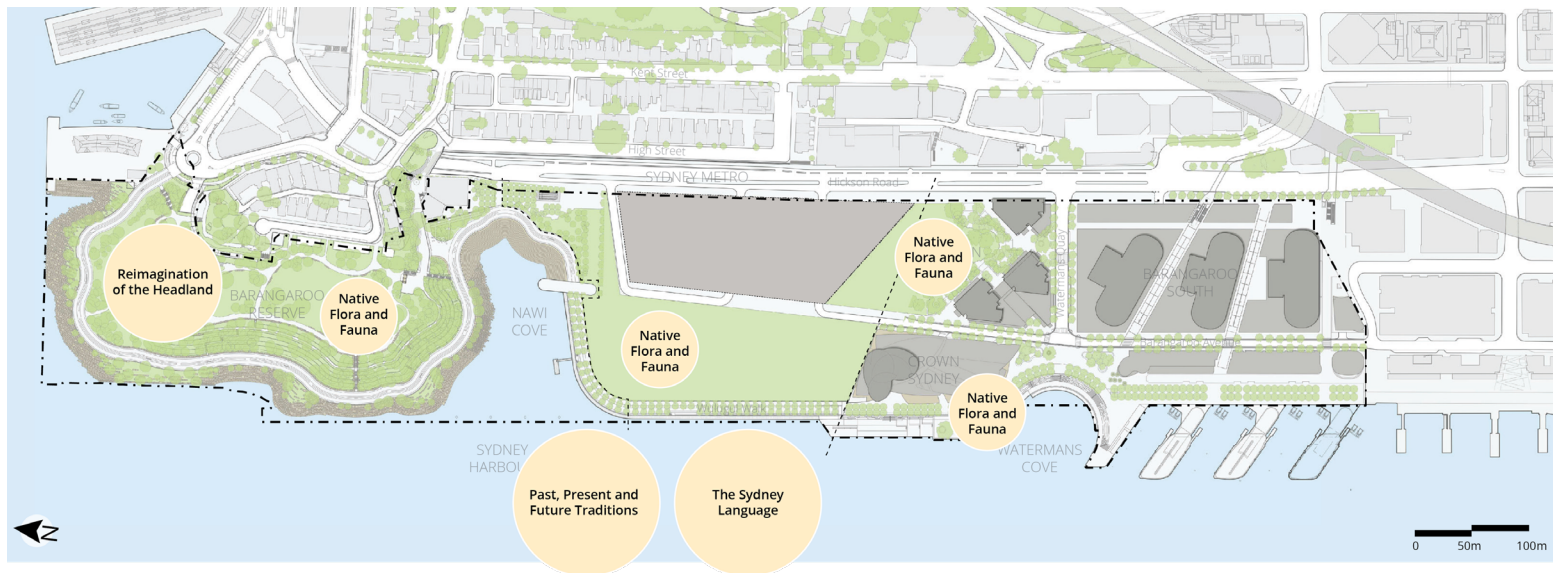


Figure 5-3: Mapping of Theme 2 key topics across the Barangaroo precinct. Note that locational topics 'Past, Present & Future Traditions' & 'The Sydney Language' are site-wide



A tradition of sustainable practice and innovation has endured through the many evolutions of the site

Thematic storylines

The landscape today has been re-imagined as a business, residential and cultural precinct, with environmental sustainability at the forefront of the new development which includes sustainable waste management, green rooves, measures to improve climate resilience measures, and a carbon neutral goal.

The Gadigal people were the earliest ship builders on this site, and pioneered early forms of sustainable resource management, hunting and fishing, taking only what was needed.

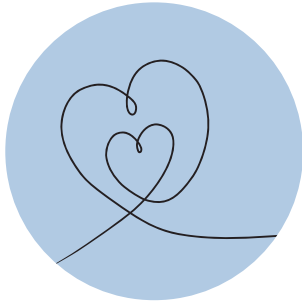
The technology of shipping wharves and loading mechanisms evolved and continually transformed the site throughout the 19th and 20th centuries. This area went from ramshackle wharves to state-of-the-art facilities, utilising both traditional approaches and the most up-to-date technologies.

Key Topics

- Environmentally sustainable development & resource management practices
- Shipping technologies
- Innovative design and construction



Figure 5-4: Mapping of Theme 3 key topics across the Barangaroo precinct. Note that locational topic 'Sustainable Development' is site-wide



Barangaroo has been shaped by the resilience and fortitude of individuals and communities

Thematic storylines

Barangaroo, the place, is named in honour of Barangaroo, the Cammeraygal woman, who was a matriarch and a leader of her community. Barangaroo resisted the changes that European settlers sought to impose on the land and the Indigenous people, she resisted western customs and refused to dress like the settlers. Barangaroo was determined to carry on her cultural practices and this legacy is celebrated today.

Patyegarang, a Gadigal woman who shared her language with English Lieutenant William Dawes, was another Eora woman whose significant contribution to the preservation of the Sydney Language is intrinsically linked to this place. Patyegarang's legacy as a teacher is honoured through the use of Barangaroo as a place for teaching the wider community about traditional knowledge and practices today.

Barangaroo was once a hive of union activity. Waterside workers were active from the 1870s and the Waterside Workers' Federation grew to be one of the country's most powerful organisations, leading the fight for fair pay and conditions.

The struggles faced by casual dock workers during the Great Depression led to the naming of a stretch of Hickson's Road as 'The Hungry Mile' - where men would come to engage in the ruthless 'pick up' and 'bull' systems of labour hire. Their fight to provide for their families and retain a sense of dignity has left an indelible mark on this precinct.

Aboriginal maritime workers struggled to receive equal rights and pay while the unions felt the threat of job loss for white workers. In the mid-twentieth century Labour unions, including the Waterside Workers Federation, became supporters of the Aboriginal rights movement.

Key Topics

- The wider Eora community
- Barangaroo the woman
- Patyegarang
- Bennelong
- William Dawes
- Robert Hickson
- Robert Towns
- Henry Moore
- John Cuthbert
- Colebee and Daringa
- James Leighton
- James Munn
- Daniel Clyne
- Maritime workers and their families
- Unionists

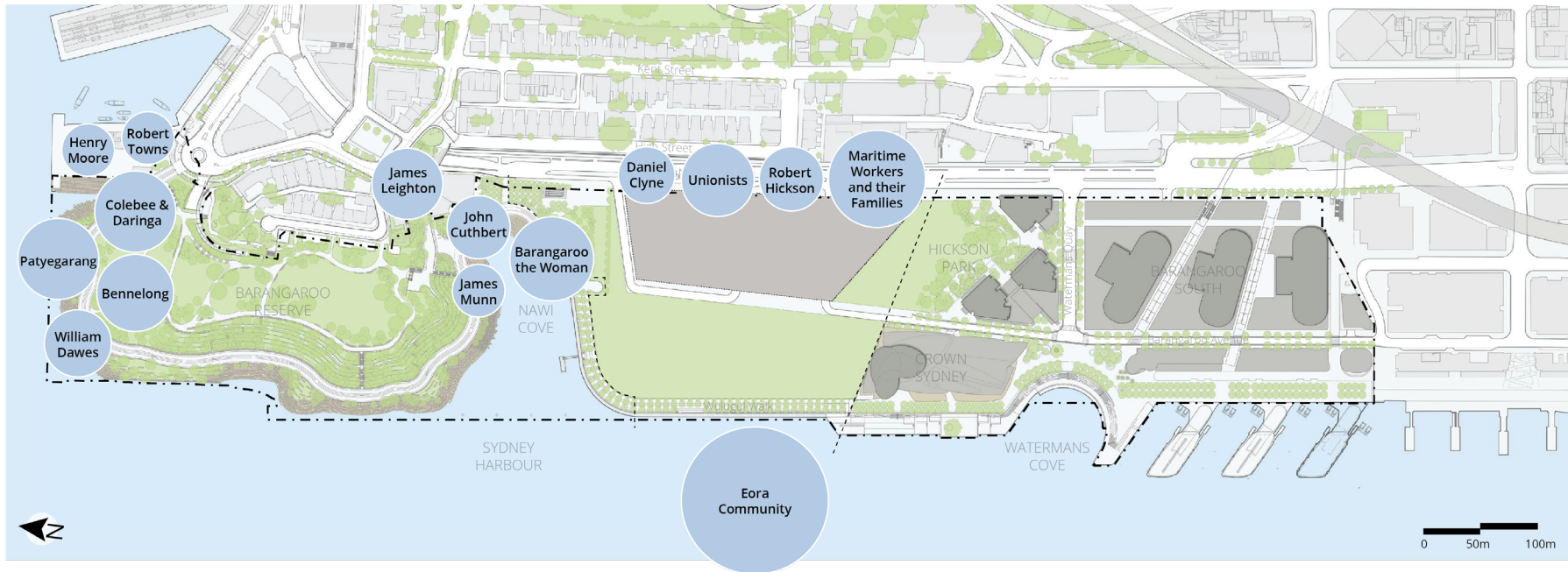


Figure 5-5:
Mapping of Theme 4 key topics across the
Barangaroo precinct. Note that locational topic
'Eora Community' is site-wide



Testimonies, triumphs and challenges of Barangaroo

Thematic storylines

The manipulation of the landscape of Barangaroo has resulted in a series of gains and losses over time - the reclamation of the foreshore, the cutting of the headland, built and demolished urban forms.

The Gadigal people of Sydney have experienced both the loss of country and a subsequent 'return to country' with the development of the Barangaroo Reserve, its return to the 1836 shoreline and the incorporation of Aboriginal knowledge and tradition in the cultural life of the precinct.

During its time as Sydney's major port, Barangaroo was a point of countless arrivals and departures - of migrants coming to Australia and tearful farewells to troops during WWII.

The establishment of housing for maritime workers in the late nineteenth century, was followed by mass resumptions in the early twentieth century. In the twenty-first century Barangaroo is once again a residential area, now populated by inner-city residents and a working community.

Key Topics

- Truth telling and reconciliation
- Reclamation of the foreshore
- 1900 resumptions
- Stories of arrival and departures through the port
- Changes in the residential life of the precinct
- The bubonic plague

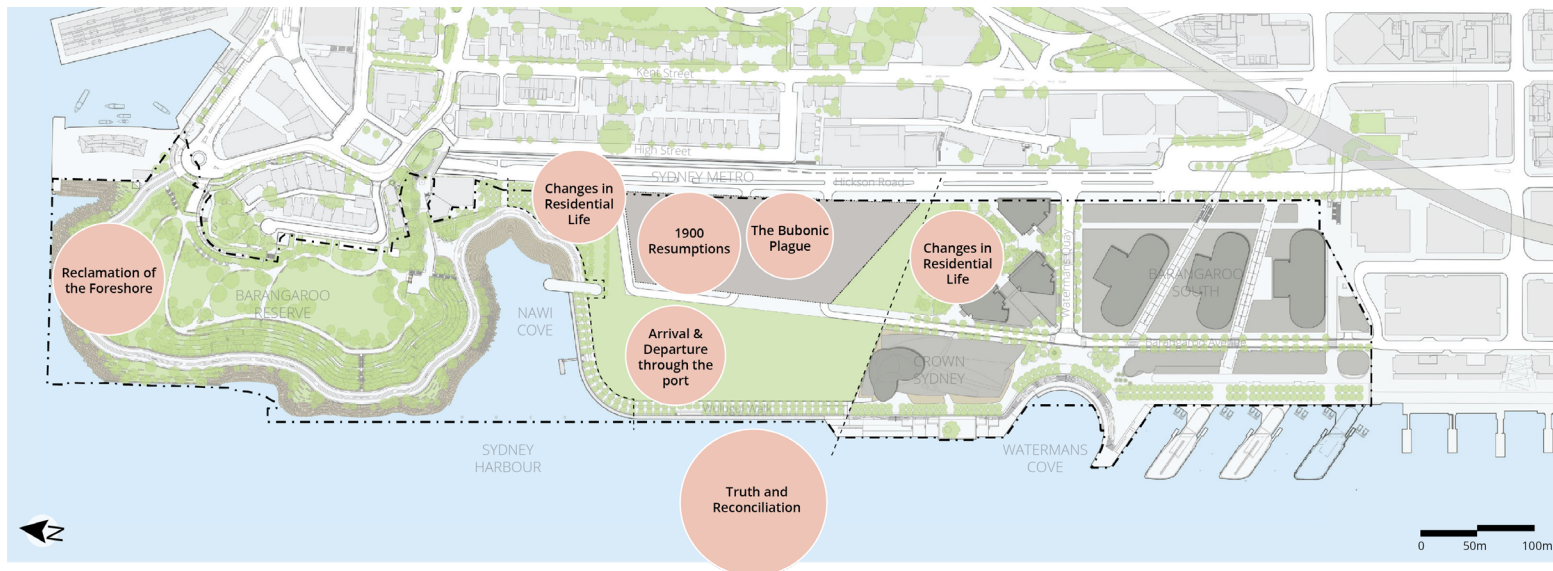


Figure 5-6: Mapping of Theme 5 key topics across the Barangaroo precinct. Note that locational topic 'Truth & Reconciliation' is site-wide



6 Cultural Heritage Tourism Opportunities

6.1 Heritage Tourism Context

Destination NSW statistics

Pre-Covid-19 visitor numbers, as reported by Destination NSW for the year ending 2019, saw a total of 14.1 million visitors to NSW. Of these, nearly 20% were from Overseas, while the Domestic and Domestic overnight market made up just over 40% each. Visitors stayed 83.1 million nights and spent \$14.3 billion in NSW. In the year ending March 2020 Sydney was the most visited capital city in Australia, and NSW achieved its second highest volume of total visitors on record.

Sydney's visitation profile for the year ending December 2021 continued to take a hit from Covid-19 border closures, lockdowns broader restrictions however, some 20.5 million visitors came to Sydney within the 12-month period. Included in the top 5 activities was 'sightseeing or looking around', measuring some 16% and coming in 5th, while eating out, dining at a restaurant or café came in at number one, with 61% identifying this activity.^v The Barangaroo precinct is bookended by the two popular tourist precinct destinations of Darling Harbour and The Rocks. In the year ending December 2019, there were 4.7 million visitors to Darling Harbour, and 2.9 million visitors to The Rocks. With Yananurala Walking on Country connecting with, and extending beyond Wulugul walk, Barangaroo is placed dead centre on the path between these two major Sydney destinations.

Destination 2030: Global Cities' Readiness for Tourism Growth report by the World Travel & Tourism Council (WTTC) and Jones Lang LaSalle Incorporated (2019)

According to this report, "the main challenges facing tourism operators is to develop and package tourism products in a way that meets consumer needs, enabling the creation of a viable business. NSW is a premier tourism and events destination, and this status depends on the creativity and success of the tourism operators, event organisers and destination managers within it"^{vi}

Pre-Covid-19 reporting suggested that tourism and more specifically Cultural Heritage Tourism was set to thrive in Sydney, which, and although projections of any sort were severely interrupted by the global pandemic, it can only be assumed that a revival of the State and Federal enthusiasm for the sector will occur.

Of the 50 case study cities included in the WTTC 2019 report, Sydney shines through as a globally recognised 'mature performer' meaning that the city possess well-developed infrastructure with a balanced proportion of leisure and business travel demand (see Figure 6-1).

While the forecasted increase in tourism over the next ten years will add pressure on the local economy, Sydney City has developed a comprehensive tourism plan that aims to attract tourists while achieving a balance between the domestic and tourism economy.^{vii}

The Barangaroo precinct offers 'covid-safe' open outdoor spaces, multiple transport ingress and egress options and a variety of services (educational, tour based/

food/ beverage/dining/retail). Through a clever combination of services and experience (experiential packaging), supported by both pre and post pandemic strategies and programs, the Barangaroo precinct can and should become a one-stop shop destination for local, domestic, and international visitation. Some of the many strategies and programs in play at the time of writing that support Barangaroo as a destination are detailed below.

Tourism Readiness – City Typologies Explained

Where does my city rank?

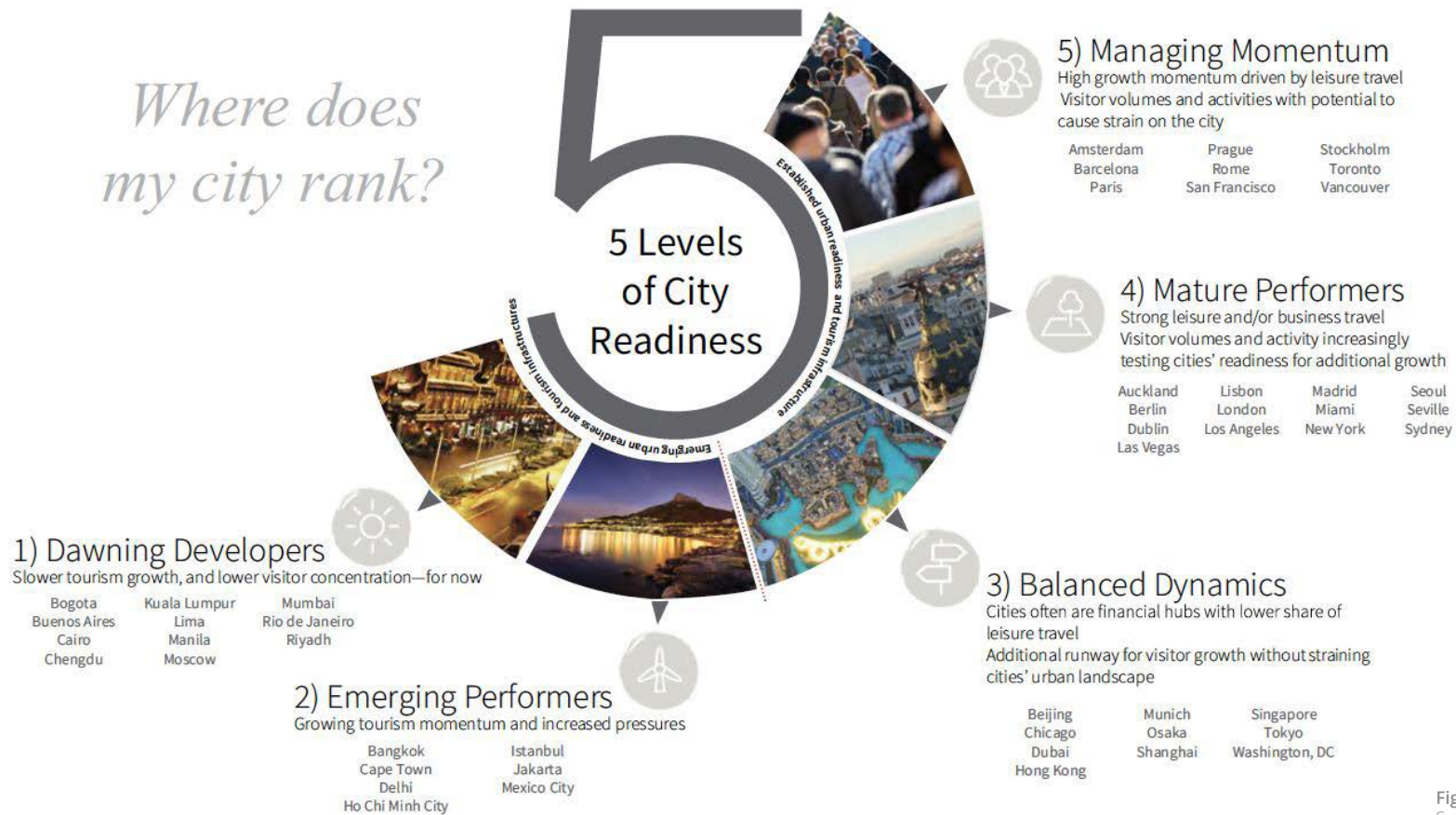


Figure 6-1: Sydney is well placed within the Tourism Readiness Typologies (Source: WTTC & JLL, 2019)

Global NSW 24-Hour Economy Strategy

This strategy released in September 2020 was developed with the aim of easing restrictions on night-time activities through a range of measures. The Strategy's action plan addresses a number of opportunities which are key to the Barangaroo precinct, including:

- supporting globally significant events
- promoting precinct-based streetscape atmospheres and activations
- simplifying requirements for creating cultural events in public spaces
- extending late night transport choice and safety.

The NSW Government, between late 2020-late 2021, have developed a substantial number of strategies, campaigns, and programs to rebuild visitation and tourism in NSW and Sydney in a "living with covid" environment.

NSW Visitor Economy Strategy 2030 & Love NSW

The 2030 Visitor Economy Strategy at the time of writing in late 2020 identified that the visitor economy of NSW is deep in crisis and the roadmap to 2030 could be neither linear nor tracking as originally expected as originally drafted in 2018. The plan identifies that in this new and uncertain world a fresh, new strategy to aid recovery in the near term and turbocharge visitor economy growth when travel patterns resume their normal rhythm is required. The new 2020 issue of the Visitor Economy Strategy for 2030 was developed against this background and presents a bold new vision for NSW to become the premier visitor economy of the Asia Pacific.

- NSW aims to be the premier visitor economy of the Asia Pacific by 2030
- The target for 2030 is \$65 billion in total visitor expenditure
- Regional NSW is key to the future contributing \$25 billion to the total target
- The day trip market, worth an estimated \$10 billion by 2030, is a new focus
- The strategy has three phases:
 - Recovery Phase to 2024
 - Momentum Phase to 2026
 - Accelerate Phase to 2030.

- The domestic market will be the primary focus until international travel resumes.
- The strategy is flexible, and principles based. It puts visitors first, accelerates digital innovation, focuses on our competitive strengths, fosters collaboration and will be delivered with agility.
- The five core strategic pillars are Road to recovery, Build the brand, Showcase our strengths, Invest in world-class events, and Facilitate growth.
- Destination NSW will lead a coordinated, whole of government approach to achieving the targets and vision.

Love NSW is a multi-year marketing program designed to encourage people to stay and spend locally in Sydney and NSW was also launched by Destination NSW in 2020. Tourism operators are encouraged to leverage this campaign for free by tapping into social media and website activity.

Assuming that in a new "Covid-normal" environment, an increased level of Cultural Heritage Tourism will return to Sydney and thus Barangaroo, it is necessary that the interpretive experiences available in the precinct are ready to live up to expectations.

Cultural and Heritage Tourism

Culture and Heritage tourism is a market segment based around the arts, historical and cultural experiences. Broadly it includes activities or experiences such as theatre, concerts, or other performing arts attendance; visiting museum, art galleries; art, craft workshops or studios; attending festivals, fairs, or cultural events or display; visiting Aboriginal, community; and historical heritage sites or monuments.

In his 2008 paper, Professor Raymond A. Rosenfeld of Eastern Michigan University identified that cultural and heritage tourism is and should act as a drawcard for multiple visitor segments and audiences:

“One of your city’s principal economic development objectives is to attract a broad array of out of town and out of country visitors and to provide activities that encourage visitors to come and to extend their stay additional days. The array of visitors should include individuals attending professional and business development meetings and seminars who will be interested in “add-on” tourist opportunities and days, as well as tourists looking for opportunities for adults and families to be entertained and educated.”

viii

In the year ending December 2019, Destination NSW recorded the key cultural heritage-based tourism activities undertaken by visitors during that year.

The intrinsic values of the Barangaroo precinct are not only environmental, structural, or topographical assets but are clearly also the spiritual and social values borne by human use, stories, and activities across the site throughout time.

With its significant pre-colonial associations and use, maritime heritage splendour, complex layered history, offerings of close encounters with nature and the environment, traditional trades and language and face to face engagement and storytelling, Barangaroo has and will draw generations of visitors who seek an immersive experience steeped in rich cultural heritage, while offering all of the modern conveniences that an urban environment can offer.

The visitor experience associated with Barangaroo should begin on approach to the precinct.

This might include the use of visual and audio interpretation that can be seen or heard on approach by train, ferry, in vehicles or on foot. This will create multiple intriguing entrances to the precinct enticing visitors through sensory experiences, giving them motivation to discover the stories within the precinct.

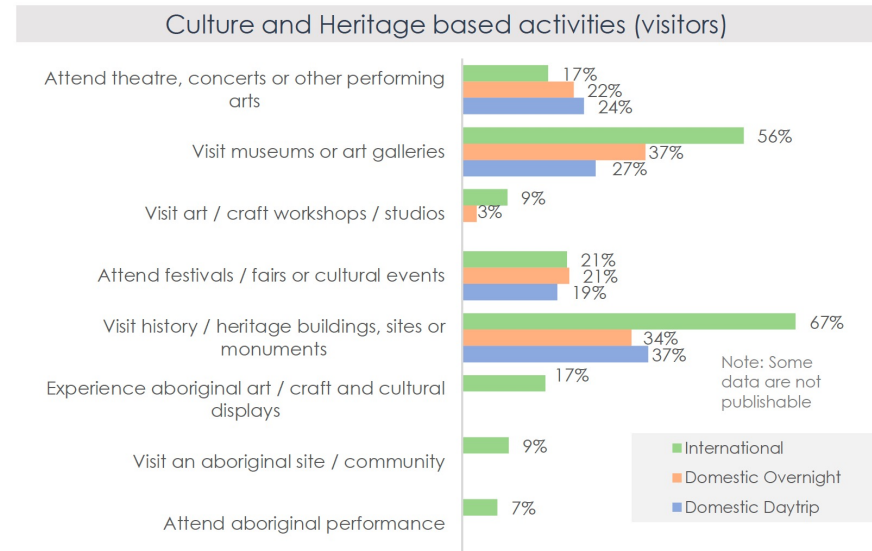


Figure 6-2: Culture and Heritage based activities (Source: Snapshot of Cultural and Heritage Tourism to NSW, year ended December 2019, Destination NSW, n.d.)



6.2

User Groups

Cultural and Heritage Tourism attracts a multifaceted range of users, many of whom overlap and are present in both the international and domestic tourism market segments. Based on visitor analysis and observations made in August/ September 2020 & May 2021 and visitor profiles of neighbouring precincts, Curio Projects have identified the Heritage Experience/ Cultural Tourism User Groups of the Barangaroo precinct as the following (in no particular order):

1. **Barangaroo commercial and retail tenants**
2. **Workers of Barangaroo**
3. **Tertiary academic and vocational students**
4. **K-12 education/ curriculum students & educators**
5. **K-12 holiday students/ families & educators**
6. **Local residents & Community associations**
7. **Domestic heritage tourists**
8. **International heritage tourists (incl. Cruise passengers)**
9. **Specialist heritage users**
10. **Corporate/business gathering/team building**
11. **Accidental/Incidental (primary reason not heritage)**

Although distinct in their application of 'use', individuals may be associated with more than one user group. For example, someone who works within the district (User Group 2) may also be a local resident (User Group 6) and may have kids in K-12 requiring holiday-based activities (User Group 5). Most of the identified User Groups fall within a Domestic Market segment and while there is a slim likelihood of user cross-over among the International Visitor segment, well designed experiences can address the use applications of several segments and users combined.

6.3

International Visitors (pre-covid research data¹)

According to Destination NSW, in 2018 there were 2.7 million international visitors to NSW who took part in cultural and heritage activities during their trip in Australia (up 2.1% when compared to YE December 2017). They stayed 67.4 million nights (up 2.2%) and spent an estimated \$7.9 billion (up 3.5%).

- Culture and heritage-based visitors accounted for 63% of all international visitors to NSW, 70% of nights and 74% of expenditure.
- They travelled to NSW mainly for the purpose of Holiday (69%) while a quarter came to visit friends and relatives (25%), followed by Business and Education (6% each).
- The top five culture and heritage international visitors to NSW were China (18%), USA (12%), United Kingdom (9%), New Zealand and Korea (6% each). Visitors from Singapore and Switzerland recorded the strongest growth rates over the past year, each up 20%.
- Just under half of cultural and heritage international visitors to NSW (46%) were unaccompanied travellers (of those 44% were youth), 23% travelled as an adult couple (of those 61% were aged 50 years+), 14% with their family and 13% travelled with their friends and relatives.
- The youth market (15-29 years) accounted for 33% of culture and heritage international visitors to NSW. The second largest age group was 60 years+ (19%), followed by the 30-39-year-olds (18%).
- Over half (58%) of all culture and heritage international visitors to NSW were first time visitors to Australia and 86% were fully independent travellers (i.e. did not join a group tour).
- Standard hotel/motor inn was the most popular type of accommodation utilised by cultural and heritage international visitors to NSW (28%), followed by friends or relatives' properties (25%).

1. Australia closed to international visitors in 2020 and reopened during February 2022. As a result Tourism Research Australia will publish the next round of international forecasts in late 2022.

6.4

Domestic Overnight Visitors

The number of culture and heritage based Domestic overnight visitors to NSW in YE December 2018 was 5.4 million, up 11.1% when compared to YE December 2017. They stayed 19.6 million nights (up 14.3%) and spent \$5.3 billion (up 16.5%).

- They accounted for 16% of all Domestic overnight visitors to NSW, 18% of nights and 25% of expenditure.
- Culture and heritage Domestic overnight visitors to NSW travelled mainly for the purpose of Holiday (61%), Visit friends and relatives (26%) and Business (10%).
- Fifty-nine per cent of visitors came from intrastate. Of those, 35% came from Regional NSW; the largest proportion came from the coastal regions such as the South Coast and the North Coast, followed by the Hunter region. Sydneyiders accounted for 24% of the culture and heritage-based visitors to the State. As for the Domestic interstate cultural and heritage visitors to NSW, most visitors came from Queensland and Victoria (15% and 14%, respectively), followed by the ACT (6%).
- Over a quarter of culture and heritage Domestic overnight visitors to NSW were aged 60 years+ (29%). Around 23% were between 15 and 29 years, and 17% were aged 50–59 years.
- Almost a third of culture and heritage Domestic overnight visitors to NSW (30%) travelled as part of an adult couple (the largest age group was 60 years and over). The second most common travel party was group of friends or relatives travelling together (27%, the largest proportion was youth), followed by solo travellers (20%, the largest chunk was aged 60+) and family group (19%, the most of them in their 40s).
- Staying in the homes of friends/ relatives was the most popular type of accommodation utilised by culture and heritage Domestic overnight visitors to NSW (30%), followed by standard hotel/ motor inn (21%) and luxury hotel or luxury resort (16%).
- Seasonality for culture and heritage Domestic overnight visitors to NSW is very much aligned with seasonality for all Domestic overnight visitors to the State. School holidays and the seasons play key roles when deciding what time of year to travel. The most popular months for a culture and heritage visit to the State were January and April (11% each), followed by October (10%). December and February were the least popular month for a culture and heritage visitor to NSW (6% each). January mostly attracted the youth market (26%), as majority of youth would be on school/ university break or most likely on holiday leave if employed. On the other hand, April and October attracted those aged 60 and over (29% and 32%, respectively). (Results based on average of 4 years data).

6.5

Domestic Daytrip Visitors

The number of culture and heritage based Domestic daytrip visitors to NSW in YE December 2018 was 5.5 million, up 7.0% when compared to YE December 2017. They spent \$765 million (up 14.4%).

- They accounted for 9% of all Domestic day trip visitors to NSW and 11% of expenditure.
- They travelled mainly for the purpose of Holiday (77%), while 13% came to visit friends and relatives.
- Culture and heritage Domestic day trip visitors to NSW were mainly from intrastate (90%). Around half came from Reginal NSW; the largest numbers came from the Hunter (10%), South Coast NSW and Central Coast (9% each) while forty percent were visitors from Sydney.
- Over a third of culture and heritage Domestic daytrip visitors to NSW were aged 60 years+ (35%). Around 18% were aged 30–39 years and 16% were 40 and 49 years.
- As for the seasonality, April and June were the top months for culture and heritage Domestic daytrip visitors to NSW (10% each) while February was the least popular month for the travel (6%). Cultural and heritage day trippers were more likely to travel in December, whereas their overnight equivalents were more likely to travel in January. (Results based on average of 4 years data).

6.6 Summary of Visitor Segments

With all of these Visitor Segments in mind, experiences need to be available at times and within timeframes that allow the different segments to access what the experiences they want. Those visiting friends and relatives may be seeking local experiences they can enjoy with or without their hosts, day visitors to the area will be seeking experiences after hotel check out and or to fill their evenings. Experiences need to consider complementing existing experiences (start times after local markets or before sporting events for example), are there monthly or regular existing events and activities that complement or clash?

6.7 User Generated Content

A 2020-22 review of the major platforms, including Instagram, Facebook, Twitter and TripAdvisor gave an indication as to the aspects of the precinct with which users were inspired to record, post, review – or key engagement points.

Barangaroo Reserve and Barangaroo Foreshore walk rank #44 and #40 of 671 things to do in Sydney respectively, by TripAdvisor, and jointly with just over seven hundred reviews to the date of this report, both receive a 4.5/5 and the 2020 Travellers' Choice recognition from the website/app. The top tours and experiences prompted/promoted against each of the pages were however not Barangaroo specific, rather water, waterside/ harbour or food and beverage related. These are no doubt driven by Search Engine Optimisation (SEO), however as a user generated platform, promotion of Barangaroo interpretive experience should form part of the program moving forward.

That said, of the seven hundred reviewers of both the reserve and foreshore for Barangaroo, there are nearly as many uploaded images suggesting key locations/features within with which visitors engaged with. Not in weighted order, the following is a list of those location/features/ subject matter identified as "popular" with the submissions:

- Sydney Harbour Bridge
- Anzac Bridge
- Reserve/parkland/ vegetation
- Park infrastructure & furniture (tracks, paths, stairs, seats, signs)
- Buildings/Architecture
- Sandstone/standing stones
- Art installations
- Festivals
- Events
- Intersection of land and water
- Selfies/groupies
- Harbour views/boats/ferries

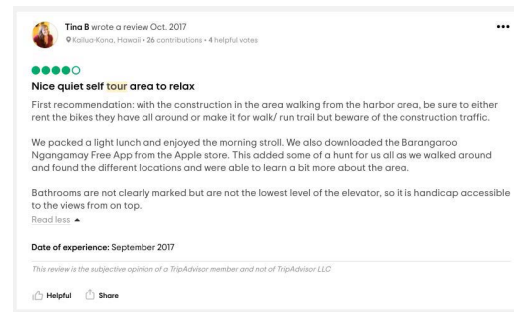
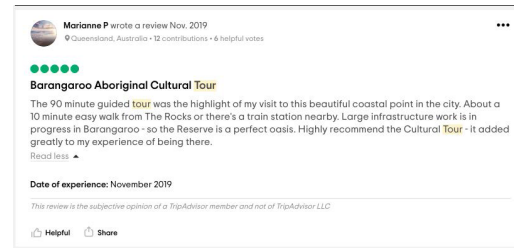
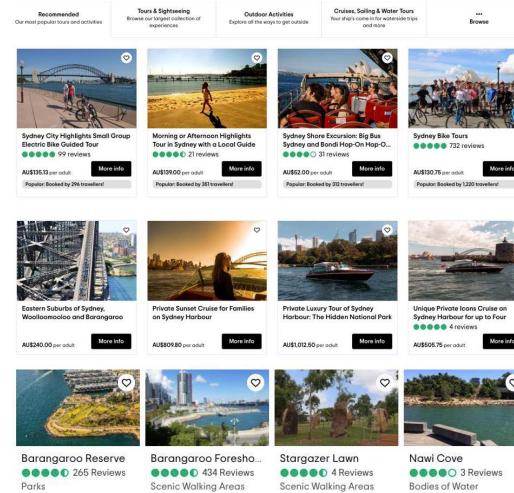
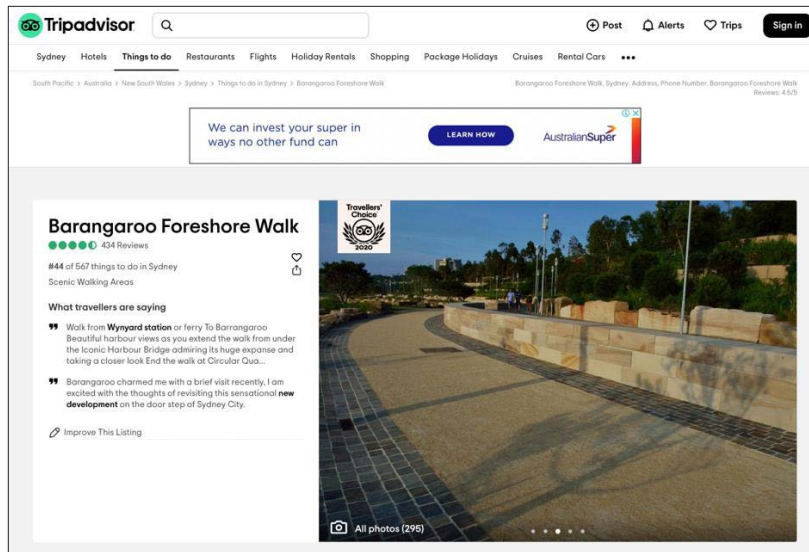
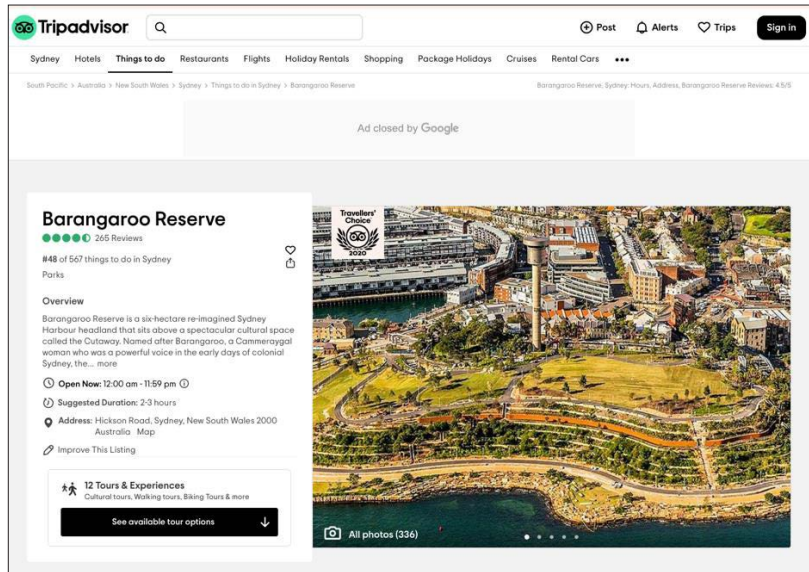
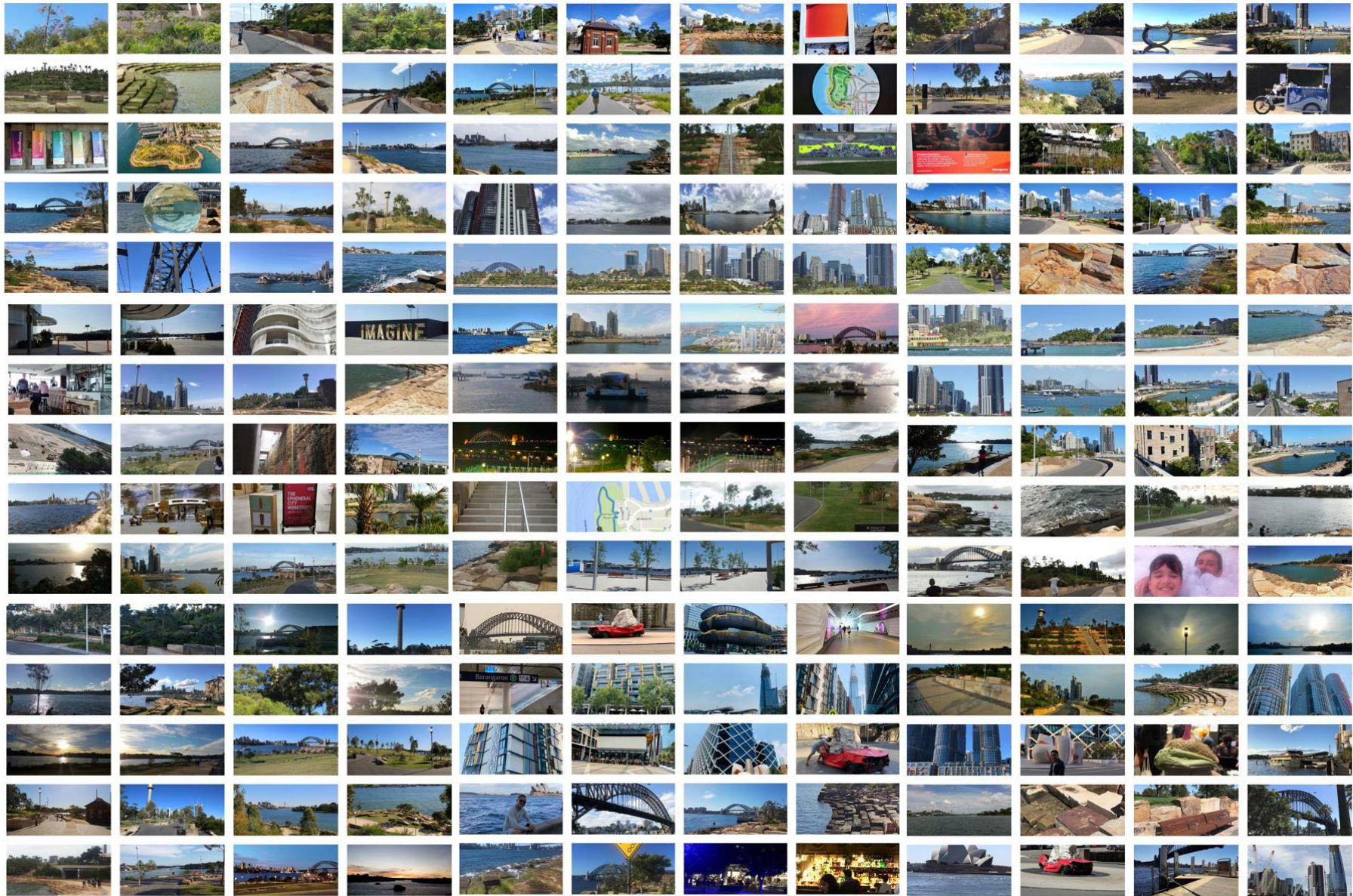


Figure 6-3: Examples of engagement on the TripAdvisor platform



Looking to Barangaroo’s official social media channels and subsequently relevant hashtags, similar patterns form in relation to location and feature specific “destinations” and experiences, with experience playing a greater role. As at the writing of this report Barangaroo’s Instagram account @barangaroosydney has 14.5K followers. The official Facebook page (<https://www.facebook.com/barangaroosydney/>) has some 77,000 followers, while the reserve specific page (<https://www.facebook.com/BarangarooReserve/>) maintains just over 4,400 followers.

The official pages and their content, although seemingly low in click through (shares and likes) with a such considerable following should/could directly include snippets/teasers of Cultural Tour content and other interpretive elements, while ensuring key tags are included.

Although the platforms’ hashtag following is harder to gauge, there are over 182,000 tags (Instagram) against #barangaroo and nearly 10,000 against #barangaroo reserve.

The key experiences or points of engagement tended more towards the following:

- Food & Beverage (restaurant/bar)
- Food (picnic)
- Fashion
- Plants/flower
- Architecture
- Wellness/fitness/exercise
- Posed images (selfies/group shots)
- Construction
- Cosmetic/hairstyle business
- Weddings
- Events
- Puppies/dogs (#dogsofbarangaroo 300+ tags)

The assumption is that a high proportion of check-ins within the precinct are associated with festivals and events, or food and dining experiences.

With its open spaces, harbourside location, vicinity to shops, restaurants, and rich storytelling potential, the Barangaroo precinct is well placed to attract visitors who are seeking cultural experiences close to the Sydney CBD.

Until recently place activation was specifically designed to have on-site experience as the draw card to the precinct, in line with place making principles, however in a post-covid-19 world, people are seeking experiences that they can have both on site (in small or familial groups) and remotely.

Due to high place-based check-ins, interpretation dispersed throughout the entire precinct should be designed to capture and engage these audiences as well as those targeting cultural/ heritage experiences, in an effort to ensure that the cultural heritage significance (past, present and emerging) permeate a broader than primary objective market. The fixation on food and plants combined with open space, views and vistas offer opportunities for interpretive products/installations, experiences and events that enhance an understanding of traditional foods, resources and preparation – ‘picnics in the park’ with a storytelling element.

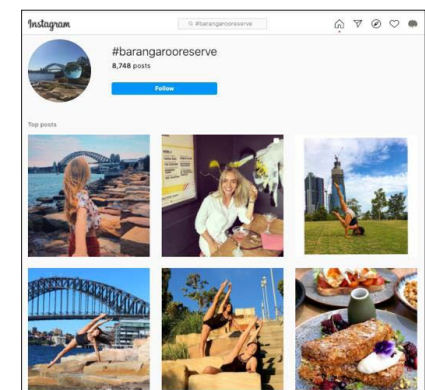
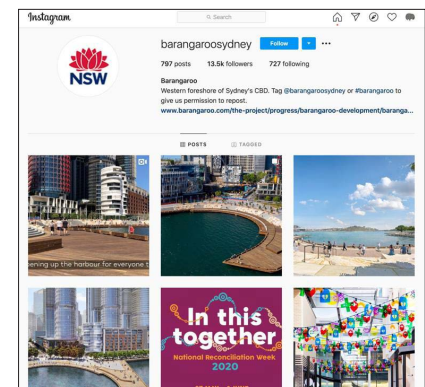
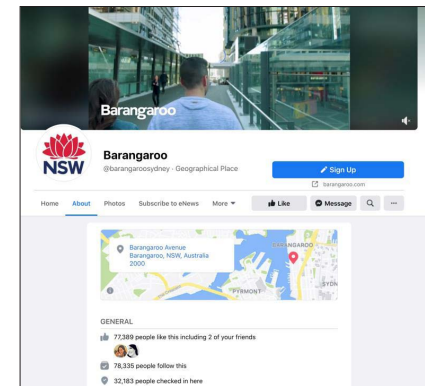
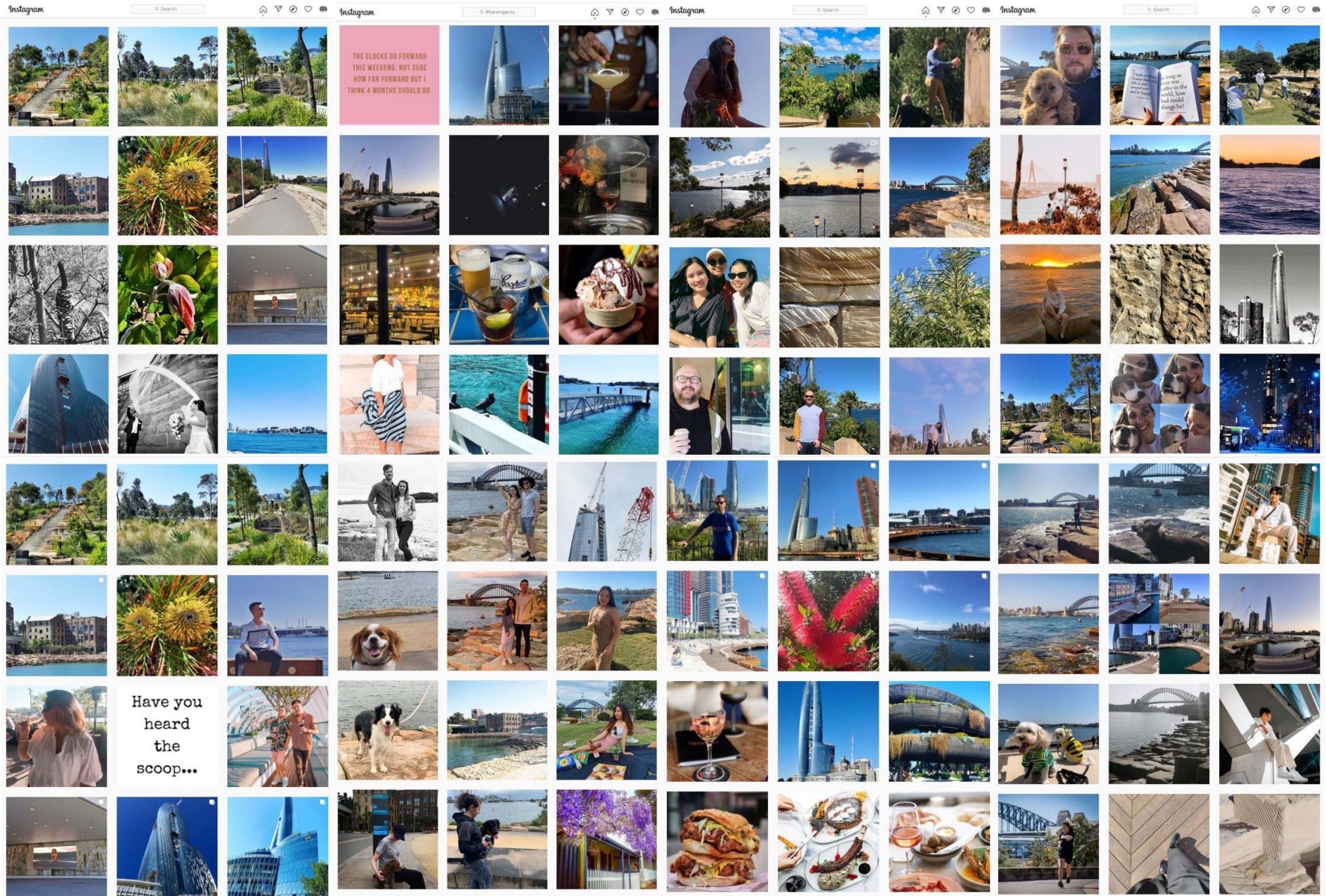


Figure 6-4: Examples of engagement on the Facebook and Instagram platforms



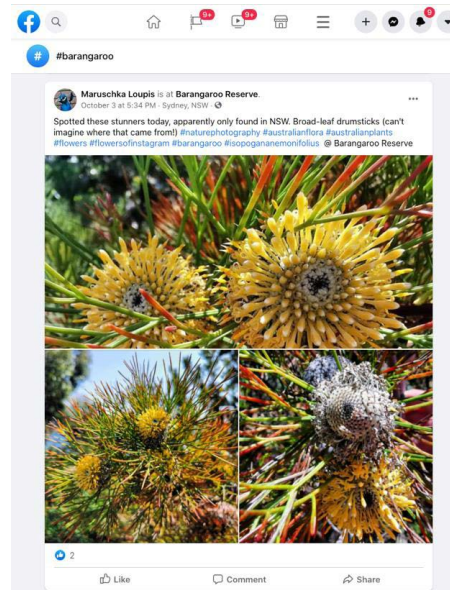
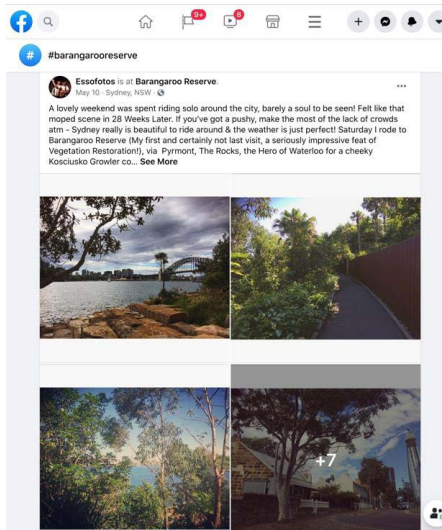
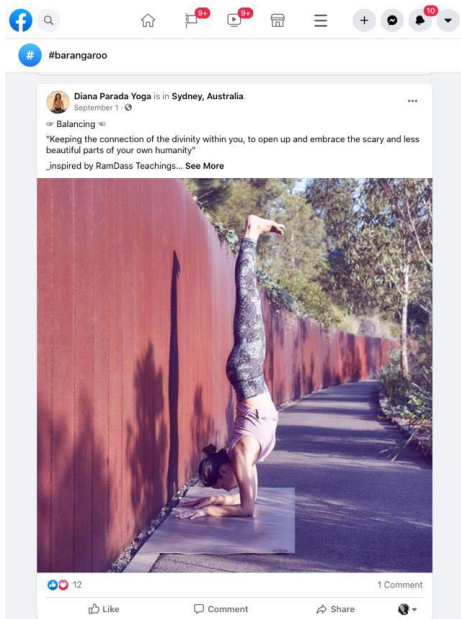
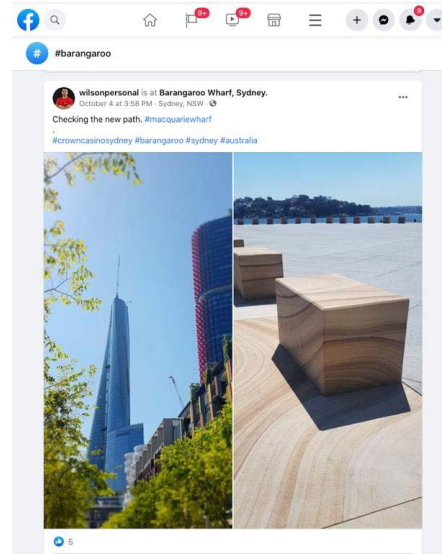
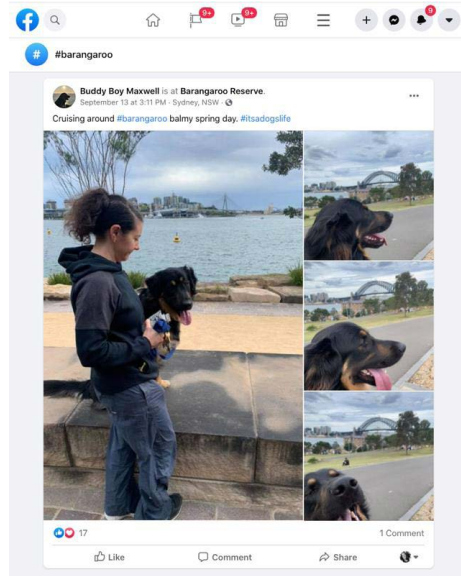


Figure 6-4: Examples of engagement on the Facebook and Instagram platforms

6.8

Visitor Cultural Heritage Experience

The greater visitor cultural heritage experience objectives are based on previous plans strategies (and with knowledge of current concepts for roll out of art & installations across the precinct) and recommendations regarding the interpretation of heritage values as identified by the NSW Heritage Office. They provide the basis for what the future visitor heritage experience of the Barangaroo precinct 'should' be.

In order to create a unique and memorable (read repeat visitation) visit, the on-site experience needs to engage visitors not just in their intended purpose for visit, be it a tour, exercise, shopping, dining, working OR heritage, but in introducing everyone to Barangaroo's unique sense of place, peopling and significance. This needs to tap into that inherent human nature to discover stories and to follow a narrative/path. The heritage experience needs to "reveal Barangaroo's stories".

According to Howard Gardner's theory, 'intelligence' denotes an individual difference.^{ix} While all humans possess the eight (or more) intelligences, each person has his/her own particular blend or amalgam of the intelligences. This blend shapes their experience with the world and, most importantly for experience designers, their preferred mode of learning.

Accepting that individuals absorb knowledge through different aspects of experience, the Barangaroo precinct "experience" should embrace new ideas and innovations to create an increased diversity of users. This will ensure visitors are aware and respectful of the natural and cultural heritage of the place, while creative and unconventional partnerships between retail, commercial, residential and government will promote local and regional economic and community development. Both INSW and Barangaroo Central and South businesses and tenants subsequently have an opportunity for enhanced reputation and brand awareness through an increased diversity of activities and experiences, and finally, the site has currently untapped potential to provide opportunities for learning and education.^x

With reference to section 6.2, currently there are a suite of potential (recognising there are some very effective current/ existing) quality cultural heritage-based experiences currently being considered inclusive of:

- Site-based events steeped in history and heritage for all user groups
- Forums for knowledge-sharing including user groups 3 & 9
- Facilitation of physical and social infrastructure especially for user groups 1, 2, 6, 10 & 11 to allow for connection to place and custodian development
- History/heritage/social sciences and design & technology, science and environment curriculum specific learning activities (incl. pre, during and post site visits) for user group 4
- K-10 heritage-based school holiday program for user groups 4 & 5
- Site based heritage/history tours incl. BTS access for user groups 6, 7, 8, 9, 10 & 11.

6.9 Events

Events raise awareness of a place and add a temporary and dynamic layer to place experience. Whether more regular programming (daily or weekly) or occasional and seasonal in nature, they build on the low impact/natural and cultural heritage protection and interpretation approach as they do not require permanent infrastructure.

Events provide an opportunity for cultural heritage storytelling, revealing many of Barangaroo's lost, hidden or untold stories. Connection to regional, state, national and international natural and cultural heritage or relevant themed events will bring new audiences and provide greater promotion of Barangaroo's experiences. Events during the shoulder and off-season will also support visitation during quiet periods. The potential scale of events can range from intimate to large scale.

Barangaroo already hosts a number of events that connect to its strong cultural heritage such as, Sydney Festival/Vigil, Australia Day/WugulOra Morning Ceremony and Vivid. On a natural and cultural heritage specific front, the site has huge opportunities to tap into national and international days of celebration events, for example, but not limited to:

- National Reconciliation Week
- Harmony Week
- Australian Heritage Festival incl. Heritage Month
- National Archaeology Week
- NAIDOC Week
- National Aboriginal & Torres Strait Islander Children's Day
- International Day of the World's Indigenous People
- National Science Week
- World Environment Day
- Earth Hour
- National Tree Day
- National Biodiversity Month
- World Maritime Day
- Australian Wildlife Week

6.10 Knowledge Sharing Forums

The precinct's existing facilities in International Towers, Barangaroo South, and any future facilities in the Barangaroo precinct, (eg Barangaroo Reserve), can/should lend themselves to local education institutions (University/TAFE/Lifelong learning) making use of on-site facilities to teach students about the sustainability, Aboriginal landscapes, history, natural and cultural heritage management, conservation, traditional practices and trades, etc. Such forums would also enable academics and practitioners from a multitude of disciplines to bring people into the culturally significant environment for hands on/ experiential learning.

These forums could take shape in the form of:

- Public lecture/panel discussion style gatherings –disciplines such as horticulture, traditional practices and land management, sustainability, marine science, archaeology, history, pre-history, conservation science, building and landscape architecture, design, engineering (to name a few) could case study the workshops in the environment
- Demonstrations and vocational subjects associated with storytelling, native vegetation, and species, harbourside trades etc. can all be brought to life within the building

6.11

Facilitation of Physical and Social Infrastructure

Making the Barangaroo tenants and workers (also other users to a lesser degree) comfortable being in and working within a natural and cultural heritage environment and acclimatising them to benefits of engaging with visitors on and in such an environment, can and should be facilitated through heritage-based experiences. Adapting the forums or small-scale events creating opportunities (an accepted social infrastructure) to bring people together, with the commonality of Barangaroo, is key.

Using already available spaces (and proposed physical infrastructure) these experiences could include:

- Behind the scenes tours of the precinct presenting the history and development of the place, plantings, environment, and civil engineering, for businesses, tenants and employees to enable them to better understand the building, the landscape and the environment in which they are working
- Social gatherings that enable tenants and employees to visit other tenancies, meet others working and operating in the same environment (meet the neighbours) and share knowledge and experiences
- Lunch/break time talks available in shared/public spaces, e.g., “meet a marine scientist”, “meet a horticulturalist”, “hear stories of the Gadigal”, “meet a workshop descendent”
- Encourage and assist tenancies to exploit marketing opportunities within the unique heritage environment, developing bespoke food/beverage offerings, lunch/ dinner events and workshops connected to the heritage narratives of the site

Creating additional physical infrastructure (gathering place/ self-contained exhibition space/ education space) may facilitate an extended cultural heritage experience for not only locals and visitors, but also the site’s tenants and workers. An avenue for enquiry, either digital or analogue, could start a dialogue regarding the site’s history and heritage, can offer topics and themes for events and gatherings and contribute to both creating and maintaining connections in Barangaroo.

6.12

Curriculum Based Education Programs/Packages

School excursions are recognised by the New South Wales Department of Education as a valuable teaching and learning vehicle, integral to quality curriculum delivery in that they provide access to teaching content and learning experiences not available at the school.^{xi}

6.13

Site Based Tour Experiences

With the multifaceted interpretation throughout the precinct in addition to the existing architecture and surrounding landscape, the easiest and most effective method of heritage and cultural tourism interpretation delivery on-site is thematic tour experiences. The Barangaroo Visitor Experience Team and their Barangaroo Cultural Tour is clearly the premium tour experience that should be celebrated, continued, and appropriately resourced. Such an opportunity to engage with an individual guide on-site and with the injection of emotive and engaging topics, this experience offers users the opportunity to engage with the site in-depth and on repeat occasions.

The current tour experience is hampered by a lack of sheltered gathering or exhibition space for gathering, special presentations of significant artefacts usually in storage, with the possibility to tap into topics such as 'pecha kuccha' or lightening talks. With supporting ephemera, be it digital or analogue, these experiences can be supported and structured or "choose your own adventure" in style. Additional information can promote additional learning, return visitation, supporting experiences and additional activities (including where to access potential themed retail products).

7 Interpretive and Cultural Tourism Recommendations

These recommendations have been developed with consideration of the Barangaroo Public Art and Culture Plan 2015, the Barangaroo Place Activation Framework 2015, and the Barangaroo Art Implementation Plan 2022. These recommendations have also been formulated in response to feedback received during consultation with key stakeholders. A summary of stakeholders consulted is detailed in section 3.7.

Following a review of the current and planned heritage interpretation throughout the Barangaroo precinct, consideration has been given to providing recommendations that complement, and avoid overlap with, the current interpretive elements that are clearly demonstrating excellent interpretive practice. Where interpretive elements are not achieving their aims, recommendations have been made which will improve and/or replace those elements.

The primary aim of the following recommendations is to provide strategies which will guide INSW towards a cohesive, thematic suite of interpretive elements across the precinct, which respond to the audiences, visitor trends and market requirements identified in section 6.

7.1 Policies and Procedures

Recommendation 1 Welcome to Country

The current Welcome to Country text used on the Wellama temporary signage should be adopted by both INSW and its development partners as the ongoing, precinct-wide Welcome to Country statement.

Welcome

The Barangaroo Reserve (insert appropriate place name here) stands on land of the Gadigal clan.

Honouring Aboriginal protocol, we warmly acknowledge the Custodians of Gadigal Country and pay respects.

A Welcome to Country is a customary greeting that our First Peoples extend to visitors, who in turn agree to respect the traditional laws and culture of Country.

Welcome to Gadigal Country.



Figure 7-1:
Wellama Welcome to Country signage
(Source: Curio Projects, 2022)

Recommendation 2 Place Naming Convention

Any proposals for new place names within the Barangaroo precinct that incorporate the Sydney Language should be submitted in writing to the Metropolitan Local Aboriginal Land Council (LALC) for review and endorsement prior to formal submission to the Geographical Names Board of NSW (where necessary).

Curio recommends that INSW maintain a register of current and potential place names (see Appendix A for preliminary register) for which contribution to and pre-approval of by Metropolitan LALC is sought. This will allow INSW to put forward recommendations for new place names as required. Proposals for new place names should fulfil the following requirements:

- Avoid duplication of names where possible
- Ensure consistency with the themes, storylines and topics identified in the Barangaroo Heritage Interpretation Plan 2022
- Where Sydney Language words are proposed, ensure that they are taken directly from reliable published sources

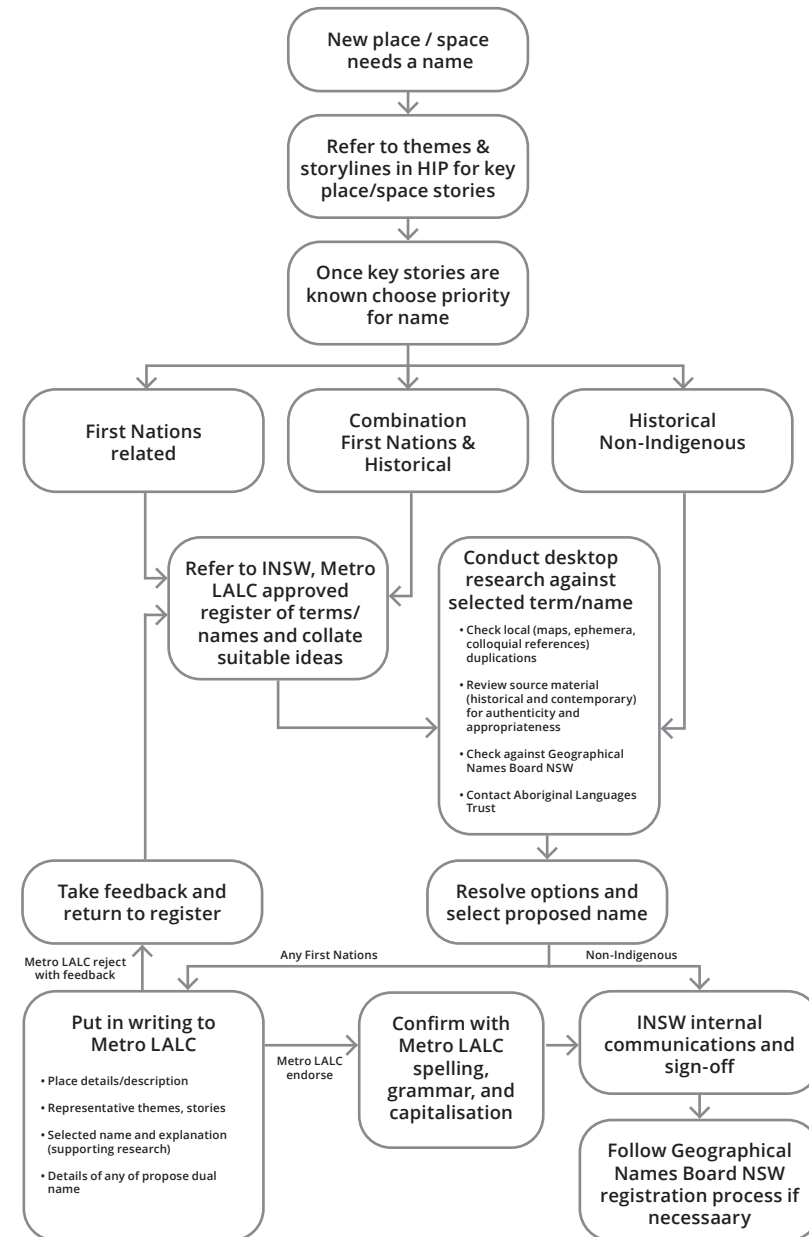


Figure 7-2:
Proposed Place Naming Protocol Flowchart
(Source: Curio Projects, 2021)

Recommendation 3 Ongoing Consultation

Any interpretive elements that involve Aboriginal culture, tradition and/or language must be submitted to the appropriate LALC. Curio recommends that INSW establish formal Terms of Agreement and a regular meeting schedule to allow for consistent and ongoing consultation.



Figure 7-3:
Ngangamay carving in the Barangaroo Reserve
(Source: Curio Projects, 2020)

Recommendation 4 Documentation of Works and Legacy Planning

Curio recommends that INSW establish a centralised repository for heritage assets, including collections, oral histories, and images. All past, present and future archaeological reports and recovered material should also be captured as a potential source for engaging interpretation.

Curio recommends that INSW collate and maintain a collection of all past, present and future temporary and permanent art and interpretive works and event ephemera. This should involve a review of accessibility requirements and environmental factors which negatively impact on each experience.

It is also understood that through a series of temporary and permanent initiatives, a wide range of multimedia, art and published resources have been developed over several years, which respond to a variety of historical and cultural topics. The provision of ongoing access to these interpretive resources which effectively communicate the key themes of the site, and enhance the visitor experience, should be investigated by INSW. For example, the Ngangamay app, intended as a temporary element, has potential for alternative use onsite or online.

Actions

- Implement the Welcome to Country text on all entry signage throughout precinct
- Submit the preliminary places names register to Metropolitan LALC for further development and endorsement
- Adopt the recommended Place Naming Protocol
- Establish Terms of Agreement for ongoing consultation with Metropolitan LALC
- Consolidate existing historical resources and past temporary works for use in future interpretive projects
- Conduct a review of the Interpretation Plan every 3-5 years. The review should include a full audit of any new works in the precinct, completed by INSW or its development partners

7.2 Digital

Recommendation 5 Re-develop the Barangaroo Website

Re-development of the official Barangaroo website to improve the 'visitor information' and 'history and culture' content will provide enhanced opportunities for audiences to access both essential visitor information, and a comprehensive range of interpretive information about the site, including historic overviews, and resources including images galleries, fact sheets and video content. The development of an online education portal is recommended, for both information and booking access for the Barangaroo cultural tours and workshops. Educational resources for at home and classroom use should also be provided online, as well as news and updates from the education team. Interpretive and educational resources contained within the Barangaroo South website, and the websites of other relevant development partners, should be linked where appropriate.

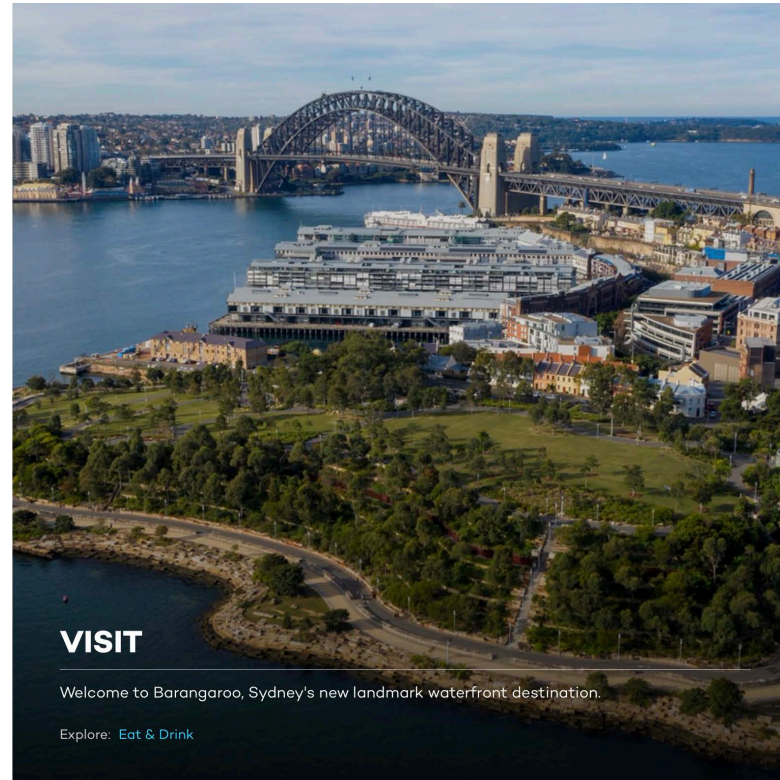
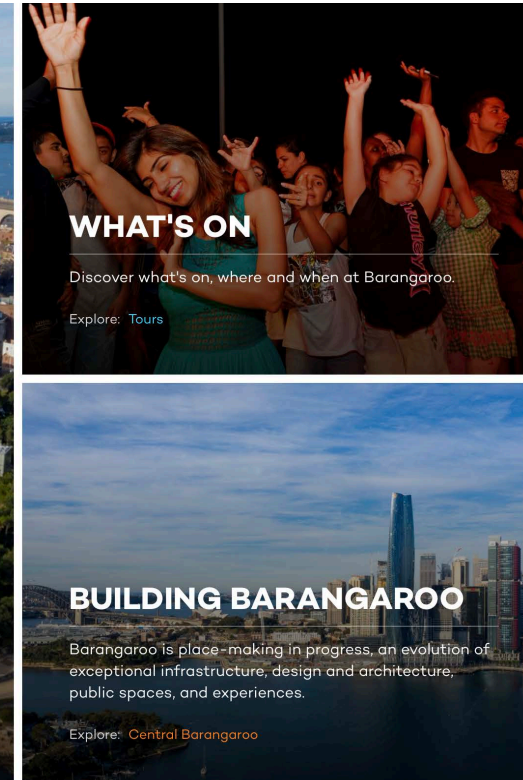


Figure 7-4:
Barangaroo website homepage, 2022



Recommendation 6 Develop a Digital Overlay for Onsite Interpretation

Self-guided visits to the Barangaroo precinct currently require a high degree of motivation to find contextual information and connection to the heritage significance of the site. The nature of the site as an evolving precinct, with future plans for both permanent and temporary interpretive and public art-based installations, programs and events, makes it well suited to a digital interface for visitor information and interpretation, as this mode of delivery can be responsive to a changing environment and visitor needs.

A digital interface will create a contemporary, secondary layer of interpretation to illustrate the complex and multilayered nature of the Barangaroo environment so that users may better understand the history and development of the precinct.

Curio recommends the development of a consolidated digital resource which can be accessed onsite by visitors and provides visitor information and a secondary level of interpretive content such as:

- Wellama
- Design and development of the precinct (e.g., reclamation of the foreshore, including staged aerial photographs of development)
- Sustainable practices and resource management (i.e., the Living Seawall in Barangaroo South)
- Now and Then, geo-located historic images
- The Hungry Mile (e.g., scenes/audio STC's The Hungry Mile)
- Historic timeline
- 'Moments' in history
- Public Art interpretation (see Recommendation 7)
- Architecture
- Information regarding temporary interpretive initiatives such as events, workshops, and school holidays programs
- A children's guide to Barangaroo (see Recommendation 8)

Options for onsite accessibility include QR Codes, which can link to a website, or an app-based platform. Examples of interpretive digital resources which provide a type of interface suitable to the Barangaroo environment include:

The Mona 'O' Device

- Downloadable app-based platform
- Utilises location aware technology
- Text, image, audio and video content
- Virtual queuing
- Save visit for later function
- Augmented reality capability
- Supports push notifications

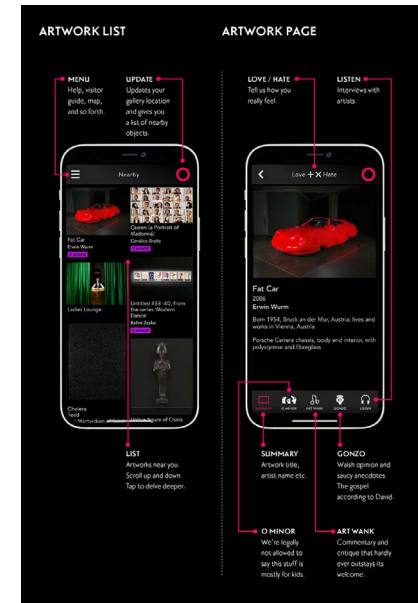


Figure 7-5:
Mona O Device
(Source: www.mona.com.au)

Canal to Creek – WestConnex (public art trail)

- A web-based educational platform
- Immersive experience – 360-degree views
- Animations, photos, video and text content
- Supporting resources

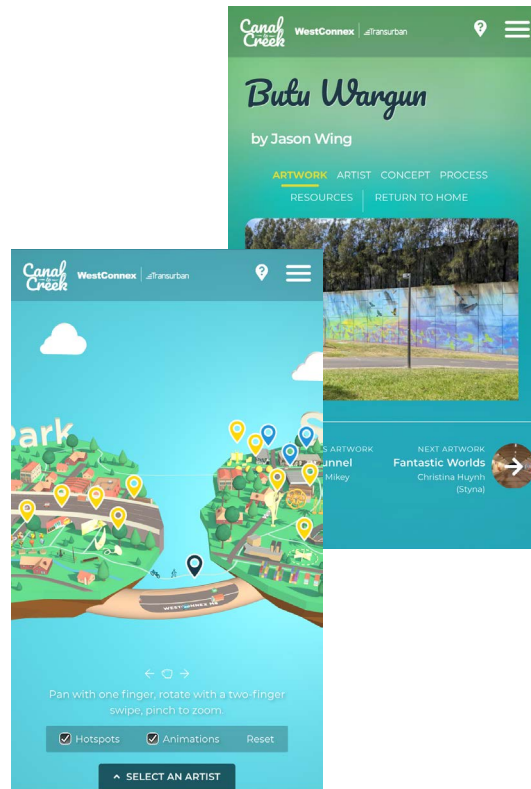


Figure 7-6:
Canal to Creek
(Source: <https://canaltocreek.com/wcx/art>)

City of Sydney Culture Walks

- Downloadable app-based platform
- Provides a range of self-guided walking tours
- Utilises geo-referenced map
- Text, audio and images for 'points of interest'
- Share and Like functions

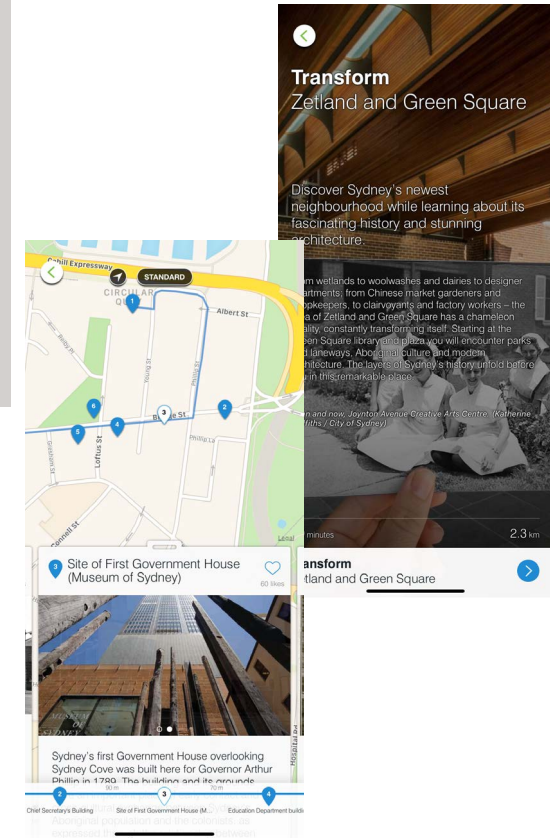


Figure 7-7:
CoS Culture Walks
(Source: City of Sydney)

Recommendation 7 Public Art Interpretation

The Barangaroo Public Art and Cultural Plan (2015) provides a strategy for the enrichment of the Barangaroo public domain through public art, interpretation, and events programs. The Barangaroo Art Implementation Plan (2022) identifies nine (9) recommended commissions to be delivered by either INSW or in partnership with its Development Partners or the City of Sydney by 2030.

Curio recommends that the development of the public arts program should be supported by digital interpretive content, which will allow visitors to gain a deeper understanding of, and appreciation for, the artworks and their relationship to the Barangaroo landscape, culture, and history, and is adaptable to an onsite self-guided tour. Content could include information about the artist and the medium, an artist's statement (written or spoken), contextual information regarding the artwork's cultural and/or historic significance.

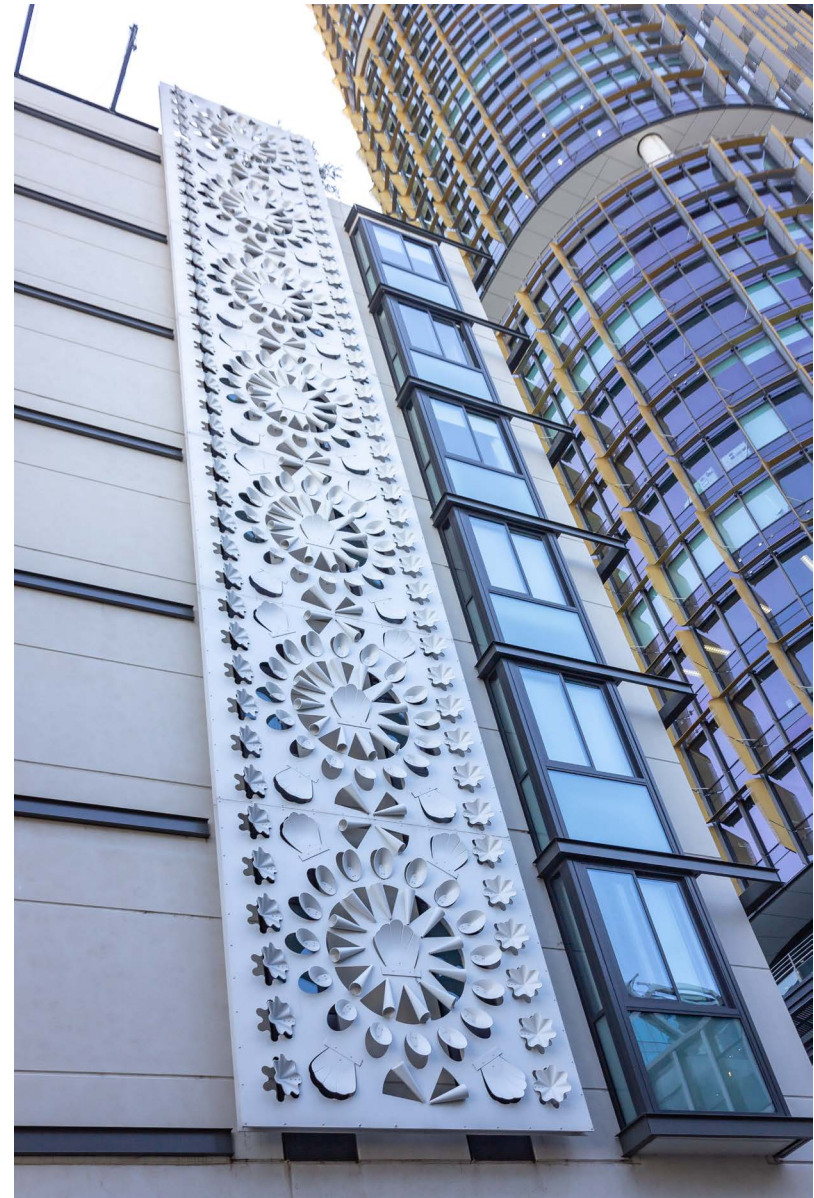


Figure 7-8:
shellwall, Esme Timbery and
Jonathan Jones, 2015 (Source:
Curio Projects, 2020)

Recommendation 8 Children's Trail

A review of existing interpretation has found that there are few opportunities for children to engage with the heritage values of the site, outside of the structured tour and workshop experience, and official events. While the site invites self-exploration, and landscaping elements promote imaginative play and both active and passive recreation, there is a gap in heritage-focused opportunities. As a large, open-air site with several public zones to explore, an appropriate style of self-guided experience for young visitors is the 'interpretive trail'.

The content of an interpretive trail should be based on a thematic exploration of the site, and should provide age-appropriate information, and cues to seek information or consider relevant issues. It should promote inquiry and provide a fun and sociable experience that gives context to the site and takes the user on a journey to parts of the precinct that may not otherwise be explored.

INSW should explore opportunities to collaborate with young people to create an experience that incorporates elements of the site which relate to their own experiences. For example, Jarjum College in Redfern, a school with which the Visitor Experience Team have pre-existing relationship.

Curio recommends delivery of this interpretive element through the proposed digital interface (see Recommendation 6), with QR or geo-located content available at key locations throughout the precinct. INSW should also explore opportunities to deliver temporary light-touch activations that stimulate the engagement and physical movement/exploration of children throughout the precinct in addition to a permanent Children's Trail.

Actions

- Commission a comprehensive review of the cultural heritage and visitor information content of the Barangaroo website, inclusive of its presentation and accessibility
- Investigate options for the development of a digital interface for use on site, including potential partnerships with existing platforms
- Conduct a gap analysis of current public art information and resources to determine information gathering requirements for public art interpretation
- Commission the development of temporary, light-touch activations that stimulate the engagement and physical movement/exploration of children
- Commission the development of a permanent Children's Trail

7.3

Visitor Facilities and Services

Recommendation 9 Establish an Interpretation and Information Facility

The establishment of an on-site 'Cultural Hub' is an essential element for the long-term success and growth of the onsite visitor experience program. Defined and dedicated visitor facility/facilities will provide much-needed orientation, information and interpretation for cultural tourism visitors and education groups.

Appropriate locations within Barangaroo Reserve or Central Barangaroo should be investigated, with consideration given to visibility, access to main thoroughfares and the Barangaroo metro station, and design which is sympathetic to the surrounding urban and natural environment.

Some of the many benefits that a visitor facility could provide include:

- Amenities for both staff and visitors
- An indoor space for workshops to be held in case of inclement weather
- A central, indoor meeting point and ticketing/ booking/information desk
- Space for both permanent and temporary exhibitions, including the potential display of artefacts uncovered during excavations undertaken in the precinct

It is understood that INSW is currently investigating options for a cultural space in the Cutaway. Curio supports this space as an appropriate location for a future public facility.

The review of existing interpretation found that visitor information, through signage, ephemera and digital resources, is minimal and can be improved through re-design, relocation, and the development of additional targeted materials which provide a necessary layer of information and interpretation. This location would be a key destination for visitor information and interpretation delivery.

Recommendation 10 Review the Operational Requirements of the Visitor Experience Team

The Visitor Experience Team at Barangaroo currently provide an essential level of authentic and impactful interpretation, through cultural tours and workshops for education groups, private groups and the general public. The unique knowledge and skill set of this team, combined with personalised delivery make for an experience of the precinct which cannot be replicated through any other medium. The culturally sensitive knowledge kept by Indigenous tour guides, particularly as it relates to men's and women's business, is an integral part of this experience, and a major consideration in the structure of the team and the programming of tours and workshops.

Through discussions with The Barangaroo Visitor Experience Team, it is evident that the current staffing levels are not adequate to meet the anticipated future demands on Cultural Tours and Workshops, and therefore expansion of the current team is necessary. It is recommended that a review of staffing requirements is conducted, with consideration given to both staffing levels and required skill sets for current, planned and potential programs, including administrative support.

Recommendation 11 Review of Cultural Education in the Barangaroo Precinct

It is recommended that INSW take an active role in reviewing educational programs operating within the Barangaroo precinct, in particular those which involve Aboriginal cultural knowledge (see recommendation 3 for the recommended protocol regarding ongoing consultation with Metropolitan LALC).

A working relationship exists between the Visitor Experience Team, Lendlease and Observatory Hill Environmental Education, who deliver educational programs in the precinct focusing on urban development and sustainability. Working together to achieve cross-promotion and connectivity of experience can result in significant benefits for all parties. As such, it is recommended that INSW consider developing contractual agreements or Memorandums of Understanding with these providers, that clearly define the roles and responsibilities of each party, and the parameters within which they operate in the precinct.

As outlined in Recommendation 5, the re-development of the Barangaroo website should include an online education portal. It is recommended that this portal acts as a centralised repository of information regarding educational opportunities in the entire precinct, providing information about, and links to programs offered by both INSW and external operators.

Actions

- Ensure that the development of the Cutaway considers the Barangaroo Heritage Interpretation Plan 2022 themes and storylines and interpretive recommendations
- Conduct a review of the operational and resourcing requirements of the Barangaroo Visitor Experience Team in light of the above recommendations
- Establish a formal agreement between INSW (Visitor Experience Team) and Development Partners to allow for a holistic and coordinated approach to educational resources, delivery locations and initiatives throughout the precinct
- Produce an interpretive visitor map to be made available across multiple mediums including large scale graphics/ panels at key visitor information points, printed ephemera, and digital app based or online platforms.

7.4

Physical Interpretation

Recommendation 12 Interpretive Signage

As discussed in the Assessment of Existing Interpretation (section 3.6), current signage across the precinct is a mix of permanent and temporary signs which lacks consistency and does not represent a cohesive ‘Barangaroo’ identity. Current issues with signage consistency and condition will be mitigated through the implementation of the Barangaroo Signage Style Guide (Draft v7 August 2021) which provides design and maintenance specifications for wayfinding, statutory and informational signage. Considering this, the following recommendation does not provide guidance regarding wayfinding, but seeks to outline the interpretive potential of physical interpretive signage and the cultural tourism benefits of an integrated precinct approach to signage and visitor information. It is however, recommended that wayfinding, visitor information and interpretive signage are complementary in their design aesthetic across the entire precinct.

As of November 2021, a Yananurala (Harbour Walk) Interpretation Signage Strategy is also underway, which will involve the installation of totem style signage at key points along the Wulugul

Walk section of Yananurala. While these signs will be identifiable as Yananurala interpretation, their design will be consistent with the City of Sydney wayfinding and signage intentions, which the Barangaroo Signage Style Guide is also intended to integrate with.

While best practice interpretation does not rely solely on static didactic signage, strategically placed, sympathetically designed didactic interpretation provides visitors with the opportunity to develop an intellectual understanding of a place that may not be accessible through other means, and acknowledges those audiences who seek out didactic signage, due to their preferred learning style, or accessibility requirements.

It is recommended that INSW develop an interpretive signage strategy and style guide for the precinct and, conduct further research to identify potential locations for didactic signage nodes. This signage strategy should directly reference the Barangaroo Signage Style Guide (Draft v7 August 2021) and consider agreed interpretive markers identified within the Yananurala Plan.

Curio Projects have selected key locations in the current landscape where creative and relevant didactic nodes will fulfill a necessary role in aiding the visitor’s understanding and appreciation of heritage elements. Please note that the recommendation for didactic signage is not limited to these locations, and that both the development of Central Barangaroo and the Metro Station, and the future roll out of Yananurala (Harbour Walk) interpretation signage will need to be considered when finalising an interpretive signage strategy. Examples of potential nodes include:

Reserve Changing Foreshore

A key vantage point within the Reserve should be selected to tell the story of the changing shoreline and the development of Barangaroo Reserve through the reimagining of the 1836 form and decontamination of the former shipping port. This well-documented project can be creatively interpreted through a combination of materials, images and text, highlighting the many phases of development and the historic significance of the project.

Reserve Native Fauna and Flora

Barangaroo Reserve’s native plantings are a major interpretive element of the site, with over 75,000 native trees and shrubs planted in the re-imagined landscape. This unique experience is a key attractor for many visitors, who seek knowledge of the types of plantings, their characteristics, and their uses.

In order to consolidate, extend, and make the information about these plantings available onsite, it is recommended that small-scale panels are installed within the Reserve. These could provide a broad overview of the native plantings project, and a QR activated link to a section of the Barangaroo website which provides a map of plantings, images and names, and information regarding their individual characteristics and uses.

Cutaway Culture and Changing Landscape

Given the success of the Wellama installation in this space, there is an opportunity to provide a permanent interpretive node in this central space, which talks to contemporary culture and reconciliation. The form of the Cutaway also provides an opportunity to interpret the geological and topographical history of the site.

Curio understands that a major project is underway to re-develop the Cutaway and acknowledges that this recommended signage placement should be considered in light of future planning proposals.

Waterman's Cove Sustainability

Waterman's Cove, in the heart of the residential and commercial district of Barangaroo, is an appropriate location for didactic interpretation which highlights the environmental sustainability of the new development, and the innovative design and construction techniques which have been demonstrated by developers, such as the 'Underwater Garden' panels in Waterman's Cove.

Nawi Cove Significance of the Harbour

Nawi Cove is an appropriate place to provide interpretive content that explores the theme of Badu as the life force of Barangaroo, acknowledging the past, present and future significance of Sydney Harbor to the precinct. Historic images which illustrate maritime traditions and industry in the area would help in establishing a connection to the water and allow visitors to reflect on questions of change and continuity. Connections with the Yananurala badu project should also be explored through this node.

Central Barangaroo/Hickson Road Junction Community Past and Present

At this joining point between the old of Millers Point and the new of Central Barangaroo, there is an opportunity to use the anticipated view over the precinct as a location to reflect upon the changing residential life of the area, and the impact that communities past and present have had on the history and character of the Barangaroo precinct.

Actions

- Using the NSW Public Spaces Charter Toolkit, conduct a staged review of visitor movement within the precinct, at key stages of development, to identify factors such as major points of ingress and gathering, interest, environmental factors and demographics
- Conduct onsite qualitative visitor research
- Working with the Visitor Experience Team and Indigenous cultural landscape professionals, develop content for native planting interpretation
- Commission the development of an interpretive signage strategy and style guide which incorporates the identified interpretive nodes



Figure 7-9: Dior Flagship Store interpretive panel (Curio Projects 2021), Kent Street interpretive panel (Curio Projects 2021), Eveleigh Locomotive Workshops interpretive signage (Curio Projects 2021)

7.5

Events, Festivals and Temporary Interpretation

Recommendation 13 Incorporate Heritage Interpretation into the Barangaroo Events Program

It is recommended that INSW continue to engage with and celebrate festivals and events relevant to the cultural landscape and heritage associated with the precinct, as outlined in section 6.8. It is also recommended that opportunities are sought to both promote and integrate the interpretive themes identified in section 5 through these events.

This work should be undertaken in alignment with the activation strategies that have been outlined in the Public Art and Cultural Plan (May 2015), as well as the Barangaroo Place Activation Framework (April 2015).

Recommendation 14 Develop an Understanding of the Barangaroo Cultural and Heritage Visitor Experience to Better Establish Barangaroo's Identity as a Cultural Heritage "Destination"

With the existing schedule of events and extensive roll out of Public Art and temporary elements, a program of precinct specific experience-based satisfaction survey and analysis is recommended to assist with understanding expectation of visitors and local users of the Barangaroo precinct. This research would undoubtedly identify gaps in experience, allow for direct comparison to existing cultural precincts nearby (The Rocks, Walsh Bay and Darling Harbour) and thus would help prioritise experiences that might complement and contrast with those in the neighbouring precincts rather than compete.



Figure 7-10:
Sydney Festival, Barangaroo Reserve 2021

Actions

- Commission a full Cultural and Heritage Tourism Plan incorporating primary research into localised visitor segments and requirements
- Partner with relevant state authorities to develop a destination status and create targeted Cultural Heritage Tourism products in line with state-based strategic directions

7.6 Integration with Yananurala (Harbour Walk)

Recommendation 15 Continue to Engage with and Support Yananurala Interpretive Initiatives

The City of Sydney's forthcoming harbour walk project, Yananurala (Walking on Country), curated by Emily McDaniel extends the Eora Journey program across Sydney's harbour foreshore. The 9-kilometre walk stretches from the Australian National Museum in Tumbalong (Darling Harbour) to Woolloomooloo Bay and Bayinguwa (Garden Island) as pictured in Figure 7-11. Through a curated series of Aboriginal stories, Yananurala will inspire people to experience the harbour foreshore in a new way. This walk will pass through Barangaroo via Wulugul Walk, and the interconnected stories, memories, and histories of country presented along the way will allow visitors to deepen their understanding of place from an Indigenous perspective.

It is recommended that INSW continue to collaborate with the City of Sydney in the realisation of this project, to create strategies that will allow visitors to understand their journey through Barangaroo in the context of the neighbouring harbourside precincts and sightlines.

It is understood that opportunities for collaboration with Yananurala will be ongoing and multi-disciplinary. The Eora Journey Harbour Walk Storytelling Report (November 2019), states that the project, "... does not limit collaboration to curatorial projects or site based public artworks, but considers opportunities to showcase collections, artworks and objects that relate to the Harbour Walk and the potential to co-produce associated public programming and education across several institutions and events."

Interpretive installations proposed within the Barangaroo precinct include:

- Sitelines - two installations incorporating audio and framing of the sitelines between the Barangaroo Headland and Me-mel, and Waterman's Cove and Pirrama
- Conversations – text and/or audio-based installation that responds to the intimate, hidden histories of the harbour at the Barangaroo Headland
- Sites – a public art project at the Hungry Mile, recognising Aboriginal people in Sydney's maritime history

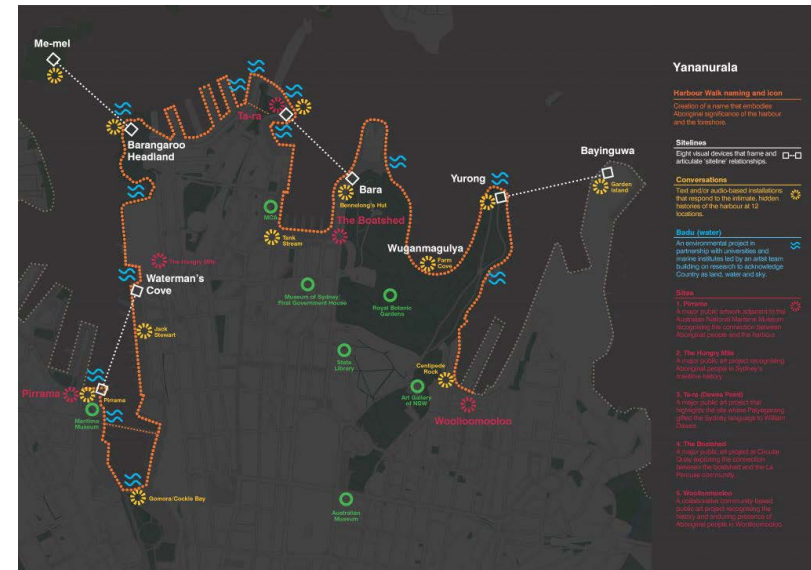


Figure 7-11: Yananurala/Walking on Country (City of Sydney, 2021)

Actions

- Investigate opportunities to complement the installation of Yananurala interpretive content via collaboration with City of Sydney and interpretive partners



8 Conclusion

This plan establishes a framework for interpretation within the Barangaroo precinct based on a strategic approach which incorporates:

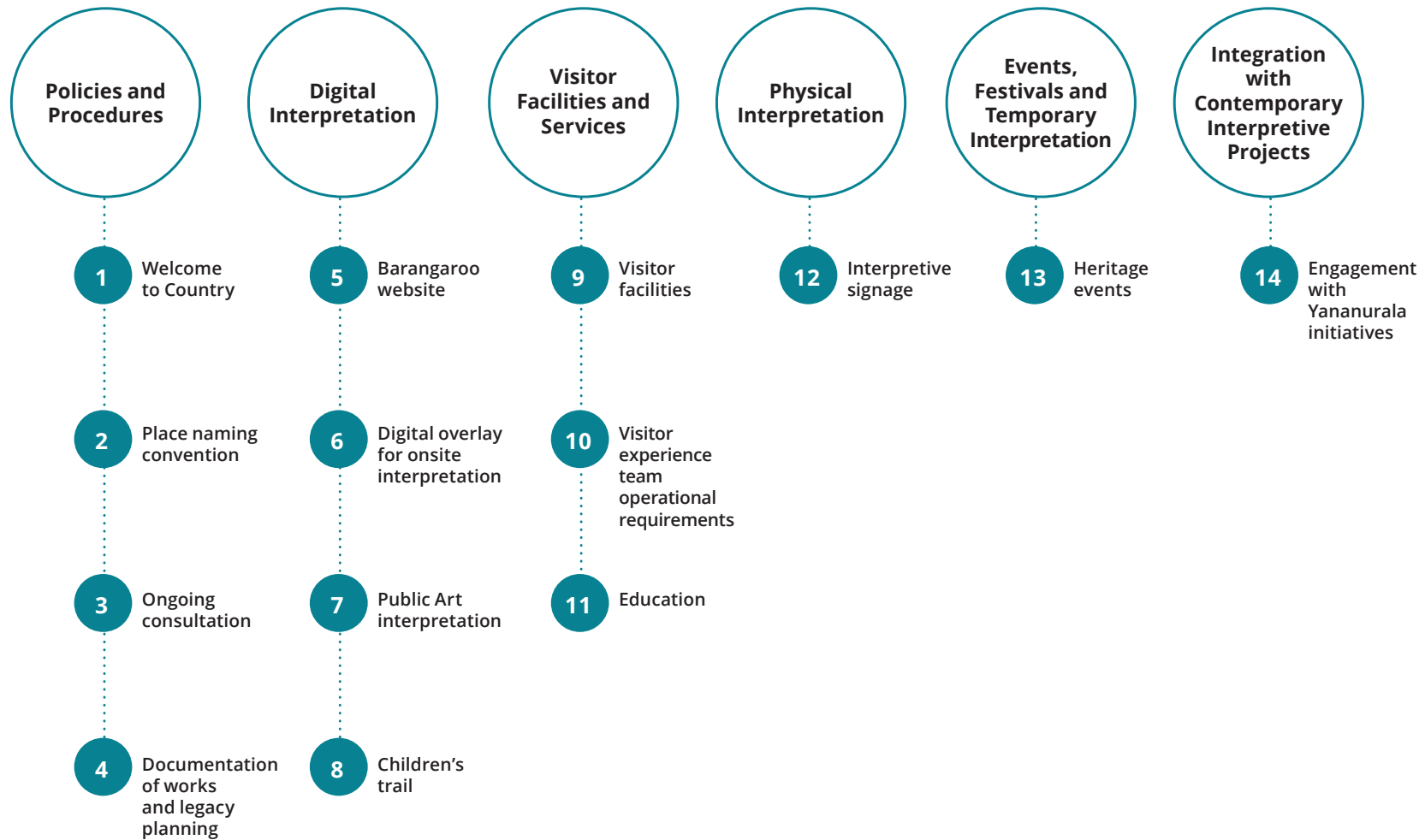
- Co-design and Connecting with Country principles
- Cohesion and connectedness throughout the precinct to enhance orientation and precinct identity
- A contemporary thematic approach which interprets historic and contemporary aspects of the precinct's significance
- A user-focused strategy – incorporating passive and active opportunities for a range of interests and ages/backgrounds

This framework has been designed to support the ongoing development of meaningful and accessible interpretive elements that communicate the values of the precinct, support the ongoing conservation of the place, and support use by visitors, residents, and commercial operators.

The Barangaroo Heritage Interpretation Plan 2022 recognises that interpretation is an ongoing and evolving process, and that as the development of the precinct continues, as the tourism market develops, as further research is undertaken, and as concurrent and adjacent projects are rolled out, the interpretive requirements and priorities of the precinct will continue to evolve.

The interpretive recommendations are inter-connected and provide a framework for a long-term cohesive approach to interpretation development, that supports short term goals and provides an interpretive framework for activations and public art.

In summary, the six key areas that have been identified for interpretive recommendations are:



9 References and Endnotes

- Australia ICOMOS, 2013, The Australia ICOMOS Charter for Places of Cultural Significance (The Burra Charter)
- Barangaroo Delivery Authority, 2015, Barangaroo PlaceActivation Framework
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- iii Ham, Sam, 1992, Environmental interpretation--A practical guide for people with big ideas and small budgets. Golden, CO: Fulcrum Publishing.
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- v Destination NSW, Sydney Visitor Profile Year Ended December 2021, <https://www.destinationnsw.com.au/tourism/facts-and-figures> - accessed June 2022.
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- xi <https://policies.education.nsw.gov.au/policy-library/policies/excursions-policy>.

10 Appendix A Place Naming Register

CURRENT PLACE NAME	MEANING
Barangaroo Avenue	Barangaroo was a proud Cammeraygal woman
Nawi Cove	Bark canoe
Marrinawi Cove	Big ship
Wulugul Walk	Kingfish
Baludarri Steps	Leatherjacket (fish)
Waranara Terrace	Great view
Burrawang Steps	Cycad (plant)
Girra Steps	Seagulls
Walumil Lawns	Port Jackson shark
Stargazer Lawn	Reference to the fish and the proximity to the Sydney Observatory
Dukes Pier	Dukes wharf is featured on the 1854 map.
Watermans Cove	Watermen played an important role in 19th C maritime history
Watermans Quay	Watermen played an important role in 19th C maritime history
Barton Street	Edmond Barton, Australia's 1st prime minister who attended nearby Fort Street High School
Rowntrees Dock	In the 19th C Rowntree's floating dock was almost in the exact place
Scotch Row	In reference to the stonemasons who used to live on Clyde St (removed during the building of Hickson Rd)
Exchange Place	Recognises the continuation of the area as a place for the exchange of goods
Mercantile Walk	Recognises the continuation of the area as a commercial hub
Shipwright Walk	A shipwright is another name for a ship builder (maritime history)
The Hungry Mile	During the Great Depression workers named this section of Hickson Rd this as they used to walk between the wharves searching for work so they could provide food for their families.

Proposed Place Name Options

NAME	MEANING
Go-mo'ra	The Gadigal name for Darling Harbour
Patye / Patyegarang	A young Aboriginal girl who taught William Dawes the Sydney Language.
Carangarang	Bennelong's sister, of the Wanngal clan. She was well known around Sydney and Kissing Point until the late 1830s. Her name likely means Pelican.
Caruey	One of the few Gadigal survivors of the smallpox epidemic in Sydney, his name is believed to have referenced the sulphur crested cockatoo.
Yarra	Eucalyptus
Wadanguli	Wattle
Mambara	Jeebung
Guman	Casuarina/Swamp Oak (Casuarina glauca)
Damun	Port Jackson Fig (Ficus rubiginosa)
Waddanggari	Banksia (Banksia ericifolia)
Tarunde'a	Blackbutt (Eucalyptus pilularis)
Mun'ning	Red Bloodwood (E. gummifera)
Werraboyne	Sydney Peppermint (E. piperita)
Cadjim'bora	Native Apple (Angophora costata)

NAME	MEANING
Banga'ly	Swamp Mahogany (Eucalyptus robusta)
Gulgadya	Grass tree (Xanthorrhoea) used to make fishing spears
Parabiána	Very early in the morning, before sunrise
Punnul	Sunshine
Ngarunga	Calm (calm water)
Marrang	Sand or beach
Badu	Water
Baragula	Flood tide
Bara	Fish hook composed of shell, stone or wood.
Mani	Fisherman
Man	Fisherwoman
Malgun	A woman who had the top two joints of her little finger removed to enhance their fishing capabilities.
Galara	Fish harpoon
Muding	Small fish-gig
Djuraduralang	Bark that was used to make fishing lines
Garradjun	Fishing line composed of bark
Narrawi	Net

NAME	MEANING
Bang-a	To paddle or row
Narawang	Paddle or oar
Bangala	Bark vessel drawn together to carry water
Burra	Eel (significant engravings of eels and whales were recorded on the eastern side of Cockle Bay (Gomora) prior to the construction of wharves and/or boat sheds.
Gawura	Whale (significant engravings of eels and whales were recorded on the eastern side of Cockle Bay (Gomora) prior to the construction.
Gadyan	Sydney Cockle
Walumay	Snapper
Yarramurra	Bream
Wurridjal	Mullet
Daynya	Mud oyster
Badangi	Sydney Rock Oyster
Ngurra	Camp
Guwiyang	Fire
Gunya	Bark or other constructed shelter ⁶⁵
Gungun	Basket-like vessel made from wood or bark, used to carry things.
Guma	King Parrot (totem for the Gommerigal people)
Bökbök	Owl

NAME	MEANING
Galwulgung or Buru	Kangaroo
Wali	Possums
Ngununy	Fruit Bats (flying foxes)
Wumbat	Wombats
Burrugin	Echidnas
Wuluba	Wallabies
Bugul	Mouse/rat
Leighton	James Leighton "Jack the Miller" was producing flour at the top of the now reserve by 1816.
Martin / Kiln	In 1810 Arthur Martin received a land grant to burn lime in kilns (near the present Nawi Cove)
Bettington	Bettington's 1832 wharf was mainly used for timber vessels and colonial whalers.
Long & Wright	Built a warehouse on the headland c.1836.
Gaslight	Referencing the Australian Gaslight Company formed in 1837
Spitfire	Cuthbert's Spitfire gunboat was the first warship to be built in Australia for the Colonial Government.
Cuthbert	Cuthbert's 1856 shipyard and wharf
Plague / Resumption	The 1900 Bubonic plague and subsequent resumption.
Dog Collar	References the Dog Collar Act which required waterfront workers to need a license to work.
HCT (Harbour Control Tower)	Referencing the former Harbour Control Tower

