



DUNE-R

GOALS

The Hervey Bay Esplanade Master Plan is guided by the Coastal Futures Strategy. The strategies identified in the Master Plan aim to support the intermediate, medium and long term planning put forward in the Coastal Futures Strategy.

"Our coastline is very important: It is our playground and it is the source of much of our livelihoods as thousands of tourists come here every year to relax on our beaches, fish, swim or sail"

- Coastal Futures Strategy

Where possible the Master Plan adopts a strategy of coastal dune management. We know that healthy vegetated foreshores provide a natural function, which protects the coastal communities, provides a natural barrier from environmental hazards and provides a habitat for flora and fauna.

The second line of defence is a balance of natural dune management and hard infrastructure strategies identified in the Coastal Futures Strategy. Where there is no opportunity for dune rehabilitation a sea wall is the appropriate strategy to manage the environmental hazards.

As identified by the Coastal Futures Strategy, hard infrastructure that becomes vulnerable to rising sea level and coastal erosion will be removed rather than protected as part of a retreat strategy.





COASTAL FUTURES







Dune rehabilitation



LOW				PURPC	JSE / GUALS	
INTERVENTION				Created on a modest bu accentuates the delicate to site, while also containing the foot traffic. It cuts a pa	opography of the effects of heavy	
DUNE REHABILITATION				lands	cape to dominate	2 - 2 - 2 - 2 - 2 - 2 - 2 - 2 - 2 - 2 -
STRATEGY						
was heard that protecting foreshore				07		1953
vegetation was of high importance.				MOTS	Careford Co	Sec.
Council has a long history of dune rehabilitation which includes formalised access ways to reduce vegetation damage, dune protection fencing			A TO		O	
and signage, weed management to promote native species growth as well						n?
as re-vegetation with particular species				-		. o
that have sand stabilisation function such as Spinifex sericceus.						\int_{0}^{∞}
To support Council's dune management the following additional strategies have been identified:						2
Build a strong hind and fore dune to						S
support the incipient dune. Planting larger native tree species and no further removal of existing trees		HIND DUNE		SLOW		and the second
 'light touch' boardwalks only through the hind & fore dune. 	On ground shared path following		FORE DUNE	20 km/h		
Minimising human impact with	contours &					
'restricted access' and formalised m access routes through the incipient dune.	neandering through the trees	Boardwa touching ligh		DUNE		- 6

Hervey Bay Esplanade Master Plan DRAFT MASTER PLAN 67

ehabilitation icted access

rest





MEDIUM INTERVENTION

BALANCED DUNE REHABILITATION WITH HARD INFRASTRUCTURE

STRATEGY

Scarness and Pialba are highly activated hubs that require green open space to support various functions. Green open spaces are important for community, however we know they compromise the foreshore stabilisation.

As identified in the Coastal Futures Strategy, striking a balance between the environment and supporting recreation is important. In high activity nodes, hard sea walls and a natural dune management strategy is supported

To support the concrete terraced edge employed include the following:

- Future proofing the open green lawns with clusters of tree planting. Single trees are vulnerable to winds, to counteract this it is advised to build back up specific nodes with additional tree planting.
- Where appropriate rebuild the hind dunes through earth mounding and dense dunal vegetation.
- Where applicable, integrate all abilities beach access in conjunction with hardscape foreshore interventions

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ESPERANCE WATERFRONT, WESTERN AUSTRALIA HASSELL

PURPOSE / GOALS

A project to protect and restore the community's central foreshore on a stretch of dramatic coastline

Its new seawall is designed to reflect the contours of the natural bays and headlands, which together with extensive planting of Indigenous trees and shrubs work to reduce the impact of erosion.



HIGH INTERVENTION SEA WALL

STRATEGY

The Coastal Futures Strategy has identified that the sea wall at Urangan is under threat and requires upgrade to the base.

The background research identifies an opportunity to employ new and innovative designs to help support beach nourishment, sand re-seeding as well as providing a buffer to adjacent road and businesses.

In addition, tree planting along the foreshore footpath will provide significant relief and protection from storms and harsh winds. Trees also provide a cool and comfortable environment for pedestrians and mobility corridor users.

Existing condition

the elements and energy of the waves and withstands the alkway and split level The ironment linkin VDITION Water sensitive urban design Stepped edge

Hervey Bay Esplanade Master Plan DRAFT MASTER PLAN 69

kilometres, all of which is protected from erosion by the sea wall. The section of coastline takes an enormous amount of battering from the elements and





LEGEND

01	Raised pedestrian crossing with zebra linemarking
02	Build out 30m side of pedestrian crossing to provide on street dining and or softscaping
03	Reduced vehicle speed of 20km/h
04	3m wide mobility corridor. 5m slow down zone before pedestrian crossing
05	Crossing node: Clear and legible safe waiting zone.
06	On Street parking - short term parking



FRAMING THE VIEW

OPPORTUNITIES

Along the foreshore key nodes and views have been identified as of significance. At these nodes pavilions have been designed to frame the view and provide amenity. The pavilions will form a strong architectural language and identity along the foreshore.

Possible integration of fish cleaning table at fishing nodes

NOTE:

Opportunities to be explored further with Dot Dash and Creative Move









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PAVILION VAR ATIONS 05 0 4 **OPPORTUNITIES** Developing a strong architectural language along the foreshore will improve legiblity and create an 0 2 BOI identity. K Variations of 'Module A' have been developed, providing flexibility and varied uses. NOTE: Opportunities to be explored furth with Dot Dash and Creative Move **MODÚLE C** Single skillion roof angled facing 1KO3KO3 01 Bench look out with stool seating 02 05 Equitable rest space 0 2 kı Space for wheelchair viewing with low heig 0 3 wall Seating node 04 Minimum 2-3m clear 0 01 path of travel 5











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ESPLANADE SHUTTLE

GOALS

Providing a dedicated esplanade shuttle service will help people connect along the 17km foreshore, making it easier to access local businesses, events and foreshore parklands.

OPPORTUNITIES

- All-electric vehicles with zero emissions for a cleaner Hervey Bay
- Making it easier to access with turn
 up and go services no timetables needed



MOBILITY CORRIDOR 3m on road cycle - two way lane SHARED

2-3m shared path through parklands

26 MARCH 2025

0 2 5m

1:100 @ A 3

E-MOBILITY INFRASTRUCTURE

GOALS

GUALS					
Supporting E-mobility devices with appropriate infrastructure will improve safety and public confidence in E-mobility.	_	0 2		03	
E-mobility options have the potential to compliment the role of public transport and provide people with the opportunity to experience the length of the esplanade. People can conveniently access local services, creating opportunities for local businesses.		0 1		03	
PRINCIPLES					
 At regular intervals bike/ e-scooter and mobility scooter charging stations should be provided. 					
• Ensure minimum widths for turning circles are provided.					
 0 E-scooter/ E-bike 1 charging station 	FIGURE 1		FIGURE 2		RENDER
Bike rack station 0 2 E-mobility scooter charging stations 0 3 Interpreted bile are sign	E-Scooter/ E-bike charging station		Mobility scooter charging station		Indicative s integrated
Integrated bike repair station					

02

03

cative sketch view of grated charging stations









4

LEGEND

- Minimum 2m clear circulation zone 01
- Minimum 0.9m continuous clear path of travel. 1.1m off property 02 boundary
- Softscaping and or on street dining opportunity 03
- 2m awning overhead. 3.5m awning clearance 04
- Pairs of feature trees, in planting with adjacent bioretention garden 05
- 1.1m width traders may use either side of 0.9m clear path of travel 06

01

02

02

0 1

On Street parking 07

PLANNING GUIDELINE

06

03

05

MINIMUM STANDARD

07

- Footpaths located in activity nodes must achieve a minimum width of 2m.
- Footpaths outside of activity nodes must achieve a minimum width of 1.8m where achievable.

05

04

02

03

01

07























The Hervey Bay Esplanade Masterplan will influence important factors that create a liveable, attractive and sustainable asset for the enjoyment by the Fraser Coast community and its visitors over a 20 year delivery period.

The Wayfinding and Interpretive Signage Space integrating strategies prepared by compared communication with council.

The strategy is intended to demonstrate opportunities and propose strategic wa Hervey Bay Espland









WAYFINDING OBJECTIVES





REGIONAL CONTEXT

Hervey Bay is situated on the Fraser Coast between Brisbane and Bundaberg. It is situated in the center of the UNESCOrecognized Great Sandy Biosphere Reserve, and is the gateway to the the world heritage listed Fraser Island.

Hervey Bay is accessible by motor vehicles – cars, recreational vehicles, trucks, motor cycles, plane and by boat from the Coral Sea. There is a linked rail bus service from Maryborough rail station and a domestic airport located in Urangan.

Understanding the context of Hervey Bay within the region allows insight into where people are coming from and the major destinations they travel to.

From Brisbane, travellers are directed to by-pass the Maryborough town centre, travel north along the Maryborough Hervey Bay Road and then enter Hervey Bay via Booral Rd to the Urangan Boat Harbour.











26 MARCH 2025

GENERAL-IMPRESSIONS WHOLE OF SITE

THE LOCALS STRENGTHS Once a sleepy fishing village, People are now ଟାଟିଟାଙ୍ଗଙ୍ଗୁଣ୍ ଧନଙ୍କାରୀ ମହ୍ୟ ପ୍ରତିଥିବା ସ୍ଥାନ୍ତି କରୁ ଜଣ୍ଡି free, relaxed gommunity led lifest verpeople

A condinging to a number of Hervey Bay strategy documents the population of Hervey Bay is Repeared based on the strategy is Repeared based growth is a sign that people are choosing to settle down in Hervey Bay rather than just -concentrable literytage and rhistory

A Snapsholtbinking apolarion antible desal council

- Berentralised with my model being updated ie. Council offices being moved into CBD – Young families

Seniors

WHEAKENESSES

- Recoplealivoing invoit hoar obistally idiate the Esplanade villages – Carers

– Lack of imformative directional signage – Boaties

Pedestrian and cycle connections are not well Fishers highlighted,

 School children
 Distances between key points of interest not idePratrifientds with young children

Warkingcophofsissionals relating to environment and history - Artists

- Wayfinding from the Esplanade to major Students attractors including the CBD is poor
- International students
 No directional connections to the 'high street'

No clear sense of a town centre























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Brand Guideline





COMMUNITY PRIORITIES FOR WAYFINDING

Existing reports / strategies highlight a numb key wayfinding considerations and priorities Hervey Bay community are keen to impleme

Hervey Bay Esplanade - Community Consultation 2019 A diverse group of 36 people from the Frase Coast Region have gathered information via inspection of the Esplanade area, listening to speakers, community surveys, online collabo and extensive panel discussion. Through the investigations the group have developed visi principles and recommendations for the futu the Esplanade.

FCRC - Active Travel Strategy 2020

The Strategy delivers actions that focus on po initiatives and ilnfrastructure to deliver key outcomes of improving active travel participation rates and network connectivity.

FC Arts & Culture Strategy 2022 - 2026

This strategy draws upon the findings and o from a sector-led and community focussed stakeholder engagement program. The process has included input from 800 people via survey, consultation meetings with various departments within Council and other stakeholders, and from 27 Arts & Culture Ambassadors and their extended community conversations

Hervey Bay Esplanade



KEY PRIORITIES FOR WAYFINDING

signage along the whole esplanad

– Both au lio and visual signage at key points ald ng 🕀 (Py 🌐 i 🕼 🚱 (Ancluding

- Informative signage at historical/ cultural points of interest
- Colour coded signage to differentiate between cultural or historical.
- Pathway upgrades, boardwalks and recreation pathway lighting

— Increase the attractiveness of the Esplanade, and enhance Hervey Bay, as a tourist destination using digital devices

— Use artwork and designs to represent the heritage and essence of Hervey Bay and of each village.

KEY PRIORITIES FOR WAYFINDING

- Key routes shall be connected d to ensure that links within the act travel network connect via other links.

Hope a the gravel conne

— The active travel network shall be both intuitive and direct, with links that are easy to navigate.

- Highlight a clear active travel network hierachy

KEY PRIORITIES FOR WAYFINDING

— Community identity through arts, community access and involvement, connecting to community

io 🊯 🕑 🖨 🕞 💭 versity – of what is 🏟 🏟 🏟 🏟 e ways arts/ inclusion and diversity

> – Visibility of Butchulla and Indigenous culture and spaces/places to experience Indigenous arts and culture

> — Use of outdoor spaces for events – public arts, murals, tours, amenity












WAYFINDING CIRCULATION

Point Vernon

Sunset Point 5.25 km

CIRCULATION

The circulation map shows key pedestrian, cycle nd vehicular links within the context of the ade and villages. This plan will contribute to prioritising pathways and information planning in wayfinding strategy.

WALKING DISTANCE / TIME

Walking distances are included to make walking to key destinations and facilities more achievable. As distances are often misunderstood signage would show walking times instead of distances. Walking times are based on the following equation:

80 meters distance = approximately 1minute walking



DENHAMS CAMP RD

Scamess

arness

Scarn Jetty

865 m

600 m

Urangan

Thresho 1.75 km

PLANADE

LS

Hervery Bay SLSC

1.2 km

Tavistock

Bide ford

600 m

440 m

BOAT HARBOUR DR

Torquay

Denmans Camp Rd 430 m

Point Vernon/ Pialba Threshold

Woroje Waterpark

1.6 km

Pialba





DESTINATION **HIERACHY**

The destination hierarchy is intended to list all public destinations that should be shown in wayfinding information including directional signage and maps. It focuses on all Council assets and facilities but also other public services that must be visible in the public realm such as police stations, hospitals, public transport stops, destination parks, toilets.

Additional locations and destinations of interest that are not located within Point Vernon, Pialba, Scarness, Torquay or Urangan but should be indicated on on wayfinding devices may include –

- Surrounding regional towns and suburbs

-Hervey Bay Hospital

—Hervey Bay Tafe

-Hervey Bay Aquatic Centre



Point Vernon						
			Beach House Hotel			
			Queens Rd Restaurant Precinct			
					Torquay Jetty - Fishing Spot	
					HB Sailing Club cint	
Pial	ba					
					ford St. His Sun Life aurant Precint Saving Club	
		C				
		Scal	mess	Torquay		
				1	Urangan	

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LEGEND

Pedestrian Connectior	Vehicular

Village Thresholds

Major Decision Points

Whale Bay

Harbour Accomodation

Reef World Aquarium

Dayman Park

Pier Markets

a Wall

HB Boat Club as Whar<u>f Marina</u>

LEGEND	
Key Destinations	
Secondary Destinations and facilities	
Surrounding	
Major Decision Point Minor Decision	
Village Threshold Arrival Point	
Arrival Nodes	
Secondary	
Pedestrian Path along the Esplanade	
The Rail Trail	
Key Vehicular Routes Pedestrian Connections	
recestrian connections	











SIGN FAMILY

BASED ON AN INFORMATION HEIRACHY

A successful wayfinding package is based upon a holistic approach. The wayfinding strategy informs all aspects of the project and is fundamental to the development of an **Information Hierarchy** -ie a system which organises information into component parts.

TO Rtis of paramount importance that these elements are established before the creative concept - the look and feel of the signs is undertaken.

DESTINATIONS DIGITAL WAYFINDING & CIRCULATION Digital wayfinding can deliver engaging visitor experiences by providing useful information in realtime. The OD and a may light to some that provide

experiences by providing useful information in realtime. The QR code may link to apps that provide guidance based on specific user abilities an**st three**serTORQUAY of beacon technology for users to receive location based information.

LEGEND

Key Destinations

Secondary Destinations and facilities

Surrounding Destinations

Major Decision Point

Minor Decision Point

Village Threshold Arrival Point

Arrival Nodes

Facilities

Pedestrian Path along the Esplanade

The Rail Trail

Key Vehicular Routes

Pedestrian Connections



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TORQUAY URANGAN



TORQUAY URANGAN

URANGAN DESTINATIONS & CIRCULATION

LEGEND

Key Destinations

Secondary Destinations and facilities

Surrounding

Major Decision Point Minor Decision

Village Threshold Arrival Point

Arrival Nodes

Secondary

Pedestrian Path along the Esplanade

The Rail Trail

Key Vehicular Routes

Pedestrian Connections







Destination Hierachy



Vehicle Directions

Vehicle Directions

A list of key and secondary destinations, public facilities and surrounding destinations d for the Hervey Bay



There is no announcement the thresh each village. A village threshold marker announc ering a new village which Reflectance contrast 30% LRV mmilmum and preparation for arrival at a destination.

> exist along the esplanade and see very many pedestrian did r nal signs. Key pedestrian such as the CBD are not

planade have ad from maio

adequate vehicle dir sequently are not know

There are a range of MUTCD guide and tourist signs the co. major public services, destinations and recreation sites Th e are also frequent signs used for advertising (including directions) around Hervey Bay.

Many vehicle directional signs have been accumulated over time and are visually uncoordinated and cluttered.

The villages and major points of interest within each village should be highlighted as key destinations. Seconday destinations are parks, caravan parks, and playgrounds as well as facilities. Surrounding destinations are located away from the Esplanade but should be directed to from the Esplanade.

At each village threshold there should be an identification marker naming the village and key destinations that visitors will find within that village.

Propose information signs with map, identification signs, directional signs and distance markers with walking times at key arrival locations and decision pioints.

Propose local trail markers showing key distances and time it takes to travel to key locations. Distances can also be added to information signage.

A vehicle directional signage system should be used judiciously at key decision points to direct drivers to these destinations while avoiding additional street clutter.

ere is an opportunity to review a rationalise cluttered MUTCD signs.





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W AMATRINDEESIG ISLGENPROMICIA

A Long map design should convey the essential The toltion mgking findung sightly beard sign locationsity are indreaded barys the free layer desite a desite a layer ans documentation of the stans would form a Signage Guidelines manual which will guide accurate sign planning and procurement by a Council representative or consultant.

The proposed wayfinding sign system will include but is not limited to the following sign types

- Information Signs / Information Map Signs
- Identification Signs
- Directional Signs
- -Regulatory Signs

The Empire State



The Golden State









Directional Finger Post • freestanding post with fixing details • directional information • consider illumination

Wayfinding Trail Marker • destination name • distance information

• site identification

• directional information

Information Map Sign

- local mapping and regional orientation
- illumination

Identification Sign • key destination name • behavioural advice

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3000mm

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Guided Interpretive

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 $3\,0\,0\,0\,m\,m$

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ACCESSIBILITY

Clear communication of wayfinding information should be inviting, accessible and legible to all user groups, including those with a disability.

This can be achieved through applying Australian accessibility standards and the following strategies to address the needs of all users.

-Minimum30 %luminance/colour contrast values between base colour, text and pictograms

-Highly legible font for wayfinding

- Appropriate text sizes for required reading distances

-Functional pictograms to support text messages

- Relevant user pictograms to support text messages

- Clear and consistent message layouts/graphic zones

- Appropriate sign placement for optimum viewing

-Braille and tactile graphics where mandated

Fraser Coast Regional Council to advise on the current accessibility policy in regards to Australian Standard 1428.1& 1428.2 Design for Access and Mobility (Parts 1 and 2) and the Disability Discrimination Act (Access to Premises).



Required viewing distance (m)	Minimum height of letters (mm) (cap X-height)	
2 m	6mm	
4m	12 mm	
6m	20mm	
8m	25mm	
12 m	40mm	
15 m	50mm	
25m	80mm	
35m	100 mm	
40 m	130 mm	
50m	150 mm	
AS1428.2-1992 - Table 3		
Height of letters for varying		
required viewing distances		



INTERPRETATION

There is an opportunity to express themes and stories about Hervey Bay through interpretation elements that are integrated into the built environment and landscape. These themes and stories can explore all aspects of the history and culture of the town as well as the diverse ecology of the ocean and land environments.

Interpretation may be didactic. That is, it provides simple objective facts and information about a

Braille and tactle signs or ecologies that raise awareness. Information is absorbed by reading and may promote specific actions or behaviours, such as encouraging the preservation of the natural environment.

Or it may be impressionistic, such as a landmark public artwork that celebrates site specific themes in a prominent location. People may interact with these elements to fully experience them.

Or interpretation may be both didactic and impressionistic providing both information, emotional connections and create curiosity through texts, images,forms, shapes, materials and lighting that fully engage the senses.

All forms of interpretation are appropriate to Hervey Bay and they all contribute to a richer and more memorable visitor experience.

Three key curatorial themes have been established through the Hervey Bay Artwork strategy within this document.

- The Badtjala peoples: Into Deep Time
- The Environmental Futures: Caring for Country

• Sovereignty and Settlers: Shared histories in this place

These themes should be incorporated into the wayfinding and interpretive response.







Relevant user pictograms



de Master Plan DRAFT MASTER PLAN 113

CURATORIAL THEME 1 The Bedlinis propies: Into Deep Tim

CURATORIAL THEME 2



INFORMATION MAP SIGN

ris a critical part of the wayfinding Map de: mation in a diagrammatic, accessible strateg subs and

ide visitors with choices so that

their time and experiences.

e and enhance active travel through

mpg. criteria for all maps is to display ads up' so it aligns with the tation and can be matched with the ontext and landmarks.Typical Maps

ortance in Hervey Bay is to show the ne Esplanade and walking times to

points of interest.

Maps

they Maps

Terre

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viewer

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Whole of City Map - Used when arriving into the City at key locations. Provides a big picture view to give greater awareness of the offerings in Hervey Bay. It has a tourism and recreation focus.

Village Maps – Used in conjunction with the City map, it shows the immediate surrounds in a village such as Torquay and Urangan. It may also show surrounding areas.

Interpretation / Heritage Trails - Identifies locations for all heritage points along the trail.





RTWORK

pretive Artworks/Signage Artwork Category: ww







MARIAL & FORM

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MATERIALS

For wayfinding signage and interpretive elements, base materials are refined from the FCRC parks and style guide and evaluated on appropriate elements required for the specific needs of wayfinding and signage.

Two core materials have been established.

GALVANISED AND STAINLESS STEEL

Structural elements e.g. posts and frames, polished finish
can be powdercoated or 2 pack painted

-Can incorporate colours

-Suitable for outdoor and coastal environments

-Can easily house digital screens if required

-Cost effective

Low to no maintenance
 Easily sourced

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DETAILS

ural elements e.g. posts

- Character elements e.g. panels, raw edges, routing text and patterns, cladding

-Suitable for outdoor and coastal environments

-Allowed to age to minimise maintenance

—Able to be combined with other materials e.g. steel and painted panels

-Notches, connections with structure and panels, colour applied, footings, hardware

-Suitable for outdoor application

-Non-treated

— Structural timbers to have 'T blade stirrup' footings or similar

— Top end grain on posts to be capped or cut at angle to negate water damage



LANGUAGE

DUAL LANGUAGE

Dual language signage is a simple yet effective way to promote the traditional language. Signs that display language acknowledge the traditional owners of an area and can be used as an educational tool.

Wayfinding devices may feature the traditional stories of place, or greetings agreed on by Butchulla elders. Digital signage in this respect can also provide opportunities to provide more targeted wayfinding information using,

-links to websites

-audio recordings of how to pronounce traditional words

-links to learn more about Butchulla language and culture

Dual language also –

- Creates positive message
- Creates equal footing

- Creates individual voice through type style, weight and colour

The preferred approach is to use Butchulla language first followed by Australian Standard English.

Galangoor



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TONE OF VOICE

Language on public signage contributes to a users experience particularly in a recreational environment. Finding a tone of voice reflects an understanding of the users and choosing the right language to reach that audience.

Motivational - inspires people

Educational - informs people

Collegiate - chatty and informal



You have arrived!





ctful and matter of fact: 🗧

and enthusiastic:

end."





Didactic

Requires consultation, research and writing

- Signs
- Information
- Facts
- Stories



Impressionistic

Community consultation, commissioning artists

- Site specific artworks
- Patterns / textures in environment
- Collaboration within design disciplines









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INTERPRETIVE SIGN FAMILY

ALONG THE ESPLANADE

The following interpretive sign types and sign locations are indicative only. The future detailed design and documentation of signs would form a Signage Guidelines manual which will guide accurate sign planning and procurement by a Council representative or consultant.

The proposed interpretive sign system will include but is not limited to the following sign types

- —Interpretive Indigenous signs
- -Interpretive non-Indigenous signs
- -Interpretive ecological and historical signs
- —Interpretive public artwork



- Interpretive Trail Marker destination name • distance information

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shore.



Aboriginal party in bark canoes at Harvey Bay 1854; note navigational signals on

(Mitchell Library, State Library of New South Wales, 982583)

STRATEG







PUBLIC ART

DEFINITION OF PUBLIC ART

The term 'public art' refers to contemporary art practice in any visual media that occurs outside of the traditional gallery or museum system. It is art that has been planned, designed and fabricated with the intention of being integrated into a building or installed in a public place outdoors, usually outside and accessible to the community during most parts of the day and night. Contemporary public art involves commissioning local, national, and international artists depending on the project context and aspirations of the client or their communities.

Public art can adopt a wide range of art forms which may result in permanent or temporary site-specific artworks with the intent of improving the amenity of the public domain. It can include: sculptures; murals and mosaics; digital screens or lighting and multimedia installations utilising photographic, digital, or illuminated imagery. It can also include artistic paving treatments and solutions and can influence the design of highly functional works such as street furniture, bollards, and drinking fountains or street banners.

Public art is usually made involving differing levels of collaboration and consultation between artists, working with other professionals such as architects, landscape designers, planners and developers, from conception to handover, to ensure the artwork is an integral part of the fabric of the place or the building. It can often be enhanced by teams working closely with both the client and the community to achieve artwork that is relevant to its place and embraced by its communities.

Public art is an opportunity for engagement with community and culture and can create a sense of place. Importantly for communities, public art adds a visible layer to a building or precinct that reveals the social, environmental and/or cultural history or meaning of the place.



BENEFITS OF PUBLIC ART

"Public art connects people, personalizes spaces, and activates dialogue about important issues". [Forecast Public Art]. Public art enriches and enhances our lives in a number of ways as it can:

- create a sense of place and enhance our experience of being in a public space;
- assist in way-finding;
- give meaning to a place by representing local history and recalling memories;
- celebrate community values, diversity and build civic pride through visual means;
- increase amenity and activate usage of a site; and
- educate and draw attention to significant issues.

Economic Benefits - Cultural Tourism

Public art often can symbolise civic pride or create a positive corporate image for both Councils and private companies. It increases the attractiveness of our towns as tourism destinations through recognition of the quality of the built environment and an increased recognition of Qld as a culturally active and innovative State.

Public art can make a vital contribution to the economic prosperity of many of our regional towns through its inclusion in cultural tourism strategies. Iconic public artworks such as Brian Robinson's *Woven Fish* (Cairns Esplanade) has become so synonymous with this place, that images of this artwork were used to promote the 20 18 Commonwealth Games to an international audience.

Economic Benefits – Creative Industries

Public art is a significant generator of jobs for artists in Queensland. It provides substantial increase in jobs and related training for Queensland artists, craft workers, designers, project managers and others with cultural expertise working in the sector. Indirect economic benefits will flow to associated industries such as fabricators of artworks and local manufacturers.

ART + TOURISM

Developing the public art of Hervey Bay's Esplanade will help to attract to mism to the town, and develop the town's unique cultural identity. It is our intention that visitors will gain a better understanding of place through experiencing this art.

The Australia Council is committed to growing the profile of Australian arts and captivating global audiences with diverse Australian work that reflects our rich cultural fabric. Arts provide an important point of connection for Australians to share their stories and histories with a global audience. A key channel for reaching global audiences and shaping our international perception is through engaging international tourists with arts experiences while they are in Australia.

International visitors shape their understandin Australian identity and our quality of its thic and cultural experiences. A carts fourists are to travel outside capital cries (42%) than eve (34%), we believe adding public artworks to Bay will encourage international tourism. This growing – since 2018 there has been a so in international arts tourists visiting records a while total international tourists wang requi

It is acknowledged that audiences are drawn to Australia's unique First Nations arts and cultures connect through the extraordinary diaspore who made Australia their home. Over 820,000 intersectourists engaged with First Nations arts while in the in 2017, an increase of 41% since 2013. This proprior increased attendance at First Nations are ormance as well as attendance at art, craft cultural display Engagement with First Nations arts was higher for international arts tourists who travelled outside car cities. More than a third of these travellers attended First Nations arts activity in 2017 (36%), compared 24% of international arts tourists overall.



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ARTWORK TYPES

Artwork opportunities may be articulated according to the response that is most appropriate and rewarding for particular locations. We have established the following artwork types for the Providence Art Program:

- Landmark/Wayfinding
- Interpretive
- Integrated
- Interactive
- Temporary
- Commemorative
- Artist in Residence

Each artwork opportunity type is characterised by:

- The role and function of the place and its significance within Providence.
- The role and function of the proposed artwork (including public realm objectives that may relate to meaning, cultural mediation, and purpose).
- The demographics and cultural interests of the users of the place.

Opportunity characteristics also inform the artist selection and procurement, artwork form – whether it is integrated (within architecture or landscape design), or is stand-alone in its form or is part of a group of related elements, Artwork size, scale and materials, and budget and program.

Single artwork opportunities may fall within more than one of the artwork types; i.e.,



PROJECT CONTEXT

PROJECT OVERVIEW

This artwork strategy has been developed alongside the development of the Hervey Bay Esplanade Draft Masterplan by Lat27 for Fraser Coast Regional Council.

The Principles as outlined in the Masterplan will be applied in the development of artwork. Each of three curatorial drivers are developed with these principles at their core, described as:

- Environment
- Connectivity
- Connecting to Country
- Placemaking
- Activation

This strategy provides thematic drivers as well as outlines opportunities for integrated and stand alone artworks that can be commissioned now and into the future.

Public art engages understanding and appreciation of place and Country. It informs and engages audiences in the region's stories - past, present and future. At the beginning of this journey are the Badtjala narratives which have longevity and agency in this place. These layers of history are dynamic and continuing; drawing on these many narratives in public art make manifest the unique qualities of this place. They open to the significance of the past, allowing new and positive narratives into contemporary experiences and the future.

Public art offers broad community benefit as a platform for civic dialogue. It is the most democratic of art forms given its availability to all as a conduit and focus for public spaces. It may engage residents and visitors in conversations from understanding historical and cultural backgrounds, to driving attachment to place and social cohesion. In a world struggling with new ways to connect, public art makes public spaces dynamic, approachable and distinctive. Toward this end, curatorial drivers have been developed to encompass the breadth of the experience in this place.



SHORT TERM PARKING Short term parking in front of businesses

HISTORICAL CONTEXT

It is through the Badtjala people that we have a rare 'first contact' account of the sighting of Captain Cook, who sailed south past Takky Wooroo (Indian Head) on K'gari (Fraser Island) in May 1770. His journals record a number of Aboriginal people who stood on land he dubbed 'Indian Head'; the Badtjala recorded this event in a song, which became part of their corroboree. The words were transcribed by Ned Armitage in 1923 as follows, and record the wonderment of the Badtjala people at the nature of this event:

These strangers, where are they going? Where are they trying to steer? They must be in that place Theoryour [Breaksea Spit], it is true. See the smoke coming from the sea. These men must be burying themselves like sand crabs. They disappeared like the smoke

The white contact that followed the 'settlement' of the Hervey Bay and Maryborough regions in the 1840s was in marked contrast to the benign nature of that first sighting. In between Lieutenant Matthew Flinders passed by in 1797 and 1802. In 1822, William Edwardson recorded that K'gari, thought previously to be part of the mainland, was an island and he named the body of water which separated it from the mainland the Great Sandy Strait. Convicts from the Moreton Bay penal settlement sought refuge on K'gari between 1828 and 1842. And the shipwreck which delivered Eliza Fraser to the shores of the island in 1836, where she was sheltered by Badtjala people for five weeks before her 'rescue', saw notoriety develop. Her short-lived sojourn gave the island the name Fraser Island (until 2021), with her increasingly wild tales about the period she spent there during the decades that followed directly influencing the subsequent maltreatment of Badtjala people during European settlement.

The mainland area of the Badtjala nation was surveyed by William Petrie in 1842. After the end of penal settlement in Brisbane, the Wide Bay area was opened to free settlers. At that stage observers noted the Badtjala people having "unparalleled fine physique due to their exceptionally good diet: the plenitude of the fish and sea creatures in their waters, their highly developed fishing skills; and the land animals and edible plant foods on K'gari and their territories across the Sandy Strait". However, by 1850 the Badtjala population had fallen dramatically. Frontier conflicts over land saw the Badtjala people mount a guerrilla campaign against the townships. The sophistication inherent in Aboriginal smoke-signalling and its use in frontier wars in Queensland has been documented by Ray Kerkhove, and makes a case for its use as a communication network used to share military intelligence and orchestrate resistance. This article includes a painting of Sandy Cape, c.1849, which depicts a Badtjala fishing party signalling to another group with a smoke signal lit behind them on the hill.

The strength of the Badtjala resistance to the theft of their land on the mainland was such that Blake and Allom wrote that by 1855, "the prospect of the town [Maryborough] being abandoned was real". The introduction of the Native Mounted Police by 185 however saw the tide of this frontier war turn against the Badtj resistance. Indiscriminate killing accompanied the increasing white presence as this land was 'opened up' and opportunities sought. Sawmills were established at Dundathu (1863) and Ma (1867, 1882). The goldrush that followed the discovery Gympie in 1867 also saw development (in the form of a Custor House, Maryborough and a quarantine s White Cliffs/Ballargan).

The introduction of the first mission on Cliffs, in response to an interest in relocat from the mainland. The second mission on K'd by Archibald Meston under the auspices of the Protection and Restriction of the Sale of Opium Act wh the minutiae of Aboriginal people's lives under er regulat scrutiny. Opium had been used to subjugate Aboriginal people and to recruit them as a labour force (however the Act did little to curtail its use). Bogimbah Mission ran from 1897 to 1904, was taken over by Reverend Ernest Gribble in 1900 and closed in after the deaths of at least 70 residents. The remaining p were transported to Gribble's Yarrabah mission further r

Not all Bactial Beople were drawn into the mission, with those working anothe forestry and fishing industries able to seek exemption from the strictures of living under The Act. Logging took place on K'gari and other areas around Hervey Bay for 28 years. Most of the Aboriginal people were removed from the island in 1905 to allow logging to be conducted. Sand-mining took place



SHARED 2-3m shared path rough parkland

-BOBOSED CONDITION Croup of decorated men with shields and spears at Fraser Island, 1870s. European men standing in the background. Image courtesy State Library of Queensland, Brisbane. From Foley, Fiona, Bogimbah Creek Mission: The First Aboriginal Experiment, Pirri Productions, Brisbane: 46-47.





RECENT HISTORY

Important camps and dance grounds exist in Hervey Bay and, as Badtjala performer were moved off the island in the 1910s, this area on the mainland because significant place of residence. Its role as a connection between the main and the island (the waterways were transited in bark canoes) offers significant potential for activation.

Corroboree performances with traditional 'paint ups' were still held by Fra Island Aboriginals at the corner of Guard and Queen Streets (Urangan) as as 1921. This was a traditional dance ground.

Aboriginal people also became actively involved in the manufacture of souvenirs for early tourists, with Fred Wondunna, Bob Simpson and Teddy Brown (K'gari and Maryborough) amongst early sand artists who constructed pictures in bottles (often pickle jars) for sale. (Fred Wondunna was known for using think oyster jars for small pieces of coloured sand art, a legacy of work on oyster leases, and his subjects often included ships, lighthouses, and seascapes, common Badtjala occupations during this period.) Sand was taken from the areas where coloured sands occur on K'gari, but also Teewah and Rainbow Beach and Kerkhove suggests a strong connection to the Dreaming stories of the area.

Indigenous elders/advisors remember:

• Mum would send me to count the smoke signals from K'Gari – 'one' would mean that her brothers would be home tomorrow. 'Two/three' would be the number of days until they'll be home (Frances)

• Lots of mob were taken off Country, but [a marker] at Dayman Point – eternal fire, lantern, flame – could recognise that and light the way to come back home. There are also stories of lanterns used while waiting for my brother to come home from sea but he never did. (Shereene)

• A canoe tree on Elizabeth Street was accidentally cut down. I have been working with George volunteering to help recreate it and ready to install. It can be inserted near the dais – to show how deadly our people were travelling in a small canoe! Really need strong representation of Butchulla people. (Dustyn)







CURATORIA THEMES

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CURATORIAL PRINCIPLES

In Hervey Bay and the entire Wide Bay region, restitution is due to the land, the traditional owners and relationships. Badtjala people have survived a destructive period which impacted the land, sea, and people and include development of mainland areas and mining, which locked away access to traditional lands. Native Title was granted to the Butchulla people on 2014 after some 18 years of negotiating the legal framework and legislation. However, the bundle of rights awarded has, to date, offered little in the way of tangible resources to Butchulla peoples. Like other First Nation peoples in Australia, Badtjala have been economically, socially, culturally and spiritually disaffected. Foley suggests:

The Badtjala people have never been financially compensated for extraction of natural resources on their lands, from 128 years of s logging on old-growth forests to the sand-mining that took p from 1949 to 1976. Alongside this, rainforest trees have been logg fish stocks and shellfish catches in the Great Sandy Straits have be taken by fishermen and, more recently, Queensland Parks and Wild Service vehicle permits have allowed access to K'gari for the mill of tourists who visit annually. Not one dollar has found its way b to the traditional land owners of K'gari, this pristine country.

CURATORIAL DRIVERS

To reflect key thematic considerations that have emerged through rese and generous input and contributions, the following overarching curat drivers have been identified:

- The Badtjala peoples: Into Deep Time
- The Environmental Futures: Caring for Country
- Sovereignty and Settlers: Shared histories in this place





