



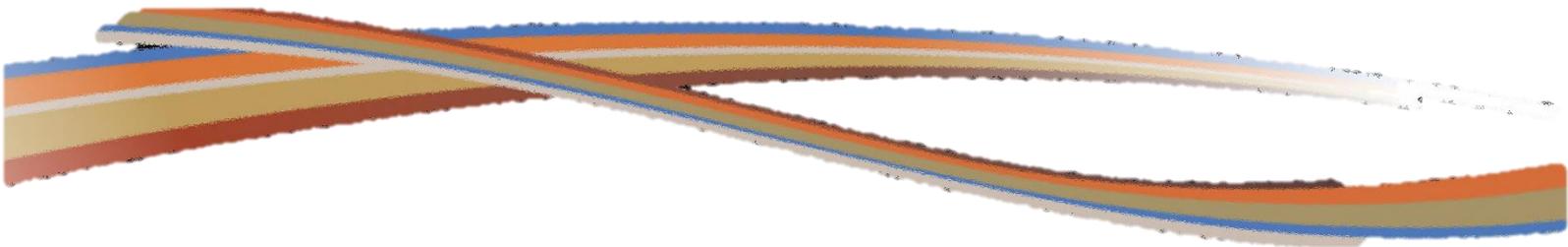
## INTERPRETATION AUSTRALIA AWARDS 2018

Category: Plan: Interpretation plan, master plan, landscape plan, exhibition plan

# JUDBARRA / GREGORY NATIONAL PARK VISITOR CENTRE INTERPRETATION PLAN

JUNE 2018

Prepared by Trace Writing for  
Parks, Wildlife & Heritage Division  
Department of Tourism and Culture  
Northern Territory Government









It was important that the content in the Centre then provided a ‘call to action’ connecting people with country and the experience being described. The dingo paw print has been recommended also on the signage as an icon encouraging visitors to act.



Learn more about station life by visiting the Bullita Homestead Precinct and Stockyards, located on the Bullita Access Road via the Victoria Highway 15 km east of Timber Creek. A four-wheel drive is required for access – see our “**Your Journey**” section for full details and suggested itineraries.

An important component of Tourism NT’s marketing plan is providing opportunities for people to instantly share their experiences. The Interpretation Plan includes for provision of promoting digital word-of-mouth on panels by suggesting visitors upload with associated hashtags and links.

### **2.5 Environmental considerations**

As a national park, Judbarra is protected under NT legislation ensuring that the natural and cultural values are preserved for future generations. Traditional Owners also want to ensure visitors are ‘doing the right thing’. Panels developed are to contain various components for maximum persuasive action;

- Scientific logic – what will happen if you do the wrong thing?
- Visual logic - graphics demonstrating the right thing to do.
- Respectful logic from the mouths of the Traditional Owners themselves.
- Call to Action - How can you help? Stop ferals, reduce weeds, stay on track, volunteer.

***“We want you to travel safe when you are in Judbarra so we ask you to respect and follow our cultural protocols – like we do.”***

### **2.6 Engagement**

The Joint Management Committee for the Park appointed interested members to be involved in a Working Group for Trace Writing to consult with. The Working Group included Traditional Owners, PWH staff and the Northern Land Council (NLC). After discussing the current situation, our aspirations, what interpretation means to us, who our visitors are and what they need to have an enjoyable and safe holiday, we decided on our Vision for the Visitor Centre:

***“We want - for other people to care about and respect Judbarra the way we do.”***

The aim for the Visitor Centre is to:

- Welcome people to country
- Let them know this is Aboriginal Land
- Let them know about Joint Management
- Let them know about our culture, why it is important
- Tell some cultural stories and our stories about first contact and life in Judbarra
- Make sure visitors are safe
- Tell them about how we manage Judbarra
- Let them know about all the special animals and plants in Judbarra and why we protect them
- Attract more people to stop in Timber Creek, come to the visitor centre to learn about Judbarra and to spend more time in the Victoria/Daly Region

***“Make sure we tell both sides of the story – cultural and pastoral. We want stories about park history, park management, joint management” (JMC Working Group).***

The final Plan was presented to the full Joint Management Committee as the decision-making body for the Park, following validation of the stories and language use from the Traditional Owners that had shared them. The Partners were proud to hear their own languages being used in explanations and their own words and stories incorporated into the Visitor Centre.

The Presentation shared with the Joint Management Committee has been attached to this submission, demonstrating the journey taken to develop the Interpretation Plan.

### **2.7 Implementation**

The development of the Interpretation Plan is the first stage of the Judbarra Visitor Centre project. The Plan includes the complete content required for panels as well as recommended layout/site plan, graphic design styles and use of illustrations, photos and alternative communication techniques (interactive displays). The Plan includes indicative costs and a recommended implementation plan for 'next steps', including work that can be undertaken by PWH staff and local community groups aiding in ownership of the Centre.

### **2.8 Access**

Through identification of our target markets, we were able to align our language use and match existing visitor interests (4WDing, fishing, camping, birdwatching). Working together with Traditional Owners, many of who are illiterate meant Trace Writing needed to ensure broad understanding through simple diagrams, themes and key messages. This was also a good test to ensure the interpretation would be suitable for non-English speakers and children to engage with.

Although not within the Scope of works for this project, it is proposed that broader site planning also occur ensuring visitors are welcome and attracted to the Centre, facilities are provided for their comfort (toilets, picnic tables, water, adequate car/caravan parking).

### **2.9 Training**

The implementation of the Interpretation Plan encourages the employment and training of local Aboriginal community members to provide the upgrades required, including painting, artworks and future digital image documenting and audio recording. Although not the intent of this project, the clear themes and key messages can now be used by PWH to update park notes, website information and interpretations provided to commercial tour operators to ensure consistent and accurate messaging.

## **3. Resources**

This tender is within the small project category of less than \$15000. As a sole trader, this included Trace Writing's fee and travel. As this was predominately writing work associated with interpretation planning, materials used were largely digital or print for the purposes of presenting options to the Working Group. The members of the Working Group also live in varying remote locations, it was important for Trace Writing to be adaptable for meeting dates given availability and cultural obligations. With the support of PWH and the NLC, the project was delivered within the timeframes allocated, for implementation/funding in 2018/2019.

Not included in Trace Writing's fee, PWH also covered associated costs for Traditional Owner time, travel and meals to attend each of the Working Group sessions. PWH staff were involved in the consultation phases as well as verification of draft and final Plans, costs covered internally to the organisation.

### **3.1 Choice of interpretive media for maximum or desired effect**

Traditional Owners indicated interest in have an audio visual display to welcome visitors. A sit down area with a television was presented as an idea. Traditional Owners were happy to show content from the NLC Joint Management DVD created in 2012. They also suggested continually making new videos during on country camps and encouraging young people to conduct the interviews of Senior Traditional Owners to assist with sharing stories.

The Plan also recommends engaging technology such as the Indigital Storytelling app which would include new opportunities for local Aboriginal people to share stories through artwork, audio or visual activities. Such technology can lead to economic opportunities for local people through artwork sales that activate the app. It is also a way of the story being shared and promoted broadly to others. Panel content will also include either QR codes or quick links for people who wish to access additional information to take away with them (bird lists, NT Field Guide, 4WDing notes, fishing notes etc).

Many Traditional Owners indicated an interest in providing face-to-face interpretation and activities at the visitor centre on special occasions (cultural demonstrations during NAIDOC week etc).

### *3.2 Cost-effectiveness versus 'reach' to intended audience*

In addition to the implementation of the Interpretation Plan, PWH will also need to ensure awareness and promotion of both the Centre and the Park are provided. At present, it would be easy for visitors to miss the Visitor Centre as it is not well signed from the Highway and limited promotional information is provided about it.

Between \$50 000 - \$100 000 is estimated for implementation of the Interpretation Plan, however upgrading the Centre alone will not necessarily reach the intended audience without dedicated marketing and delivery of Out of Scope visitor needs such as toilets, water, picnic tables, adequate car/van parking and welcome statements / directional road signage.

The Plan recommends that PWH consider an additional project phase ensuring adequate promotion and visitor needs are met at the Centre in its entirety.

### *3.3 Innovative use of resources / sustainability / future proofing*

As the Plan was developed wholly by the Joint Management Partners, there is a strong sense of ownership and pride by the Traditional Owners, which will instil the sense of an Ancient Living Culture in visitors and 'timeless' stories of caring for country.

It is hoped that the Visitor Centre is only the first step in growing interpretation experiences in the Park, with future interpretation projects leading to greater Indigenous employment and business opportunities.

The Plan also recommends the importance of ensuring ongoing resources are applied for the upkeep of the Visitor Centre, as well as monitoring the visitor experience and engagement levels. This can be done via monitoring downloads of Park information, comments in an onsite 'visitor book', shares/tags on social media and a people counter at the door entrance.

## **4. How has your project met clear and measurable outcomes for your client/organisation and stakeholders?**

Adhering to the project brief, it was important that the consultant listened and carefully captured the words, stories, feelings, thoughts and expectations of the Traditional Owners involved. To ensure future buy-in and commitment, it was essential for the Plan to be endorsed by the JMC and validated by the voices captured in the Interpretation Plan. Receiving thanks from Senior Traditional Owners and Members of the JMC particularly by helping to 'close the gap' is incredible recognition of the open sharing and cohesion of the Working Group.

This project has further aided Trace Writing in undertaking additional work in the Northern Territory both with PWH and also other sectors including the Northern Land Council, Indigenous Ranger Groups, Indigenous business Arnhem Land Coastal Camp and visitor experience planning work with broad stakeholders within the NT's Barkly Region.

One of the key messages within the Interpretation Plan is the call to action, encouraging visitors to the Park to actively help the Partners in caring for country, respecting culture and leaving no trace, so future generations can continue to enjoy Judbarra. The voices of the Traditional Owners themselves provides additional persuasion, together with easy to understand interpretation delivered through illustrations and fun checklists so visitors can measure how sustainable they actually are.

The Partners were committed to this Project from the outset. All clearly understanding the need to upgrade the information and interpretation provided, the process was seamless with all participants supporting cultural knowledge and stories shared. There were no aspects of this project in Trace Writing's opinion that didn't work or should have been changed/improved.