

KANOWNA HISTORIC SITE AND HERITAGE TRAIL

Development and Interpretation Plan

Prepared for



**EASTERN GOLDFIELDS
HISTORICAL SOCIETY INC.**

By



July 2014

Acknowledgements

Useful input to this Report was received from those key stakeholders and members of the community who attended the project consultation meetings held in Boulder on Tuesday May 27th, 2014 and Thursday July 17th, 2014

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W. Scott Wilson, President EGHS

*Local input to projects such as this is vital,
and the consultants thank these people for making their time available to be involved in the process.*

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EXECUTIVE SUMMARY

Kanowna is perhaps Australia's largest ghost town – yet few know where it is, let alone anything of its history. The Eastern Goldfields Historical Society (EGHS) is keen to remedy this situation and has obtained support from a number of sources in order to instigate this project.

In 1993 the original “Kanowna Heritage Trail” was developed in a project overseen by the consultant, Mrs Kris Laurie, with funding from the Heritage Council, Delta Gold and a number of local businesses. This project resulted in the installation of three large interpretive signs and fifty wooden site identifier signs being installed around the old townsite, and in the production of a reasonably substantial information booklet.

During the intervening twenty-seven years most of the wooden site identifier signs have fallen into disrepair, and the large interpretive signs are now showing their age. While the information in the booklet remains relevant any visitors who did travel to Kanowna would be unable to locate most of the sites mentioned, thereby making the booklet (and the trail) largely irrelevant.

In 2006 EGHS partnered with Barrick Kanowna Ltd (operators of the Kanowna Belle Gold Mine) to hold a successful “Back to Kanowna Day”. Those wooden signs that could be resurrected were repainted, a commemorative booklet was produced and a commemorative plaque was unveiled. More importantly, this event established an important partnership between EGHS and Barrick Kanowna, one that underpins the proposal behind this project.

Early in 2013 EGHS prepared a comprehensive outline for a project to significantly improve the Heritage Trail at Kanowna, knowing that Barrick Kanowna were committed to co-funding updated signage and infrastructure. The Society then applied for grant funding from Lotterywest to undertake a Trail Development and Interpretation Plan. This application was successful, and this Kanowna Historic Site and Heritage Trail Development and Interpretation Plan is the outcome of that process.

In 2014 an application was made for funding to the Royalty for Regions, this application was unsuccessful, and with that the project lost its momentum. The EGHS since then worked towards engaging an Executive Officer to manage operational requirement for the organisation and drive strategic goals. In 2017 with the support from the City of Kalgoorlie-Boulder an Executive Officer was appointed with direction to fulfil the organisations strategic goals. In the three short years since the appointment, this project has been front and centre priority for the Executive Officer, re-engaging stakeholders and identifying funding opportunities.

Kanowna lies just 21 km to the north-east of Kalgoorlie, on the Kalgoorlie-Yarri Road. Given that this section of road is sealed the drive out of the major centre is one of barely 15 minutes. The old townsite is several kilometres from the Kanowna Belle Gold Mine and is easily accessible, being right on the Yarri Road. As such, the place would appear to be ideally located to offer an additional outing to those many thousands of visitors who come to Kalgoorlie.

Indeed, an upgraded Kanowna heritage experience has the potential to fill an important and productive niche in the suite of tourist attractions in and around Kalgoorlie. It has the following very positive attributes:

- Proximity to Kalgoorlie: 21 km (barely 15 minutes);
- Accessible by sealed road (no need for a 4wd / no issues with use of hire cars);
- The universal appeal of a true “Ghost Town”;

- A contained and relatively compact site footprint (no great physical prowess required);
- The support of the primary local stakeholder (Northern Star Resources Ltd);
- Plenty of easily accessible historic information;
- Access to a considerable number of quality historic photographs;
- A foundation from which to work (the original Heritage Trail);
- A strong and committed project proponent, accustomed to dealing with heritage projects (EGHS).

Provided sufficient funding can be sourced to develop a coherent suite of interpretive elements at Kanowna there is no reason why it could not become a significant attraction in its own right. It fills an important niche (accessible well-interpreted ghost town) and has a tremendous story to tell. Its proximity and accessibility mean that it will appeal to a very wide range of tourists (as distinct from – for example – the Golden Quest Discovery Trail, which requires a major time commitment and a 4wd vehicle). This group of visitors could reasonably be expected to include:

- Coach operators offering short or half-day outings from Kalgoorlie;
- International and independent travellers using “standard” or hired cars;
- Grey nomads, including those with large RV’s;
- Family groups with children of any age (due to compact size of site);
- Adventure / 4wd travellers with an interest in ghost towns and goldfields history;
- Business visitors to Kalgoorlie with a spare couple of hours (or half day);
- Conference organisers looking for “field trips” that feature goldfields history.

An upgraded Kanowna would also be of significant interest to local people, especially when friends and family visit. Few attractions of this kind can boast this breadth of appeal – which makes this project an unusually valuable development proposition. Agencies and stakeholders considering making funding available should thus be reassured of “value for money” in terms of the ultimate outcomes. However, as with all such heritage projects, the key to delivering on this outstanding potential lies in the quality and appeal of the interpretive elements to be installed on site. In this case, boldness of vision has a high prospect of being well rewarded.

Field work for this project was highlighted by a half day tour of the site with Scott Wilson, President of EGHS, and by an extended community / stakeholder consultation meeting lasting some 3.5 hours and involving 18 people. The enthusiasm of people attending this meeting along with the EGHS proposal and the time spent in the field at the old town have all combined to produce a substantial list of ideas for the upgrading and enhancement of the visitor experience at Kanowna. However, the reality of the situation is that one has to “cut one’s coat to suit one’s cloth” – in other words, progress is resource dependent!

Sources of funding for projects such as this have become harder to find in recent years – this is largely due to the reduction in grant programs offered by both State and Federal governments. This has meant that those remaining sources (Lotterywest, for example) are experiencing a much-elevated level of applications, which of course means that a smaller percentage of all projects can be funded – and there is a tendency to limit the amount given to single projects.

Having said this, good projects with active and persuasive proponents are still being funded – especially if there is commitment from key stakeholders and a willingness to be creative in how the project is pitched. In this case the Kanowna project is fortunate in having what would appear to be a strong core group of key stakeholders:

- EGHS itself (with its resource material – photos etc – and potential volunteer base)
- The City of Kalgoorlie-Boulder (which stands to benefit from increased visitation)
- Northern Star Resources (new owners of the Kanowna Belle mine)
- Lotterywest (already involved through funding this report)

While it is tempting to want to leap into a project such as this, a more measured (and perhaps realistic) approach is outlined below. This breaks the overall upgrading works into separate Stages, each of which should be more manageable from a resourcing perspective and easier to ensure quality control. These stages are summarised below, with cost estimates (full detail can be found in Section 5).

STAGE 1		
1	Design and supply new site ID signs (installation, and removal of old signs, below)	9,750
2	Supply new directional signage – town & cemeteries (4 large, 9 small / fingerboard)	4,160
3	Clear, grade, fill and roll key roads; upgrade track & turn-around at old cemetery	38,000
4	Formalise parking area on Larkin St with signage – supply only	2,500
5	Research, write, design and supply 4 large (1200 x 600) etched interpretive panels for viewing platform	12,960
6	Construct parking area / trail-head information shelter	6,280
7	Research, write, design and supply 2 large (1200 x 1200) etched interpretive panels for main information shelter	7,340
8	Clear vegetation from around site remnants	4,488
9	Supply new street signs (11 double-ended, 3 single)	3,220
10	Replace / repair fencing around cemetery plots and old mine workings	9,600
11	Research, write, design and supply 3 large (1200 x 1200) etched interpretive panels with side-mount posts (no shelter)	13,110
12	Renovate internal paths and define old gravesites	5,340
13	Supply picnic tables at old cemetery	2,500
14	Develop Kanowna-specific web pages & transfer guide book information (allowance)	11,200
15	Research, write, design and supply new promotional brochure: A4, 10,000 copies	4,830
16	Rapid-set cement for Item #'s 1, 2, 4, 9, 10 & 11 (2 bags per hole)	6,580
17	Installation of Item #'s 1, 2, 4, 7, 8, 10 & 12 (contract rate \$140 per hole)	24,450
18	Removal of old site ID signs and posts (50 of)	1,500

19	Field trip for interpretive / heritage consultant to finalise design styles, stories, content, images etc & help resolve detailed planning and on-site issues (inc travel)	4,100
20	Contingency /cost increase allowance (5%)	8,155
TOTAL FOR STAGE 1 (not inc GST)		180,063

STAGE 2		
1	Design and specification of replica water tank viewing platform	8,440
2	Construct water tank viewing platform as per design at #5	45,000
3	Research, write, design and supply single circular etched aluminium directional dial for viewing platform	4,620
4	Relocate 4 main interp panels onto pedestal arms on platform	2,960
5	Contingency /cost increase allowance (10%)	6,100
TOTAL FOR STAGE 2 (not inc GST)		67,120

STAGE 3		
1	Design and supply trail markers for walking route	2,400
2	Supply 100 x 100 mild steel trail marker posts	1,800
3	Design and supply “camel team” rusty steel sculpture for main street installation (15 – 18 m long)	14,700
4	Design and supply 16 rusty steel cut-out sculptures (average unit cost across a range of sizes from 1500 to 3000 wide)	39,200
5	Research, write, design and supply etched aluminium interpretive panels for steel sculptures (inc camel team)	27,880
6	Update and replace map-based panel in main info shelter	2,960
7	Update website and revise brochure; reprint 10,000 copies	6,770
8	Rapid-set cement for Item #'s 2 & 3 (2 bags per hole)	3,380
9	Installation of Item #'s 1, 2, 3, 4 & 6 (item price \$150 per hole)	20,550
10	Field trip for interpretive / heritage consultant to finalise sculpture design concepts and stories, source images & help resolve detailed planning and on-site issues	4,600
11	Contingency /cost increase allowance (10%)	12,290
TOTAL FOR STAGE 3 (not inc GST)		136,530

STAGE 4		
1	Develop downloadable audio and app-based interpretation (based on 2014 rates)	30,000
2	Commission updated full-colour glossy guide book (estimate, based on 2014 rates)	45,000
3	Review other interpretive opportunities (simple “development plan”)	12,000
4	Review and update website and brochure as required	8,500
6	Install 2-cubicle toilet in replica building (allowance)	100,000
5	Contingency /cost increase allowance (15%)	28,575
TOTAL FOR STAGE 4 (not inc GST)		224,075

These figures are summarised as follows (excluding GST):

Stage 1 (The immediate priorities, inc cemeteries): \$180,063

Stage 2 (Replica water tower viewing platform): \$67,120

Stage 3 (Walk trail development & interpretation): \$136,530

Stage 4 (High-tech interpretation & toilets): \$224,075

TOTAL PROJECTED COSTS (excluding GST): \$607,788

Clearly, big ideas come with not-insignificant costs. However, the site and its associated stories would appear to warrant this scale of input in large part because of its highly unusual accessibility and the array of detailed historical information that is available. Partners in the project may need to adopt a long-term approach to rolling out the various stages – and will need to be adept at attracting resources and leveraging them efficiently.

A project such as this is likely to be appealing to grant funding agencies and corporate sponsors. Lotterywest would appear to be a prime target for funding, especially as they have supported the preparation of this Plan. GEDC may also have grant programs that could assist, and Northern Star Resources (Kanowna Belle Mine) have already indicated a willingness to contribute to the project. The City of Kalgoorlie-Boulder will be the primary beneficiary of this project, and it is therefore reasonable to hope that they too, may become a partner in delivering these outcomes.

The Kanowna heritage site upgrade has considerable merit on three fronts:

- As a means of capturing, presenting and respecting the history of the place for the benefit of local (Goldfields) residents and those who have long term connections here;
- As a unique, enjoyable and informative visitor attraction that should serve to keep more people in and around Kalgoorlie-Boulder for longer – with obvious flow-on benefits to local businesses; and

- As “Australia’s largest ghost town” (according to EGHS) it has a unique capacity to tell the boom-and-bust story of gold-rush towns right across the nation.

The Eastern Goldfields Historical Society is to be commended for taking such a proactive and professional route towards delivering these outcomes.

Footnote: As Kanowna is listed on the Assessment Program for the State Register of Heritage Places it will be necessary to submit an application for planning approval to the City of Kalgoorlie-Boulder. The City will then be obliged to forward the proposal to the State Heritage Office for comment prior to making a determination.

SECTION 1: PROJECT BACKGROUND AND BRIEF

Background to this project

Kanowna is perhaps Australia’s largest ghost town – yet few know where it is, let alone anything of its history. The Eastern Goldfields Historical Society (EGHS) is keen to remedy this situation and has obtained support from a number of sources in order to instigate this project.

In 1993 the original “Kanowna Heritage Trail” was developed in a project overseen by the consultant, Mrs Kris Laurie, with funding from the Heritage Council, Delta Gold and a number of local businesses. This project resulted in the installation of three large interpretive signs and fifty wooden site identifier signs being installed around the old townsite, and in the production of a reasonably substantial information booklet.

During the intervening twenty years most of the wooden site identifier signs have fallen into disrepair, and the large interpretive signs are now showing their age. While the information in the booklet remains relevant any visitors who did travel to Kanowna would be unable to locate most of the sites mentioned, thereby making the booklet (and the trail) largely irrelevant.

In 2006 EGHS partnered with Barrick Kanowna Ltd (operators of the Kanowna Belle Gold Mine) to hold a successful “Back to Kanowna Day”. Those wooden signs that could be resurrected were repainted, a commemorative booklet was produced and a commemorative plaque was unveiled. More importantly, this event established an important partnership between EGHS and Barrick Kanowna, one that underpins the proposal behind this project.

Early in 2013 EGHS prepared a comprehensive outline for a project to significantly improve the Heritage Trail at Kanowna, knowing that Barrick Kanowna were committed to co-funding updated signage and infrastructure. The Society then applied for grant funding from Lotterywest to undertake a Trail Development and Interpretation Plan. This application was successful, and Jesse Brampton of Kulbardi Hill Consulting was contracted to prepare this Report.

The project brief

It is important to understand the Brief for this project, in order to be able to ascertain what to expect in terms of outcomes. The brief established an understanding that the Heritage Trail should be based in the original town of Kanowna. However, time permitting, consideration should be given to other heritage sites in the vicinity and advice should be provided as to how best to manage and interpret them in the future.

The contract let by EGHS included the following list of the work to be undertaken:

- General information re the project, outcomes sought and the process involved
- Context and setting, including geographical opportunities & constraints, and the “fit” of this product with other heritage tourism attractions in the area
- Review and re-evaluation of the “old” Heritage Trail, considering the role it has played to date, the information it has provided, and its general effectiveness
- Community and stakeholder consultation – summary of input
- Review / summary of any land tenure issues that may exist
- A detailed description of the recommended trail route (with mapping)
- Recommendations re any construction / installation works required
- Description of any locally specific infrastructure requirements (info shelters, seats/tables etc)

- List of recommended interpretive sites, stories and methods of delivery
- A signage plan for all elements (including directional and management signage), with full specifications of the style of signage to be used in each case (materials / shape / size etc)
- A complete works list, with budget / cost estimates for all elements
- Marketing & promotion recommendations, including general thoughts regarding brochures, websites and other means of promotion
- Summary of other heritage interpretation opportunities in and around Kanowna, with a recommended “staging” for further development beyond the Heritage Trail

This Plan would then allow the project proponents to proceed directly to fundraising and then to construction, without having to undertake further planning. This is an efficient process – and the resulting Report should be highly appealing to funding agencies and potential sponsors.

Project process

This planning study was undertaken in a streamlined fashion in order to fit the project budget and available grant funds. The steps undertaken are outlined below:

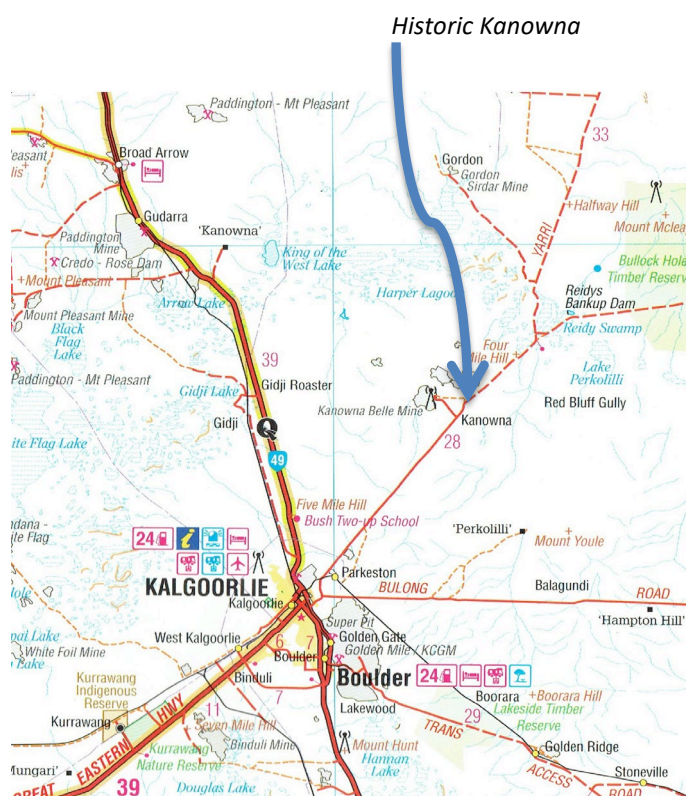
- a) Review of general background as provided by EGHS and sourced on the internet;
- b) Field work (3 days), involving exploring heritage sites and possible trail routes in and around Kanowna;
- c) Community/stakeholder consultation – meeting held in Boulder on Tuesday May 27th;
- d) Follow-up consultation and review of field work outcomes;
- e) Preparation of Draft Report, and submission of same to EGHS for comment;
- f) Submission of Final Report, incorporating comments.

Geographical and local context

Kanowna lies just 21 km to the north-east of Kalgoorlie, on the Kalgoorlie-Yarri Road. Given that this section of road is sealed the drive out of the major centre is one of barely 15 minutes. The old townsite is several kilometres from the Kanowna Belle Gold Mine and is easily accessible, being right on the Yarri Road. As such, the place would appear to be ideally located to offer an additional outing to those many thousands of visitors who come to Kalgoorlie.

The Kalgoorlie-Boulder Visitor Centre promotes the region as follows:

“This vibrant, expanding and exciting twin city is the hub at the heart of the Goldfields – one of the largest and most diverse tourism regions in Western Australia, that’s fast becoming one of the



country's most popular self-drive holiday destinations."

Under a heading of "Explore the Goldfields Region" the Visitor Centre website lists a series of towns and places as attractions, from Norseman and the Eyre Highway in the south to Laverton and Leonora in the north. Kookynie and Ora Banda are both mentioned, and both qualify as "ghost towns" in that they are but a shadow of their former selves. However, both have an operating hotel and a handful of residents, whereas Kanowna is completely abandoned. Kookynie is significantly further away and the road to Ora Banda is not sealed – once again underlining the great advantage that Kanowna has in its proximity and accessibility.

Given that Kanowna once had a population of more than 12,000 people, there is little doubt that many people still have a link to the place, and the Visitor Centre website does acknowledge that many visitors come to the region because of old family connections:

"Many locals and visitors to Kalgoorlie Boulder are in search of that little piece of Kalgoorlie's past that is significant to them. Whether it be family history information, historic buildings and hotels, photographs, records, maps or memorabilia - there are many services on offer to aid finding that little historical treasure hidden among the Goldfields."

Perhaps one of the major attractions for facilitating tourism beyond Kalgoorlie-Boulder itself is the Golden Quest Discovery Trail, described in the following terms:

The Golden Quest Discovery Trail is a 965 kilometre self-drive adventure through the Goldfields, and can be enjoyed in parts or as a whole. The trail encompasses the amazing history of the region and the isolated beauty of the bush is simply breathtaking. Whilst the scenery in the Goldfields is always magical, it is particularly spectacular in early spring when Mother Nature provides blankets of colourful wildflowers across the rugged landscape. Embark on a day trip covering some of the old mining townsites and cemeteries around Coolgardie and Kalgoorlie, take two days and see a little more, or spend a comfortable week on the trail."

The Trail ventures north as far as Laverton and Leonora, and includes 25 interpreted stopping places, some of which have already been mentioned (Ora Banda, Kookynie). It also passes through other "ghost towns" such as Broad Arrow, Goongarrie, Mt Morgans and Kunanalling. Given the scale and cost of infrastructure already in place around the established route of the Trail it is highly unlikely that Kanowna could be included in this very successful and much-used tourist attraction.

This should not be seen to be a negative though, as Kanowna could function very well as a stand-alone ghost-town attraction, trading on its proximity and accessibility to the "masses" who come to Kalgoorlie-Boulder. Visitors do not need a four-wheel drive to get there, and nor do they need several days to undertake the outing (both necessary for the Golden Quest). Half a day and a rented hire car is all that it would take. – and this prospect is more fully addressed in the following section of this Report under the heading "Potential trail users / target markets".

Perhaps the only places that could be considered direct "competitors" with Kanowna might be Broad Arrow and Ora Banda. Both were once thriving townships (especially Broad Arrow), and Broad Arrow at least is easily accessible via a sealed road. Both have one or more historic buildings and both have a hotel/tavern. However, apart from the necessarily limited interpretation provided at the Golden Quest stopping place in each location there is nothing more to inform or engage the visitor. Further, neither are true "ghost towns" – whereas Kanowna is totally abandoned, a real ghost town. It is also "isolated" but still close to Kalgoorlie (there is nothing immediately around it), which further enhances its uniqueness as an attraction.

Thus, it could be said that Kanowna, with a comprehensive and well-developed Heritage Trail, is uniquely placed in the Goldfields Region to offer an attraction that would fill what is currently a vacant but very appealing niche in the local tourism market, augmenting the Golden Quest and other established attractions.

Trails and Trail Users

Right across Australia the many benefits of well-planned and promoted trails are being recognised by a range of agencies from National Park services to tourism departments, and from Local Governments to a host of health organisations. It is now well recognised that trails perform a number of beneficial roles in the community:

- They provide opportunities for low-key unstructured passive recreation for local residents and visitor;
- They enable users to gain fitness and they foster general well-being;
- They are a valuable tourism attraction, especially when marketed well;
- They can help instil a conservation ethic amongst users; and
- They provide a significant economic benefit to communities where they are located. Users of the Bibbulmun Track, Western Australia's long distance walk trail, inject \$21 million/year into the Western Australian economy, a very good return on an initial one-off \$5 million investment for construction by the WA Government. The Riesling Trail (a 27 kilometre shared use rail-trail in South Australia) injects \$1.08 million per year into the Clare region (Market Equity 2004). Visiting trail users on the Mundaring trails network (a Local Government on the outskirts of Perth) inject a total of \$10.39 million annually into the local economy;
- They can be a means of educating users about attributes of an area, especially when interpretation is a feature of the trail. High quality trailside interpretation can showcase the place or district's heritage.

Recreation and physical activity trends

- There is a move away from traditional structured sport, rosters and club memberships. The Exercise, Recreation and Sport Survey (undertaken in Queensland) showed participation in non-organised activities at 63.5% (of those who participated in recreation and sport) compared with 39.4% in organised activities. Participation rates in organised activities are highest in the 15-24 age group declining to be lowest in the 65+ age group. (Source: Sport and Recreation Qld Website)
- Significant technological advances in equipment design and function have created new forms of outdoor activities and extended the scope and levels of participation for the general population.
- There is greater accessibility and information on a range of outdoor activities, however there is also a clear demarcation between those who have access to this wide range of activities (proximity, ability, finances, transport etc) and those who cannot.
- In general, the population is making increased 'lifestyle' choices that associate with greater access and contact with the natural environment. This includes aspects of urban to rural ('sea change') residential drift, increased demand for open space (parks, recreation trails etc.) in urban developments, and increasing demands for recreational time in the outdoors (changing work patterns and day trips from home). (Source: Sport and Recreation Tasmania)

Participation in trails related activities

The Australian Bureau of Statistics reports on the propensity of Australians to participate in leisure activities:

- 28.8% of survey respondents across Australia participated in walking (making it the most popular form of activity across the country).
- 5.3% of survey respondents Australia participated in bushwalking (making it the 8th most popular form of activity across the country).

This discrepancy between “walking” and “bushwalking” is interesting, and of some importance for this project. Trails are now seen to be a resource for the larger group (walkers), as much or more than they are for the smaller, more traditional bushwalking set. This usage by people who would not have considered themselves “bushwalkers” drives much of today’s trail development.

Walking and cycling are engaged in much more frequently over a one-year timeframe than horse riding, with walking being the most frequent. While the majority of users are relatively low frequency users, both walking and cycling have a core of participants who engage in their activity frequently, eg at least once or more a week.

Based on prevailing demographic trends, there are some implications for the project under consideration:

- Participation in trail-related activities has increased over time.
- Demand for recreation opportunities is likely to increase.
- An increase in the number of older people is likely to result in substantial increase in demand for local activities, particularly passive recreation activities. It also highlights the importance of access for people to participate in these activities.
- A recent Victorian study (prepared for the Draft Victorian Trails Strategy 2001 - 2004) found that there is a clear preference for shorter walks (up to 6 kilometres and taking between 30 minutes and 2 hours to walk) both in metropolitan and “remote” trails. Work undertaken in South Australia supports this conclusion with 76% of walkers using trails for less than 2 hours.

Project benefits and outcomes

It is worth clarifying the general outcomes sought from the development of this Plan. These are not necessarily unique to Kanowna but are certainly as valid here as anywhere else. Local governments and community groups across Australia have been keen to develop heritage trails within their communities or at their historic places for many years, and a range of agencies have been providing funding for trail projects because of the broad range of benefits they provide.

Trail projects can make a positive contribution in five key areas:

1. They can help attract visitors and – more importantly – they can keep visitors in a town or region for longer, increasing their expenditure in local businesses (eg. accommodation, cafes, grocery stores etc);
2. They provide an ideal resource for low-impact physical activity, encouraging walking and/or jogging and potentially contributing to the health of the community;
3. They can prompt the community to recognise and record its human and natural heritage;
4. They can help bring together disparate groups within the community by providing non-threatening common-ground; and

5. They can contribute to a sense of pride by highlighting what is good and of value to the community.

For Kanowna the main objective is to develop a Heritage Trail that will effectively capture and present the heritage and history of the town, for the appreciation of visitors and those who might have family connections to the place. It should very effectively keep visitors in the nearby city and the surrounding region longer, providing flow-on economic benefits to a range of local businesses.

A Heritage Trail such as this should be a focal point for the community of people and organisations with an interest in the history of the region, celebrating Kanowna's rich connections with the past and sharing that pride with people from elsewhere. Projects such as this are *not* purely tourism projects – while they are generally focussed on tourism benefits, they should also be seen to be *heritage preservation* projects. This project will highlight – in some cases for the first time – important artefacts and sites relating to early Goldfields settlement. It will also increase awareness of the value of what might be seen by some as simply a pile of rubble.

SECTION 2: SHAPING THE PROJECT

A history of Kanowna

In shaping the outcomes of a project such as this it is important to have a clear grasp of the history associated with the place involved. The original Kanowna Heritage Trail booklet provides a useful summary of Kanowna's past. It reads as follows:

"Gold was first found at Kanowna on the 12 October 1893, by Pierce (Percy) Larkins, Jerry McAuliffe, Tassie O'Connor and Jim Hilder. It was said that McAuliffe found the gold, however the most common belief is that an Aboriginal boy, nicknamed "Monkey", first spotted the rich outcrop and reported it to the others in the party. "Monkey" was so named because of his resemblance to a monkey when he was on horse back enveloped in a coat many sizes too big for him. He was later named "Jedda-Warra" meaning "hot ash" (hot stuff) by an Aboriginal woman for his part in the discovery.

The claim was officially registered by Larkins as "McAuliffe's Reward", although it was not a reward claim. A "reward" claim has to be 20 miles from the nearest registered gold claim. Records indicate that they picked up about 300 ozs of gold on the first day. An article in the Kalgoorlie Miner October 19, 1897, states McAuliffe and his party referred to their discovery site as the "Day Dawn". They sold the lease to the West Australian Goldfields Company, which changed the name to "White Feather".

The establishment of White Feather

By the middle of 1894 there were tents and bough sheds dotted all over the mining area and a few shops had been opened, although most traders preferred to take their wares around by horse and cart. Hundreds of men poured into the new mining area at White Feather, some pegging claims haphazardly and hoping for luck, some with skill and care, and others with a sound knowledge of geology and good mining engineering ability. Of the latter Captain F.X. Bissenberger was one of the most successful. He pegged four 12 acre leases. The four were ultimately joined and became The White Feather Main Reef Co. registered in 1894.

Living conditions at the Feather were most. unsatisfactory, with an estimated three thousand miners in the camps having to rely on the condensers on the salt lakes four miles away for most of the water supply. As water was scarce it was costly at four shillings and sixpence a gallon.

By the end of 1894 there were approximately half a dozen stores, (all large tents covered by a bough shed for coolness), several hotels, a billiard saloon, an auctioneer and a teamster's establishment. The much-needed hospital was a tent measuring six feet by ten feet, covered by a bough shed of brushwood and mulga. '

When it was decided, towards the end of 1894, to move the town of White Feather from the mine area to its present site, a town planning Committee was formed and it was agreed that the new town should have beauty and dignity. No hessian humpies, tin shanties or bough sheds would be allowed in this new town. All the buildings were to be of good quality and of pleasing appearance, constructed of wood and iron or made from the excellent stone found locally.



Kanowna hospital, 1896

Kanowna

In July 1894 a Progress Committee was formed and this committee functioned until the first municipal election took place in 1896. On 5th November, 1894 a branch of the West Australian Bank was opened and a month later a Post and Telegraph office opened. The main street, Isabella Street, was cleared of trees and bushes. The streets were wide enough to allow horse and camel teams to turn around.



Kanowna Volunteer Fire Brigade

The townsite was officially declared on 14 December 1894, and the name Kanowna was adopted. Kanowna is from the aboriginal word “Kana” or “Gana”, which meant “place of no sleep” or “can’t sleep”. The term was applied to the area because of the extremely rocky ground, a poor place for camping.

In 1894 the population of the Kanowna township was given as seven hundred males and eighty females, while the overall population within a four-mile radius of the town was given as three thousand. More men started bringing their wives and families to the town, many presentable buildings were erected and the social life became organised.

The first electoral campaign was reported in the Kalgoorlie Miner on Friday March 27, 1896 as follows:

The electoral campaign commenced last night, when Messrs Begg, Haack, Tonniges, Caulfield, Doyle and Baugh spoke. The Stock Exchange was filled to overflowing, there being quite as many outside as there were in the building. The meeting was exceptionally well behaved and good tempered, but some of the wags could not help asking such questions as: “Are you in favour of making Kanowna a sea port?” or “Are you in favour of fencing the town with a wire fence to keep out the flies?”

The results of the election were: Mayor — Mr W. Lowes; Councillors - Messrs J. Barry, C. Long, W.H. Bathos, J.P. Flynn, R. Baugh, M. Donnellan. During 1896-97 the population within a 5 mile radius had fallen to 2,500. This reflected the steady decline in alluvial activity, when the field was considered finished.

The second rush

Then in 1897, a second and even greater discovery was made. Sims and Gresson decided to sink down through the bed-rock to investigate the possibility of deeper mineralisation, and found a rich layer of gold. A new rush started and Kanowna’s fame spread rapidly. The “Deep Leads” became the most popular method of mining at Kanowna.

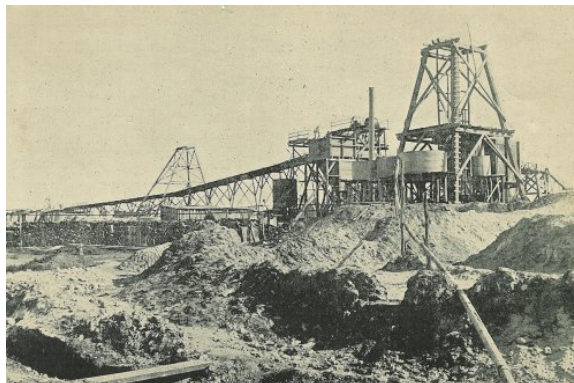
By 1898, Kanowna was a very busy town. The spotlight of importance had shifted from Hannans to Kanowna, which for the time being, was fancied as the premier town of the Eastern Goldfields.

The Kanowna townspeople were organising sporting groups, bands, musical and dramatic societies, churches, and a race club. A public library called the Caulfield Memorial Library, was presented to the town. (Mr Caulfield, was accidentally shot by his best friend, Mr R. Baugh, the chemist, while on a shooting expedition.)

Kanowna developed a very cosmopolitan population. There were Britons, Irishmen, Canadians, Americans, Chinese, Japanese and many European nationalities.

In November 1897 the first train pulled into Kanowna, marking a significant improvement in transportation. The first passenger train arrived in December and demand grew so quickly that the train was making the run from Kalgoorlie to Kanowna and return every 90 minutes. Weekend excursion trips to Coolgardie were very popular, and one excursion in July 1898, sold 600 tickets at 6/- a ticket.

In 1898, it was estimated Kanowna's alluvial workings had yielded 132,000 ozs of gold, about 12.5% of Western Australia's total gold output that year. Kanowna maintained its prosperity, however the first sign of harder times to come emerged in April 1899, when the latest crushings from the rich Klondike claim indicated the gold was almost worked out.



The Ballarat Gold Mine, early Kanowna

Kanowna's decline

Gold output fell dramatically, and by 1907 the prospectors and miners began to drift away. As the town's population diminished, buildings were dismantled and moved to other centres. St Saviour's Church of England, originally erected in 1898, was shifted to Wyalkatchem, a farming town 360kms away.

The final rites on Kanowna came in the 1950s with the closure of the last hotel and general store, and the closure of the Post Office in 1959. The Post Office was sold to the Kalgoorlie Gospel Hall Mission and taken to what is now the Kurrawang Emu Farm, just west of Kalgoorlie.

Kanowna produced about one million ounces of gold, mainly between 1893 and 1907.

Now the town that once rivalled Kalgoorlie and Coolgardie as the Premier town of the Goldfields no longer exists, and it does not even have the dignity of ruins as a testament to its great contribution to Western Australia."

The question now is how does this broad historical background translate into potential interpretive sites and stories on the ground?



Alluvial Diggers Claim, Kanowna. 178

Possible heritage / interpretive sites

The original Kanowna Heritage Trail booklet listed 50 sites in and around the old township. These site numbers are shown on the map that follows the table below:

# on map	Site	# on map	Site
1	Salvation Army Site	26	West Australian Bank
2	Kanowna Railway Siding	27	Mahoney's Dining Room
3	Nemesis Street	28	Kanowna Hotel
4	Kanowna Electric Light & Power Station	29	Isabella Street (Site 2)
5	Dwyer's Battery	30	Hospital
6	W.G. Manners' Office & Workshop	31	St Saviour's Church of England
7	State School	32	Castieau & Co, Livery Stable
8	Wills Street	33	Federal Hotel
9	Grieve Bros. Painters & Signwriters	34	Catchpole's Bakery
10	Union Bank	35	Kanowna Municipal Chambers
11	Larkin Street	36	Volunteer Fire Brigade Station
12	Criterion Hotel	37	Warden's House
13	Baugh's Medical Hall	38	Kanowna Caledonian Society
14	Mrs Webster's Federal Restaurant	39	Police Station
15	Armstrong's Bicycle Shop & Factory	40	Kanowna Post & Telegraph Office
16	Gray & McCulley Mining Commodities	41	Golconda Street
17	Australia Hotel	42	Kanowna Courthouse
18	Moore Street	43	Masonic Hall
19	White Feather Brewing Company	44	Wesley Church
20	Isabella Street (Site 1)	45	Kanowna Drill Hall
21	Murray & Begg, Auctioneers	46	St Patrick's Roman Catholic Church
22	White Feather Hotel	47	Church of Christ
23	Water Tower	48	Old Kanowna Cemetery
24	Royal Exchange Hotel	49	Billy Brown's Tree
25	Alex Cairnduff's Barber & Fancygoods	50	Occidental Hotel

Sites and works recommended in EGHS proposal

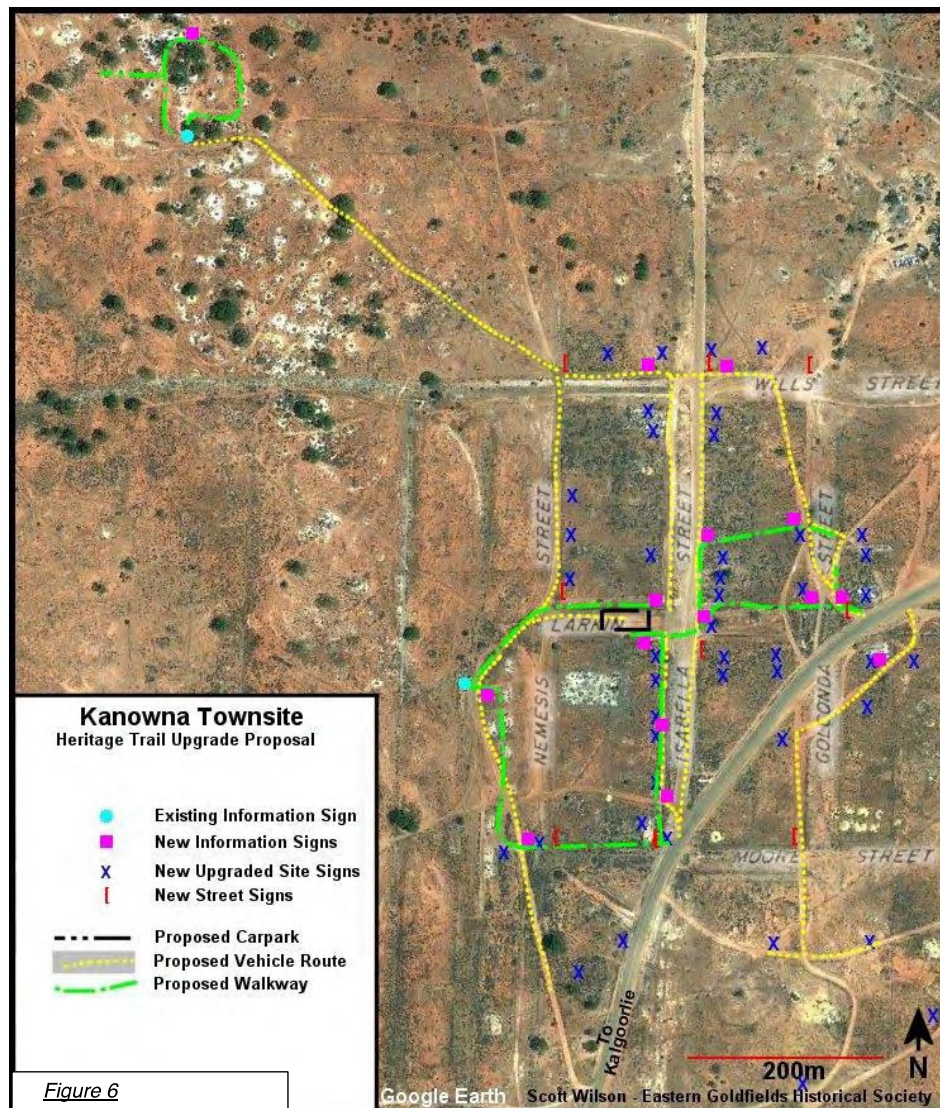
Clearly the 50 sites incorporated into the original heritage trail are too many to be fully interpreted on the ground in the old town. This has been recognised by EGHS in their comprehensive proposal for the revised and updated trail, with this document suggesting the following 22 sites / stories:

1. Kanowna: Australia largest ghost town: – 12,000 people.
2. Scared nugget incident: Father Long and the rush.
3. Alluvial Gold: Deep leads, dry-blowing, nuggets.
4. Mining: Deep mines and major companies/operations, Bissenberger.
5. Discovery of White Feather: McAuliffe and party, naming of the town.
6. Liquefied electricity: The ‘scam’ that caught the town out (refer Margaret Bull)
7. Doyle: Mayor and personality of the town, court case against him.
8. Balzano: Story of him and his journeys, barrow.
9. Hotels: List of pubs and information, photos.
10. Decline of the town: Why the town died, what happened.
11. Prospectors: Those early on the field, discoveries made, conditions.
12. Family / women: conditions, social, activities... Albert Facey’s childhood here (“A Fortunate Life”).
13. Golden Crown / Meiklejohn: His story around this mine (refer ‘Gold Getting Days’)
14. Kanowna Belle: Details of the current mine, discovery, operations etc.
15. Cemetery Rush: Never have so many men been so keen to get underground in a cemetery.
16. Wardens Hill: -The story of the Mining Warden and his role, early law.
17. Water Tower: Scarcity of water, story of the plague of mice, goannas, town dam, hail.
18. Railway: Photos, transport themes, camels.
19. Recreation: Sporting, football, horse racing, Lake Perkolilli etc.
20. Larkin Street: Naming and photos, shops situated here.
21. Isabella Street: Naming and photos, shops situated here.
22. Employment impacts of between one and six positions could also be achieved in an annual period in Accommodation
23. and Food Services and Retail Trade. Wages and salaries impact of between \$280,000 and \$320,000 may be realised,
24. shared across twelve industry sectors and value added earnings of between \$540,000 and \$660,000 are also shown,
25. shared across seventeen industry sectors in an annual period. The EGHS proposal notes that these topics (apart from one or two) do not form site location information currently covered in the Heritage Trail booklet and are designed to add to the stories within the book.

A map of possible locations for these 22 signs was included in the proposal, and is reproduced on the next page of this Report. It also shows other elements of upgrading recommended in this excellent base document, and form part of the proposal’s overall suggested works which can be summarised as follows:

- Removing all of the old wooden site signs (50 of) and replacing them with more modern and longer-lasting items (to be cross-referenced and used with the Information Booklet);
- Review condition and functionality of the 3 large interpretation panels installed for the original trail;
- Consider installing a simple “shelter” at the trail-head, giving necessary user information about the trail and its various sites;
- Clearing and creating pathways / walk trails to link various sites around the trail;
- Grading and clearing of the main intersection and parking area;
- Installing standard street signs at all intersections of the old town layout, and installing other directional signage as required;
- Producing a promotional brochure / flyer for the trail;
- Updating the Information Booklet and having it republished with new photos etc.

All of these recommendations are worthy of consideration, and will form the basis of initial planning for the upgraded Heritage Trail.



Possible future add-on concepts

While the Brief for this project calls for the primary focus to be an in-town Heritage Trail, it does also make allowance for some consideration to be given to “out of town” sites that may be the subject of future interpretation or tourism development. These are included in the wide-ranging list of possible future “add-on” projects that could further enhance Kanowna as a tourist destination in its own right.

This list was provided as an Appendix to the EGHS proposal, and is worth including here as it contains a number of options that are worthy of future consideration:

The proximity of Kanowna to Kalgoorlie (21kms) allows for the unique exposure of Kanowna to tourist and locals alike. At this stage the Society is focusing on interpretive signs for the townsite itself, however there is huge potential for many other projects at Kanowna that could include:

- *An in-depth survey/archaeological study of the Kanowna townsite;*
- *New additional Drive Trail to various sites around Kanowna townsite, including:*
 - *Billy Browns tree*
 - *Kanowna (White Feather) Main Reef and sand dump*
 - *Balzano’s home*
 - *Golden Cements*
 - *McAullife and Co. discovery site*
 - *Kanowna Tip*
 - *Town Dam*
 - *Race Course*
 - *Lily Australis*
 - *Warden’s Hill*
 - *Sanitary Reserve – Willis family tribute (6 children died 1901- 1907)*
 - *Kanowna Belle*
- *Improved publication to promote these other areas as well as the townsite by compiling a comprehensive ‘glossy’ trail book containing the Societies (and others) historic images and short stories of Kanowna;*
- *Inclusion of the Kanowna Heritage Trail within the Golden Quest Trail framework;*
- *Artwork on top of Wardens Hill, commemorating the lives of all those who lived here. From discovery - to boom – to demise. (Life size human silhouette iron cutouts overlooking the town?);*
- *Dedicated website promoting the Trail and detailing history of Kanowna;*
- *An additional ‘Trail’ focusing on the areas such as flora and fauna, and aboriginal connections;*
- *Gold fossicking area for tourists;*
- *BBQ and shaded seating;*
- *Planting of trees and name plaque for early citizens;*
- *An interpretive information shelter was originally mooted to be situated at the excellent vantage point known as Wardens Hill, to the south of the town and just off the bitumen Yarri Road. This hill gives an excellent 360 degree panoramic lookout of the area. The shelter would be constructed to cover and protect the information panels that provide an overview of the area:*
- *Bottle and relic hunting at the old rubbish tip.*

Some of these concepts are addressed in this Report as they have merit in the immediate upgrading report – and a short section giving suggestions re prioritisation of the remainder is also provided.

Potential trail users / target markets

As outlined earlier in this Report, it is very important to be clear from the start of a project like this about *who* the trail and/or interpretation is for, and *why* it is being constructed. There are two reasons to undertake a project like this: to capture the heritage and history of a place for the benefit and satisfaction of local (Goldfields) residents (and those who have family connections), and to provide an attraction for visitors. While there is always merit in undertaking projects like this for the first group alone (local residents and those with family connections), in this case it is delivering a quality tourism outcome that justifies the work and expense involved.

The proposed upgraded Kanowna Heritage Trail has the potential to fill an important and productive niche in the suite of tourist attractions in and around Kalgoorlie. It has the following very positive attributes:

- Proximity to Kalgoorlie: 21 km (barely 15 minutes);
- Accessible by sealed road (no need for a 4wd / no issues with use of hire cars);
- The universal appeal of a true “Ghost Town” – perhaps the most easily accessible in the goldfields region – and thought to be Australia’s largest;
- A contained and relatively compact site footprint (no great physical prowess required);
- The support of the primary local stakeholder (Barrick Kanowna);
- Plenty of easily accessible historic information;
- Access to a considerable number of quality historic photographs;
- A foundation from which to work (the original Heritage Trail);
- A strong and committed project proponent, accustomed to dealing with heritage projects (EGHS).

Provided sufficient funding can be sourced to develop a coherent suite of interpretive elements at Kanowna there is no reason why it could not become a significant attraction in its own right. It fills an important niche (accessible well-interpreted ghost town) and has a tremendous story to tell. Its proximity and accessibility mean that it will appeal to a very wide range of tourists (as distinct from – for example – the Golden Quest Discovery Trail, which requires a major time commitment and a 4wd vehicle). This group of visitors could reasonably be expected to include:

- Coach operators offering short or half-day outings from Kalgoorlie;
- International and independent travellers using “standard” or hired cars;
- Grey nomads, including those with large RV’s;
- Family groups with children of any age (due to compact size of site);
- Adventure / 4wd travellers with an interest in ghost towns and goldfields history;
- Business visitors to Kalgoorlie with a spare couple of hours (or half day);
- Conference organisers looking for “field trips” that feature goldfields history.

Few attractions of this kind can boast this breadth of appeal – which makes this project an unusually valuable development proposition. Agencies and stakeholders considering making funding available should be well assured of “value for money” in terms of the ultimate outcomes.

However, as with all Heritage Trail projects, the key to delivering on this outstanding potential lies in the quality and appeal of the interpretive elements to be installed on site. In this case, boldness of vision has a high prospect of being well rewarded.

SECTION 3: INTERPRETATION – A REVIEW OF THE OPTIONS

A heritage trail only exists as a means of delivering information about the historic sites or stories along its route. Without this information few would be prepared to walk such a trail, and it is highly likely that those who did would become very frustrated by not knowing what they were looking at or why it might be important. Consequently, interpretation is the *crucial* component of a project such as this.

What is interpretation?

In simple terms, interpretation is the process of communication between the visitor and the values of a place (Perrigo 2004). Perrigo argues that the best definition comes from a 1957 publication by Freeman Tilden entitled “Interpreting Our Heritage”. He wrote that interpretation is “*an educational activity which aims to reveal meanings and relationships through the use of original objects, by firsthand experiences and by illustrative media rather than simply to communicate factual information*”. (Perrigo, T - Interpreting trails – the need for standards - Paper to 3rd National Tracks and Trails Conference, Hahndorf, South Australia, October 18 – 20, 2004)

Interpretation means all the ways of presenting the significance of an item, i.e. the importance of an item, beyond its utilitarian value. Significance refers to the historical, scientific, cultural, social, archaeological, architectural, natural or aesthetic value of the item. Significance is reflected in the item, fabric (physical material) of the item, its setting (the area beyond its boundaries), use, associations, meanings, records, related items and related objects. Items may have a range of values and meanings for different individuals or groups. (Heritage Information Series - Interpreting Heritage Places and Items - Guidelines – NSW Heritage Office 2005 – Page 5)

Through interpretation:

- Visitors (and local people) will be inspired. This will lead to increased commitment to the trail and/or heritage site as an entity;
- Visitors are likely to show greater respect for heritage sites and the infrastructure and natural landscape that surrounds them;
- Visitors numbers and the duration of their stay will increase;
- Visitors are more likely to visit again;
- Visitor diversity (user patterns) will increase. Examples will be children, adults and sections of the community particularly attracted to a theme or storyline; and
- Grants and other forms of external support are likely to increase.

The Department of Parks and Wildlife believes interpretation conveys the essence of a natural or cultural resource in a memorable way that reveals meaning and enhances its value. It states that interpretation provides visitors with the opportunity to make a personal connection with a place through an enriched experience.

“Interpretation is a process that leads visitors from understanding to appreciation and from appreciation to conservation. Interpretation encourages visitor actions to be compatible with conservation of the environment. Interpretation uses a wide variety of techniques to convey important and meaningful messages to visitors. These include brochures, posters, signs, displays, audiovisual presentations and guided activities”. (Draft Interpretation Plan for Herdsman Lake Regional Park March 2003 Department of Conservation and Land Management Interpretation and Visitor Information Unit)

Interpretation Plans

“An interpretation plan is a management tool that provides a strategy for transmitting messages about the cultural heritage values of a heritage place to visitors. It identifies the most significant themes and stories about a place and the media most suited to exploring them.

The plan also provides a framework for managing visitors, providing them with a memorable and enriching experience while also ensuring the heritage values, including significant fabric, of the place are upheld. It also helps ensure that the interpretive strategies recommended are appropriate to the place.” (National Trust Interpretation Planning Guidelines).

“Interpretation is not mere information – it is revelation based upon information. But the information upon which it is based must be thematically organised, based on rigorous research and specific to each place. The interpretation should aim to relate the place being displayed to something within the visitor.” (Paul Kloeden of Mulloway Studio in Interpretation Plan for Merredin Peak Reserve – Shire of Merredin February 2007).

Most importantly, Interpretation Plans should favour *practical* outcomes ahead of theoretical ones – especially when a small community with limited resources is involved. Therefore, the interpretation component of this Trail Master Plan is designed to:

- Identify and present the most significant themes and stories about sites, buildings and people of the area;
- Outline the most suitable way of presenting themes and stories so that local people and visitors are enriched by encountering them;
- Provide information to aid in ensuring the heritage values of places, structures and objects are preserved;
- Provide a framework for managing visitors;
- Provide general costings and a prioritised program for implementation;
- Be practical, achievable and realistic but above all, flexible and open to further development.

“An Interpretation Plan would develop an overall or overarching theme for the area, establishing a common ‘thread’ that would link each site and each interpretive panel together. The plan would also develop a consistent style of presenting the interpretive information, and present recommendations on the materials to be used, the colours and style of any logos to be used, and provide suggestions for promotional material to be developed to promote the trails / sites.” (Draft Interpretation Plan for Herdsman Lake Regional Park March 2003 Dept of Conservation & Land Management).

In summary, the benefits of interpretation are to:

- Capture and acknowledge the heritage and stories that are precious to the local community, and acknowledge the source of these “roots”;
- Enrich the visitor's experience by making it more meaningful and enjoyable;



Interpretation can involve the dramatic use of shapes and forms, in addition to text or audio (Leonora Loop Trails)

- Assist both locals and visitors to develop a keener awareness, appreciation and understanding of the heritage being experienced;
- Accomplish management objectives by encouraging thoughtful use of the resource by the visitor (whether local or from out of town)

This Plan sets out to define which questions visitors want answered (and which stories are most precious to the local community), and how best to share those stories and provide those answers. In arriving at these outcomes it is hoped that all of the benefits set out above will be delivered much more effectively than is currently the case.

Options for interpretation

The Interpretation Association of Australia (IAA) describes interpretation as: *“a means of communicating ideas and feelings which help people understand more about themselves and their environment. There are many different ways of communicating these ideas, including guided walks, talks, displays, signs, brochures and electronic media.”*

IAA goes on to say *“Interpretation is often used in national parks, museums, zoos, botanic gardens, Aboriginal keeping places, galleries, historic sites, science centres, state forests, urban parks, and reserves. Interpretation is used increasingly by guided tour operators, conservation organisations and local history associations.*

Interpretation is the key to understanding ourselves and who we are. It challenges us to work out what Australia means, as a continent and as a nation. Interpretation makes sense of life, of systems and structures. Interpreters work in Australia's most important places. They deal in stories, ideas and experiences. They explain, guide, reveal, arrange, question, share and provoke. They are central to the national conversation about meaning and significance.

Above all interpreters engage with people. They know their visitors' needs and interests. They must know how to create communication links between people and place, past and present, people and people. They know the important questions visitors want answered.”

Knowing the “important questions visitors want answered is just one part of the challenge – knowing *how* to answer these questions most effectively is the other. As outlined above, there are a number of common mechanisms for delivering interpretive information:

Guided walks and talks

A very personal and flexible means of delivering information to visitors – allows rapid updating of material depending on circumstances, and also allows visitors to ask questions, thereby ensuring they get answers to their particular and personal interests.

Drawbacks are the need for well-trained guides who are readily available, the need for visitors to fit a schedule of “tours”, costs to visitors, and what some might see as the “over-structuring” of the visitor experience.



A tour group sets off after their Aboriginal guide on the top of Hyden Rock

Displays, artwork / sculpture, artefacts



“Sculpture” or physical display is used very effectively in the main street of Hyden. Humour helps greatly in imparting the experience!

A number of small West Australian towns have excellent experience with the use of this type of interpretive material. In Hyden, for example, are the “PeopleScape” sculptures in the parking bay on the main street. Here, local bush “artwork” combines with interpretive signage to give an entertaining insight into the history of the community. In Mullewa, Menzies and Leonora excellent use has been made of rusty steel figures as a means of engaging visitors and providing visual interest to a site and story.

Physical displays reach across a wide spectrum of visitors, from young to old, and from many different cultural and language backgrounds. Whether they are artistic creations or historic / natural artefacts they are *approachable* and they tell stories, just by

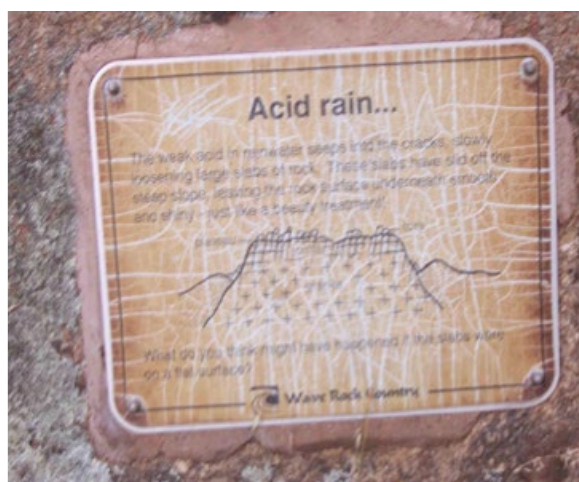
their very being. On the negative side, they can be quite expensive to install, may attract vandalism, and require a significant degree of artistic input to ensure they do not look cheap and amateurish. If skills and resources are available this kind of interpretive display is well worth considering at key locations, and has the potential to attract grant funds not normally associated with trail and interpretive projects.

On-site signage

Perhaps the most common form of interpretive delivery, interpretive signage is now ubiquitous across Australia (and much of the western world). Some would say it is overused, and has become a form of visual pollution in some sites. It does however offer significant advantages – it is “permanent” (being always available to the visitor no matter the time of day or day of the year); it is relatively cheap to produce (compared to audio delivery, for example) and now has a respectable lifespan approaching 10 years, depending on materials and conditions; when well-written it can be enjoyable and highly approachable, and it reaches a relatively high percentage of site visitors.

Signage does need to be used with caution – it can crowd and clutter a landscape, even detracting from some visitor’s experiences, and “cheap” manufacturing processes can degrade quickly when exposed to harsh conditions. Writing and designing interpretive signs has become a highly-specialised task, and the difference in visitor impact between “good” signs and the “ordinary” can be substantial.

Installing signage in outdoor locations can however be a risky exercise. Vandalism and harsh weather conditions can take a toll on signs of many types, and can rapidly reduce the



Interpretive signage materials have improved dramatically in recent years, while layouts have become more creative and often more complex.

effectiveness and value of what are often substantial capital investments.



Etched aluminium interpretive panels can be mounted direct onto rock (or other hard surfaces) if required

A wide range of materials is used for interpretive panels across Australia. These vary substantially in terms of longevity/hardiness and price. Simply put, the cheaper the panel the more prone it is likely to be to degradation by the weather and/or vandalism, and the shorter the period that it will retain its full original 'colour' and therefore its aesthetic appeal. Experience in many places has shown that vandals and the weather can combine to make life difficult for interpretive panels, and can quickly erode the investment made by host organisations.

In order to circumvent this outcome it is proposed that architectural-grade etched anodised aluminium panels be used in this project. In countless similar situations across Australia these panels have proven themselves to be as close to indestructible as is possible.

They are also stylish and attractive to trail users and site visitors. In locations such as those found around Kanowna the panels are highly likely to be exposed to a high level of weather impacts. Etched anodised

aluminium panels retain their high-quality aesthetics into the 10-year (and beyond) timeframe – regardless of conditions. Further, this material / process has the greatest resistance to vandalism (paint, ink, felt pens, scratching, impact damage etc) of any known option on the Australian market.

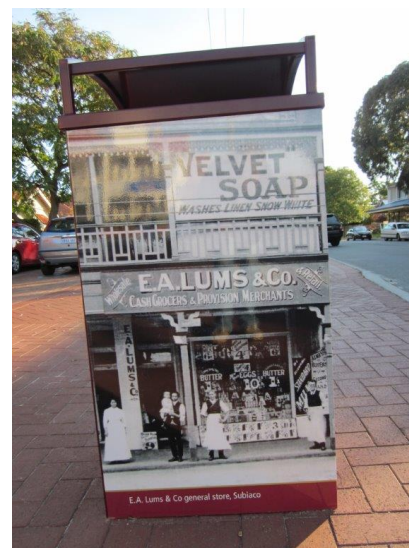
Etched anodised aluminium panels are more expensive than other styles but have proven to still provide better value for money over the longer term. Cost estimates provided in this Interpretation Plan are based on utilising this process for most aspects of the project. However, technology is changing rapidly, and new materials and processes are making full-colour more attractive than in the past. While they are more easily damaged and do not last as long in full-sun situations they are cheaper to produce – and they work brilliantly in interpreting subjects such as wildflowers and birds! However, as that is not the subject matter of this project it is likely the etched aluminium panels would be better suited.

This Plan recommends that if "standard" interpretive panels installed on a simple post are to be used on this trail then they should be of approximately 700 x 400 mm size, in etched anodised aluminium. Each should contain around 250 words of text (less if possible, while maintaining the integrity of the story), and 1 (or more) image to illustrate the story or site. Quality scans of historic photographs should illustrate most

cultural heritage panels, while others should utilise pen-and-ink sketches.

Rubbish bin signage

A neat variation on the standard on-site signage concept is to affix panels to the outsides of existing rubbish bin enclosures. Many councils these days have their main street bins installed in neat rectangular or square steel enclosures. These offer four nice flat surfaces which can quite easily host a simple augmentation to an interpretive project like a Heritage Trail.

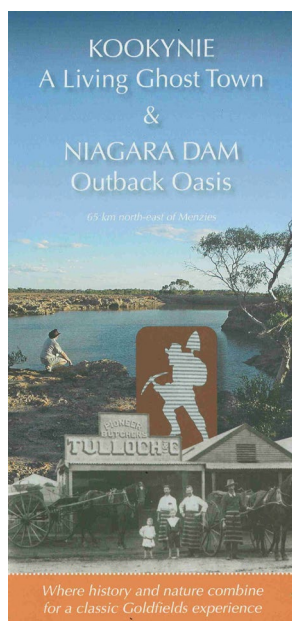


Two very effective examples of rubbish bin signage / interpretation (Subiaco)

Panels installed on bins like this are usually best kept to being highly visual – usually just a single photograph or part of a photograph. Any text that is used needs to be short and in moderately large print as such signage is necessarily installed relatively low to the ground, making text harder to read than is commonly the case.

Undertaking this process can deliver two complementary outcomes – firstly to enhance the overall interpretive story being set out on the Heritage Trail, and secondly to improve the look and feel of the town's main street. Work like this is often undertaken in a "Streetscape" or "Main Street" project, or during a town centre enhancement program – but there is no reason why it cannot form a valid part of a heritage trail project too.

Brochures, maps, written guides



After signage, brochures or written guides are perhaps the most common form of interpretive material – especially at natural sites and on walk trails. They can be effectively combined with a promotional purpose to deliver added value for money, and are often seen to be a "memento" of the visit, thus spreading the "message" further afield as they are shared with family and friends.

Brochures and guides can range from simple folded cards to complex and weighty books. The *purpose* of the printed matter must be carefully defined to ensure the product meets the intended market. If this is done, clever design and writing can produce an appealing and informative document for relatively low cost. Distributing such an item can be challenging, unless visitors have to pass through a central entry station to get onto the site in question. Then they can have almost 100% saturation, making them highly effective in sharing both interpretive and management messages.

A new brochure which has recently been produced for Kookynie and Niagara Dam

Electronic – primarily audio: CD, website/pod-cast, hand-held audio, smart phone apps etc

Modern technology is bringing new opportunities to the interpretive field at a rapid pace. Visitor expectations are being stimulated by exposure to “gee whiz” delivery mechanisms, and certain high-level visitor sites have become very competitive in terms of what they offer and how. Audio interpretation, touch-screen information booths, laser light shows, small-scale theatrettes and pod-casting facilities are on the cutting edge of big budget visitor sites.

However, costs can be significant and benefits have to be both substantial and reasonably assured to warrant proceeding down this path. And the *nature* of the experience needs to fit the ambience of the site itself – and here it could be questioned as to whether these high-tech solutions would be appropriate for many of the stories of this project. However, given the likely existence of some relevant oral histories, it may well be that some kind of audio delivery might be worth considering in the future.

A relatively recent relevant example of the excellent use of audio interpretation is on the Southern Forest Sculpture Walk at Northcliffe. Here, small portable MP3 players are provided as part of the entry fee – each carries a choice of 5 “story lines” from which visitors can choose. However, the Sculpture Walk is “self contained” – it has just one access and egress point, and so is well suited to this style of delivery.

In another West Australian situation, the City of Albany has installed a set of Acoustiguide audio handsets (or wands) in the replica of the Brig Amity. Each has 21 professionally recorded audio stories on it, and visitors select the story that is appropriate for their location around the ship as directed by small numbered plates placed in strategic locations. This system again works very well in a situation that has a clear “access” point – and has the advantage of the hardware being of no value beyond the site (unlike MP3 players!).

Rusty steel cut-out figures

As already noted, the Shires of Mullewa, Menzies and Leonora have in recent times made very good use of life-size rusty steel cut-out figures to interpret key aspects of local history. This process encourages visitors to use their imagination, and engages a level of curiosity that extends well beyond that reached by many more common forms of interpretation.

Rusty steel cut-out figures can work very well in interpreting aspects of local history (Mullewa - De Grey Stock Route)



Hand-held rechargeable audio “wands” are gaining popularity in controlled-access environments

Shapes can be quite literal – or can be caricatures, bringing humour into play too. They can be whole figures, or just parts of images, and they can be augmented with first-person text panels affixed to the cut-out – so

that the image is in effect “talking to” the visitor.

Both “positives” (as seen in the Mullewa cows) and “negatives” (as shown at Leonora) can be utilised, giving quite different visual effects. Rusty steel fits very well into the rural and remote landscapes of Western Australia, and is not overly expensive to work with. Other materials can also be used in this kind of process, such as stainless steel, but these bring a higher level of costs to the project.

The use of rusty steel figures can work particularly well in a situation where it is considered important to bring “life” back into a place that is now a shadow of its former self. Therefore, it could make good sense to integrate this concept into this project – particularly given the focus on Kanowna being “Australia’s largest ghost town”.

Such steel figures could be seen to be the “ghosts” of Kanowna’s past – in a similar fashion to the way a series of these figures have been used to bring back the life of the main street in Perenjori – as depicted in the images below. It must be noted however, that this kind of sculptural work is relatively expensive and can add significantly to project budgets.



Negatives of images used on the Leonora Loop Trails have been augmented with corrugated iron backing plates and placed in the Information Bay in that town – to great effect!

SECTION 4: SUMMARY OF FIELD WORK

Stakeholder meeting

A stakeholder / community meeting was held in Boulder on morning of Tuesday May 27th, 2014. This was arranged by Scott Wilson from EGHS, who contacted selected people thought to be likely to be interested or to have a potential role to play (or contribution to make) in the project. The following people attended the meeting (which commenced at 9.10 am):

- Scott Wilson, EGHS
- Lindsay & Diana Stockdale, EGHS
- John Rees, EGHS
- Jan & Gerry Lamont, EGHS
- Dawn Duke, EGHS
- Eileen Moroney, EGHS
- David Nixon, EGHS
- Robin Bowden, EGHS
- Amy Johnson (Kalgoorlie-Boulder “Pure Gold” – Visitor Centre),
- Amanda Warry (Goldfields Tourism Network Association)
- Peta Osborne (WA Museum, Kalgoorlie-Boulder)
- Tim Moore (Heritage Unit / Archives, City of Kalgoorlie-Boulder)
- Mike Lucas (APLA and Loopline Railway)
- Mandy Reidy (City of Kalgoorlie-Boulder Councillor),
- Gary Brown (City of Kalgoorlie-Boulder Councillor)
- Annika Reid (Northern Star Resources / Kanowna Belle mine)

Apologies: Laurie Ayres, Allan Pental, Suzanne Poulter, Tony James, Adrian Lally, Anne Skinner

Scott Wilson made a very useful audio-visual presentation about the history of Kanowna and of the proposal that has led to this project.

Key points raised by participants included the following:

- Amy Johnson: Coach tours a definite possibility – need to accommodate them on site. This will mean having up to 50 people visit at any one time.
- Mandy Reidy: Online / electronic downloads such as tablet or smart-phone apps or audio downloads can bring a site to life and broaden the market (supported by Tim Moore).
- Tim Moore: Establish a character to act as a “guide” as per “Stumpy the Stromatolite” at Shark Bay – it was suggested that Balzano the Barrowman could be an ideal option for Kanowna.
- Mike Lucas: Grade key streets out to their full original width, and install a steel cut-out sculpture of a camel or donkey team turning in the centre of one street, to explain the scale of the old town. Wider discussion re re-establishing the full width of the key streets led to widespread support.
- Amy Johnson indicated the Visitor Centre was about to reprint the guide book – further discussion needs to take place re this immediate situation, but it was agreed that in the medium/longer term guide book information would be transferred to a Kanowna website for on-demand downloading.

- Scott Wilson raised the question of clearing vegetation that currently hides those remnants that remain on important sites as it hides things like foundations, steps, cellars and even just piles of rubble. It was suggested that this concept has merit, but should only be undertaken after consultation with a heritage consultant (perhaps the Heritage Council's local representative).
- Scott Wilson suggested that a full-scale replica of the lower portion of the former water tank stand could produce an excellent and very appropriate on-site viewing platform. This could be built on the foundations of the original stand, but would require input from an engineer to ensure safety and amenity for all visitors (possible City of Kalgoorlie-Boulder input to design / concept stage?).
The rubble piles that denote the site of the former railway houses are virtually hidden by regrowth vegetation (above)
The original water tower was clearly a dominant feature in the old town (below)
- It was pointed out that the two cemeteries form potential key sites on an upgraded Heritage Trail, and that both require attention. The "old" cemetery is seen to be a potential picnic site as it is quiet and well off the road. Priorities for the cemeteries were seen to be parking, fencing, interpretation, picnic area, and possibly toilet amenities.
- Gary Brown indicated that he would advocate to City of Kalgoorlie Boulder to create a road to Warden's Hill if that was seen to be a priority. He also undertook to do the same if the priority was to have the City grade the main streets out to full width instead. He suggested that Northern Star should be able to provide assistance with road base.

Much discussion took place about priorities and the potential costs of some aspects of the project. It was recognised that it would be necessary to develop a series of Stages that would enable the site to be developed in a cohesive fashion over a period of time.

Within this context, those at the meeting felt that priorities for Stage One should be:

- Grade key streets forming "figure 8" trail out to their full original width
- Replace the Site Identifier signs on the 50 sites marked in the original trail project
- Construct the replica water tower lookout platform with interpretive panels on all 4 sides
- Develop a set of Kanowna-specific web pages to be hosted on the EGHS site, but with links from other key sites; incorporate guide book information into these pages
- Prepare and print a promotional brochure / map outlining the attraction and giving a broad history

The meeting closed at 12.30 pm after 3.5 hours of very fruitful discussion. The input of all those who attended, and the contributions of those who provided an excellent morning tea, are warmly acknowledged.

A second meeting was held at the EGHS office on Thursday July 17th, to review the Draft Report. Changes to the order of priority of various stages and other amendments emanating from this meeting have been incorporated in this final document – and again, the input of those who attended is gratefully acknowledged.

On-site meeting with EGHS President

On the afternoon before the stakeholder meeting Scott Wilson kindly provided a half-day tour of the broader Kanowna area, giving extensive background information about the history of the place and outlining the concepts contained in the EGHS project proposal. This added significantly to the consultant's own field investigations, and proved very useful during the meeting itself. His time and energy in doing so is gratefully acknowledged.

Issues and opportunities noted during field work

Whilst walking around site of the former town during field work it became apparent that there are a number of issues that have the potential to impact on the final outcomes of this project. Some of these have been mentioned in notes relating to the community meeting, but all have been gathered here in order to provide a summary of factors that have contributed to the recommendations that follow:

The majority of the old Site Identification signs are now completely dysfunctional and need to be removed / replaced as soon as possible;

- Warden's Hill provides an excellent overview of the heart of the town – and could make a very good site for an interpretive gazebo. However, access and parking present substantial challenges, and are likely to push this concept well down the list of priorities;
- The Kalgoorlie – Yarri Road has recently been upgraded in this section, but its presence slicing through the midst of the old townsite has a major impact on possible outcomes as there is a need to ensure a responsible level of public safety regarding the possible mixing of pedestrians and vehicles;
- There is a desire to incorporate as many of the key historic sites around town as possible onto a relatively short and easy-to-follow trail route but this is somewhat compromised by the main road – but fortunately the majority of identified sites are north of this road and a number of those to the south can readily be viewed from the north side (as they are basically on the southern verge);
- The location of the main road and the issues pertaining to Warden's Hill suggest that the

This site ID sign is one of the less-damaged ones remaining: many are completely collapsed

Warden's Hill (above) provides a fine view over the old townsite – but access and parking are problematic

The Yarri Road carries heavy mining traffic, and should be seen to be a southern boundary to upgrading works (below)

priority focus for development should be in the area north of the road, enabling the use of the one existing access / egress point (on the former Isabella Street);

- The three large interpretation panels installed under the original project (one at each cemetery and one at the railway station) are all now very dated and need to be replaced as a priority in this project;
- So little remains of the old town that many people could come here and not realise that there once had been a town – let alone one of 12,000 people. A spaghetti of old tracks criss-cross through the area, some following original streets and some not – this adds to the confusion and further diminishes the evidence of the town’s former existence;
- Some building foundations, a number of below-ground cellars, and several piles of bricks and building rubble do give a pointer to the location of former buildings, but even these are largely hidden by regrowth vegetation (mainly bluebush);
- The original width of the streets can still be seen if you know what to look for – and once this is recognised the scale of the original town becomes much clearer. The grading work done on Larkin St for the 2006 “Back to” day helps in this case, though it too is now partially hidden;
- The presence of the major Kanowna Belle gold mine is always apparent, either through the rumbling of the processing machinery or the drift of smoke (depending on wind directions). This is not significantly intrusive, but does underline the need to clearly tie together the past and the present in all information provided to visitors;
- The two cemeteries are potentially key sites in the upgrading project – especially the “old” cemetery, given its relatively peaceful and attractive location. However, both require work to make them safe and appealing to visitors;
- Old mining operations are clearly evident, both around the original cemetery and to the north and east of the townsite. This helps in anchoring the history of the place to its

origins, but does mean that safety warnings will be necessary both on the ground (signs) and in all literature;

- There will be the capacity to break the project into Stages, to make funding easier.

*The old cemetery (above) is an attractive place, but
the presence of collapsed mining workings (below)
poses a potential visitor safety issue*

SECTION 5: RECOMMENDED UPGRADING WORK AND INTERPRETATION PLAN

The EGHS proposal, the time spent in the field at the old town, and the enthusiasm of the stakeholders and community members attending the consultation meeting have all combined to produce a substantial list of ideas for the upgrading and enhancement of the visitor experience at Kanowna. However, the reality of the situation is that one has to “cut one’s coat to suit one’s cloth” – in other words, progress is resource dependent!

Sources of funding for projects such as this have become harder to find in recent years – this is largely due to the reduction in grant programs offered by both State and Federal governments. This has meant that those remaining sources (Lotterywest, for example) are experiencing a much-elevated level of applications, which of course means that a smaller percentage of all projects can be funded – and there is a tendency to limit the amount given to single projects.

Having said this, good projects with active and persuasive proponents are still being funded – especially if there is commitment from key stakeholders and a willingness to be creative in how the project is pitched. In this case the Kanowna project is fortunate in having what would appear to be a strong core group of key stakeholders:

- EGHS itself (with its potential volunteer base)
- The City of Kalgoorlie-Boulder (which stands to benefit from increased visitation)
- Northern Star Resources (new owners of the Kanowna Belle mine)
- Lotterywest (already involved through funding this report)

While it is tempting to want to leap into a project such as this, a more measured (and perhaps realistic) approach is outlined below. This breaks the overall upgrading works into separate Stages, each of which should be more manageable from a resourcing perspective and easier to ensure quality control. These stages are set out in detail below, while cost estimates are provided in a simplified table in the section that follows.

Stage 1: The immediate priorities (inc. cemetery upgrades)

Remove old Site Identification signs and replace with new ones

As already noted, the 50 old site ID signs are in a sad state and many are no longer visible or legible. New signs are proposed to be vinyl-cut lettering with UV / anti-graffiti overlay on aluminium with C-channel support rails mounted on 60 mm galvanised posts. Signs should measure 1800 mm x 200 mm to ensure they are readable from some distance (ie from across the 40 m wide streets), and can be any colour or combination of colours. Etched anodised aluminium is simply too expensive to be warranted for this task.

Install new directional signage

This should include large brown and white “Advance Warning” and “Turn here” signs on Yarri Rd; turn signs to go at Isabella St junction, with the Advance Warning sign to be 500 m before (distance on sign).

New fingerboard directional signs should also be installed at Hannan St, Williamstown Rd and Yarri Rd (in the roundabout). All such signs should carry the project

An example of the style and size of directional signage that should be installed at Kanowna

logo – a stylised image of Balzano the Barrowman (naturally “pointing” the right direction!).

Clear, grade, fill and roll key roads

As agreed in the community meeting, the primary roads to be used in re-interpreting the old townsite need to be cleared and graded to their full original widths. This involves Isabella St from Moore St north to Wills St, and Larkin St from Nemesis St to Isabella St. In the block between Isabella and Golconda Streets it is proposed that Larkin St be graded either side of the original garden / island, as shown in the map opposite.

“Full width” appears to have been between 35 and 40 metres, but this measurement needs to be confirmed from old town plans. Further, the roads shown to be upgraded in the map to the right must be surveyed and pegged prior to grading as their exact location is indistinct in the field.

In order that they don’t become drains they will need to be filled – and here it is hoped that Northern Star Resources may be able to assist with fill material from their mining operation. Naturally, this needs to be rolled down firmly to ensure it creates a stable and long-lasting surface.

Remaining sections shown in narrower highlighting on the plan above are proposed to be walk trails only. However, for ease of walking (and ease of maintenance) these should be cleared, gravelled and graded to a single machine width – most likely around 3 metres. It is possible that the City of Kalgoorlie-Boulder will undertake this work, and they have kindly provided the cost estimate included in the budget.

As can be seen from the image above, the great majority of the historic sites that are identified by signage will be directly accessible (or clearly visible) from this “offset figure eight” of upgraded roads. This will be the route of the walk trail that is proposed in Stage 3 of the project. Only a small number of sites south of the Yarri Rd will not be directly accessible from this route (#’s 36, 37, 38, 46 & 47).

Formalise site parking area on Larkin St with signage

As proposed by EGHS, site parking is proposed to be on Larkin St immediately west of Isabella St. As this section of road will be graded out to +/- 40 m width there will be ample parking and turning room, even for coaches and / or caravans. However, parking areas still need to be defined by the installation of

appropriate signage. Guidance should be sought from the City of Kalgoorlie-Boulder on the exact design and placement of this signage.

Install “trail-head” / general information in parking area

The interpretive panels proposed for the water tower platform tell reasonably specific stories – so it is important to give an overview of the history of Kanowna, and the very best place for this is in what will be the “trail-head” of the future walk trail – the parking area on Larkin Street.

Rather than install these in a modern off-the-shelf interpretive shelter, it is recommended that a simple shelter be constructed that “fits” with the look and feel of the old town. This could be a “replica” of some building or part of a building – or it could be a basic flat roof recycled steel structure such as that installed at the old Agnew townsite, as shown in the photo to the right.

Panels should be etched anodised aluminium, and it is recommended that two panels each measuring 1200x1200 mm be installed, and ideally the shelter should be placed along the north side of the Larkin St parking area so that the panels face south and are therefore sheltered from most direct sunlight.

A simple steel interpretive shelter at the old Agnew townsite (north west of Leonora)

As part of this component the old interpretive sign located at the former railway siding should be removed.

Install key interpretive panels at former water tower site

As the former water tower site is proposed to be the primary interpretive feature in the old town four large interpretive panels are to be installed on pedestal posts so that they are positioned just outside the footings of the old tower. One should be positioned facing north up Isabella St, one south down the same street, one west up Larkin St and one east along that street. This will enable key stories about the town’s history to be presented in a situation where visitors will be better able to imagine the place as it once was.

These panels (1200 x 600 mm) could be used to tell four of the key stories suggested in the EGHS proposal:

- Isabella Street: Names and photos, shops situated here (north side of tower site)
- Sacred nugget incident: Father Long and the rush he inspired (west side of tower site)
- Wardens Hill: The story of the Mining Warden and his role, early law (south side of tower site)
- Water Tower: Scarcity of water, story of the plague of mice, goannas, town dam, hail (east side)

When the replica water tower viewing platform is built in Stage 2 these should be relocated onto that structure.

Clear vegetation from site remnants

As was suggested at the stakeholder meeting, regrowth vegetation should be (carefully) removed from key “remains” of old buildings around town. This should only be done at sites where exposing these remnants will aid in enhancing the visitor’s understanding of the site and its associated story – and should only be undertaken following on-site discussion with a heritage expert, potentially the Heritage Council’s local representative.

It would not be necessary or appropriate to expose all of every old building around the key roads. But where there are potentially interesting remnants such as steps, foundations, cellars or (in some cases) piles of rubble that indicate the scale / construction of the former building these could be sensitively exposed by removing vegetation. All material removed should be carted away from the old townsite and disposed of thoughtfully. This work could possibly be undertaken by volunteers from EGHS as part of that organisation's contribution.

Install street signs at key intersections

In order to help visitors understand the layout of the old town creatively designed street signs should be installed at key intersection around the roads to be graded. These could carry the project's branding image (Balzano with his barrow) – much in the fashion of the use of the horse named Norseman on street signs in the town of the same name (see photo to right).

Some of these signs should be “double-ended” to indicate that these streets were continuing both sides of the intersection. The following intersections should be sign-posted:

- Moore & Isabella (2 double-ended signs)
- Moore & Nemesis (1 single & 1 double-ended sign)
- Nemesis & Larkin (1 single & 1 double-ended sign)
- Larkin & Isabella (2 double-ended signs)
- Larkin & Golconda (2 double-ended signs)
- Golconda & Wills (1 single & 1 double-ended sign)
- Wills & Isabella (2 double-ended signs)

Develop new Kanowna-specific web pages and transfer guide book information

As discussed elsewhere, the internet is now a vitally important area for promotion and dissemination of information, and it is one of the most flexible and cost-effective means of promoting a project such as this. Therefore it is imperative that new Kanowna-specific web pages are developed to both promote the upgraded facilities and to provide ready access to some of the plethora of information that is available about the place.

At present the primary / only means of disseminating this information is via what is now an out-dated guide book which, until now, has been sold for just less than ten dollars. The problem with this means of making information available is that that information is only available to those who have the book – and this is limited firstly by people discovering that there actually is a guide book and secondly by their willingness to buy it.

It is therefore recommended that the information currently contained in the book be updated / modernised and then made available on the new web pages. This should be done in such a fashion that material relating directly to the fifty identified historic sites can be readily downloaded and/or printed, so that visitors can have access to it out at the old town.

It is understood that the EGHS website could be used to host the Kanowna pages, and this would appear to be logical – provided clear links are then built into other regional promotional sites such as the “Pure Gold”

/ local Visitor Centre site and the Goldfields Tourism Network site. Cross-promotion is very effective in cases like this, and partnerships should be developed wherever possible in order to broadcast awareness of the new website and the historic place that it promotes.

In the short term EGHS and the local Visitor Centre should engage in discussion about whether or not to reprint the guide book. It may be more appropriate to update this information (or even use it as it is for the time being) and upload it to an existing site or sites as soon as possible.

Prepare and print new promotional brochure

Despite the ever-increasing use of the internet to promote tourist attractions and provide information, there remains an important place for a high-quality promotional brochure. Such a document can double as a means of providing overarching interpretive information, which forms a key part of the “sales pitch” of the brochure.

As the intention in this case is primarily promotional – and as interpretive information will be available on the internet, at the parking area and on the viewing platform (with then more to follow in later stages of the project) it should not be necessary for this brochure to be larger than double-sided A4. This should be sufficient to give a clear map of how to get to Kanowna, and a map of the old town area showing the two cemeteries and (perhaps) other local “attractions” like the former town dam, the racecourse and the White Feather find site along with a basic introduction to the town and its story.

Quality photographs and professional graphic design are vital in helping this brochure stand out among the many similar documents to be found in racks at visitor centres and tourism businesses. The initial print run could be limited to either 5000 or 10,000 as it would be necessary to update the brochure as future stages of the redevelopment are undertaken.

Stage 1, Part 2: Cemetery-site redevelopment

Kanowna’s two cemeteries tell important and touching aspects of the story of life (and death) here a hundred or more years ago. It is well known that visitors to the Goldfields are commonly moved by the experience of walking through these old graveyards, and for many people this is the most memorable part of their encounter with places like this. Kanowna is further blessed by having the extraordinary story of the “Cemetery Rush” to enliven the interpretation of the “old” cemetery.

These sites are steadily degrading as time passes by. Fences protecting the cemeteries are falling into disrepair, and regrowth vegetation is making a number of the grave sites hard to find. Further, interpretive signage on site at these locations is now quite aged and much in need of refreshing. As key attractions at Kanowna both cemeteries – but in particular the older one – warrant early attention to both mitigate the impacts of time and to draw out the full visitor potential and heritage value of these poignant places.

Grade and gravel access track and turn-around / parking area at old cemetery

The track leading from the old town to the original cemetery is in reasonable condition (in May 2014). However, it is quite narrow and in many places would not facilitate two vehicles passing one-another – particularly if caravans or coaches were involved. While it may not be necessary to provide two-way travel capacity along the full length of this 630 metre track it would be worthwhile at least

Access track to old cemetery

providing widened sections that would enable vehicles going in different directions to pass by safely. Some sections of the track may require additional gravelling to alleviate issues with puddling or pot-holing.

The old cemetery site already has a functional loop turn-around and there is plenty of parking area available at various points along and off this loop. However, it would be appropriate to better formalise this route and the appropriate parking areas by bringing in some road-base and gravelling these areas. Advice should be sought from the City of Kalgoorlie-Boulder on this matter as it will also relate to the fencing and signposting of old mine diggings described below.

There should be no need to clear additional vegetation, and care must be taken to maintain the very pleasing ambience of the site by avoiding “over development” when undertaking this work.

Access to and parking at the “new” cemetery are adequate at this point and do not require upgrading.

Install new directional and management signs

New fingerboard directional signs should be installed in the old townsite to direct visitors to the old cemetery. The existing sign at the junction of Isabella and Wills Streets should be replaced, and a new sign installed at the junction of Isabella and Larkin St too. Both signs should carry the distance from each point to the cemetery.

At the site itself it would be wise to install signage to define direction of travel (one way or keep left) and parking areas. The existing large and overly-wordy “Danger” sign should be replaced with a number of smaller and more succinct ‘Mine Diggings Risk’ signs appropriately located at those points where visitors might be tempted to explore these old workings. Advice should be taken from City staff as to how many such signs should be installed and where they should be located as it is the City who will bear ultimate public liability responsibility.

A new “Advance Warning” sign should be installed 500 m before the turn to the “new” cemetery, and the existing fingerboard at the access track should also be replaced. Both of these signs should be of the size and style recommended in Stage 1 for signposting the old townsite itself.

Replace fencing around cemetery plots and old mine workings

Fencing around both of the main plots at the old cemetery and parts of the perimeter of the new cemetery is in poor condition and needs to be replaced. While the concept of re-installing a white picket fence around the old cemetery plots has been raised it is felt that this would now not be appropriate in the current landscape at this location – and that funds that may be spent on this could be better prioritised elsewhere.

Instead, it is recommended that a simple mulga post and heavy-gauge wire fencing style be used, to produce a simple but sturdy and site-appropriate outcome similar to that shown in the photo from the old Agnew townsite to the right. Mulga posts are available from licenced suppliers in the Goldfields (via DPaW) and they “fit” this landscape much better than (for example) treated pine posts. Ideally the old 8-gauge fencing wire that was common in gold rush times should be used, if this can be sourced. It is heavy enough for any rusting that will have occurred to not cause negative impacts and again, like the mulga posts, fits the look and feel of places like this.

Gates may be required – but these should be simple pedestrian gates, and ideally of a style or form that also fits into this site. Alternately, a metre-wide gap can be left to facilitate visitor access to the plots themselves.

Most of the old mine workings around the old cemetery are fenced. However, some of this fencing is no longer adequate and needs replacing – and some diggings that are currently not fenced might be deemed in need of this kind of enclosure. In this case it might be wise to use barb wire at least for a top strand in order to further deter entry – but as with the placement of warning signs above, advice should be sought from City staff before finalising the style and extent of this safety fencing. In arriving at this decision the desire to not negatively impact the aesthetics of the place must be kept at the forefront of consideration.

Install picnic table

Such is the ambience of the old cemetery surrounds that it makes a very pleasant picnic site. A number of large salmon gums have grown up since the mining days and these, along with the location well removed from the main road, make this the obvious place to facilitate a pleasant cup of tea or picnic lunch.

It is recommended that a single table be installed, either under the trees near the main plot (at the site of the existing interpretive signage) or further east, under trees in a large open parking area beyond the Catholic plot.

A wide range of table settings are available from commercial suppliers, and care should be taken that the one chosen “fits” the feel of this earthy and historic location. It should not be necessary to install the heavy (and unattractive) concrete settings such as those currently in the parking area at the new cemetery.

Install new interpretive signage

Two new panels are proposed for the old cemetery. One should provide the general overall story, including (ideally) a list of those buried here, when they died and what the cause of death was. The other should tell the story of the Cemetery Rush. Each panel should be 1200 x 1200 mm etched anodised aluminium, and

they could be installed under the shade of a salmon gum, thereby removing the need for a shelter. Plain side-mount rusty steel posts are recommended.

When installing these signs it is important that they not be placed too close to the proposed picnic table, to avoid conflict between two or more groups of visitors.

A single panel of this size should be sufficient for the new cemetery, and it should give detail of who is buried, when they died and what the cause of death was. There is no need to tell the full Kanowna story at either of these sites as that is done in the old townsite. This panel should be installed on the same style of upright steel posts as at the old cemetery. Naturally, both of the old interpretive signs should be removed at this point of the project.

Internal paths and definition of grave sites

Members of EGHS have expressed a desire to create gravel pathways within the cemetery plots in order to formalise where visitors walk, and to help them avoid walking on graves. To further aid in this latter goal, it has also been suggested that those individual graves that are currently indistinct be made more recognisable, perhaps by the installation of a simple rock border or some other means of outlining.

The principle behind these desires has merit. However, the means of delivering these outcomes should be resolved in discussion with a heritage specialist – perhaps at the same time as the discussion around removing regrowth vegetation from building sites in the old town. This is to ensure that well-meaning work does not end up detracting from the historic values of the place.

An allowance has been made in the budget table to cover this work, on the assumption that an appropriate process can be defined. While it is recognised that work like this may well be done by EGHS volunteers, it still needs to be costed into the project budget as it can then constitute an in-kind contribution.

Stage 2: Construct replica water tower lookout platform

The project – and the site – would be well-served by an “anchor”, a key attraction, something to focus the visitor’s attention. The suggestion to build a low-level replica of the original water tower and turn it into a viewing platform is an excellent one. Some elevation – even the three metres proposed in this Report – will give visitors the chance to absorb the scale of the former town, and the structure will be a very strong focal point for the whole experience. In quite tangible terms it will fulfil the same role as a gazebo up on Warden’s Hill – if not with the full sweep of view available there, then at least in a reasonable facsimile of the experience.

Building such a structure will necessarily require the involvement of an engineer. If it is proposed to use the old concrete footings then these will need to be tested for structural strength and stability. And given that it is intended to give 10 – 15 people at a time a chance to get well off the ground there will need to be close attention paid to safety and structural soundness.

This Report proposes a smaller version of the original structure, in width as well as in height. Using just four of the nine primary footings from the old tower will give the major upright poles a spacing of approximately three metres – which will allow for a decking area close to sixteen square metres (with each side being 4 metres). While it might be tempting to make the structure larger, doing so will bring substantial extra costs and complications. And the only time a larger platform would be of benefit would be when coaches are visiting – and in this case it will simply be necessary for drivers/guides to split their party into three groups and have these visit the platform sequentially. For all other visitors the smaller platform will be a more appropriate experience.

It is clear that the water tower dominated the scene in old Kanowna, as can be seen in this view north up Isabella Street

The four large panels installed in Stage 1 should be relocated up onto the new viewing platform as this will now be the major visitor attraction on the site. Platform arms will be required to replace the pedestal posts used in the on-ground installation. In addition, it is proposed that a circular “directional dial” be installed in the middle of the round standing area (inside the circular corrugated iron “tank” that would form the balustrade). This would give distances and directions to key features around the town, including places like Balzano’s house, the original strike site, key mines, the two cemeteries, the town dam, the racecourse, Billy Brown’s tree and so on.

Naturally, steps will need to be installed to provide access, and these may need to wind around two sides of the square base structure – or could be a single flight as shown in the rudimentary drawing below. Again, an engineer’s input will be required to ensure these meet requisite standards.

The requirement to provide disabled access has been quite extensively researched, and discussions have been held with senior City staff on this matter. The key issue is whether or not this construction would be considered “building work” under the Building Code definitions. If it is then disabled access is required; if not, then the question flows on to the provisions of the Federal Disability Discrimination Act. The Federal Act requires access to be provided unless

“...this will cause major difficulties or excessive costs to a person or organisation. This is called unjustifiable hardship”. It is reasonable to consider that this would be the case here, given that a disabled access ramp to the structure would need to be a minimum of 42 metres long!

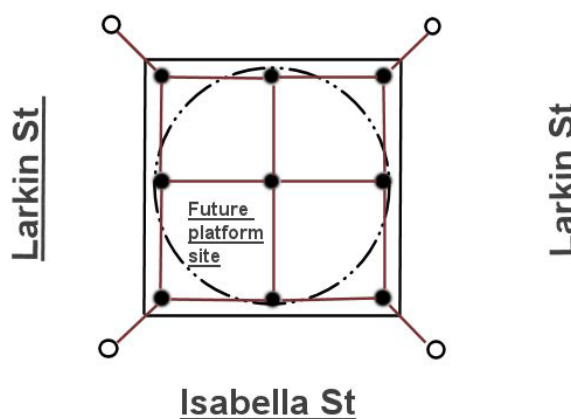
Therefore, this issue rests with the City in terms of how the structure is defined, and the project proponents will need to resolve this question prior to proceeding with this phase of work – which is why it constitutes Stage 2 and is not a part of the Stage 1 “priorities”.

The figure in the budget (\$53,440 inclusive of design drawings) has been provided by a well-respected retired local builder, and is therefore considered a reliable estimate. Clearly, this would not be a cheap project to undertake – even with volunteer input. But as a possible centrepiece of the upgraded Kanowna experience it warrants every effort by the wider

The top image shows a simple impression of how the proposed viewing platform might broadly replicate the original water tower on site at Kanowna.

The bottom image shows the original footings (still in place) and the location of the proposed platform within this pattern of footings

Proposed Ground Markings - Kanowna Water Tower footings



stakeholder group (including the City).

Stage 3: Walk trail development and interpretation

Up to this point the upgrading work outlined could be seen to be more correctly “site development” rather than updating a Heritage Trail as such. Indeed, this may need to be reflected in the wording used to promote the attraction during the first two Stages of development (see discussion under Promotion, later in this report). It is at this point that a walk trail can be developed, based on the roads graded for Stage 1 – and on interpretation outlined here-after.

This phase of work includes some important and eye-catching features, but is also relatively costly – hence it being presented as another stage of the overall upgrading and enhancement process.

Create walk trail and install trail markers

The “offset figure eight” of upgraded roads prepared in Stage 1 form a comfortable +/- 1400 metre walk around the two loops of the “eight”. The walk should start from the main interpretive shelter in the parking area on Larkin St, and should be marked for one-way travel only. The reason for this is to keep trail marking simple – and to have everyone moving in the one direction, thereby avoiding different groups crossing paths and potentially disrupting each-other’s experience.

As these streets are between 35 and 40 metres wide it is necessary to nominate one side or the other for the location of the actual walking route. These recommendations are based on which side of each street has the majority of the historic places denoted by the proposed new site identifier signs, and are outlined in the description that follows.

It is recommended that visitors first travel east on Larkin St to the site of the old water tower, and then turn south down Isabella St (west verge), past many of the main shops and commercial premises of the old town, before turning west along Moore St (north verge) all the way to the old rail siding. Here they will need to turn around and back-track about 50 metres to Nemesis St where they turn north past the old railway cottage ruins (on the west verge) to Larkin St. At this point they turn east (on the north verge) and pass through the parking area, heading past the proposed water tower viewing platform and on along Larkin St to Golconda St.

At this junction a number of site identifier signs immediately on the south side of the main Yarri Road will be visible, but walkers should not be encouraged to cross. Having said that, there are long lines of site in both directions and there appears no need to issue firm instructions that they should not cross if they choose to do so. From this junction the trail will head north along the east verge of Golconda St to Wills St. Given the size of these roads and the relative absence of traffic this should not pose a safety risk.

Here it should be placed on the north verge, alongside the hospital property. At the Isabella St junction walkers will turn south again, this time walking down the east verge to return to the viewing platform and the parking area. As outlined elsewhere some 40 of the site identifier signs will be immediately or easily accessible from this route, and it is expected that visitors will criss-cross the wide streets to go to sites that might be of particular interest to them.

Trail markers should carry the Barrowman image, and like the interpretive panels should be etched anodised aluminium. They should measure 90 mm (wide) by 150 mm (high) and could be placed on mild steel square section posts measuring 100 x 100 mm.

Install interpretive sculptures and signage

To make the walk trail come alive – and to provide a creative mechanism through which to deliver a range of interpretive stories – it is recommended that a number of mild steel cut-out sculptures be installed around the trail route. This is a particularly effective way of delivering information and providing visitor appeal at a place like Kanowna where little remains of the former town. Sculptures like these can put life back into what may now appear a barren landscape, literally reintroducing the ghosts to the ghost town.

In order to demonstrate why the streets were made so wide it is proposed that a full-scale replica of a camel team be installed near the west end of Larkin St, close to the Nemesis St junction. This is a highly visible location, and the installation would be immediately prominent upon arrival at the parking area. This would also provide an alternate attraction that is instantly accessible from the parking area so that when (for example) coaches arrive some visitors can be directed to the viewing platform, some to the main interpretive shelter and some to the camel team sculpture.

This installation could involve up to ten loaded camel cut-outs along with their human attendants, so it will not be cheap – but its impact will be significant and it therefore warrants the expenditure required. Interpretive signage should be attached to the sculpture to provide interest and explanation.

Another 16 sculptures, each with etched anodised interpretive panel, are proposed to be located round the trail route. These would pick up the remaining 16 stories recommended by the EGHS (with 6 of the original 22 being told either at the viewing platform, in the main interpretive shelter or at the old cemetery), as follows:

An extended steel sculpture of the Canning Stock Route expedition, in Wiluna

1. Larkin Street: Names and photos, shops situated here
2. Alluvial Gold: Deep leads, dry-blowing, nuggets.
3. Mining: Deep mines and major companies/operations, Bissenberger.
4. Discovery of White Feather: McAuliffe and party, naming of the town.
5. Liquefied electricity: The 'scam' that caught the town out (refer Margaret Bull)
6. Doyle: Mayor and personality of the town, court case against him.
7. Balzano: Story of him and his journeys, barrow.
8. Hotels: List of pubs and information, photos.
9. Decline of the town: Why the town died, what happened.
10. Prospectors: Those early on the field, discoveries made, conditions.
11. Family / women: conditions, social, activities... Albert Facey's childhood here ("A Fortunate Life").
12. Golden Crown / Meiklejohn: His story around this mine (refer 'Gold Getting Days')
13. Kanowna Belle: Details of the current mine, discovery, operations etc.
14. Railway: Photos, transport themes, camels.
15. Recreation: Sporting, football, horse racing, Lake Perkolilli etc.

16. Aboriginal: Pre discovery, area beliefs/significance, name meaning, assisting prospectors, involvement with town folk etc

A workshop would be held with EGHS members to arrive at appropriate images for each of these stories, but it is expected that the sculptures would range in width from 1.5 to 3 metres, and would be up to 2 metres tall. There are a number of different means of attaching interpretive signage to sculptures like this, one of which can be seen in the photos below. Panel size should be a minimum of 600 x 400 or the equivalent.

These sixteen sculptures can then be located around the 1400 metre walk trail route, meaning that visitors will encounter one every 80 metres or so, ensuring a high level of engagement and entertainment. This phase of work will go a long way toward putting life back into the old town, and will constitute a major step forward in the process of developing the Kanowna heritage experience.

Update interpretive panel(s) in main shelter

Given the formalisation of the walk trail and the installation of the new interpretive sculptures and panels, it will be necessary to update at least one of the panels in the main interpretive shelter so that it reflects these new attractions. Given the use of etched anodised panels it will be possible to simply affix the new panel directly over the face of what will then be the “old” panel involved.

Update brochure and website

This new work will sufficiently alter the nature of the attraction to warrant an updated brochure and modifications to the website. The installation of the interpretive sculptures should provide a range of excellent new photos for use in both the brochure and on the web pages.

At this point in time, given the construction of the walk trail, consideration could be given to renaming the attraction as a “Heritage Trail” once again. See following section re Promotion for further discussion.

Stage 4: High-tech site interpretation and toilets

Now comes the opportunity to proceed with some of the more advanced technology-based interpretive ideas that were discussed at the stakeholder meeting. While it is tempting to turn directly to this kind of “flash” interpretation, this would be inappropriate at Kanowna, given the almost complete absence of material attractions around the site. A good solid base-level of physical infrastructure needs to be installed first, so that there are strong foundations on which to base this next level of development.

Develop downloadable audio and app-based interpretation

The uptake and usage of smart phones, tablets and small laptop computers is driving a surge of development in audio and audio-visual interpretation. These tools allow much more information to be delivered, and they allow this information to be packaged in a very appealing format. They also allow visitors to customise the information they access so that they can focus on areas of particular personal appeal – or take on board as great (or small) a level of information as they desire on any given topic.

Costs can vary significantly, depending on the scale of the project involved and the degree of complexity. The success of the audio CD's packaged with the Golden Quest guide book suggests that there is a strong uptake of this kind of material – and pure audio does constitute the simplest end of the high-tech interpretive options, so it could be perceived to be likely to have the widest uptake.

Having said that, app-based interpretation is seen as the new frontier, perhaps driven by the widespread use of tablets like the iPad. Here the only limit is really the budget that can be sourced, and all kinds of clever processes can be used to provide a rich and rewarding interpretive experience. Given that there is (at May 2014 at least) only patchy and weak mobile reception at Kanowna, it would seem prudent that any such development be undertaken on the basis that the end product can be downloaded prior to heading out to the site.

As it is highly likely that this phase of development will be some years off in the future – and as it is very certain that this area of technology will continue to expand and develop in that time – there is no point being specific about recommendations at this time. Rather, the principle of undertaking some form of electronic interpretive development is acknowledged as being a valuable step at this stage of the project. A review of options and the costs associated with each will need to be undertaken once this point of the overall project has been reached.

Commission an updated glossy full-colour guide book

There is a high level of interest in the history of the goldfields, and given the size and scale of early Kanowna it constitutes a major story – and one that is representative of any number of other “flash in the pan” ghost towns. It is apparent that EGHS (and others) have a marvellous supply of historic photographs, and the history of the place is well recorded in a number of sources. All of this makes the production of a glossy full-colour for-sale guide book a worthwhile proposition.

Such books are not cheap to produce – especially as they compete in terms of quality of production as well as content. However, given the potential to attract sponsorship for a project like this a new guide book could ultimately become an ongoing source of income (from sales) – which could be of significant help when it comes to maintenance and the inevitable need to replace various items over time.

As with electronic interpretation, there is little point fleshing this concept out now as many factors will change before this project reaches the top of the priority list. A meeting involving key stakeholders could define the concept in terms of content, size, cost structure and marketing – and this could then be developed into a brief to be put out for quotes.

Despite the upsurge of interest in electronic media, there remains a place for attractive and well-written “guide books” such as this. In truth, the end product is likely to be less of a traditional guide book (as that role will be filled by on-site interpretation and electronic options) and more of a take-home memento. Given this, it would be useful to have a conversation with a commercial publisher early in the concept development phase – or at least ensure that the potential market has been carefully considered. Pricing will have impact too, on the uptake of a book like this, but fortunately here in the Goldfields there are

existing products that can be used as guidelines in books produced for the Golden Quest, the Golden Pipeline and the Leonora Loop Trails.

Install toilets in replica building

By this stage of the project it is expected that the site will have become an attraction of sufficient magnitude to warrant the expense of toilets. An option exists to shift this task forward to Stage 2, and that is a decision that should be made by EGHS in consultation with the City. However, in light of the resource impost of this item it has been held back until there is clearly sufficient “bulk” to the visitor attraction to warrant the expense.

Composting or hybrid toilets are recommended for most sites like this, and the technology in this area is improving all the time. Therefore no particular brand is nominated at this point as it is likely that several years will pass before this installation takes place, and a review of the best options will need to be undertaken then. However, it is reasonable to suggest that a two-cubicle unit will be necessary, and that at least one of these should provide disabled access. Having said that, DPaW currently favours the Gough Plastics hybrid units, and this is what has been costed.

Rather than use an off-the-shelf building to house these toilets, EGHS has indicated a preference to construct a replica building that is more in keeping with the historic aspect of the place. This desire is understandable, but the cost involved may prove prohibitive. Once again, given the likely time lapse before this work is undertaken, it is simply recommended that the stakeholder group confer during the early stages of this phase of work and consider the options. A standard two-cubicle unit as shown in the photo above is included in the budget.

It would appear logical that this structure be installed in Larkin St, as part of the main parking area infrastructure.

Review other interpretive opportunities beyond immediate townsite

The EGHS proposal lists a number of other potential interpretive sites in the proximity of the town itself. It appears that there could be merit in establishing a short local 4wd trail linking these places, as an add-on experience for this group of visitors. The merit of this concept would need to be considered in the light of the public response to the first three stages of the upgrading process.

If it considered that the market is responding positively and visitor numbers have increased to a healthy level, there could well be value in interpreting each of these places (see preliminary list on page 16). Once this decision has been reached it would be appropriate to seek professional input into a small and simple “development plan” for such a drive trail. This would not need to be on the same scale as this current report, but would need to contain guidance about the best route, route marking and interpretive options – all of which would then help the stakeholders in attracting funds.

Review website and brochure and update if required

Once again, if/when the nature of the attraction at Kanowna changes these primary forms of communication with visitors need to be reviewed and potentially updated.

Interpretive signage recommendations

Perhaps the most common pitfall in the development of interpretive signage is to go into too much detail in the text component. Experience the world over has shown that in heritage interpretation a picture is indeed worth a thousand words. It has also shown that the percentage of visitors reading all of the material on any given sign is inversely proportional to the amount of text on that sign: more text means less readers.

The intent at Kanowna then is for the various panels to be largely pictorial, with a relatively limited amount of text (perhaps 2 - 4 short paragraphs) giving the relevant information and/or telling the story. This is in part based on the knowledge that a very good collection of historic photographs is in existence – which is good news indeed, as it can sometimes be difficult to find this visual record of ghost-town heritage sites.



A good example of a panel that is highly pictorial, with relatively little supporting text

The second major failing of much interpretive signage is to produce text that is too factual. Once again, widespread experience suggests that the percentage of visitors who will read all of the text on any given sign is directly proportional to the human interest in that material. Dry (and therefore boring) wording will lose readers before the end of the first paragraph. Interpretation is ultimately *story telling* – and these stories need to be engaging, entertaining and enjoyable.

A recommendation was made at the stakeholder meeting that a character be chosen to be a familiar and consistent “guide”, telling the stories in a first-person voice (as is the case with Stumpy the Stromatolite at Shark Bay). This is an excellent idea, and as mentioned elsewhere the obvious “guide” for Kanowna is James Balzano, the “Kanowna Barrowman”. Balzano lived here from 1896 to his death in 1948 and recorded much of the known history of the place. His “voice” should be used in all panel text – and indeed could well be used in later development of electronic forms of interpretation too. Much is known of Balzano, and the excellent book “Kanowna’s Barrowman” should be a key source for the project.

It is not surprising that signage is these days quite frequently seen as “old hat”. It has become ubiquitous at sites such as Kanowna, and is so often dull and lacking in creativity. However, it does not need to be like this! Signage has the great advantage of being accessible to visitors 24 hours of every day of the year – but it needs to be creatively written, cleverly designed and produced of high

*Balzano the Barrowman
(from the Leonora Loop Trails, Darlot Track site)*

quality long-lasting materials.

Signage materials and styles

When deciding on what “type” of interpretive signage to install at a site like this there are two directly conflicting factors which need to be considered: longevity and cost. These two work in a direct relationship: the lower the cost of the panel the less time it will last. Cheaper panel production processes are very much at the mercy of both weather (particularly UV) and vandalism. This is unfortunate in a case such as this, where a community group seeks to do the best thing for its heritage.

However, experience elsewhere in rural and remote Western Australia has proven time after time that it is worth making a greater investment in order to be assured of a decent life-span for the panels involved. This generally results in better value for money over the longer term, as signage does not need to be replaced nearly as quickly as might otherwise be the case.

The production process giving the longest known lifespan is what is known as etched anodised aluminium. These panels have been installed in many recent projects in the region: the Golden Quest Discovery Trail, the Leonora Loop Trails, the Wiluna Heritage Trails, and various sites in and around Menzies. They withstand UV very well, and do not suffer the fading issues so apparent with full-colour production processes. They also have the hardest known surface, and therefore withstand scratching and bashing better than cheaper alternatives. It is for these reasons that it is recommended that all panels at Kanowna be of this type.

However, in this case a slight variation is recommended. Etched anodised aluminium is generally only available in a limited range of single colours, usually taking a black-on-silver / greyscale appearance. However, a variation called “red etch / black aluprint” is available, and this allows the use of two colours. This could be of value in this case as one of the key images/impressions of the area is of the red dirt. This option also has the capacity to help set these panels somewhat aside of the more common look around the Goldfields, which in itself could have value. Costs are not significantly higher than standard etched panels and therefore this process is the one included in the cost estimates.

The EGHS and key stakeholders can keep to the “traditional” etched finish if they so choose, and the net impact of this decision would be a reduction of +/- 5% in this part of the project budget.

Promoting the “new Kanowna”

There is little point in going to the trouble (and expense) of developing a project like this if no-one knows about it and few people use it. The various mechanisms for promoting the upgraded Kanowna experience have been discussed at other points in this report, but to summarise there are four primary mechanisms for promotion:

- A new and professionally prepared brochure / map that is widely distributed and downloadable
- Clear and effective web-based promotion via Kanowna-specific pages and links on other sites
- Eye-catching and easy to follow directional signage leading from Hannan St to Kanowna
- Working specifically with coach tour operators to make them aware of the new opportunity
- Arranging a mini-bus tour to the upgraded site for all key people involved in tourist promotion

A name for the upgraded experience

One issue that will need to be resolved is exactly what to call this newly upgraded experience. While it is the “Kanowna Heritage Trail” that is nominally being enhanced the new attraction(s) will not actually be a trail as such until Stage 3 of the project. Therefore continuing to promote this as a “Heritage Trail” does raise the prospect of being accused of false advertising. However, it is reasonable to suggest that there is a degree of familiarity that has built up around this name over the last 20 years, and therefore it does appear as an option in the list below.

The other issue that needs to be resolved in the process of arriving at a name for this experience is that of the EGHS’s strap-line of “Australia’s largest ghost town”. This brings into question the somewhat subjective definition of “largest” – and again could expose the attraction to potential belittling, at least by those who might be more pedantic than the mainstream. However, at this point this phrase is going to be accepted as the recommendation of the project’s client – and it is therefore used in the options provided below.

A third issue that has arisen re naming is the potential use of “White Feather” in lieu of Kanowna. While it is acknowledged that this early name has a quirky appeal it is felt that for the great majority of its life the place was known as Kanowna – and that the actual townsite being interpreted is the Kanowna townsite (as distinct from White Feather which was perhaps a kilometre further east) – it is recommended that Kanowna would be best retained into the future.

Several alternative names suggest themselves, and it is recommended that the key stakeholders (EGHS, Kanowna Belle, City of Kalgoorlie-Boulder, Pure Gold, GTNA etc) meet to discuss these options and select their preference (which may be something other than those set out below). These are (not in order of priority):

1. Historic Kanowna: Australia’s largest ghost town
2. The Kanowna Heritage Experience: Australia’s largest ghost town
3. Experience Kanowna: Australia’s largest ghost town
4. The Kanowna Heritage Trail: Australia’s largest ghost town
5. Explore Kanowna: Australia’s largest ghost town

While it is true that a heritage trail is proposed for Stage 3 of the redevelopment, this does not mean the whole experience needs to be named as such. An interpreted walk like this can just as well be part of an overall “experience” without being reflected in the name. Indeed, it could be argued that the heritage trail

component will actually only be perhaps 25% of the final outcome – and therefore it seems a broader name may be more appropriate.

Promotional brochure

After signage, brochures or written guides are perhaps the most common form of interpretive material – especially on heritage trails. However, they can effectively combine broad overview interpretation with a strong promotional purpose to deliver added value for money, and are often seen to be a “memento” of the experience, thus spreading the “message” further afield as they are shared with family and friends.

Brochures and guides can range from simple folded cards to complex and weighty books.

The array of quality historic photos should make it possible to produce a unique and interesting brochure

The purpose of the printed matter must be carefully defined to ensure the product meets the intended market. If this is done, clever design and writing can produce an appealing and informative document for relatively low cost.

The primary mechanism to be used in promoting the upgraded Kanowna heritage experience should be a double-sided full-colour promotional brochure that is of A4 size. If this is then folded twice it becomes a DL (standard brochure) size which fits neatly into common dispensers and display racks. It should include a map of the townsite and other attractions, and it should also include the normal safety / visitor information such as:

- How to get there and likely duration of outing
- Degree of difficulty of getting around (flat / hilly / pavement / rough surface etc)
- Weather warnings (wear a hat and sunscreen, take water etc)
- Other safety “do’s and don’ts”

Distributing such an item can be challenging, unless visitors have to pass through a central entry station to get onto the site in question. Then they can have almost 100% saturation, making them highly effective in sharing both interpretive and management messages. However in this case there needs to be a broader distribution effort made, with the brochure being placed at (at least):

- Kalgoorlie and Boulder Visitor Centres
- Shire office, library, other facilities
- Other key attractions: museum, Hannan’s North, EGHS, Super Pit Shop etc
- Main shops and tourism businesses around town
- Nearby / regional tourist centres: Noresman, Esperance, Merredin, Coolgardie, Leonora etc

When distributing the brochure care should be taken to keep a clear list of where it has been placed so that when it is updated it is possible to retrieve any remaining copies of the then-out-dated version and recycle / pulp them. .

SECTION 6: IMPLEMENTATION PROGRAM AND BUDGET

As mentioned in the previous section, this project has been broken into four distinct Stages in order to make resourcing each phase easier and more realistic, and so that the proponents can ensure quality control at each step – and can assess the impact of each stage before moving on to the next.

Cost estimates – all elements

Providing cost estimates for a project like this is not a precise art; it is not like costing a house (for example) for which detailed plans and specifications for every element are provided. However, it is possible to provide acceptable levels of accuracy based on the following key points:

- The estimates in the tables below are based on 2014 costs, with an additional allowance of 5-10% added in to accommodate any price rises during the 12 months that these figures are valid for. They are provided in good faith as estimates – but should not be considered to be accurate quotes. They are based on costs established in other similar projects in Western Australia - consequently, they should be sufficiently accurate for funding purposes, but will obviously need to be confirmed during the implementation phase.
- It would appear likely that some elements of this work may be undertaken by various stakeholders: the City, Northern Star and/or EGHS volunteers. No allowance has been made for this in the tables below – costs are provided at normal commercial rates as this then enables a realistic valuation of any in-kind contribution that might be made.
- Figures are mostly based on past experience and/or on estimates provided by known suppliers. In some cases the City has been asked for estimates (grading for example), while in others an educated allowance based on discussion with specialist professionals has been included (viz: viewing platform).
- Where there is a supply component and an installation component (for example, steel cut-out sculptures) these items have been separated in the tables that follow. In most cases the installation work for a number of items in each stage has been incorporated into a single line entry as it is assumed that all of this work will be done by the one contractor / group (viz: all signage installation in Stage 1 is one line item).
- All costs in the table below are exclusive of GST – that is added at the end of each Stage of the project budget.

#	Item	Number	Unit cost	Total cost
STAGE 1				
1	Design and supply new site ID signs (installation costed in Item 17 and removal of old signs costed in Item 18)	50	195	9,750
2	Supply new directional / management signage for townsite (2 large, 3 fingerboard) and for cemeteries (6 small for old, 2 large for new)	13	320 ave	4,160
3	Clear, grade, fill and roll key roads around townsite, and grade & gravel access track & turn-around / parking at old cemetery	n/a	n/a	38,000

#	Item	Number	Unit cost	Total cost
4	Formalise parking area on Larkin St with signage – supply only	5	500 ave	2,500
5	Research, write, design & supply 4 large (1200 x 600) etched interpretive panels (for future viewing platform) – to be installed at water tank site, ground level till platform in place	4	3240	12,960
6	Construct parking area / trail-head information shelter	1	n/a	6,280
7	Research, write, design and supply 2 large (1200 x 1200) etched interpretive panels for main information shelter	2	3670	7,340
8	Clear vegetation from around site remnants in town	n/a	n/a	4,488
9	Supply new street signs for town (11 double-ended, 3 single)	14	230 ave	3,220
10	Replace / repair fencing around cemetery plots and old mine workings	600 lm	n/a	9,600
11	Research, write, design & supply 3 large (1200 x 1200) etched interpretive panels with side-mount posts for cemeteries	3	4370	13,110
12	Renovate internal cemetery paths and define old gravesites	n/a	n/a	5,340
13	Supply picnic table for old cemetery	1	2,500	2,500
14	Develop Kanowna-specific web pages and transfer guide book information (allowance)	n/a	n/a	11,200
15	Research, write, design and supply new promotional brochure: A4 double-sided, 10,000 copies	n/a	n/a	4,830
16	Rapid-set cement for Item #'s 1, 2, 4, 9, 10 & 11 (2 bags per hole)	506	+/-13	6,580
17	Installation of Item #'s 1, 2, 4, 5, 7, 9, 11 & 13 (item price per hole is \$140 plus extra for panels in shelter & table)	158	n/a	24,450
18	Removal of old site ID signs around town (50 of)	50	30	1,500
19	Field trip for interpretive consultant to finalise design styles & stories, & help resolve detailed planning and on-site issues	3 days	n/a	4,100
20	Contingency / cost increase allowance (5%)	n/a	n/a	8,155
Total for Stage 1				180,063
GST @ 10%				18,006

#	Item	Number	Unit cost	Total cost
Total including GST				198,069.30

STAGE 2				
1	Design and specification of replica water tank viewing platform	n/a	n/a	8,440
2	Construct water tank viewing platform as per design at #1	n/a	n/a	45,000
3	Research, write, design and supply single circular etched aluminium directional dial for viewing platform	1	n/a	4,620
4	Relocate 4 main interp panels onto pedestal arms on platform	4	740	2,960
5	Contingency / cost increase allowance (10%)			6,100
Total for Stage 2				67,120
GST @ 10%				6,712
Total including GST				73,832

STAGE 3				
1	Design and supply trail markers for walking route	30	80	2,400
2	Supply 100 x 100 mild steel trail marker posts	30	60	1,800
3	Design and supply “camel team” rusty steel sculpture for main street installation (15 – 18 m long)	1	n/a	14,700
4	Design and supply 16 rusty steel cut-out sculptures (average unit cost across a range of sizes from 1500 to 3000 wide)	16	2450	39,200
5	Research, write, design and supply etched aluminium interpretive panels for steel sculptures (inc camel team)	17	1640	27,880
6	Update and replace map-based panel in main info shelter	1	n/a	2,960
7	Update website and revise brochure; reprint 10,000 copies	n/a	n/a	6,770
8	Rapid-set cement for Item #'s 2, 3 & 4 (2 bags per hole)	260	+/- 13	3,380
9	Installation of Item #'s 1, 2, 3, 4, 5 & 6 (item price per hole)	137	150	20,550
10	Field trip for consultant to finalise sculpture design	3 days	n/a	4,600

#	Item	Number	Unit cost	Total cost
	concepts and stories, source images & help resolve detailed planning			
11	Contingency /cost increase allowance (10%)	n/a	n/a	12,290
Total for Stage 3				136,530
GST @ 10%				13,653
Total including GST				150,183
STAGE 4				
1	Develop downloadable trail “app” for smart-phone / tablet based interpretation (estimate, based on 2014 rates)	n/a	n/a	30,000
2	Commission updated full-colour glossy guide book (estimate, based on 2014 rates: research, write, design & print 5,000)	n/a	n/a	45,000
3	Review other interpretive opportunities (simple “development plan”)	n/a	n/a	12,000
4	Review and update website and brochure as required	n/a	n/a	8,500
5	Install 2-cubicle toilet in replica building (hybrid full contract)	n/a	n/a	100,000
6	Contingency /cost increase allowance (15%)	n/a	n/a	28,575
Total for Stage 4				224,075
GST @ 10%				22,407
Total including GST				246,483

Summary of project costs by Stage

The tables of cost estimates above produce the following summarised project costs by Stage (all costs are **excluding** GST):

Stage 1 (The immediate priorities, inc cemeteries):	\$180,063
Stage 2 (Replica water tower viewing platform):	\$ 67,120
Stage 3 (Walk trail development & interpretation):	\$ 136,530
Stage 4 (High-tech interpretation & toilets):	\$ 224,075
TOTAL PROJECTED COSTS (excluding GST):	\$ 607,788

At a first glance this may seem like a *substantial* total cost for a project such as this in a single location like Kanowna. However, in reviewing these costs several matters are worthy of consideration:

- There are a number of grants that would appear well suited to funding this project – in particular, Lotterywest is likely to be highly amenable to supporting EGHS in implementing this work, especially if corporate contributions can be used as a “matching” component. Contact should be made with Faye Baxter, head of community funding, to ascertain which programs may be best suited to this project.

In the past the Royalties for Regions program has funded a number of similar projects in the Goldfields. However, this grant funding appears to have become harder to access in recent times – nonetheless, contact should be made with the Goldfields Esperance Development Commission to ascertain what programs they may control that could support this project.

The new Federal Government has modified (and in some cases scrapped) a range of programs that may have been possible sources of funds in times past. However, it would still be worthwhile to review grant programs in the tourism, heritage and regional development fields to see if this project would fit into any ongoing or new funding options.

- A quite conscious decision has been made to pitch the interpretive component of this project above and beyond the common (and cheaper) options. This choice will have immediate benefits in terms of aesthetic and visitor appeal, and medium to longer term benefits in terms of lifespan of this most important of infrastructure.

Such a decision was always going to have ramifications in terms of cost. However, as with most things in life “you get what you pay for”. An investment of this level is will significantly elevate the status of “history and heritage” at Kanowna, and will provide the region with a quality tourist attraction that will fill an important (and currently vacant) niche and should be highly appealing to a broad cross-section of visitors.

The Kanowna heritage site upgrade has considerable merit on two fronts: as a means of capturing, presenting and respecting the history of the place for the benefit of local (Goldfields) residents and those who have long term connections here, and as a unique, enjoyable and informative visitor attraction that should serve to keep more people in and around Kalgoorlie-Boulder for longer – with obvious flow-on benefits to local businesses. The Eastern Goldfields Historical Society is to be commended for taking such a proactive and professional route towards delivering these outcomes.

Footnote: As Kanowna is listed on the Assessment Program for the State Register of Heritage Places it will be necessary to submit an application for planning approval to the City of Kalgoorlie-Boulder. The City will then be obliged to forward the proposal to the State Heritage Office for comment prior to making a determination.