



# EDENVALE HERITAGE PRECINCT

## Place Plan

October 2020



ACKNOWLEDGEMENT OF COUNTRY

The land on which we live and work is aboriginal land. Aboriginal people have lived on the Australian continent for at least 65,000 years. Non-aboriginal people have lived in Australia for just 230 years.

As a practice, we are working towards an understanding of that fact, and how it might inform our relationship to the land, its original people, and the work that we do. We acknowledge that we have a long way to go. Our studios are located on Ngunnawal and Whadjuk country in Canberra and Perth respectively.

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This document has been prepared  
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# CHAPTER 01 - INTRODUCTION





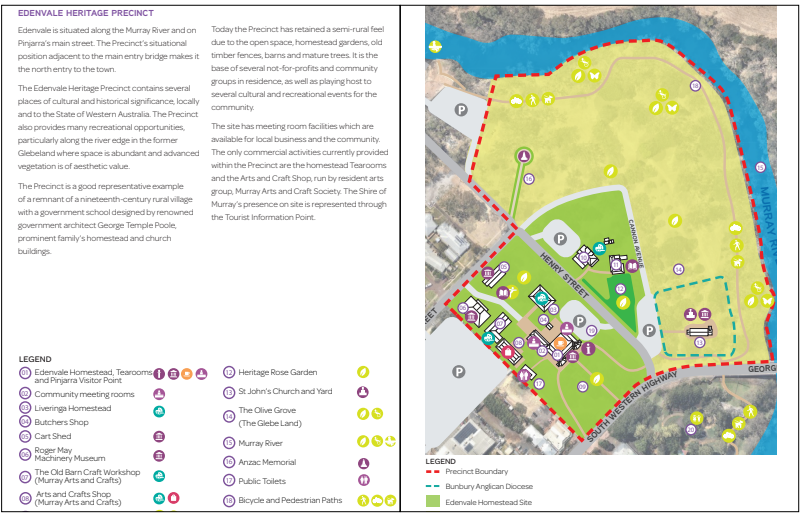
PURPOSE OF THE DOCUMENT

Edenvale Heritage Precinct is a complex palimpsest of cultures, beliefs, aspirations, and desires. Place Laboratory and Jenelle Provost and Associates have for many years led collaborative and creative processes re-uniting people with their community and surroundings based on the value of ‘place’. Our role is to create a bond between people, their physical environment and bring focus to the values and authenticity of a place.

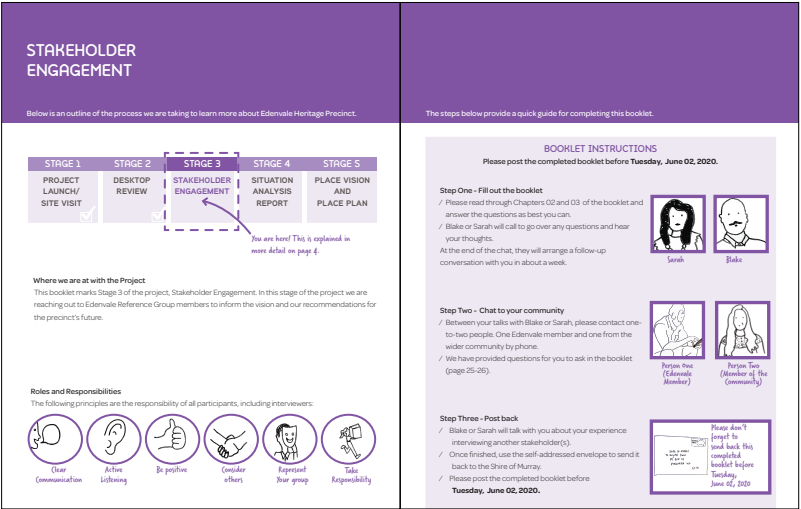
This document is part of the Stage 5, Place Plan, Place Vision and Action List. During this phase, we will:

- / Craft a Visitor Experience Vision and Sense of Place Statement for Edenvale Heritage Precinct aligning the cultural context and place narrative.
- / Define a place proposition celebrating the unique offerings of the Precinct, with a corresponding action list identifying ‘quick wins’, short, medium and long-term actions.
- / Develop a branding strategy, defining a distinct identity for the Precinct.

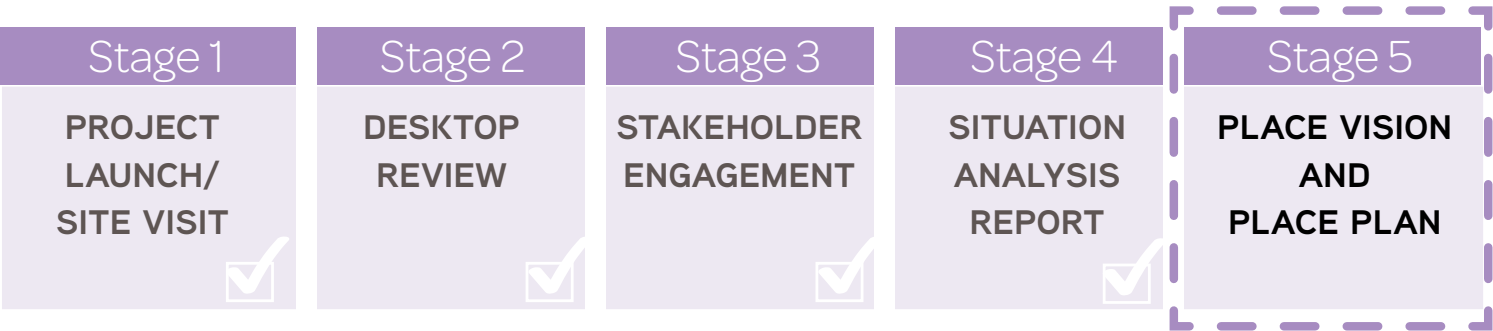
This last stage of the project follows on from and is informed by the outcomes of earlier stages. The Stage 4 Situational Analysis Report, comprised of site analysis, desktop review and stakeholder engagement outcomes, are synthesised, and form a return brief. This return brief incorporates place themes and principles which will in turn guide a series of recommended actions for the Precinct.



Understanding (STAGES 1,2 +3)



Engagement (STAGE 3)



Place themes (STAGE 4)



PLACE VALUE

Placemaking and activation is a community-led process which adopts a holistic approach to understanding the unique value of ‘Place’.

Understanding all the place influences and audience is an important part of the process. A vibrant and active Place is achieved through organised actions that are determined and acted on by the community, including (but not limited to) local businesses, residents & Shire of Murray administration staff.

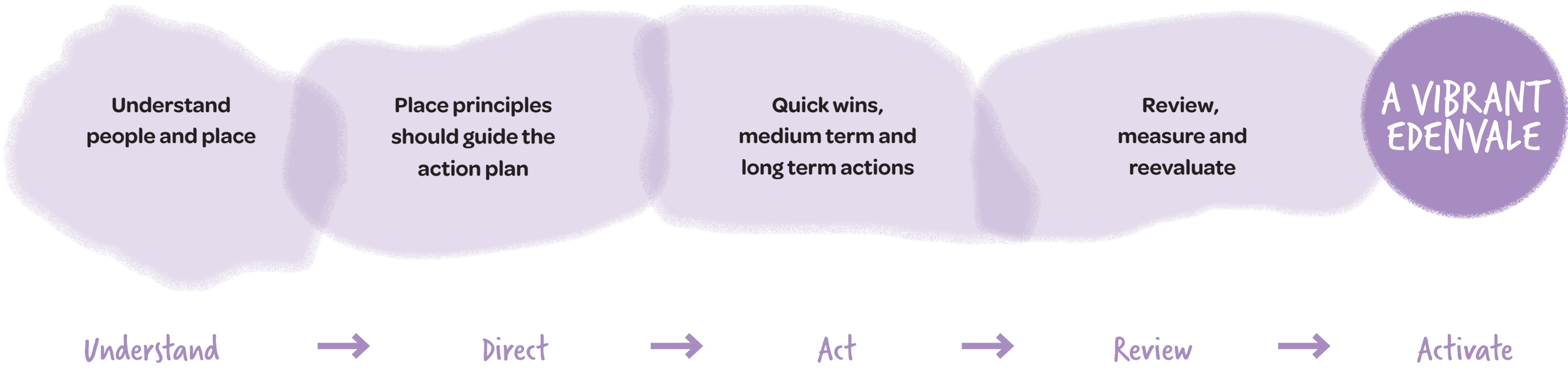
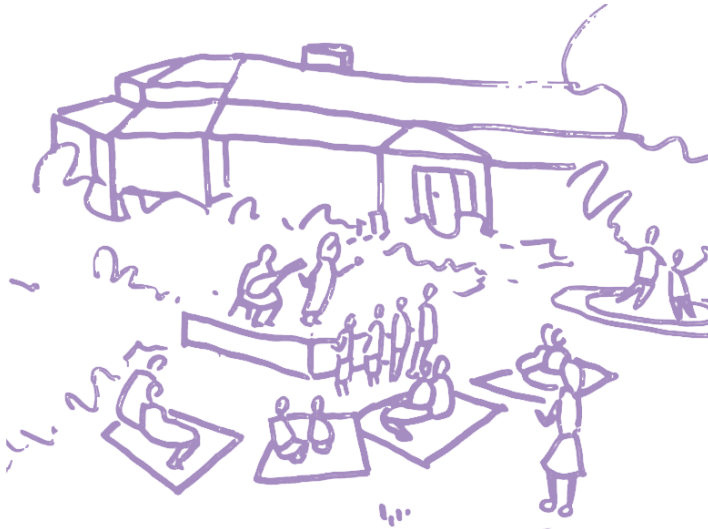
Stakeholder engagement revealed an appetite in the community to be part of an ongoing process of this process, identifying over 160 ideas for activating the Precinct.

ABOUT THE PLACE PLAN

Edenvale Heritage Precinct’s Place Plan provides a dynamic and practical list of 34 actions with over 100 suggested activities. These actions have emerged from extensive community feedback and background research, and represent a strong understanding of Precinct in terms of the place, the audience and vision. These actions are to be completed in a ten-year period and are categorised as quick-wins, medium term, and long term. In summary:

- / The Place Plan represents a process of building partnerships, on-going trust and believes in collaboration between the community groups, the community, and the Shire of Murray.
- / The Place Plan is a practical ‘how to’ guide for building capacity, facilitating positive change, and celebrating all the good work that is already happening.

- / The actions are the framework and mechanism for bringing the community together and it is a dynamic journey. It should be continually updated and reviewed by a Shire of Murray and community representatives.
  - / Not all actions need to be immediately ‘successful’ and should encourage experimentation to test the market, build partnerships and learn what will work in the local environment.
- The below diagram outlines the place journey from initial discovery, putting plans into action and sustaining on-going activation and evaluation.





# WHY HAVE A PLACE PLAN?

Edenvale Heritage Precinct’s Place Plan provides activation guidance and a community-led vision. The actions provide a framework for stronger partnerships between community groups, community (locals and businesses) and the Shire of Murray. Also, it provides timeframes for when actions should be completed.

Performance evaluation measurements have been considered and included to support the actions. This provides opportunity for actions to be refined over time, responding to successes and ‘lessons learned’.

Change can create a vibrant and economically sustainable place but can also present risks like potential loss of character and existing good will among community groups. It is therefore imperative that place activation is reviewed regularly with stakeholders to continue to grow the existing and future community.

# OTHER SHIRE CONSIDERATIONS

The success of the Edenvale Heritage Precinct’s Place Plan will require it to work in conjunction with current or future Shire of Murray Strategies, in summary:





# CHAPTER 02 - PLACE PROPOSITION

## PLACE THEMES

The Place Plan and future activation of Edenvale Heritage Precinct is distilled from a process grounded in the collective knowledge and values of the community. It is informed by a community-inspired ‘Vision’ or ‘Place Proposition’ with guiding principles, which were developed from the results of the previous Situational Report (Stage 4), including discovery of prior achievements in the Precinct and community feedback.

Based on stakeholder feedback and analysis, the emerging themes were distilled down into a series of ‘Place Themes’ that are distinctly unique to the Precinct. The themes are introduced adjacent and explained in relation to guiding principles in Chapter 3.



### Village in a Village

- / A village within the Pinjarra village
- / Rich in rural character
- / A community of people with shared values
- / “It takes a village to raise a child”
- / Explore and experience the village(s)



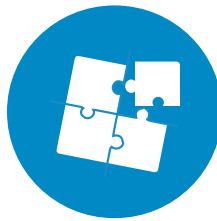
### Creative at Heart

- / A northern gateway to Pinjarra
- / A Cultural and Arts landmark
- / A contemporary, multidisciplinary art focus
- / A fun and creative place for people of all backgrounds.



### Living History

- / Celebration of Traditional Owners
- / Focus on the handmade
- / Keeping traditions alive
- / Ongoing education and learning
- / The gardens and the grounds as a living history



### The Collective

- / Partnership between Community Groups and the Shire of Murray
- / A collective of complementary and interconnected businesses, attractions, and community resources
- / Strategically branded digital presence
- / Curated ‘visitor’s’ experience



### A Dynamic Place

- / Providing opportunity to experiment
- / Encourage a flexible approach
- / Respond to community needs and changing situations
- / Provide reasons to revisit



## THE EDENVALE EXPERIENCE

### PURPOSE

*To pass on traditions, celebrate and preserve history, foster creativity, and be a place for people to enjoy the rural village charm and the Precinct's architectural and cultural significance.*

### VISION

*Anchored by historic buildings, loved by the local community and visitors and surrounded by gardens, Edenvale Heritage Precinct is a precinct that embraces heritage, culture and the arts and where the Village is celebrated through interpretive storytelling, exhibitions, events, courses, programming, markets and arts.*

*The Precinct is home to contemporary visual heritage and art exhibitions and a varied program of events and activations. The Precinct has a wide range of heritage activities, exhibitions and displays, art courses and an artist in residency program, a gift shop which sells high quality local wares and an iconic heritage tea room.*

*The community has a strong sense of belonging at the Precinct and visitors can immerse themselves in history and traditions through hands on experiences that are multi-generational, providing opportunities for people to appreciate the cultural significance of the Precinct and to create new memories associated with the place.*

*The beautiful leafy grounds, the river and historical buildings offer a range of activities, and as a result there are always plenty of reasons to visit the Precinct.*

### MISSION

*Edenvale Heritage Precinct is about securing a more sustainable future through its heritage, cultural and creative values and while preserving its rich historical significance paying homage to the earlier residential premises' of the McLarty family, including the former Premier of Western Australia, Sir Ross McLarty and to other significant buildings and sites within the Precinct.*

*We will work as a collective to bring the Edenvale story to life and celebrate our living history as a place for meeting, celebrating and sharing of local products by engaging in innovative ways, fostering the existing community and forging new partnerships and friendships.*

*We are creative at heart and want to share the art of storytelling, support artists of diverse practices and attract a wide range of audiences for all to enjoy – the loyal, the new and the virtual.*





LOOK AND FEEL

The Sense of Place Statement identifies the current intrinsic qualities which are unique to Edenvale Heritage Precinct. The Precinct’s rural character, creative culture and rich heritage form critical components of it’s identity which should be preserved and enhanced to reach a broader audience.

When you arrive at the Precinct, your first impression is of a green, leafy setting framing several historic buildings radiating a strong rural character. The Precinct is a creative and cultural hub which encourages experimentation with traditional and contemporary arts, crafts and skills. There is something for everyone, and all are encouraged to take part and discover something for themselves.

Exploring the grounds, you are delighted to find Edenvale is a village with an old school, headmasters’ cottage and little church situated beside a grove of olive trees with the majestic Murray River before you. These qualities produce an authentically beautiful setting with the potential to be a backdrop to diverse, vibrant activities which appeal to all aspects of the community.

RURAL CHARACTER



A rural vibe with a GREEN, LEAFY mixture of trees AND HEIRLOOM PLANTS

CREATIVE CULTURE



A creative village of people

RICH IN HERITAGE



A place with a rich living history and somewhere to learn traditions

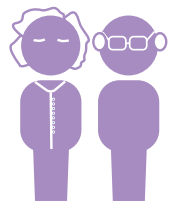


## ASPIRATIONAL VISITORS EXPERIENCES (PLACE ENABLING)



### Champions

*"Edenvale Heritage Precinct is a well-loved historical, community asset with its rural charm and creative atmosphere. It has always been a bit of a well-kept secret. Being a member of the community groups we can tell you a lot about Precinct as we have been here forever, we know what has worked, what has not but we are open to new ideas, we just need some help. If we are valued and included in the process of activating the Precinct, we are in!"*



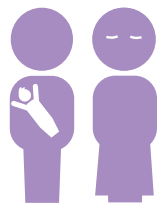
### Retirees

*"I have recently retired and I want to learn a craft and be part of a community. My husband and I both love history and he is keen on machinery and joining the Roger May Machinery Museum. It is the perfect place for us to both spend time in the week. I would be keen to volunteer at the craft shop or help with the heritage tours."*



### Young Families

*"As a family living in Pinjarra, we are new to the area. We love exploring the region and activities that support the healthy growth of our children. Weekends are the best time for us to visit the Precinct and we are always looking for creative activities for our children. With an affordable café, a calendar of events and activities for everyone (kids, parents, and grandparents) we would love to make the Precinct a regular place to visit."*



### New Parents

*"We moved to the area two years ago and have a newborn and a toddler. My parenting group is always looking for welcoming cafés with comfortable and safe outdoor spaces. Edenvale Heritage Precinct offers lots of play opportunities for kids and parenting amenity."*



### Locals

*"As a local, I love to walk the dog and to meet my friends, I enjoy walking through Edenvale Heritage Precinct and there are lots of places to sit or have a picnic. I would like to be involved as a volunteer with their community events and garden and I noticed there was a form to download on the website. My book club likes to meet for a meal at Edenvale Tearooms monthly and once a week my friend said they are open for dinner. It is the perfect setting for an anniversary meal."*



### Entrepreneurs

*"I have always wanted to test selling my delicious bespoke ice-cream on a regular basis. I have a little caravan and usually get bookings for weddings, but it would be fantastic to trial a summer at Edenvale Heritage Precinct on the weekends."*



### Neighbouring folk

*"I live in the next town, and I have always loved Edenvale Heritage Precinct, but I never know when it is open. Now they are on Instagram and with the new entry statement I have no excuse. I work weekdays, but I would be keen to do weekend classes. Also, I'd like to invite my Perth friends to Edenvale Tearooms for lunch. Now there is a calendar of events and activities on-line, i.e. pop-ups bars, music and art workshops I can convince them to come."*



### Daytrippers

*"I live in Perth City and love exploring nearby places that have a creative vibe. I usually look up and explore online first to see if any good music is playing, fresh produce markets, fun pop up experiences or creative workshops."*



### Youth

*"I came to Edenvale Heritage Precinct on a school trip for history and it was a great day with loads of hands-on demonstrations and live music. It was so hot that day but there were loads of shady places to sit. We picked up our lunches from the tearoom and headed down to the river to eat as a class. On the way Steph, Dean and I snapped a pic at the river which is going straight to instagram! I love photography; I have always wanted to learn, and I noticed online that they have a teens photography class next week."*

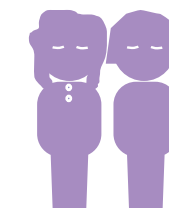
*There is an all-ages gig down in the park next week, I heard the headliner last week on Triple J unearthed. I can't wait, it has been ages since I have been out and got to hang out with my friends. No parents either. Finally... some freedom!"*



### Young Adults

*"We are organizing our wedding next year and love the ideas of getting married at Edenvale Heritage Precinct as there is a little country church on the river. We can imagine a long table dinner amongst the olive trees under the stars. My cousin was married at Fairbridge but I want something different."*

*I need to convince my fiancé; I searched social media to see what events they have on. He would love an open-air pop-up cocktail bar experience; the venue is beautiful, and the wedding photos would be a spectacular!"*



### Shire of Murray Staff

*"We are excited about what is next and working together to create an even better Edenvale Heritage Precinct. We expect there may be some mistakes along the way, but we are on this journey together. We look forward to your ideas and helping each other craft an even better Edenvale."*



# CHAPTER 03 - GUIDING THE ACTIONS



## GUIDING THE ACTIONS

The most effective way for the Shire of Murray to activate places is to allow it to happen rather than making it happen themselves. The following section explains how the guiding principles inform the actions and upgrade the Precinct. Rather than focusing on improving services directly, this approach aims to cultivate the conditions from which good solutions are more likely to emerge. The emphasis is on the partnership rather than just delivery.



### EDENVALE EXPERIENCE

#### (SOFTWARE)

- / People
- / Events
- / Activities



### LOOK AND FEEL

#### (HARDWARE)

- / Furniture and Signage
- / Online presence
- / Public Spaces
- / Buildings
- / Branding



### PLACE ENABLING

#### (MANAGEMENT)

- / Working together
- / Volunteering
- / Testing ideas
- / Governance





## VILLAGE IN A VILLAGE

*Edenvale Heritage Precinct should have a country village feel, allowing for opportunities for a community of people with shared values to come together. Activities, events, and spaces should be diverse and welcoming to foster an ongoing sense of community.*

### EDENVALE EXPERIENCE

- / Local music and art
- / Family friendly activities and events
- / Interactive experiences
- / Multi generational activities and events
- / Support everyday live experiences
- / Foster local creatives
- / Foster local businesses

A meeting place



### LOOK AND FEEL

- / Reflect the rural charm of the place
- / Create places to sit and meet people
- / Provide intuitive wayfinding
- / Allow for reasons to linger, 'sticky spaces'
- / Supportive of everyday life activities
- / All accessible
- / Protect the natural environment

A WELCOMING VIBE



### PLACE ENABLING

- / Collaboration
- / Programmes for everyone
- / Village events and support town events
- / Strong economic development focus
- / Night-time economy
- / Supportive incubator program
- / Create leasing arrangements

COMMUNITY LEADERSHIP





*Edenvale Heritage Precinct should have a creative atmosphere which is inspiring, inclusive, and fun. Activities, events, and spaces should be creatively curated and cater for a diverse range of people.*

#### EDENVALE EXPERIENCE

- / Workshop and events calendar
- / Creative experience to encourage families and young people
- / Multi generational creative activities and events
- / Diverse range of creative experiences that caters for a diverse range of people

*Something for everyone*



#### LOOK AND FEEL

- / Provide a taste of the creative offering online
- / Place to enjoy the precinct setting and creative experiences
- / Weave creative elements and experiences through the precinct
- / Creative lighting at the entrance to attract a night-time economy
- / Creative entrance statement

*CREATIVE AND FUN*



#### PLACE ENABLING

- / Build community group's creative capacity
- / Provide opportunities for local and regional exhibition and events
- / Creative local and regional partnerships
- / Consider curation of the place and providing a diverse creative offerings

*NEW partners*







## LIVING HISTORY

Visitors to Edenvale Heritage Precinct will learn about history and traditions through hands-on experiences and curated information. Activities, events, and spaces should be multi-generational and provide opportunities for visitors to create new memories and stories associated with the place.

### EDENVALE EXPERIENCE

- / Revitalising and teaching old traditions
- / Celebrating the heritage setting
- / Keep heritage alive with fun events that cater for a large of people

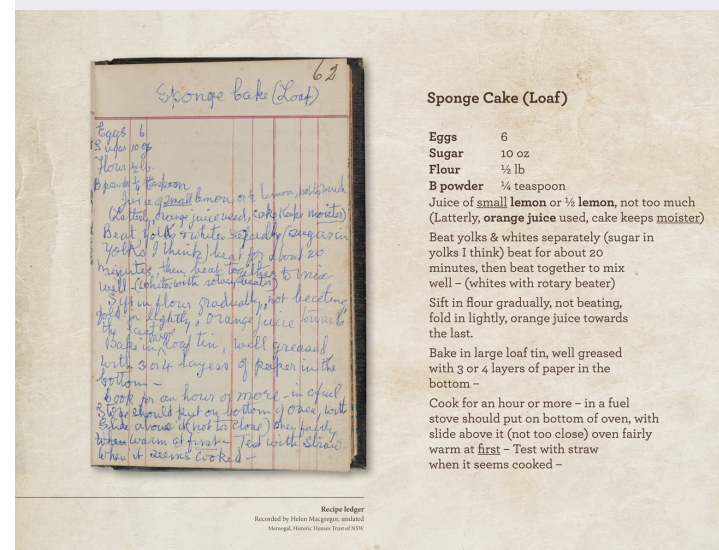
### LOOK AND FEEL

- / Provide a summary of heritage significance online
- / Create places that allow people to enjoy the heritage ambiance and setting
- / The garden and trees should reflect the history of the place
- / Ensure all experiences align with the branding strategy which compliments the living history theme

### PLACE ENABLING

- / Build community group capacity for telling heritage stories
- / Create heritage experiences for a range of ages and people from diverse background
- / Develop a school incursion program
- / Curation to ensure sound management and brand alignment

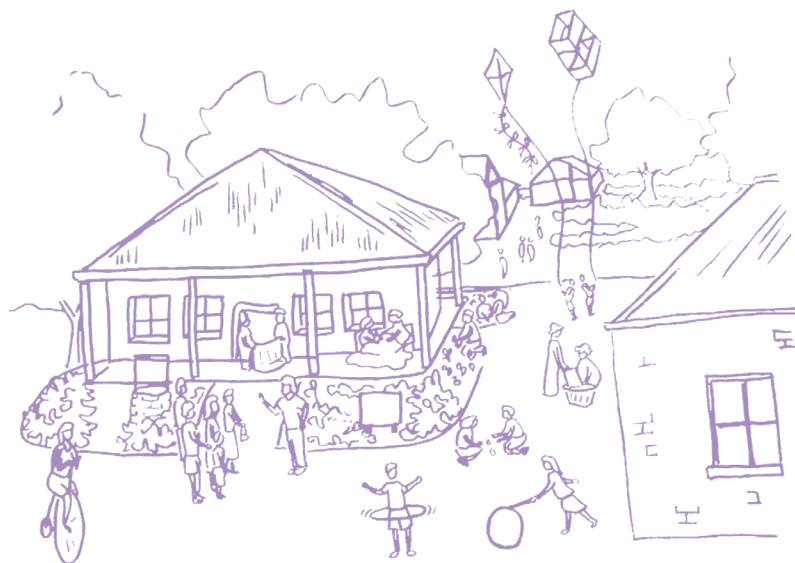
## TRADITIONS



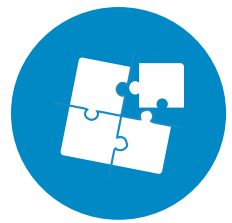
## Charming AND AUTHENTIC



## STEWARDS







## THE COLLECTIVE

*Working collaboratively with the community groups, local community and Shire of Murray will create a more robust partnership at Edenvale Heritage Precinct. Improved communication and working together will increase on ground activation.*

*Also, understanding how the Precincts character is expressed through the signage, public realm and online creates a united impression.*



### EDENVALE EXPERIENCE

- / Shared space principles for community groups
- / Shared events with collective responsibility
- / Work collectively to provide a cohesive experience for visitors i.e. Shared opening times and cross promote
- / Create workshops, tour and cafe packages for visitors and school groups

### Shared experiences



### LOOK AND FEEL

- / Update the online presence so that there is a collective vision for the place
- / Streamlined branding and marketing telling the 'Edenvale story'
- / Provide a uniform, hat or badge for the edenvale collective to wear when they are engaging with the community

### Supportive and proud



### PLACE ENABLING

- / Create and communicate a collective vision
- / Outline governance opportunities
- / Provide capacity building for community groups
- / Consider a volunteer incentive program
- / Encourage collaboration between community groups, businesses and Shire

### Collaborators







## A DYNAMIC PLACE

*Edenvale Heritage Precinct needs to continually evolve and be a dynamic place, providing reasons to revisit. Activities, events, and spaces should encourage community groups, the local community. Shire of Murray should also be open to new partnerships and provide opportunities to experiment and test ideas.*

### EDENVALE EXPERIENCE

- / Provide a pop-up calendar of events
- / Test new ideas with the market
- / Utilise the whole Precinct with temporary activation ideas

### NEW EXPERIENCES



### LOOK AND FEEL

- / Keep social media up to date
- / Provide a suite of movable furniture to activate outdoor spaces for events
- / Create a storage strategy for movable furniture or to make spaces more flexible e.g. St John's pew storage.
- / Provide public amenity like W/C in the Glebe to cater for events
- / Provide power and water for events

### A place to explore



### PLACE ENABLING

- / Invite EOI for workshops, events, and activities
- / One stop shops for approvals
- / Event process
- / Encourage young people and entrepreneurs to design and host events

### Entrepreneurs





# CHAPTER 04 - ACTION LIST



## DESIRED OUTCOMES DRIVING ACTIONS FOR CHANGE

The Place Plan Action List is all about setting achievable goals with measurable outcomes! To ensure this happens, each action has been linked to one of 16 corresponding outcomes, developed through earlier place planning stages and linked to the Place Themes.

Place Plan Outcomes	
1.	Edenvale Heritage Precinct has the capacity to support diverse exhibitions and art events.
2.	Edenvale Heritage Precinct fosters strong partnerships which support and build its capacity as a culture and arts institution.
3.	Edenvale Heritage Precinct manages the profile and variety of its workshops.
4.	Edenvale Heritage Precinct hosts a regular calendar of bustling festivals and events.
5.	The living history of Edenvale Heritage Precinct is well documented and recorded.
6.	Edenvale Heritage Precinct provides meaningful culture and arts experiences for youth.
7.	Edenvale Heritage Precinct offers experiences which cater to a diverse audience.
8.	All corners of Edenvale Heritage Precinct are important and offer meaningful culture and arts experiences.
9.	Edenvale Heritage Precinct has a strong social media presence and uses a contemporary marketing approach.
10.	The Traditional Owners story is well integrated into Edenvale Heritage Precinct.
11.	Edenvale Heritage Precinct is inviting and easy to navigate.
12.	Edenvale Heritage Precinct is well connected to ‘Homestead’ life.
13.	Edenvale Heritage Precinct is a collaborative environment.
14.	Edenvale Heritage Precinct is equipped with the right governance framework to respond to its needs as an adaptive and responsive culture and arts institution.
15.	Edenvale Heritage Precinct runs a successful and sought after Artist in Residency Programme.
16.	Edenvale Heritage Precinct is equipped with the amenities required to support a culture and arts institution.



# TIMELINE FOR SUCCESS

The Place Plan Action List actions have been prioritised by;

- / chronological order of actions to occur;
- / current availability of knowledge, financial, infrastructure or facilities to implement an action;
- / level of relative investment from stakeholders and the Shire to establish an action or activity within the Precinct;
- / level of relative ease of implementing the action;
- / the ongoing growth in the of capability of stakeholders and the Shire to manage the action.

These considerations are reflected in the Timeline schedule of the action list as ‘Quick wins’, ‘Medium’ or ‘Long term’ actions.

The Edenvale Heritage Precinct Place Plan is intended as fluid document. As such, the Action List timeline may be adjusted to respond to the evolving needs of the Edenvale Heritage Precinct.



## YEAR 1 - 2: QUICK WINS

The first few years of the Edenvale Heritage Precinct are critical to build momentum to inspire the community and bring all stakeholders along with the vision.

The actions identified in Year 1-2 range from developing policies to support the precinct, space activation initiatives, events, and capacity building initiatives for Precinct user groups.

## YEAR 2 - 5: MEDIUM TERM ACTIONS

The medium term action lists recognises that some activities take a little longer to get started or require some foundation work in early years to build momentum for change.

The actions continue to build on the quick win initiatives developing activities which build the profile of its creative industry, its reputation as an important heritage asset, its capacity to support the community and diverse patronage.

## YEAR 5 - 10: LONG TERM ACTIONS

The 10 actions under the long term action recognise the Precincts anticipated growth as a Culture and Arts Precinct. Actions include fostering partnerships with high profile stakeholders and ambitious large scale events which celebrate the importance of the Precinct.



1	Outcome: Edenvale Heritage Precinct has the capacity to support diverse exhibitions and art events				
No.	Action	Timeline	Responsibility	Place Theme	Potential Activities
1.1	Consolidate existing art, craft and heritage assets	Quick Wins	Senior Leadership Group (proposed) Shire of Murray Murray District Arts and Crafts Society Pinjarra Patchwork and Quilters Group Roger May Machinery Museum Murray District Historical Society	Creative at Heart	1.1.01 Conduct an audit of existing art and craft assets.
					1.1.02 Develop a curatorial policy alongside stakeholders to guide asset procurement and curation.
					1.1.03 Do a 'declutter and clean up' of assets determined as not significant.
1.2	Establish an exhibition calendar	Quick Wins	Senior Leadership Group (proposed) Shire of Murray Murray District Arts and Crafts Society Pinjarra Patchwork and Quilters Group Roger May Machinery Museum Murray District Historical Society	Creative at Heart	1.2.01 Programme a calendar of upcoming exhibits 12 months in advance (min. 3 per year) .
1.3	Create an exhibition space at Edenvale, unaffiliated with specific user groups for diverse art events	Quick Wins / Medium	Senior Leadership Group (proposed) Shire of Murray Working Group	Creative at Heart	1.3.01 Conduct initial 'best of Edenvale' exhibit tapping into existing assets. Invite local producers and musicians to integrate with the event.
					1.3.02 Identify dedicated exhibition space and make available for public exhibitions. Edenvale or Liveringa is recommended.
					1.3.03 Conduct an audit of exhibition space fit out (gallery tracks, lighting) and upgrade.
1.4	Build state and national profile for exhibitions	Long	Senior Leadership Group (proposed) Shire of Murray Working Group	Creative at Heart	1.4.01 Position dedicated resources to build state and national profile of Edenvale, encouraging visitation from further abroad.
					1.4.02 Invite ALCOA, or another stakeholder, to partner to create a prestigious art award, similar to the Rio Tinto Cossack Art award.



2	Outcome: Edenvale Heritage Precinct fosters strong partnerships which support and build its capacity as a culture and arts institution				
No.	Action	Timeline	Responsibility	Place Theme	Potential Activities
2.1	Identify local champions to establish partnerships	Quick Wins	Senior Leadership Group (proposed) Shire of Murray Murray District Arts and Crafts Society Pinjarra Patchwork and Quilters Group Roger May Machinery Museum Murray District Historical Society Other Stakeholders Community and Public	The Collective	2.1.01 Identify local champions for success to curate the space and drive a vision led by Shire of Murray.
2.2	Allocate human resources for activation	Medium	Senior Leadership Group (proposed) Shire of Murray Murray District Arts and Crafts Society Pinjarra Patchwork and Quilters Group Roger May Machinery Museum Murray District Historical Society Other Stakeholders Community and Public Edenvale Heritage Tea Rooms	The Collective	2.2.01 Create a curatorial/activation office responsible for providing curatorial direction linked to performance measures.
2.3	Identify industry champions to establish partnerships	Medium / Long	Senior Leadership Group (proposed) Shire of Murray Other Stakeholders	Village in a Village	2.3.01 Establish partnerships with state arts and cultural institutions to develop best practice curatorial events, and tap into cultural resources. 2.3.02 Establish partnerships with regional galleries to share costs with touring exhibits.



3	Outcome: Edenvale Heritage Precinct manages the profile and variety of its workshops				
No.	Action	Timeline	Responsibility	Place Theme	Potential Activities
3.1	Develop a workshop event schedule responding to diverse interests	Quick Wins	Senior Leadership Group (proposed) Shire of Murray Murray District Arts and Crafts Society Community and Public Other Stakeholders	Creative at Heart	3.1.01 Consolidate online presence include online booking.
					3.1.02 Benchmark art and cultural institution workshops to develop future workshop schedule.
					3.1.03 Conduct analysis of workshop attendance to determine future schedule.
3.2	Host visiting artist workshops	Quick Wins	Senior Leadership Group (proposed) Shire of Murray Murray District Arts and Crafts Society Community and Public	Creative at Heart	3.2.01 Invite a guest artists to host a workshop on premise for the day.
					3.2.02 Invite an artist from the Fairbridge Festival to play at Edenvale over the same weekend.
3.3	Continually refine workshop offerings	Medium / Long	Senior Leadership Group (proposed) Shire of Murray Murray District Arts and Crafts Society Interested Community Members Community and Public Other Stakeholders	Creative at Heart	3.3.01 Identify a curatorial champion to direct workshop development.
					3.3.02 Develop workshops programs for an artist retreat.
				A Dynamic Place	3.3.03 Develop workshops that are aligned to secondary and tertiary institution curriculums.



4	Outcome: Edenvale Heritage Precinct hosts a regular calendar of bustling festivals and events				
No.	Action	Timeline	Responsibility	Place Theme	Potential Activities
4.1	Develop a calendar of annual and one-off events at small and large scales	Quick Wins / Medium / Long	Senior Leadership Group (proposed) Shire of Murray Murray District Arts and Crafts Society Pinjarra Patchwork and Quilters Group Roger May Machinery Museum Murray District Historical Society Local Producers, Artisans and Community Groups Other Stakeholders Community and Public Edenvale Heritage Tea Rooms	Village in a Village	4.1.01 Refine offerings of Pinjarra Festival and Garden Day.
				Village in a Village	4.1.02 Create two other high profile days tapping into Edenvale at regular intervals through the year.
					4.1.03 Host Christmas carols in the Glebe or in front of the Homestead with choir on the verandah.
					4.1.04 Host wine and art night at Liveringa inviting local producers, wine makers, cideries to participate and sell their wares.
				Living History	4.1.05 Ensure events include local musicians and artists for entertainment.
					4.1.06 Liaise with transport agencies about improving public transport options to support people to participate in events and cultural activities.
					4.1.07 Edenvale was once renowned for its tulips. Create a garden which visitors will flock to, to capture the “best” selfie with the colourful backdrop.
					4.1.08 Host a small, diverse events regularly which can be hosted in different locations across the Precinct – an autumn ‘Fungi Foray’ in the Glebe or a Medieval craft festival.
					4.1.09 Host a writers festival potentially targeted at youth.
					4.1.10 Invite artists to create a Christmas, public art/light trail covering the Precinct.



5	Outcome: The living history of Edenvale Heritage Precinct is well documented and recorded				
No.	Action	Timeline	Responsibility	Place Theme	Potential Activities
5.1	Ensure the past is captured for posterity, and users are knowledgeable of the Precinct for tourism purposes	Quick Wins / Medium	Senior Leadership Group (proposed) Shire of Murray Murray District Arts and Crafts Society Pinjarra Patchwork and Quilters Group Roger May Machinery Museum Murray District Historical Society Community and Public	Living History	5.1.01 Develop a curatorial and record keeping policy.
					5.1.02 Capture local 'knowledge of the past' to ensure they are preserved for the future. Perhaps podcast and record interviews.
					5.1.03 Shire of Murray marketing to work with Murray District Historical Society to start crafting stories of the places – these can inform tours, volunteer education and Edenvale's online presence.
5.2	Identify opportunities to restore and reference the Precinct	Quick Wins / Medium	Senior Leadership Group (proposed) Shire of Murray Murray District Arts and Crafts Society Pinjarra Patchwork and Quilters Group Roger May Machinery Museum Murray District Historical Society	Living History	5.2.01 The existing trees need to be reviewed by an arborist and a tree strategy developed.
					5.2.02 Identify funding or grant opportunities to continually restore the Precinct, with initial priority to the Homestead and Gardens.
					5.2.03 Include historical flood interpretations through flood lines or public art.



6	Outcome: Edenvale Heritage Precinct provides meaningful culture and arts experiences for youth				
No.	Action	Timeline	Responsibility	Place Theme	Potential Activities
6.1	Create opportunities for youth focused activities on site compatible with arts and culture	Quick Wins / Medium	Senior Leadership Group (proposed) Shire of Murray Murray District Arts and Crafts Society Pinjarra Patchwork and Quilters Group Roger May Machinery Museum Murray District Historical Society	Village in a Village	6.1.01 Create a calendar of youth events which integrates with the school calendar year and holidays.
					6.1.02 Provide temporary play, or small scale items for play different to what is offered at Cantwell Park (nature play, arts focused play and traditional games).
					6.1.03 Packable play items like hula hoops and wooden toys close to the Edenvale tea rooms.
					6.1.04 Treasure hunt/ Easter egg hunts in the rose garden – consider how this might support local disadvantaged groups.
					6.1.05 Run small ‘child friendly’ workshops – ‘learn to paint for \$10’ – so parents stay and have a coffee.
					6.1.06 Create inspiring art workshops with experienced artists for teens and young adults.
					6.1.07 Create a youth focus walking tour and interpretation strategy.
6.2	Create partnerships with local secondary and tertiary institutions to increase representation on site	Quick Wins / Medium / Long	Senior Leadership Group (proposed) Shire of Murray Murray District Arts and Crafts Society Pinjarra Patchwork and Quilters Group Roger May Machinery Museum Murray District Historical Society	Village in a Village	6.2.01 Host old school carnival sporting events at Edenvale and the Glebe i.e.. badminton, sack races, egg and spoon, marbles, elastics, tug-a-war.
					6.2.02 Host end of year exhibitions for the local high school, fashion school, music classes.
					6.2.03 Host a school fête.
					6.2.04 Host or partner on an after school program 1 day a week.
					6.2.05 Create garden days with local schools where they can plant bulbs and see them flower in the spring.



7	Outcome: Edenvale Heritage Precinct offers experiences which cater to a diverse audience				
No.	Action	Timeline	Responsibility	Place Theme	Potential Activities
7.1	Develop hospitality and restaurant services for a contemporary audience	Quick Wins / Medium	Senior Leadership Group (proposed) Shire of Murray Edenvale Heritage Tea Rooms	A Dynamic Place	7.1.01 Extend afternoon hours and implement evening trading on weekends or Friday night.
					7.1.02 Promote Edenvale Heritage Tea Rooms regionally as an evening venue for day-trippers and evening visitors.
					7.1.03 Create synergies across site with workshop/event and dining packages.
					7.1.04 Build platform for wedding and event packages.
					7.1.05 Provide public pizza oven in the Glebe for events.
7.2	Create temporary, pop up events which target youth, young professionals and family demographics	Quick Wins / Medium	Senior Leadership Group (proposed) Shire of Murray Murray District Arts and Crafts Society Pinjarra Patchwork and Quilters Group Roger May Machinery Museum Murray District Historical Society Edenvale Heritage Tea Rooms	A Dynamic Place	7.2.01 Invite EOI's for pop-up cocktail or wine bar or to create garden party packages in the Glebe.
					7.2.02 Encourage events that engage with the Murray River.
					7.2.03 Invite the tea rooms to make and sell pre-ordered picnic hampers.
					7.2.04 Host winter warmers and summer sundowners once a month for local community with a feature community topic or guest artist (including visual, artists, historian, writer, musician).
7.3	Find ways to integrate locals and businesses outside of the traditional visitation groups	Quick Wins / Medium	Senior Leadership Group (proposed) Shire of Murray Murray District Arts and Crafts Society Pinjarra Patchwork and Quilters Group Roger May Machinery Museum Murray District Historical Society Community and Public Other Stakeholders Edenvale Heritage Tea Rooms	Village in a Village	7.3.01 Define official fitness class space and develop regular schedule of classes (link into local fitness providers by EOI).
					7.3.02 Review operations of tea rooms and consider how it may connect with neighbouring training facilities and connect to local produce.
					7.3.03 Identify a list of preferred local producers, including not for profits, businesses run by people with disability and Aboriginal businesses.
					7.3.04 Create an Edenvale bicycle link which pulls cyclists into the Precinct.
					7.3.05 Create a bicycle event that has links to heritage like the Tree'd run in Fremantle.
					7.3.06 Run a night tour focusing on the darker aspects of the homestead, region or 'ghost' stories.
					7.3.07 Create a space for small start ups and entrepreneurs that will enhance the Edenvale experience.
					7.3.08 Create self guided tours to cover the site.
					7.3.09 Run a small river cruise from Ravenswood to Edenvale.



8	Outcome: All corners of Edenvale Heritage Precinct are important and offer meaningful culture and arts experiences				
No.	Action	Timeline	Responsibility	Place Theme	Potential Activities
8.1	Explore opportunities that could be hosted throughout the grounds and the Glebe	Quick Wins / Medium / Long	Senior Leadership Group (proposed) Shire of Murray Murray District Arts and Crafts Society Pinjarra Patchwork and Quilters Group Roger May Machinery Museum Murray District Historical Society Community and Public Other Stakeholders	A Dynamic Place	8.1.01 Host an event requiring minimal supporting facilities at St John's – after school choir, small music event, book reading, historic talks from Murray District Historical Society.
					8.1.02 Host a Glebe bush bonfire night.
					8.1.03 Create an annual picnic day in the Glebe.
					8.1.04 Host a long table lunch in the olive grove.
					8.1.05 Host a camp 'bush' experience event for Perth/Mandurah schools featuring how to make damper.
					8.1.06 Host an 'old school' Sunday picnic in the Glebe.
					8.1.07 Invite a theatre company to do a regional production e.g.. the Last Great Hunt.
					8.1.08 Host gardening demonstrations.
					8.1.09 Host an olive picking day – with harvest themed local activities.
					8.1.10 Host the TAFE to do a spring outdoor fashion show – tap into local designers, high school or tafe fashion courses.
					8.1.11 Provide bespoke glamping and dining experiences.
					8.1.12 Invite a pop up dining experience like Fervour'.
					8.1.13 Partner with local horticultural schools to take over a portion of the garden or Glebe.
					8.1.14 Provide targeted opportunities for Aboriginal, Culturally and Linguistically Diverse and emerging creative practitioners to support their development.



9 Outcome: Edenvale Heritage Precinct has a strong social media presence and uses a contemporary marketing approach					
No.	Action	Timeline	Responsibility	Place Theme	Potential Activities
9.1	Leverage social media opportunities to promote the precinct	Quick Wins	Senior Leadership Group (proposed) Shire of Murray Murray District Arts and Crafts Society Pinjarra Patchwork and Quilters Group Roger May Machinery Museum Murray District Historical Society Community and Public Edenvale Heritage Tea Rooms	The Collective	9.1.01 Consolidate the existing media presences and have a strategy for each.
					9.1.02 Upskill champions in the user groups in how to use social media.
					9.1.03 Start a social media campaign targeting locals urging them to revisit the Precinct.
					9.1.04 Identify and create two instagrammable moments on site unique to the Edenvale experience.
					9.1.05 Host an Instagram competition – best post wins something from partnered organisation. For example, free entry into an exhibition or coffee voucher.
					9.1.06 Post daily or every other day with upcoming events or activities happening in the Precinct.
					9.1.07 Encourage a specific # for all user groups to contribute to the platform.
9.2	Consolidate the marketing and tourism approach for the Precinct	Quick Wins / Medium	Senior Leadership Group (proposed) Shire of Murray	The Collective	9.2.01 Do an event and wedding photo shoot and market the Precinct from the Homestead to the Murray River.
					9.2.02 Create 1 day and 2 day experiences for people to plan their visit.
					9.2.03 Invite traditional media to attend a relaunch.
					9.2.04 Develop a Client Relationship Management (CRM) Tool to capture visitor information and support revisitation.



10	Outcome: The Traditional Owners story is well integrated into Edenvale Heritage Precinct				
No.	Action	Timeline	Responsibility	Place Theme	Potential Activities
10.1	Integrate the Traditional Owners story into the Precinct	Quick Wins / Medium / Long	Senior Leadership Group (proposed)  Shire of Murray  Local Traditional Owners  Community and Public	Living History	10.1.01 Identify regional elder to start dialogue for Aboriginal engagement.
					10.1.02 Cultural awareness training for community users – think of a way this can be done that also activates the site such as inviting a local Elder to walk the site with groups.
					10.1.03 Work with Traditional Owners to see how they would like to be represented in the Precinct.
				Village in a Village	10.1.04 Engage Traditional Owners to create events, activities and cultural awareness programs and assist with grant funding opportunities.
					10.1.05 Welcome Traditional Owners to host a NAIDOC day event within the Precinct, sensitively considering appropriate stakeholders to involve and stories to tell.
					10.1.06 Consider a Aboriginal veteran monument at War Memorial.
11	Outcome: Edenvale Heritage Precinct is inviting and easy to navigate				
No.	Action	Timeline	Responsibility	Place Theme	Potential Activities
11.1	Make the Precinct easy for visitors to find their way around and get help	Quick Wins / Medium	Senior Leadership Group (proposed)  Shire of Murray	Village in a Village	11.1.01 Conduct an audit of wayfinding materials and do an intuitive wayfinding plan.
					11.1.02 Investigate cross promotional signage consistent with Edenvale branding.
					11.1.03 Tidy and clean up a tourism point on site – ensure all tourism information is available in an identifiable space on site.
					11.1.04 Ensure that day visits/tourism information links people with local hospitality and accommodation options.
					11.1.05 Conduct an inventory and survey of the Garden to identify what is heritage and what should be upgraded.
					11.1.06 Consolidate volunteer appearance – uniforms or dress code – to make them easy to identify.



12	Outcome: Edenvale Heritage Precinct is well connected to ‘Homestead’ life				
No.	Action	Timeline	Responsibility	Place Theme	Potential Activities
12.1	Tap into ‘Homestead’ life	Quick Wins / Medium / Long	Senior Leadership Group (proposed) Shire of Murray Murray District Arts and Crafts Society Pinjarra Patchwork and Quilters Group Roger May Machinery Museum Murray District Historical Society Community and Public Edenvale Heritage Tea Rooms	Living History	12.1.01 Create a CWA style Edenvale Village Cookbook or an agricultural show style craft and cookery competition with support to enter the Royal Show.
					12.1.02 Host a growers competition on site “best pumpkin in show”.
					12.1.03 Develop hands on incursions that are aimed at school groups i.e.. making lemonade, butter, washing clothes etc.
					12.1.04 Develop a Heritage Rose Species (Edenvale Rose).
12.2	Create specific events which promote ‘homestead’ life past and present	Quick Wins / Medium / Long	Senior Leadership Group (proposed) Shire of Murray Community and Public	Living History	12.2.01 Run historical recreation days aligned to school holidays and calendar holidays.
					12.2.02 Host a traditional crafts and skills day showcasing ‘Homestead’ life – tap into arts groups, men’s shed and community gardens.
					12.2.03 Host a regional antiques fair or vintage markets inviting vendors from neighbouring townships.



13	Outcome: Edenvale Heritage Precinct is a collaborative environment				
No.	Action	Timeline	Responsibility	Place Theme	Potential Activities
13.1	Create mechanisms for collaboration	Quick Wins	Senior Leadership Group (proposed) Shire of Murray Murray District Arts and Crafts Society Pinjarra Patchwork and Quilters Group Roger May Machinery Museum Murray District Historical Society Community and Public Edenvale Heritage Tea Rooms	A Dynamic Place	13.1.01 Encourage a collaborative event 3 times a year: foster events which encourage other groups to participate in other groups activities, for example, Quilters/Historical Society/Roger May host an exhibition at Liveringa with other stakeholders invited to a reopening cocktail launch.
					13.1.02 Build communication capacity at Edenvale with community groups by establishing a user What's App group and/or email list.
					13.1.03 Conduct 'volunteer drives' once a year.
					13.1.04 Create a volunteer incentive program.
					13.1.05 Have volunteer download forms online.
					13.1.06 Conduct brand awareness training following development of Brand Strategy for Precinct.
13.2	Create neutral spaces for collaboration	Medium	Senior Leadership Group (proposed) Shire of Murray Murray District Arts and Crafts Society Pinjarra Patchwork and Quilters Group Roger May Machinery Museum Murray District Historical Society Community and Public	Village in a Village	13.2.01 A neutral indoor space on site is required to host a range of different activities for public exhibitions, particularly space within Edenvale Homestead or Liveringa building.
					13.2.02 Create neutral outdoor spaces around the Homestead and in the Glebe, which can accommodate group meetings and cater to diverse needs (including accessibility requirements).
					13.2.03 Create a creative breakout space in a neutral space where people can discuss ideas and collaborate.
					13.2.04 Consideration for one or more groups to be relocated, sensitive to the needs and contribution of their organisation, in order to accommodate a culture and arts vision. For example, Roger May Machinery Museum could be accommodated at the Pinjarra Heritage Railway Precinct. This will assist with issues of space, storage and align to individual group interests.



14	Outcome: Edenvale Heritage Precinct is equipped with the right governance framework to respond to its needs as an adaptive and responsive culture and arts institution				
No.	Action	Timeline	Responsibility	Place Theme	Potential Activities
14.1	Create working groups informed by expertise and interest	Quick Wins	Senior Leadership Group (proposed) Shire of Murray	The Collective	14.1.01 Send out a survey to all Edenvale users to identify latent skills and interests of benefit to the Precinct – training, prior work experience, general interests.
					14.1.02 Create working groups of interested and experienced individuals to implement projects within the Precinct.
					14.1.03 Establish a framework for working groups to feed progress and barriers to success to the senior leadership group for their information and to get support when required.
14.2	Communicate decisions to the whole Precinct	Quick Wins	Senior Leadership Group (proposed) Shire of Murray Murray District Arts and Crafts Society Pinjarra Patchwork and Quilters Group Roger May Machinery Museum Murray District Historical Society Edenvale Heritage Tea Rooms	The Collective	14.2.01 Minutes and decisions are to be made available after meetings to all members, via online, email, WhatsApp or alternative methodology.
14.3	Establish an Executive/ Senior Leadership Group	Quick Wins / Medium	Senior Leadership Group (proposed) Shire of Murray Murray District Arts and Crafts Society Pinjarra Patchwork and Quilters Group Roger May Machinery Museum Murray District Historical Society Edenvale Heritage Tea Rooms	The Collective	14.3.01 Create a senior leadership group which meets monthly to make decisions on behalf of their group with circular reporting policy.
					14.3.02 Establish a term of reference which defines roles and responsibilities for the group. This should require all decision makers to attend the meeting ready to make decisions on all issues presented to the group. Agendas should be released a week prior to meetings to allow decision makers to consider with their stakeholder group.
					14.3.03 The leadership group should have an executive officer role responsible for agendas, minutes and papers who has sufficient authority to request updates and information from each stakeholder group between meetings. It is recommended this position sits within the Shire of Murray.
					14.1.04 Create a young leaders committee, for local youth to be involved in the future of the Precinct.
14.4	Develop an MOU and Service Standards	Medium	Shire of Murray	The Collective	14.4.01 Establish a Memorandum of Understanding (MOU) which identifies performance deliverables as a condition of the lease arrangement spaces at Edenvale Heritage Precinct.



15	Outcome: Edenvale Heritage Precinct runs a successful and sought after Artist in Residency Programme				
No.	Action	Timeline	Responsibility	Place Theme	Potential Activities
15.1	Establish an ‘Artist in Residency’ Programme	Medium	Senior Leadership Group (proposed) Shire of Murray Murray District Arts and Crafts Society	Creative at Heart	15.1.01 Find space for artists to practice.
					15.1.02 Support an artist in residency twice a year, with a scheduled exhibition or event for each.
15.2	Increase the scope of the ‘Artist in Residency’ Programme	Long	Senior Leadership Group (proposed) Shire of Murray Murray District Arts and Crafts Society	Creative at Heart	15.2.01 Identify accommodation for artists in residency journeying from abroad.
					15.2.02 Consider a school artist in residency program with local schools and collaborate with Fairbridge for accommodation.
16	Outcome: Edenvale Heritage Precinct is equipped with the amenities required to support a culture and arts institution				
No.	Action	Timeline	Responsibility	Place Theme	Potential Activities
16.1	Implement a masterplan for the Precinct which supports its vision. Investigate options for the masterplan to be implemented in stages, responding to immediate need and resourcing.	Medium / Long	Shire of Murray	A Dynamic Place	16.1.01 Amenity upgrades of Glebe area (toilets, pavers, water).
					16.1.02 Create diverse spaces which include quiet shady reflection spaces and larger group meeting spaces.
					16.1.03 Hold a design competition inviting a visionary masterplan for a regional arts and cultural precinct.
					16.1.04 Connect to Cantwell Park under the bridge.
					16.1.05 Consider upgrades which attract ‘everyday’ visitors – bike stations for cyclists, dog facilities for dog walkers which will increase social surveillance.
					16.1.06 Address storage needs in Precinct including potential for a storage building.
					16.1.07 Develop enhanced foot traffic connections, including across Henry Street, which considers mobility needs.
					16.1.08 Invest in a mural with good community consultation and be painted by a professional artist.
					16.1.09 Consider the need for semi permanent or permanent structures in the Glebe that offer multifunctional event space.
					16.1.10 Invite an EOI for bespoke accommodation options.



# CHAPTER 05 - PERFORMANCE MEASURES



## PERFORMANCE MEASUREMENT FRAMEWORK

The Performance Measurement Framework is designed to track the progress of the Edenvale Heritage Precinct Action Plan. The Framework provides some suggested performance indicators, potential data sets and community commentary which will inform the progress of the Place Plan and drive future actions.

### PLACE THEMES

#### PLACE THEMES

The Place Themes (Page 37) provide a vision for the Precinct with recommended actions to achieve these outcomes. They provide guiding principles for how change should occur within the Precinct.

### SYSTEM UPGRADES

#### SYSTEM UPGRADES

The System Upgrades identify the necessary changes that need to be undertaken to achieve the Edenvale Heritage Precinct Place Plan. These include upgrades which facilitate a positive visitor **EDENVALE EXPERIENCE**, create a positive **LOOK AND FEEL**, and facilitate good **PLACE ENABLING**.

### PERFORMANCE INDICATORS

#### PERFORMANCE INDICATORS

The Performance Indicators are derived from the anticipated deliverables of the Place Themes and System Upgrades. They involve the on-going assessment of qualitative and quantitative data captured from the Place Theme actions and System Upgrades. Data sources include:

- / **PHYSICAL CHANGES** to the built environment collected annually,
- / **DIGITAL DATA** such as social media statistics, visitation data collected annually or after major events,
- / Observable changes to **ECONOMIC AND COMMUNITY PERCEPTION** of change collected annually.





## ACTION LIST

### CORRESPONDING OUTCOMES

- 2. Edenvale Heritage Precinct fosters strong partnerships which support and build its capacity as a culture and arts institution.
- 4. Heritage Precinct hosts a regular calendar of bustling festivals and events.
- 6. Edenvale Heritage Precinct provides meaningful culture and arts experiences for youth.
- 7. Edenvale Heritage Precinct offers experiences which cater to a diverse audience.
- 10. The Traditional Owners story is well integrated into Edenvale Heritage Precinct.
- 11. Edenvale Heritage Precinct is inviting and easy to navigate.
- 13. Edenvale Heritage Precinct is a collaborative environment.

### ACTIONS #

2.3, 4.1, 6.1, 6.2, 7.3, 10.1, 11.1, 13.2



## SYSTEM UPGRADES

### EDENVALE EXPERIENCE

- / Local music and art
- / Family, friendly, activities and events
- / Interactive experiences
- / Multi generational activities and events
- / Reflects everyday life activities
- / Support local creatives and businesses

### LOOK AND FEEL

- / Reflect the rural charm of the place
- / Create places to sit and meet people
- / Provide intuitive wayfinding
- / Allow for reasons to linger
- / Supportive of everyday life activities
- / Disability inclusion

### PLACE ENABLING

- / Collaboration
- / Programmes for everyone
- / Village events
- / Support town events
- / Strong economic development focus
- / Night-time economy
- / Supportive incubator program
- / Activation leasing arrangements

## PERFORMANCE INDICATORS

### PHYSICAL CHANGE

- / # of actions addressed
- / # of events coordinated
- / # events targeting specific demographics
- / #of evening attendance
- / # youth activities on premise
- / Antisocial behaviour reports

### DIGITAL DATA

- / Daily footfall
- / Event attendance numbers
- / Evening attendance numbers
- / Social media commentary trends
- / Pedestrian, cyclists and movable furniture movements

### ECONOMIC AND COMMUNITY PERCEPTION

- / Event satisfaction survey
- / Public engagement outcomes
- / Perceptions of navigation and parking management
- / Profitability of events





## ACTION LIST

### CORRESPONDING OUTCOMES

1. Edenvale Heritage Precinct has the capacity to support diverse exhibitions and art events.
3. Edenvale Heritage Precinct manages the profile and variety of its workshops.
15. Edenvale Heritage Precinct runs a successful and sought after Artist in Residency Programme.

### ACTIONS #

1.1, 1.2, 1.3, 1.4, 3.1, 3.2, 3.3, 15.1, 15.2



## SYSTEM UPGRADES

### EDENVALE EXPERIENCE

- / Workshop and events calendar
- / Creative experience for families and young people
- / Multi generational activities and events
- / Diverse creative experiences that build a regional creative precinct

### LOOK AND FEEL

- / Provide a taste of the creative offering online
- / Place to enjoy the precinct setting and creative experiences
- / Weave creative elements and experiences through the precinct
- / Creative lighting at the entrance to attract a night-time economy
- / Creative entrance statement

### PLACE ENABLING

- / Build community group's creative capacity
- / Provide opportunities for local and regional exhibition and events
- / Creative local and regional partnerships
- / Consider curation of the place and creative offerings

## PERFORMANCE INDICATORS

### PHYSICAL CHANGE

- / # of actions addressed
- / # of exhibitions coordinated
- / # of workshops held
- / # of youth focused workshops
- / Launch of Artist in Residency Programme
- / Curation of spaces and assets on site
- / Development of Curatorial Policy

### DIGITAL DATA

- / # of exhibition attendance
- / # of workshop attendance
- / # of diversity group attendance
- / Social media commentary trends
- / Community and artist feedback

### ECONOMIC AND COMMUNITY PERCEPTION

- / Exhibition and workshop satisfaction survey
- / Public engagement outcomes
- / Profitability of programmes
- / Urban art perception survey
- / Average spend per person





## ACTION LIST

### CORRESPONDING OUTCOMES

- 4. Heritage Precinct hosts a regular calendar of bustling festivals and events.
- 5. The living history of Edenvale Heritage Precinct is well documented and recorded.
- 10. The Traditional Owners story is well integrated into Edenvale Heritage Precinct.
- 12. Edenvale Heritage Precinct is well connected to 'Homestead' life.

### ACTIONS #

4.1, 5.1, 5.2, 10.1, 12.1, 12.2



## SYSTEM UPGRADES

### EDENVALE EXPERIENCE

- / Revitalising old traditions
- / Passing knowledge to future generations
- / Celebrating the heritage setting
- / Keep heritage alive with fun events that cater for a large group of people

### LOOK AND FEEL

- / Give heritage an online presence
- / Create places that allow people to enjoy the ambiance of heritage
- / The garden and trees should reflect the history of the place
- / Ensure experiences align with the branding strategy and compliment the living history theme.

### PLACE ENABLING

- / Build community group capacity for telling the heritage stories
- / Create heritage experiences for a range of ages and people from diverse backgrounds

## PERFORMANCE INDICATORS

### PHYSICAL CHANGE

- / # of actions addressed
- / Historical displays curated
- / Restoration of grounds, Glebe and Built form
- / Accessibility of historical information for visitors

### DIGITAL DATA

- / Audit of recordkeeping and exhibit curation
- / # of historical recreation activities
- / # of local histories captures
- / # of users who have undertaken cultural awareness training
- / # of visitor tours conducted
- / Visitor sentiment through evaluation surveys

### ECONOMIC AND COMMUNITY PERCEPTION

- / Satisfaction survey
- / Community awareness of Edenvale Heritage Precinct cultural significance (public survey)
- / Heritage grants funding





## ACTION LIST

### CORRESPONDING OUTCOMES

- 2. Edenvale Heritage Precinct fosters strong partnerships which support and build its capacity as a culture and arts institution.
- 9. Edenvale Heritage Precinct has a strong social media presence and uses a contemporary marketing approach.
- 14. Edenvale Heritage Precinct is equipped with the right governance framework to respond to its needs as an adaptive and responsive culture and arts institution.

### ACTIONS #

2.1, 2.2, 9.1, 9.2, 14.1, 14.2, 14.3, 14.4



## SYSTEM UPGRADES

### EDENVALE EXPERIENCE

- / Shared space principles for community groups
- / Shared events with collective responsibility
- / Work collectively to provide a cohesive experience for visitors
- / Shared opening times and cross promotion

### LOOK AND FEEL

- / Updated online presence so that there is a collective vision for the Precinct
- / Streamlined branding and marketing telling the story of the collective
- / Provide a uniform, hat or badge for the Edenvale collective to wear when they are engaging with the community

### PLACE ENABLING

- / Create a collective vision
- / Outline governance opportunities
- / Provide capacity building
- / Volunteer incentive for supporting the precinct

## PERFORMANCE INDICATORS

### PHYSICAL CHANGE

- / # of actions addressed
- / # of community-led projects completed
- / # of collaborative events held
- / Volunteer knowledge of all aspects of Edenvale Heritage Precinct
- / Cohesive material/ furnishing of Edenvale Heritage Precinct

### DIGITAL DATA

- / Record of decisions made through leadership forum
- / MOU Key Performance Indicators
- / Terms of Reference Compliance
- / # of working groups led initiatives
- / # of website views
- / # of instagram/ social media posts

### ECONOMIC AND COMMUNITY PERCEPTION

- / User group satisfaction survey
- / Community sentiment on cohesiveness of Edenvale Heritage Precinct
- / 'Lessons learned' reviews at the end of each collaboration





## A DYNAMIC PLACE

### ACTION LIST

#### CORRESPONDING OUTCOMES

- 3. Edenvale Heritage Precinct manages the profile and variety of its workshops.
- 7. Edenvale Heritage Precinct offers experiences which cater to a diverse audience.
- 8. All corners of Edenvale Heritage Precinct are important and offer meaningful culture and arts experiences.
- 13. Edenvale Heritage Precinct is a collaborative environment.
- 16. Edenvale Heritage Precinct is equipped with the amenities required to support a culture and arts institution.

#### ACTIONS #

3.3, 7.1, 7.2, 8.1, 13.1, 16.1



### SYSTEM UPGRADES

#### EDENVALE EXPERIENCE

- / Provide a pop-up calendar of events
- / Test new ideas with the market

#### LOOK AND FEEL

- / Keep social media up to date
- / Provide a suite of movable furniture to activate outdoor spaces for events

#### PLACE ENABLING

- / Invite EOI for workshops, events, and activities
- / One stop shops for approvals
- / Event process
- / Encourage young people and entrepreneurs to design and host events

### PERFORMANCE INDICATORS

#### PHYSICAL CHANGE

- / # of actions completed
- / # of pop-up events held
- / # of ideas proposed and tested
- / # of incubator businesses tested
- / # of tested ideas which become permanent fixtures
- / # of partnerships formed with Edenvale Heritage Precinct

#### DIGITAL DATA

- / # of attendance to pop up events
- / Social media comment on current events
- / # of diversity group led initiatives

#### ECONOMIC AND COMMUNITY PERCEPTION

- / Public satisfaction survey of trialled activity
- / User group success survey
- / Public engagement outcomes
- / Profitability of events
- / 'Lessons learned' review at the end of each trial
- / Satisfaction survey for business, not for profit and government partnerships



# CHAPTER 06 - BRANDING STRATEGY



## BRANDING AND MARKETING

Once a brand is determined, branding collateral needs to be updated regularly and refreshed to respond to changes in the tourism market and visitor expectations over time. It is also essential a new branding strategy is communicated to Shire of Murray staff, the tearoom, volunteers, community groups, partners, supporters, and the public. This can then be embedded with style guides, co-branding agreements and contractual obligations. The below recommendations consider how the branding could relate to the Place themes.





## VILLAGE IN A VILLAGE

The current branding refers mostly to the Edenvale Homestead, rather than the Edenvale Heritage Precinct. New branding should be expanded to consider the sentiment of the Village in a Village Place theme. Future branding should consider the Precinct as a complex of interconnected buildings which is one of the oldest villages surviving in WA. It should also engender the best qualities of a village; welcoming and small enough to make visitors immediately feel comfortable.

Today the historic village and garden setting creates a unique arrival experience for visitors entering the site. Despite sitting within the Pinjarra township on the Murray River it maintains a distinct rural character. The branding needs to consider the charming country village quality of the Precinct and should evoke that it is a vibrant place for people with shared values. The village branding should also, suggest it consists of a range of people who are passionate about history and keeping traditions alive and who showcase local produce, arts, and crafts to create an authentic experience.



## CREATIVE AT HEART

Anchored by historic buildings, loved by the local community and surrounded by open space, Edenvale Heritage Precinct is well-positioned to become a new creative community precinct where the village is celebrated in events, courses, programming, markets, and arts.

Branding should consider the creative story of the Precinct which place value on its creative community as the founders of a future landmark Cultural and Arts hub. All branding should add to feeling that the Precinct is an authentic place with a long creative history.

The theme “Creative at Heart” is closely aligned to the Shire of Murray’s branding “Wild at Heart” and provides opportunity for the Precinct to be labelled as the Historic at Heart or Creative at Heart.

The artwork at Liveringa is of different quality and is not professionally displayed, and this inconsistency is distracting from the collective ambience of the place. All artists or varied abilities have a place at Edenvale, but beginner artists can be part of the yearly show. This strategy is also adopted at other prominent Culture and Arts Institutions like Fremantle Art’s Centre.



## LIVING HISTORY

Branding should speak to the significant history of Edenvale Heritage Precinct, valuing all history from the Traditional Owners of the land to the pioneers and descendants, one of whom, Sir Ross McLarty, was a Premier of the WA from 1947-53. The collective history of the Precinct makes it a site of great heritage significance.

Poor historical branding has potential to alienate potential audiences. Words such as ‘heritage’ may alienate young audiences if used as the major selling point in activities designed for them. Only celebrating the colonial history of the site may not appeal to diverse audiences and distorts history. Celebrating ‘living heritage’ is a positive way to talk about the importance of the buildings on-site and their ongoing relevance to the Pinjarra community. A focus should be on the passing down of traditions and an acknowledgement that the past began yesterday, and the future community will continue to create stories that will become the heritage in the future.

The trees, grounds and gardens contribute to the sense of place of the Precinct, providing a green and leafy atmosphere. There should be careful consideration regarding the tree and plant selection by a landscape architect, as there is an opportunity to create a landmark heirloom garden and propagate an Edenvale Rose that can be sold to visitors.

Every year there is a popular Garden Day hosted at the Precinct, and this should be built upon as part of the Precinct’s branding of ‘living heritage’. Mass plantings of tulips out the front to coincide with the event would provide striking Instagram opportunities.

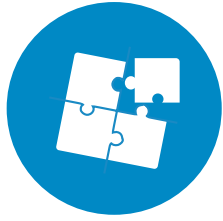


## A DYNAMIC PLACE

To be economically sustainable Edenvale Heritage Precinct needs to be an evolving place with the communities driving the process in partnership with the private sector and Shire of Murray. There are spaces within the Precinct to test ideas, experiment and innovate and this creates opportunities for start-up entrepreneurs.

This can be achieved through an expression of interest (EOI) process to test the market for pop up retail, food and beverage and events. This could be part of a wider business incubation strategy where an initial investment by the Shire of lower rent (for a finite period) or financial assistance for fit-outs combined with a profit share arrangement when the business becomes viable. This model shares the risks and is more attractive for start-ups but it also has the potential to achieve the Shire’s objective to make Edenvale more vibrant. The other benefit for the SoM is that it can be managed as a project with a set budget and finish date. If done well, this model should aim for a break even or even profitable outcome.





## THE COLLECTIVE

Consistent use of branding is also essential for all Edenvale Heritage Precinct community groups. It is a source of identification, unification, and pride. Every community user, commercial operator and individual involved with Edenvale should be proud of their involvement with the Precinct and demonstrate that through their name and branding.

Branding should capture a sentiment to be part of the Edenvale story and collective. Everyone connected with the Precinct is essential to the look and feel of the place including community group members, Shire of Murray Staff, or volunteers. Branding should reinforce this supporting Edenvale members to form a community with deeper personal connections, inspiring art, connection to heritage and landscape; and support mutual prosperity.

Signage is a critical component of branding and marketing the Precinct, but it needs to be incorporated with intuitive wayfinding strategy which uses the landscape setting to create navigation strategies to and around the Precinct. Travellers who visit the Precinct need signage to guide them there but also require a sense of arrival which marks that they have arrived somewhere important. This could be more achieved through several elements, identified in an overarching masterplan. For example, Edenvale Homestead is obscured by planting, which is a missed opportunity for creating photographic opportunities and having it as a backdrop for community events, like

Another aspect of wayfinding would be to create an integrated landmark entry statement, lighting the lemon gum trees on Henry Street and out the front of Edenvale, and planting a beautiful avenue of ornamental trees along Henry Street which could mark the seasons.

Directional and interpretive signage within the Precinct does attribute to the place's legibility. Still, it is let down by the existing landscape which is currently looking tired and not reading as one Precinct. There needs to be a material, furniture, and planting style guide, all of which should be on brand with the creative/village themes.

Aligning opening days and times and offering tourism packages between the workshops, heritage tours, and tearooms would make it easier for tourists to discover or rediscover all the Precinct has to offer.

The products sold at the Precinct should be reviewed. For example, at the Liveringa Gallery, there were Gollywog dolls which may be offensive to many people and could tarnish some visitors experience. The shop may benefit from an overarching strategy to target specific arts and crafts markets for quicker retail turnover. There needs to be criteria set a standard for sale of beautiful, locally handmade products of high quality that inspire people to return and advertise the on premise the workshops.

The online presence needs to be more consistent between the community groups, Shire of Murray and tearoom. Websites, Instagram, and Facebook accounts should be reviewed, and training offered to stakeholders on how to maximise their online presence. This joined up marketing can also be written into lease or licensing agreements to optimise compliance.

Precinct volunteer recruitment should be ongoing but with a drive once a year via expression of interest forms available in person and on the website. We suggest the following needs to be communicate with a position description:

Visitor Services Volunteers participate in heritage tours, providing courteous and comprehensive information to visitors (this could include training from established commercial walking tour operatives like the company, Two Feet and a Heartbeat).

Education Volunteers support the delivery of the education programs and events which provide a bridge between Edenvale Heritage Precinct and school audiences.

Gardens Volunteers assist in the routine maintenance and presentation of key areas of our grounds.

Public Programs Volunteers may assist with the delivery of the public programs and events by providing support in the planning or on the day.

Time spent volunteering may be accredited towards the renewal of membership registration or other incentives.

The enforced isolation by COVID-19 has also sparked a resurgence of creativity and mindfulness activities in many households which creates an opportunity for Edenvale groups to become more outward-facing. Opportunities include broadening membership, workshops and courses offered as well as collaborations with other organisations like the Fremantle Arts Centre to share expertise/skills as well as costs for visiting artists.

The wider collective should also be considered. Edenvale is part of the Shire of Murray and therefore there is great opportunity for aligned branding and cross promotion in tourist planners and signage. One easy example would be the exit signage at Edenvale suggesting and nature experience at Dwellingup and a similar sign at Dwellingup promoting a visit to Edenvale.



# APPENDIX A - PLACE AUDIT



## EDENVALE HERITAGE PRECINCT

Edenvale is situated along the Murray River and on Pinjarra's main street. The Precinct's situational position adjacent to the main entry bridge makes it the north entry to the town.

The Edenvale Heritage Precinct contains several places of cultural and historical significance, locally and to the State of Western Australia. The Precinct also provides many recreational opportunities, particularly along the river edge in the former Glebeland where space is abundant and advanced vegetation is of aesthetic value.

The Precinct is a good representative example of a remnant of a nineteenth-century rural village with a government school designed by renowned government architect George Temple Poole, prominent family's homestead and church buildings.



Today the Precinct has retained a semi-rural feel due to its open spaces, homestead gardens, old timber fences, barns and mature trees. It is home to several not-for-profits and community groups in residence, as well as playing host to several cultural and recreational events for the community.

The site has meeting room facilities which are available for local businesses and the community. The only commercial activities currently provided within the Precinct are the homestead Tearooms and the Arts and Craft Shop, the latter run by resident arts group, Murray Arts and Craft Society. The Shire of Murray's presence on site is represented through the Tourist Information Point.

### PLACE AUDIT

A place audit of public assets currently located as part of Edenvale Heritage Precinct found that while Edenvale has a unique 'look and feel' there is an inconsistency of style. The variance of materials and furniture palette over time can have an adverse effect on people's experience and perception of the Precinct.

It should be noted there is also a lack of seating in the Precinct and places to rest and socialise. There should be a diverse range of seating to accommodate the many different visitors from the young to the elderly, bus tours, school groups, community breakout spaces. To increase the use of the garden area, a suite of branded flexible seating should be considered that can include beanbags, deck chairs and moveable, stackable seat.

#### LEGEND

- |  |  |
|--|--|
| 01 Edenvale Homestead, Tearooms and Pinjarra Visitor Point |  |
| 02 Community meeting rooms                                 |  |
| 03 Liveringa Homestead                                     |  |
| 04 Butchers Shop   |  |
| 05 Cart Shed   |  |
| 06 Roger May Machinery Museum                              |  |
| 07 The Old Barn Craft Workshop (Murray Arts and Crafts)    |  |
| 08 Arts and Crafts Shop (Murray Arts and Crafts)           |  |
| 09 The Gardens   |  |
| 10 Old School (Pinjarra Quilters)                          |  |
| 11 Old School Master's House                               |  |

- |                                     |  |
|-------------------------------------|--|
| 12 Heritage Rose Garden             |  |
| 13 St John's Church and Yard        |  |
| 14 The Olive Grove (The Glebe Land) |  |
| 15 Murray River                     |  |
| 16 Anzac Memorial                   |  |
| 17 Public Toilets                   |  |
| 18 Bicycle and Pedestrian Paths     |  |
| 19 Parking                          |  |
| 20 Children's Playground            |  |



#### LEGEND

- Precinct Boundary
- Bunbury Anglican Diocese
- Edenvale Homestead Site
- Glebeland



SEATING

Inconsistent palette of fixed and moveable furniture





## THE MEDLEY OF TREES

The mature trees on site are an important asset, a living legacy to a by-gone age and contribute to the sense of place. No tree should be removed or pruned without an arborist consultation. Trees that are failing should be removed, and a strategic planting strategy established to maintain its character for future generations.





## THE GARDENS

The garden planting palette needs refreshing to enhance and restore the heritage setting. The garden could have a botanical theme of heirloom plants typical of the era. A plant removal strategy is required for species that are failing, obscuring views or not contributing aesthetically.





## HARDSCAPE MATERIALS

The hardscape material palette needs reviewing to ensure it is consistent across the Precinct.





FENCES

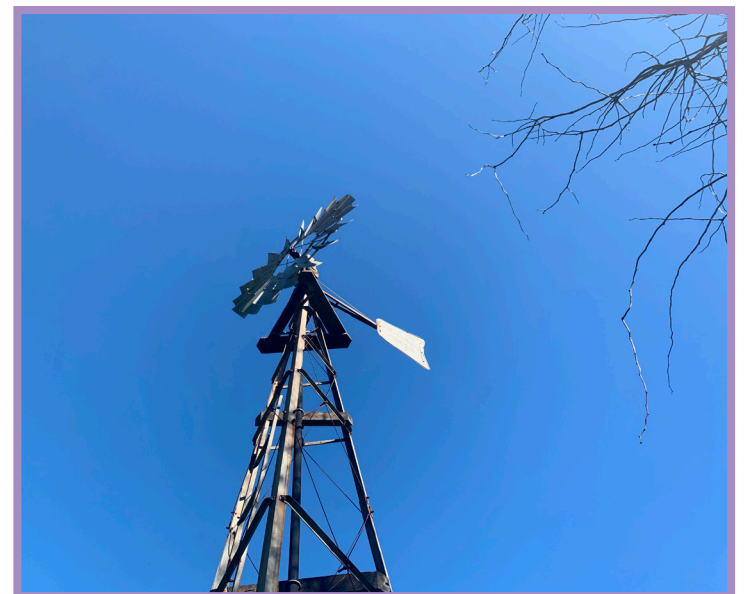
The fence material palette needs reviewing to ensure it is consistent across the Precinct This doesn't mean all fences need to be the same, but should follow a consistent style.





## STRUCTURES AND INFRASTRUCTURE

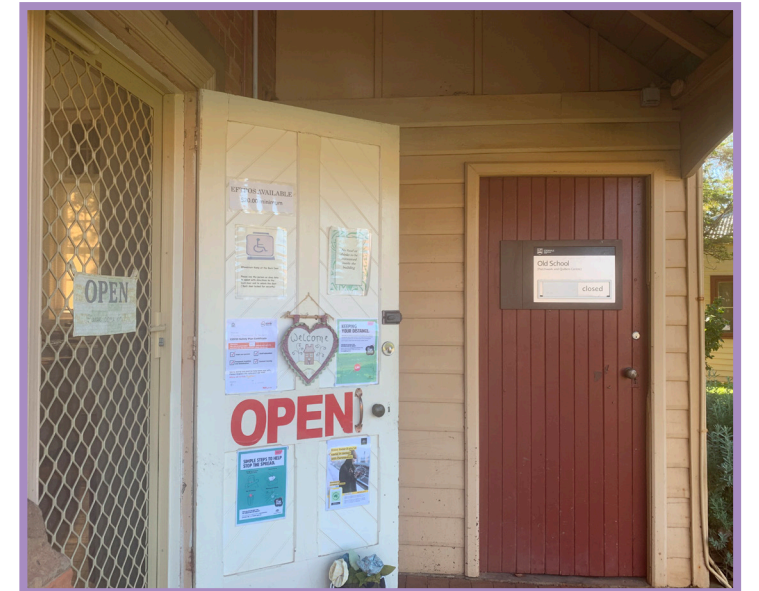
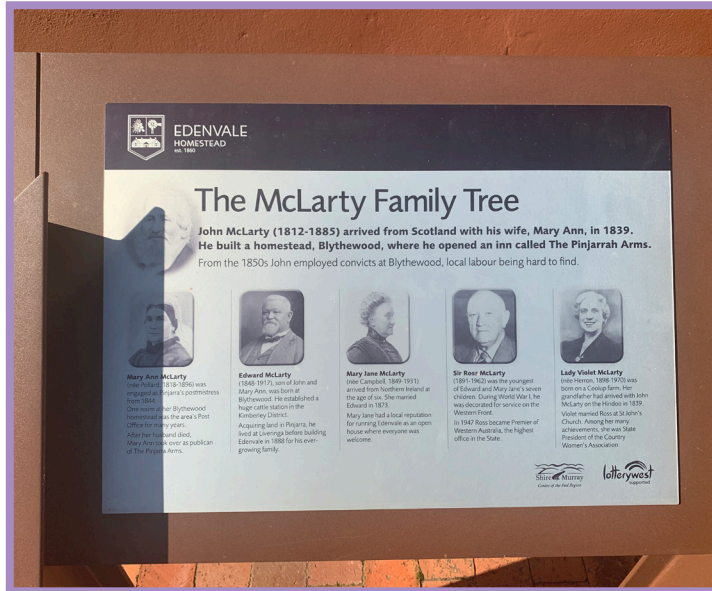
The structures on site need to be reviewed to ensure they are consistent across the Precinct and their placement does not detract or limiting the use of the space.





## SIGNAGE


The new signs need to work alongside a strategic wayfinding plan. Old and inconsistent signage should be removed.





ONLINE PRESENCE

The online presence needs streamlining. There are currently ten Facebook accounts and two Instagram accounts.



**Edenvale Homestead**  
@edenvalehomestead · Tea Room

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...

About


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2 Henry Street Pinjarra, Western Australia 6208

Edenvale Homestead  
June 11 ·

Looking forward to the re-opening!

Given the evolving status of COVID-19 and the impact this is having on business and venues, the Shire has made the decision to close the Homestead for the time being. Please feel free to still walk...



**Liveringa Art Gallery**  
@LiveringaArtGallery · Art Gallery

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Edenvale Complex Pinjarra, Western Australia 6208

Liveringa Art Gallery  
October 27, 2019 ·

A great day was had by all at the Garden Day today at Edenvale Pinjarra! Sunshine, interesting gardening stalls, delicious goodies for sale. It was great fun at Liveringa Gallery, treating the children at the Teddy Bears Picnic! A wonderful experience for all that attended! Next year...don't forget!



**Murray District Arts and Crafts Society WA Inc.**  
Private group · 87 members

Join Group

About This Group

Murray District Arts and Crafts Society exists to foster community engagement in arts and crafts within the Greater Peel Region of Western Austr... See More


Private  
Only members can see who's in the group and what they post

Visible  
Anyone can find this group

Pinjarra, Western Australia

General Group

History  
Group created on March 12, 2015 · See More



**The Roger May Machinery Museum and Cart Shed**  
@RMMMPinjarra · Landmark & Historical Place

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Cnr. George and Henry Streets, Pinjarra, Western Australia 6208

The Roger May Machinery Museum and Cart Shed  
1d ·

Our new tear-drop flags ready to go up outside our Museum in Pinjarra W.A.



**Edenvale Tea Rooms Pinjarra**

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Do you know Edenvale Tea Rooms?

To see what she shares with friends, send her a friend request.

Add Friend

Intro

Lives in Pinjarra, Western Australia

Edenvale Tea Rooms Pinjarra  
October 11, 2011 ·

now tell the truth you were playing with mitchel


Melissa Anderson  
October 11, 2011 ·

Forgot I had potatoes and pumpkin boiling eek they are ruined and now the house smells

1 Comment

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View 1 comment



**Pinjarra Art Hub At Edenvale**  
@PinjarraArtHub · Arts & Entertainment

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5 Murray at Pinjarra, Western Australia 6208

Pinjarra Art Hub At Edenvale  
3d ·

Beautiful Hand crafted winter beanies available.



**Murray Districts Historical Society**  
@MurrayDistrictsHistoricalSociety · Community

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804 people like this including 2 of your friends


840 people follow this

http://www.murrayhistory.org.au/

0407422771

Send Message  
murrayhistory@mail@gmail.com

Community



**The Pinjarra Historical Ghost Tour**  
Tour Agency

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Edenvale Historic Centre, George Street Pinjarra, Western Australia 6208

The Pinjarra Historical Ghost Tour added an event.  
October 22, 2019 ·

A trip back in time and imagination. Where not everyone inhabiting Pinjarra has a pulse



**Pinjarra Markets at Edenvale Homestead**  
@PinjarraMarkets · Shopping & Retail

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Edenvale Homestead Pinjarra, Western Australia 6208


Pinjarra Markets at Edenvale Homestead updated their cover photo.  
June 24 ·

Running on the second weekend of the month, September through to May each year. Browse local handmade arts and crafts and local food.

3,052 people like this

3,201 people follow this

431 people checked in here



**Pinjarra Garden Day - Friends of Edenvale Inc.**  
@PinjarraGardenDay · Community Organization

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About

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1 Henry Street Pinjarra, Western Australia 6208

Pinjarra Garden Day - Friends of Edenvale Inc.  
June 2 ·

What a great photo

The Friends of Edenvale are a not for profit group of volunteers whose mission is to support the various User Groups within the Heritage and Arts Precinct of the Edenvale Homestead. They also produce the Pinjarra Garden Day in October each year.

273 people like this










**edenvalehomestead**

11 posts · 149 followers · 101 following

Edenvale Homestead  
History, arts, art classes, music, crafts, shop and tea rooms  
#edenvalehomestead  
Pinjarra, Western Australia

POSTSTAGGED



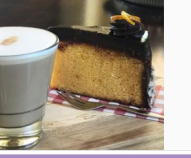







**edenvaletearooms**

94 posts · 59 followers · 68 following

Edenvale Tea Rooms  
www.facebook.com/pg/EdenvaleTeaRooms

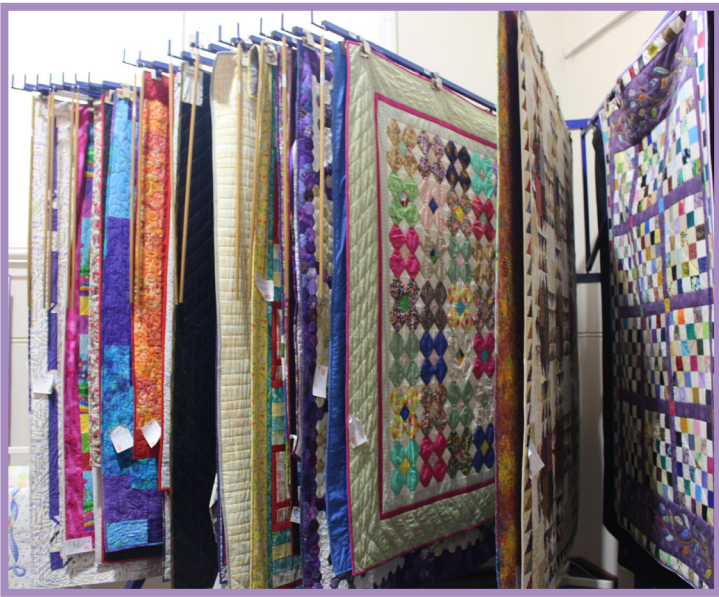
POSTSTAGGED





ART AND CRAFT

There needs to be an audit of the art and craft offer to make sure it is catering for a contemporary market and is aligned with the values of the Precinct.





BUILDINGS

Edenvale Homestead, Tearooms, Community Meeting Rooms and Butcher shop

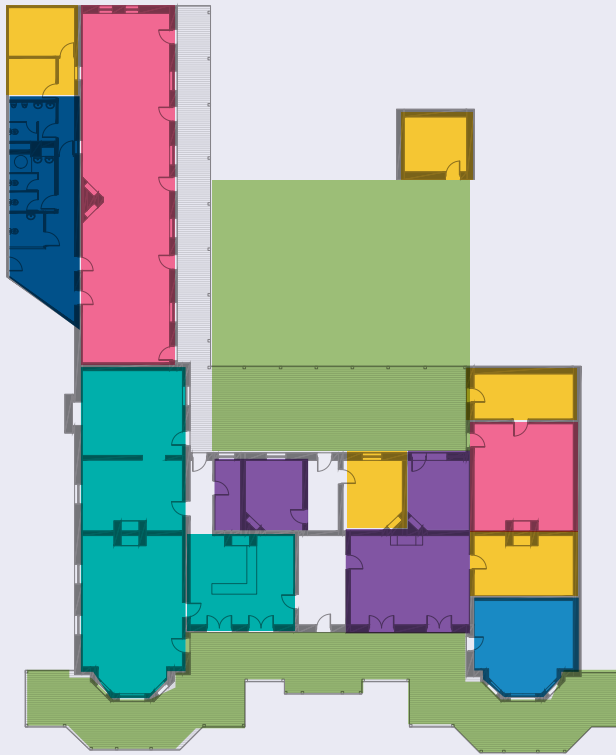


Activities	Homestead: <ul style="list-style-type: none"><li>Indoor and alfresco dining</li><li>Tourist information</li><li>Board room</li><li>Heritage display rooms</li><li>Storage</li></ul> Community Meeting Room: <ul style="list-style-type: none"><li>Community meeting space</li><li>Kitchenette</li><li>Toilets</li><li>Storage</li></ul> Butcher Shop: <ul style="list-style-type: none"><li>Storage</li></ul>
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Audience	<ul style="list-style-type: none"><li>Over 50s</li><li>Locals</li><li>Tourists</li></ul>
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Heritage value	Homestead and Community Meeting Room: Edenvale is associated with the McLarty family, a prominent pioneering family in the Murray District and Western Australian politics for nearly 70 years. The homestead built-in 1888 is an example of Victorian Regency style, and it has been deemed highly significant. Butcher Shop: Dating to 1890 it has considerable heritage being the first Butcher Shop for the town
----------------	---

Spatial use



LEGEND

- Tourist Information
- Heritage Displays
- Tearoom
- Alfresco Seating
- Community Facilities
- Facilities (Toilets)
- Storage or Office Space



Tourist Information is challenging to find as a visitor, and no staff present.



Run by the Shire, the Tearoom interior is dated, and the furniture doesn't provide for efficient use of space only having a 64 seat capacity.



An example of the historic displays that relate to the McLarty family.



This converted boardroom that is available for hire by the local community



The Butcher Shop has a prominent position located in the tearoom seating area, and it could play a more central role in the Precinct.



The use of the verandas was uncommon in a house of this period and contributes to Edenvale's aesthetic appeal. It creates a great place for alfresco dining for the tearooms.



Historic displays vary in quality and are not managed.





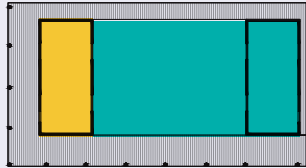


Small community meeting space that has a level change. Is mainly used for small gatherings.



<b>Activities</b>	<p>Tuesday to Saturday</p> <ul style="list-style-type: none"> <li>• Felting</li> <li>• Pottery</li> <li>• Painting</li> <li>• Lead-lighting</li> <li>• Mosaics</li> <li>• Leather work</li> <li>• Meeting room</li> </ul>
<b>Audience</b>	<ul style="list-style-type: none"> <li>• Murray Arts and Crafts</li> <li>• Over 50s</li> <li>• Locals</li> </ul>
<b>Heritage value</b>	<p>Some heritage significance being an old farm outbuildings that was transported to site.</p>
<b>General Comments</b>	<p>Well used space which is set up for pottery and other crafts.</p>
<b>Spatial use</b>	<p><b>LEGEND</b></p> <ul style="list-style-type: none"> <li>Murray Arts and Crafts Facilities</li> <li>Art Workshop Space</li> </ul>



## A large, mature tree with dense green foliage stands prominently in front of a dark-colored building with a corrugated metal roof. A wooden bench is placed on a red brick path near the base of the tree. A sign on the building's facade reads "OPEN". The scene is set in a sunny, outdoor environment with a clear blue sky.

<b>Activities</b>	<ul style="list-style-type: none"> <li>• Selling of arts, crafts and local produce.</li> <li>• The artisans from the Murray Arts and Craft are the volunteers who run the outlet to sell their work.</li> </ul>
<b>Audience</b>	<ul style="list-style-type: none"> <li>• Murray Arts and Crafts</li> <li>• Over 50s</li> <li>• Tourists</li> </ul>
<b>Heritage value</b>	Some heritage significance being an old farm outbuildings that was transported to site.
<b>General comments</b>	<ul style="list-style-type: none"> <li>• Ramp disengages the veranda from the outdoor space</li> <li>• Eclectic collection of products</li> <li>• Run by volunteers (120)</li> <li>• Open 10am - 3pm daily</li> </ul>
<b>Spatial use</b>   	
	<b>LEGEND</b>   Commercial  Storage





Roger May Museum



Activities	<ul style="list-style-type: none"><li>• Historic machinery and farming displays</li><li>• The volunteers run the museum and refurbish the display</li></ul>
Audience	<ul style="list-style-type: none"><li>• Men's Shed</li><li>• Over 50s</li><li>• Locals</li><li>• Tourists</li></ul>
Heritage value	The building has no heritage value
General comments	<ul style="list-style-type: none"><li>• Not enough room for museum</li><li>• Run by volunteers (26)</li><li>• Popular attraction</li><li>• Open 10am - 3pm daily</li></ul>

Spatial use

0 2 4m

N

LEGEND

Museum Space



The volunteer members run the museum and restore the old machinery and farming equipment.



Many of the museum pieces are donated and refurbished by the volunteers.



Periodically the display is showcased with the grounds



A small collection of household are displayed from yesteryear.

Cart Shed



Activities	<ul style="list-style-type: none"><li>• Storage for Roger May Machinery Museum</li><li>• Workshop area</li></ul>
Audience	<ul style="list-style-type: none"><li>• Men's Shed</li><li>• Over 50s</li><li>• Locals</li><li>• Tourists</li></ul>
Heritage value	The building has no heritage value
General comments	Not enough room for the workshop and storage

Spatial use

0 2 4m

N

LEGEND

Storage and Workshop Space



The cart sheds house projects which provide opportunities for members to practice their mechanical skills.



Once the piece is finished, it will be displayed at the Roger May Museum.



Liveringa Homestead



Liveringa is an Art Gallery space that sells works and for exhibitions



Throughout the week members also hold workshops and training classes here.



The former house is now a gallery for the Murray Arts and Craft.



The ample veranda space is a place artisans may sell their craft while working.

Activities	<ul style="list-style-type: none"><li>• Art Gallery with changing exhibition space</li><li>• Rooms dedicated to art workshops.</li></ul>
Audience	<ul style="list-style-type: none"><li>• Murray Arts and Crafts</li><li>• Over 50s</li><li>• Locals</li><li>• Tourists</li></ul>
Heritage value	<ul style="list-style-type: none"><li>• It has considerable heritage being a Colonial Georgian house of 1865 and the first home of the McLarty family at</li></ul>
General comments	<ul style="list-style-type: none"><li>• The gallery may be opened but not staffed</li><li>• The artwork is not always curated, eclectic mix</li><li>• 10 am - 3 pm daily</li></ul>

**Spatial use**

0 2 4m

N

**LEGEND**

- Exhibition Space
- Art Workshop Space
- Facilities (Kitchenette and Toilet)

The Gardens and Grounds



Activities	<ul style="list-style-type: none"><li>• Volunteer gardening</li><li>• One-off training arrangements with Fairbridge (not currently)</li><li>• Day and Night Markets</li><li>• Events e.g. Pinjarra Festival and Garden Day</li><li>• Yoga</li><li>• Movie Nights</li></ul>
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Audience	<ul style="list-style-type: none"><li>• Locals</li><li>• Tourists</li><li>• Families and festival goers</li><li>• Active recreational users (typically 20's and 30's)</li></ul>
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Heritage value	<ul style="list-style-type: none"><li>• Many of the mature trees may date back to original homestead</li><li>• The homestead originally had a landmark rose garden</li></ul>
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General comments	<ul style="list-style-type: none"><li>• The ground are many significant and mature trees</li><li>• The carpark and street divide the grounds</li><li>• Maintained by the Shire and volunteers.</li></ul>
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The grounds with mature trees provide places for activities like yoga.



The garden's mature trees add to the charm of Edenvale.



The grounds with the lawn areas provide places for markets, movies and passive recreation.



The Precinct has heritage elements to discover and explore throughout the grounds.



Old School



Activities	Community quilters group to produce and display their wares.
Audience	<ul style="list-style-type: none"><li>Pinjarra Patchwork and Quilters Club</li><li>Tourists</li></ul>
Heritage value	Considerable heritage as the former school was designed by George Temple Poole in 1896 and an example of the Federation Queen Anne.
General comments	The McLarty family organised for a school to be established and the current building was opened in 1897. Presently space is used for Patchwork and Quilters. This landmark building feels disconnected from the Precinct due to Henry Street.
Spatial use	<div><div><div><div><div></div><div></div><div></div><div></div><div></div></div><div><div></div><div></div><div></div><div></div><div></div></div><div><div></div><div></div><div></div><div></div><div></div></div><div><div></div><div></div><div></div><div></div><div></div></div><div><div></div><div></div><div></div><div></div><div></div></div></div><div><div></div><div></div><div></div><div></div><div></div></div><div><div></div><div></div><div></div><div></div><div></div></div><div><div></div><div></div><div></div><div></div><div></div></div><div><div></div><div></div><div></div><div></div><div></div></div><div><div></div><div></div><div></div><div></div><div></div></div></div><div><div>024m</div><div>N</div><div></div></div><div><div>LEGEND</div><div><div></div><div>Museum Space</div></div><div><div></div><div>Display and Shop Outlet</div></div><div><div></div><div>Storage and Facilities</div></div></div></div>



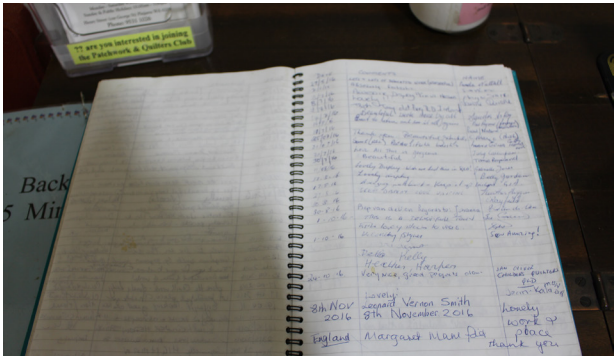
The old school room is dedicated to displaying the patchwork and quilts.



A small collection of household items from yesteryear.



Many of the museum pieces are donated and refurbished by the volunteers.



Run by volunteers this popular attraction as it acts as both a museum and workshop.

Headmaster's Cottage



Activities	Housing important local historical photographic displays, records and information.
Audience	<ul style="list-style-type: none"><li>The Murray District Historical Society</li><li>Locals</li><li>Tourists</li></ul>
Heritage value	Built in 1896 as the teacher house it has considerable heritage value.
General comments	<ul style="list-style-type: none"><li>A significant collection of information</li><li>The information is difficult to access if you are visiting</li><li>The displays aren't wheelchair friendly</li><li>11am to 3pm on Fridays, Saturdays and Sundays</li></ul>
Spatial use	<div><div><div><div><div></div><div></div><div></div><div></div><div></div></div><div><div></div><div></div><div></div><div></div><div></div></div><div><div></div><div></div><div></div><div></div><div></div></div><div><div></div><div></div><div></div><div></div><div></div></div><div><div></div><div></div><div></div><div></div><div></div></div></div><div><div></div><div></div><div></div><div></div><div></div></div><div><div></div><div></div><div></div><div></div><div></div></div><div><div></div><div></div><div></div><div></div><div></div></div><div><div></div><div></div><div></div><div></div><div></div></div></div><div><div>024m</div><div></div><div></div></div><div><div>LEGEND</div><div><div></div><div>Storage and Workshop</div></div><div><div></div><div>Meeting Area and Storage</div></div><div><div></div><div>Office and Storage</div></div><div><div></div><div>Facilities (Kitchen and Bathroom)</div></div></div></div>



The meeting area.



Volunteer showing heritage photos of the Pinjarra School.



A room housing the historical information.



Planted in 1980 the Heritage Rose Garden contains rare roses.



St John’s Church



Activities	Weddings and events
Audience	Weddings and events
Heritage value	St John’s Church is one of the oldest churches in Western Australia.
General comments	Being built on the banks of the Murray River, the Church has been inundated several times (most notably 1862, 1945 and 1955).

Spatial use

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Event Space



The heavy pews restrict the use of the old church as being mainly for a wedding event.



The church with its lead light windows, wooden features and flooring is a great space for events.



The church is well situated on the river and along the heritage trail.



The local graveyard is both a place of the town’s ancestors and a point of interest for history enthusiasts.

The olive grove (the Glebe Land) and Foreshore area



Activities	• Walking
Audience	• Locals • Tourists
Heritage value	• The river and land has considerable heritage value for being first cleared and fenced by convicts. • Citrus and olive trees were planted around 1950 for church fund-raisers.
General comments	• Area occasionally floods in the winter. • Old rectory has been removed and there is a plaque for the old well • There is a river walk that could be linked into Edenvale



The Precinct is situated on the river, making it connected via walk trails and people on kayaks.



The Anzac Memorial has recently been relocated to this location (just off Henry and Murray Street).



Cannon Ave like Henry Street, is an old colonial road with country lane charm.



The site is bound by the river and is connected by the popular heritage and river walk that connects the precinct under the road to the children’s play area.