

Heritage Interpretation Strategy
for
Western Sydney Stadium



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on behalf of
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1.0 INTRODUCTION

This report supports a State Significant Development (SSD) Development Application (DA) submitted to the Minister for Planning pursuant to Part 4 of the *Environmental Planning and Assessment Act 1979* (EP&A Act).

The Application (referred to as SSDA16_8175) follows the approval of a Stage 1 SSD DA (SSDA16_7534) in December 2016. The Stage 1 SSDA sets out a Concept Proposal for the redevelopment of the Western Sydney Stadium (WSS) and future supporting uses. In summary, the Stage 1 Consent includes the following components:

- concept Proposal for the WSS, including building envelopes, a new 30,000 seat stadium, 500 surface car parking spaces, access, ancillary infrastructure and landscaping; and
- detailed works for staged demolition and removal of the existing stadium and associated infrastructure and the Parramatta Swimming Centre.

Overview of Proposed Development

The proposal relates to a detailed ('Stage 2') DA for the detailed design and construction of the stadium. This SSD DA seeks approval for the following components of the development:

- detailed design of the stadium, public domain and car parking spaces;
- construction and use of the 30,000-seat stadium including:
- general admission facilities including bars, food and drink stalls, amenities and viewing areas;
- a function centre and kitchen facility;
- associated stadium facilities including player and coaching facilities, media and press conference rooms, security and stadium managers facilities;
- waste storage and loading dock;
- construction and embellishment of the public domain including:
- outdoor sporting and recreation facilities;
- public plazas and entertainment areas;
- general landscaping works;
- provision of up to 500 car parking spaces with vehicle access to the development from O'Connell Street and internal roads for vehicular circulation;
- provision of signage zones, lighting and other ancillary stadium elements;
- pedestrian access and footpath upgrades along O'Connell Street; and
- extension and augmentation of physical infrastructure / utilities as required.

1.1 Background to the Western Sydney Stadium Stadia Strategy

The renewal of the WSS forms part of the NSW State Government's revitalisation of Sydney's key sporting stadia. The NSW Government has identified the redevelopment of the WSS as a major urban renewal project and has committed \$300 million to its renewal. The WSS is to be redeveloped for increased capacity, greater activation and relationship with O'Connell Street as well as future ancillary uses to support the stadium.

Concept Proposal (SSDA 16_7534)

Infrastructure NSW (iNSW) on behalf of Venues NSW submitted a State Significant Development Application (SSDA) for the Stage 1 concept proposal and demolition of the existing stadium in July 2016. Consent for the Stage 1 SSDA was granted by the Minister for Planning on 7 December 2016 and includes:

- a maximum total GFA of approximately 60,000 m² (excluding the playing pitch) for the stadium development, including:

- additional seating for approximately 10,000 more spectators in a seating bowl with 30,000 seats, including 27,000 general admission seats and 3,000 corporate seats;
- playing pitch;
- five levels of premium box/terrace, function/lounge offerings and a number of suite offerings;
- flood lighting, stadium video screens and other ancillary fittings;
- additional facilities for team, media, administration and amenity, including:
- police facility and security office;
- players changing rooms;
- ticket gates and ticket boxes;
- media interview rooms;
- green room;
- production suite and joint operation control room;
- event briefing rooms;
- hirers office and patron services offices;
- first aid facilities;
- loading docks for deliveries; and
- food, beverage and retail facilities.
- a maximum GFA of approximately 20,000 m² for future development of ancillary uses within the northern corner of the Site;
- transport, parking and accessibility;
- public domain elements; and
- landscaping elements throughout the Site.

Design Excellence and Project Tender Phase

Since receiving the development consent for Stage 1, Venues NSW have appointed lendlease as the contractor for the Stage 2 detailed design and the demolition and construction of the stadium. The tender process also served as a competitive design process in accordance with the Director General's Design Excellence Guidelines and Clause 7.10 of the *Parramatta Local Environmental Plan 2011*.

Site Establishment works Modification

A modification application (MOD 1) was made to the Stage 1 DA pursuant to Section 96(2) of the EP&A Act in February 2017. The modification seeks to expand the approved range of site preparation works to include piling and remediation/earthworks, as outlined below:

- remediation works comprising the excavation and storage of contaminated materials and bulk excavation. Contaminated materials will be stored on site and capped below ground in accordance with the recommendations outlined in the Remedial Action Plan.
- piling works which will comprise the driving and drilling of concrete piles to establish foundations for the construction of a stadium located within the Stage 1 building envelope

The modification application is currently under assessment by the Department of Planning and Environment (DPE) and is awaiting determination.

1.2 Location of Stadium Site

The site of the WSS is bounded to the west and south by the Parramatta River, O'Connell Street to the east and the Cumberland Hospital East Precinct to the north. It incorporates Parramatta Park land, including the Old Kings Oval. The site also includes excisions to the public land granted as parkland in 1858, namely Pirtek Stadium (formerly the site of Cumberland Oval) and the Parramatta War Memorial Swimming Centre.



Figure 1: Location of the Western Sydney Stadium (WSS) site in Parramatta. (Source: Lendlease)

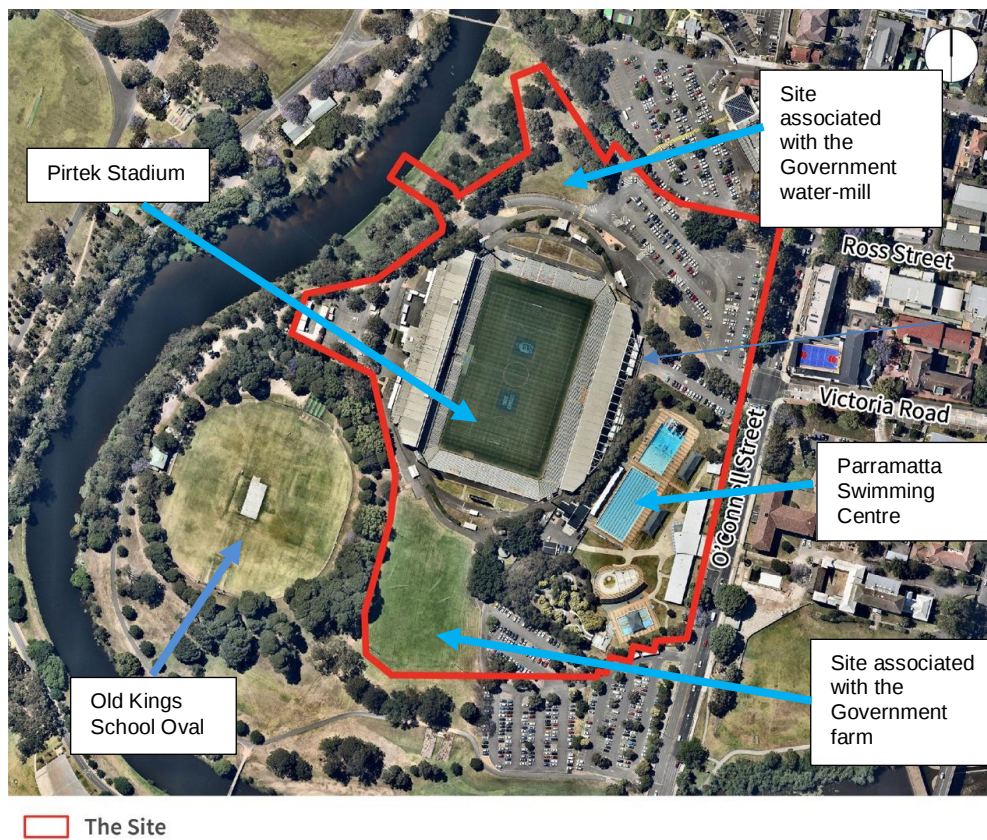


Figure 2: The area to be redeveloped for the WSS outlined in red. (Source: Lendlease)

1.3 The Stage 2 Development Proposal

The Stage 2 Development Proposal involves the construction and use of the 30,000-seat WSS including:

- general admission facilities including bars, food and drink stalls, amenities and viewing areas;
- a function centre and kitchen facility;
- associated Stadium facilities including player and coaching facilities, media and press conference rooms, security and stadium managers' facilities;
- waste storage and loading dock;
- construction and embellishment of the public domain including;
- outdoor sporting and recreation facilities;
- public plazas and entertainment areas;
- general landscaping works;
- provision of up to 500 car parking spaces with vehicle access to the development from O'Connell Street and internal roads for vehicular circulation;
- provision of signage zones, lighting and other ancillary stadium elements;
- pedestrian access and footpath upgrades along O'Connell Street; and
- extension and augmentation of physical infrastructure / utilities as required.

2.0 PROJECT PURPOSE, GUIDING PRINCIPLES AND METHODOLOGY

2.1 Stage 1 Consent Conditions and SEARs

2.1.1 Stage 1 Consent Conditions

In the Minister's consent for the Stage 1 of WSS, condition B19 requires that future development applications for the WSS shall include a Heritage Interpretation Strategy and Plan.

2.1.2 Secretary's Environmental Assessment requirements

The Secretary's Environmental Assessment Requirements (SEARs) under Section 78A(8A) of the Environmental Planning and Assessment Act and Schedule 2 of the Environmental Planning and Assessment Regulation 2000 for the EIS for SSD 8175 WSS (Stage 2 Design & Construction) require, inter alia, the following matters relating to visual and heritage impacts to be addressed in the Statement of Heritage Impact component of the EIS.

'Provide a Heritage Interpretation Strategy and Plan that interprets the history and significance of Parramatta Park and Old Government House in public domain areas surrounding the WSS.'

2.2 The Purpose of Interpretation

Interpretation is broadly defined as the communication of information about, or the explanation of the nature, origin and purpose of natural, historical or cultural places, sites and objects and the processes and people who have contributed to their significance.

Interpretation has been defined by the NSW Heritage Office as:

"all the ways of presenting the significance of an item. Interpretation may be a combination of the treatment and fabric of the item; the use of the item; the use of interpretive media, such as events, activities, signs and publications, or activities, but is not limited to these".

In its Heritage Information Series, the Heritage Office published *Interpreting Heritage Places and Items: Guidelines* and a *Heritage Interpretation Policy Statement*. Underpinning the Heritage Council's policy and the Australia ICOMOS Burra Charter is the acceptance that:

"heritage interpretation is an integral part of the conservation and management of heritage items and is relevant to other aspects of environmental and cultural management and policy".

The Heritage Council policy adds that:

"heritage interpretation incorporates and provides broad access to historical research and analysis and provides opportunities to stimulate ideas and debate about Australian life and values, and the meaning of our history, culture and the environment".

There is little point in conserving places or things if no-one is aware of why they're important and should be retained and protected. Interpretation to identified target audiences and the wider community should explain why a place is significant and why it should be conserved, in ways that are informative, stimulating and culturally appropriate. While all the heritage values of a place need to be interpreted, it is often the landscape elements and how built elements sit in the landscape that make it easier for people to be able to 'read the landscape' and understand how the place has evolved over time.

2.3 Theoretical Framework

Heritage interpretation uses passive or interactive methods to communicate significance and is used in museums and galleries, zoos, natural landmarks, national parks, botanic gardens, parks, town precincts and on sites, buildings and landscapes to deliver pertinent information. It also successfully be integrated into infrastructure, including lighting, pavements, built form, new landscape and other public amenities. It can be realised through exhibitions and displays, signage, public engagement, public art, models, maps, walking and guided tours, multimedia and mobile applications.

Interpretation helps to create platforms for dialogues which explain the rationale for the retention of heritage features in the cultural landscape and promotion of values which enhance the site's identity, conserve the site's history and create accessible pathways for understanding its significance. It encourages understanding and respect for former and proposed activities and/or occupants in the true spirit of diversity.

Interpretation theory is derived from six basic principles of interpretation, identified by Professor Freeman Tilden in 1957 in his book 'Interpreting our Heritage' and which remain highly relevant to the heritage interpretation industry today:

- any interpretation that does not somehow relate what is being displayed or described to something within the personality or experience of the visitor will be sterile,
- information, as such, is not Interpretation. Interpretation is revelation based upon information, but they are entirely different things. However, all interpretation includes information,
- interpretation is an art, which combines many arts, whether the materials presented are scientific, historical or architectural. Any art is in some degree teachable,
- the chief aim of interpretation is not instruction, but provocation,

- interpretation should aim to present a whole rather than a part, and must address itself to the whole man rather than any phase,
- interpretation addressed to children (say up to the age of twelve) should not be a dilution of the presentation to adults, but should follow a fundamentally different approach. To be at its best it will require a separate program.

Tilden's theories were subsequently advanced by Professor Sam Ham who proposed a strategy for changing behaviour and challenging thinking through persuasive communication, suggesting that to be effective, interpretation needed to be **Thematic, Organised, Relevant and Enjoyable (TORE model)**

The primary **goal** of an Interpretation Strategy is to contribute to the master-planning process of a site and to identify key locations where relevant interpretative themes and messages which enhance the understanding of the significance of the site can be delivered.

The **objectives** of this Interpretation Strategy are to:

- identify the character of the site on which the Western Sydney Stadium is built, for the purposes of interpreting its natural and cultural heritage values,
- identify the interpretive themes which can communicate the historic significance of the site,
- provide the thematic context to inspire the development of interpretation proposals, and
- identify appropriate locations and communication techniques for interpreting the heritage values of the Parramatta North Historic Sites,
- provide guidelines for the preparation and implementation of integrated interpretation proposals for future development.

2.4 Guiding principles

The NSW Heritage Office Heritage Interpretation Policy (August 2005) suggests a framework for practice in heritage interpretation using the following guiding principles:

- people and culture: *respect heritage sites for the special connections between people and items*
- significance: *understand the item and convey its significance*
- records and research: *use existing records of the item, research additional information, and make the records and research publicly available (subject to security and cultural protocols)*
- audience: *explore, respect and respond to the identified audience*
- themes: *make reasoned choices about themes, ideas and stories*
- engaging the audience: *stimulate thought and dialogue, provoke response and enhance understanding*

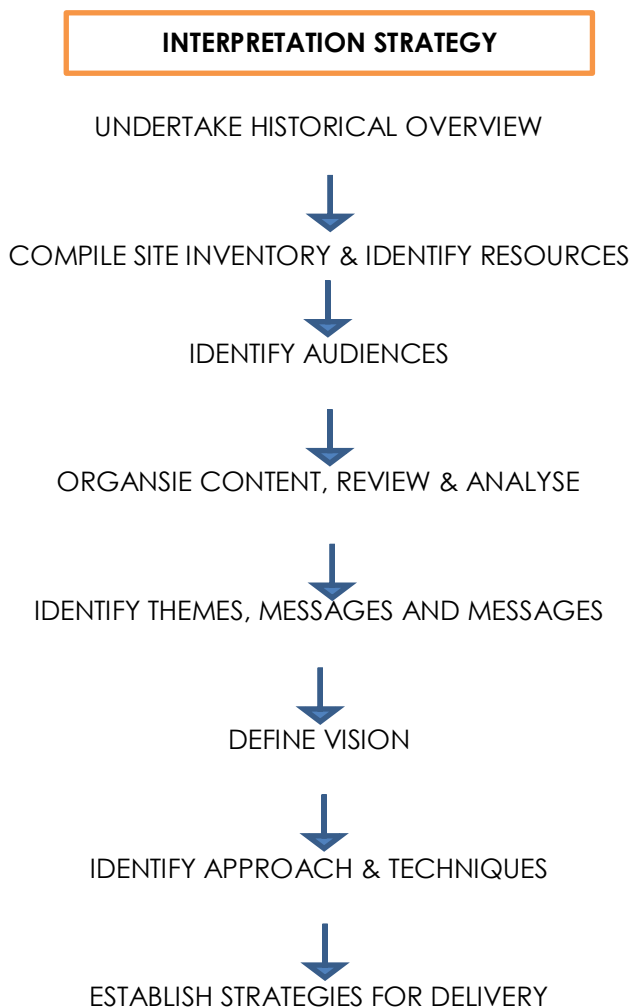
- context: *research and understand the physical, historical, spiritual and contemporary context of the item and related items; and respect local amenity and culture*
- sustaining significance: *develop interpretation that strengthens and sustains the significance of the item, its character and authenticity*
- conservation planning: *integrate interpretation in conservation planning, and in all subsequent stages of a conservation project*
- maintenance, evaluation and review: *Include interpretation in the ongoing management of an item; provide for regular maintenance, evaluation and review*
- skills and knowledge: *involve people with relevant skills, knowledge and experience*
- Collaboration: *collaborate with organisations and the local community.*

2.5 Interpretation planning

Interpretation planning is a 3-stage process which commences with an Interpretation Strategy to establish a framework for understanding the heritage significance and values of a site or building. The information content is organised into themes and messages which can be communicated to the audience and identifies opportunities for the delivery of content and suggests methods and techniques appropriate to the content, site and audience.

An Interpretation Plan is prepared once the Aboriginal and European archaeology is completed and the information gathered in that process is analysed. Detailed designs are prepared for interpretive installations which complement the cultural landscape. Endorsement from the Heritage Division, Office of Environment and Heritage is required for both these stages. In the final stage, interpretation is implemented and installed.

The methodology which underpins the preparation of an Interpretation Strategy is identified in the following flow chart.



2.6 Methodology

This strategy has been prepared in accordance with the Interpretation Policy & Guidelines published in 2005 by the former NSW Heritage Office (now Heritage Division, Office of Environment and Heritage).

It is also guided by the Australia ICOMOS *The Burra Charter: The Australia ICOMOS Charter for Places of Cultural Significance 1999 (revised 2013)*. The Burra Charter defines interpretation as meaning

*"all the ways of presenting the cultural significance of a place".
Interpretation may be a combination of the treatment of fabric; the use of and activities at the place; and the use of introduced explanatory material.'*

2.7 Authorship

This Interpretation Strategy has been prepared by Margaret Betteridge and Chris Betteridge, principals of Betteridge Consulting Pty Ltd (t/a MUSEcape), a Sydney-based heritage consultancy established in 1991.

Margaret Betteridge BA (UNSW), Grad. Cert. (Museum Studies) (Leicester), AMA (London) is a trained curator with extensive experience in the interpretation of cultural heritage places.

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Both authors have extensive experience in the conservation and interpretation of heritage sites in Parramatta.

2.8 Acknowledgments

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2.11 Definition of Heritage Conservation Terms

Conservation terms used in this document are those used in the Burra Charter of Australia ICOMOS, the body representing professional heritage practitioners in this country. Key definitions are listed below.

Place means site, area, land, landscape, building or other work, group of buildings or other works, and may include components, contents, spaces and views.

Cultural significance means aesthetic, historic, scientific, social or spiritual value for past, present or future generations. Cultural significance is embodied in the place itself, its fabric, setting, use, associations, meanings, records, related places and related objects. Places may have a range of values for different individuals or groups.

Fabric means all the physical material of the place including components, fixtures, contents, and objects.

Conservation means all the processes of looking after a place so as to retain its cultural significance.

Maintenance means the continuous protective care of the fabric and setting of a place, and is to be distinguished from repair. Repair involves restoration or reconstruction.

Preservation means maintaining the fabric of a place in its existing state and retarding deterioration.

Restoration means returning the existing fabric of a place to a known earlier state by removing accretions or by reassembling existing components without the introduction of new material.

Reconstruction means returning a place to a known earlier state and is distinguished from restoration by the introduction of new material into the fabric.

Adaptation means modifying a place to suit the existing use or a proposed use.

Use means the functions of a place, as well as the activities and practices that may occur at the place.

Compatible use means a use which respects the cultural significance of a place. Such a use involves no, or minimal, impact on cultural significance.

Setting means the area around a place, which may include the visual catchment.

Related place means a place that contributes to the cultural significance of another place.

3.0 SITE HISTORY AND DESCRIPTION

3.1 *Historical Phases of Development*

3.1.1 **The Natural Environment**

The original riverine environment of the WSS site was likely to have been characterised by river terraces with woodland vegetation, dominated by eucalypts - grey box (*Eucalyptus moluccana*) and forest red gum (*Eucalyptus tereticornis*), with an open grassy understorey; and common reed (*Phragmites australis*) paperbarks (*Melaleuca linariifolia*) and rough barked native apple (*Angophora floribunda*); and mangroves (*Avicennia marina*) along the river margins.

3.1.2 Aboriginal Cultural Heritage

Parramatta is a place defined by its pre-European history. It is the traditional land of the Darug people whose occupation can be traced back 20,000 years. Its name is derived from Aboriginal language 'burra' being the word for eels and 'matta' the word for creek or river and together, commonly interpreted as 'the place where the eels lie down'.

This land was the traditional meeting place and food-gathering location for Aboriginal people and the shallow reaches of this tidal estuary were important river crossings. It has strong spiritual and cultural connections for the Burramatta, the traditional land of the (freshwater) Darug and (saltwater) Wangal clans for over 20,000 years. Burramatta land has nourished, sheltered and nurtured generations of Aboriginal people who have co-existed with it and adapted to its unique and ancient environment. In turn, it has shaped their identity.

The Burramatta clan, comprising between 30 and 60 people, were skilled hunters, fishers and gatherers who moved through the land and lived with the seasons for their food and shelter. Salt and fresh water species of fish, shellfish and eels were a plentiful source of food and local timber was used to make shallow draft canoes for traversing the waterways and fishing. Nearby evidence of artefact scatters, shell deposits and scar trees suggests that the sites are likely to reveal significant information through Aboriginal and European archaeological investigation.

For Darug people today, this land is significant as traditional occupation, hunting and fishing ground. Their occupation can be interpreted by the remnant artefact scatters, scarred trees and management of indigenous plantings which have been found on the western side of the Parramatta River and are likely to be found on the eastern side. The WSS is important too for its associations with a landscape defined by the river and its terraces, plants, animals, seasons, spiritual associations; and as a place of gathering which connects today's Darug to their ancestors and makes it possible for them to transfer their stories, language, ceremonies, rituals, totems and laws to contemporary generations.

The WSS location has significant associations with the interaction between Aboriginal people and colonial authorities and with the dispossession of Aboriginal people as a consequence of early colonial settlement and agricultural enterprise.

3.1.3 Early European Settlement

The WSS site is within the area of the first European settlement of Rose Hill (renamed Parramatta on 4 June 1791) and was the third site of early colonial settlement after Sydney Cove and Norfolk Island. The shortage of food and the failure of farming in Sydney Cove prompted Governor Phillip, in 1788, to investigate opportunities further west and an early exploratory survey suggested that conditions on the fertile river terraces at the head of the Parramatta River might offer more success. A military redoubt (a small ditched fortification with an earthen embankment) was constructed on Rose Hill, offering protection for the detachment of marines which Phillip had dispatched to oversee the establishment of an agricultural settlement and its convict labour. Across the river, a government farm was established with a residence for its supervisor, Edward Dodd and a barn and granaries for storing harvested wheat, barley, oats and maize.



Figure 3: View of the Government Farm, Rose Hill, Port Jackson circa 1791, artist unknown. (SLNSW DG SV1A/24)

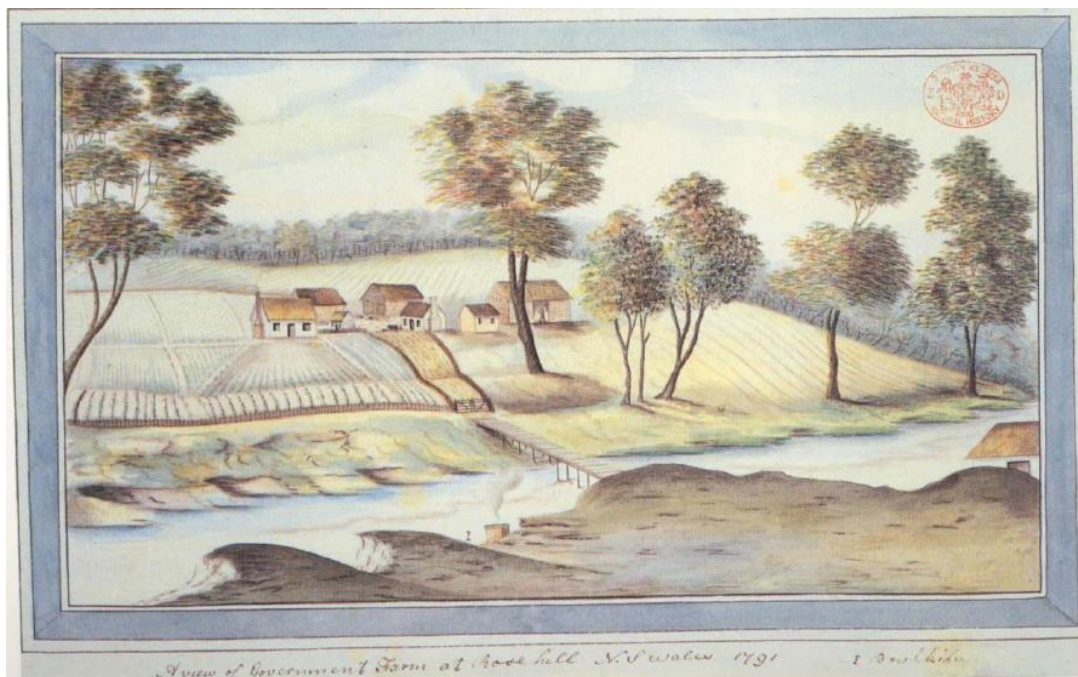


Figure 4: A view of Government Farm at Rose Hill N.S. Wales, 1791, Port Jackson painter. (Watling and Lambert Collection, British Museum of Natural History)

[Note: Figures 3,4,5,6,7 and 8 have been reproduced from Casey & Lowe's Historical Archaeological Assessment & S96 Heritage Impact Statement prepared for WSS, February 2017]

The location of the Government Farm is in the southern part of the WSS site. It is depicted on a number of early sketch maps of Rose Hill and in two watercolours as a rectangular fenced area, neatly aligned with pathways and plantings sloping towards the Parramatta River.



Figure 5: Sketch of Rose Hill by William Bradley, circa May 1789, showing the location of the Government farm adjacent to the Parramatta River and opposite the redoubt. (SLNSW SAFE/MT4 140/1792/1, chart 4 digital order no a127082)

In September 1800, Governor John Hunter announced his plans to construct a large water-mill which would harness the tidal power of the river for grinding grain. This required the construction of a mill-race and dams to direct and control the flow of water. The mill-race commenced just north of the junction between Toongabbie Creek and the Parramatta River, ran south-east through a farming leasehold north of the Government Farm held by Charles Smith and followed a line to the site of the water mill. Despite modifications intended to sure up the dam walls and redirect water, the project was further beset with construction problems, disputes and mismanagement. Ultimately it was failure of the earthen works, the irregular and unpredictable water supply and the reliance on traditional European farming methods which contributed to its demise.

In 1806, Governor King granted two adjacent leaseholds on the northern side of the river in the general area of the Government Farm, one to George Caley, the plant specimen collector to botanist, Sir Joseph Banks; the other to pardoned convicts, Thomas and Elizabeth Eccles. Caley appears to have lived here prior to the leasehold, leaving in 1808, while the Eccles resided on his allotment until the death of Thomas.

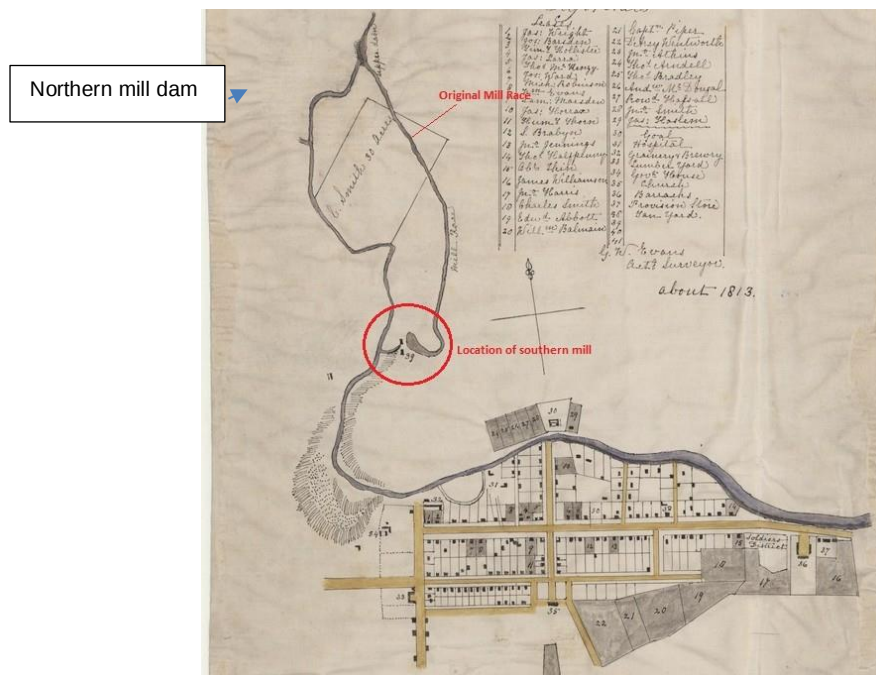


Figure 6: Map of Parramatta showing the 1799-1803 mill and race and the southern and northern dams. This map does not identify the Government Farm. James Meehan's 1804 drawing of G V Evan's survey. (UK National Archives C0700 NSW22).

The Government Farm is generally considered to be the colony's first successful agricultural enterprise, albeit tarnished by the failure of the water-mill. However, it was a catalyst which contributed to the expansion of settlement which would eventually lead to the establishment of Parramatta as a township. The outcome of this success however was that, as land was appropriated for European settlement, Aboriginal people were denied their connections to the land and despite attempts at reconciliation, particularly by Governor Macquarie, Aboriginal people suffered the consequences of intervention and dispossession.

3.1.4 Governor's Domain

From 1788 to 1857, Parramatta was a centre of administration of the penal colony and a vice-regal residence was home to the first 10 governors of NSW. Old Government House, enlarged and enhanced by Governor Macquarie and his wife, Elizabeth, included land on both sides of the river, known as the Governor's Domain, which provided a picturesque setting for the residence. The public's 'customary access' to the Governor's Domain was curtailed in 1846 by Governor Sir Charles Fitzroy and the following year he approved an application from the Cumberland Turf Club (later renamed the Parramatta Jockey Club in November 1879) to build a racecourse for the sport of horse-racing.

3.1.5 The Cumberland Turf Club

The use of parts of the former Governor's Domain at Parramatta for sporting activities had begun earlier, in 1825, with the Cumberland Turf Club's horse races held on a stretch of land south of the river until the club was disbanded in the 1830s. Racing however remained popular and on Easter Monday in 1847 a horse race was held again south of the river. It was so successful that the Cumberland Turf Club was revived and gained permission from Governor Fitzroy to use a portion of the Governor's Domain north of the river, previously used for grazing, to hold their next race. The Club operated on a site extending from the present day Pirtek Stadium to O'Connell Street with a course circuit length of approximately one mile. The popular

Mud Lodge Races¹ were held here between 1858 and 1883 (and training continued until 1893) after which horse racing was established at Rosehill. This was the first excision of land from the Government Domain for a sectional sporting interest and extended from the river east to what is now O'Connell Street.



Figure 7: Part of Kirkby's plan of a park proposed for Parramatta illustrating the extent of the racecourse in the Government Domain at North Parramatta in January 1858 (Map SR Item 4807, SRNSW reproduced from Rosen 2003:118).

3.1.6 Parramatta Park

Against the background of the worldwide public parks movementIn 1858, bowing to public agitation, particularly from the Parramatta Citizens' Movement for Recreation in Open Lands, for public access to the open space, a minimum of 200 acres of Government Domain land was gazetted as public parkland (Parramatta Park) for the 'health and recreation of the inhabitants of Parramatta'². The site of the Government Farm was included in the curtilage of the Park. Over time, however, excisions of leaseholds for other sectional interests (including licensed clubs and sporting interests) have impacted on the Park's boundaries well into the late 20th century.

In 2010, Parramatta Park was included as one of eleven significant Australian convict sites on the UNESCO World Heritage List.



Figure 8: Ebsworth's survey, 1887 provides information about the mill-race and mill-pond (dam) of the government watermill. (Ms 80-Sy, LPI).

¹ Mud Lodge was the name of a cottage in Parramatta Park occupied by a constable. The racecourse was accessed via the gate to this cottage (which was replaced by the Ross Street gatehouse in 1935).

² Parramatta Domain Act, 1857

3.1.7 Cumberland Oval

Cumberland Oval was the main sporting venue for the Parramatta District from the mid-19th century until 1982. It was initially a venue for horse-racing, cricket and athletics, then for Rugby Union from 1879 and Rugby League from 1909. Motor cycle racing on a dirt track started in 1930 then midget speed car racing in 1936. Among the famous names who used the oval in their respective sports were English cricketer W G Grace, and Australia's triple Formula One World Champion Jack Brabham who raced in midget cars at the Cumberland Speedway in the 1940s.

The first stand at Cumberland Oval was built in 1850 and others followed at various times up to the final structure, built in 1936. Players from the local cricket club erected a two-rail fence around the oval during the 1860s but a solid planked safety barrier was needed for motor cycle racing. The dirt track was originally 18 feet in width until expanded to 30 feet for the speedcars. The boundary fence and track remained in place after all speedway racing ended in 1959. Crashes resulted in three deaths and the oval's curator at the time suffered a broken leg from being hit during a race.



Figure 9: British racing legend Stirling Moss driving a demonstration lap in a Myers WM Cooper around Cumberland Oval Speedway, 1956. (<http://aussieroadracing.homestead.com/Liebrand1.html>; accessed on 30 August 2014.)

Some of the early touring English cricket teams played at Cumberland Oval at a time when Parramatta was "way out in the country". The cricket club evolved as Central Cumberland for the initial Sydney Grade Competition in 1893/94. When the nearby King's School moved to Gowan Brae at North Parramatta during the early 1970s it resulted in the turf pitches being removed and the cricket club moving to the adjacent oval that had been the school's main sports ground. The club now known as the Parramatta District Cricket Club still has Old Kings Oval as its main ground.



Figure 10: Doug Walters played for Cumberland Cricket Club (now Parramatta District Cricket Club) which moved to the Old Kings Oval n.d. (<http://www.parrapark.com.au/things-to-do/play-cricket-1/parramatta-district-cricket-club>)

Cumberland Oval was originally used for Rugby League by the Parramatta Iona and Endeavours clubs and the Western Districts representative side. When the Parramatta District Rugby League Club (later known as the Parramatta Eels) was admitted into the NSW Rugby League Premiership in 1947, Cumberland Oval became the club's home ground. The first match was played against Newtown (now Newtown Jets) on 12 April 1947, before a crowd of 6,000. The largest crowd to watch a Rugby League match at Cumberland Oval was 22,470 when the Eels took on the South Sydney Rabbitohs on 26 April 1971. Cumberland Oval remained the home ground of the Parramatta Eels until 1981, when the team won its first Premiership by defeating Newtown 20-11 in the Grand Final at the Sydney Cricket Ground. Following the win, wildly jubilant scenes erupted in Parramatta, and the Leagues Club quickly overflowed with Eels fans celebrating, with thousands rallying at nearby Cumberland Oval. In a frenzy of vandalism, fans burned the Oval's grandstand to the ground. For a while some junior Rugby League matches were played on the unfenced oval before the site was eventually redeveloped.



Figure 11: Aerial photograph showing Cumberland Oval c.1950s, taken by Frank Hurley, looking southeast.. Sometime in the 1960s, the embankment around Cumberland Oval was expanded and the watercourse associated with the former Government Watermill and Dam was filled in to expand the carpark area. (nla.obj-157515572)



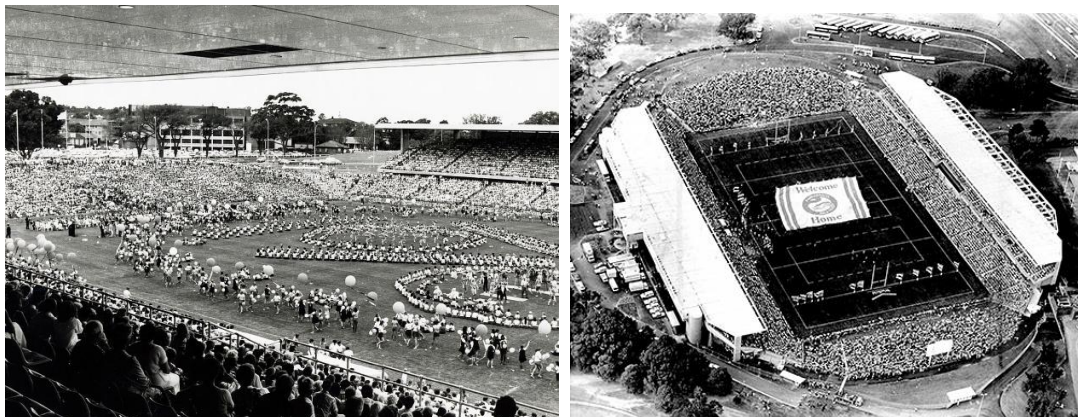
Figure 12: Sports day at Cumberland Oval, c1955. Students of Parramatta High School marched in their house teams through Parramatta to Cumberland Oval for their annual sports carnival. (<http://faxmentis.org/html/1955-athletics-pg3.html>)



Figure 13: Match between Manly Sea Eagles and the Parramatta Eels at Cumberland Oval 27 June 1953, ([http://www.silvertails.net/forumThread-Game-Day-Manly-v-Parramatta Round](http://www.silvertails.net/forumThread-Game-Day-Manly-v-Parramatta-Round)).

3.1.8 Parramatta Stadium

Despite public opposition to the redevelopment of Cumberland Oval following the fire and the alienation of public parkland a sectional sporting interest Notwithstanding these concerns, the Government of the day proceeded with the proposal and in November 1984, the construction company Civil & Civic won the contract to design and build a new stadium on the site of Cumberland Oval. In November 1985, the stadium was complete, with a rectangular playing area several metres below the old Cumberland Oval surface. On 5 March 1986 the Parramatta Stadium was opened by Queen Elizabeth II and on 16 March the first NSW Rugby League Premiership match was played at the ground with 26,870 in attendance.



Figures 14 and 15: opening of Parramatta Stadium in March 1986 by Queen Elizabeth II (left), reproduced in Daily Telegraph 27 Aug 2015; and the first game at Parramatta Stadium after its opening (right) <http://www.austadiums.com/forum/viewtopic>).

On 20 May 1990, the 1989–90 National Soccer League Grand Final between western Sydney based clubs Sydney Olympic and the Marconi Stallions was played at the venue.

On 19 June 1992, the Parramatta Eels versus Great Britain Lions game on the Lions 1992 tour of Australasia attracted a crowd of 18,220, the largest non-Test match crowd of the Lions tour, with Parramatta winning 22–16.

In December 2002, work began on converting the formerly grassed hill areas (The Brett Kenny Hill and The Peter Sterling Hill) into seated terrace areas (holding 4,500 spectators). This redevelopment reduced the ground's capacity to 21,500, down from the previous capacity of 27,000.

Between 1999 and 2004, the stadium was home to Parramatta Power, a National Soccer League (NSL) club owned and operated by the Parramatta Leagues Club (owner of the Parramatta Eels Rugby League Club). With the announcement of the demise of the NSL and the creation of the A-League, the club was wound-up at the end of the 2003–04 season. Parramatta Power contested the last ever NSL Grand Final against Perth Glory at the stadium. The ground hosted seven NSL Grand Final matches, in 1986 (second leg), 1988, 1989, 1990, 1993, 2001 and 2004. In April 2007, Sydney FC played one game in the AFC Champions League against Persik Kediri at Parramatta Stadium. In February 2010, during the 2009–10 A-League season, Sydney FC defeated Perth Glory 3–2. The game had been moved from the Sydney Football Stadium due to the Edinburgh Military Tattoo. On 26 July 2012, new A-League club Western Sydney Wanderers announced a five-year deal with Parramatta Stadium, and made its debut with a crowd of 10,458. On 25 October 2014, the stadium hosted the first leg of the 2014 AFC Champions League Final between Western Sydney Wanderers and Saudi Arabian side Al-Hilal.

Parramatta Stadium has been used for various Rugby League matches such as pre-season Sevens tournaments in 1989 and 1990, and a test match against France in 1994. Parramatta Eels have been the main Rugby League team to use the stadium as their home-ground for the NRL Premiership season, since 1986. In 1995 and 1996, the ground was also used for the short-lived Sydney Tigers, (formerly Balmain Tigers). In 1997 the Sydney Tigers reverted to being the Balmain Tigers and moved back to Leichhardt Oval. Also in 1995, the Canterbury Bulldogs team changed their name to 'Sydney Bulldogs', and played their home games at this ground. In 1996, they reverted to their original name and returned to Belmore Oval. The stadium was used as a host venue for the 2008 Rugby League World Cup and the 2010 Four Nations. Two of Ireland's 2008 Rugby League World Cup Group C games were played at Parramatta Stadium: one against Tonga and the other against Samoa.

On 18 September 1997 two 1999 Rugby World Cup qualifiers—Western Samoa vs Tonga and Australia vs Fiji—were played at Parramatta Stadium. A number of NSW Rugby Union club matches were played at the ground between 2001 and 2002. Australia A also played a match against Canada in 2002 at Parramatta Stadium. During 2007, Parramatta Stadium was also the home ground for the Western Sydney Rams club side that participated in the now defunct Australian Rugby Championship.

Baseball has also been played at Parramatta Stadium with the Sydney Blues playing home matches there. The Sydney Blues entered the Australian Baseball League in 1992 and played out of Parramatta Stadium to much controversy of having such a short home run fence in right field. The Sydney Blues were later known as the Sydney Storm who also played some games at Parramatta, until the collapse of the Australian Baseball League in 1999.

On 23 March 2013, the third A-League Sydney derby saw the highest A-League attendance at Parramatta Stadium, with 19,585 turning out for the occasion, which ended in a 1–1 draw.

Parramatta Stadium announced on 9 October 2013, that for the first time in the history of the stadium that it would take on a naming rights sponsor. Pirtek, a hydraulics company with origins in Western Sydney, became the sponsors of the stadium and the stadium became known officially as "Pirtek Stadium". Most recently it was the home ground of the Parramatta Eels (NRL), the Western Sydney Wanderers (A League) and the Greater Sydney Rams (Rugby Union).

Parramatta Stadium has also served as a major event venue for in western Sydney for entertainment, (including Michael Jackson's Bad World concert in 1987) corporate, cultural and community events.

After the conversion to an all-seater stadium, plans to further expand Parramatta Stadium were originally initiated in May 2007. The Parramatta Stadium Trust announced plans to build a new southern stand with room for 2,700 extra patrons as well as a players' change room and gym. The plans were not followed through on and no construction was done.

In 2010, a commission was done to establish a "Master Plan" for the future development the stadium. The master plan, if completed, would have had the stadium finish with a capacity of 31,300 seats as well as extensive redevelopment of the facilities for players, corporate sponsors, the media and supporters.¹

On 2 July 2013, the Australian Federal Government, the New South Wales State Government and Parramatta Local Council announced an expansion for the stadium. A pre-existing fund of \$8 million for upgrading the stadium was combined with \$20 million of new funding, with the expansion expected to increase the capacity of the stadium to 24,700.

Western Sydney Wanderers, along with their active support group the 'Red and Black Bloc' campaigned for the installation of German-style rail seating to enable safe standing in the northern stands as part of the 2015 refurbishment. In 2013, the club imported seven sets of rail seats and worked with Parramatta Stadium to perform a test installation. The proposed installation would have been the first safe seating in the country, in any sport. However, it did not move past the planning stage.

In June 2014 the NSW State Government embarked on a citywide "Stadium Strategy", intended to cease investment in small suburban grounds, and concentrate funding on a small number of new modern facilities. This strategy was developed as the Parramatta Stadium refurbishment completed new corporate hospitality facilities, player facilities, food and drink outlets, bathrooms, training field and gym facilities, all of which were located in the main grandstand. They were completed in mid-2015, while the additional seating at either end of the ground was halted pending a decision on where Parramatta would stand in the new stadium strategy.

In September 2015, the New South Wales Government announced that the stadium would be replaced with a new 30,000 seat venue on the same site. In 2016, Fans were offered the chance to acquire a piece of the Stadium's history prior to its demolition.



Figure 16: In 2016, the Parramatta Eels played their last match on their home ground in the Pirtek Stadium; (Parramatta Eels website, accessed online)

3.1.9 Parramatta War Memorial Swimming Centre

Since 1959, Parramatta War Memorial Swimming Centre has functioned as a community swimming centre for competitive and instructional sport, recreation and a place for individuals, schools, special interest groups and family groups to gather and participate in swimming activities. Its construction was prompted by a number of factors including the expanding residential development of western Sydney; the increased interest in swimming following the success of Australian swimmers at the 1956 Melbourne Olympic Games and a growing appreciation that it was the responsibility of local government to provide such an amenity as a necessary community facility.

Before the advent of formal swimming facilities in Parramatta, early residents swam unprotected in the Parramatta River until the construction of the Centennial Baths next to Lennox Bridge. It was here that Dick Cavill introduced the overarm freestyle swimming stroke popularly referred to as the 'Australian crawl' in the 1890s. However, by the 1930s, the Baths had fallen into disrepair and closed. An alternative to swimming in Parramatta River (particularly at Little Coogee) and Lake Parramatta came with the completion of a new 'Olympic' pool at Granville in 1936.

In 1954, Parramatta Council approved a proposal for the erection of a new pool in Parramatta. A suitable site was identified just west of the King's School, bounded by O'Connell Street and Cumberland Oval and the community was encouraged to offset the cost by donating funds. Local architects Figgs, Cowell, Ham and Jefferson were engaged to design the pool and its ancillary facilities and the tender for construction was awarded to Crystal Pools.

The first stage of Parramatta War Memorial Swimming Centre, completed at a cost of £140,000, was opened on Saturday 24 October 1959 before a crowd of 5,000 people. Intended to be one of the major swim centres in the Sydney area, it was built as a useful and living memorial to honour soldiers who sacrificed their lives in World War II. It also coincided with the prevailing civic philosophy of encouraging healthy sporting pursuits which could be enjoyed across a wide cross section of the community.

The opening ceremony, which included the dedication of a plaque unveiled by Mayor, Alderman Eric Mobbs, included a swimwear fashion parade featuring 'mermaids in nylon', organised by local department store, Murray Brothers and compered by popular radio personality, Terry Dear. A highlight of the proceedings was a demonstration swim by local and recent Olympian and Commonwealth Games gold medallist, John Devitt, a former Parramatta Marist High School student, along with other successful swimmers including Ilsa and John Konrads.

The pool was built by Crystal Pools (established 1957) for Parramatta Council using reinforced concrete and the latest water-proofing and filtration technology. The cost was offset with donations from the community. H C De Lowe and O'Keefe who surveyed the site donated their fee to Council. Then managing director of the Ford Motor Company in Australia, Canadian-born Charles Smith, who competed against Australian Olympic swimmer, the late Sir Frank Beaurepaire, donated £100. Additional funds were raised when two Holden cars were auctioned through an Art Union established specifically for pool fund-raising and tax deductible donations were offered as war memorial gifts.

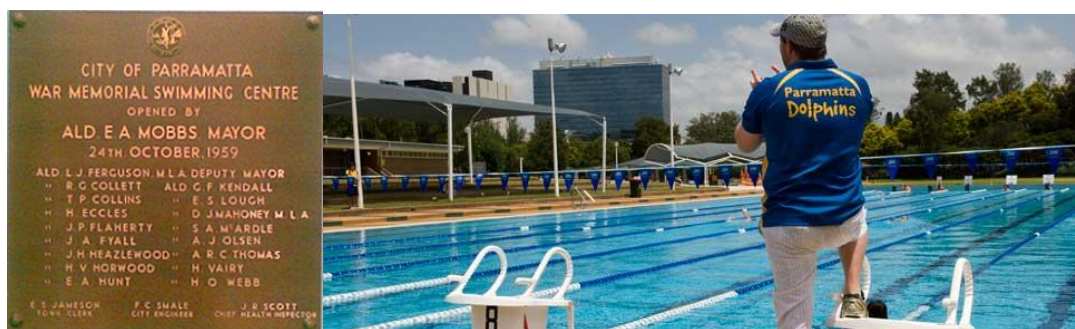
In 1960, 2 smaller pools for learners and waders were completed and officially opened by John Devitt who had now added further Olympic glory to his name at the Rome Olympic Games. The popularity of the new pool was evident when, in 1961, Parramatta Council reported a slump in attendances at its Granville pool. Patrons,

preferring the sparkling new facility at Parramatta, rose in numbers from 299,893 in 1959/60 to 315,562 the following year.

Further expansion continued with a new entry foyer and administration block added in 1962 and a diving pool and tower completed in 1966. However, proposed features including a cafeteria and restaurant, war memorial clock tower and enclosed pool were never realised. A car park was created in 1972. In 1987 a water slide was added and extensive repairs and maintenance undertaken in 1998/9 before the pool closed for a major upgrade in 2007.

On 25 September 2008, the Parramatta War Memorial Swimming Centre was re-opened by the Lord Mayor of Parramatta, Councillor Paul Barber, following a \$9.5 million refurbishment by the original construction company, Crystal Pools. The renovated aquatic centre now comprises 3 pools including a 10-lane, 50 metre swimming pool, a diving tower, and children's swimming facilities. Users include local swim clubs, school carnivals, Learn to Swim classes and locals enjoying social recreation, particularly during the sweltering summer season. Parramatta Swimming Centre is one of a declining number of outdoor Council-operated swimming pools as many are de-commissioned and their sites sold for redevelopment; or rebuilt in enclosed multi-sport facilities. Annual attendance is currently 250,000, with an additional 1,900 attending swim school programs.

The Centre is recognised on the NSW Register of War Memorials, a joint venture between the NSW Government and the Returned Services League (RSL) to record the war memorials across NSW. In 2016, the NSW Government announced the closure of the Centre and its demolition as part of the WSS development.



Figures 17 and 18: Plaque commemorating the opening of the Parramatta War Memorial Swimming Pool, 1956, <http://www.war memorials register.nsw.gov.au> (left); Parramatta Swimming Centre following the 2008 refurbishment. (City of Parramatta Council website, accessed online).



Figure 19: Aerial view of Pirtek Stadium. (Airview [1003-1936-49] from Dictionary of Sydney entry accessed online at http://dictionaryofsydney.org/entry/parramatta_park)

3.2 Timeline

The following chronology summarises key European historical dates for the WSS:

DATE	ACTIVITY
1788	British settlement established at Rose Hill beside the Parramatta River
1788-9	Government farm established under the management first of James Smith, later under Edward Dodd
1800	Governor Hunter announces the construction of a water-mill (with associated earth works). Beset with problems it was nearing completion by 1804
1806	George Caley and Thomas and Elizabeth Eccles granted leaseholds in the vicinity of the Government Farm. Caley remained until 1808; the Eccles until 1814
1847	Governor Fitzroy approved use of land in the vicinity of the former Government Farm for horse racing by the Cumberland Turf Club
1850	First stand at Cumberland Oval constructed
1863	A 'New Cricket Ground' opened, sharing the area with the racecourse

DATE	ACTIVITY
1947	Cumberland Oval became the home ground of the Parramatta District Rugby League Club (Parramatta Eels)
1958	Parramatta Swimming Centre construction began, opening to the public the following year as a war memorial facility
1959	Parramatta Speedway closed
1981	Fire destroyed Cumberland Oval grandstand
1986	Queen Elizabeth II opened the new Parramatta Stadium
2013	Stadium renamed Pirtek Stadium
2015	NSW Government announces the demolition of the Parramatta Stadium and the redevelopment of the site for the Western Sydney Stadium
2016	Western Sydney Wanderers and Parramatta Eels played their last games at the Parramatta Stadium
2017	Parramatta Swimming Centre will close for redevelopment associated with WSS

4.0 SITE HERITAGE VALUES

4.1 Heritage Significance

The WSS adjoins the buffer zone of the Old Government House World Heritage area and is partially located within the State Heritage Register (SHR) curtilage of Parramatta Park and Old Government House, an historic cultural landscape with significant built, landscape and both Aboriginal and non-Aboriginal archaeological values. The construction of the WSS may also impact on the Aboriginal cultural significance of the SHR item, which is of high spiritual and social significance to the Darug community. There are other gazetted items of National, State and Local heritage significance in the vicinity of WSS which have existing interpretation.

5.0 INTERPRETING SIGNIFICANCE

5.1 Key Interpretive Themes and Stories

While the physical character of the WSS site responds to sporting interests, the site has a layered history. Organising the content to understand its historical context, provide the relevant information and to identify the most appropriate locations to deliver it requires a framework.

The Australia ICOMOS Burra Charter 2013 is acknowledged as the principal guiding document for managing places of cultural significance and defines the principles and procedures that should be followed in the conservation of places of heritage significance. One of the aims of the Burra Charter is to interpret the significance of the place. Interpretation provides the tools with which the stories and their meanings can be shared and enriches personal experience and appreciation of heritage sites and

places. To be successful, it needs to be informative, relevant and engaging to different audiences and to use methods to reach those audiences.

The Australian Historic Themes Framework was developed by the Australian Heritage Commission in 2001 to 'assist in structuring research and to emphasize the ... 'values of a place ... by identifying historical processes that might be used in assessing and interpreting heritage significance'. Using their nine national themes, the Office of Heritage and Environment promotes State historic themes which are linked to the national framework and supports specific sub-themes at a local level.

Using the Office of Environment and Heritage's framework for developing interpretation, the following table identifies the key themes relevant to the tangible and intangible significance of the sites and locates them to specific places where stories can be told.³

AUSTRALIAN THEME	NSW THEME	LOCAL THEME
1.Tracing the natural evolution of Australia	Environment – naturally evolved themes	The natural estuarine environment is an ancient landscape
2.Peopling Australia	Aboriginal cultures	The WSS occupies traditional land belonging to the Darug people, specifically the Burramatta clan
2.Peopling Australia	Convict	Convict labour provided a workforce for government farming activities
3.Developing local regional and national economies	Agriculture	Governor Phillip established a Government Farm on the site specifically to grow food crops and raise livestock to feed the colony.
3.Developing local regional and national economies	Environment – cultural landscape	The modified landscape of the site is a cultural expression of the agricultural activity (including terraces, millpond) and sectional interests associated with sport
3.Developing local regional and national economies	Technology	The construction of a government water-mill (with a mill-race and dams) was designed to support the agricultural enterprise and combat the shortage of water
3.Developing local regional and national economies	Events	Major events at Parramatta Stadium reflect the significance of the facility to the people of western Sydney
8.Developing Australia's cultural life	Leisure	The site is associated with sporting events which are attended by thousands of fans and supporters, and cultural events and performances; swimming for leisure

³<http://www.environment.nsw.gov.au/resources/heritagebranch/heritage/NSWHeritageOfficeGuidelinesinfointerpreting.pdf>

AUSTRALIAN THEME	NSW THEME	LOCAL THEME
8. Developing Australia's cultural life	Sport	The site has been associated sporting activities since 1847, including horse-racing, cricket, rugby league, rugby union, soccer, baseball, motorsport, swimming
9. Marking the phases of life	Persons	The site is associated with many people who have contributed to the evolution of activities including Government Farm management (Edward Dodd); millwright (Nathaniel Lucas); botanist (George Caley); Australian and international sporting legends across a great diversity of clubs and sporting codes; Aboriginal cricket and football players, performers (Michael Jackson)

5.2 Audience Profile

The principal audience attending WSS will be ticketed audiences and sporting fans and attendees at corporate, cultural and entertainment events. It will include family groups and people across all age, socio-economic, educational and cultural ranges. This means that interpretation needs to be developed to meet the widest possible audience and designed to be engaging and informative.

With a seating capacity of 30,000, audiences attending events will have limited time to absorb interpretation and the crush of crowds so content development should consider the components and accessibility required to deliver the key themes.

5.3 Opportunities and Constraints



Figure 20: Architectural render of the proposed WSS, showing the Victoria Road and O'Connell Street crossing and north-eastern stadium entry, (Populous 2016)

The WSS will become a place of public use, entertainment and enjoyment. It presents new opportunities to interpret the site's history and to reveal new information through archaeological evidence which consolidates the tangible history of the site.

Key stakeholders in the development are keen to incorporate interpretation which in turn will increase the public's understanding of the significance of the site and its heritage values. Considerable historical research has contributed to understanding those values and new information acquired through archaeological excavation and analysis will add significantly to understanding its context in the wider Parramatta landscape.

A danger exists that the pre-dominance of sporting culture and its history on the site could eclipse the understanding of the early agricultural history of the site. Care will need to be taken to ensure that this important aspect of the site's history is presented and that physical evidence is conserved as subsurface archaeological remains.

6.0 SITE INTERPRETATION STRATEGY

6.1 Creating the Interpretive Framework

6.1.1 Existing Resources

There is currently no historical interpretation associated with WSS which reveals the heritage values of the site.

6.2 Content Development

While themes provide the organisational structure for delivering key messages through stories about people, places and processes associated with site, messages are a way of filtering the interpretive content. Storylines are important in creating the narratives to deliver the messages. Storylines must be pertinent to each site and anticipate the need for information.

Locating interpretation at relevant and appropriate places to deliver those messages requires a framework across the site for a cohesive response.

6.2.1 Potential Interpretive Locations

6. THE MASTER PLAN

Western Sydney Stadium is a significant meeting point at the geographical heart of Sydney. A place where east meets west, city meets parkland, freshwater meets salt, and cultures collide. The rich history of sport as a bridging element, uniting people under a common banner is part of the legacy of this place. This project provides an exciting opportunity to deliver a first class stadium, within a greater sporting and recreational precinct - a stadium in a park, by a river.

Key

- 1 CONCOURSE PLAZA
- 2 O'CONNELL PLAZA
- 3 SOUTHERN CONCOURSE PLAZA
- 4 SOUTHERN CANAL
- 5 SOUTHERN LAWN
- 6 WESTERN CANAL
- 7 WESTERNS BRIDGE
- 8 BOUNDARY OF LEGENDS
- 9 NORTHERN CANAL
- 10 Stage 1 site boundary
- 11 Proposed WSS site boundary
- 12 Extent of works

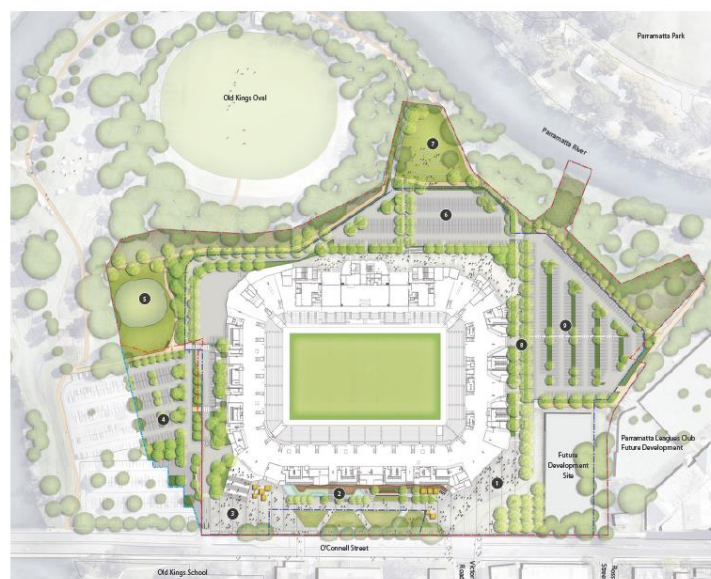


Figure 21: The Master Plan for WSS. (Populous, 2017)

7. STADIUM PRECINCT DESIGN

Public Domain Master Plan (Overall site layout)

A variety of rich and diverse environments cater for an array of activities, demographics and user groups. The layout and arrangement of open spaces allows for and invites use of the site 7 days a week, on both game and non-game days.

These include:

The Civic Entry Plaza

The main arrival point of the stadium, this open flexible space allows for large crowds to gather with shaded seating provided at the plaza edges under a grove of feature trees.

O'Connell Place

The public centre-piece of the precinct include a multitude of active and passive uses which comprise of children's, water, outdoor courts, performance space, climbing wall and retail cafe.

Southern Entry Plaza

A large secondary entry plaza with grand stairs and lift access to the stadium concourse.

Southern Training Field

Open turf zone for informal games.

Western Carpark

Adaptable paved carpark capable of accommodating event overflow.

Riverside Terraces

Naturalistic green terraces that step down towards Parramatta River, offering places to gather, barbecue or attend an event.

Boulevard of Legends

A tree lined dedicated public link connecting O'Connell Street to the River.

Northern Carpark

The main carpark with integrated ESD initiatives such as planted stormwater swales, large shade trees to reduce heat and LED lighting for increased safety.

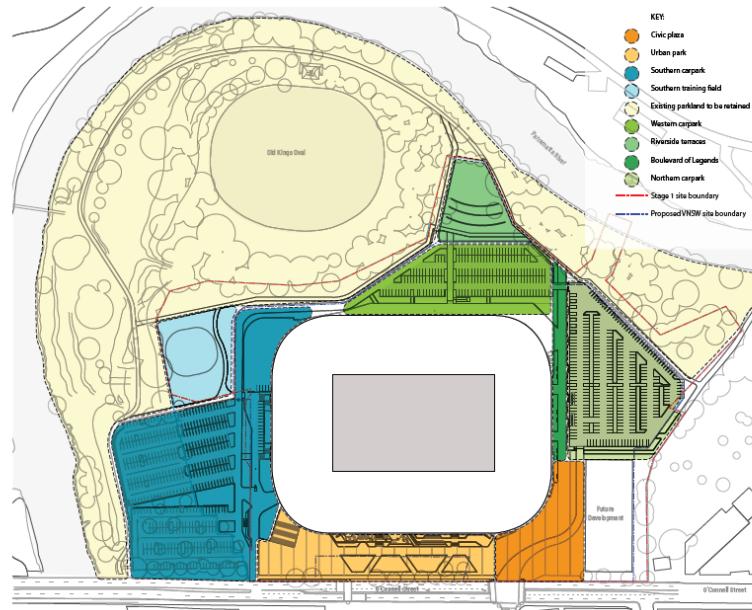


Figure 22: Stadium Precinct Design, Populous, 2017

The redevelopment of the site for WSS includes a number of areas where interpretation might be considered.

1 Civic Entry Plaza

The Civic Entry Plaza, at the north-eastern corner of the site, will be the principal entry for patrons and is likely to be a crush area before and after fixtures and events.

2 Urban Park

The Urban Park is aligned along the eastern side of the Stadium and is a linear space running north-south, linking the Northern and Southern Entries. It is envisaged as a 7-day a week play and event space and will attract people not only during fixtures, but at times outside those major events.

3 Southern Entry Plaza

The Southern Entry Plaza provides a secondary entry to the Stadium, and will lead pedestrian traffic to the proposed Kids Zone, passing by the Government farm site. While a utilitarian space, the area is important as the former location of Caley's cottage and garden.

4 Southern Carpark

No interpretation proposed in this location.

5 Southern Training Field

This site extends into former Government Farm land.

6 Western carpark

No interpretation proposed in this location.

7 Riverside Terraces

This area is particularly important for interpreting the Aboriginal values of the site, views and vistas across the Parramatta River and the fertile river bank which supported soil-farming. Remediation of the terraces will enhance their interpretation. The opportunity to relate the mill-race to the millpond should also be incorporated.

8 Boulevard of Legends

The creation of a pedestrian boulevard along the northern side of WSS provides an opportunity for interpretation. As a linear space, it would suit a chronological approach to the identification and honouring of personalities associated with the sporting history of the site.

9 VIP and Corporate Areas

In addition, corporate areas and VIP spaces within the Stadium will provide locations for interpretation and the secure display of archaeological artefacts.

In summary, the key locations where themes, messages and storylines can be delivered are as follows:

LOCATION	THEME/S	STORYLINE
Civic Entry Plaza	Aboriginal	Welcome to Country
Urban Park	Sport	The diversity of sporting activities on the site should inspire intelligent design of play spaces.
Southern Entry Plaza	Leisure Sport	A water play feature near the southern end of the Urban Park could reference the former Parramatta War Memorial Swimming Centre.
Southern Training Field	Government Farm	Signage referencing the significance of the Government Farm in the context of the settlement of Parramatta is best located in this vicinity.
Riverside Terraces	Aboriginal Agriculture Technology	Signage which explains the significance of the Parramatta River to the Burramatta people, the existing remnant modified landscape and the significance, design and operation of the Government Watermill can be located along the riverside pathway. It should complement the Government Farm signage and contribute to a future trail to the Parramatta north sites.
Boulevard of Legends	Sport Persons	Imbedded and inlaid symbols or plaques along a 'Boulevard of Legends' will recognize former sporting achievements on this site and provide opportunities for continuing honour. Recognition of Aboriginal sportsmen and women significant to this site should be included.

LOCATION	THEME/S	STORYLINE
VIP and Corporate Areas	All themes	Archaeological displays of artefacts recovered from the site can be incorporated internal area and integrated into wider displays of site history, along with photographic displays (and sporting memorabilia where relevant).

6.2.2 Coordination with Stakeholders

Key stakeholders with shared interests in interpretation include the Parramatta Park Trust, the National Trust of Australia (NSW) and the City of Parramatta Council. Liaison with these bodies will ensure that interpretation at WSS is integrated into the stories associated with the wider Parramatta colonial and convict landscape. This will provide a stronger contextual basis for interpretation.

6.3 Interpretive Platforms and Techniques

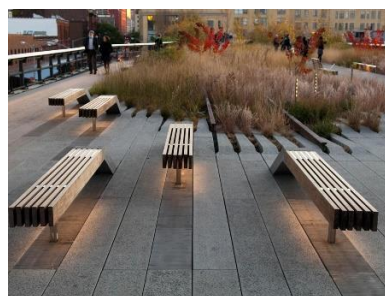
6.3.1 Interpretation by Design

The approach to interpretation design should be guided by the WSS site design principles and prepared by professionals experienced in this area. All interpretation should add to the visual amenity of the site in a sympathetic and respectful way and use opportunities to embed interpretation into features and structures which enhance the design character of the site. Interpretation should be compatible in size and scale with the immediate environment, consistent on brand and reflect the palette and grain of the built form and landscape.

6.3.2 Place Making

Place making is a multi-faceted approach to the planning and management of public spaces. It creates the difference between a 'space' and a place where people feel emotionally connected. It capitalizes on the assets of space and community to create public spaces which promote the health, happiness, connectivity and well-being of people. It uses behaviour mapping to generate information about how people use or might be inspired to use, places and spaces.

Placemaking is a successful method of helping new communities to bond. It does this by creating places where people are inspired to gather, providing a focus for activity and conversation. The new WSS has a number of locations where place-making can successfully incorporate interpretation, including plaza spaces and the proposed urban park.



Figures 23 and 24: Place-making for active and passive interaction significantly enhances public spaces in urban environments. (images accessed online).

6.3.3 Wayfinding and Signage

Wayfinding uses a set of design principles to make places navigable. These principles can be applied to the conceptual spatial framework for interpretation and incorporate interpretation along the journey and at specific destinations. It is useful as a tool for creating a visual identity for information and enhancing the legibility of the tone and character for a site. It can incorporate designs which distinguish one precinct from another. It relies on landmarks to establish familiarity and sight lines to assist navigation to destinations. Within the hierarchy of way-finding signage, interpretation should be included to maintain consistency across the site.

Interpretive signage is frequently used to convey information as text and images at key locations or along interpretive walks, often with maps or wayfinding information. Signs are a useful method of communication but care needs to be taken that they don't create visual clutter or obscure/detract from their subject. The materials need to be robust and weatherproof, fade resistant and graffiti proof.



Figure 25: Wayfinding can assist in providing directions to key features where interpretation is a destination, (images accessed online).

6.3.4 Landscaping

The natural landscape of the WSS site has been significantly modified by the activities which have evolved on the site. By replanting natural species, the character of that environment can be interpreted and provide habitats to encourage native species to return to the site.

New landscape elements which remediate or interpret former features should be encouraged in the landscape design process.



Figure 26 and 27: Replanting natural species establishes connections between past and present character and uses and modifications which recreate lost features in a modern interpretation. Maintaining important views and vistas can be successfully integrated into the duality of soft and hard landscaping design, (images accessed online).

6.3.5 Infrastructure

Subtle methods for incorporating interpretation can be enormously successful in adding character to cultural landscapes and reducing the reliance on standard interpretive techniques like signs to convey themes. As site planning progresses,

opportunities should be identified to enable key themes to be expressed through design.



Figure 28, 29 and 30: Interpretation can also be successfully incorporated into the ground plane and enhance paving and pedestrian walkways. Imbedded and inlaid symbols and plaques are appropriate ways to recognise personalities and allow for continuing additions, (images accessed online).

6.3.6 Playspaces



Figure 31, 32 and 33: Themed playspaces can be subtle interpretations of activities previously practised on sites, (images accessed online).

6.3.7 Public Art

Public art is a powerful method of engaging with audiences and can play an important role in interpreting intangible evidence and evoking feelings in which other media cannot. It can confront and challenge people's perceptions and emotional responses in many different ways and forms.



Figure 34 and 35: Public art also contributes to creating identity, landmarks and placemaking. It is important that public art which plays a role in heritage interpretation is informed by the key messages and is relevant to the site, (images accessed online).

6.3.8 Excavation, Artefacts and Movable Heritage

Archaeological excavations attract great public interest and provide supervised participatory opportunities as well as the unfolding stories which contribute to the significance of sites. Artefacts provide tangible evidence which help to interpret the sites and are triggers for human stories.



Figure 36 and 37: Excavation is likely to reveal artefacts which may include sensitive cultural material significant to Aboriginal people and items which may be fragile. This material must be treated in accordance with adopted protocols and practices, (images accessed online).

6.3.9 Web-based and Multimedia Interpretation

Interpretation is often produced for websites, Facebook pages and online media. QR codes and iBeacons provide site specific prompts for interpretation which can be downloaded, but the major trending method is the downloadable mobile application which can be used as a site-specific device on hand-held mobile phones and iPads or can be accessed elsewhere eg for site visit preparation. The information is readily updatable.



Figure 38: A portal on the WSS website could include an historical summary drawn from historical research and oral histories about the legendary personalities associated with the site, (image accessed online).

6.3.10 Transition Interpretation



Figure 39 and 40: Hoarding and construction wraps offer a large canvas for interpretation as redevelopment progresses and can use chronologies to highlight significant phases of history and/or events on the site, (images accessed online).

6.3.11 Events



Figure 41 and 42: Continuing sporting events on the WSS is a complementary way of reinforcing the site's long association with sport. Introducing new activities, like Farmer's Markets could provide a link to the early agricultural enterprise, (images accessed online).

6.3.12 Walking trail/cycleway



Figure 43, 44 and 45: Shared pathways for walking and cycling with signage to identify features provides a narrative on large sites. Future opportunities exist to link this site with Parramatta North Historic Sites where an expanded story about the Government Farm and the history of the mill-race can be more fully interpreted, (images accessed online).

6.4 Matrix of suggested interpretive techniques for WSS

The following matrix identifies some techniques which may be appropriate for delivering themes and storylines at key locations at WSS. There are many other options for communicating the heritage values of the WSS site, which may include the use of apps downloadable to portable electronic devices such as mobile phones. This technique has already been successfully :

LOCATION	THEME/S	TECHNIQUE
Civic Entry Plaza	Aboriginal	A permanent Welcome to Country would serve to remind patrons of the Aboriginal significance of this land to the Burramatta clan of the Darug people and could be delivered in a sculptural form as public art. It could be located in a prominent position near the north-eastern entry point or the commencement of the Boulevard of Legends

LOCATION	THEME/S	TECHNIQUE
Urban Park	Sport	The diversity of sporting activities on the site should inspire installations for plays paces in the urban park area, perhaps including a water play feature near the southern end of the Urban Park that could reference the former Parramatta War Memorial Swimming Centre.
Southern Entry Plaza	Leisure Sport	A venue for all. Possible signage about the general use of the site for a variety of leisure and sports since the days of the Governor's Domain.
Southern Carpark	Sport	Signage about the history of water sport in Parramatta including the Centennial Baths and bathing in the Parramatta River at Little Coogee.
Southern Training Field	Government Farm The operations of the Government Farm	Signage referencing the significance of the Government Farm in the context of the settlement of Parramatta.
Riverside Terraces	Aboriginal Agriculture Technology	Signage which explains the significance of the Parramatta River to the Burramatta people, the existing remnant modified landscape and the significance, design and operation of the Government Watermill can be located along the riverside pathway. It should complement the Government Farm signage and contribute to a future trail to the Parramatta North Government Sites.
Boulevard of Legends	Sport Persons Sporting legends, including recognition of Aboriginal sportsmen and women significant to this site	Imbedded and inlaid symbols or plaques along a 'Boulevard of Legends' will recognise former sporting achievements on this site and provide opportunities for continuing recognition of sporting legends including cricketers, football players of all the codes played on the site and figures such as Jack Brabham who raced speedway cars at Cumberland Oval. Symbols inlaid in paving would not impede pedestrian flow. Provision may need to be made for existing statues e.g. bronze of Ray Price.

LOCATION	THEME/S	TECHNIQUE
VIP and Corporate Areas	All themes Archaeological displays of artefacts recovered from the site can be incorporated internal area and integrated into wider displays of site history, along with photographic displays (and sporting memorabilia where relevant).	Archaeological displays of artefacts recovered from the site can be incorporated in internal areas within the WSS e.g. corporate booths and integrated into wider displays of site history, along with photographic displays (and sporting memorabilia where relevant).

7.0 RECOMMENDATIONS FOR INTERPRETIVE PLANNING

Recommendation 1: Integrate interpretation into the detailed design planning for WSS and locate interpretation at locations

Recommendation 2: Prepare a detailed Interpretation Plan using the Interpretation Strategy as the guiding document.

Recommendation 3: Develop detailed designs for interpretation.

Specific interpretive installations are likely to involve a multidisciplinary team of appropriately qualified specialists including:

- qualified heritage specialist/curator/historian to distil the content using the thematic framework and documentary resources, prepare and edit text and identify relevant images, secure oral history recording and manage copyright and reproduction, provide input to artist's briefs;
- interpretation designer experienced in the transmission of content through interpretive media, including graphic design and production of interpretive media,
- archaeologist to provide context, interpret the findings of archaeology and its significance,
- architects are important in helping to identify opportunities through the built form for interpretation,
- landscape architects, similarly, can incorporate interpretation into design, retention/selection of plantings, hard/soft landscape, street furniture etc,
- artists provide skills for interpretive features which engage audiences through conceptual challenges and can contribute to place-making through installations across a wide range of artistic endeavours. Artists respond to briefs which articulate interpretive principles and content.

All interpretive actions should use relevant and accessible methods and techniques to deliver the key themes and messages. Visual intrusion can deflect attention from the subject of interpretation and should be avoided.

Interpretation should endeavour to add quality and variety to the cultural landscape. The ability to respond to temporary, short term and long term interpretation should be built into development applications as the site redevelopment progresses.

Consideration should always be given to the long-term sustainability of interpretation and techniques and media selected which has longevity, resistance to weather and graffiti and can be maintained (or easily replaced if damaged)

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