

GOALS

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

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

- Coastal Futures Strategy

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

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

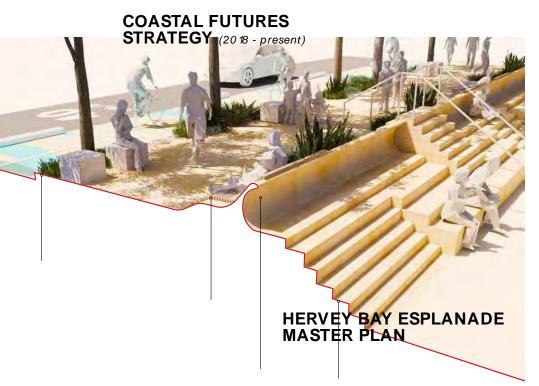
As identified by the Coastal Futures Strategy, hard infrastructure that becomes vulnerable to rising sea level and coastal erosion will be removed rather than

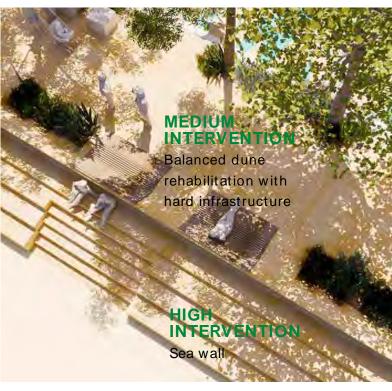




LOW INTERVENTION

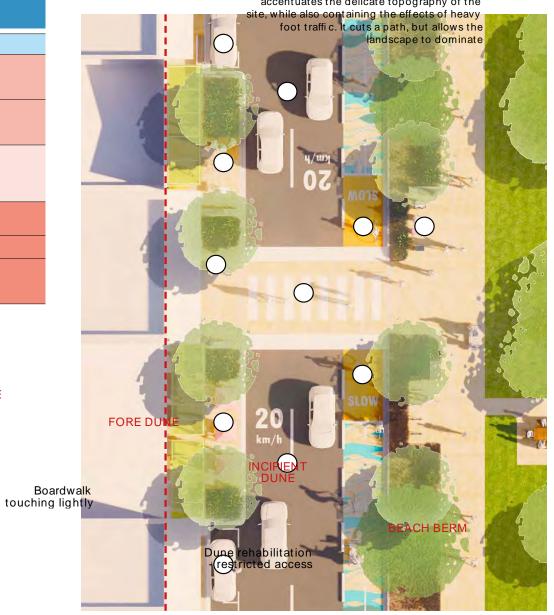
Dune rehabilitation







ERVENTION DUNE REHABILITATION **STRATEGY** During Community consultation, it was heard that protecting foreshore vegetation was of high importance. Council has a long history of dune rehabilitation which includes formalised access ways to reduce vegetation damage, dune protection fencing and signage, weed management to promote native species growth as well as re-vegetation with particular species that have sand stabilisation function such as Spinifex sericceus. To support Council's dune management the following additional strategies have Build a strong hind and fore dune to support the incipient dune. Planting larger native tree species and no HIND DUNE further removal of existing trees • 'light touch' boardwalks only On ground shared path following contours & meandering the trans through the hind & fore dune. Minimising human impact with 'restricted access' and formalised the trees access routes through the incipient Boardwalk dune.



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All inclusive access points	

MEDIUM INTERVENTION

BALANCED DUNE REHABILITATION WITH HARD INFRASTRUCTURE

STRATEGY

Scarness and Pialba are highly activated hubs that require green open space to support various functions.

Green open spaces are important for community, however we know they compromise the foreshore stabilisation.

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

To support the concrete terraced edge employed include the following:

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





HIGH INTERVENTION SEA WALL

STRATEGY

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

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

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

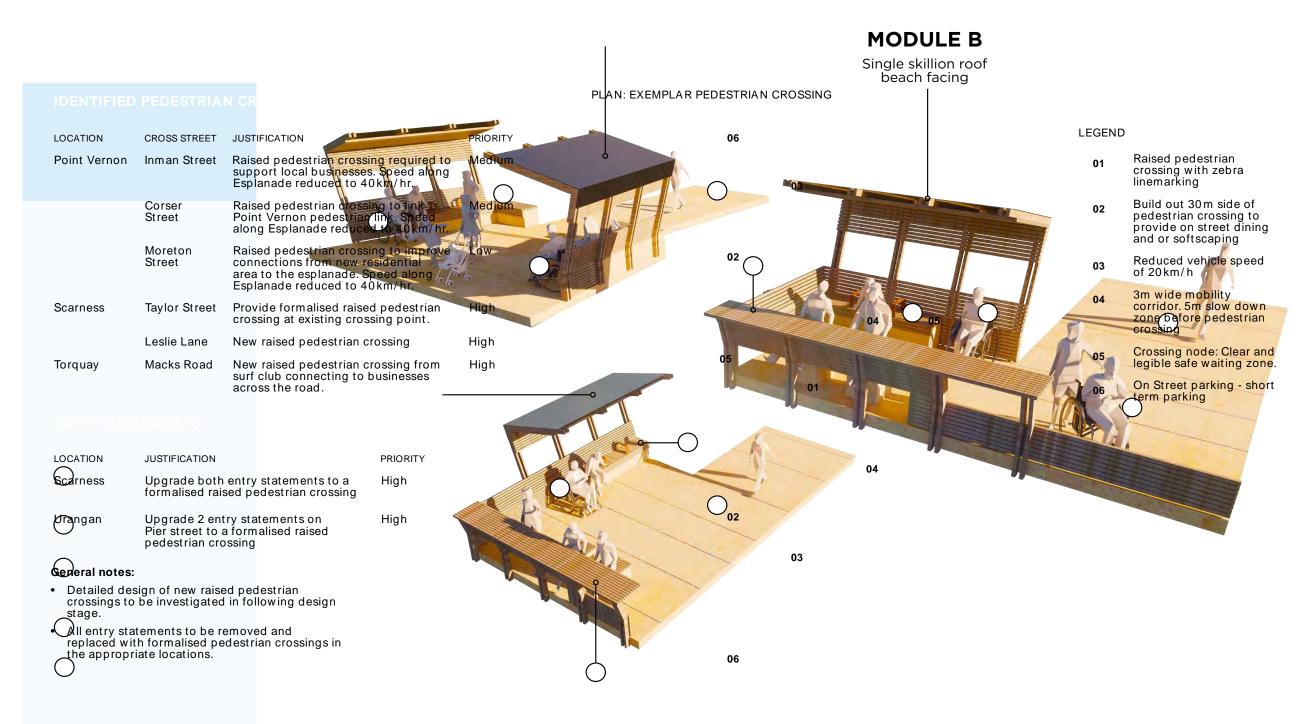


Existing condition

72

Hervey Bay Esplanade Master Plan DRAFT MASTER PLAN 69

Stepped edge





BEACH NODES

FRAMING THE VIEW

OPPORTUNITIES

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

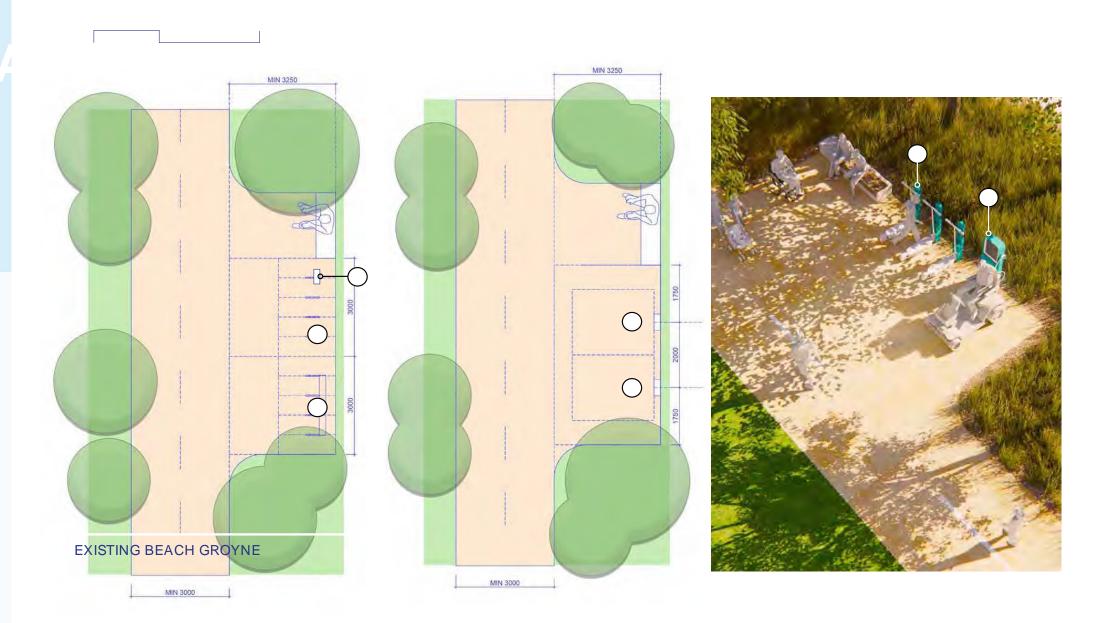
Possible integration of fish cleaning table at fishing nodes

NOTE:

Opportunities to be explored further with Dot Dash and Creative Move

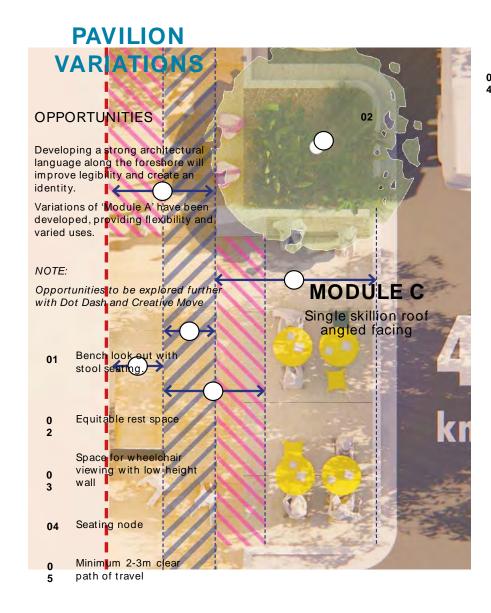




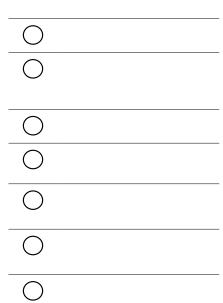


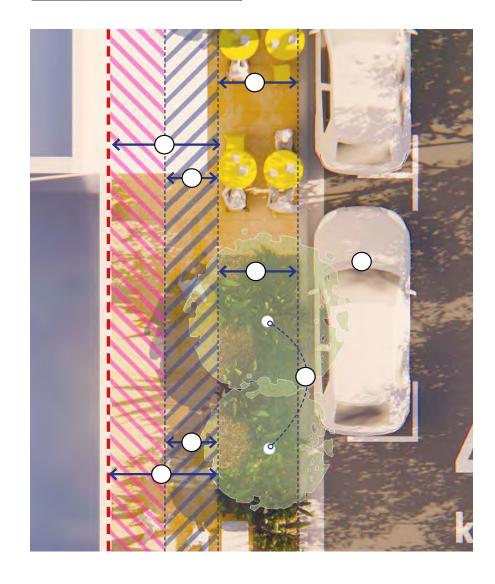


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ESPLANADE SHUTTLE

GOALS

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

OPPORTUNITIES

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



MOBILITY CORRIDOR

3m on road cycle - two way lane

SHARED 2-3m shared path through parklands

0 2 5m

1:100 @ A3

02

E-MOBILITY INFRASTRUCTURE

GOALS

Supporting E-mobility devices with appropriate infrastructure will improve safety and public confidence in E-mobility.

E-mobility options have the potential to compliment the role of public transport and provide people with the opportunity to experience the length of the esplanade. People can conveniently access local services, creating opportunities for local businesses.

PRINCIPLES

- At regular intervals bike/ e-scooter and mobility scooter charging stations should be provided.
- Ensure minimum widths for turning circles are provided.

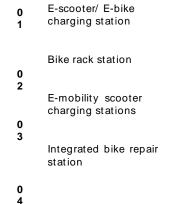


FIGURE 1 E-Scooter/ E-bike charging station FIGURE 2 Mobility scooter charging station 03

03

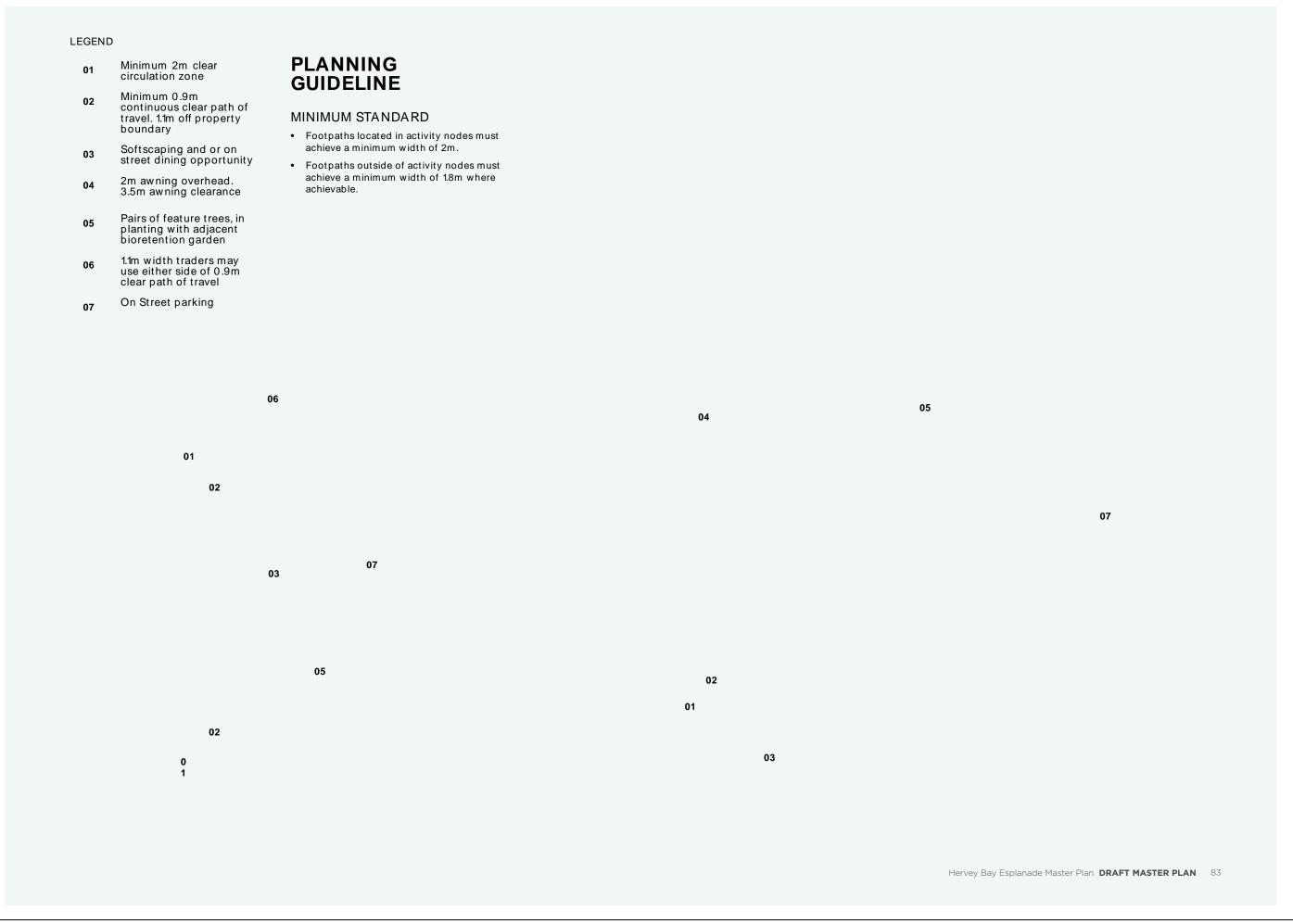
RENDER
Indicative sketch view of integrated charging stations

03

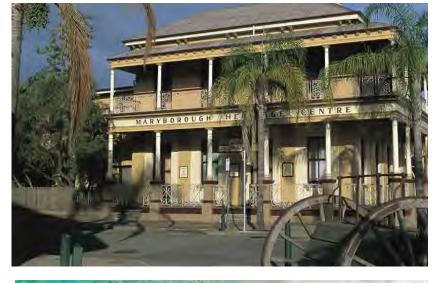




































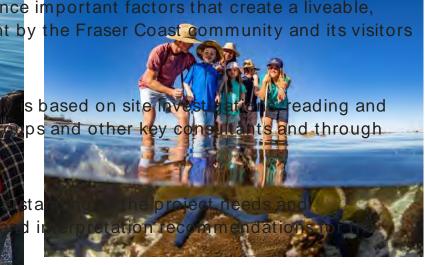




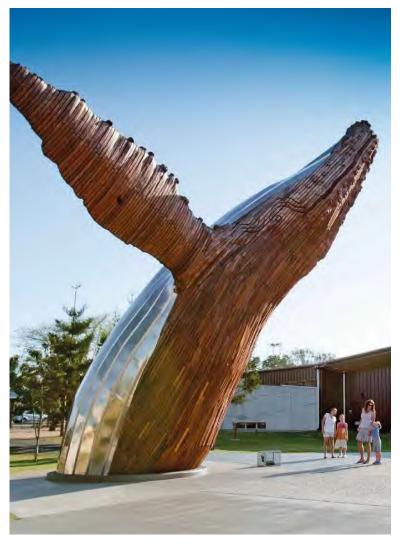














WAYFINDING OBJECTIVES





REGIONAL CONTEXT

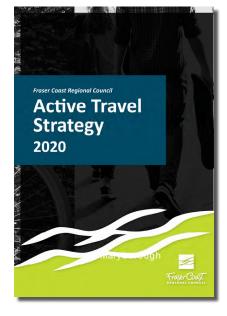
Hervey Bay is situated on the Fraser Coast between Brisbane and Bundaberg. It is situated in the center of the UNESCOrecognized Great Sandy Biosphere Reserve, and is the gateway to the the world heritage listed Fraser Island.

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

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

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











THE LOCALS STRENGTHS Once a sleepy fishing village, People are now chiedamath อาการที่ เกาสาราชา เกาสาราชา เกาสาราชา เกาสาราชา เกาสาราชา เกาสาราชา เกาสาราชา เกาสาราชา เกาสาราชา relaxed community led lifestyle people

grawth is a sign that people are choosing to settle down in Hervey Bay rather than just consensukable liberytaga and rhistory

- A Snayand thointring and larrow at it a desal council
- Burcentrialised wrips nymodel being updated ie. Council offices being moved into CBD – Young families
- Seniors

WEAKNESSES

- Pleoplealivoilingtinvoithoa obistalvielien, the Esplanade
- Lack of imformative directional signage
 Boaties
- Pedestrian and cycle connections are not well Fishers highlighted,
- School children
 Distances between key points of interest not idenatienets with young children
- Warkingcophersissionalspretive signage at key points relating to environment and history Artists
- Wayfinding from the Esplanade to major attractors including the CBD is poor
- International students
 No directional connections to the 'high street'
- No clear sense of a town centre







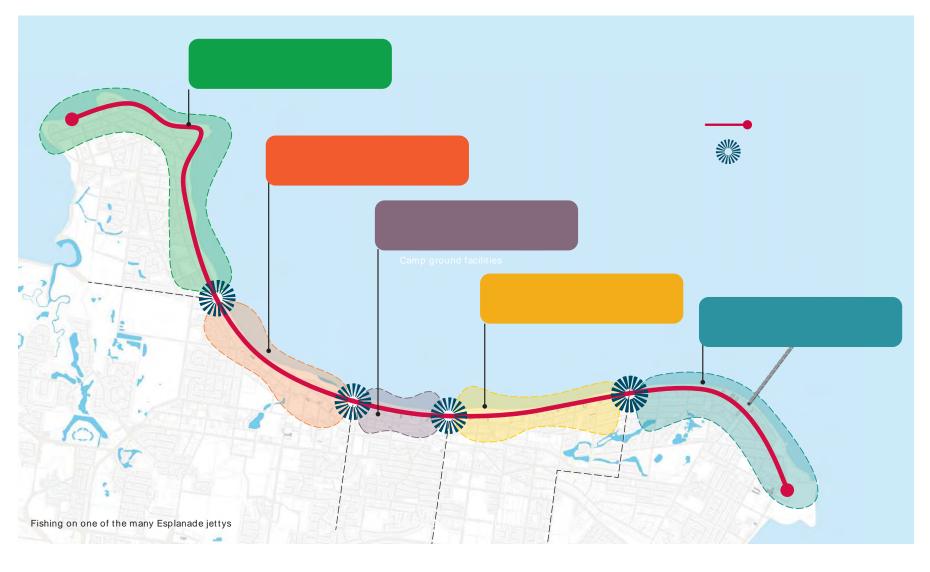








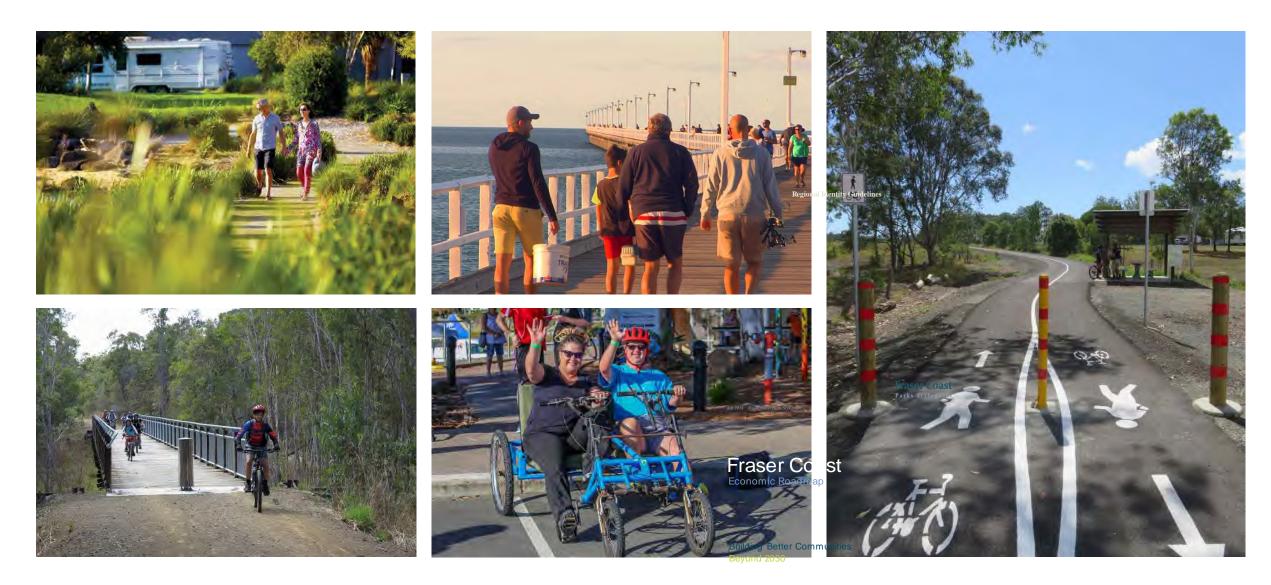








Item ORD 11.3.1 – Attachment 1



Brand Guideline



COMMUNITY PRIORITIES FOR WAYFINDING

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

Hervey Bay Esplanade - Community Consultation 2019

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

FCRC - Active Travel Strategy 2020

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

FC Arts & Culture Strategy 2022 - 2026

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

Hervey Bay Esplanade

unity Panel Report

KEY PRIORITIES FOR WAYFINDING

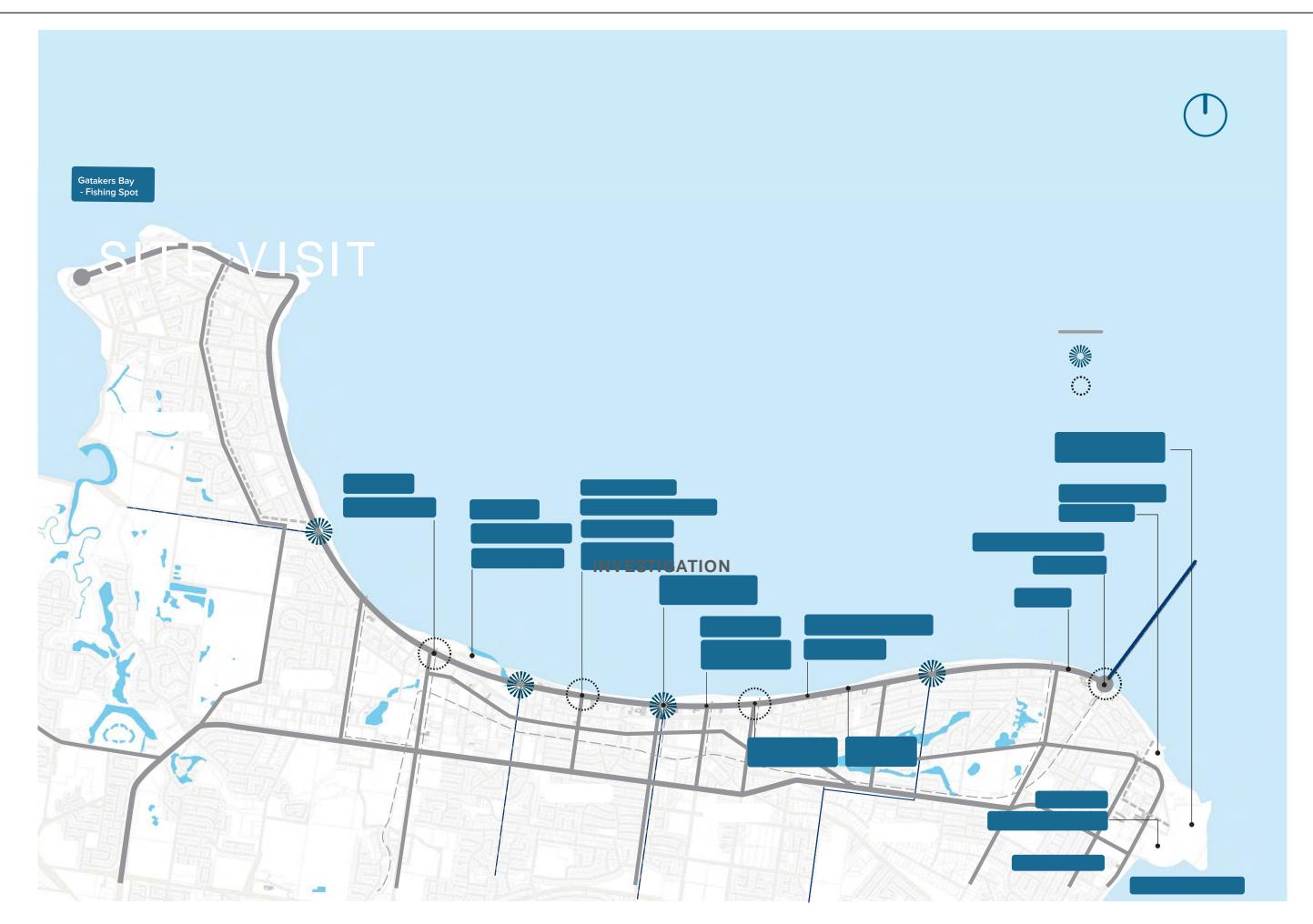
- signage along the whole esplanad
- Both au lio and visual signage at key ng the Py thing the impoluting
- Informative signage at historical/ cultural points of interest
- Colour coded signage to differentiate between cultural or historical.
- Pathway upgrades, boardwalks and recreation pathway lighting
- Increase the attractiveness of the Esplanade, and enhance Hervey Bay, as a tourist destination using digital devices
- Use artwork and designs to represent the heritage and essence of Hervey Bay and of each village.

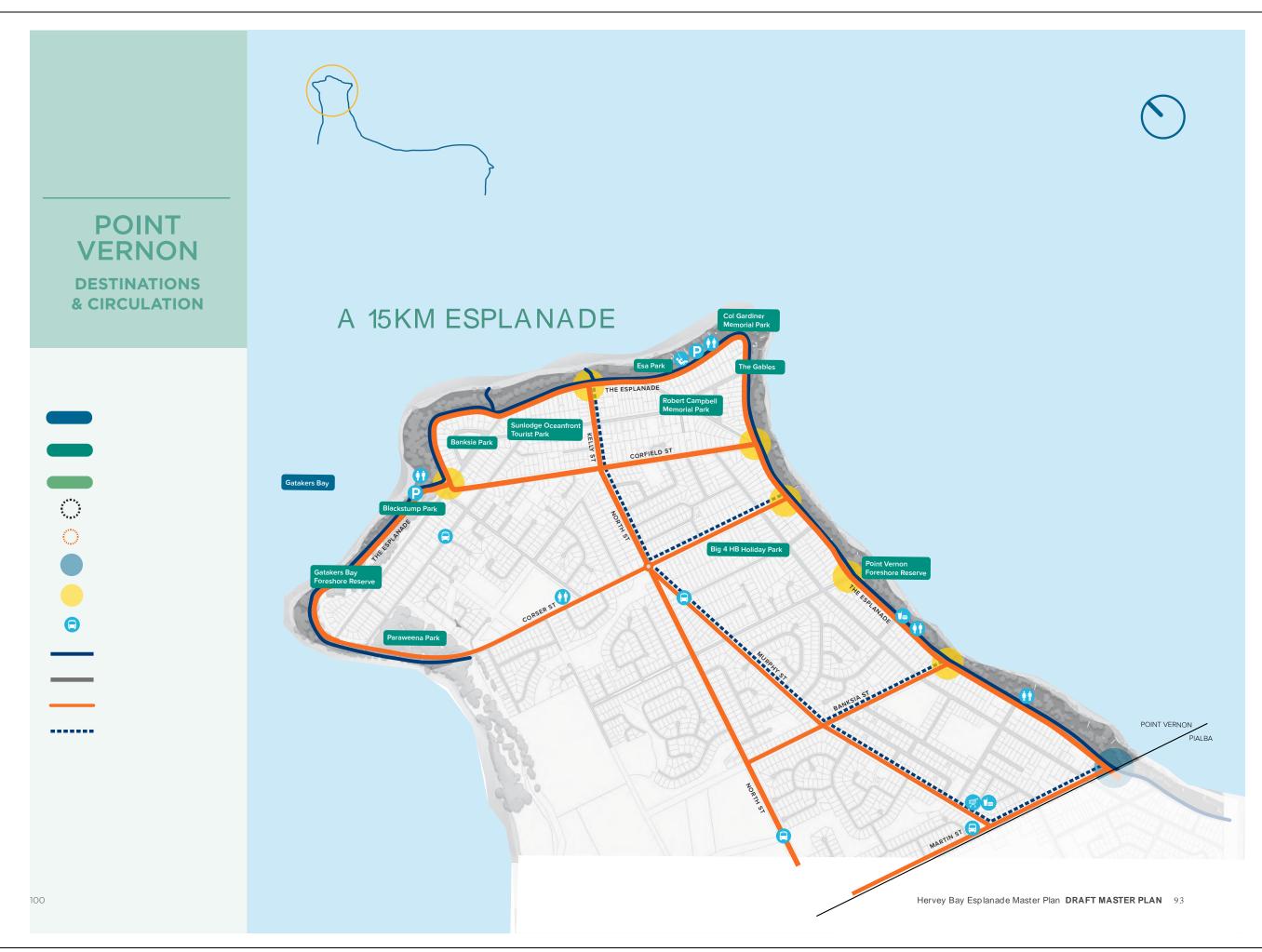
KEY PRIORITIES FOR WAYFINDING

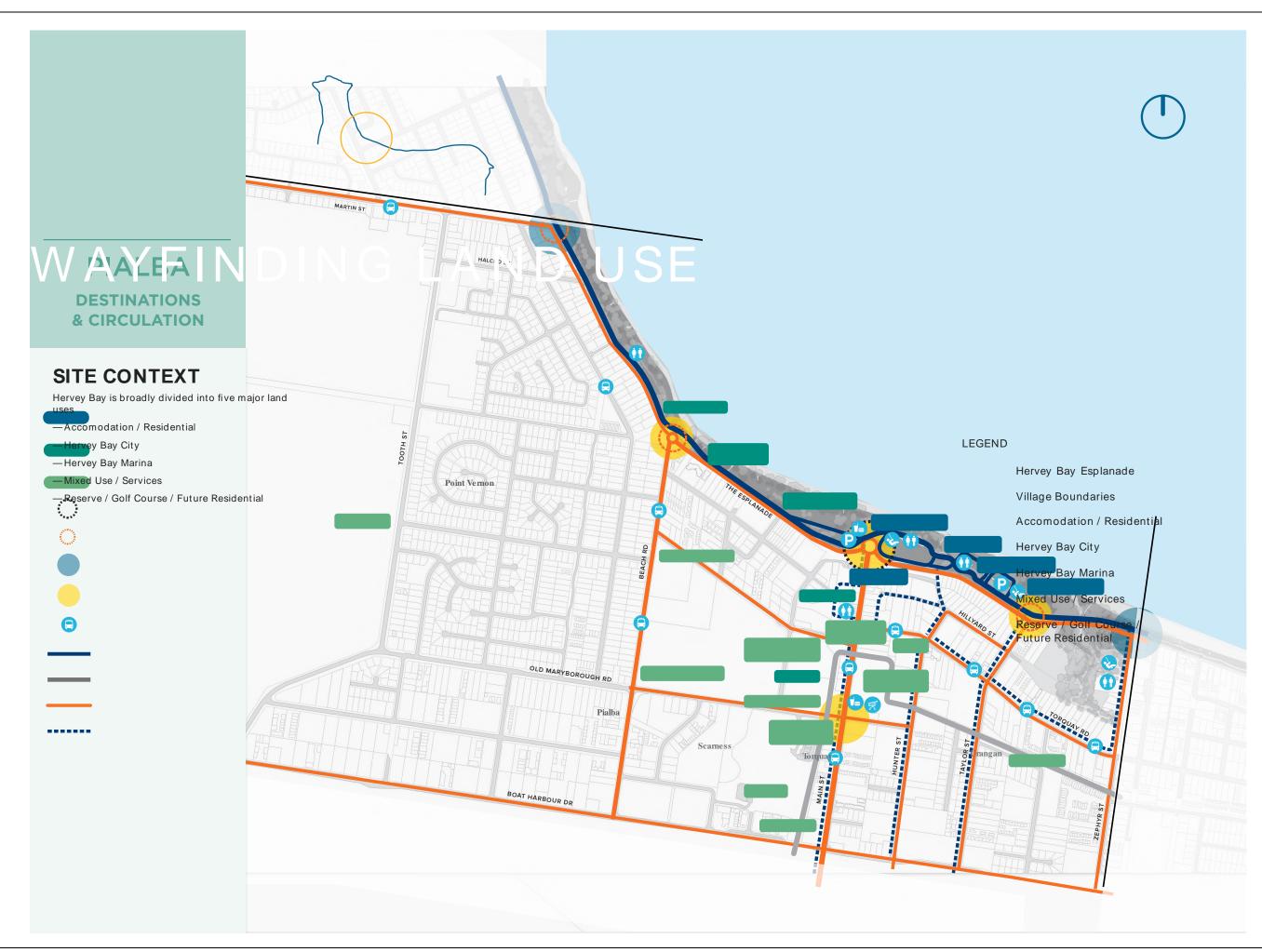
- Key routes shall be connected ensure that links within the act travel network connect via other links.
- The active travel network shall be both intuitive and direct, with links that are easy to navigate.
- Highlight a clear active travel network hierachy

KEY PRIORITIES FOR WAYFINDING

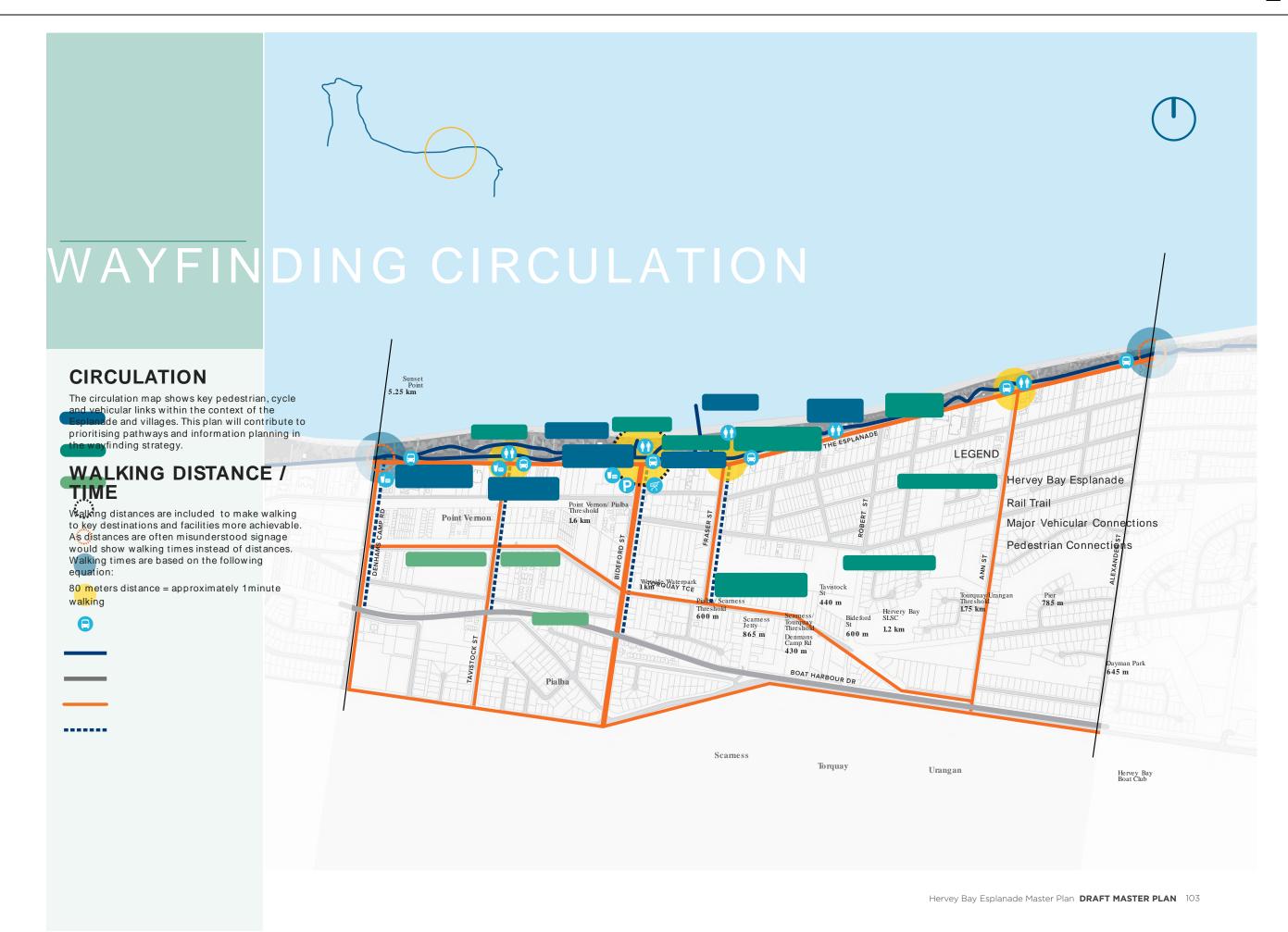
- Community identity through arts, community access and involvement, connecting to community
- ions P 🖨 庙 🕁 Qversity of whans Pand he
 - inclusion and diversity
 - Visibility of Butchulla and Indigenous culture and spaces/places to experience Indigenous arts and
 - Use of outdoor spaces for events public arts, murals, tours, amenity













DESTINATION HIERACHY

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

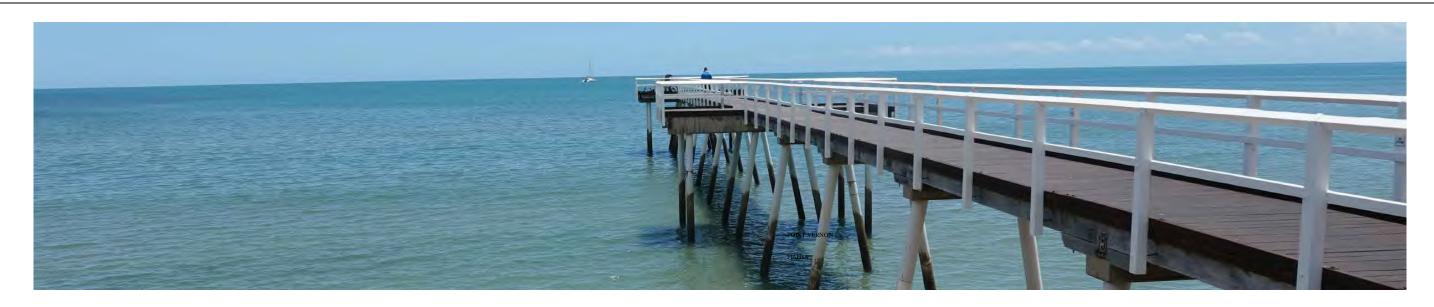
Additional locations and destinations of interest that are not located within Point Vernon, Pialba, Scarness, Torquay or Urangan but should be indicated on on wayfinding devices may include -

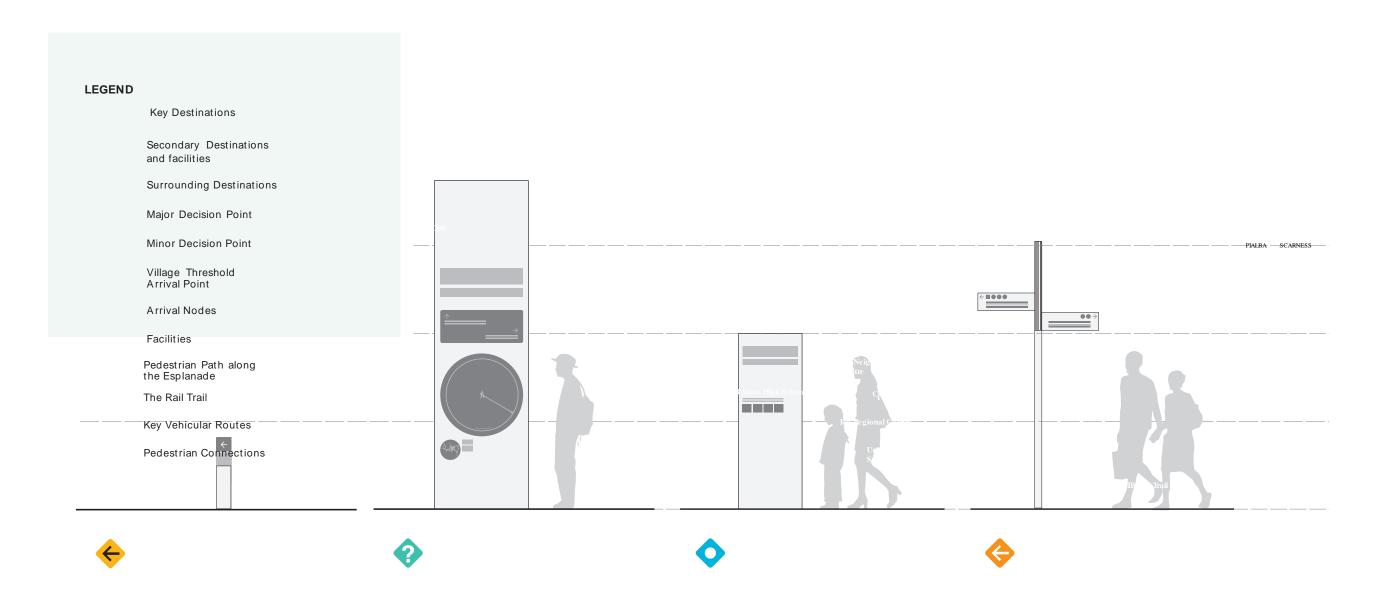
- Surrounding regional towns and suburbs
- —Hervey Bay Hospital
- -Hervey Bay Tafe
- —Hervey Bay Aquatic Centre



						LEGEND
						Pedestrian & Vehicular Connections
						Village Thresholds
						Major Decision Points
Point Vernon						
2 0220 1 0220						Whale Bay Harbour Accomodation
	Wetside Water Park		Scarness Jetty - Fishing	Spot		Dayman Park
			Beach House Hotel Queens Rd			
				nms Camp Rd urant Precint		Sea Wall
				Torquay Beach	Torquay Jetty - Fishing Spot	
				Tavistock St Restaurant Pre	HB Sailing Club int	
Pial	ba					
				Bide Rest	aurant Precint Saving Club	
		Scamess Torquay				
					Urangan	rishemians whan Mahna

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







SIGN FAMILY

BASED ON AN INFORMATION HEIRACHY

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

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

DESTINONS
DIGITAL WAYFINDING
& CIRCULATION
Digital wayfinding can deliver engaging visitor
experiences by providing useful information in realtime. The QR code may link to apps that provide guidance based on specific user abilities ansotatives assertor QUAY of beacon technology for users to receive location based information.

LEGEND

Key Destinations

Secondary Destinations and facilities

Surrounding Destinations

Major Decision Point

Minor Decision Point

Village Threshold Arrival Point

Arrival Nodes

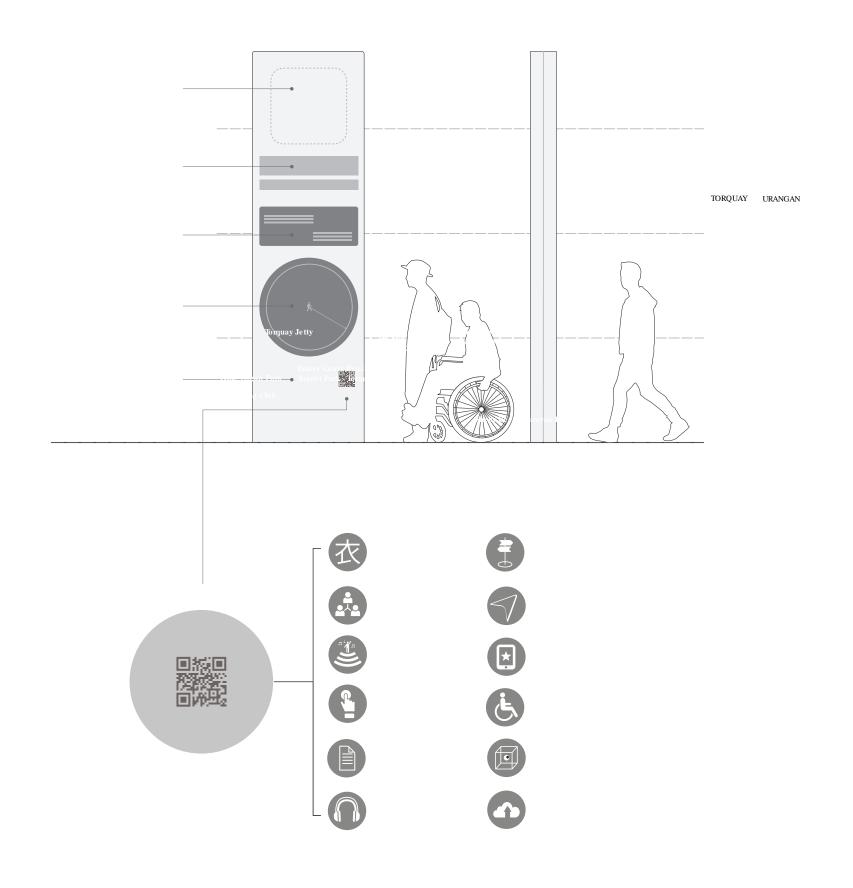
Facilities

Pedestrian Path along the Esplanade

The Rail Trail

Key Vehicular Routes

Pedestrian Connections



TORQUAY URANGAN

URANGAN DESTINATIONS & CIRCULATION

LEGEND

Key Destinations

Secondary Destinations and facilities

Surrounding

Major Decision Point Minor Decision

Village Threshold Arrival Point

Arrival Nodes

Secondary

Pedestrian Path along the Esplanade

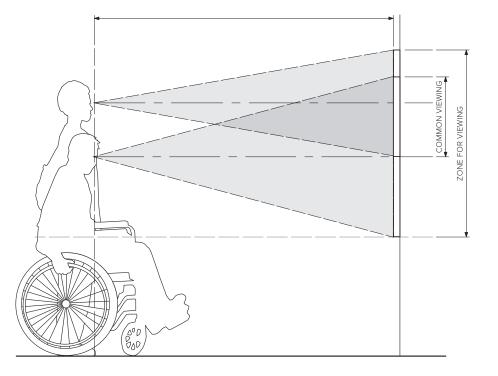
The Rail Trail

Key Vehicular Routes

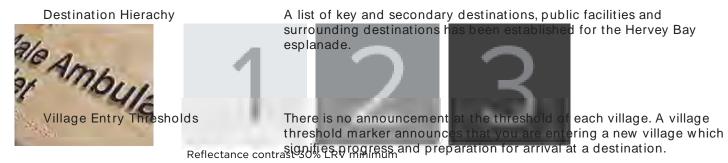
Pedestrian Connections



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Hervey Bay Esplanade Master Plan DRAFT MASTER PLAN 10.5



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

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

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

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

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

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

Pedestrian Links from Esplanade and Esplanade to consume the explanade and Esplanade to consuming the explanade and the splanade to consume the explanation signs we did not see very many pedestrian the stration signs we did not see very many pedestrian the stration signs we did not see very many pedestrian the strations of the explanations such as the CBD are not the stration page indicating distances and the explanade have no signage indicating distances and the explanade have no signage indicating distances and the explanade have no signage indicating distances and receive and from major points of mitterest.

Vehicle Directions

There are a range of mutter guide and tourist signs the constances are also frequent signs used for advertising (including directions) around Hervey Bay.

Many vehicle directional signs have been accumulated over time and

are visually uncoordinated and cluttered.

10 6

Hervey Bay Esplanade Master Plan DRAFT MASTER PLAN



There was little on-road cyclist signage around the city.

should be completed. Additional sign types should be installed. This includes key destinations, public sites and services throughout licky Beach Notable Destinations All of destinations should be identified as part of the Hervey Bay family Hervey Bay of destinations incorporating the brand and signage guidelines. Standard welcome and advice will be determined that applies at each site as well as site specific in ormation. Note that **Moffat Beach** Moffet be developed in a consistent graphic style and imagery There are a large number of sign types that are installed progressively Regulatory advice - coastal / ositive, empathetic tone of voice. by Council and other authorities. These can clutter a site and may be parks / reserves / marina ignored by visitors. Often these signs project an authoritarian tone Wetson messages should be kept to a minimum. Images and symbols advising of prohibited activities rather than a positive empathetic tone should be used that are universally understood. Digital Wayfinding Used appropriately digital wayfinding creates unique opportunities for Opportunity to include QR Codes on wayfinding devices or use dynamic the personalsation of the user journeys. This could be used along the digital display/noticeboards. Esplanade. **&** Interpretation - Indigenous Interpretive signage lacking. These signs types will need to be developed in consultation with the culture Butchulla community or make allowances for input by them. Determine all sites that can be interpreted and created into existing Interpretation - Non Interpretive signage lacking. indigenous culture Trails should be easily mapped with numbered interpretation points and Kings Beach included on each panel. Interpretive signa Interpretation - Ecology We would aim to design appropriate sign styles for interpretation. **Bulcock Beach** Does Council have an Interpretation policy around this that determines what should be presented a supplied by themes of preservation and custodianship?

Hervey Bay Esplanade Master Plan DRAFT MASTER PLAN 107

WAYATANDESIGNSIGNPRADMICH

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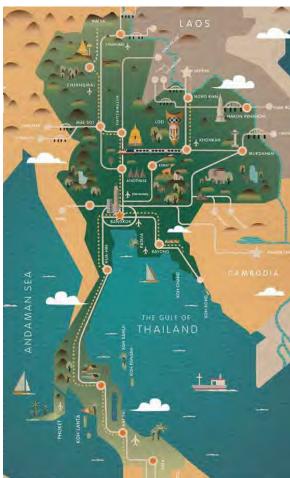
The tolling mighting sightly be and sight locations ity are introductorily street replayer dealing the street of t documentlassក្រាប់ទំនាញns would form a Signage Guidelines manual which will guide accurate sign planning and procurement by a Council representative or consultant.

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

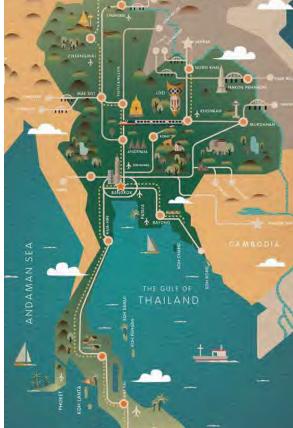
- —Information Signs / Information Map Signs
- —Identification Signs
- —Directional Signs
- —Regulatory Signs







NDINGS





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FFL

Wayfinding Trail Marker

- destination name
- distance information

Information Map Sign

- site identification
- directional information
- local mapping and regional orientation
- illumination

Identification Sign

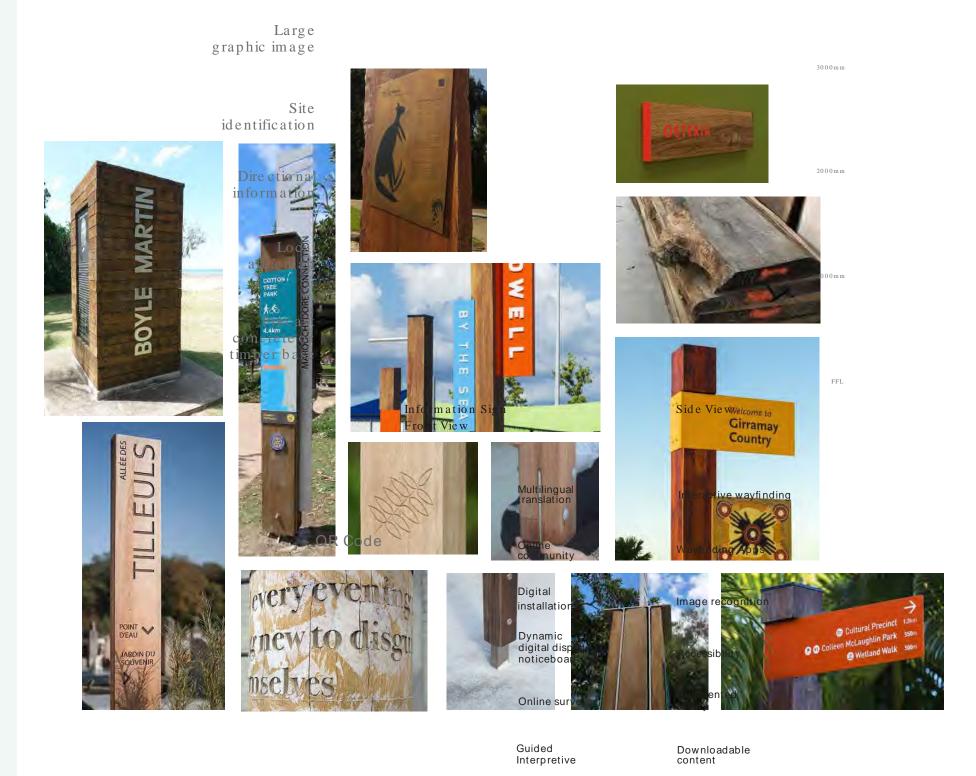
- key destination name
- behavioural advice

Directional Finger Post

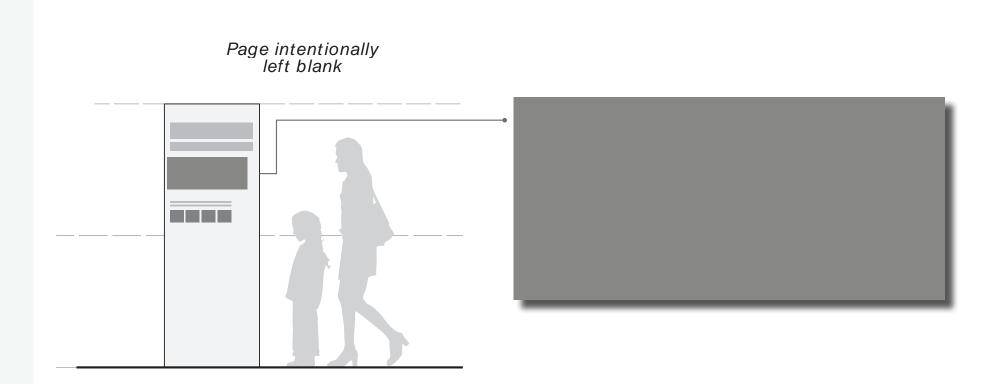
- freestanding post with fixing details
- directional information
- consider illumination











Hervey Bay Esplanade Master Plan DRAFT MASTER PLAN 111

ACCESSIB

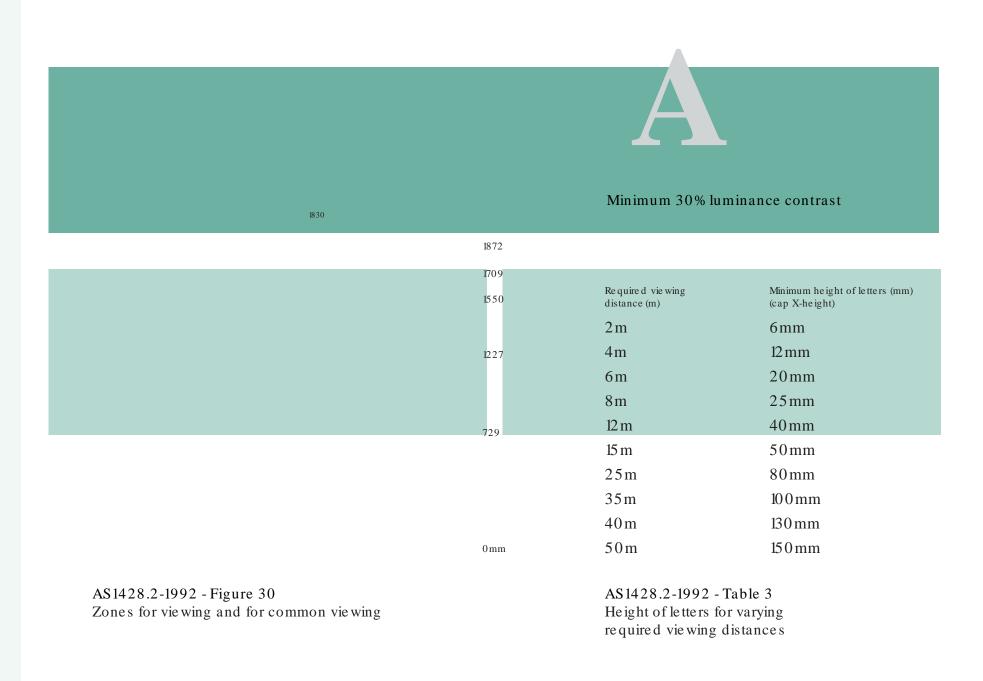
ACCESSIBILITY

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

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

- —Minimum30 %luminance/colour contrast values between base colour, text and pictograms
- —Highly legible font for wayfinding
- Appropriate text sizes for required reading distances
- —Functional pictograms to support text messages
- Relevant user pictograms to support text messages
- Clear and consistent message layouts/graphic zones
- Appropriate sign placement for optimum viewing
- —Braille and tactile graphics where mandated

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





INTERPRETATION

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

simple objective facts and information about a

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

Interpretation may be didactic. That is, it provides

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

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

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

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

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

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









Relevant user pictograms

de Master Plan DRAFT MASTER PLAN 113

Item ORD 11.3.1 – Attachment 1 26 MARCH 2025

CURATORIAL THEME 1

The BedDala propies: Into Deep 76

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INFORMATION MAP SIGN

Map design is a critical part of the wayfinding strategy. Maps are intended to communicate substantial information in a diagrammatic, accessible

Maps show crovide visitors with choices so that they can manage their time and experiences.

Maps a new lage and enhance active travel through

A key cesign criteria for all maps is to display the map as 'teads up' so it viewer oriestation and can be matched with the surrounding context and landmarks. Typical Maps

Of specific importance in Hervey Bay is to show the distance along the Esplanade and walking times to

points of interest.

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

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

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

CURATORIAL THEME 2

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Curatorial Principles: Caring for Country

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CURATORIAL THEME 3

Severeignty and Settlers: Thereof histories in this place the pixtury of while play rively, the compression as under where it illustrates are the compression of the compression and the compression by the throughout a fettern to use all years, and the settlem inspect to the compression of the c

Curatorial Principles: Shared Histories
This stratory makes Barbaia Custoriombia may

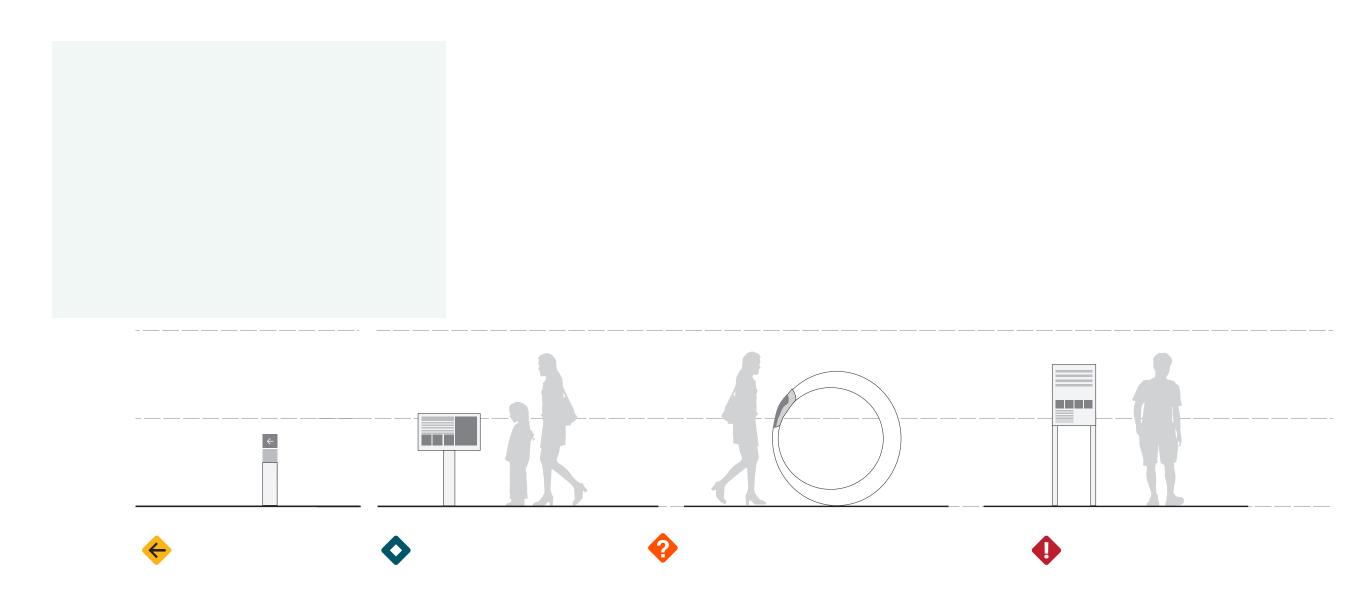
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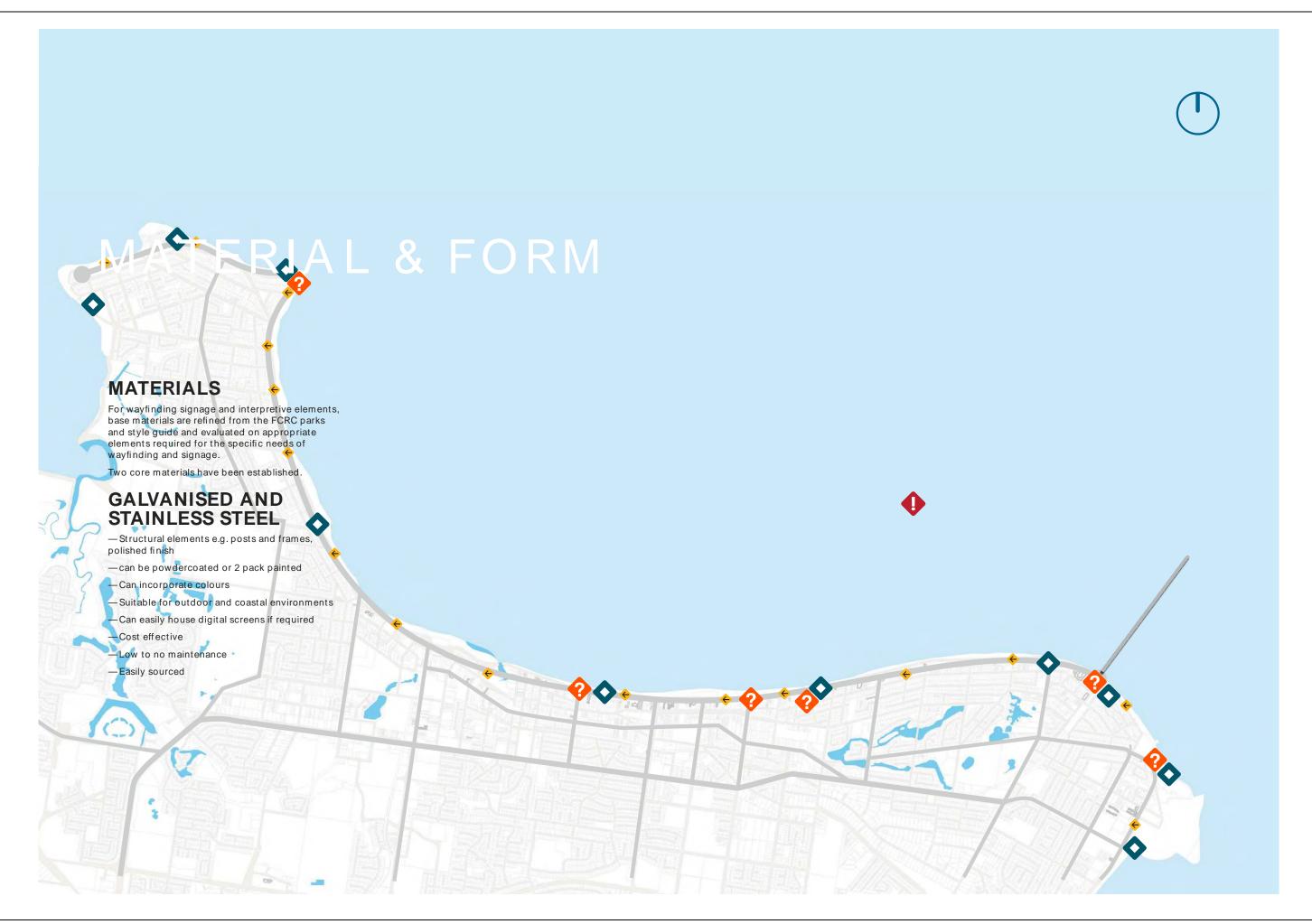








Hervey Bay Esplanade Master Plan DRAFT MASTER PLAN 115









TONE OF VOICE

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

Motivational - inspires people

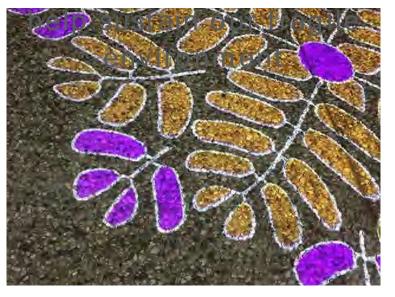
Educational - informs people

Collegiate - chatty and informal









Hervey Bay Esplanade Master Plan DRAFT MASTER PLAN 119

Item ORD 11.3.1 – Attachment 1 26 MARCH 2025

Didactic

Requires consultation, research and writing

- Signs
- Information
- Facts
- Stories

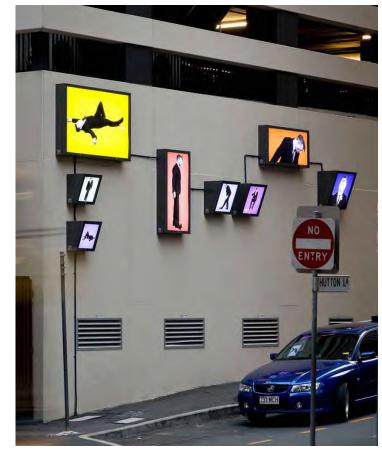




Impressionistic

Community consultation, commissioning artists

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









Hervey Bay Esplanade Master Plan DRAFT MASTER PLAN 121



INTERPRETIVE SIGN FAMILY

ALONG THE ESPLANADE

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

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

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



2000mm



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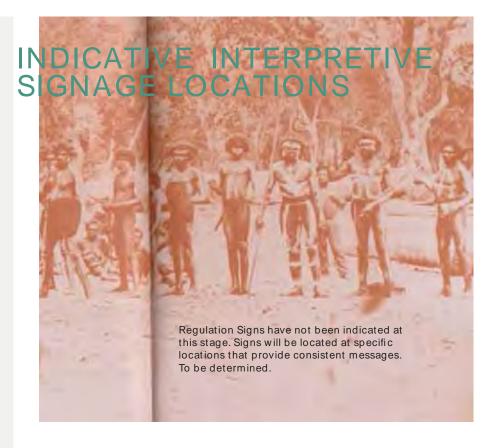
FFL

Interpretive Trail Marker • destination name

- distance information

Interpretive Sig
• local area knowl

- historical stories
- flora & fauna informati





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

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

STRATEG





PUBLIC ART

DEFINITION OF PUBLIC ART

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

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

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

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



BENEFITS OF PUBLIC ART

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

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

Economic Benefits – Cultural Tourism

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

Public art can make a vital contribution to the economic prosperity of many of our regional towns through its inclusion in cultural tourism strategies. Iconic public artworks such as Brian Robinson's *Woven Fish* (Cairns Esplanade) has become so synonymous with this place, that images of this artwork were used to promote the 2018 Commonwealth Games to an international audience.

Economic Benefits – Creative Industries

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



ARTWORK TYPES

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

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

Each artwork opportunity type is characterised by:

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

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

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





PROJECT OVERVIEW

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

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

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

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

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

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

Hervey Bay Esplanade Master Plan DRAFT MASTER PLAN 129

HISTORICAL CONTEXT

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

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

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

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

SHORT TERM PARKING Short term parking in front of businesses

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

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

Not all Bactial Beople were drawn into the mission, with those working with forestry and fishing industries able to seek exemption from the strictures of living under The Act. Logging took place on K'gari and other areas around Hervey Bay for 128 years. Most of the Aboriginal people were removed from the island in 1905 to allow logging to be conducted. Sand-mining took place





the background. Image courtesy State Library of Queensland, Brisbane. From Foley, Fiona, Bogimbah





RECENT HISTORY

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

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

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

Indigenous elders/advisors remember:

- Mum would send me to count the smoke signals from K'Gari 'one' would mean that her brothers would be home tomorrow. 'Two/three' would be the number of days until they'll be home (Frances)
- Lots of mob were taken off Country, but [a marker] at Dayman Point eternal fire, lantern, flame could recognise that and light the way to come back home. There are also stories of lanterns used while waiting for my brother to come home from sea but he never did. (Shereene)
- A canoe tree on Elizabeth Street was accidentally cut down. I have been working with George volunteering to help recreate it and ready to install. It can be inserted near the dais to show how deadly our people were travelling in a small canoe! Really need strong representation of Butchulla people. (Dustyn)







CURATORIA THEMES



CURATORIAL PRINCIPLES

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

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

CURATORIAL DRIVERS

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

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





