

With the merit criteria in mind, prioritise the following key projects and initiatives:

**MERIT CRITERIA**

- Community / Social Benefit – Local community, cultural sensitivity,
- Environmental Benefit – Protection of bushland, sensitive ecosystems, fauna, erosion,
- Economic Benefit – Supports enterprise, increased visitation and tourism,
- Functionality – Safety, amenity, connectivity,



# PRINCESS ROYAL FORTRESS

The Princess Royal Fortress (opened in 1893) encompassing the Princess Royal Battery, Plantagenet Battery and surrounding landscape, is a valued local asset of national historical significance, with significant potential to expand and improve the experience of the National Anzac Centre and Mounts community precinct - by recognising the cultural and historical significance of the place, focusing on the continued discovery, interpretation and improved visibility of unique stories, people and places.



**KEY PROJECTS + INITIATIVES**

**HIGH PRIORITY**

**MEDIUM PRIORITY**

**LOW PRIORITY**

**COMMENTS**

**BUILDINGS + INFRASTRUCTURE ADAPTIVE REUSE**

- strategically plan for the future expansion of improved visitor amenities, and removal of non-significant buildings
- maximise the impact of heritage building assets (such as Barracks Gallery) to optimise visitor and community use
- audit and refine current collections and exhibition to stories of local provenance only

**THE GUNS OF THE FORTRESS**

- restore and interpret original batteries and landscape settings (including gun emplacements with guns, magazines, shell stores, bunkers)

**CONNECT THE UPPER + LOWER FORTS**

- physically re-connect upper Princess Royal Fortress and lower Plantagenet Battery sites through trails and interpretive reveals of hidden sites and history

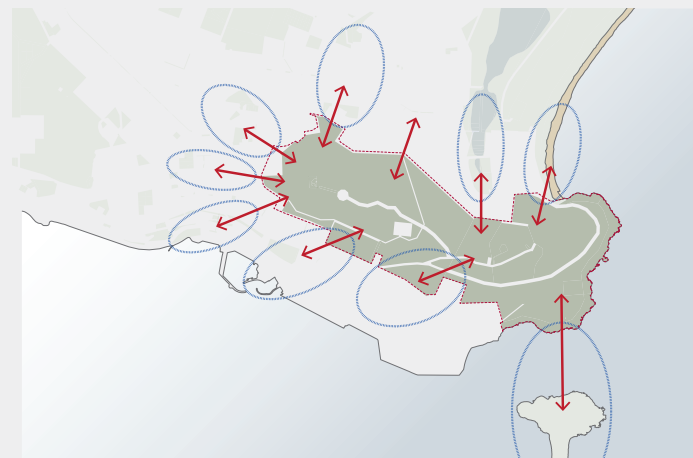
**OTHER**





## LOCAL COMMUNITY

Foster local ownership and pride and enhanced community participation - embedding programs, services and activity to enhance social cohesion, sustainability and prosperity, and promote intergenerational experiences - targeting everyone From family networks and kids, to seniors.



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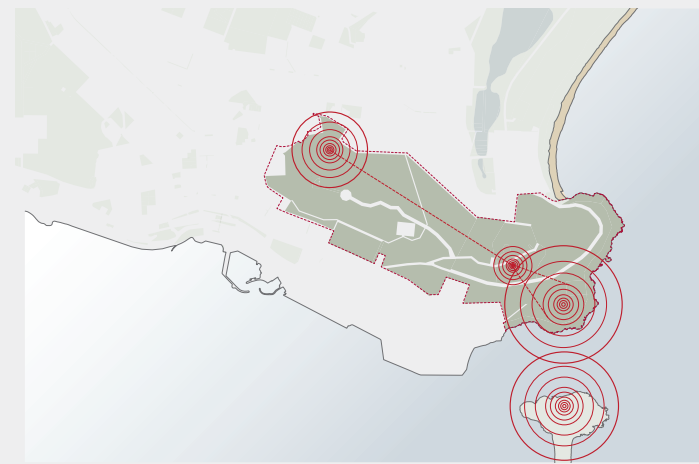
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<p><b><u>'FRIENDS OF THE MOUNTS' GROUP</u></b></p> <ul style="list-style-type: none"> <li>• recognise the high community values of the site</li> <li>• conservation and bushland management</li> <li>• horticulture and education</li> <li>• volunteer support networks and special projects</li> </ul>				
<p><b><u>VOLUNTEER GUIDES PROGRAMME</u></b></p> <ul style="list-style-type: none"> <li>• establish a volunteer guides programme</li> </ul>				
<p><b><u>ONGOING STAKEHOLDER + COMMUNITY ENGAGEMENT</u></b></p> <ul style="list-style-type: none"> <li>• foster a sense of community ownership and public empowerment</li> <li>• refresh and expand communication strategy</li> <li>• collaboration and partnership focus with community groups, commercial enterprises and government agencies, such as: Kings Park and Botanical Gardens, UWA, WA Museum, National Archives, Australian War Memorial Arts organisations</li> <li>• broaden global references and context for international visitors</li> </ul>				
<p><b><u>OTHER</u></b></p>				



# REGIONAL BOTANIC GARDENS

The establishment of a world-recognised regional botanic garden network showcasing the regions unique landscape, biodiversity and natural environment – providing inspirational experiences to enhance life – and key to the adoption of sustainable and adaptive management practices that will implement appropriate uses and enhance significant natural environments and places.



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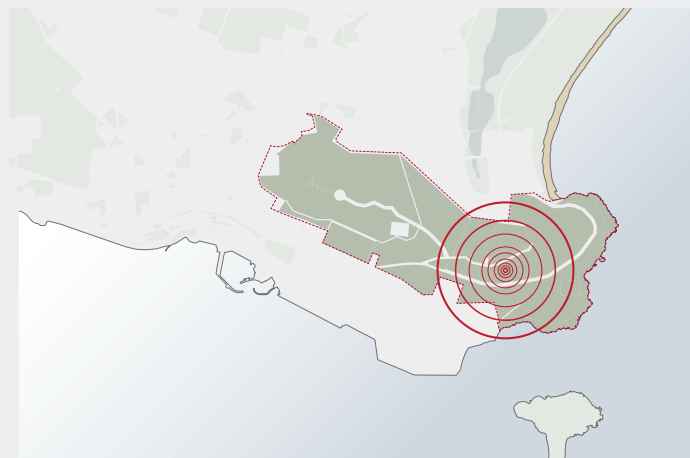
KEY PROJECTS + INITIATIVES	HIGH PRIORITY	MEDIUM PRIORITY	LOW PRIORITY	COMMENTS
<p><b>DISPLAY GARDENS + COLLECTIONS</b></p> <ul style="list-style-type: none"> <li>• staged implementation of curated, developed display gardens aligned with best practice, celebrating local and regional landscape biodiversity</li> </ul>				
<p><b>BOTANIC GARDENS INFRASTRUCTURE</b></p> <ul style="list-style-type: none"> <li>• provide a node of consolidated infrastructure to support the working operations and management of the Botanic Gardens, may include: a visitor hub, glass houses and plant nursery</li> </ul>				
<p><b>NATURAL RESERVES + LANDSCAPE MANAGEMENT</b></p> <ul style="list-style-type: none"> <li>• conserve and enhance natural bushland and rare granite outcrop environments aligned with best practice natural reserve management practices</li> <li>• good future management promoting sustainable practices and value systems for caring for country, completing the biological inventory, researching the major threatening processes and monitoring and taking appropriate action to conserve those species and communities most at risk</li> </ul>				
<p><b>OTHER</b></p>				





# NATIONAL ANZAC CENTRE

Continue to provide and build an engaging visitor experience over the short, medium and long term, by taking a strategic and dynamic approach to museum collection and display material, in order to encourage repeat visitation and maintain contemporary relevance of the museum.

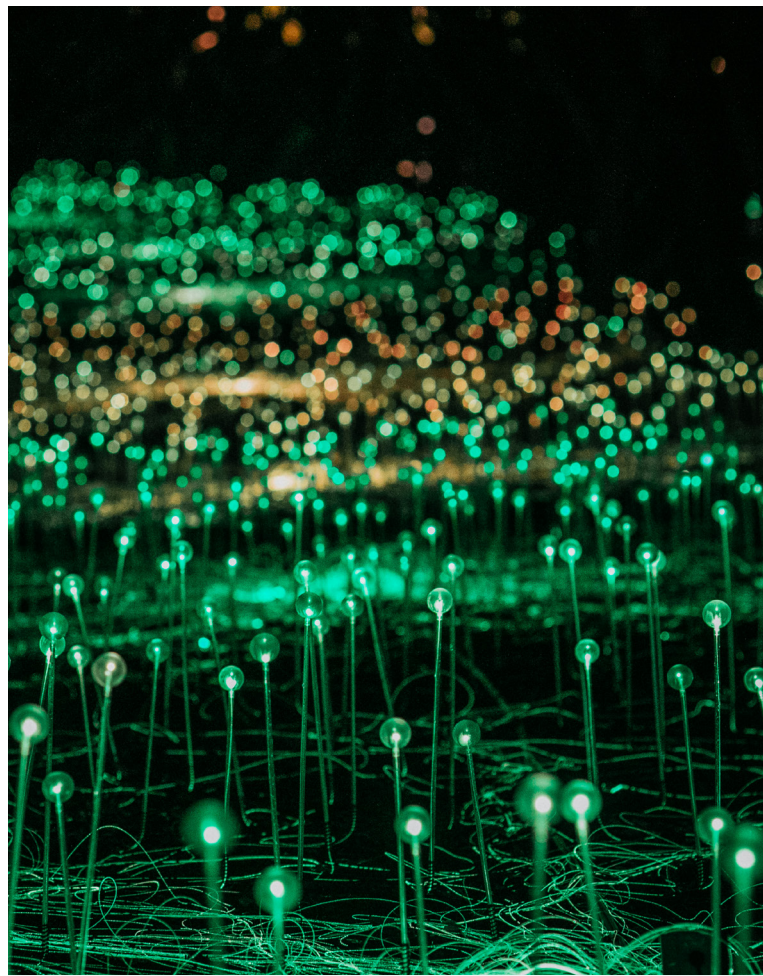


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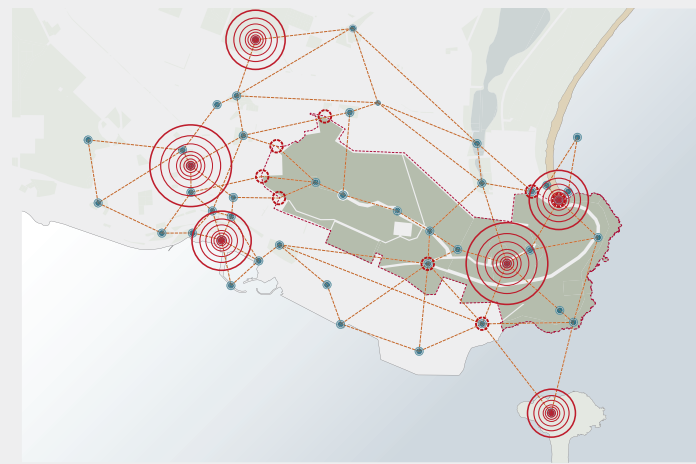
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<p><b>REFRESH PROJECTS, CONTENT + COLLECTIONS</b></p> <ul style="list-style-type: none"> <li>• review, refresh and improve to ensure interpretative experiences remain relevant, engaging and consistently high quality</li> <li>• develop and implement cross-promotion strategies in partnership with WA Museum to manage NAC cultural and commemorative assets</li> </ul>				
<p><b>OTHER</b></p>				



## PUBLIC ART + CULTURE PROGRAMME

Create new public art experiences and lasting cultural tourism products, assets and infrastructure to support engaging visitor experiences, deliver a significant cultural legacy, and help create a vibrant place for current and future generations - towards a new identity as the cultural capital of regional Western Australia.



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<p><b>PLACE VITALITY + EVENTS PROGRAMME</b></p> <ul style="list-style-type: none"> <li>• develop a year round seasonal events, exhibition and place programming strategy specific to the site i.e. 'Festival of the Mounts'</li> <li>• explore opportunities for the Mounts to mark the bicentennial of the founding of Western Australia's first British Colony in Albany 2026 – a cultural milestone of national significance</li> <li>• link site-wide projects, events, programmes and initiatives to City-wide arts and culture strategy, incorporating key cultural assets</li> </ul>				
<p><b>HERITAGE + CULTURAL SIGNIFICANCE PLAN</b></p> <ul style="list-style-type: none"> <li>• identify cultural and commemorative assets within the precinct and reference to the history of Albany and region, such as: Desert Mounted Corps Memorial, Camp Quaranup, Cemetery, St John's Church, Strawberry Hill Farm, WA Museum and other City Heritage assets</li> <li>• enhance partnerships and improved access to natural, cultural or heritage sites and associated information</li> <li>• nominate the place for listing as a national heritage site and a place of outstanding heritage significance to Australia</li> </ul>				

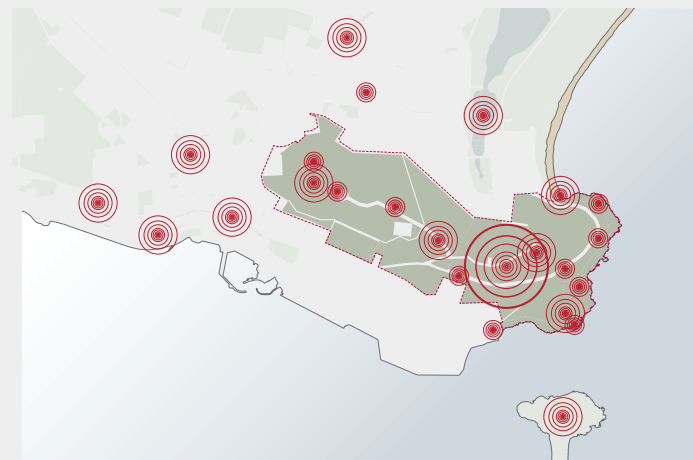
KEY PROJECTS + INITIATIVES	HIGH PRIORITY	MEDIUM PRIORITY	LOW PRIORITY	COMMENTS
<p><b><u>NOONGAR MENANG CULTURE: ABOUT COUNTRY-BOODJA</u></b></p> <ul style="list-style-type: none"> <li>recognising Menang Noongar culture as central to the regions' identity</li> <li>promote and support Aboriginal tourism operators, through development of outdoor gathering spaces</li> </ul>				
<p><b><u>DUAL NAMING</u></b></p> <ul style="list-style-type: none"> <li>progress and implement dual naming across the Mounts and surrounding landscapes (places, elements, locations)</li> </ul>				
<p><b><u>OTHER</u></b></p>				





## EDUCATION + INTERPRETATION

Engage the next generation and facilitate a better understanding of the site and region through leading research, education and interpretation – increasing the potential for the discovery and interpretation of natural environment and rich layers of history, through protecting and enhancing natural assets; facilities and built fabric; collections and displays; stories and memories.



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<p><b>SCHOOL EDUCATION PROGRAM</b></p> <ul style="list-style-type: none"> <li>• promote development of school-based education and excursion programs linked to existing curricula and national strategies for international education</li> </ul>				
<p><b>TERTIARY KNOWLEDGE + INNOVATION PROGRAM</b></p> <ul style="list-style-type: none"> <li>• promote development of MOUs with institutions such as UWA and Curtin Uni to deliver environmental, recreational, horticultural and tourism-based research</li> </ul>				
<p><b>DEVELOPMENT OF DESIGNATED EDUCATIONAL SPACES</b></p> <ul style="list-style-type: none"> <li>• outdoor - spaces for tour group gathering and storytelling</li> <li>• indoor - adaptive reuse of the Forts buildings to optimise use and participation</li> </ul>				
<p><b>SITE-WIDE SIGNAGE + INTERPRETATION STRATEGY</b></p> <ul style="list-style-type: none"> <li>• connecting stories, interpreting information, connecting view lines to adjacent precincts and neighborhoods</li> <li>• key themes based around: Our Environment, Noongar Menang Culture, Colonial Heritage, Military Heritage</li> </ul>				
<p><b>OTHER</b></p>				

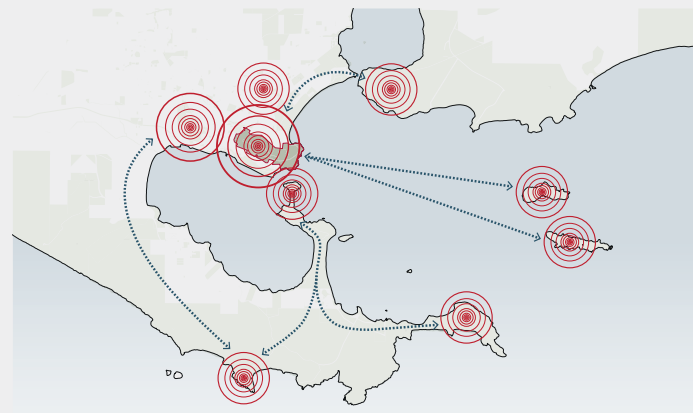


# THE MOUNTS

MT ADELAIDE IRRERUP MT CLARENCE CORNDARUP  
ALBANY WESTERN AUSTRALIA

## IDENTITY + BRANDING

Development of a consistent, clear and legible brand and wayfinding system so that visitors are able to easily identify, navigate and interpret locations in a diverse network of activities and destinations.



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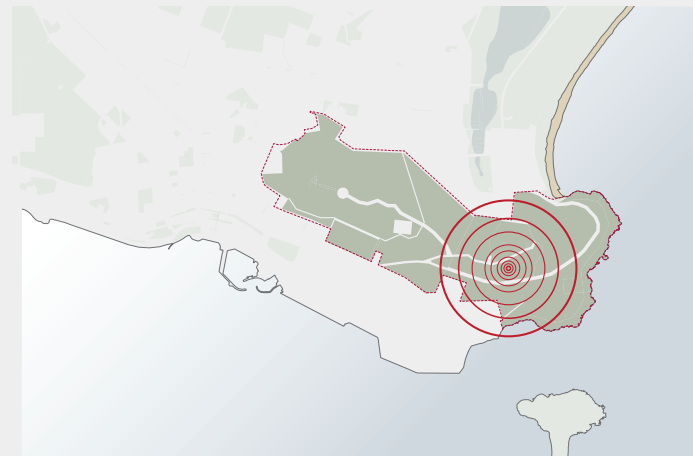
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<p><u>REDEFINE THE BRAND</u></p> <ul style="list-style-type: none"> <li>• understand the perception of the Albany Heritage Precinct and develop a strong cohesive brand (such as 'The Mounts') that incorporates a collection of existing brand elements</li> <li>• develop communications, marketing and promotions plan aligned with Albany Visitor Centre and Amazing South Coast brand</li> </ul>				
<p><u>VISITOR ORIENTATION + WAYFINDING STRATEGY</u></p> <ul style="list-style-type: none"> <li>• redefine the existing hierarchy of park 'gateway' entry and points of arrival, activity nodes and network of destinations to help user navigation and promote and improve the visitor experience</li> </ul>				
<p><u>CONNECTING DESTINATIONS + ATTRACTIONS</u></p> <ul style="list-style-type: none"> <li>• explore ways to integrate adjacent neighborhood reserves and connect to places, such as; Visitor Centre</li> </ul>				
<p><u>OTHER</u></p>				





## NATURE PLAY

The Mounts can provide unique experiences for nature based play to enhance its community and visitor appeal – encouraging kids playing outdoors and in nature and to inspire positive environmental awareness, cognitive, emotional and physical development, through discovery learning and connection with nature.



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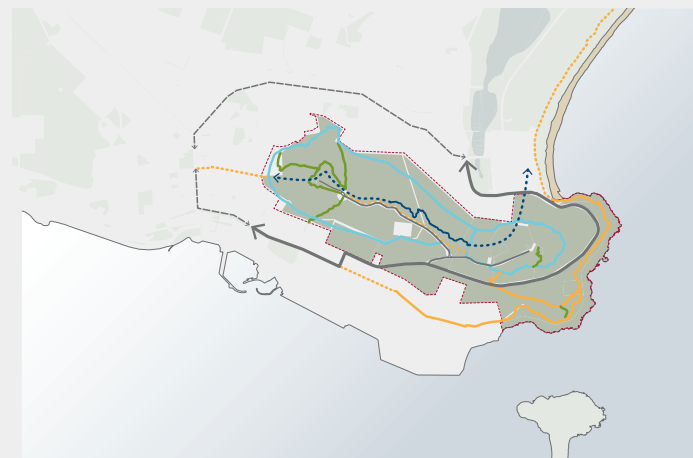
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<p><b><u>NATURE PLAYGROUND AT PRINCESS ROYAL FORTRESS</u></b></p> <ul style="list-style-type: none"> <li>• development of a place to play and promote development of nature based activities, located at PRF in the area of maritime gun artefacts</li> </ul>				
<p><b><u>NATURE-BASED ACTIVITIES + EXPERIENCES</u></b></p> <ul style="list-style-type: none"> <li>• explore potential for short-term low impact recreational, educational and eco-tourism camping facilities within the PRF precinct</li> <li>• programme of inspired outdoor experiences through events, catering for children and family-based activities</li> <li>• opportunities for nature play in the broader landscape</li> </ul>				
<p><b><u>WATER LINKAGE RECREATION OPPORTUNITIES</u></b></p> <ul style="list-style-type: none"> <li>• development of marine interface activities i.e. fishing (rock and boat), SUPs, kayaking, swimming, paragliding</li> </ul>				
<p><b><u>OTHER</u></b></p>				



## CONNECTING PLACES + EXPERIENCES

Development of a balanced, site responsive trail network system - linking major destinations, neighbourhoods and activity nodes within the city, and catering to a range of different trail users, styles, levels of difficulty and experience (active, passive, heritage, nature) - whilst ensuring the protection of the sites' environmental, cultural and heritage values.



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<p><b>DRIVING + PUBLIC TRANSPORT EXPERIENCE</b></p> <ul style="list-style-type: none"> <li>• enhance the iconic Marine Drive/Forts Road/Apex Drive/Avenue of Honour driving experiences</li> <li>• park gateways and orientation nodes, ocean experience lookouts, access ways, pedestrian links</li> </ul>				
<p><b>WALKING TRAIL NETWORK</b></p> <ul style="list-style-type: none"> <li>• staged implementation of a Walking Trail network (renewal/enhancement/new)</li> <li>• ensure a wide range of experiences for different community members and visitors</li> <li>• incorporate shared network as appropriate (different users)</li> </ul>				
<p><b>MOUNTAIN BIKE TRAIL NETWORK</b></p> <ul style="list-style-type: none"> <li>• staged implementation of the AHP Trails Network Concept Plan</li> <li>• ensure wide range of experiences for different community members and visitors</li> <li>• incorporate shared network as appropriate (different users)</li> </ul>				

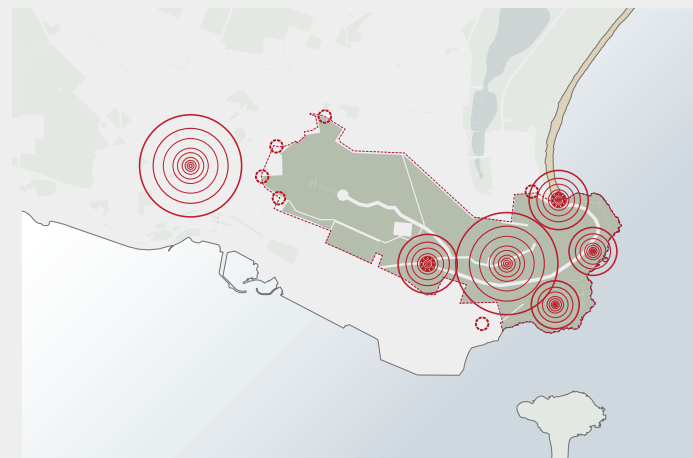


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<p><b><u>ICONIC MT ADELAIDE   IRRERUP TRAIL</u></b></p> <ul style="list-style-type: none"> <li>• circular walk around the summit of Mt Adelaide, providing visitors with a short walk linking historic assets within the Princess Royal Fortress, iconic views and a bushland experience.</li> </ul>				
<p><b><u>ICONIC COASTAL TRAIL</u></b></p> <ul style="list-style-type: none"> <li>• enhance the iconic coastal walk trail from Middleton Beach to the Port and Town Centre, showcasing information and linking sites of natural, cultural and historical significance</li> </ul>				
<p><b><u>CONNECTING TO ADJACENT NEIGHBOURHOODS</u></b></p> <ul style="list-style-type: none"> <li>• develop physical connections with adjacent neighborhoods, such as Middleton Beach, Town Centre, Lawley Park, Anzac Peace Park, Centennial Park</li> </ul>				
<p><b><u>OTHER</u></b></p>				



## VISITOR FACILITIES + SITE-WIDE INFRASTRUCTURE

Identify, refurbish and enhance key infrastructure and public realm assets to ensure the continued successful operation and continually improving visitor experience within the broader Mounts precinct (Mt Adelaide, Mt Clarence and environs), and revitalised Princess Royal Fortress (PRF) and National Anzac Centre precinct.



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<p><u>VISITOR + TOURISM SERVICES HUB</u></p> <ul style="list-style-type: none"> <li>• provide a central, well-connected and active arrival and orientation system within Princess Royal Fortress to support visitor operation and tourism product services</li> </ul>				
<p><u>VEHICLE ACCESS + PARKING STRATEGY</u></p> <ul style="list-style-type: none"> <li>• protect and provide better accessibility to the site e.g. car/bus parking overflow, entry access turn-around</li> </ul>				
<p><u>INFRASTRUCTURE UPGRADES + ESSENTIAL SERVICES</u></p> <ul style="list-style-type: none"> <li>• build upon recently completed works to support site activation e.g. footpaths, lighting, bins, seating, shelters</li> </ul>				
<p><u>OTHER</u></p>				