



**Call for Quotation  
Interpretation brief – Parramatta River  
Released 15 May 2012**

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Parramatta City Council is calling for quotations from interpretative specialists to outline concept ideas for interpretation at a series of selected sites along the shared pathway of the Parramatta River foreshore (within the Parramatta LGA).

If you are interested please make your submission to the Project Manager by;

**COB 4:00pm Tuesday 29 May 2012.**

**Project Deliverables and Timeframe (3 months)**

- Preliminary concept ideas and suggestions – due on 30 June 2012
- Report outlining the concept ideas and options – due in early August 2012

**PURPOSE OF THE TASK**

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As this brief requires a quick turn around, it is recognised that this only a high level interpretation concept ideas and suggestions, rather than a detailed interpretation plan. The purpose of the task is to develop and present a series of interpretation concepts to show the potential for future interpretation options along the river foreshore.

It is envisaged that a more detailed interpretation plan and design development of the individual preferred concepts would be commissioned as a second stage when opportunities arise and work begins on designed development of the broader shared pathway capital project.

**BACKGROUND**

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**Interpretation in Parramatta**

Parramatta City Council recognises the importance effective interpretation which respects culture, is based on sound research, communicates to various audiences, stimulates thought, enhances understanding, and connects people with place.

Council's Interpreting Parramatta Framework (draft 2010) outlines a series of objectives and tools for people seeking to share the culture and heritage of Parramatta. The Framework also adopts the NSW Guidelines to Interpretation Heritage Places and Items (2005) and recommends that these documents be considered when designing interpretation at any location within Parramatta.



Images: PCC Interpretation Projects,  
Storywalls part of *Life Along the Riverbank* (2009)  
*Digimacq* Mobile Adventure (2010)





Parramatta to Sydney Olympic Park Cycling Map (PCC 2010)

The opportunity to undertake this interpretation initiative has arisen from a broader revitalisation project titled the Parramatta Valley Cycleway.

### Capital Works Revitalisation Projects

Parramatta City Council in partnership with Roads and Maritime Services and the Australian Federal Government will be investing \$15 million over the next 5 years to complete missing links in the Parramatta Valley Cycleway. This project will complete critical missing links along the northern Parramatta River foreshore, achieving sustainable transport and physical activity objectives. It will provide a continuous east-west separated cycling / walking link between the University of Western Sydney, current and future riverside medium density housing developments and key employment destinations in the Parramatta City Centre. The project will also facilitate activation of the river foreshore through interpretation and celebration of unique historical, geological and natural features.

This project is part of a wider strategy to activate the Parramatta River Foreshore in the CBD and beyond. Current improvements to the foreshore including the Barry Wilde Bridge Fountain, the playground and planned amenities will be part of Councils financial contribution to the project.

Along with the recently opened Ermington Bay Nature Walk, the works to be delivered by this project are part of the Parramatta Valley Cycleway which is a continuous off road shared path linking Westmead, Parramatta Park, Parramatta city centre, Sydney Olympic Park and Meadowbank. This is the busiest shared route for commuters and recreation in the Parramatta LGA and Western Sydney. The Parramatta Valley Cycleway has been in planning and construction since 1991 when it was promoted by the then RTA as 'Sydney's premiers cycleway along the historic Parramatta River.' Since then all the straight forward sections of the route have been completed. Those now remaining are, complex and required expensive planning to implement. PCC is currently working on six missing links to this route. When completed these will allow walkers and bike riders to travel from Parramatta Park to Meadow Bank on dedicated paths avoiding the busy roads of the industrial areas of Rydalmere and Ermington.

The project will achieve continuous foreshore access between the Parramatta City Centre, University of Western Sydney Rydalmere campus and by completing the following works-

**Portals through the outer abutments of the Lennox Bridge** to provide continuous foreshore access. Currently Lennox Bridge is a major barrier to foreshore access in the Parramatta City Centre. This project will be a world class example of adaptive reuse of a State Heritage item to provide for the needs of a modern and changing city.

**Escarpment boardwalk connecting Charles St Weir to Rangihou Reserve.** This boardwalk will be constructed within the tidal extent of the Parramatta River and will showcase what innovative design can achieved in constrained urban environments. This

pathway will allow environmental interpretation and reinforce the communities connection to the river.

**Baludarri Wetlands Shared boardwalk connection to University of Western Sydney** will link the Parramatta City Centre to the heritage listed wetlands and the University of Western Sydney. This project will use best practise construction methods to provide access through a high value environmentally significant sight which would otherwise be closed to public access.

These links has been identified as critical for the connection from the University to the city centre and beyond to Westmead, connecting the cities major employment and research precincts.

The proposed boardwalks will incorporate design excellence and innovation which will provide a scenic and educational experience for users whilst conserving and improving surrounding habitat. To minimise vegetation impacts, the raised pathways will be built progressively and will incorporate decking which allows for light and water penetration to below vegetation to help sustain existing ecological processes and maintain biodiversity. The elevated design will not impact water flows or fauna movements and will be elevated above current high tides and future increased sea levels identified by climate change predictions. Low-noise decking will be utilised to reduce noise from pedestrian and bicycle activities to minimise impacts on local native fauna.

The project will also improve local habitat through weed removal and native revegetation of foreshore areas currently experiencing high levels of exotic weed infestation. Improved accessibility to important natural and geological features along the pathway will provide community education opportunities through interpretive signage and enhancement of the culturally significant shale escarpment through appropriate lighting.

The centre piece of these works will be the Lennox Bridge and its surrounds which will include the construction of two new rectangular portals through the existing abutments which will include lighting and interpretation, construction of new shared pathways connecting to the new portals and existing surrounding shared path network particularly along the riverbank and connecting to Church Street above.

The outputs of the broader revitalisation project will be -

- The conservation and interpretation of the natural and cultural heritage of various sites, including Baluderrri Wetland and Parramatta CBD escarpment;
- The facilitation of environmentally sensitive walking and cycle access along the northern Parramatta River Foreshore;
- The enhancement of river foreshore habitat through environmental weed control and native species revegetation / regeneration;
- The protection and enhancement of a significant geological feature;
- Increase sustainable transport and physical activity opportunities for visitors, residents and workers through improved connectivity along the northern side of the Parramatta River;
- Protection and improvement of river vegetation communities including both freshwater and estuarine wetlands.

## SITE ANALYSIS

The Parramatta River stretches for several kilometres from Parramatta LGA to Sydney Harbour through the boundaries of various authorities, such as, Ryde, Sydney Olympic Park, Department of Health, etc. The focal area for this project is within the PCC LGA.

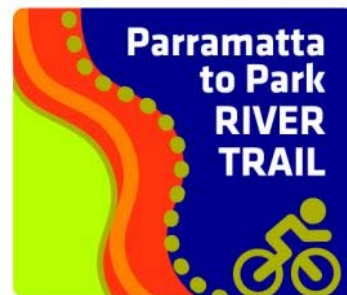
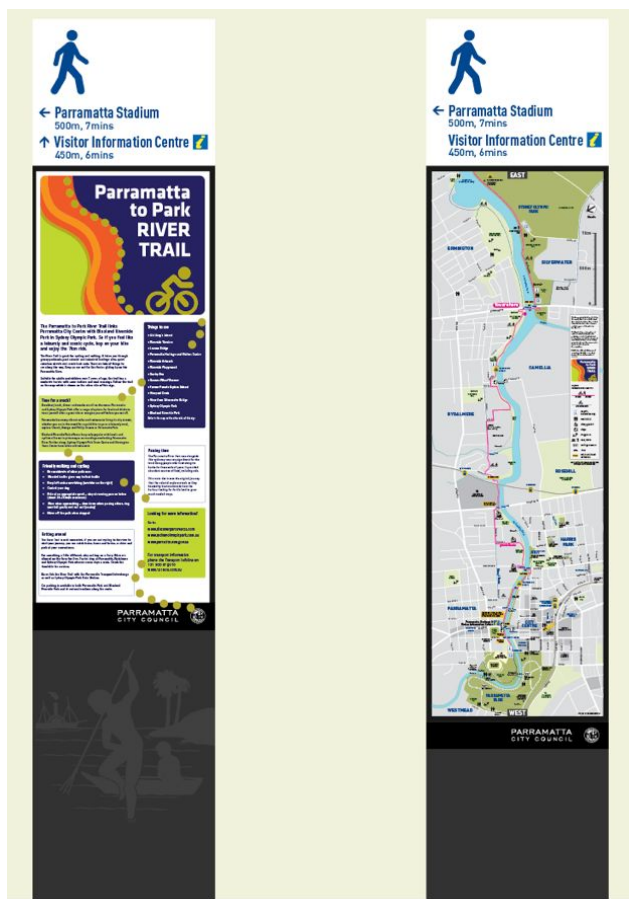
The river is an important ecological environment which is home to various flora and fauna species both terrestrial and aquatic. There are several projects that are proactively improving the health of the natural environment and restoring habits to support the native species of the river. For example, fish ladders project on the weirs in Parramatta, mangrove protection, etc.

Running along the back of the river foreshore corridor the land is occupied by private residents, major industrial complexes, and small pockets of open spaces and nature reserves. There are several entry points from local streets. The only gates site is the entry to Sydney Olympic Park. There is generally poor surveillance of the broader river corridor at night. The only section that is lit in the evening is located between the Gasworks Bridge and the Parramatta Wharf.

### Previous Tourism Visitation Development Projects

In 2010 Council's Parramatta Stories Project developed a cycling brochure to start promoting the shared pathway and provide a minor insight to the various sites along the way. [http://www.discoverparramatta.com/\\_data/assets/pdf\\_file/0006/74679/Cycle\\_Trails.pdf](http://www.discoverparramatta.com/_data/assets/pdf_file/0006/74679/Cycle_Trails.pdf)

In 2011 Council designed, produced and installed a series of best-practice wayfinding signs along the shared pathway to highlight the connection between Parramatta City Centre and Sydney Olympic Park.



## Existing Installations on the river foreshore - Public Art

Since the 1990 Council has commissioned approximately 20 small and large scale permanent installations (landscape treatments and public artworks) along the City Centre section of the river. Many of them have been commissioned for specific sites and are generally based on the artist's general response to the river or ecological, colonial or aboriginal cultural themes.

All have been designed without a broader river interpretation framework and many have been designed without interpretation and communication objectives and are largely uncoordinated in terms of the visitor experience of walking/cycling along the river or at the various entry points to the river foreshore.

## Recent Interpretation Projects on the River

In an effort to introduce some coordination and thought to the visitor experience of the river, Council commissioned the Life Along the Riverbank project in 2009 on a small part of the river between Gasworks Bridge and the Rivercat Terminal.

The project was designed using a series of interpretation objectives and involved historian and artists working together to design a series of 4 installations that responded specifically to several locations. The work sought to raise the curiosity of a range of audiences and encourage them to explore and think about the different themes (for example the Sentry Box shown above).

There are also 4 sound scapes that were designed for each location. Council is currently considering how other interpretative media (live or otherwise) can be developed to leverage the installations and offer a multilayered sensory experience.



Interpretation of the old Sentry Box (2009)



## HERITAGE STUDIES OF THE SITE

The River is considered by PCC to be the symbolic heart of Parramatta as the river runs through the centre of Parramatta City and is central to the story of Parramatta and the lifeblood for Aboriginal people living in the area and critical for the survival, establishment and success of the European settlement.

The river is considered to be quite significant to the Aboriginal Burrumatta clan of the Darug people. In particular the area around Parramatta city centre where the salt and freshwaters meet as it was where the fish and eels thrived and could be hunted for food, as well as being a point of meeting, trade and communication. The Sand Body, that is now on the State Heritage Listing, found under the soil around the head of the river provides evidence of a

long occupation of aboriginal people in the Parramatta area. There are various sites along the river that are quite significant to the aboriginal community. Reports and maps outlining the Aboriginal culture and heritage of the river can be provided for consideration.

There are a number of sites which are symbolic of the different periods of European settlement and development and others which are representative of the industrial and residential development of Sydney through time. For example, the Female Orphan School, University of Western Sydney, naval stores, camellia industrial precinct, Gasworks Bridge, or post WWII housing. Refer to the River Cycle River Brochure. It is a patchwork of different landscapes, themes and stories. There are various publications and reports on various aspects of the sites and their different histories.

## **THEMES THAT RELATE TO THE RIVER FORESHORE**

As the river foreshore is made up of various sites and different landscapes that have different themes (and some connecting stories), we consider that it could be considered as a series of 'rooms' that the public can be seen and experience as they move through them, or just experience one site.

It will be important to acknowledge the river and its long history, and evolution and development through time, as well as tapping into some of the sites and their storylines (when they link to the river and help to explain the river story).

The interpretation specialist is required to consider the river and its various locations and identify a range of suitable themes that aid the overall understanding of the 'rooms' and connection into the broader story of the river corridor.

NB: The Interpretation Specialist is expected to consider and review the site for links to Aboriginal heritage. Council recognises that the interpretation of aboriginal culture and heritage must be undertaken by aboriginal people who have the approval of aboriginal elders. Acknowledgement of the long history of the site including aboriginal occupation of the land should be referenced in the interpretation of any site in Parramatta.

The Specialist can identify and suggest aboriginal cultural themes within the concept, however, to be accepted beyond the initial idea approval must be given following cultural protocols.

## **VISITATION TO THE SITE**

The general public are currently able to access the open spaces and shared pathway areas. Visitation patterns and use along the route have not been formally surveyed. We are aware that there are a number of cyclists who use parts or large sections of the route fairly regularly (probably weekly, or every few months - seasonally) for commuting to work into Parramatta City or for general leisure recreation.

### **Current use**

Cyclists are likely to be:

- local residents who live in the suburbs around the foreshore
- greater Sydney residents (driving from home, to then park at one of several car parks along the foreshore, and cycling from those points)
- majority quite experienced (as there has been little promotion of the foreshore cycleway to the broader public)

Pedestrians are likely to be:

- students at UWS (Monday to Friday) using the shared pathway and open space around the UWS Parramatta campus section
- workers at lunchtime (Monday- Friday) walking, jogging or sitting relaxing for short periods along the city centre section
- young families (parents, children and grandparents) on weekends picnicking and using the playgrounds at the small reserves or in Parramatta Park
- those playing soccer at grounds that back onto the foreshore
- residents walking their dogs

Special events - There are also the people who attend major events held infrequently at various times of the year on the banks of the city centre section (for example, New Years Eve, Loy Kathong Thai Festival. Attendance is usually local residents – families and friends).

We are not aware of any walking tours or cycling tours that traverse the river.

### **Key target markets**

Council has identified a series of target market segments to attract and encourage them to visit, explore and enjoy the various places in Parramatta. These market segments are based on psychographic profiles and many of them live across the Greater Sydney Metropolitan area. The river foreshore is considered to be a site for interpretation and product development that would align with and attract the *Friendly Adventurer* market segment.

We estimate that a proportion of the current user groups of the river foreshore are Friendly Adventurers. Council would like to continue to attract and expand this market segment. A profile of the *Friendly Adventurer* will be provided to the specialist for consideration.

### **Opportunities**

There is a need to capitalise on and engage the local residents who already use and appreciate the river foreshore to become advocates and encourage to other friends, family and colleagues to visit.

There is also a need to engage the workers of Parramatta (weekly transient population of 90,000) to walk down to the river near the city centre, spend time and develop a connection to it. A profile of the *Parramatta Worker* will be provided to the specialist for consideration.

## **PRELIMINARY REVIEW OF THE RIVER AND INTERPRETATION OPTIONS**

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### **Preliminary Objectives**

- To provide a coordinated approach to interpret a range of themes that relate to understanding the story of the river and the sites that connect to the foreshore;
- To clearly communicate the overarching theme that the river is the symbolic heart of Parramatta;
- To focus on the Friendly Adventurer, Worker market segments and current user groups and encourage them to understand and explore the various sites along the foreshore; and
- To provide a series of concept ideas that promote and advocate the possibilities and potential for interpretative media along the river foreshore.

## **Interpretative Opportunity**

The interpretive Specialist is required to develop interpretation concept ideas and provide an outline with visual examples of options for interpretive media which seek to maximise the estimated budget, opportunities on-site and the key audiences.

It is expected that there will be a variety of media formats (or a hybrid) used in the overall interpretive approach. Media could include, signage, digital (web, online, apps), sound recordings, print, use of existing illustrations, photos, landscaping features, etc.

Interpretation concepts for the river should respond to the different user groups and where possible the media should be designed to be repurposed (ie, print, digital, etc).

Any capital installations (eg signage) suggestions that are included in the interpretation concepts must respond to best-practice principles and be suitable for the location(s), audience and communication objectives. Any capital installations would need to include recommendations of being crafted from robust materials with a regular maintenance program due to the likely hood of vandalism and ongoing costs to upkeep and replace.

## **SCOPE OF WORK**

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The selected interpretative specialist will oversee the tasks and stages that are required to plan and conceptualise the interpretative media options. This includes but is not limited to;

- Coordination and review of research (NB: Please advise if a historian or access to particular research resources is required. If it is undertaken by the specialist please identify this in the quote).
- Development of the storyboard and a map and table outline of a range of themes and locations (as required by Council)
- Preparation of all deliverables required for the project (eg. visual presentation and report)
- Regular communication and liaison with the project manager, Parramatta Stories Project Officer

The specialist is encouraged to identify other professionals who might be able to contribute with niche skills of face-to face or live interpretation, audiovisual and/or capital installations.

The specialist is responsible for any sub-contracting of third parties required for these tasks.

### **Council will provide:**

- Access to research that maybe relevant to the site
- Review, advice and feedback from Council's Parramatta Stories Officer
- Advice and input on the storyboard, selection of themes, storylines and overall concept etc
- Access to other specialists or community members (if required)



## PROPOSED TIMEFRAME

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Indicative Project Timeframe: 3 months

Task	May	June	July	August
Recruitment				
Preliminary concept design				
Outline concept ideas and suggestions				

There is a short timeframe for this project.

Please provide an itemised and realistic timeframe of all the actions that are required.

### **Suggested Process – Specialists can suggest changes to the list below.**

- Preliminary research review
- Site visits along the river foreshore with key project staff
- Identification of detailed objectives (council to assist)
- Identification of major and minor interpretative themes (council to assist)
- Draft storyline, prioritised messages (council to assist)
- Linkage of messages to audiences
- Development and discussion of media options
- Draft preliminary concept ideas prepared in a simple visual format (30 June 2012)
- Preliminary ball park cost estimates for concepts
- Recommendation of preferred options with outline of the details
- Review by Council and refined
- Report delivered to Council (August 2012)

## BUDGET

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Budget has been approved for the tasks. Please itemise your quotation according to the break down of services as outlined above.

## **SUBMISSION OF QUOTATION**

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The quotation is due by **COB 4:00pm on Tuesday 29 May 2012.**

The quotation is required to be submitted via e-mail to [mdesailly@parracity.nsw.gov.au](mailto:mdesailly@parracity.nsw.gov.au)

*Attention: Michelle Desailly  
City Culture Tourism & Recreation  
Parramatta City Council*

**Late quotations will not be accepted. Refer to appendix 1 for the consultancy details.**

The quote should provide:

1. A submission that addresses the selection criteria below
2. Detail on the approach and methodology to be adopted in response to the scope of works and its various components as outlined in this brief, and,
3. The total cost of the service and a breakdown of the various components of the work, identified at an hourly rate (inc, estimate of travel cost, total fee plus GST, and proposed payment schedule).

**ALL COSTS ARE TO BE SHOWN AS GST EXCLUSIVE.**

Any additional work deemed necessary by the consultant to fulfil the requirements of the brief should be detailed separately in the fee proposal. Cost items not identified in the proposal will not be allowed in the final contract.

### **Selection Criteria:**

- Demonstrated understanding of the brief and scope of work
- Suitability of the proposed methodology to complete the project and achieve the expected outcomes and timeframe
- Demonstrated understanding of the issues related to this project
- Demonstrated experience in the field
- Demonstrated ability to prepare and produce interpretative concepts that are evocative, imaginative and attract and engage the general public
- Ability to collaborate with other professionals and ability to deliver on time and on budget

Any inquiries relating to quoting and other aspects of this brief should be directed to:

**Michelle Desailly  
Project Officer – Parramatta Stories  
Parramatta City Council**

**0423 841 143**

**Email: [mdesailly@parracity.nsw.gov.au](mailto:mdesailly@parracity.nsw.gov.au)**

## **APPENDIX 1: CONDITIONS OF ENGAGEMENT**



### ***Terms & Conditions for Engagement of Consultants***

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#### **Acceptance of conditions**

Written confirmation of acceptance of the commission, in accordance with the brief and the *Terms and Conditions for Engagement of Consultants* is required prior to work commencing.

#### **Council's obligations**

Council will, as soon as practicably possible, make available to the consultant all relevant instructions, information, documentation or data and any other material as required for the performance of the services.

#### **Sub-contracting**

The primary consultant may engage a sub-consultant for a specified part of the work required by the brief, subject to written approval by the project manager. The primary consultant will be responsible for the work of the sub-consultant and his/her compliance with the brief and Council's *Terms and Conditions for Engagement of Consultants*.

The sub-consultant has no claim on Council for fees or expenses.

#### **Conflict of interest**

The consultant will vouch that it has no conflict of interest in the performance of the work required by the brief. Immediately becoming aware of the existence or possibility of a conflict of interest affecting the consultant, the consultant must advise the Council in writing.

#### **Termination**

The Council may terminate the whole or part of the performance of the work required to be undertaken in accordance with the brief if the consultant:

- (i) becomes bankrupt, or insolvent, or enters into a scheme or arrangement with its creditors,
- (ii) fails to carry out the work specified by the brief with due diligence and competence,
- (iii) Suspends carrying out the work required by the brief without reasonable cause,
- (iv) Breaches the conflict of interest clause of this agreement,
- (v) Commits a substantial breach of the terms of the brief and/or the *Terms and Conditions for Engagement of Consultants*.

Termination by Council will not release the consultant from liability in respect of any breach of, or non-performance of any obligation by the consultant pursuant to the brief.

The consultant may terminate the engagement with the Council if the Council commits a substantial breach of the terms of engagement.

#### **Confidentiality**

All findings, recommendations and material produced in undertaking the work shall remain confidential. The consultant shall not release any such findings, recommendations or material to any person or organisation without written approval from Council.

### **Communication with the press**

The consultant shall not make any verbal or written statements to any newspaper, television station or radio network or to any person associated with such organisations, in connection with any work undertaken by the consultant under this agreement.

Council will arrange for public exhibition of the work and any publicity and media releases.

### **Council's materials**

The consultant accepts all responsibility for the secure guardianship of Council's materials provided by Council to the consultant. These materials are to be returned to Council as soon as practically possible upon completion of the project or in the case of termination.

### **Corrections**

**Any error, ambiguity or deficiency that becomes apparent during the course of the work shall be referred to the consultant for correction or clarification. If it is the fault of the consultant there is no entitlement to an additional fee.**

### **Variations**

Council may request (in writing) the consultant to vary the services provided the variation is within the general scope of the brief. Fees for variations shall be agreed in writing between parties.

### **Insurance**

The consultant must hold policies of public liability, professional indemnity insurance and workers compensation and provide details to Council prior to commencing the work required by the brief. The policies must cover liability for loss, damage claims and all direct or associated costs and expenses arising at common law or under worker's compensation in respect of persons employed by the consultant.

### **Copyright and intellectual property**

Council retains copyright of all material and documents produced in meeting the requirements of the brief.

The ownership of intellectual property in the material and documents vests upon its creation in the Council. The consultant must vest ownership and title of intellectual property in relation to the consultancy in the Council.

Council may permit the consultant on request, to utilise information gained in undertaking the work required by the brief for the purpose of learned papers or other publications, provided that these are appropriately acknowledged and the confidentiality of information is respected.

**The consultant must ensure all license fees and /or consents required under law are paid and/ or obtained as a result of any reproduction, adoption or use of any intellectual property or study material necessary for the provision of services required by the brief.**

### **Performance evaluation**

At the conclusion of the work required by the brief, a performance evaluation will be undertaken by the Project Manager, which will have regard to:

- The extent to which the agreed time and budget targets were met
- The quality of the documentation and presentation of material in terms of the requirements of the brief.
- The assessment by the Project Manager of the overall quality of work produced by the consultant.

## **Goods and Services Tax**

For the purposes of this Clause, unless the context otherwise requires:

- "Adjustment" means each form of adjustment to consideration provided for in this clause;
- "Cost Savings" shall mean in respect of each Supply the Cost Savings made by the Supplier as a result of New Tax System Changes other than the imposition of GST on the Supply in so far as they are properly allocated to that Supply. In determining the Cost Savings made in relation to costs incurred after 1 July 2000, such costs shall be deemed to be incurred in an amount equal to the actual costs less the amount of any input credits available to the Supplier in respect of such costs;
- "GST" means any tax imposed on Supply by or through the New Tax System (Goods and Services Tax) Act 1999 ("the Act") and any related Tax Imposition Act and "New Tax System Changes" has the meaning it bears in the New Tax System (Trade Practices Amendment) Act 1999 ("the TPA"). Where any other term is used in this clause which is defined in the Act or the TPA it shall have the meaning which it bears in the Act, or (if the term is not defined in the Act) then the meaning which it bears in the TPA;
- "Recipient", "Supplier" and "Supply" have the meaning they bear in the Act.

The Supplier and the Recipient acknowledge that the consideration under the Agreement has been set without including GST and without taking account of any Cost Savings.

The Supplier and the Recipient agree that in the case of a Supply which is a taxable Supply:

- the consideration payable to the Supplier will be increased by an amount equal to the GST payable on the Supply calculated in accordance with the Act and on the value stipulated in the Act in relation to the Supply; and
- the Recipient shall be entitled to a reduction in the consideration payable to the Supplier equal to any Cost Savings properly allocated to that Supply.

The Recipient must pay to the Supplier an amount equal to any increase in consideration which is payable in respect of any taxable Supply, but need not do so until the Supplier provides the Recipient with tax invoices and/or adjustment notes in relation to the Supply and does all things reasonably necessary to assist the Recipient to enable it to claim and obtain any input tax credit available to the Recipient in respect of the Supply.

Notwithstanding any other disputes, arbitration, mediation or similar clauses elsewhere in this Contract disputes in relation to GST matters shall be determined under this clause.

If the parties cannot agree the amount of an Input Cost Reduction within eight weeks from the date when either party has required the other to commence good faith negotiation, either party may require the appointment of an expert appointed by agreement of the parties and in default of agreement within four weeks appointed by the Chairman of the New South Wales State branch of the Institute of Chartered Accountants in Australia, and the Input Cost Reduction must be determined by the expert so appointed.

If there are any conditions with which you disagree, you are required to identify these and, if appropriate, propose alternatives or amendments.