

Name

Stakeholder

Group



JAMES STREET PRECINCT

Conversation Engagement Booklet

September 2020



ACKNOWLEDGEMENT OF COUNTRY

The Shire of Esperance acknowledges the Nyungar and Ngadju people who are the Traditional Custodians of this Land and their continuing connection to land, waters and community. We pay our respect to their Elders past, present and emerging and we extend that respect to other Aboriginal Australians today.

Nyungar describes people whose ancestors first occupied and continue to occupy the South West region. Kepa Kurl is the Nyungar name for what we now know as Esperance and it means 'where the water lies like a boomerang'.

Ngadju describes people whose ancestors originally occupied and continue to occupy the Dundas area, North of Esperance. Warranburra is the Ngadju name for what we now know as Norseman and it means 'Place of the long ground'.

Prepared by:



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Prepared for:

Shire of Esperance

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This document has been prepared
by PLACE Laboratory on behalf of
Shire of Esperance

DOCUMENT CONTROL

| | |
|--------------------|---|
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| A | 08/09/20 | WVDL, SM + BS | AC | 08/09/20 |
| | | | | |

PURPOSE OF THIS BOOKLET

Please read through this booklet at your convenience. It should take approximately 15 - 20 minutes. Please bring this booklet when we meet face to face.

Dear Stakeholder Group Member,

We refer to your discussions with the Shire of Esperance and thank you for your involvement in the James Street Stakeholder Engagement. This project aims to enhance the James Street experience for the community and visitors and to identify opportunities to make the precinct economically sustainable and active.

A vision for the Precinct, Feasibility Study and Development Plan will be generated, in part, from the feedback that you provide as part of the community engagement. Walter Van Der Loo from PLACE Laboratory team will be meeting with you.

At PLACE Laboratory, we believe that community spaces like James Street Cultural Precinct are the heart of the community. When these places are curated well, the possibilities are endless. We want to know what is working well, what is unique about the place and what are the opportunities. Please go to our webpage for more information about us. www.placelaboratory.com

We look forward to discussing the project, hearing your thoughts and feedback when we come to Esperance September 14-15, 2020.

Kind Regards

PLACE Laboratory

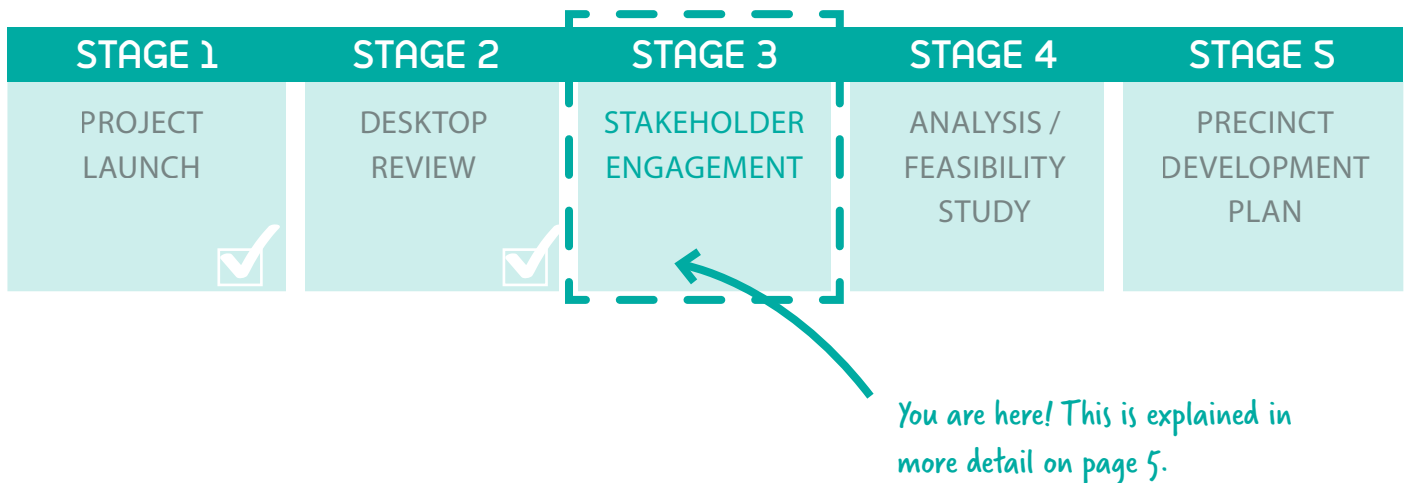
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Walter Van Der Loo
Project Manager

STAKEHOLDER ENGAGEMENT

Below is an outline of the process we are taking to learn more about James Street Cultural Precinct.



Where we are at with the Project

This booklet marks Stage 3 of the project, Stakeholder Engagement. In this stage of the project we are reaching out to Esperance community members to inform the vision and our recommendations for the Precinct's future.

Roles and Responsibilities

The following principles are the responsibility of all participants, including interviewers:



The steps below provide a quick guide for completing this booklet.

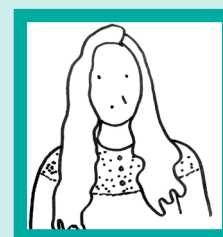
BOOKLET INSTRUCTIONS

Please complete this booklet before 15 September 2020

Step One - Fill out the booklet

- / Please read through the booklet and answer the questions as best you can.
- / If you are part of a user group with an interest in the Precinct, we encourage you to consult with your group members and include their feedback in your responses.

Note: Some questions may not be relevant to your personal circumstances. If you find something does not relate to you, please indicate 'not applicable'.



Step Two - Return the booklet

- / Please return the booklet by **15 September 2020** to one of the following:

in person,

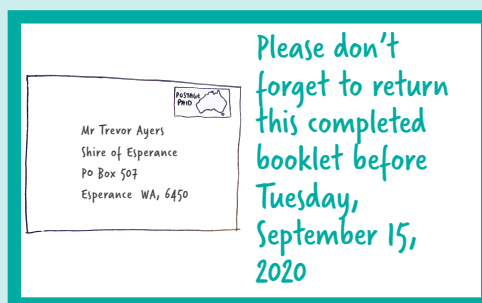
to the Shire of Esperance,
Attention Mr Trevor Ayers;

by mail,

Attention: Mr Trevor Ayers
Shire of Esperance
PO Box 507
Esperance WA, 6450

by email to,

Attention: Mr Trevor Ayers
shire@esperance.wa.gov.au



Walter

Note: Walter from PLACE Laboratory will be visiting Esperance between 14 and 15 September 2020. If you are meeting with him please bring your booklet with you to hand in at this time.

TELL US ABOUT JAMES STREET

The area with the red dashed boundary (below) is the area we are looking at in our work. In this booklet we call this area the James Street Cultural Precinct. We have identified some of the significant attractions and facilities around James Street Cultural Precinct. Did we miss any special spots?



LEGEND

- | | | |
|---|---------------------------|-----------------------------------|
| 01 Esperance Museum | 05 War Memorial | 10 Bus Drop Off |
| 02 Grace Darling Playground | 06 Car Park Area | 11 Heritage Village |
| 03 Country Women's Association (CWA) | 07 Museum Park | 12 Information Centre |
| 04 Returned and Service League of Australia (RSL) | 08 Sound Shell Event Area | 13 Whale Sculpture and Foreshore |
| | 09 Artificial Lake | 14 View to Town from James Street |
| | | 15 Sports House |

Tick the places within James Street Cultural Precinct that you visit the most frequently.



01 Esperance Museum



02 Grace Darling Playground



03 CWA



04 RSL



05 War Memorial



06 Car Park Area



07 Museum Park



08 Sound Shell Event Area



09 Artificial Lake



10 Bus Drop Off



11 Heritage Village



12 Visitor Centre



13 Whale Sculpture and Foreshore



14 View to Town from James Street



15 Sports House

GETTING TO KNOW YOU

Please tick the boxes and fill out the questions provided.



Name:

Age range:

18-24years

25-34years

35-44years

45-54years

55-64years

65+

1. Which stakeholder group(s) do you belong to? You may tick as many as appropriate.

- | | |
|---|---|
| <input type="checkbox"/> Shire Elected Members | <input type="checkbox"/> Tourism Esperance |
| <input type="checkbox"/> Shire Executive Staff | <input type="checkbox"/> Esperance Community Arts |
| <input type="checkbox"/> Shire operational staff | <input type="checkbox"/> The Cannery Arts Centre |
| <input type="checkbox"/> Visitor Centre Management Committee Member | <input type="checkbox"/> Esperance Chamber of Commerce |
| <input type="checkbox"/> Museum Working Group Member | <input type="checkbox"/> Sound Shell User Group |
| <input type="checkbox"/> Library Volunteer | <input type="checkbox"/> EDRA Building User Group |
| <input type="checkbox"/> Visitor Centre Volunteer | <input type="checkbox"/> Museum Village Businesses |
| <input type="checkbox"/> Museum - Historical Society | <input type="checkbox"/> Market Organiser |
| <input type="checkbox"/> Museum - Family History Group | <input type="checkbox"/> Esperance Tjaltjraak Native Title Aboriginal Corporation |
| <input type="checkbox"/> Museum - Mechanical Restoration Group | <input type="checkbox"/> Other |
| <input type="checkbox"/> Museum - Other Volunteers | |
| <input type="checkbox"/> RSL | |
| <input type="checkbox"/> CWA groups | |

2. How many years have you belonged to the group you have the most involvement with?

- | | | |
|---|---|--------------------------------------|
| <input type="checkbox"/> Less than 1 year | <input type="checkbox"/> 1 - 3 years | <input type="checkbox"/> 3 - 5 years |
| <input type="checkbox"/> 5 -10 years | <input type="checkbox"/> More than 10 years | |

3. How frequently do you meet with your group in the James Street Cultural Precinct ?

- | | |
|---------------------------------------|---------------------------------------|
| <input type="checkbox"/> Frequently | <input type="checkbox"/> Once a week |
| <input type="checkbox"/> Once a month | <input type="checkbox"/> Infrequently |

4. Are there regular days or times when you visit James Street Cultural Precinct ?

Weekdays

Weekends

Morning

Afternoon

Evening

5. How do you use the space 'day to day' for your group's activity?

Consider:

/ Do you meet regularly on site? What do you bring with you?

/ Is there adequate storage for what you and your group use on site?

/ which areas do you visit often, sometimes or not at all?

6. Is the space your group uses available for others to use? (List users and activities)

7. Does your group meet or collaborate with other groups in the James Street Cultural Precinct?

If so, what kind of activities do you collaborate on?

JAMES STREET VISITOR AND EXPERIENCE

Our research has identified the following potential visitors to the James Street Cultural Precinct. We would like your opinion on what would be most attractive to each visitor type.

RETIREEES

- / Over 50's
- / Currently primary user of James Street Cultural Precinct
- / Diverse knowledge of the Precinct, Esperance and diverse interests
- / Available for community activities and volunteering



FAMILIES

- / May vary in age and membership
- / Not just traditional mum, dad and 1-3 children
- / Looking for activities that accommodate the needs of the whole group
- / Finite money and time; looking for value



LOCALS

- / Esperance residents proud of where they live with local knowledge
- / Most locals who visit the Precinct are also within the retiree group
- / Most local who visit are connected to the Museum, CWA or RSL and often volunteer their time
- / Other locals who don't visit regularly need a reason to visit and return



NEIGHBOURING TOWNSFOLK

- / From surrounding townships, approximately 20kms
- / Possibly visiting Esperance as their closest regional centre
- / Close ties to Esperance and the surrounding areas



YOUTH

- / 13 -18 or old enough to be out without parental supervision
- / Looking for places to hang out with friends and socialise
- / Still interested in play but also looking for more adult experiences



YOUNG ADULTS

- / 18 -25
- / Value destinations which offer "experiences"
- / Often few financial commitments beyond immediate needs



OVERNIGHT TOURISTS

- / Likely visiting from the East Coast or Perth across the Nullarbor
- / Looking to explore for half-to-one day along their journey
- / Likely seeking multiple short to medium length activities to maximise their trip



SHORT STAY VISITORS

- / Have more time to explore and get to know the area
- / Require greater diversity of experiences to support their visit (hospitality, shopping, accommodation)
- / If the opportunity exists, they may spend more money in town on food and accommodation



As a user of the James Street Cultural Precinct have you observed who else uses the space?

1. Please rank the visitors in order of who visits James Street Cultural Precinct most often.
(1 highest, 8 lowest)

- | | |
|--|--|
| <input type="checkbox"/> Locals (e.g. CWA, RSL, museum groups, volunteers) | <input type="checkbox"/> Retirees |
| <input type="checkbox"/> Families | <input type="checkbox"/> Neighbouring Townsfolk |
| <input type="checkbox"/> Young Adults (18 - 35) | <input type="checkbox"/> Short Stay Visitors |
| <input type="checkbox"/> Youth (13-18) | <input type="checkbox"/> Overnigheters - Interstate and Overseas |

2. Please rank the time of day James Street Cultural Precinct gets the most use? (1 highest, 4 lowest)

- | | |
|------------------------------------|----------------------------------|
| <input type="checkbox"/> Morning | <input type="checkbox"/> Midday |
| <input type="checkbox"/> Afternoon | <input type="checkbox"/> Evening |

CHARACTER AND IDENTITY

Please rank the images below that you feel contribute most to James Street Cultural Precinct's identity and 'sense of place' (1 highest, 15 lowest).



Heritage



Quaint and Charming



Coastal Position



Proximity to Town



Tourism Destination



Community Asset



Open Green Spaces



Connected to Traditional Owners



Quieter Pace of Life



International Space History



Proud Tradition



Family Friendly Experiences



Grace Darling Playground



Places to meet/ community place



Volunteers

VALUES AND THEMES

We have read a lot of reports about James Street Precinct and identified some key themes?
Please indicate to what degree you agree with our findings.



Taste of Esperance: The Precinct should celebrate everything Esperance including the natural environment, its coastal holiday vibe and its rich heritage and culture.

Do you agree? Strongly Agree Agree Disagree Unsure



A Home for All: The Precinct should build on its established community spirit, ensuring all locals feel at home and visitors feel welcome. Community is an essential part of what makes Esperance unique and adds real value to the James Street Cultural Precinct.

Do you agree? Strongly Agree Agree Disagree Unsure



Cultural Club: The Precinct has a cultural feel and should be enhanced including places to tell stories and gather with both day and night attractions, which provide reasons to revisit.

Do you agree? Strongly Agree Agree Disagree Unsure



Holiday Pace: Once you enter this area you are immersed in a slower pace of life. The majestic Norfolk pine trees, ocean views, the sounds of gulls, the salty air, relaxed and low key development and the raw materials all come together to set a holiday pace. This should be emphasised with places to linger, gather, explore and reflect. Improvements should support the holiday pace i.e. pedestrians, cyclists, tourists, RV users and regular visitors.

Do you agree? Strongly Agree Agree Disagree Unsure



Coastal Life: Esperance experiences a Mediterranean climate with warm, dry summers and cold, wet winters. It is subject to hot summer northerly winds and southerly winter winds off the Great Southern Ocean; typically with rain. The Precinct needs diverse spaces which allow visitors to experience the raw beauty of the natural elements, while also providing opportunities for shelter and comfort.

Do you agree? Strongly Agree Agree Disagree Unsure

VALUES AND THEMES



Please tick one or more boxes for each multiple choice question and answer the short answer questions below so we can understand how you feel about the James Street Cultural Precinct.

1. For me, James Street Cultural Precinct is

- | | |
|--|---|
| <input type="checkbox"/> A place to see my friends | <input type="checkbox"/> A place to be creative and learn a new skill |
| <input type="checkbox"/> A community asset | <input type="checkbox"/> Somewhere you can learn about history |
| <input type="checkbox"/> A unique tourist attraction | <input type="checkbox"/> A great place to have a coffee |
| <input type="checkbox"/> A place to attend events | <input type="checkbox"/> Other |

2. For my group James Street Cultural Precinct is

- | | |
|--|---|
| <input type="checkbox"/> A place to meet up with friends | <input type="checkbox"/> A place to be creative and learn a new skill |
| <input type="checkbox"/> A place to sell our arts and crafts | <input type="checkbox"/> A place to be part of a community |
| <input type="checkbox"/> A place to host events | <input type="checkbox"/> Other |

3. What do you love about James Street Cultural Precinct?

4. What is the most memorable thing to happen in James Street Cultural Precinct?

5. What do you think visitors like about James Street Cultural Precinct?

6. What is one word that comes to mind when thinking about James Street Cultural Precinct?

BENCHMARKING

Below are some examples which could work for James Street Cultural Precinct. Please provide feedback if you have been to any of these examples. We would like to hear your thoughts when we meet, including if you have any other examples we should look at.

BUSSELTON FORESHORE AND CULTURAL PRECINCT, Busselton



What's on Offer?

- / Diverse hospitality options including kiosk, cafe, restaurants and microbrewery
- / Heritage jetty railway museum
- / Performance amphitheater and shell
- / walking promenade with pedestrian/ cycle connections
- / Visitor train along the jetty
- / Underwater observatory
- / Busselton Cultural Precinct which hosts Art Geo gallery, artist studios, resident theatre companies and cafe



Did you enjoy visiting this place and why?

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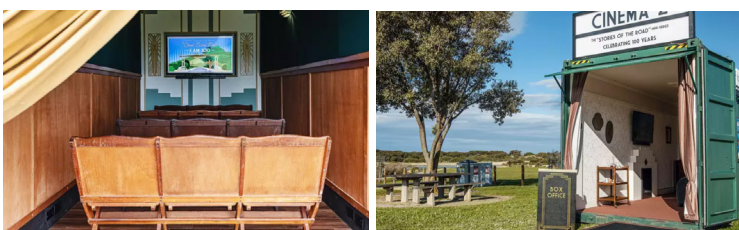
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TORQUAY, Victoria



What's on Offer?

- / An example of temporary activation strategy celebrating the Great Ocean Road 100 year anniversary.
- / Celebrates the iconic settings of the foreshores in Torquay, Lorne and Anglesea.
- / Sea containers placed along the coastal parks that were themed as 1920's, Art Deco cinemas
- / Featured short films and the people and challenges involved in the construction of the Great Ocean Road
- / Also featured augmented reality installations.



Did you enjoy visiting this place and why?

.....

.....

ORANGE, New South Wales



What's on Offer?

- / Close proximity to main street retail district
- / includes a library (coordinates the Banjo Patterson Writers Festival), civic theatre (won Australia's best regional theatre award in 2016), regional gallery (has hosted the traveling Archibald Prize exhibition, is currently closed for a \$4-million extension) and a regional museum collocated with the Visitors Centre
- / Amphitheater for concerts and rallies
- / Popular Ground-stone Cafe.
- / Council offices are also located in the precinct

Did you enjoy visiting this place and why?

THE ROCKS, Geraldton



What's on Offer?

- / Enhances pedestrian connection between the CBD and the Foreshore through the old Rocks news-agency building
- / Spaces for year-round community events and activities
- / Creates opportunities for local artists to exhibit and perform
- / Considers Geraldton climate to provide sheltered community spaces

Did you enjoy visiting this place and why?

ASPIRATIONS

Please tick the boxes of the attractions you feel are suitable for James Street Cultural Precinct.



Diverse workshop spaces
(East Pilbara Arts Centre, Pilbara)



Gallery and museum exhibitions
(East Pilbara Arts Centre, Pilbara)



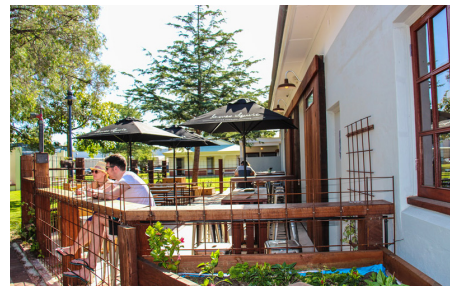
Village Green
(Library and visitor centre, Albany)



Small live music performances
(The Goods Shed, Claremont)



Large, live performances
(Fremantle Arts Centre, WA)



Small bar or hospitality
(Fire Station, Busselton)



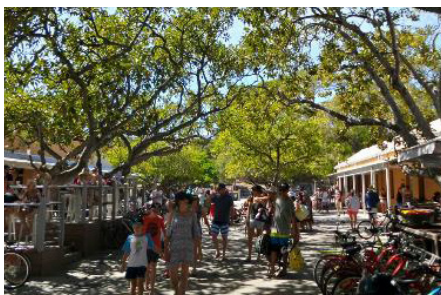
Colocated visitors centre and museum
(Orange, NSW)



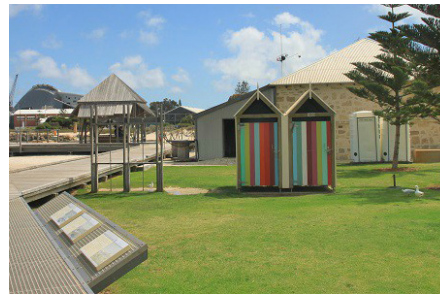
Local produce and wares
(Orange, NSW)



Short term accommodation sensitive to setting
(Margaret River, WA)



Capture the holiday feel
(Thompson Bay Settlement, Rottnest)



Use raw materials which reflect the coastal, heritage vibe
(Bathers Beach, Fremantle)



Diverse spaces which shelter from elements and/or celebrates coastal setting (potential look out)
(Orange, NSW)



Aboriginal Community Centre (Liyan-Ngan Nyirrwa, Broome)



Activation of the streetscape/ shared street (Busselton Cultural Centre, Busselton)



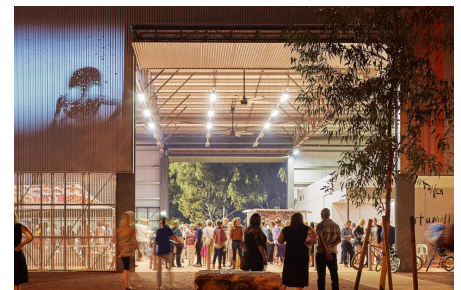
Local art and produce markets (Fremantle Arts Centre, WA)



Weddings (Bathers Beach, Fremantle)



Commercial Kitchen (Ben Franklin Public Market, US)



Gathering spaces (East Pilbara Art Centre, Pilbara)



Co-located visitors centre and regional Library (Tanunda, South Australia)



Curated museum experience (Portside Heritage Precinct, NSW)



Strong connection to town (The Rocks, Geraldton)



Sunset Markets (Bathers Beach, Fremantle)



Celebrating heritage on site (The Good Shed, Claremont)



Celebrating coastal connections (Bathers Beach, Fremantle)

A VISION FOR THE FUTURE

If you had three wishes for James Street Culture Precinct what would you wish for ?

Wish one: What would you include or improve at James Street Cultural Precinct for your user Group?

Wish two: What would you include or improve at James Street Cultural Precinct for all groups as a collective?

Wish three: What would you include or improve at James Street Cultural Precinct for visitors?



Mark on the map any activities/attractions you feel would add value to the James Street Cultural Precinct?

Use the space above to write or draw a picture of your aspirations for James Street Cultural Precinct!

