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Masterplan | Revision C | 27 April 2016  
Henry Parkes Centre | Parkes







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## Executive Summary



# Executive Summary

Source Architects have been engaged to prepare a masterplan for the ongoing development of the Henry Parkes Centre site. This process involved detailed site and facility analysis, stakeholder consultation and the preparation of short and long term masterplan proposals.

The Henry Parkes Centre (HPC) site encompasses a number of functions grouped under the HPC banner. This includes the Parkes Visitor Information Centre and the 4 museums on site being:

- The Henry Parkes Museum (Run by Parkes Historical Society)
- The Vintage Machinery Museum (Run by Parkes Historical Society)
- The Kings Castle (Elvis Memorabilia Museum run by Greg Page)
- The Parkes Motor Museum

Consultation with all stakeholders was undertaken as part of the master planning process along with consultation meetings with the Central West Car Club who have expressed an interest in establishing a Muscle Car Museum as part of the HPC, and the Parkes Council Parks and Gardens team to discuss landscape issues and potential.

Consultation sessions with the owner of the site Parkes Shire Council were also undertaken to establish the framework in which the masterplan was to be developed as well as the broad potential of the site. These sessions also provided an in depth understanding of the day to day operation of the Visitor Information Centre, the overall site and the museums generally

The masterplan document specifically addresses a number of areas including the Entrance and Visitor Information Centre, the centres product offering and the Meeting Room.

Key elements considered in the masterplan include:

- Visual Presentation
- Patron Amenity
- Access, Security and Wayfinding
- Public Event Zones
- Future land acquisition
- Development opportunities
- Exhibition offering, opportunities and synergies
- Marketing strategy

The proposals outlined in this document seek to provide a framework to guide the renewal and development of the Henry Parkes Centre through the following:

1. Immediate short term works to assist in the renewal of the existing facilities and to resolve a number of minor building, access and operation issues
  2. Proposals that outline the long term staged development of the HPC including alterations to existing facilities, new landscape, wayfinding and signage works and potential new facilities to enhance the patron experience.
- Cost estimates for both of these development stages have been undertaken and are provided as part of this report.

As an overlay to the recommendations regarding the physical development of the HPC, a high level marketing strategy has been prepared that can be implemented in the short term to assist in driving increased patron numbers and increased social media presence.

The masterplanning document has drawn on the expertise of architectural, interior, graphics, landscaping, and marketing consultants to provide a comprehensive plan to ensure that the Henry Parkes Centre continues to be a 'premier tourism and cultural experience for the region'.

## Project Control Group

### PROJECT ADVISORY GROUP

Katrina Dwyer (Project Manager)  
Les Finn  
Steven Campbell  
Kelly Hendry  
Anna Wyllie  
David Ramsay  
Annalise Cummings  
David Sutherland (Source Architects)  
Sally Sutherland (Source Architects)

### PROJECT TEAM

Architect

Source Architects

### CONSULTANT TEAM

Marketing / PR Consultant  
Landscape Architect  
Quantity Surveyor

Manning PR  
Living Edge Design  
Walton Smith Consulting





# Masterplan Background





# Masterplan Background

## What is a Museum?

The Museums Australia Constitution (2002) defines a 'museum' as an institution with the following characteristics:

*"A museum helps people understand the world by using objects and ideas to interpret the past and present and explore the future. A museum preserves and researches collections, and makes objects and information accessible in actual and virtual environments. Museums are established in the public interest as permanent, not-for-profit organisations that contribute long-term value to communities"*

The Institution is

*"In the service of society and of its development, open to the public, which acquires, conserves, researches, communicates and exhibits, for purposes of study, education and enjoyment, the tangible and intangible evidence of people and their environment."*





# Masterplan Background

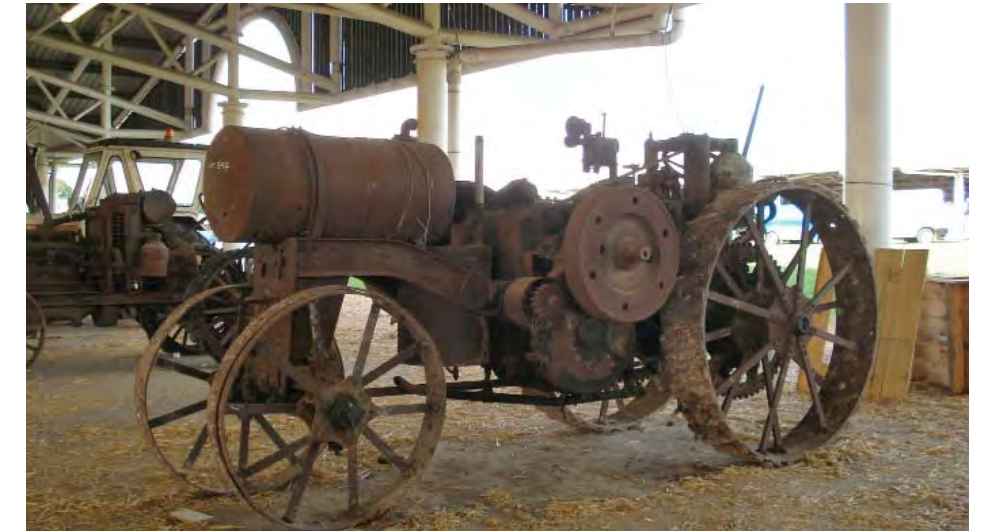
## Exemplars



Museum of Brisbane



National Museum of Australia



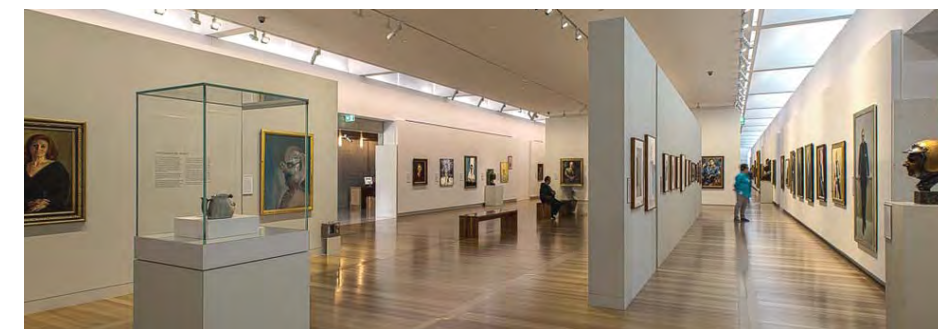
Museum of Brisbane



National Museum of Australia



Oakland Museum of California



National Portrait Gallery



# Masterplan Background

## Exemplars



Sovereign Hill



Old Sydney Town



Ferrari Factory Museum in Maranello, Italy



Sovereign Hill



Porche Car Museum - display and intergrated signage



BMW Car Museum - engine display





Consultation





## Consultation + Stakeholder Minutes

Source Architects and the project team undertook several meetings with key stakeholders and personnel from Parkes Shire Council over the course of the master planning process. The following provides a summary of the outcomes resulting from each consultation.

Source Architects have met with each stakeholder individually to allow open and honest discourse around their goals and vision for the future of their respective sites.

Through this rigorous analysis of the study area we have identified key issues and opportunities. Together with community and stakeholder expectations, commercial requirements and environmental design we will develop ideas, concepts and strategies that improve the public domain and the built form of the Henry Parkes Centre precinct.

In-depth meetings with the following stakeholders were conducted:

Central West Car Club

Parkes and District Historical Society

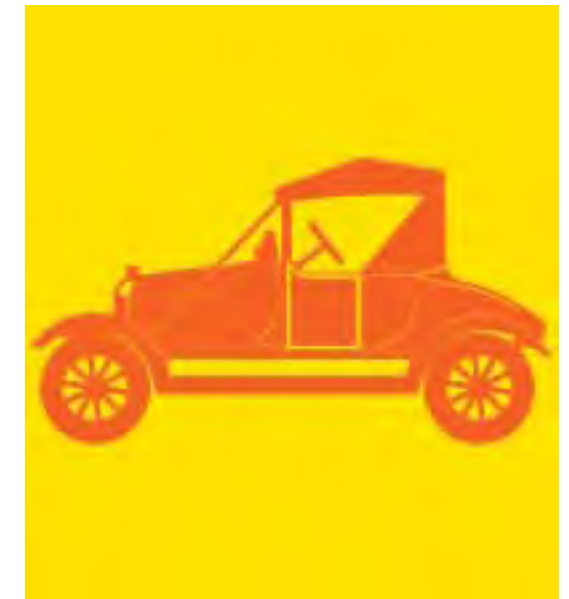
Kings Castle

Parkes Motor Museum

Parkes Tourist Information Centre

Parkes Shire Council

**Please refer to Appendix A for minutes of all Consultation Meetings**







The Existing Museum





# The Existing Buildings

## 1 Moat Cottage

A reproduction of Henry Parkes' cottage in England that was situated on Moat Lane. Whilst true to the original cottage, the spaces created are generally small and have quite low ceilings. The configuration means that appropriate uses are hard to find and the building is only partially occupied at this stage. A lack of door seals means that a significant amount of dust and leaf litter enters the building further limiting potential uses. The Henry Parkes display at the western end of the building is successful but does not receive the patronage that it deserves given its isolation from the Museum.



## 2 Visitor Information Centre (inc the Kings Castle)

A solid, sound building that is suitable for a number of purposes. The building originally housed the Henry Parkes Museum before being converted for use as the Parkes Visitor Information Centre. The building is generally well suited to the current function but lacks storage and office space and the window and door configuration mean that it is hard to display merchandise appropriately. The building could be easily converted back to function as an exhibition space if required.



## 3 Parkes Motor Museum

A contemporary building that is generally fit for purpose but in need of some maintenance to seal the envelope. The building does not have A/C which can be problematic on hot days but is attractive and the exhibition works well in the space. There exists limited opportunity for a change of use but the structure can be readily extended.



## 4 Henry Parkes Museum

A dedicated exhibition space which is the closest space to a 'white box' exhibition space on the site. The lack of A/C and some inappropriate openings slightly hinder the use of the space but it is generally functioning well. A lack of storage / archive space for the present use is problematic and is hindering the exhibition space as workshop and storage areas are being carved out of the exhibition spaces.



## 5 Wongalea School Room

A historic school room that was transported to the site and located adjacent to the Henry Parkes Museum. The Parkes and District Historical Society have invested in restoring the building and it is used for seasonal / special exhibitions. The building is not ideally located on site as it is in a primary position which would ideally be occupied by a more significant public building.



## 6 Silver City Railway Passenger Carriage

## 7 Nash Shed

## 8 Unger Shed

## 9 Earl Symonds Blacksmiths Shop

## 10 JB Martin Shed

## 11 Walter Hawken Shed

## 12 Peter Davis Shed

## 13 Eddie Charlton Shed

## 14 Noel Mulligan Shed

## 15 Historic Goobang Shed

## 16 Historic Cooks Myalls Shed

## 17 Passenger Carriage and Storage shed





# The Existing Buildings

## Earl Symonds Blacksmiths Shop

An original building on site once operated as a blacksmith by Earl Symonds. The shed is of a rustic post and beam construction and contains original blacksmith tools and work areas. This is a significant element on site and needs to be protected and retained.



## JB Martin Shed

A contemporary shed used by the Henry Parkes Museum for storage. This is not a historically significant structure and could be removed or relocated if required.



## Motor Museum Storage Shed

A contemporary shed used by the Parkes Antique Motor Club for storage. This is not a historically significant structure and could be removed or relocated if required for the long term development of the site

## Silver City Comet Carriage

A significant railway passenger carriage from the Silver City Comet that has been restored by the Parkes and District Historical Society. This is a significant piece and must be protected and retained. The carriage can be moved if required to facilitate development of the site.



## Coobang and Cooks Myalls Church

These two historic churches have been relocated to the site and restored by the Parkes and District Historical Society including the provision of power and water to the structures. The churches must be protected and retained but can be moved if deemed necessary. Their current position however are appropriate and are not limiting future development opportunities.



## Machinery Sheds

A number of post and beam and steel framed machinery sheds are located within the Pioneer Park Precinct and house a range of antique machinery, vehicles and equipment. These include the Nash Shed, the Unger Shed, The Walter Hawken Shed, The Peter Davis Shed, The Eddie Charlton Shed and the Noel Mulligan Shed. The sheds were constructed and are maintained by the Parkes and District Historical Society and should be protected and retained.



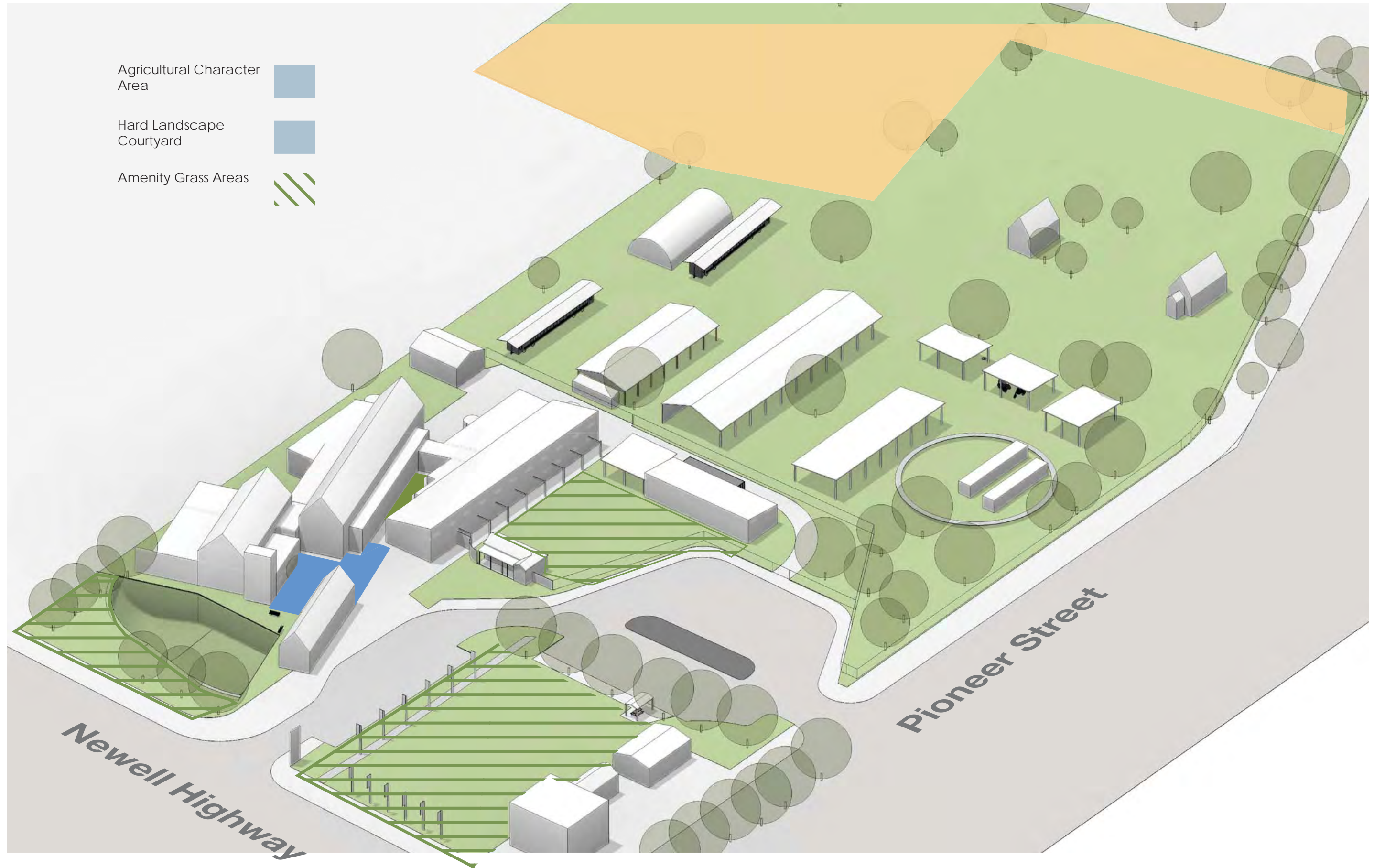
## Storage Shed (old Gas tank)

A rusting half tank on its site used to store artefacts not on display. The structure is not attractive but is not impacting the use or operation of the site.





# The Existing Landscape

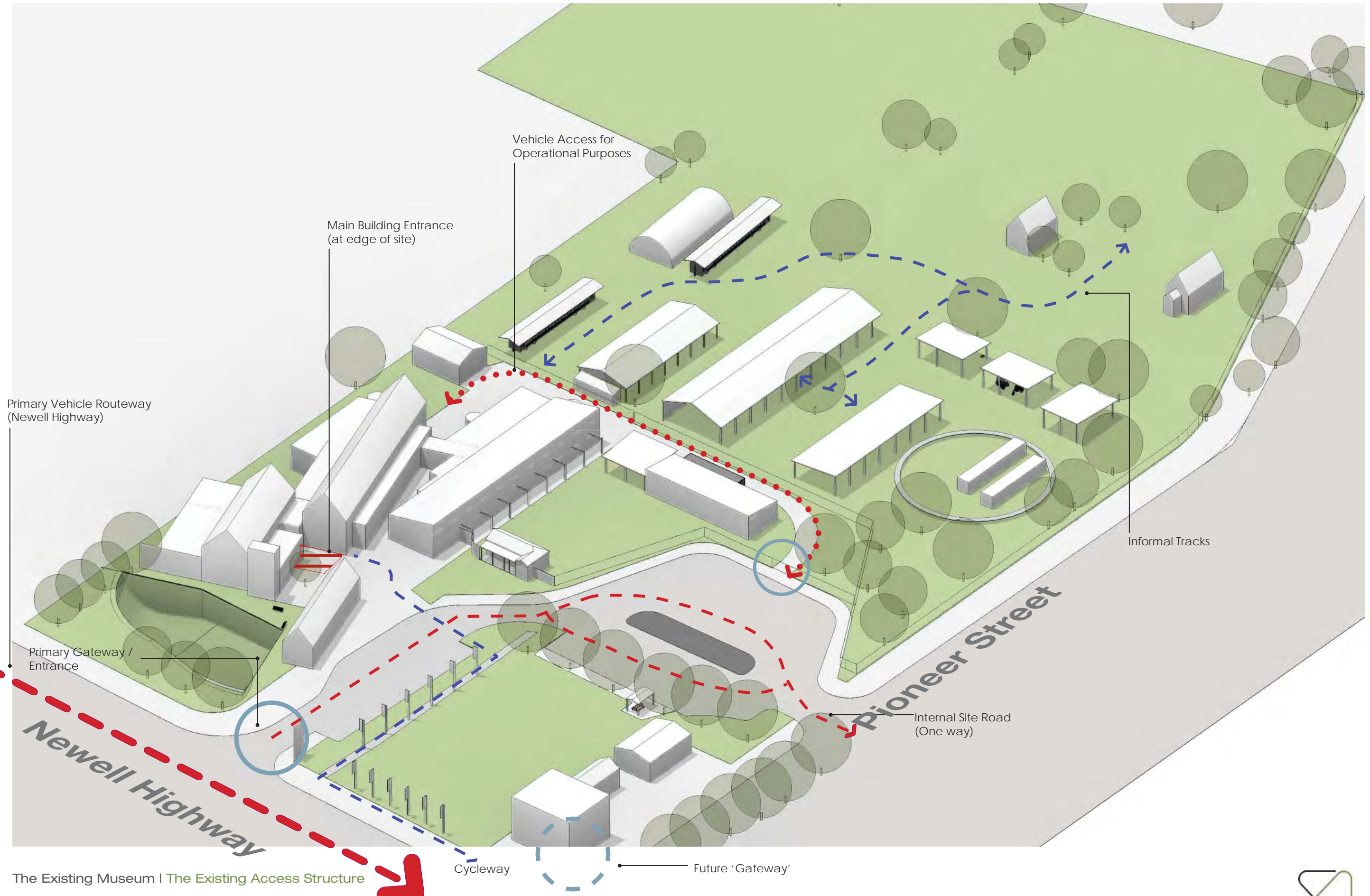


The Existing Museum | The Existing Landscape





# The Existing Access Structure

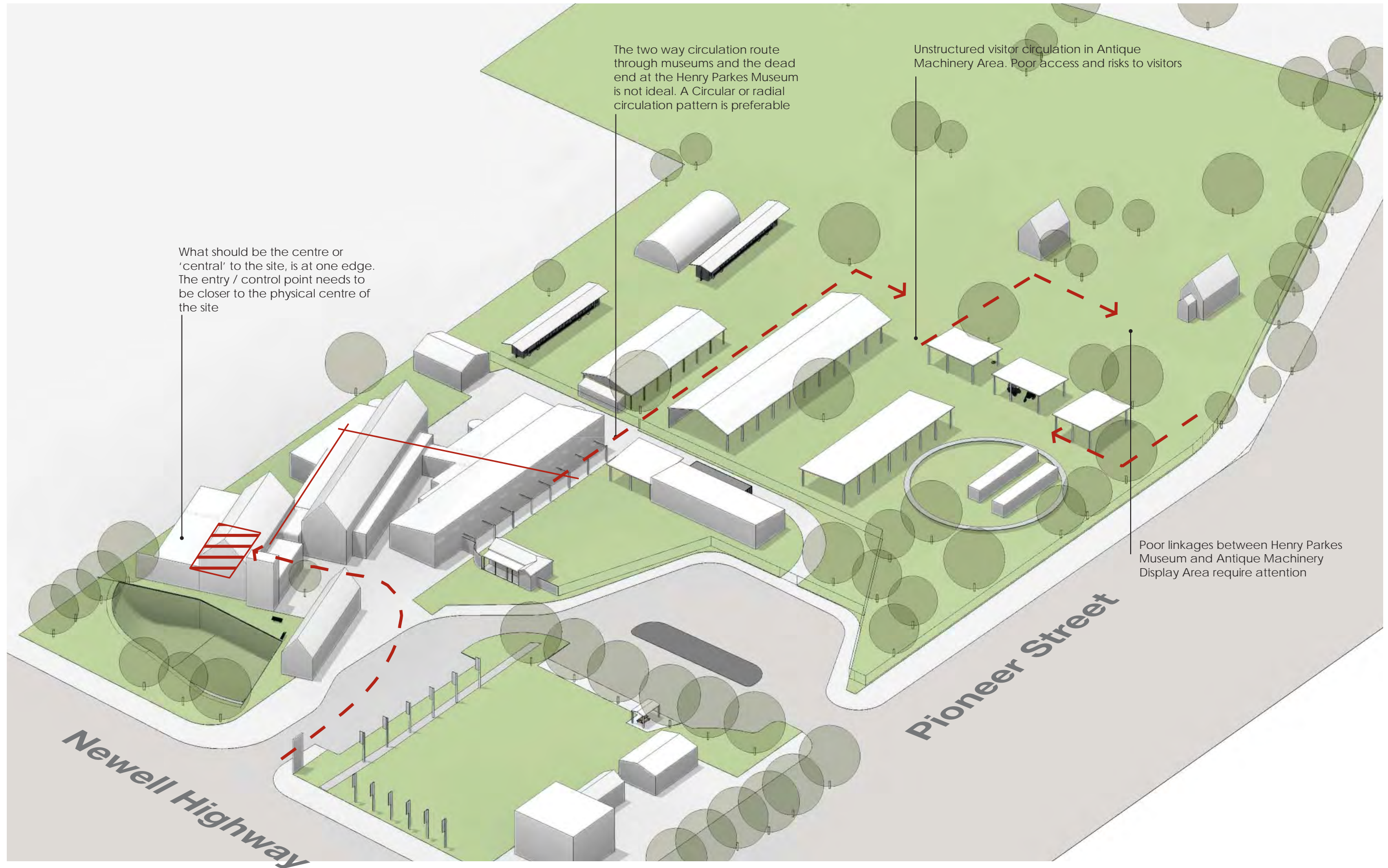


The Existing Museum | The Existing Access Structure





# The Existing Circulation Structure

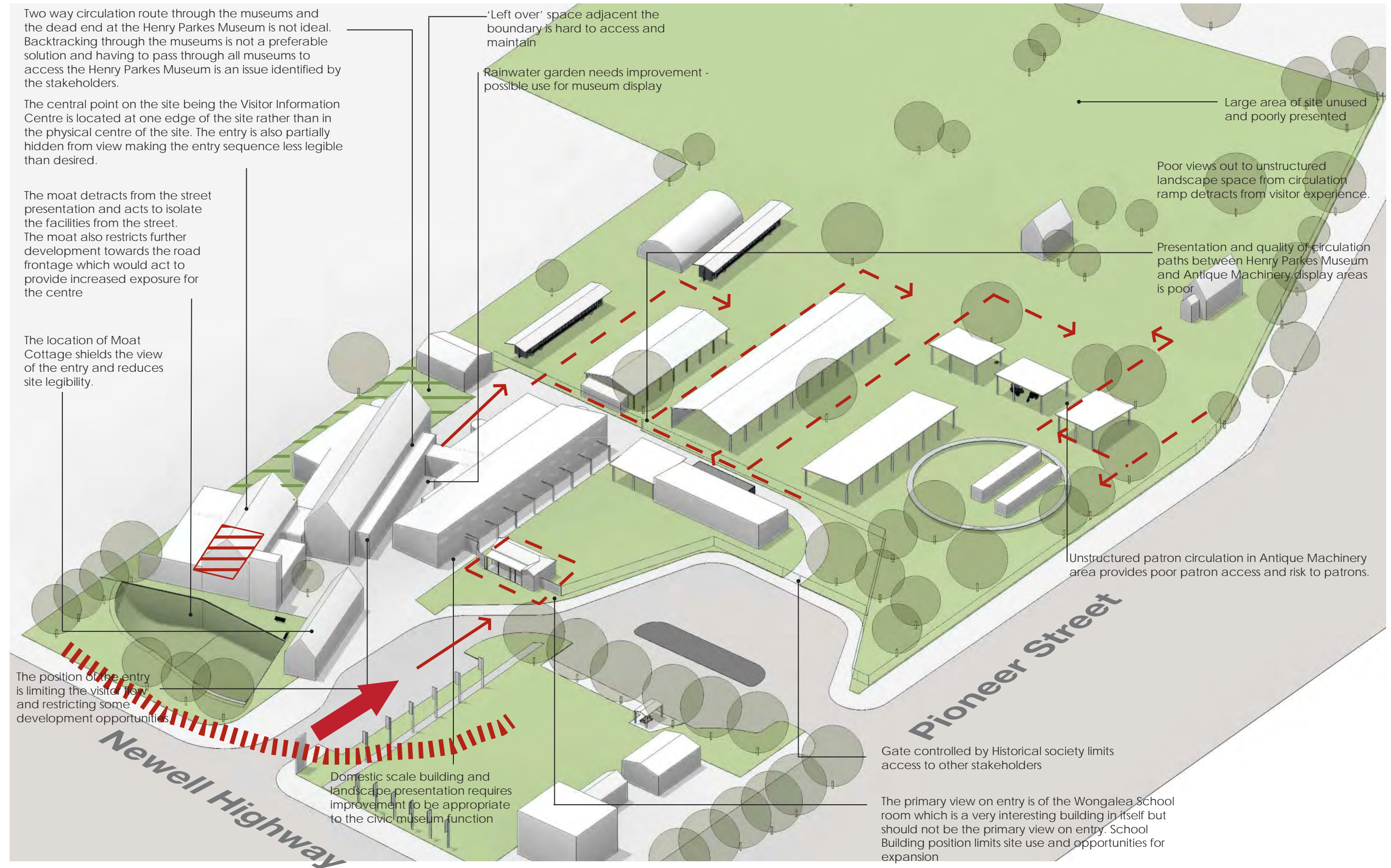


The Existing Museum | The Existing Circulation Structure





# Existing Site Issues

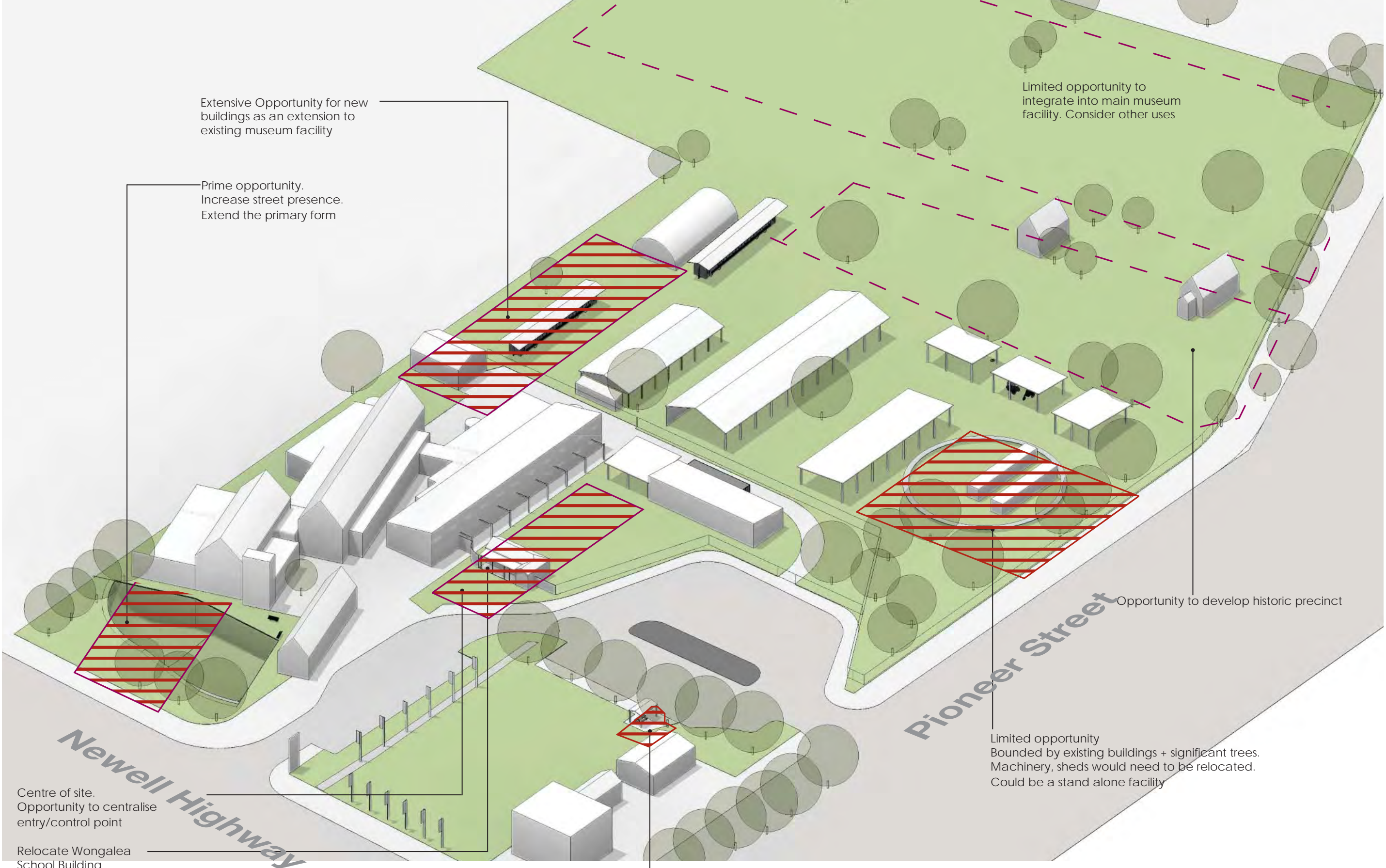


The Existing Museum | Current Issues





# Development Opportunities

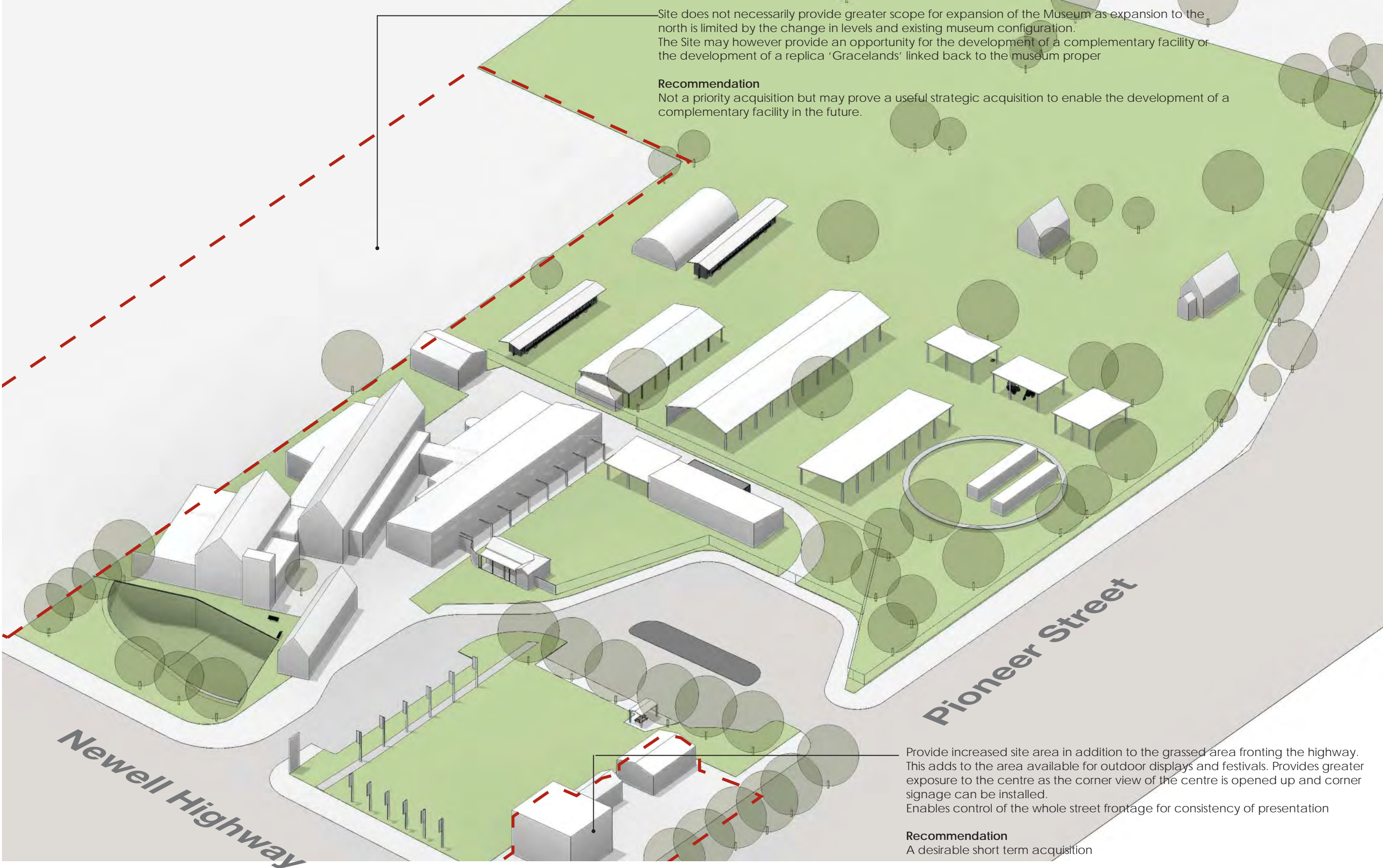


The Existing Museum | Development Opportunities





# Acquisition Opportunities



The Existing Museum | Acquisition Opportunities





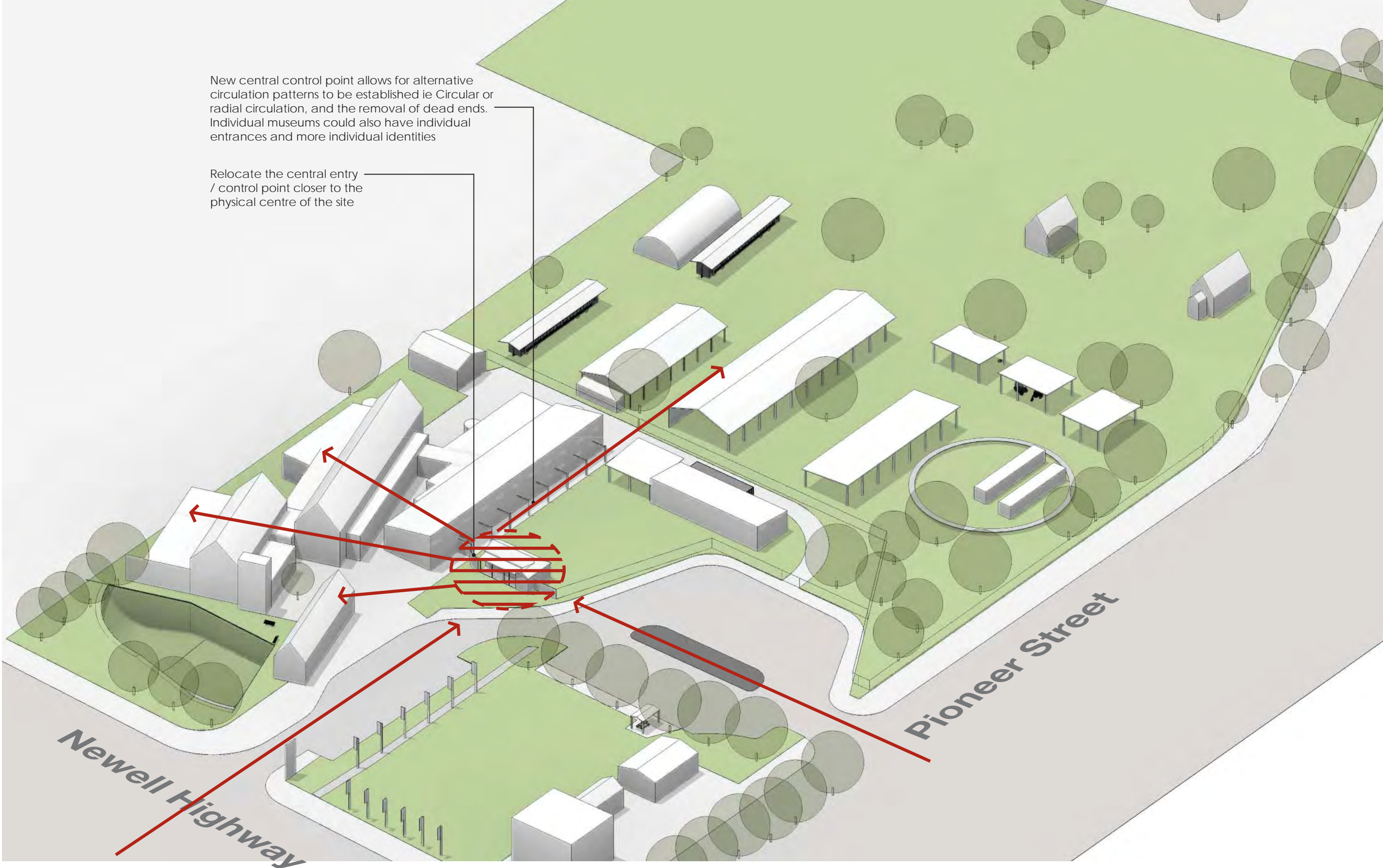


# Masterplan Synthesis





# Access + Circulation Structure



The Future Museum | Access + Circulation Structure





# Masterplan: Short Term Summary

- 1** Relocate one or both Bottle Trees to open up sight lines to entry
- 2** Consider new street trees to both sides of the Newell Highway
- 3** Provide door seals and non slip flooring to Moat Cottage. Exhibitions in Vacant Moat Cottage Exhibitions in vacant Cottage spaces
- 4** Fill in Moat and re-landscape the street frontage
- 5** Develop rainwater garden landscape and exhibition opportunities
- 6** Investigate air conditioning to Parkes Car Museum + Henry Parkes Museum
- 7** Provide weatherproof cover to awning on south western side of Henry Parkes Museum
- 8** Fix plumbing, power issues, building seals, upper level windows and install new phone and data lines to Henry Parkes Museum.



- 9** Enlarge workshop area and investigate access to Mezzanine Area for Storage
- 10** Generally tidy up the Antique Machinery Area, develop patron pathways and install interpretive signage
- 11** Seal road surface for better vehicle access to Parkes car Museum
- 12** New site fencing to allow for equitable access to service road. Includes new lock at gate and Historical society to remove items from workshop area that they feel are at risk of theft  
New play structures adjacent rest area + RV water fill station and dog watering/drinking facility





# Masterplan: Short Term Museum Detail

## HENRY PARKES MUSEUM

- 1 Cover to Existing Awning**  
Install weatherproof covering to Awning on SW side of Henry Parkes Museum Building. The awning will provide additional incidental space for the Parkes District Historical Society (PDHS), covered seating area and will enable easier links to the Wongalea School Room and the Antique Machinery Display. A further benefit will be a moderation of temperature in the Henry Parkes Museum through shading of the SW wall which receives significant sunlight in summer.
- 2 Amend Existing Windows**  
Fix Upper Level Windows to stop ingress of damaging light into the Museum Space. This can be achieved by blocking up the windows from the inside, providing awnings or shades externally or providing a light diffuser internally. Resolution of the low level windows on the northern side of the museum also needs to be pursued to manage this light ingress. Light coming into the space should not necessarily be completely stopped, but the installation of external elements installed to control the harshest of the light to enable removal of internal curtains and barriers.
- 3 Building Seals**  
Fix sealing of roofs and walls following an audit of the existing envelope. Improved sealing of wall and floor junctions will improve the thermal performance of the buildings and reduce the amount of dust and leaf litter entering the building.
- 4 Building Services - Plumbing / Electrical and Telephone Issues**  
Investigate and fix toilet smell and reported toilet flushing issues in PDHS building and meeting room toilets. Investigate and rectify lack of hot-water in PDHS building.  
  
Facilitate the installation of a telephone and data line into the Henry Parkes Museum facility. Further, power outages in PDHS facility need to be investigated and additional load or power outlets provided to limit outages.  
  
Recommendation: The Council to engage a qualified electrician to assess the loadings, diagnose any issues and report back to Council.
- 5 Improve Site Presentation**  
Whilst the Antique Machinery Display Areas are very neat, there are numerous artefacts against walls and on the ground that do not yet appear to be part of the formal display. To assist in the presentation of the area and to reduce risk to patrons, a dedicated storage area could be formed for these artefacts away from patron pathways.  
  
Where possible, existing shipping containers and the small contemporary storage sheds should be progressively removed and consolidated into this new storage area to further improve the patron experience and clear paths.

- 6 Interpretative Signage**  
Additional interpretive signage in the PDHS exhibitions is desirable to assist in patron appreciation of the items. All the items on display have an interesting story and this should be ideally told through signage and item labels so patrons can easily take in the significance of the material on display.
- 7 Workshop Area**  
PDHS Workshop area to be increased to include the small verandah to the north of the men's work room. Acoustic insulation between work areas, museum space and meeting room to be investigated and installed.
- 8 Patron Pathways**  
The pathway between the PDHS building and the Antique Machinery display area is inadequate for the use and needs to be addressed. A concrete path as an extension of the existing with compliant slopes is desirable.
- 9 Mezzanine Area**  
The mezzanine area may prove a cost effective solution to provide additional storage. If the mezzanine area is to be used for storage, a compliant stair should be installed and the adequacy of the floor structure assessed and strengthened if needed. The mezzanine area should be closed off from view from the Museum.
- 10 Staff Work Areas**  
A more formal work area in the museum space may be advantageous to improve the presentation of the museum. A low height wall could be installed towards the eastern end of the existing space and the existing office could be re-purposed as a work / storeroom if a new office and research room is provided.
- 11 Heating and Cooling**  
The existing space does not have any climate control systems which means that the internal temperature is not as stable as is desirable. This is exacerbated by a significant heat load on the NW façade in the summer and building sealing issues (that have been addressed elsewhere) Provision of heating and cooling should be considered as part of the works.  
  
Recommendation: The Council to engage a qualified Mechanical Engineer to assess the loadings, propose a system and report back to Council.





# Masterplan: Short Term Museum Detail

## PARKES CAR MUSEUM

### Building Seals

Fix sealing of roofs and walls following an audit of the existing envelope. Improved sealing of wall and floor junctions will improve the thermal performance of the buildings and reduce the amount of dust and leaf litter entering the building.

### Heating and Cooling

The existing space does not have any climate control systems which means that the internal temperature is not as stable as is desirable. This is exacerbated by building sealing issues (that have been addressed elsewhere) Provision of heating and cooling should be considered as part of the works. This would likely take the form of Reverse Cycle Air conditioning but options such as Geothermal and Heat Recovery Ventilation should be assessed.

Recommendation: The Council to engage a qualified Mechanical Engineer to assess the loadings, propose a system and report back to Council.

## KINGS CASTLE

### Exhibition

The Kings Castle is hampered by its cramped exhibition space that has low ceilings and a restrictive floor plate. As such, the exhibition would be better served by a general thinning of the display, streamlining of exhibition furniture and by increasing the pedestrian paths through the exhibition.

Further, the integration of Interpretive Signage / Banner and Audio Visual material should be better resolved to improve the patron experience.

## VISITORS INFORMATION CENTRE + MOAT COTTAGE

### Moat Cottage Door Seals + Floor

Seals should be fitted to all doors in Moat Cottage to stop ingress of dust and leaf litter. The existing floor surface also needs to be addressed to reduce the slip hazard. Chemical etching or a non-slip surface treatment should be considered.

### Moat Cottage Security and Access Control

Little can be done in the short term to address the security issues and patron monitoring for Moat Cottage. The issues can be easily addressed in the longer term. Moat Cottage Exhibition spaces should be managed as follows:

### Moat Cottage Exhibition Spaces

The insertion of exhibition material should be considered for moat cottage rooms that are not yet being used. The exhibition need not be about Henry Parkes but may be best suited to displays of other Parkes (the city) associated material. Exhibition panels discussing topics as follows may be appropriate:

CSIRO Radio Telescope,  
North Parkes Mine  
Agricultural History

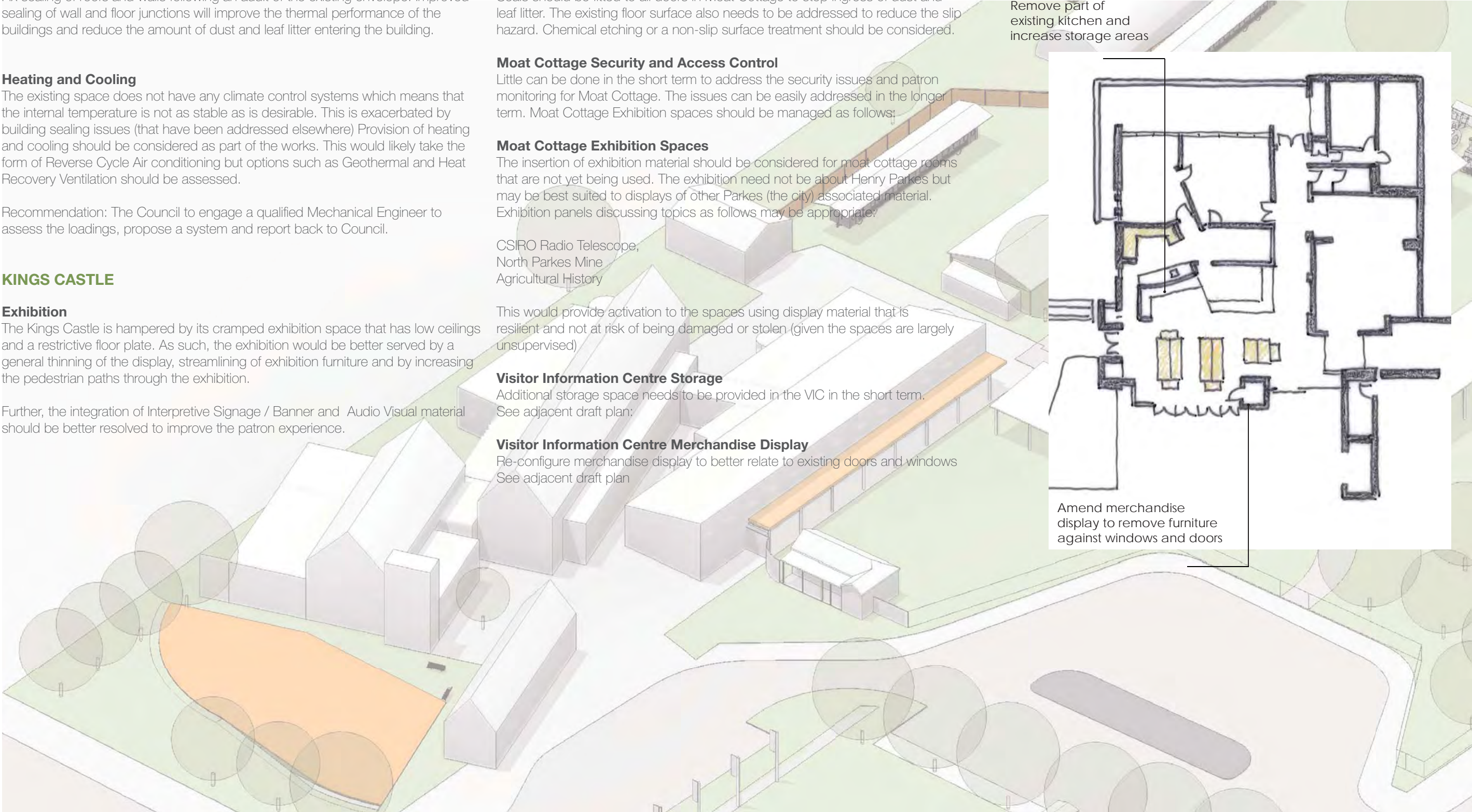
This would provide activation to the spaces using display material that is resilient and not at risk of being damaged or stolen (given the spaces are largely unsupervised)

### Visitor Information Centre Storage

Additional storage space needs to be provided in the VIC in the short term. See adjacent draft plan:

### Visitor Information Centre Merchandise Display

Re-configure merchandise display to better relate to existing doors and windows. See adjacent draft plan



Remove part of existing kitchen and increase storage areas

Amend merchandise display to remove furniture against windows and doors



# Masterplan: Short Term Site Detail

## General Site Improvements

**1 Site Fencing**  
 A new fencing arrangement needs to be implemented whereby the Parkes Antique Motor Club can easily access the driveway between the public carpark and their roller door. A new lock should be installed with keys provided to the Visitor Information Centre Staff, the Parkes & District Historical Society and the Parkes Antique Motor Club so equitable access is provided. Any artefacts in this shared driveway area should be relocated to within the Antique Machinery fenced area.

Consideration should also be given to replacing the fence on the southern boundary of the site as it is in a state that warrants replacement.

**2 New Play Structures**  
 Installation of sculpture/play elements adjacent to the lawn area to encourage incidental play.

**3 Meeting Room**  
 Provide Chair Transport/lifter and new dishwasher in Meeting Room.

**4 Signage**  
 Rationalise signage at entry to the Visitor Information Centre to reduce the number of different signs. Consideration should be given to providing equitable opportunity for signage for all museums at the entry.

**5 Landscape**  
 Fill in Moat to improve street presentation and access around Moat Cottage. The Moat provides a visual barrier between the street and the facility, detracts from the presentation of the Centre and is a maintenance issue.

**6** Peel back fence at NW Corner of the site to open up views to the centre for vehicles travelling into Parkes.

**7** Relocate one or both of the Bottle Trees at front of the site to open up views of the centre. A suitable new location is to be determined

**8** Develop landscape in rain garden with new low level planting and climbers appropriate for the area. Space can also incorporate exhibition and sculpture opportunities

**9** New street trees should be considered along both sides of the Newell Highway that will mature to a more civic height. The existing cherry trees may not be appropriate for the primary entry into the city. More regular, sizable trees would add to the streetscape and generally improve the presentation of the Henry Parkes Centre Site



2 exemplars of play structures





# Masterplan: Short Term

## OPERATIONAL MATTERS

### 1 Opening Hours

All Museums need to operate with same opening hours which are ideally in-line with the opening hours of the Visitor Information Centre. Alignment of opening hours will remove some issues surrounding ticketing and access.

### 2 Ticketing

Ticket sales should continue to be undertaken by the Visitor Information Centre only and the control point into the Museum Complex should be at this point. With the current building configuration, it is not possible or desirable to have individual access to individual museums and as such the existing ticketing system needs to be maintained. An integrated ticketing system should be employed whereby all tickets are issued through a computerised ticketing system. This will easily allow for the preparation of patronage reports for all stakeholders. A ticketing system that is integrated with the Point of Sale (POS) system is recommended.

Consideration needs to be given to providing each Museum with a certain number of free or discounted tickets each year for distribution as they see fit. Allocation of free or discounted tickets should be transparent and equitable and issued through the integrated ticketing system

Resolution of free access for people visiting the Henry Parkes Museum for genuine research purposes is required. The Henry Parkes Museum is unique in the centre given its role in research - a role that should be supported given its input into recording local history. A simple system whereby the VIC staff call through to the Henry Parkes Museum upon arrival of a Research Visitor will address the matter.

Finally, it is not desirable for individual museum operators to request to check tickets of patrons. The Visitor Information Centre provides secure and controlled entry to the Museum complex and that is sufficient to manage patron access. If it can be demonstrated that Public Liability Insurance requirements dictate the collection of Names and Postcodes for access to the museum then this information can be taken by the Visitor Information Centre Staff upon purchase of tickets.

### 3 Safety Audit

A Site wide patron safety audit to identify and remove risks should be undertaken and a management plan developed to remove or mitigate these risks.

Recommendation: A suitably qualified expert be engaged to undertake a site wide safety audit, make recommendations and report back to the Council.

### 4 Exhibition Style Guide

Develop and implement an 'Exhibition Style Guide' with the input of all stakeholders and assist in the roll out across the museums. The Style Guide will provide guidance on Interpretive signage, appropriate display materials, lighting, aisle widths, etc. The Style Guide would be developed with regard to the reference material produced by Museums and Galleries of NSW. Along with the style guideline for the general fitout of the museum and template should be made for the brochure for each of the museums that displays a map of the collections and site. The style of the brochures should match the "Parkes - it all adds up" branding.

Recommendation: A suitably qualified expert be engaged to prepare an Exhibition Style Guide that outlines standards for exhibition arrangement, construction, lighting and Interpretive Signage.

### 5 After hours Access to Meeting Room

Alarm Consultant/Locksmith be engaged to rationalise entry/alarm sequence for after hours access. The installation of an additional external key pad adjacent to the gate leading to the Meeting Room will resolve this issue.

Recommendation: The managing security company be engaged to install an additional exterior grade security keypad just inside the access gate that is used to access the meeting room.

### 6 Museum Curator

It is recommended that the Council consider the employment of a full time Museum Curator to oversee the presentation and day to day management of the Henry Parkes Centre. With the works being proposed, the centre is of a size that warrants the engagement of such a person to drive the long term development of the Centre and to ensure that the patron experience is maintained and enhanced and the exhibitions are well design and presented.







The Future Museum

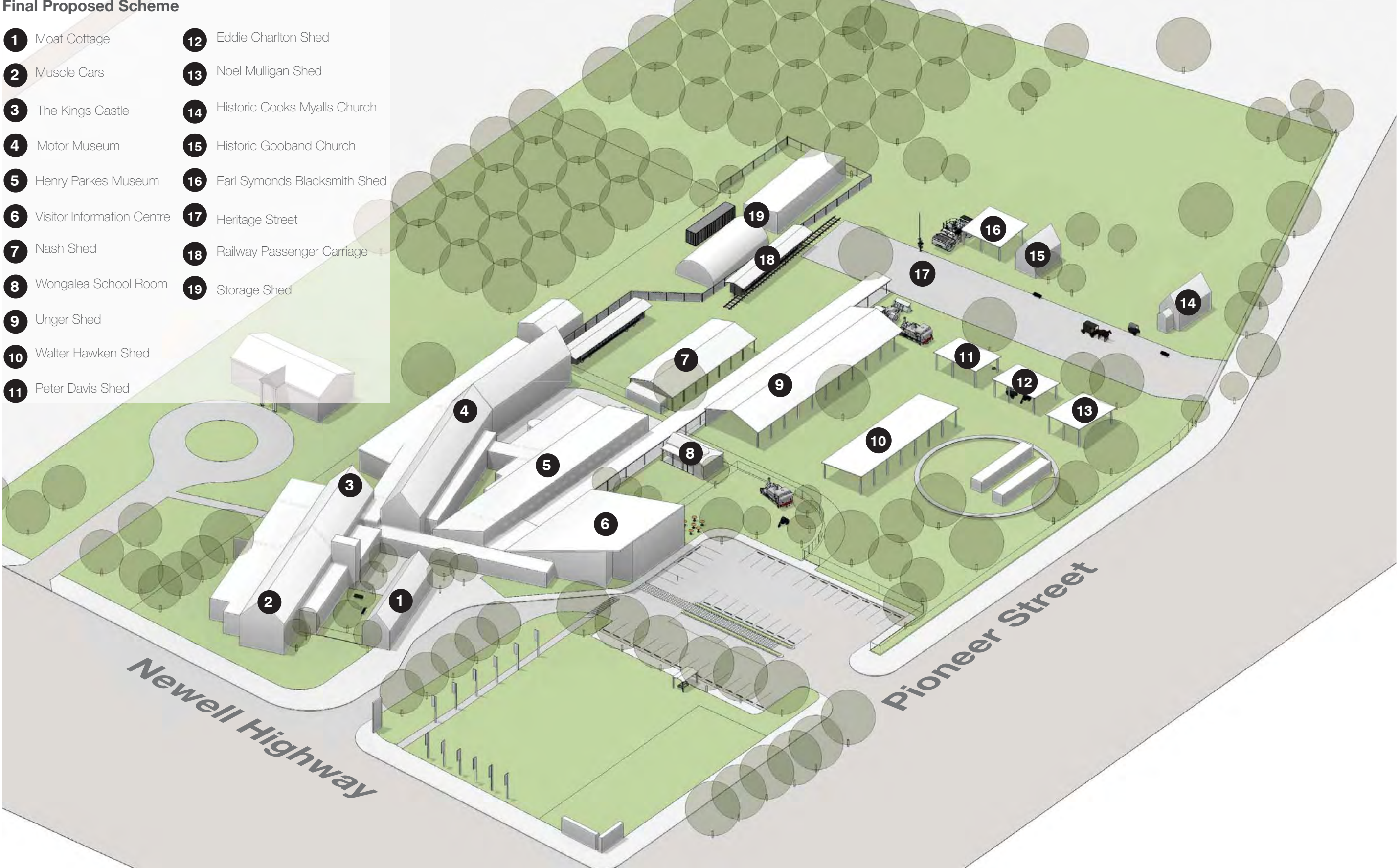




# Masterplan: Proposed scheme

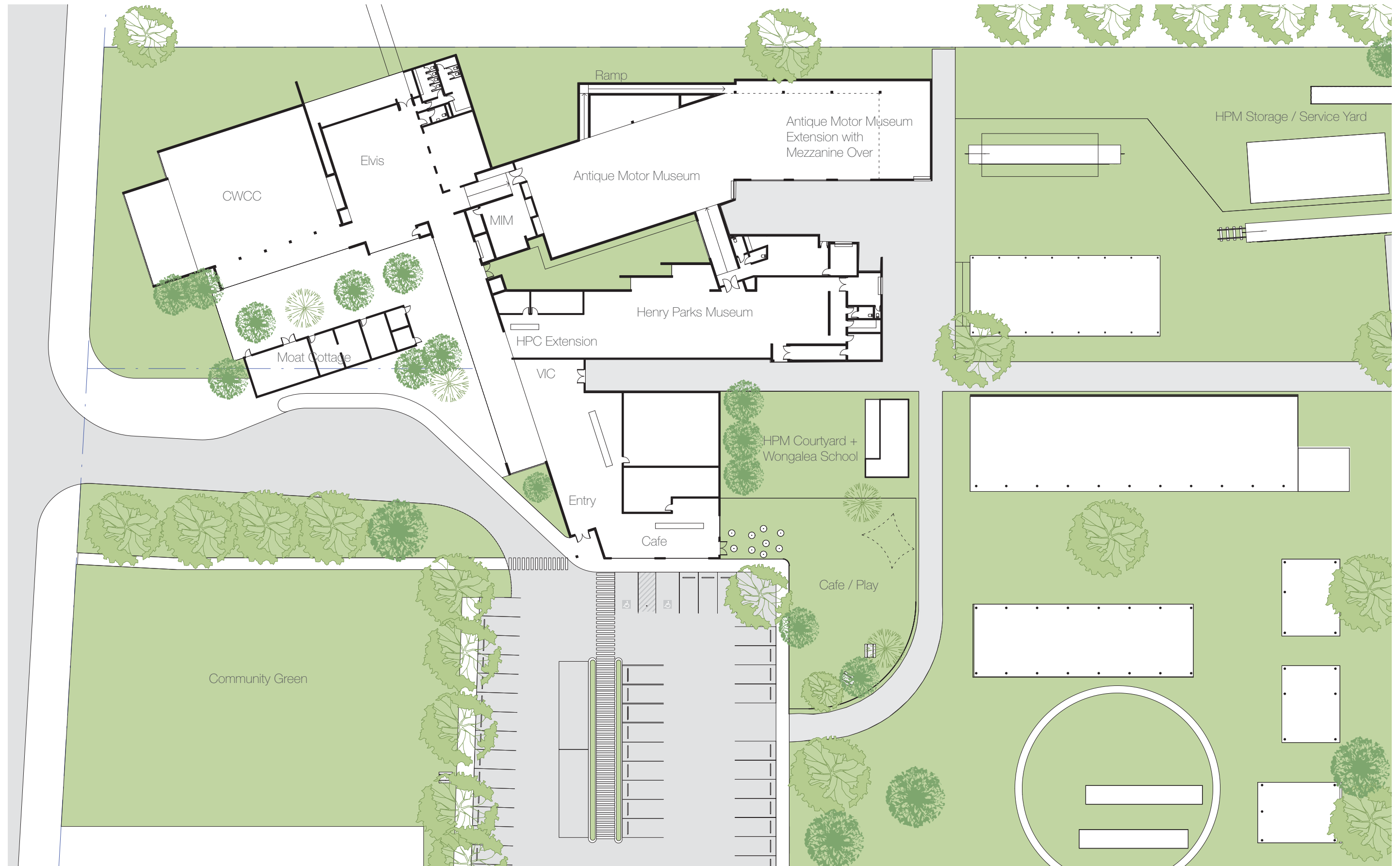
## Final Proposed Scheme

- 1 Moat Cottage
- 2 Muscle Cars
- 3 The Kings Castle
- 4 Motor Museum
- 5 Henry Parkes Museum
- 6 Visitor Information Centre
- 7 Nash Shed
- 8 Wongalea School Room
- 9 Unger Shed
- 10 Walter Hawken Shed
- 11 Peter Davis Shed
- 12 Eddie Charlton Shed
- 13 Noel Mulligan Shed
- 14 Historic Cooks Myalls Church
- 15 Historic Gooband Church
- 16 Earl Symonds Blacksmith Shed
- 17 Heritage Street
- 18 Railway Passenger Carriage
- 19 Storage Shed





# Masterplan: Proposed Planning



Proposed Final Planning | Ground Plan

1:500

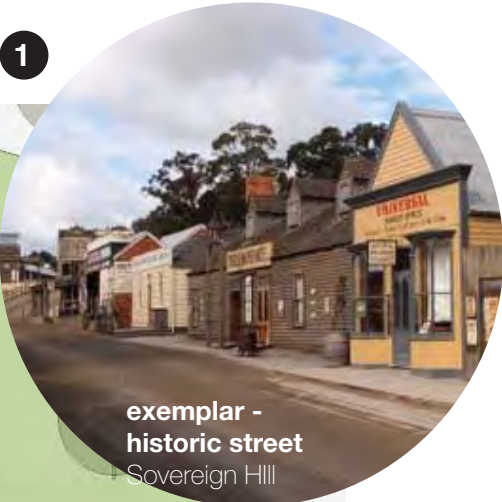
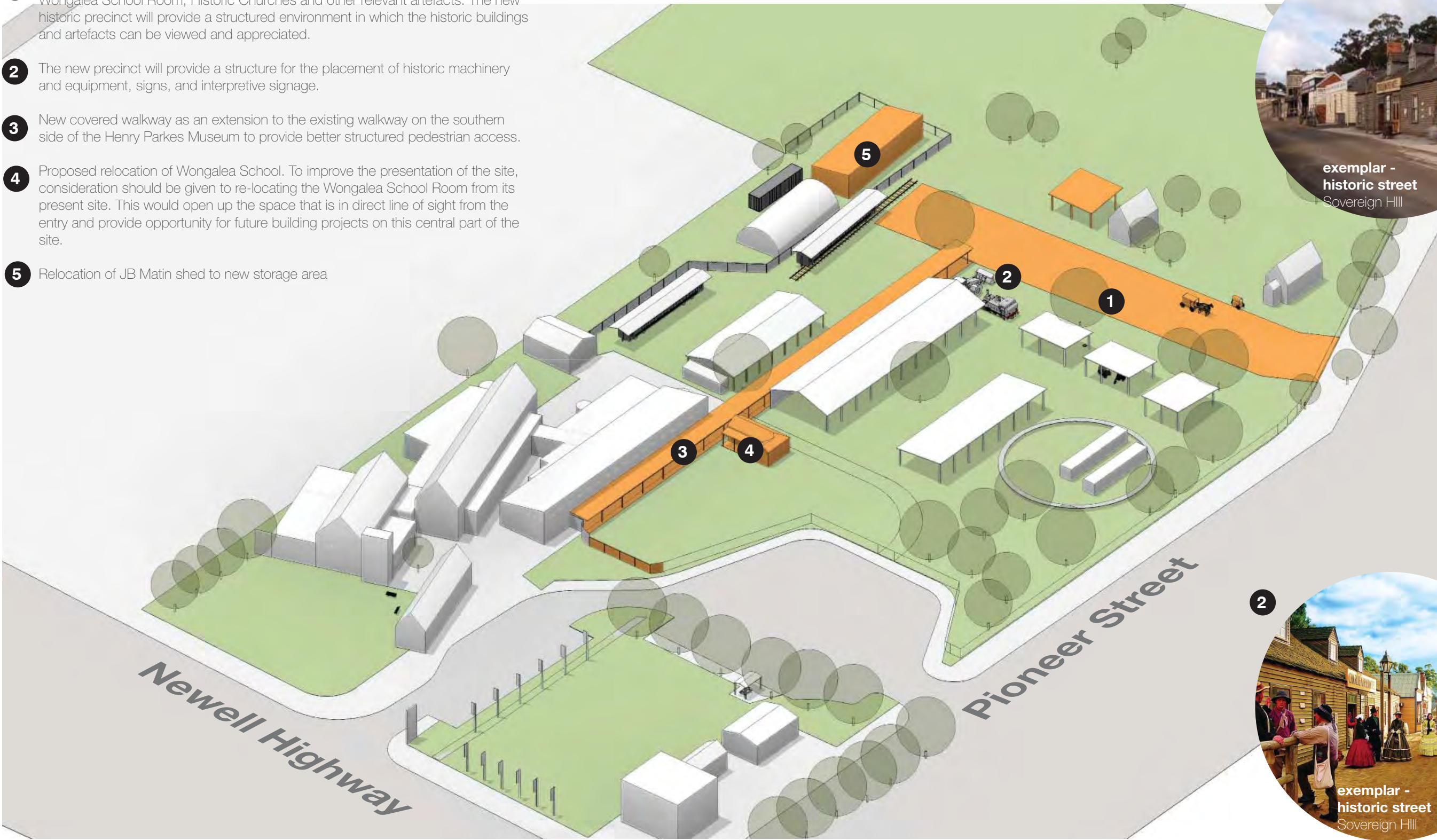




# Masterplan: Stage 00

## Develop Pioneer Park

- 1 New private 'Street' running north-south through the site to provide context for the Wongalea School Room, Historic Churches and other relevant artefacts. The new historic precinct will provide a structured environment in which the historic buildings and artefacts can be viewed and appreciated.
- 2 The new precinct will provide a structure for the placement of historic machinery and equipment, signs, and interpretive signage.
- 3 New covered walkway as an extension to the existing walkway on the southern side of the Henry Parkes Museum to provide better structured pedestrian access.
- 4 Proposed relocation of Wongalea School. To improve the presentation of the site, consideration should be given to re-locating the Wongalea School Room from its present site. This would open up the space that is in direct line of sight from the entry and provide opportunity for future building projects on this central part of the site.
- 5 Relocation of JB Matin shed to new storage area



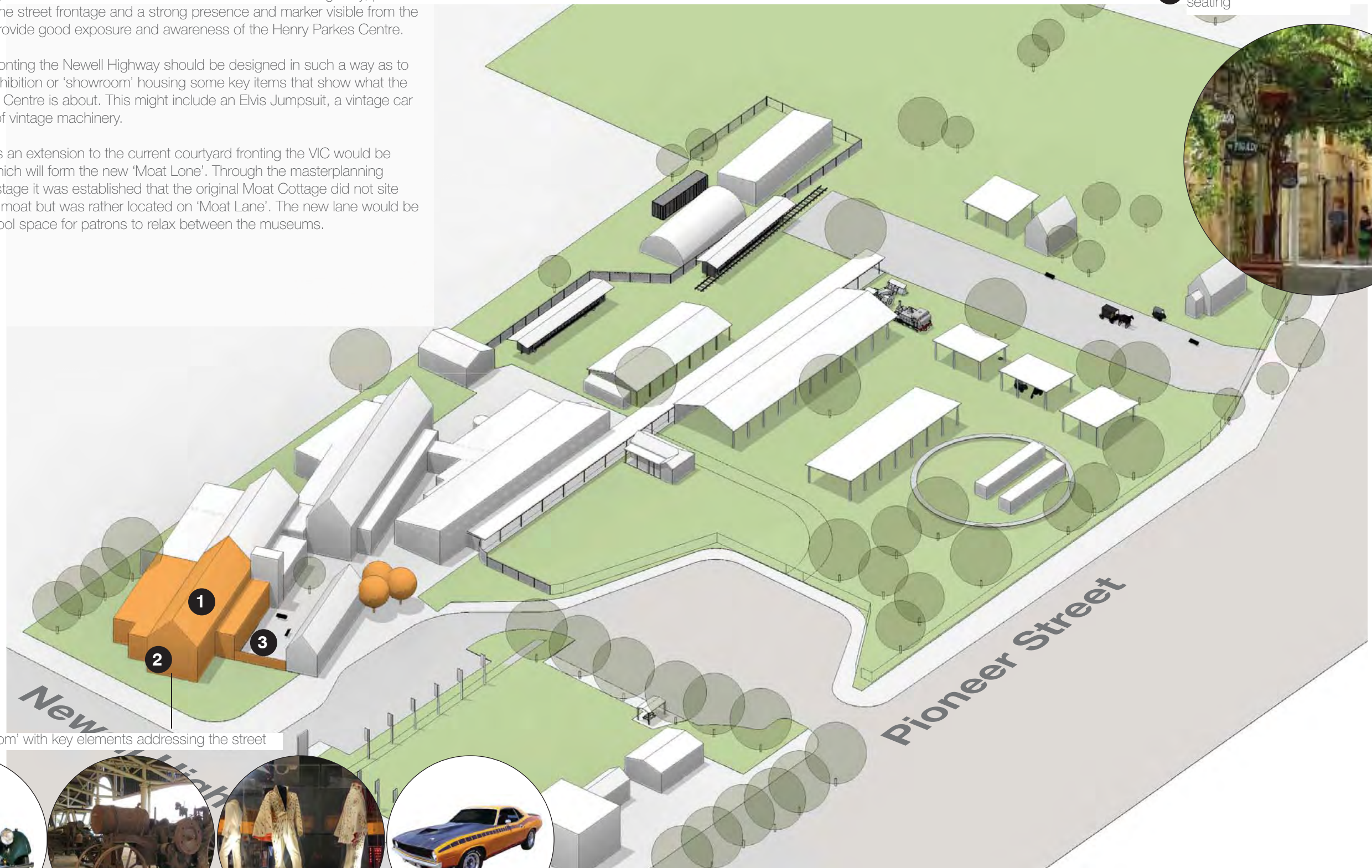


# Masterplan: Stage 01

## Stage 1 | New Muscle Car Building at Front on Site

- 1** As an extension to the existing Visitor Information Centre and positioned on the old Moat Site, the new Muscle Car Museum will front the Newell Highway, provide activation to the street frontage and a strong presence and marker visible from the Highway to provide good exposure and awareness of the Henry Parkes Centre.
- 2** The façade fronting the Newell Highway should be designed in such a way as to provide an exhibition or 'showroom' housing some key items that show what the Henry Parkes Centre is about. This might include an Elvis Jumpsuit, a vintage car and a piece of vintage machinery.
- 3** A forecourt as an extension to the current courtyard fronting the VIC would be developed which will form the new 'Moat Lane'. Through the masterplanning consultation stage it was established that the original Moat Cottage did not site adjacent to a moat but was rather located on 'Moat Lane'. The new lane would be a sheltered cool space for patrons to relax between the museums.

**3** moat lane - landscaping + seating



**2** glass showroom' with key elements addressing the street





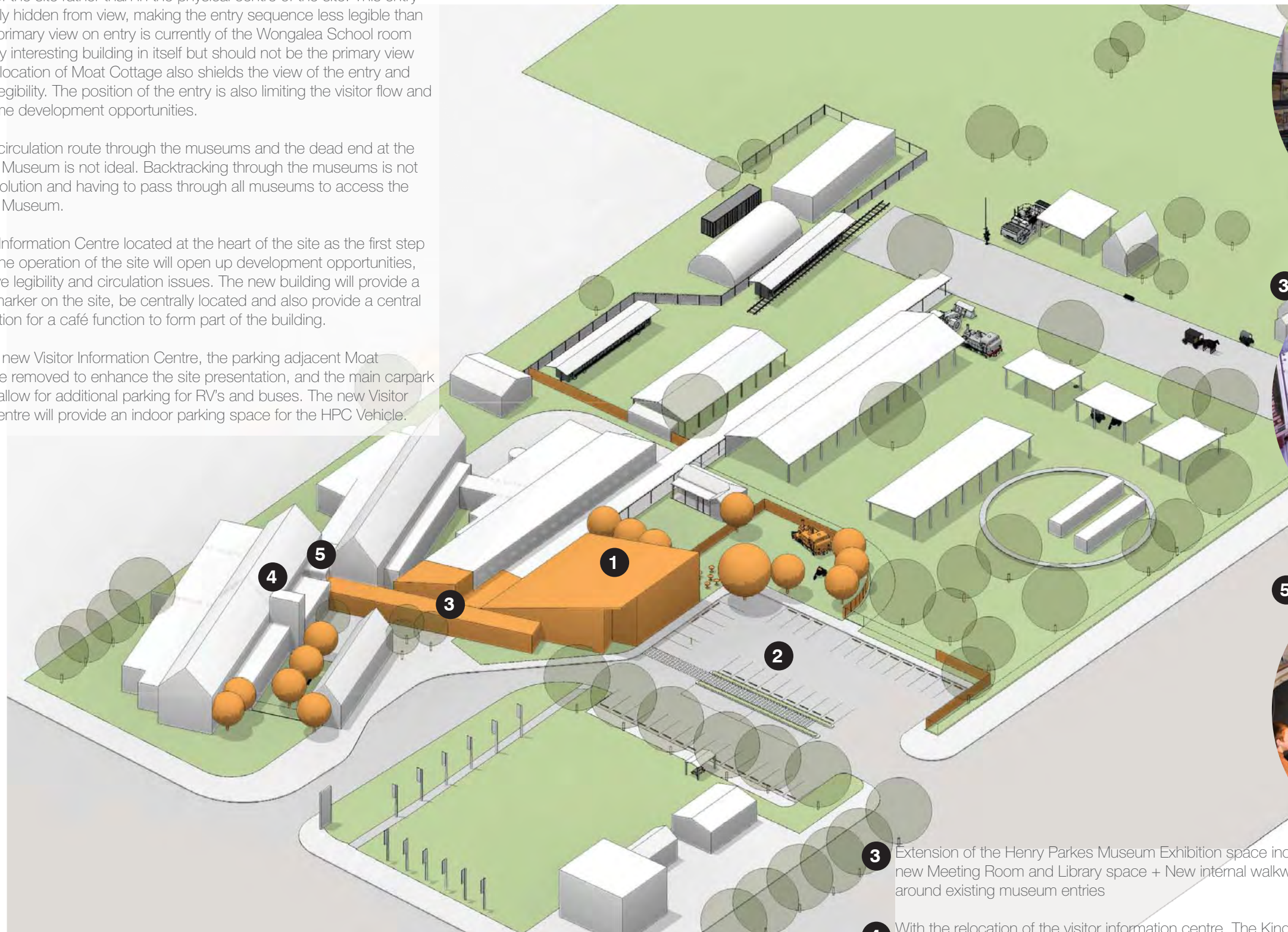
# Masterplan: Stage 02

## Stage 2 | New Visitor Information Centre

The central point on the site - being the Visitors information Centre is located at one edge of the site rather than in the physical centre of the site. This entry point is partially hidden from view, making the entry sequence less legible than desired. The primary view on entry is currently of the Wongalea School room which is a very interesting building in itself but should not be the primary view on entry. The location of Moat Cottage also shields the view of the entry and reduces site legibility. The position of the entry is also limiting the visitor flow and restricting some development opportunities.

The two way circulation route through the museums and the dead end at the Henry Parkes Museum is not ideal. Backtracking through the museums is not a preferable solution and having to pass through all museums to access the Henry Parkes Museum.

- 1** A new Visitor Information Centre located at the heart of the site as the first step in reshaping the operation of the site will open up development opportunities, and will resolve legibility and circulation issues. The new building will provide a strong entry marker on the site, be centrally located and also provide a central exposed location for a café function to form part of the building.
- 2** As part of the new Visitor Information Centre, the parking adjacent Moat Cottage will be removed to enhance the site presentation, and the main carpark expanded to allow for additional parking for RV's and buses. The new Visitor Information Centre will provide an indoor parking space for the HPC Vehicle.



- 3** Extension of the Henry Parkes Museum Exhibition space including new Meeting Room and Library space + New internal walkway around existing museum entries
- 4** With the relocation of the visitor information centre, The Kings Castle can be exhibit in the main exhibition space where the information centre and offices are currently placed
- 5** Mining interpretive centre can exhibit in the located between the Kings Castle and Antique Motor Museum

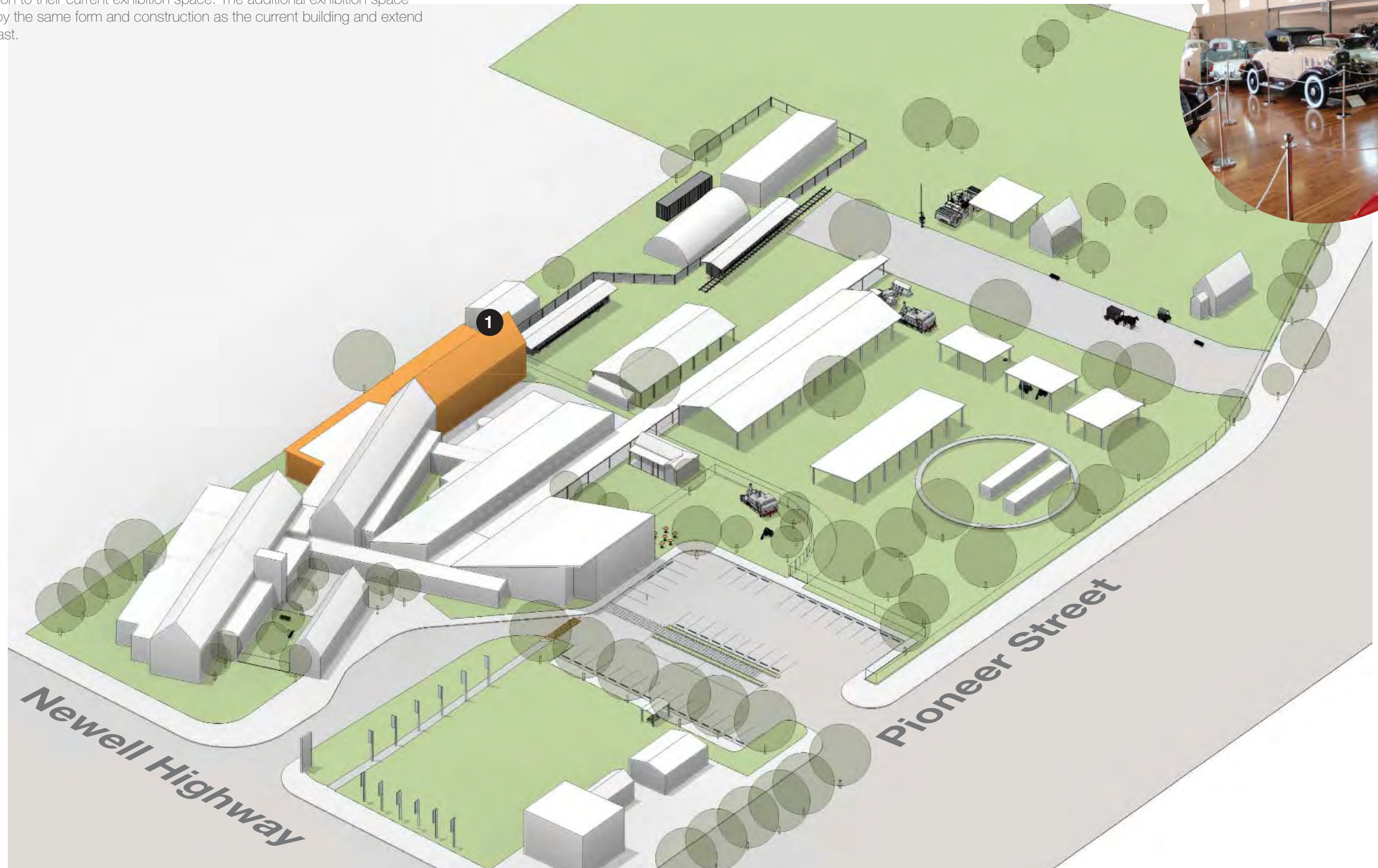




# Masterplan: Stage 03

## Stage 3 | Antique Motor Museum Extension at rear

- 1 The Parkes Car Club requires additional exhibition space which is ideally located as an extension to their current exhibition space. The additional exhibition space should employ the same form and construction as the current building and extend toward the east.



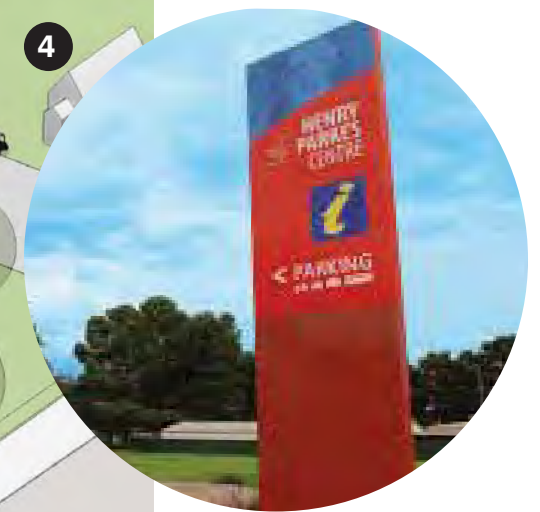
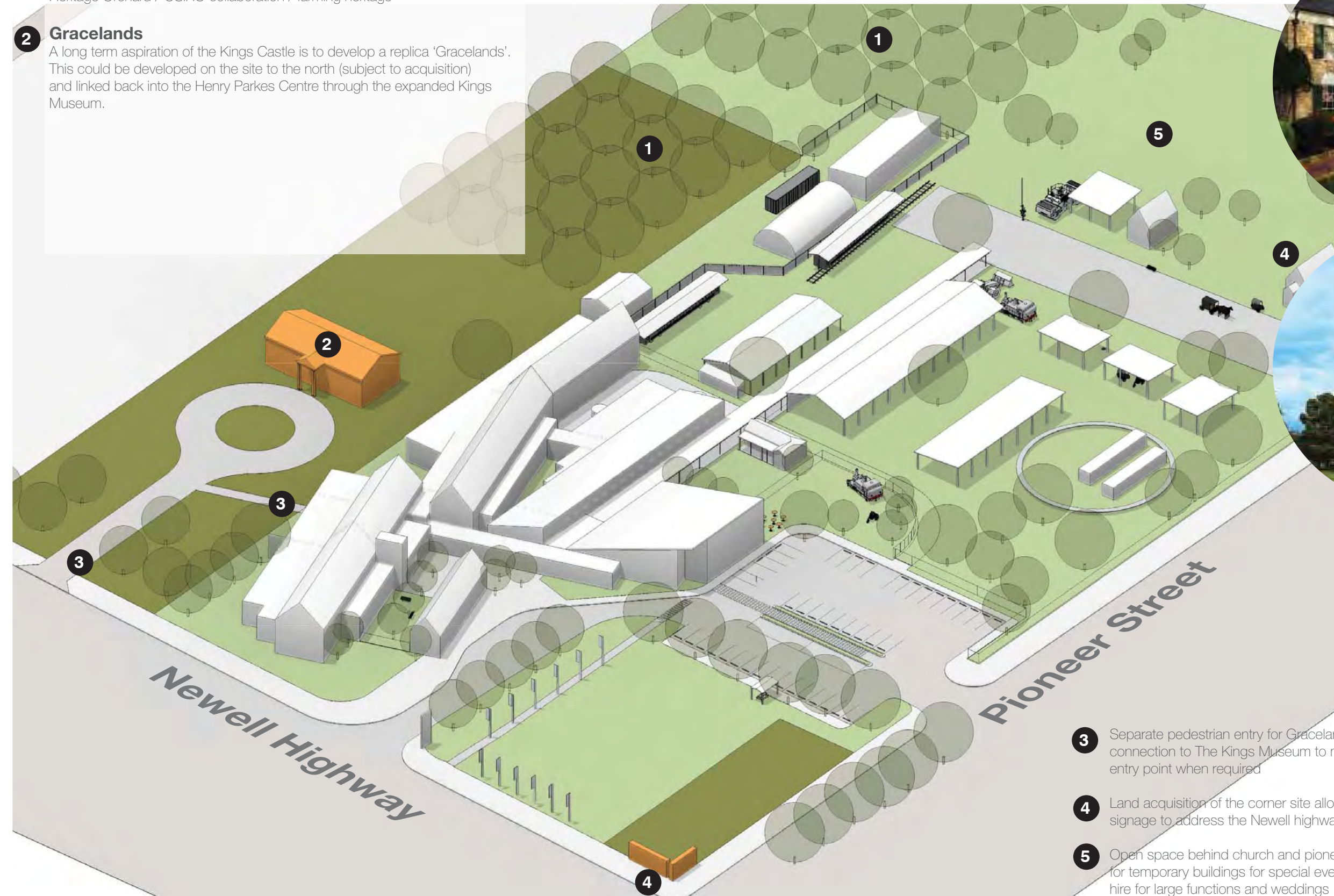


# Masterplan: Stage 04

## Stage 4 | New Land acquisitions

**1 Landscape / Site Overlay**  
Heritage Orchard / CSIRO collaboration / farming heritage

**2 Gracelands**  
A long term aspiration of the Kings Castle is to develop a replica 'Gracelands'. This could be developed on the site to the north (subject to acquisition) and linked back into the Henry Parkes Centre through the expanded Kings Museum.



- 3** Separate pedestrian entry for Gracelands with connection to The Kings Museum to maintain single entry point when required
- 4** Land acquisition of the corner site allows new signage to address the Newell highway
- 5** Open space behind church and pioneer park allows for temporary buildings for special events including hire for large functions and weddings





# Masterplan: Marketing Strategy

## BACKGROUND

The Henry Parkes Centre (HPC), a major cultural tourism precinct incorporating the Parkes Visitor Information Centre and four unique collections including The King's Castle Elvis Exhibit, Parkes Motor Museum, Parkes Museum and Antique Machinery collection.

The site is also home to Moat House Cottage, which is a replica of Sir Henry Parkes' cottage in Coventry, England. The HPC survey statistics reveal the King's Castle Elvis Exhibit is the purpose for the largest number of visitors to the Centre.

Henry Parkes Centre marketing is coordinated by Parkes Shire Tourism. A 2013-2014 marketing plan was published and some tactics implemented by Parkes Shire Tourism. Marketing currently consists of promotion via the Parkes Shire Tourism's website, social media and marketing material and affiliated online links from Destination NSW and visitnsw.com.au

Marketing materials consist of a recently updated website, printed brochures and a video has been published on the Parkes Shire Council YouTube page and marketed on social media.

New signage has been erected on the exterior and interior of the Centre but directional signage to the Centre has been criticised as being minimal. The name of the Centre has caused some confusion over its contents and purpose.

In the past year the Centre has been promoted successfully with a limited budget, which has impinged on the reach of marketing to a broad audience. The museums are marketed by Parkes Shire Tourism, with some input from the groups managing the Motor Museum and Parkes Museum. The King's Castle Elvis Exhibit owner Greg Page contributes ideas and his time to market his exhibition. The Parkes Museum and Antique Machinery collection are marketed as part of the Henry Parkes Centre, but it has separate marketing materials in the form of a brochure and there is some resistance to further collaboration.

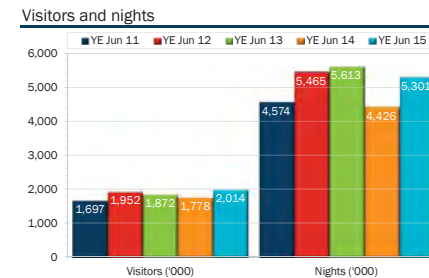
Social media promotion of the Centre is managed within the Parkes Shire Tourism pages, with occasional mentions of the Centre.

Social media platforms consist of Facebook (987 followers), Instagram (137 followers), Twitter (1,468 followers), YouTube (Parkes Shire Council – 10 subscribers and 37 views of the #visitparkes video).

According to statistics from the Henry Parkes Centre Survey, January to June 2015 results and Destination NSW Central NSW Snapshot from June 2015, current visitation consists of those visiting from mainly regional NSW, Sydney and Queensland. The largest group of visitors stated the purpose of their visit was to visit friends and relatives (36% of visitors).



### Domestic Overnight Travel (4)



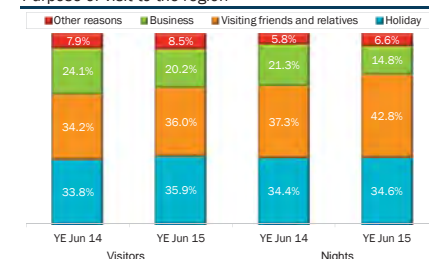
Central NSW received over 2.0 million domestic overnight visitors - up by 13.3%\* on YE Jun 14. Visitors spent over 5.3 million nights in the region - up by 19.8%\* on YE Jun 14.

Note: The number of domestic overnight trips to regional New South Wales increased by 3.0 percent on last year and by 9.9 percent\* compared to four years ago.

#### Market share

The region received 10.5% of visitors and 8.2% of nights in regional NSW. Compared to YE Jun 14, the share of visitors was up by 1.0% pt and the share of nights was up by 1.2% pts.

#### Purpose of visit to the region



'Visiting friends and relatives' (VFR) (36.0%) was the largest purpose of visit for visitors to the region, followed by 'holiday' (35.9%) and 'business' (20.2%). Compared to YE Jun 14, visitors who travelled for 'VFR' grew by 19.3%\* and 'holiday' increased by 20.3%\* while 'business' declined by 5.0%.

'VFR' (42.8%) was the largest purpose in terms of nights in the region, followed by 'holiday' (34.6%) and 'business' (14.8%). Compared to YE Jun 14, nights spent for 'VFR' grew by 37.6%\* and 'holiday' increased by 20.4% while 'business' declined by 17.0%.

#### Accommodation

'Friends or relatives property' (46.0%) was the most popular accommodation used for nights in the region, followed by 'standard hotel or motor inn, below 4 star' (21.9%) and 'caravan park or commercial camping ground' (8.9%).

Central NSW includes Bathurst, Coonabarabran, Cowra, Dubbo, Mudgee, Narramine, Orange and Parkes.

\* The percentage change is statistically significant.

Origin	Share of visitors		Share of nights	
	YE Jun 14	YE Jun 15	YE Jun 14	YE Jun 15
Regional NSW	47.9%	45.8%	46.2%	46.0%
Sydney	33.6%	33.0%	30.6%	30.9%
Total intrastate	81.5%	78.8%	76.7%	76.9%
Queensland	7.1%	8.0%	6.2%	8.7%
Victoria	6.8%	7.9%	9.6%	9.0%
ACT	2.0%	2.5%	1.8%	1.9%
Other interstate	2.6%	2.8%	5.7%	3.6%
Total interstate	18.5%	21.2%	23.3%	23.1%

Regional NSW (45.8%) was the largest source of visitors to the region, followed by Sydney (33.0%) and Queensland (8.0%). Compared to YE Jun 14, the regional NSW source market grew by 8.3% and Sydney increased by 11.3%. Over the same period, Queensland grew by 28.4% and Victoria increased by 31.2% while the ACT grew by 43.0%.

Regional NSW (46.0%) was the largest source market in terms of nights in the region, followed by Sydney (30.9%) and Victoria (9.0%). Compared to YE Jun 14, nights spent by visitors from regional NSW grew by 19.3% and nights from Sydney increased by 21.3%. Over the same period, nights by Victorians grew by 12.1% and Queensland nights increased by 68.4%\* while nights by visitors from the ACT grew by 24.9%.

#### Activities

'Eat out, dine at a restaurant or cafe' (51.5%) was the most popular activity undertaken by visitors to the region, followed by 'visit friends and relatives' (44.5%) and 'pubs, clubs, discos etc' (22.9%).

#### Age

'50 to 59 years' (20.4%) was the largest age group of visitors to the region, followed by '15 to 29 years' (19.4%) and '40 to 49 years' (19.3%).

#### Travel party

'Alone' (30.9%) was the most common travel party amongst visitors to the region, followed by 'adult couple' (26.6%).



'Alone' (30.9%) was the most common travel party amongst visitors to the region, followed by 'adult couple' (26.6%).

#### Expenditure (incl airfares and transport costs) (2)

Domestic overnight visitors spent \$851 million in the region - up by 23.2%\* on YE Jun 14. On average, they spent \$160 per night - up by 2.8% on YE Jun 14.

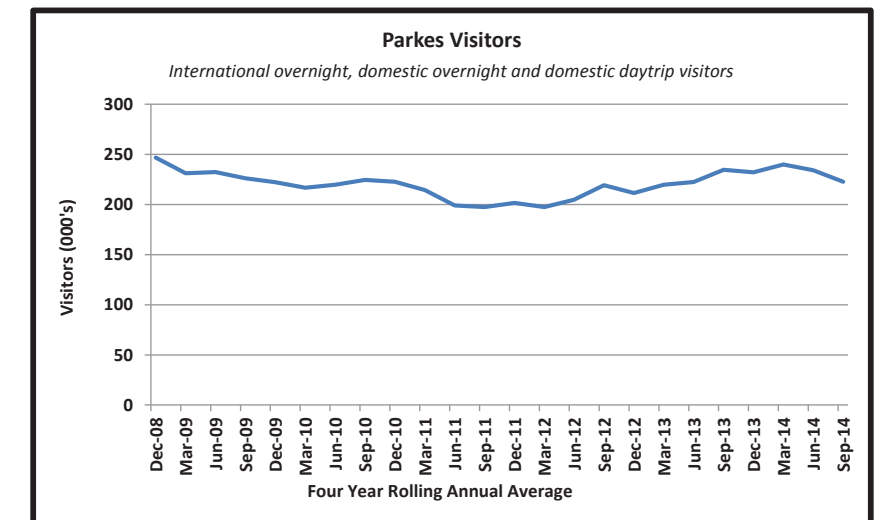
(2) Source: Modelled domestic overnight visitor expenditure in Australia's regions, YE Jun 15, TRA

np = Not published due to insufficient sample.

The Henry Parkes Centre Survey Jan – June 2015 Results revealed 62.9% visitors were 55 years + and this market has been targeted by Parkes Shire Tourism.



Key Measures	Parkes	NSW
Total Visitors (overnight and domestic daytrip) (000's)	223	80,316
Total Overnight Visitors (000's)	105	28,105
Total Nights (000's)	300	154,563
Total Spend (overnight and domestic daytrip) (\$ Million)	58	26,503
Total Overnight Visitor Spend (\$ Million)	40	20,955



SOURCE: International Visitor Survey and National Visitor Survey, Tourism Research Australia (TRA)

#### NOTES:

**Geographical groupings:** The information contained within this document is based on statistical geographical areas known as SA2s which have been drawn by the Australian Bureau of Statistics (ABS). The use of SA2 regions rather than Local Government Areas (LGAs) means that the above data is for a geographic region that may not exactly match the boundaries of the LGA in question. As such, the data in this report should be considered as the best approximation of the visitor profile in each LGA.

TRA's change to SA2 reporting means that this profile is not comparable with previous LGA profile reports.

**Expenditure:** Expenditure for this LGA is based on the TRA estimates for the larger tourism region. Expenditure = spend per night in the tourism region x number of nights spent in the LGA (daytrip visitor spend based on visitor numbers).

**Four Year Annual Average:** A four year annual average is the sum of the figures (visitors, nights or expenditure) from the last four years divided by four. (Year Ending (YE) Sep 2011 + YE Sep 2012 + YE Sep 2013 + YE Sep 2014) / 4 = Four year annual average ending September 2014.

\*The presence of a star indicates that there is an insufficient survey sample for this category. As a result, the corresponding data cannot be published.





# Masterplan: Marketing + Communications Strategy 2016/17

## AIM

The aim of this marketing plan is to increase the awareness of the precinct and encourage visitor attendance and community advocacy.

## TARGET AUDIENCES

### Visitors

- Family Market
- Domestic Caravan and Camping
- Over 55s Travel
- Cultural and Heritage Tourism
- Henry Parkes Centre specific – any age group interested in vehicles, history and/the 60's/rock 'n' roll music/Elvis Presley
- Car clubs
- Tour groups

### Community

- School age children and teachers
- Council and local government
- Community groups and organisations
- Business community

## STRATEGY

Promote the precinct using minimal funds and maximum exposure and engagement via strategic marketing materials, platforms and events using a holistic approach.

## TACTICS

### Branding

It is suggested that the name of the precinct be reviewed to incorporate the cultural significance and purpose of current and future attractions incorporated within the centre. For example 'The Parkes Cultural Centre'.

With display signs only recently updated, new signs would be developed in time. The name change would require minimal effort with regards to digital marketing materials and media. All branding and marketing material must use the new branding design and adhere to the branding style guide.

### Printed Marketing Collateral

#### BROCHURES

The current Henry Parkes Centre brochure contains an adequate amount of information to promote the precinct. The new name and branding design can be added to the next print run along with social media icons and the #visitparkes hashtag. It is suggested that the Henry Parkes Museum brochure is reviewed to align the branding with the precinct design. The numbered images need captions to explain their significance and the contact information should include a general info email and contact details for the general phone number instead of the details for one specific person.

#### PULL-UP BANNERS

To be placed where possible in Council facilities such as the library.

#### POSTERS

To be placed in relevant shop windows in Parkes and neighbouring town Council facilities during peak periods.

## Digital Marketing Collateral

### WEBSITE

The website offers limited information about the Centre but is easy to navigate, is mobile friendly and seems to be search engine optimised. It is suggested that news stories are added more regularly, links to social media be added and a short video focusing on the Centre's attractions be created and embedded on the home page. Stronger imagery can be added that is sized correctly for the site also.

### MOBILE APP

Develop a smartphone app that visitors can download prior to arrival or during their visit as a guide to the collections. This marketing product is to be promoted on all other marketing collateral.

### YOUTUBE

Establish a Visit Parkes YouTube page and, along with the current #visitparkes video, short videos should be added at least quarterly and this content is to be marketing across all social media platforms.

### BLOG

The Henry Parkes Museum would like to add content to the site in terms of resource material and stories. It is suggested that a blog be created and embedded in the Henry Parkes Museum page where this information can be easily updated and stored. It is recommended that the other exhibits only create their own blogs if they can be updated at least monthly with new material.

### E-NEWSLETTER

Use this content to create a quarterly e-newsletter to be send to the collective database. MailChimp is an adequate online program for this task.





# Masterplan: Marketing + Communications Strategy 2016/17

## Social Media

Social media is an economic way of reaching both a broad, international audience as well as a specific, targeted audience. Image-rich platforms such as Facebook, Instagram, and Pinterest are the three to focus on for a tourist attraction. An annual social media plan is to be developed and implemented by Parkes Shire Tourism with, preferably, an experienced volunteer managing the day-to-day co-ordination.

**FACEBOOK** – Secure the Henry Parkes Centre page and rename it once the branding has been approved. Promote the page locally to increase followers but encourage true followers by posting and sharing relevant information approximately three times a week and boosting one post a week. Create engaging content that encourages sharing and comments. Run quarterly competitions to promote the page and increase engagement. Add branded tabs to other social media platforms Instagram, Twitter, YouTube, Pinterest.

**INSTAGRAM** – Establish a precinct page with the new branding. Add at least one image a week and share #visitparkes and #parkesculturalcentre images relevant to the precinct posted by visitors. Run quarterly competitions to promote the page and encourage visitors to add their own image content.

**PINTEREST**– Establish a Pinterest page and add old and new images in categories. This is a job that can be done by an intern with Pinterest experience, or a marketing officer/marketing consultant. The images should all include a link to either the centre website or the visitparkes.com.au site and include relevant keywords.

**TWITTER** – As Twitter has been established, and can be used during events, for updates and media engagement, it should be maintained and used to direct followers to relevant content, competitions, blog posts and videos.

**TRIP ADVISOR**– add updated imagery to the Parkes page and respond to both positive and negative feedback.

**EXTERNAL PROMOTION** – encourage visitors to promote the Centre for you by promoting the social media icons and handles throughout the Centre. Establish photo opportunities outside and inside the centre such as carnival cardboard cut outs of Elvis and Priscilla, direct people to taking their photo outside Gracelands with a Polaroid frame saying 'Graceland – wish you were here! #parkesculturalcentre'. In the Motor Museum, a vehicle could be placed with a backdrop of Parkes telescope and the words Welcome to Parkes #parkesculturalcentre written on it. A large space is needed for these concepts.

Encourage visitors to add content and encourage interaction between other Parkes groups such as the Parkes Elvis Festival, and Parkes Champion Post.

Encourage positive feedback on Trip Advisor.



## Advertising

Social media advertising is recommended. Strategic ads on Facebook and Instagram can reach the target audience demographics and measured accurately.

Print advertising should be managed strategically, with timely ads focusing around products/events and targeting a specific audience such as the 55+ age group who are more likely to read its contents. Media to be supported includes the Champion Post, Seniors Newspaper, Southern Weekly/Western Magazine and Discovery Magazine.

Radio advertising should be directed to locals in the lead up to festivals and school holidays, reminding them of the precinct and its attractions for visiting guests.

An online advertising contra between the Parkes Elvis Festival and the Centre should be investigated.

## Media Relations

Determine a Parkes Shire Tourism spokesperson and exhibit spokespeople as media contacts. All media must go through the Parkes Shire Tourism manager who will organise interviews with the relevant exhibit spokespeople if necessary.

Write a list of key messages for each exhibit to be communicated during media interviews.

Create a file of high-resolution jpeg images of exhibits and spokespeople for media to access via the Parkes Shire Tourism manager.

Prepare a strategy for issues management (eg. fire, theft, injury) Distribute press releases for relevant cultural issues, annual Centre events, national calendar events related to vehicles, history and Elvis Presley. To attract media attention, create visual opportunities around the exhibits.

Approach the Parkes Champion Post to run a monthly column with information about the exhibits.

## Events

### SEASONAL EVENTS

Investigate opportunities to hold seasonal events focusing on the exhibits. For example, a pre-Elvis party in November/December to launch the Parkes Elvis Festival theme for the following year, a Winter long table dinner with jazz in the Motor museum raising funds for the exhibition, and a Spring teddy bears picnic outside the Wongalea school.

### COMMUNITY OPEN DAY

Offering free entry, additional entertainment and activities and encouraging collaboration with community organisations, this day should be promoted via social media, not-for-profit radio advertising, community website pages and posters. Use the opportunity to enlist volunteers, members, social media followers and newsletter subscribers. Launch a loyalty campaign for locals offering them a special rate when they bring a group of visitors to the precinct.

### VIP EVENTS

Hold an annual cocktail party for stakeholders and VIP card holders.

### FUNCTION HIRE

Encourage use of outdoor and indoor space for public and private functions.

### OFF SITE

Investigate volunteers touring the region's schools/retirement homes with a small collection of items from the exhibits.





# Masterplan: Marketing + Communications Strategy 2016/17

## Tourism Partnerships

### TOUR OPERATORS + CAR CLUBS

Establish a database of tour groups/operators and car clubs. Send these groups and clubs emails using MailChimp regarding special accommodation deals, events, and themed/bundled offers in non-peak times.

### REGIONAL ATTRACTIONS

Bundling and Cross-promotion with attractions such as the Western Plains Zoo, The Dish, Wellington Caves, Motor museums and events.

## Suggested campaign

Tell your story – history doesn't need to be old. We're all part of what makes Parkes great. Over the coming month we'll be telling the stories of some of Parkes' locals, seeing their treasured cars, hearing about their history and discovering why they love living here. Follow us on Facebook and Instagram to learn more and be part of our journey. #parkesculturalcentre.

## Calendar

Parkes Annual Swap Meet - **17 Oct to 18 Oct 2015**

Christmas Holidays - **Dec to Jan VFR**

Parkes Elvis Festival - **6 Jan to 10 Jan 2016**

Tullamore Irish Festival - **25 to 27 March**

School holidays - **9 to 25 April**

Trundle ABBA Festival - **7 May 2016**

School holidays - **2 to 17 July**

Agricultural Shows - **August**

School holidays - **24 Sept to 9 Oct**

2PK Parkes Country Music Spectacular - **1 to 5 October 2016**

38th Annual Antique Motorcycle Rally - **3 to 5 October 2016**

ACTIVITY	MAY 2016	JUN 2016	JUL 2016	AUG 2016	SEPT 2016	OCT 2016	NOV 2016	DEC 2016	JAN 2017	FEB 2017	MAR 2017	APR 2017
COMPETITOR ANALYSIS												
MARKETING PLAN												
SOCIAL MEDIA PLAN												
NEWSPAPER COLUMN SETUP												
MEDIA PLANNING												
BRAND HEALTH CHECK												
MEDIA RELEASE												
EVENTS												
COLUMNS												
WEBSITE CONTENT EDIT												
MARKETING COLLATERAL EDIT												
E-NEWSLETTER												
FACEBOOK PAGE												
ADVERTISING (WHEN REQUIRED)												
SOCIAL MEDIA SCHEDULE												
SOCIAL MEDIA COMPETITION												
SOCIAL MEDIA REPORTING												
ANNUAL MARKETING REPORT												

Marketing + Communications Strategy Calendar





# Masterplan: Exhibition Strategy

## Exhibition Style Guide

Develop and implement an 'Exhibition Style Guide' with the input of all stakeholders and assist in the roll out across the museums. The Style Guide will provide guidance on Interpretive signage, appropriate display materials, lighting, aisle widths, etc. The Style Guide would be developed with regard to the reference material produced by Museums and Galleries of NSW.

Recommendation: A suitably qualified expert be engaged to prepare an Exhibition Style Guide that outlines standards for exhibition arrangement, construction, lighting and Interpretive Signage.

## Parkes and District Historical Society Oral History

Consideration should be given to establishing an Oral History program to record and document the unwritten history of Parkes and District. In speaking with the volunteers in the Henry Parkes Museum, the authors were presented with a great wealth of local knowledge that is possibly only available by speaking with the volunteers. This knowledge needs to be recorded for future generations as it is a key part of the history of Parkes. Key members of the Parkes and District Historical Society, local identities and locals with a story to tell could be invited in to speak so this knowledge is not lost.

## Interpretative Signage

Additional interpretive signage in the PDHS exhibitions is desirable to assist in patron appreciation of the items. All the items on display have an interesting story and this should be ideally told through signage and item labels so patrons can easily take in the significance of the material on display.

Name of Object

Age, Place of Origin

Brief Description of Object: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.



Interpretive Signage label mock-up

## Wayfinding and Directional Signage

Wayfinding and directional signage is essential in assisting patrons to navigating an unfamiliar complex environment with ease.

A detailed wayfinding strategy should be undertaken at each stage of the development to ensure a comprehensive, clear and consistent visual communication system with concise messaging is created.

Recommendation: A suitably qualified expert be engaged to prepare a Wayfinding Strategy that identifies the necessary locations, systems and types of signage required. Any additional signage will with need to adhere to the existing Parkes 'It All Adds Up' Marketing Strategy.



Example of Interpretive Signage



Example of Interpretive Signage



site map potential link to phone app







Indicative 3D Imagery







Indicative 3D Imagery | View of HPC from Highway (Looking North)







Indicative 3D Imagery | View east along entry drive to new Visitor Information Centre







Indicative 3D Imagery | View of new Visitor Information Centre from the Community Green







Indicative 3D Imagery | View of Henry Parkes Museum Courtyard with Wongalea School Room







Indicative 3D Imagery | View of new Heritage Interpretation Street



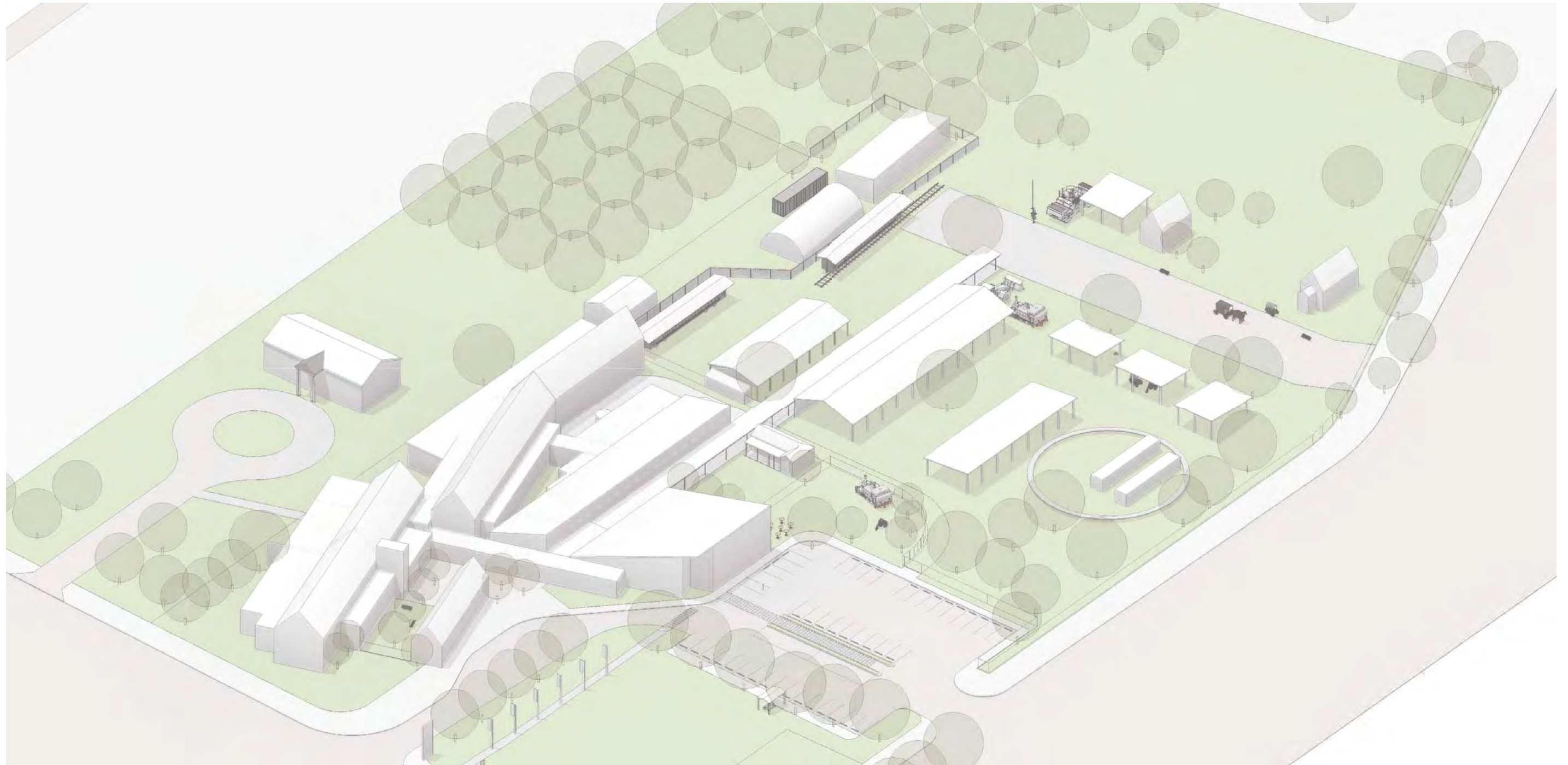




Indicative 3D Imagery | View of Antique Motor Museum Addition







### Contact Details

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 Appendix





# Consultation + Stakeholder Minutes

## HPC PCG Briefing 1 Minutes

PROJECT: Henry Parkes Centre Masterplan, Parkes

JOB NO: 15170

### Consultation: Briefing Meeting

Date: 19 August 2015

Present: David Sutherland (Source Architects)  
Sally Sutherland (Source Architects)  
Katrina Dwyer (Parkes Council PCG)  
Les Finn (Parkes Council PCG)  
Kelly Hendry (Parkes Council PCG)  
Anna Wyllie (Parkes Council PCG)

Source Architects and Katrina Dwyer met informally with Yvonne Hutton following the PCG Meeting

### Consultation Outcomes:

#### Key Objectives of Project

Consider and mitigate against impact of future Highway Bypass works  
Consider inclusion of Café

Consider opportunities (and impacts) of exhibitors / exhibits leaving or joining the centre

- Central West Car Club is in discussion with Council
- Parkes Antique Motor Club would like to expand their exhibition space
- Historical Aircraft Restoration Society has expressed an interest
- Greater exhibition space / link with CSIRO Radio Telescope (co-operative displays)

- Leverage the new SETI Funding
- Astronomical Photography Award
- Star Gazers Corner
- Astronomy Festival
- Better links with National Parks and Wildlife
- Bushman Mine may have been at the back of the site

Consider how to sell or interpret the Elvis Festival within the centre during the year (outside the Elvis Festival times)

Consider how to further leverage the historical and cultural significance of Henry Parkes

Consider functionality and current use of all land and facilities

Consider opportunities for land acquisition and expansion of facilities

Consider whole of site management, pathway, signage and exhibition strategies

Consider better / more intense use of front lawn. Vintage Car Club is an active user. How do we expand the use of the space and provide permanent or temporary facilities to assist with this?

#### Key Council Objectives:

Any works must be design and realised to ensure 'it all adds up'

Proposals where possible needs to be 'Shovel Ready' to attract grants and projects should ideally be realised within the term of government

#### Key Issues Identified by PCG:

'Henry Parkes' does not sum up what the Centre is all about – the product offering is far greater than this and there is far more to see

The site is a combination of 'Community Land' and 'Operational Land'. The community Land is restricted to being used for a 'Museum' (Due to procurement of the former Crown Land Site)

Whole of site ticketing system is in place but the Historical Society has their own system of checking tickets and requesting patrons sign-in which appears contrary to the aims of bringing the different museums together on the site

Whole of site risk management may need addressing.

Site presentation is lacking and can be confusing for patrons.

The standard of the different exhibitions in the centre varies considerably. Council would like to increase, and see greater uniformity of exhibition standards.

Visitor Centre Display and Storage is inadequate / challenging given the building configuration

How do we broaden the appeal of the site to sell the Parkes Brand 'It all adds up in Parkes' messaging/concept, eg) what makes Parkes unique and special, how do we package and sell this greater overall message to visitors in a tourism/lifestyle sense

Note the retro/pop culture themes throughout the collection and how that links to the overall appeal and sell of the complex

Note the masculinity of the site (cars & machinery) and the fact that there isn't too much of a 'female' offering (if you aren't interested in Elvis)

How does the new experience in Moat Cottage best link with the offering of the existing museums, how do we control/measure usage/access

Desire to increase visitor length of stay and nights in accordance with State tourism plans/goals so that we can pursue government funding going forward.

Lack of storage for VIC/Tourism and also museum stakeholders

Security and Access issues for after hours for the range of users, or to the rear of the premises through PDHS, no overall emergency evacuation plan or fixed line of communication with PDHS

## Appendix A | Consultation Meetings





# Consultation + Stakeholder Minutes

## HPC Historical Society Consultation Minutes

**PROJECT:** Henry Parkes Centre Masterplan, Parkes

**JOB NO:** 15170

**Consultation:** Parkes Historical Society (PHS)

Date: 28 August 2015

Present: David Sutherland (Source Architects) SA  
Sally Sutherland (Source Architects) SA  
Holly Manning (Manning PR) MPR  
Yvonne Hutton (Parkes and District Historical Society) YH  
Bruce Hall (Parkes and District Historical Society) BH

### Consultation Outcomes:

#### General

YH raised concern regarding the Masterplan Brief and what the consultants scope of work included. YH expressed that they have been through processes such as this in the past without a positive outcome and had no desire to go over old ground. SA outlined that the brief is not set at the stage and indeed that a large part of our work is consultation, analysis and brief development.

The PHS does not have a general email address for the Society with all email correspondence currently directed to YH. PHS is not satisfied with emails for the Society being sent through the HPC Website and would prefer direct contact.

YH stressed that the Henry Parkes Museum and the Antique Machinery are not two separate museums but are one museum run by the same organisation. YH is not pleased to see that museums separated in this way on the website and marketing collateral.

YH and BH expressed concern that the relationship between the PHS and Parkes Council has been strained for some time which is an undesirable situation.

SA requested information on the origin of the 'Moat' YH explained that 'Moat Cottage' was not on a moat but was located just off 'Moat House Lane'. YH suggested that the Moat on site was not significant and could be removed if development options proposed a use for the site.

SA requested information about the origin of the fence at the front of the centre. YH advised that it has its origin in the railway and was erected at the request of the General Manager. If it is to be removed or altered, the Historical Society would like to undertake the work.

SA requested information on the origin of the name of the Museum. YH explained that the name was gifted to the Museum by the son of Henry Parkes and so it is quite significant. YH also explained that the Museum site was originally to be named HPC at Pioneer Park.

YH explained that the buildings and collections within the fenced part of the site belong to the Society and they do not wish to change this. 'They were built to represent sheds on the farms in this area'

YH confirmed that new signage was being worked on for the Machinery Area

### Issues Raised

YH expressed dissatisfaction with current HPC signage (hard to read, confusing)

The PHS does not currently have telephone or data lines into the museum. They would like this situation rectified so a direct line to the Museum can be connected.

PHS would prefer to have an entry directly into the Henry Parkes Museum. This would facilitate easier access for patrons attending the facility for research purposes and for those wishing to make donations.

PHS is not satisfied with the current ticketing arrangements. Issues raised include the issuing of Complimentary Passes without consultation, issuing of ½ price tickets after hours, transparency of record keeping, and amount of information collected. YH explained that the PHS's insurance required the recording of patrons names as well as postcode (particularly for access to the Antique Machinery Displays). The PHS would like to be able to issue their own tickets when the Tourist Centre is closed

Heating and Cooling in the space is quite poor and it can be very hot in summer and very cold in winter. PHS would like this addressed

PHS concerned that patrons exit through the Antique Motor Club Roller door to access to the Vintage Machinery Area

The power supply in the Henry Parkes Museum appears to be inadequate with the PHS society experiencing blackouts.

There is a sewage smell at times when the toilets near the meeting room are used. Toilets do not appear to have enough capacity to flush first time.

The floor in the Henry Parkes Museum is cracking and uneven and the roof is the front area of the Museum and the workroom is lifting.

Hot water does not appear to be hot enough for washing up

Security for A/H access is not ideal for Meeting Room etc.

### Desires

PHS would like to temporary shade cloth cover on the western side of the Henry Parkes Museum made permanent. The cover has worked well to provide shade to patrons and volunteers and has helped regulate the interior temperature of the museum.

PHS would like the high level windows blocked up or appropriately screened to minimise direct light falling on displays.

PHS would like a formal footpath out to the machinery area and more formalised paths within the machinery area (in sheds and outside) BH noted that covered walkways would not be appropriate as it would impact on the feel of the facility.

An office space adjacent the Henry Parkes Museum Entry is desirable for easy access to the entry for visitors. The space would be used for interviews and for research purposes.

More storage and work space is desirable but it cannot be concentrated in one location. A number of distributed spaces is best.

PHS would like the street presentation of the HPC improved so it is more visually attractive and visitor friendly.

## Appendix A | Consultation Meetings





# Consultation + Stakeholder Minutes

## HPC Historical Society Consultation Minutes - continued

PHS would like the current workshop area extended to provide more space for artefact restoration.

PHS would like museum patrons to enter through their front door. YH suggested a glass door behind the existing door with a large aboriginal painting erected above (indoor)

PHS would like Henry Parkes Museum specific signage on the front of the building and the effigy of Henry Parkes erected at the front of the Museum

PHS would like to see the opening and closing times included on external signage and Signage and penalties erected for No Smoking and No Dumping of Rubbish

PHS suggested a childrens play area and public toilets

PHS suggested a better caravan and bus parking area with access to water for stocking of caravans

PHS would like access to Telephone and Data lines and additional power capacity to limit blackouts. Additional power outlets are required on all walls.

PHS would like a small covered way added between the main building and the School

### Marketing

PHS does not currently have a dedicated website but is listed on various directories. Past experiences with a web presence has not been positive

PHS would ideally like to undertake all marketing separately. They have an annual marketing budget and undertake print and radio advertising for special events and are listed in trade publications



# Consultation + Stakeholder Minutes

## HPC Antique Motor Museum Consultation Minutes

**PROJECT:** Henry Parkes Centre Masterplan, Parkes

**JOB NO:** 15170

**Consultation:** Parkes Antique Motor Club (AMC)

Date: 28 August 2015

Present: David Sutherland (Source Architects) SA  
Sally Sutherland (Source Architects) SA  
Holly Manning (Manning PR) MPR  
Barry Garment (Parkes Antique Motor Club) (AMC)  
Barrie Mann (Parkes Antique Motor Club) (AMC)  
Alan Payne (Parkes Antique Motor Club) (AMC)

**Consultation Outcomes:**

**General**

AMC noted that their understanding was that the Museum was originally to be positioned adjacent the road on the grasses area. The original plan included a workshop and storage area

AMC noted that they could fill the current exhibition space more than twice again with the number of member cars available

Storage is not currently an issue with the club caravan stored in the external shed and the jacks compressors and skates kept in the storage under the bikes

AMC noted that the Workshop adjacent the meeting room was for the AMC use and they do use this in combination with the Meeting Room when the club hosts other groups and rallies.

All workshop functions are undertaken offsite so workshop areas are not required.

The AMC does not currently have access to phone or internet but it is not an issue as all call go through the Information Centre switch which suits

AMC does not experience power outages but acknowledges that power use is quite low

AMC stressed that they viewed the Museum as an 'education centre - not just a collection of cars'

AMC is happy with the way that tickets, bookings and events are dealt with by the Visitor Information Centre. They see this as an arrangement that is working well for them.

AMC acknowledged that the Visitor Centre and the Kings Castle are an important draw card for their exhibition. Further, they acknowledge that the Henry Parkes Centre is a good draw card for the partners of visitors who come to see the cars.

AMC sees that collaboration between museums is desirable but unlikely given the current 'territorial issues' that the centre is experiencing. They believe it is important that everyone operates within the same opening hours which is currently an issue.

**Issues Raised**

Heating and Cooling in the space is quite poor and it can be very hot in summer and very cold in winter. AMC would like to see mechanical ventilation and heating installed.

**Appendix A | Consultation Meetings**



Security for A/H access to Meeting Room is problematic and not user friendly.

The lights in the space are inappropriate and very hard to service

The high windows are inappropriate and very hard to clean

The building is not adequately sealed and westerly winds bring a lot of dust and debris into the space

AMC noted that the foam core of the roof panels is deteriorating and foam is often found in the space

The lighting in the space is not ideal for photography. It is noted that an even artificial light is better.

AMC noted that they may approach the Council to discuss receiving a share of ticket sales which may be paid in the form of additional marketing / advertising, higher quality cleaning services and an upgraded website

**Desires**

AMC developed plans for an extension of the current space to provide more exhibition space for cars as well as areas for display or parts (ie: cut away engines) and for historic signage and car memorabilia. The plans were tabled and are included in the minutes (attached) The addition may include a mezzanine level and the option of a ramp to the mezzanine has been considered should the lot to the north be acquired.

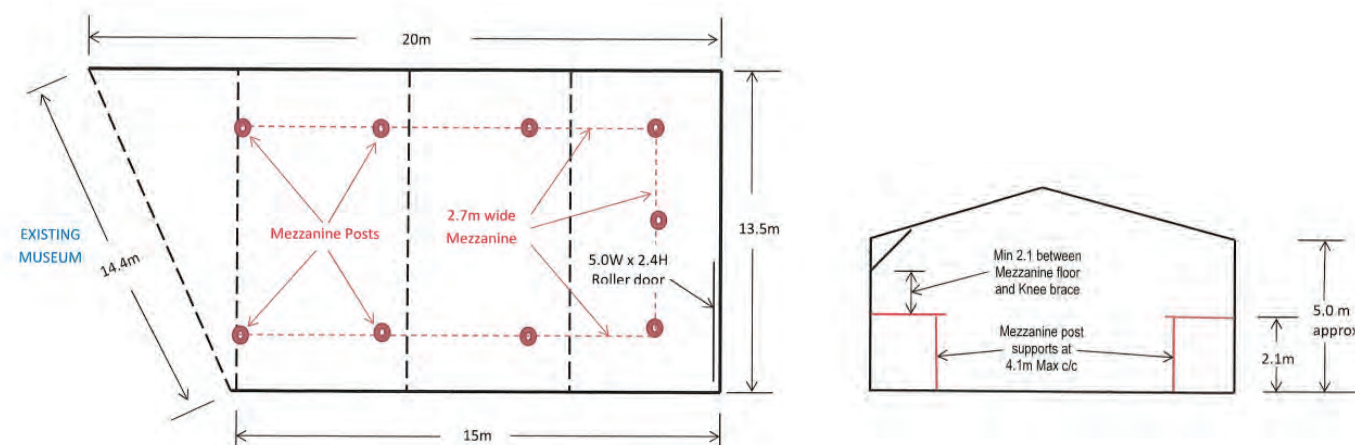
An outdoor (BBQ) area is desirable to the North of the Meeting Room. This area is currently a gravel surface which is ideally concrete. This access is also ideally concrete as the gravel gets into the tyres of the cars and wrecks the floor if tracked onto the timber floor.

**Marketing**

AMC does not currently have a dedicated website but rather rely on the HPC Website. They are quite happy with this arrangement

AMC is open to the idea of a separate or second tier dedicated website (under the HPC Primary Website) but it is not a priority for them

AMC is generally happy with the marketing that is organised through the HPC





# Consultation + Stakeholder Minutes

## HPC PCG Update - 3rd September 2015 Minutes

**PROJECT:** Henry Parkes Centre Masterplan, Parkes

**JOB NO:** 15170

**Consultation: Project Update**

Date: 03 September 2015  
Present: David Sutherland (DS -Source Architects)  
Sally Sutherland (SS - Source Architects)  
Cr Ken Keith (KK - Parkes Council PCG)  
Katrina Dwyer (KD - Parkes Council PCG)  
Les Finn (LF - Parkes Council PCG)

**Matters Arising:**

Sally Sutherland provided a brief outline of the Consultation Meetings with Parkes Historical Society and the Parkes Vintage Car Club

Les Finn advised that the current Plan of Management for the site is out of date and a new Plan is in development. The new plan will seek to provide equitable access to all parts of the site for the different stakeholders. LF advised that access to the Vintage Car Club facilities is problematic and needs to be address in the short term with the new Plan of Management and in the long term as part of the Masterplan.

SS questioned the origin of the '4 Museums'. LF advised that the Henry Parkes Museum and Pioneer Park were originally separate. KD advised that it is costly to change to change all Signage and Marketing Collateral to satisfy the Historical Society's desire to have the two museums recognized as one.



# Consultation + Stakeholder Minutes

## HPC Kings Castle Consultation Minutes

**PROJECT:** Henry Parkes Centre Masterplan, Parkes

**JOB NO:** 15170

**Consultation:** Greg Page – Kings Castle (KC)  
**Date:** 03 September 2015  
**Present:** David Sutherland (DS - Source Architects)  
Sally Sutherland (SS - Source Architects)  
Greg Page (GP – Kings Castle)  
Katrina Dwyer (KD - Parkes Council PCG)  
Les Finn (LF - Parkes Council PCG)

### Consultation Outcomes:

#### General

Storage for the museum is generally OK. Additional material is stored in exhibition cabinets.

The power available in the exhibitions spaces is generally sufficient

#### Issues Raised

GP advised that insects entering the space is an ongoing issue.

Lighting in the two sections of the Kings Castle is not ideal.

GP suggested that iPad stations dotted around the museum could be a good way to provide additional information and wayfinding.

GP would like to see the 'Elvis Experience' broadened. A 50's themed café may be of interest to extend this

GP suggested a Theatre Restaurant on the site may encourage visitors to extend their stay in Parkes. If the space accommodates a number of functions this may be a viable option.

GP is happy with the current ticketing arrangements.

GP acknowledged that he would like to see higher visitor numbers. Ideally he would like to see the visitation reach 20k.

Space for the exhibition is an issue. Ideally, the exhibition would have the same amount of artefacts in a larger space. The split in the exhibition spaces is also problematic and inhibits visitor flow.

#### Desires

Consider the inclusion of a replica of Gracelands on the site. This would be a major attraction. GP has a copy of the original plans. The experience would be unique as he would provide an accessible replica of Elvis's Bedroom

#### Marketing

GP is generally happy with the marketing undertaken by HPC but acknowledged past issues with the use of the Marketing Fund



## Appendix A | Consultation Meetings





# Consultation + Stakeholder Minutes

## HPC Parks and Gardens Consultation Minutes

**PROJECT:** Henry Parkes Centre Masterplan, Parkes

**JOB NO:** 15170

**Consultation:** Council Parks and Gardens (P&G)  
**Date:** 03 September 2015  
**Present:** David Sutherland (DS -Source Architects)  
Sally Sutherland (SS - Source Architects)  
Celia Baxter (CB - Living Edge Design)  
Katrina Dwyer (KD - Parkes Council PCG)  
David Ramsay (DR - Parkes Council PCG)  
Elizabeth Briton (EB - Parkes Council PCG)

### Consultation Outcomes:

#### General

Council is currently developing a standard pallet of materials and products for all parks and gardens. This can feed into the 'Parkes +It all adds up' Style Guide

The Moat is very challenging in terms on maintenance. Pocket gardens on northern side of the HPC are also challenging to maintain. CB suggested that a water body is not ideal for a Public Facility.

Boab tree at the front of the site can be moved if required.

Some new structured play area may be desirable for use by visitors to the site (sculpture as play structures)

Facilities for travellers could be enhanced with Water Filling Station, public dump and facilities for travelling animals suggested.

DR suggested that a 24h toilet facility is not desirable and similar facilities are already provided at Kelly's Reserve.

Federation Oak in Formal Garden is significant and must be replanted appropriately if relocation is proposed

Council have details of their portable staged and planned portable canopies. KD to provide details to Source Architects.



## Appendix A | Consultation Meetings





# Consultation + Stakeholder Minutes

## HPC Central West Car Club Consultation Minutes

**PROJECT:** Henry Parkes Centre Masterplan, Parkes

**JOB NO:** 15170

**Consultation:** Central West Car Club (CWCC)  
**Date:** 03 September 2015  
**Present:** David Sutherland (DS - Source Architects)  
Sally Sutherland (SS - Source Architects)  
Katrina Dwyer (KD - Parkes Council PCG)  
Rodney Barnes (Central West Car Club)  
Jenny Barnes (Central West Car Club)  
Christine Miskell (Central West Car Club)  
Warwick Miskell (Central West Car Club)  
Adam Pay (Central West Car Club)

### Consultation Outcomes:

#### General

Club currently has 130 paying members and around 140 cars (90 Historic Regos and 50 others of significant interest)

Beyond cars they have a lot of memorabilia and related items such a petrol pumps

CWCC also have an archive of old Hill Climb Videos that are of interest and could be shown

Show and Shine on 17<sup>th</sup> October is a big event attracting visitors from all over the state.

The CWCC would require a space to exhibit cars (12-15), a meeting space, basic facilities and a place to store the Club Caravan. The exhibition space will need to be of a width sufficient to allow cars to be easily moved (say 15x18m) Cars will be swapped out regularly.

A meeting space and toilet facilities will form part of the new complex

Security is very important given the value of the collection.

The new facility will need to be very well sealed and have 10-12' ceilings.

CWCC is not after a financial return for showing the cars.

The display would be static but staff would attend on request and for special days.

CWCC would be happy to have an association with HPC marketing and have their top level domain name linked to HPC site.



## Appendix A | Consultation Meetings





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B

Appendix





CLIENT	PARKES SHIRE COUNCIL			
PROJECT	HENRY PARKES CENTRE			
SECTION		Rate/m <sup>2</sup>	%	28-Apr-16
1	MASTERPLAN SHORT TERM	N/A	8.59%	\$ 413,824.00
2	MASTERPLAN LONG TERM	N/A	91.41%	\$ 4,405,566.00
<b>TOTAL CONSTRUCTION COST INCLUDING PRELIMINARIES</b>		<b>100%</b>		<b>\$ 4,819,390.00</b>
Add: BUILDER'S MARGIN			20%	INCLUDED
<b>TOTAL CONSTRUCTION COST INCLUDING BUILDER'S MARGIN</b>				<b>\$ 4,819,390.00</b>
Add: CONTINGENCY			5%	\$ 240,970.00
<b>TOTAL CONSTRUCTION COST INCLUDING CONTINGENCY</b>				<b>\$ 5,060,360.00</b>
Add: GST			10%	\$ 506,036.00
<b>TOTAL CONSTRUCTION COST INCLUDING GST</b>				<b>\$ 5,566,396.00</b>

PRICING SHEET					
Item No	Description	Unit	Quantity	Rate	Total
<b>MASTERPLAN SHORT TERM</b>					
<b>HENRY PARKES MUSEUM</b>					
<b>Cover to Existing Awning</b>					
	Weatherproof Danpalon & Expanded Mesh Cover to the South West side of the Henry Parkes Museum, utilising the existing steel framed awning with area of 120sq.m. Allow to provide some additional steel to support new roof material.	m <sup>2</sup>	120	\$ 540.00	\$ 64,800.00
<b>Amend Existing Windows</b>					
	Internal cover to 12No. small high level windows (scaffold required) HMR MDF Panel with pine trim to reveal (0.5m <sup>2</sup> each in size).	m <sup>2</sup>	6	\$ 300.00	\$ 1,800.00
	Allow scissor lift hire for access, 3 day hire Coates.	Item	1	\$ 567.27	\$ 567.27
	External vertical Cedar louvres in galv. steel angle frame to 1200 x 2400mm windows.	No.	2	\$ 1,500.00	\$ 3,000.00
<b>Building Seals</b>					
	Investigate seals to Roof and External Walls in order to improve thermal performance of the building and reduce the amount of dust entering.	Item	1	\$ 1,728.00	\$ 1,728.00
<b>Plumbing Issues</b>					
	Investigate only the toilet smell and reported toilet flushing issues in PDHS building and meeting room toilets. Investigate and rectify lack of hot water in PDHS building	Item	1	\$ 816.00	\$ 816.00
<b>Improve Site Presentation</b>					
	There are numerous artefacts against walls and on the ground. To assist in the presentation of the area and to reduce risk to patrons, a dedicated storage area could be formed for these artefacts away from patron pathways.	Note			
	Remove existing shipping containers and the small contemporary storage sheds should be progressively removed and consolidated into this new storage area to further improve the patron experience and clear paths	Note			
	To be done by Museum operator.	Item			N/A
<b>Telephone Data &amp; Power</b>					
	Facilitate the installation of a telephone and data line into the Henry Parkes Museum facility. Further, power outages in PDHS facility needs to be investigated and additional load or power outlets provided to limit outages.	Item	1	\$ 5,500.00	\$ 5,500.00
<b>Carried to Summary</b>					<b>\$ 78,212.00</b>

Appendix B | Cost Estimate

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