

# Interpretation Brief: Old King's School Parramatta Planning, Design, Production/Implementation

## Context

Since December, 2002 the Old King's School on the banks of the Parramatta River has been home to the Heritage Council of New South Wales and its executive arm, the Heritage Office. Situated on the traditional land of the Burramattagal people, this imposing sandstone building and its grounds have undergone dramatic changes in size, design, use and occupancy since first opening, in 1836.

The aim of the current interpretation project is to make the many-layered cultural significance of the Old King's School accessible to the community. Audiences for interpretation include: people who visit the Heritage Office on business, passers-by, individuals and school groups using the Old King's School Oval and the general public of Parramatta. The place is listed on the State Heritage Register and broad accessibility of its significance to the people of New South Wales is a specific aim of the project.

To obtain more information about the Old King's School, its history and significance, from the Heritage Office website: [www.heritage.nsw.gov.au](http://www.heritage.nsw.gov.au); select 'Search Online Databases', then 'State Heritage Register', enter 'Kings' in the *name* field and 'Parra' in the *LGA* field.

## Scope of Work

Planning of personal programs is not a requirement of this Brief. The interpretation delivered by the current project will be limited to non-personal media.

The contractor is to provide all planning, research, writing and design for all interpretative media. The contractor is responsible for any sub-contracting required for media production, for supervision of any media production sub-contracted to third parties and of the final installation or implementation of all interpretative media to the satisfaction of the Heritage Office.

Selection of interpretative media may include, but is not necessarily limited to: on-site signage, display of two and three-dimensional material, public artworks, light, sound, portable print media and electronic media. A reasoned balance between evocative and didactic treatments is envisaged.

## Project Program

This project will be managed in three major stages: Planning, Design and Implementation, whose principal outputs are listed below.

### 1. Planning Stage

#### Analysis

- Identification of detailed objectives
- Identification of major and minor interpretative themes
- Identification and evaluation of resources
- Identification and profiling of audience groups
- Draft storyline, prioritised messages
- Linkage of messages to audiences to locations
- Review by the Heritage Office

#### Media Planning

- Identification of media selection criteria and performance objectives
- Development and discussion of media options
- Preliminary cost estimates
- Recommendation of preferred option
- Review by the Heritage Office

### Project Definition and Approval

- Identification and costing of any resource shortfalls
- First draft of all texts/scripts
- Define requirements for commissioned media
- Review by the Heritage Office

## **2. Design Stage**

### Preliminary

- Development and discussion of design options
- Recommendation of preferred options
- Preliminary layouts, plans, models, storyboards etc.
- Revised cost estimates
- Review by the Heritage Office

### Final Design

- Final texts/scripts
- Briefs/specifications for all media production, installation/implementation
- Final layouts, design drawings, storyboards, etc
- Firm media production and installation costs
- Production/implementation schedule for all media
- Final design approval by Heritage Office

## **3. Production and Implementation Stage**

- Supervision of media production, installation and implementation
- On-site testing/debugging/adjustment, if necessary
- Briefing Heritage Office staff, as required
- Liaison with third parties, as required
- Final project acceptance by Heritage Office

### **Timespan**

It is anticipated that stages 1 and 2 will be complete by ..... It is desirable that most of stage 3 also be complete by .....

### **Available Information**

In addition to the information on the website, contractors will be expected to refer to the following, as well as to any other published or unpublished materials as appropriate:

Peddle Thorpe, *Marsden Rehabilitation Centre Conservation Plan*, Sydney, 1995

Pollon, *Parramatta - The Cradle City of Australia: its history from 1788*, Parramatta City Council, 1983

Tanner & Associates Pty Ltd, *Old King's School Group, Heritage Interpretation Strategy*, Sydney, 2003

The Heritage Office, *A Place by the River*, Parramatta, 2003.

The King's School Archive Collection

The Parramatta Heritage Centre collections

### **Fee submission**

Contractors are required to quote a fixed fee for completion of Stage 1. Fees for stages 2 and 3 will be itemised in the Stage 2 cost estimates.

### **Project Budget**

A budget of approximately \$ X0 000.00 has been identified for this project. This amount includes all contractors' fees and all fabrication, production and implementation expenses for all commissioned media and exhibitry. It does not include acquisition of artworks by the Heritage Office.