

Portholes to the past: tourism and heritage

2008 State History Conference Presentation by Jane Marr & Anne Hall

Introduction

The City of Port Adelaide Enfield is proud of its heritage and showcases its history to visitors through a variety of innovative experiences which have been developed by the Port Adelaide Visitor Information Centre in partnership with heritage and tourism professionals.

Visitor Information Centre

- Operates 7 days a week (except Christmas Day)
- Open 9am to 5pm
- Nationally Accredited Centre
- SA Tourism Award Winner 2002
- Visitor & Community Information Service
- Our Mission:

“To promote visitation to the Port and local area. Create a positive fun experience for all visitors and provide a high level of friendly and professional service.”

Background

SA Tourism Plan 2003-2008 Objective:

- To *‘establish Port Adelaide as an essential stopover for visitors with an interest in history by increasing its profile as a heritage centre...’*
- To position Port Adelaide as *‘a vibrant and contemporary maritime destination with a revitalised heritage ambience’*.

City of Port Adelaide Enfield’s Tourism Plan

identifies **maritime history** and **heritage** as a *‘Core theme on which to focus tourism strategy: planning, infrastructure, product development, branding and marketing’*.

Programmes

Guided Walks

Port Walks

- Joint initiative with professional tour operator
- Operating since November 1999
- Showcasing the Port Adelaide State Heritage Area to visitors
- Volunteer Tour Guide Programme
- 884 guided walks to date
- 2007 participants statistics:
 - 80% from SA
 - 10% from interstate
 - 10% from overseas

Volunteer tour guide programme under the umbrella of the City of Port Adelaide Enfield’s Volunteer Programme.

10 volunteers currently Port Walks Guides.

All new volunteers receive initial training including practical tour guiding techniques, historic notes and images.

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Volunteers are then encouraged to continue their own research and individualise their tours, shaped by their interest in Port Adelaide's history, eg: famous people, social history, iconic buildings, etc.

All guides receive monthly newsletters to keep them up-to-date with what's happening in Port Adelaide/Semaphore, rosters and training sessions/meetings.

Designed for small groups of up to 6 people for 1 hour's guided walk.

Donation based tours.

Looking at the statistics you can see that South Australians are interested in their State's history!

Semaphore Walks

- Initial tours designed by local resident
- Managed by Visitor Information Centre since 2002
- Showcasing historic Semaphore to visitors
- 123 guided walks to date
 - 98% of participants from SA
 - 2% from interstate

The Centre was approached by the Semaphore Mainstreet Association to take over this guided walk programme as it could no longer meet the public liability insurance costs.

3 volunteers currently Semaphore Walks guides.

Same training program as Port Walks.

Volunteers showcase Semaphore's Heritage buildings; eg: unique Timeball Tower – one of only a few in the world, Palais, doctors' residences, churches, etc.

Events

- History Week
- State History Conference
- The Port Festival
- SALA Festival
- Police Expo
- Twilight Christmas Parade
- Semaphore Street Fair

The Walks Program has been involved in SA History Week since 2005 offering both Port and Semaphore Walks.

In 2008 a new tour called "Arresting Tales" was developed by 5 of the Port Walks volunteers and me.

This involved guided tours of the former Port Adelaide Police Station which is the National Trust building which now houses the Visitor Information Centre!

The volunteers dressed in vintage police uniforms loaned from the SA Police Historical Society.

The tours proved to be a success with all tours fully booked.

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Next year the Centre will offer these tours at night – using lighting techniques to further enhance the atmosphere of this grand heritage building!

Self-Guided Walks

Kids Port Walks

- Partnership project with Dept for Environment & Heritage
- Free family-friendly walks, for children aged 8 to 12 years
- Backpacks include:
 - photo trail booklet
 - activity packs
 - guide notes for parents
- Commencing this weekend to coincide with the State History Conference!

The latest partnership program with DEH offering free family fun at Port Adelaide.

These walks are designed for children aged from 8 to 12 to explore the Port Adelaide State Heritage Area in an interactive way.

Parents hire backpacks for their children, with each backpack containing an assortment of items including a photo trail guide, compass, binoculars and activity packs to use during the walk.

Activities include using a compass at Black Diamond Corner, binoculars at the waterfront to locate items of maritime interest, and a magnifying glass to examine architectural detail on a heritage building.

The walks activities are optional as they range from easy to complex – parents & children can choose which ones they would like to do.

The self-guided walks start and finish at the Port Adelaide Visitor Information Centre and are available throughout the year.

Port Heritage Pub Trail

- Initiated in 2004
- History & folklore of each pub outlined in brochure
- Currently 10 pubs involved
- Discount vouchers for pubs in first edition as incentive & to track marketing campaign
- Cooperative marketing with pubs
- Promoting the State Heritage Area in Port Adelaide to a different visitor market

Media releases to journalists included a bottle of the Port Dock Brewery Hotel's award-winning Ginga

Channel 7 Discover Program did a special segment about the Heritage Pub Trail in September 2005.

2 radio interviews – lots of interest in the folklore of the pubs – especially ghost stories!

Discount vouchers campaign operated for 6 months showing 13% of visitors used the brochure coupons which varied from 2 for 1 meal deals to 2 for 1 soft drink offers.

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Brochures

- Walk the Port
- Semaphore Heritage Walk
- Enfield Heritage Tour
- Hillcrest & Oakden Walking Trail
- Kurna Cultural Heritage Trail
- Port Adelaide Ships' Graveyards

Interpretive Signage

Port Adelaide Kurna Cultural Heritage Trail

- Joint project with Tauondi College
- Signage funded by Coastcare
- 6 signs along the Port River
- Self-guided tour (brochure)
- Guided tours available monthly (September - April) or by prior booking with Tauondi Cultural Guide

Port Adelaide Kurna Cultural Heritage Trail

"I want you to imagine your way back to the year of 1840 on the Port Adelaide River. Just think what it would have looked like then. No buildings, just the natural trees, the grasses, the reeds, the black swans [kudlyo] on the river, and the Kurna camps that were there. The whole area was filled with traditional wurlies [wodli], with Kurna people moving up and down. It would have been a wonderful sight in those days to stand on the hill and see all the campfires lit up all the way to the Outer Harbor."

Veronica Brodie, My Side of the Bridge, 2002

Port Adelaide State Heritage Area Entry Point Signage

- Partnership project with Department for Environment & Heritage
- Highlighting Port Adelaide's State Heritage Area as a precinct of architectural and historical significance, featuring South Australia's most substantial and continuous grouping of colonial buildings
- Officially launched Monday, 21 July 2008 by Federal Member for Port Adelaide – Mark Butler, Mayor of Port Adelaide Enfield – Gary Johanson and Allan Holmes – CE of Department for Environment & Heritage

The new signage is a partnership project between the Department for Environment & Heritage and the City of Port Adelaide Enfield to increase public awareness and understanding of South Australia's 17 State Heritage Areas – with Port Adelaide being the most accessible in the State to intrastate, interstate and overseas visitors.

The signs clearly define Port Adelaide's State Heritage Area and add value and depth to the visitor experience of the area, as well as complementing the Port Adelaide Visitor Information Centre's "Walk the Port" self-guided walking tour and various guided tour programs.

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One of the objectives of this programme is to act as a catalyst to inspire the other regions to establish interpretive signage for their State Heritage Areas.

Public Art

City of Port Adelaide Enfield's Tourism Plan Strategy:

"Foster and support the arts community; public art and art linked to the history and heritage"

The Passage of Time

- Commissioned by Council
- Joint project between local artist Trevor Wren and art staff from Tauondi College
- Grant from Aust Council for the Arts
- Support from Arts SA & Port Community Arts Centre re selection of artists
- Located outside Port Adelaide Visitor Information Centre (VIC)
- Brochure produced by VIC
- Launched in 2000

"The overall plan is that of a pathway, in both the literal and metaphorical sense. It is also a snake, the rainbow serpent, and it weaves its way through the area. It can also be seen as the loop of the time-line, as it unwinds for our viewing, like a film. The large colourful areas are the seven colours of the rainbow, and also serve to illustrate the inter-relationships of pre-human, indigenous, colonial and today's spheres of biodiversity. In other words, the Port has always had some form of life, and has always been significant in terms of culture."

The Healing Mural

- Joint project between Port Community Art Centre, Tauondi College, Thancoupie world renowned Indigenous Artist and local community members
- Located in Port Adelaide Visitor Information Centre (VIC) courtyard
- Brochure produced by VIC
- Launched in Sorry Week 2001

SA Tourism Plan 2003-2008 Recommendation:

To "combine tourism product with a variety of interpretive methods to tell the stories of South Australian places and people, including innovative approaches such as the use of oral history 'sound posts', cartoons and fresh and contemporary design idioms"

Black Diamonds & Pearls

- Stage 1 will be three units of an interpretive signage/sculpture trail within Port Adelaide Centre
- Public art sculptures representing local Port characters
- Incorporate MP3 players inside the structures which tell the characters' stories
- Achieved funding support from Arts SA, SA Tourism Commission and Port Centre Coordination Group (PCCG)

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Extracts from Black Diamonds & Pearls

"I do not know that the reminiscences I put down here will be of any great interest to anyone, as I have no child to come after me. Still, as I have always complained of my elders that they have allowed past events to be forgotten for want of the effort to put them on paper, I will at least do my small part."

Annie Jane Duncan was born at Port Adelaide in 1858. She wrote 6 volumes of reminiscences and compiled 3 volumes of scrapbooks in the 1930's, which give a very personal insight into Port Adelaide at the turn of the century.

"1928 was a terrible time on the Port Adelaide Waterfront. Shipping was scarce and hundreds of men flocked to the daily pick-up on Poverty Corner for the few jobs that were on offer. The employers exploited this shamefully. Knowing that men were desperate with hungry families totally dependent on them, the foremen, known as "bulls" used every opportunity to exploit this to their own advantage. Seeking rewards from the men they offered jobs and humiliating them at every opportunity. This then is how the pick up was conducted here at Poverty Corner "

"Ngadluko, Kurna Meyunnu, Kurna yerta tampendi"

Let's recognise Kurna People and Kurna Land

This place was one of the summer camps of the Kurna people. Here lived Ityamiitpinna, his wife Tangkaira and their daughter Ivaritji and other members of their family group.

Ityamiitpinna, also known as King Rodney, was reported to have been the first Kurna man encountered by Europeans when they arrived at the Port in 1836.

Port Adelaide has always been an important place for Aboriginal people.

The Kurna people gave the Port Adelaide area the name Yertabulti."

Retail

Local History Books

Examples include:

- The Port River Book (City of Port Adelaide Enfield)
- Ships, Strikes & Summer Nights (Port Community Arts Centre)
- Tales from a Commodious Harbour (Friends of SA Maritime Museum)
- Garden Island Ships' Graveyard Book (Dept for Environment & Heritage)
- Walk Around Corners (John Couper-Smartt)
- Triumphant & Tragedy (Ron Ritter)

Local History Postcards & Posters

- Produced and supplied by the Port Adelaide Historical Society