

HERITAGE INTERPRETATION PLAN

CASTLEMAINE GOODS SHED

21 KENNEDY ST, CASTLEMAINE

MARCH 2025

ARCHITECTS + CONSERVATION CONSULTANTS

ACKNOWLEDGEMENT OF COUNTRY

We acknowledge the Dja Dja Wurrung people of the Kulin Nation of the Traditional Owners of this land we now call Castlemaine and recognise that sovereignty has never been ceded. We remain committed to the invitation of the Uluru Statement from the Heart to achieve justice, recognition and respect for all First Nations people, as well as its call for voice, truth and treaty.

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REPORT REGISTER

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1 INTRODUCTION

1.1 PURPOSE

This Heritage Interpretation Plan (HIP) report has been prepared by RBA Architects + Conservation Consultants to identify the overarching themes for the Castlemaine Goods Shed (the subject place) and make recommendations as to appropriate interpretive devices/elements for visitors to the site.

This HIP satisfies condition 8 of the heritage permit P34436. The language of this condition is reproduced below:

> Within six (6) months of the commencement of works (in accordance with condition 2), a Heritage Interpretation Plan for the Goods Shed and immediate surrounds must be submitted to the Executive Director Heritage Victoria for approval. Once approved, the Heritage Interpretation Plan will be endorsed and will then form part of the permit. The Heritage Interpretation Plan for the installation of interpretive devices within the registered land must be prepared by a suitably qualified and experienced practitioner. The Heritage Interpretation Plan must include proposals for the appropriate interpretation of the history of the building.

These interpretive devices/elements will effectively and engagingly convey the significance of the place within the context of the development and the broader *Castlemaine Railway Precinct* (H1664).

Integrating heritage interpretation into the site's planning, design, management, and conservation is essential for the long-term vitality and sustainability of the Castlemaine Goods Shed. This HIP is the first of three stages in the development of interpretation planning and provides a framework to guide all stakeholders responsible for managing the significance of the place.

This plan will guide initial interpretive planning through an iterative approach and evolve through client review, community input, and stakeholder consultation. Selected interpretive initiatives proposed in this document will be further refined as planning progresses.

1.2 STUDY AREA

The Castlemaine Goods Shed is part of the *Castlemaine Railway Precinct* located in Castlemaine, a town within the Central Victorian Goldfields. The station site is a narrow corridor running north to south which is bounded by Barkers Creek to its west and Kennedy Street to its east. The Railway Station is a major interchange, located approximately 130km northwest of Melbourne, with passenger services to and from Melbourne, Bendigo, Swan Hill, and Echuca. An additional heritage service between Castlemaine and Maldon is operated by the Victorian Goldfields Railway (VGR) as a tourist attraction.

The station complex is comprised of a series of buildings, objects (e.g., levers, signals) and structures related to its historical and continuous use as a railway station. The Goods Shed is located on a separate parcel within the northern half of the precinct opposite Campbell Street, with the main station building and passenger platforms to its south and engine sheds to its north. The railway line runs along the building's west with parking areas to its immediate north and south. The area to the east of the primary façade, facing Kennedy Street, is also used informally for vehicle parking.



Aerial image of Castlemaine Goods Shed (parcel boundaries outlined in red) within the broader railway station complex (visible boundaries outlined in yellow). (Source: Nearmap, August 2024)

1.3 HERITAGE LISTINGS

1.3.1 VICTORIAN HERITAGE REGISTER

The Castlemaine Goods Shed is included in the Victorian Heritage Register (VHR) as part of the *Castlemaine Railway Precinct* (H1664) and is subject to the *Heritage Act 2017*.

The area included in the VHR's extent of registration is described in Diagram No. 601754A. The Goods Shed site is identified on the plan by its parcel no., P134455, as depicted below.

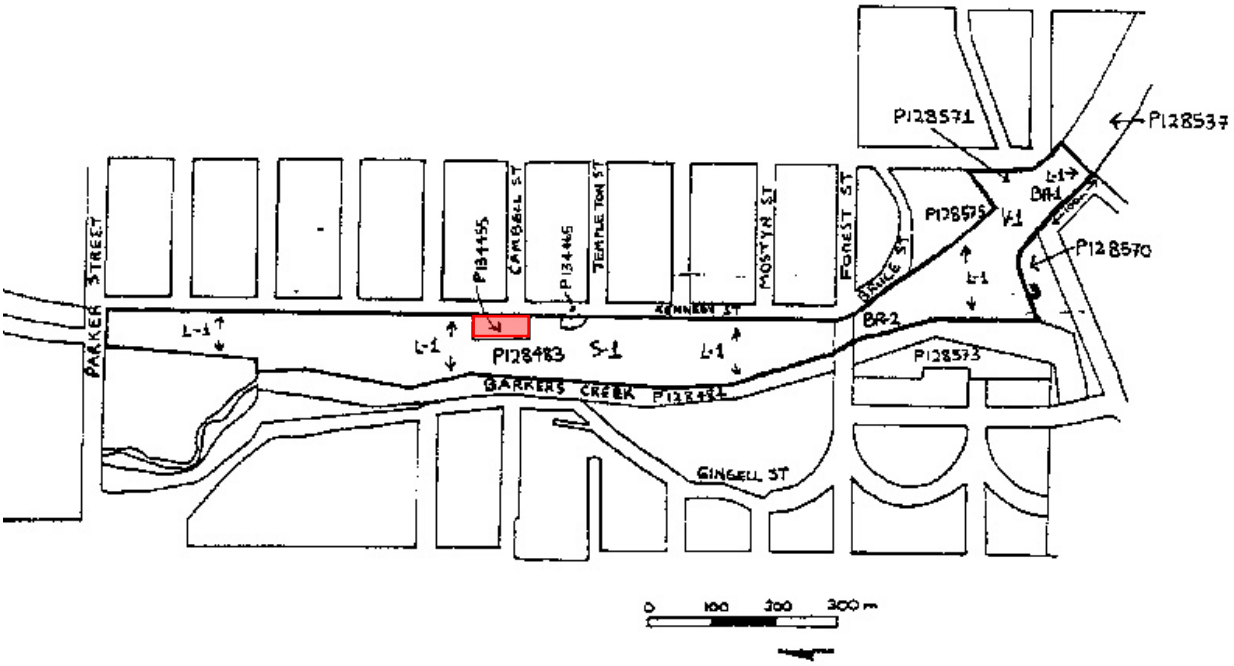


Diagram No. 601754A with parcel P134455 highlighted red. (Source: VHR)

1.3.2 MOUNT ALEXANDER PLANNING SCHEME

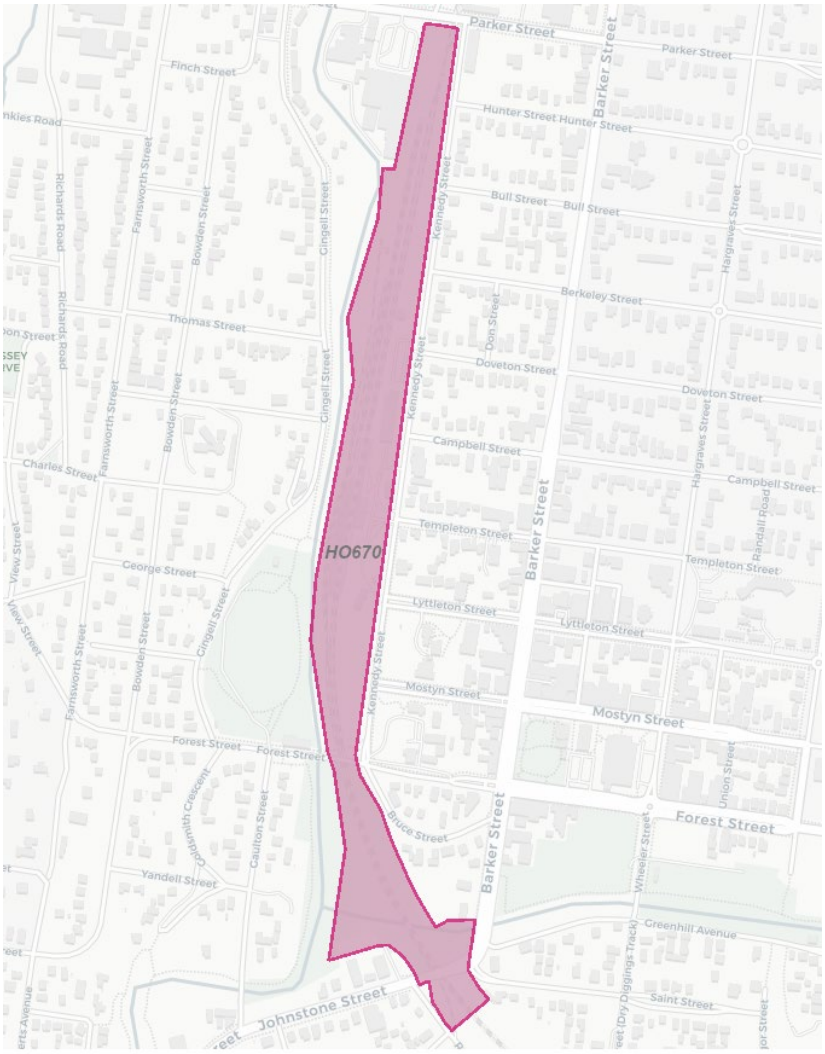
The Castlemaine Railway Precinct is identified as a precinct-specific Heritage Overlay (HO670) under the Schedule to Clause 43.01 (Heritage Overlay) of the Mount Alexander Planning Scheme.

1.3.3 NON-STATUTORY LISTINGS

The *Railway Station and Goods Shed* was included in the National Trust (VIC) Heritage Register in 1982 as a locally significant place (File No. B3849).

The *Castlemaine Railway Station*, including the goods shed, was also entered on the now closed Register of the National Estate in 1980 (Place ID 15657).

There are no statutory requirements as a consequence of these classifications.



Map showing extent of Heritage Overlay (HO670).
(Source: Mount Alexander Planning Scheme, VicPlan)

1.4 OTHER STATUTORY CONTROLS

The Railway Precinct is identified as a place of Aboriginal cultural significance and is included in an Area of Aboriginal Cultural Heritage Sensitivity under the *Aboriginal Heritage Regulations 2018*. This overlay encompasses the area surrounding the whole of Barker's Creek.

1.5 NOMENCLATURE

The terminology and principles utilised in this report are informed by sound heritage management practice, namely as expressed by *The Australia ICOMOS Charter for Places of Cultural Significance: The Burra Charter* (rev. 2013).

Throughout this document, the term 'Goods Shed' is employed to refer to the subject building. 'Place' and 'subject site' also convey this holistic meaning.

The 'precinct' refers to the *Castlemaine Railway Precinct* encompassing the subject site along with the surrounding railway buildings and railway reserve as defined by the VHR extent of registration.

1.6 PREVIOUS REPORTS

This HIP has been informed by the Conservation Management Plans (CMP) produced by RBA Architects + Conservation Consultants for the Goods Shed dated September 2023 and the Castlemaine Railway Precinct dated August 2023. These are the guiding documents for the conservation and management, including interpretation, of the Goods Shed. In addition, several previous documents provided key references used in preparing this report. These include:

- RBA Architects, *Mount Alexander Shire Thematic Heritage Study*, Vol. 2, 2016
- Andrew Ward, *Study of Victorian Railways*, Vol. 1, 1988
- Andrew Ward, *Victoria's Railway Stations: An Architectural Survey*, Australian Railway Historical Society, Vol. 1-2
- UrbanFold, *Castlemaine Railway Precinct Masterplan*, October 2023

1.7 LIMITATIONS

It is noted that no historic archaeological assessment or Aboriginal Cultural Heritage assessment have been completed in the preparation of the HIP.

1.8 AUTHOR

This report has been prepared by an experienced team at RBA, namely:

- Kristianna Scheffel (Heritage Consultant)
- Nicci Foster (Heritage Planner)

1.9 ACKNOWLEDGEMENTS

RBA acknowledges the assistance of the Castlemaine State Festival (CSF) in the preparation of this document:

2 METHODOLOGY

2.1 WHAT IS INTERPRETATION?

Interpretation is a core part of heritage conservation.

The *Burra Charter* defines *interpretation* as *all the ways of presenting the cultural significance of a place* (Article 1.17), noting that it *may be a combination of the treatment of the fabric (e.g. maintenance, restoration, reconstruction); the use of and activities at the place; and the use of introduced explanatory material*.

It also notes that the *cultural significance of many places is not readily apparent and should be explained by interpretation. Interpretation should enhance understanding and engagement and be culturally appropriate* (Article 25).

This report reflects the standards set within the *Burra Charter* as well as the CMPs for the Goods Shed and the *Castlemaine Railway Precinct.*

It also considers specific key guidelines, such as *Ask First: A guide for respecting Indigenous heritage places and values* (Australian Heritage Commission, 2002).

Preparation of this plan entailed the following steps:

- Inception meeting
- Review of previous reports
- Review of historical records relating to the place
- Development of place specific themes, stories, key messages, and materials based upon historical investigations and the identified significance of the place
- Consideration of the place's broader context, audience(s), and redevelopment
- Development of aims and recommendations
- Recommendations for interpretive devices and elements including their location and management

2.2 KEY INTERPRETATION PRINCIPLES

Several place-specific interpretation principles have underlined the preparation of this report:

- A place's cultural heritage significance should be the focus of any interpretation plan.
- Interpretation should acknowledge that Aboriginal peoples connections to the area, especially those predating European colonisation, often relate to the broader landscape and are not solely linked to individual properties. Collaboration with DJAARA is encouraged to ensure appropriate First Nations representation at the place.
- Aboriginal cultural values should be integrated with other historical themes rather than isolated from them. This can be achieved through a combination of background design elements and interactive interpretation installations and programs, where appropriate. The goal is to provide context and emphasise both the historical significance and the ongoing presence of Aboriginal culture in the area and beyond.
- Aboriginal artwork or language should be used in interpretation only after consulting Traditional Owners and obtaining their permission. For language, it is also important to seek agreement on appropriate wording from the Victorian Aboriginal Corporation for Languages (VACL).
- Themes and stories should be shared in a positive and clear manner that avoids overly technical language. It is important to keep the audience in mind while ensuring that the information is accurate.
- Interpretation should consider both the tangible and intangible history of the place.
- Interpretation should enhance the community's understanding of and connection to the place.

3 HISTORY AND SIGNIFICANCE

3.1 SUMMARY HISTORY

The history of the landscape and the development of the Castlemaine Goods Shed has been broken down into five distinct phases. These phases are described, and their key events summarised in the table below.

PHASE	DATES	KEY EVENTS
Phase 1 – Pre-European Settlement	Pre-1836	The Goods Shed is situated in the Country of the Dja Dja Wurrung people of the Kulin Nation who have deep and continuing connections to the land. Prior to colonisation, the landscape was characterised by extensive Box-Ironbark forests and open grasslands, which would have provided rich resources, including habitats for diverse fauna such as echidnas, koalas, and black wallabies, and materials for constructing items like canoes, shields, and bark huts. Aboriginal people carried out deliberate burning (firestick farming) to regenerate and promote the balance of species and ecosystems maintaining open grasslands in areas with rich soil (volcanic plains, rolling granite hills and alluvial creek flats).
Phase 2 – The Gold Rushes and 'Upside Down Country'	1836-1862	The first recorded Europeans in the Castlemaine area were a surveying party led by Major Thomas Mitchell that arrived in the area in 1836. His descriptions of the region, which he named 'Australia Felix,' spurred a land rush, with much of the area claimed by squatters. The discovery of gold at Dr. William Barker's Mt Alexander Run in 1851 brought global attention to Castlemaine and resulted in an influx of migrants and wealth to Australia. The population growth led to Castlemaine being incorporated as a municipality in 1855 Mining activities initially concentrated along creeks where the shallow alluvial gold was easily accessed, including at the subject site adjacent to Barker's Creek. Mining operations involved turning over soil, dumping tailings, clearing forests for timber, and polluting water systems, profoundly altering the environment. In addition to the direct impacts of mining, the surge in population and the establishment of a permanent township in 1852 also resulted in indirect environmental impacts. The growing demand for food and goods expanded the agricultural industry, which led to extensive land clearing for livestock and further environmental degradation. The term 'Upside Down Country' is used by the Dja Dja Wurrung to describe their displacement from and the transformation of the landscape, the profound impacts of which are visible to this day.

Phase 3 – Railway Station Development and Construction of the Goods Shed	1862-1863	The site for Castlemaine Railway Station, located along Barker's Creek on Crown Allotments 3, 4, and 5 of Section 117B, was chosen despite its steep slope, proximity to the creek, and remnant mining diggings, making it a controversial choice. Extensive earthworks were required to level the terrain, and deeper footings were necessary due to old mining shafts. Barkers Creek was also diverted and straightened at this time due to concerns regarding the future risk of flooding. In August 1862, William Bale and Co. was contracted to construct the Goods Shed, including a crane, turntables, weighbridge, office, and drainage. Earlier that year, Potter and Robertson had begun work on the main station building, lamp room, and passenger platforms. The Goods Shed was constructed in two phases, with the eastern section built first followed by the western section which had to be constructed to respond to the site's slope. The building was equipped with a crane and three turntables north of the shed for handling heavy goods. The crane was installed atop a timber platform located at the northern end of the building, neither of which are extant. The western section featured open bays for trains to pass through for easy loading and unloading, while the eastern section allowed horse-drawn wagons to dock at openings along Kennedy Street for efficient goods handling. Advertisements from the 1860s indicate that goods were also sold directly from the building.
Phase 4 – Industrial Use	Early 20th Century	In 1901, Castlemaine experienced a severe wind event, referred to as a 'cyclone,' that caused significant damage to the Goods Shed. The eastern wing sustained the most damage, including a goods carriage being propelled through the northern elevation. Repairs cost £20,000, and while the damaged section was reconstructed, the doorway was not rebuilt. Due to the movement of heavy trucks and carriages, workers in the Goods Shed were at risk. In 1907, Alfred C. Hall, a lorry man, tragically died in an accident involving the weighbridge. The high concentration of valuable goods also led to thefts, with incidents such as a 1901 break-in where beer was consumed and a 1910 theft involving railway employees. Concerns over security likely led to the oculus window being boarded. Major alterations were made in 1913, including a platform and goods yard expansion and significant changes to the Goods Shed. The western section of the building was demolished to accommodate relocated tracks and new sidings, with a platform and verandah built in its place. The brickwork from the western section was used to infill the western elevation of the remaining structure.

Phase 5 – Changing Use	Circa 1960 - Present	The Castlemaine Goods Shed remained operational until the 1960s, when the rise of motor transportation and the decline of local industry led to its closure. After remaining vacant for several decades, the building was repurposed in the 1990s as an indoor sports centre. In 2013, it was adapted once more, with interior partitions installed to create dance and art studio spaces. By 2016, the site's boundaries were redefined to their present extent, and the Castlemaine State Festival was granted a lease of the building by VicTrack. The Goods Shed has since served as the home of the Castlemaine State Festival, continuing to operate as a hub for the arts and community activities.

3.2 REFERENCES

Dja Dja Wurrung Clans Aboriginal Corporation, 'Gyakiki: Our Story,' Djaara Balaki Wuka, https://djadjawurrung.com.au/giyakiki-our-story/

Goldfields Tourism and Heritage Council of Victoria, *The Traveller's Guide to the Goldfields,* 2006

RBA Architects, *Castlemaine Goods Shed Conservation Management Plan,* 2023

RBA Architects, *Castlemaine Railway Precinct Conservation Management Plan,* 2023

RBA Architects, *Mount Alexander Shire Thematic History*, Vol. 2, 2016

3.3 THE SIGNIFCANCE OF THE CASTLEMAINE RAILWAY PRECINCT

The cultural heritage values of the *Castlemaine Railway Precinct*, as summarised in its Statement of Significance are set out below:

What is significant?

The Castlemaine railway precinct forms part of the Murray Valley Railway (Melbourne to Echuca line). Opened in five stages from February 1859 to September 1864, the Murray Valley Railway was the largest of the Colony's first two main trunk lines. The inability of the line's original private promoters - the Melbourne, Mount Alexander and Murray River Company - to raise sufficient funds to construct the line, led to the government purchasing the company and embracing a public railway system. The Government's decision to construct the line in 1856 was accompanied by the formation of the Victorian Railways Department. The building of the line during the early 1860s reflected the strategic economic issues of the day: servicing the important goldfields of Castlemaine and Bendigo and capturing the Murray River and Riverina trade for the Port of Melbourne. With a labour force of more than 6,000 men, the Melbourne to Echuca line was the Colony's largest capital works project of its time. The line is still used today for public transport and freight services and comprises a very large number of structures and facilities of varying ages, conditions and degrees of operational and business significance.

How is it significant?

The Castlemaine railway precinct is of historical and scientific importance to the State of Victoria.

Why is it significant?

The Castlemaine railway precinct (comprising the Midland Highway Rail-over bridge, Forest Creek viaduct, Forest Street rail-overbridge, Castlemaine Railway Station, and embankment) is historically and scientifically significant as an integral part of the railway line and is an important representative sample of one of the earliest and grandest capital works projects in Victorian history. The identified features comprising the precinct are all substantially intact and provide a crucial reminder of the adoption of English engineering and architectural standards and the role of the Victorian Railway Department in developing the Colony's engineering expertise.

The Castlemaine Station is of architectural significance as an important and intact example of a station complex on the line. The Castlemaine Station is the largest and most important example of the 'Castlemaine' style of building. The 'Castlemaine' style employs many Italianate features such as heavy rusticated quoining, eaves corbelling and low hipped roofs. The use of timber to the verandahs is a unique feature. The two rail-overbridges, viaduct, and associated embankment are excellent examples of the range of materials, building techniques and design types used on the Kyneton to Bendigo section of the line. The precinct makes an important contribution in defining the character of the Victorian railway network.

3.4 INTERPRETIVE DIRECTION

In preparing to interpret places, it is vital to communicate their significance in a sensitive, informative, memorable and accessible way. At the basis of this process is the extraction and distillation of the key potential historic themes, stories and messages for the place.

The following table considers the Goods Shed in relation to the *Victoria's Framework of Historical Themes* (2010) and the Mount Alexander *Thematic Environmental History* (RBA Architects, 2016). It provides a thematic context for the development of key stories and messages for interpretation.

Victorian Theme	**1 Shaping Victoria's Environment** 1.2 Evolution of flora and fauna 1.4 Creation stories and defining country 1.5 Living with natural processes **2 Peopling Victoria's places and landscapes** 2.1 Living as Victoria's original inhabitant's 2.5 Migrating and making a home 2.8 Fighting for identity **3 Connecting Victorians by transport and communications** 3.3 Linking Victorians by rail **4 Transforming and managing land and natural resources** 4.4 Farming 4.5 Gold mining 4.7 Transforming the land and waterways **5 Building Victoria's industries and workforce** 5.2 Developing a manufacturing capacity 5.7 Catering for tourists 5.8 Working **9 Shaping cultural and creative life** 9.2 Nurturing a vibrant arts scene
Local theme	**1 Living with the Environment** 1.4 Living with Natural Processes **2 Inhabiting the Land** 2.1 Living as Victoria's Original Inhabitants 2.4 The Gold Rush **3 Transport & Communications** 3.2 Railways **6 Building Townships** 6.1 Major Gold Rush Townships **9 Cultural Life** 9.1 Nurturing a Vibrant Arts & Cultural Community

Key Messages/Storylines	▪ 'Upside Down Country': Transformation of the landscape and the displacement of the Dja Dja Wurrung. Through these stories, there is an opportunity for knowledge sharing and truth telling. Consultation with Dja Dja Wurrung Clans Aboriginal Corporation (DJAARA) is encouraged to develop authentic messages and stories from an Aboriginal perspective. ▪ Gold fever: the Victorian gold rushes and its global impact, mining along Barkers Creek and the environmental history, the wealth and making of Castlemaine and the nation. ▪ The race to the goldfields: constructing a railway line to the central goldfields, the Melbourne, Mount Alexander and Murray River Railway collapse and the creation of the Victorian Railways Department. ▪ Industrial made aesthetic: Goods sheds as symbols of prosperity and modernity, the construction of the Goods Shed and the broader railway station and the challenges of the site. ▪ The Goods Shed as a hub of commerce: its relationship to local industry (Thompson's Foundry siding), the movement of stock and goods through the site, and the threat of theft and larceny. ▪ Working in the Goods Shed: the operation of turntables, cranes, and weighbridges; working conditions and the death of Alfred C Hall. ▪ Living with the environment: the region's climate, the 1901 cyclone, and the 1889 and 1909 floods. ▪ The end of an era: the decline in railway transport in the interwar period, the closure of the Goods Shed in the 1960s, and its adaptation in the 1990s.

4 INTERPRETATION DEVELOPMENT

4.1 OPPORTUNITIES AND CONSTRAINTS

As part of the interpretation planning process, it is important to identify physical/practical constraints and opportunities that will have a bearing on interpretative outcomes. Currently, the Castlemaine State Festival does provide some interpretation of the Goods Shed on its website, however, there is no interpretation present at the Goods Shed itself.

This HIP has been developed as part of best practice for the conservation and management of the place in collaboration with the operator of the site, the Castlemaine State Festival, and is being developed to ensure that the significance of the place is conveyed to the members of the local community and visitors.

The following opportunities have been identified:

- The Goods Shed is highly visible from the public realm, with ample open space, providing an ideal opportunity for the use of larger/marquee signage. Such signs, visible from Kennedy and Campbell Streets, can serve as interpretive elements that highlight key aspects of the place and its significance.
- Similarly, public artwork could be commissioned and installed at the site that would be highly visible, potentially interactive and readily accessible. The work should draw on identified key messages and themes of the place, particularly First Nations (with the participation and consent of DJAARA) stories and experiences. This interpretive device will also bring emphasis to the link between the site's past and its current use as a regional arts centre.
- The open nature of the site also facilitates visitor access, creating opportunities for smaller, detailed interpretive signage. These signs could highlight specific aspects of the building and its landscape, enriched with historical photographs to enhance storytelling. By employing a structured arrangement or directives, the signage can encourage meaningful engagement between visitors and the site's history by guiding their passage and interaction around the place.
- The 2023 masterplan has outlined a variety of projects in and around the railway station precinct, including the formalisation of pedestrian and cyclist routes along Kennedy Street. This offers additional opportunities which take advantage of increased foot traffic along the frontage of the site, by locating signage and/or street furniture near the proposed path. The design of street furniture, such as benches, can provide for subtle and useful/practical interpretation, but can also be integrated with more overt interpretative elements such as signage and imagery.
- The proposed works include the addition of glazed infill doors to eight entryways, four on each elevation (east and west). These doors offer an opportunity for interpretive decals or lettering, incorporating imagery and historical references to further connect visitors to the site's heritage.
- The existing webpage on the Castlemaine State Festival website, which offers a brief history of the Goods Shed, could be expanded to provide more detailed information about its significance. QR codes placed strategically within or externally to the building could link directly to this page, serving a dual purpose of promoting the venue operators while highlighting the history of the Goods Shed.
- The location of the Goods Shed within the vicinity of several other key tourist attractions, such as the botanic gardens, the Old Castlemaine Gaol, or Mill Precinct, presents an opportunity for cross-promotion between these sites in line with the aims of the master planning for the station precinct. Consent to display signs or other forms of advertisement could be sought at these places.

One of the driving principles of planning for and implementing First Nation interpretation is that Aboriginal people have the right to be closely involved. It is highly recommended and encouraged to seek meaningful collaboration with DJAARA to develop a meaningful Aboriginal voice within the interpretation initiatives.

The following constraints have been identified in the management of potential interpretation devices

- Possibility for vandalism to the signage, furniture, and artwork.
- Ensuring QR links are managed and updated to avoid broken links.
- Ensuring First Nations voices are included appropriately.

- Budget and maintenance concerns.
- Safety concerns particularly along the platform/west side of the building and within parking areas and more generally, the proximity to the railway corridor.

4.2 POTENTIAL AUDIENCES

Castlemaine is the largest town and regional centre of the Mount Alexander Shire with a population of 11,352 as of the 2021 census. The town is well known as a destination for food, arts, and shopping that is continuing to be developed with broad support from the LGA.

The subject place is within the Castlemaine Railway Station Precinct which is situated between the town's east and west. The precinct hosts several facilities including V/Line services from Platforms 1 and 2, the VGR and museum, the Lions Club, the Salvation Army, and the Castlemaine State Festival which has operated from the subject place since 2016. These facilities draw a substantial number of people to the site. The precinct, while being a destination itself, also acts as the conduit between the town centre, the Old Castlemaine Gaol, the Mill Precinct, and the Botanical Gardens.

Projected audience groups include:

- Residents of Castlemaine, including the broader community (e.g. Chewton, Campbells Creek, Guilford, Maldon, Newstead, Taradale),
- Learning/educational audiences,
- Visitors from outside the region looking to attend the Castlemaine State Festival, other cultural venues/events, or to eat/shop, likely staying for multiple days,
- Heritage enthusiasts seeking to learn more about Castlemaine, the railway station, or the Central Goldfields region more broadly.

Given the potential audience profile, family-friendly visual and tactile interpretation devices are recommended.

4.3 INTERPRETATION OBJECTIVES

Interpretation encompasses both the messages and themes of the place as well as the mediums through which they are conveyed. Good interpretation goes beyond the facts to elicit a meaningful and connected experience for visitors. While informative messages offer clear interpretations, more holistic storytelling can engage visitors emotionally, encourage greater interest/curiosity leading to multiple visits or connection to further material for a full understanding of the place.

To ensure best practice is achieved, initiatives must be authentic and place-specific, with a strong commitment to high-quality design and development. Resources should be allocated for detailed design, content creation, and evaluation during the development stage.

Initiatives should utilise locations, materials and forms that effectively convey themes, allowing audiences to experience a story on multiple levels.

Ultimately, interpretation must be practical, aligning with the purpose, character, and function of the spaces involved, to effectively convey the significant cultural values of a place in a manner suited to its unique circumstances. The intention of interpretation is to convey the significant cultural values of a place, and 'practical' interpretation can achieve this in a way that is appropriate to the location and its context.

5 INTERPRETATION PROPOSED

5.1 INTERPRETATION RECOMMENDATIONS

A range of recommended interpretive initiatives are outlined below. While it is not a requirement of this HIP, or the conditions of heritage permit P34436, that all initiatives are implemented, the recommendations are intended to provide a high-level range of options to the managers and operators of the subject place. It is not anticipated that all the initiatives identified in this report will be selected for interpretation. Should artefacts be found related to the history of the building as a goods shed, there will be opportunity to display these on site by integrating them into the proposed initiatives as they will further enhance the connections to the place.

Further stakeholder engagement may be required to refine and finalise the initiatives prior to their implementation.

5.2 POTENTIAL INTEPRETIVE ELEMENTS

The range of recommended interpretive initiatives and locations include the following, with a location map at the end of this section.

Many of the recommended initiatives involve the installation of signage. Based on the constraints identified in the previous section that an alternative to traditional signage be applied at the site which utilises stick-on vinyls to adhere the interpretative material onto a durable plinth. The adhesives are a low-cost option that can be readily renewed if vandalism or damage occurs, or the material should be updated.

The range of recommended interpretive initiatives and locations include:

- **Location A:**
  - Key message: The traditional owners and landscape pre-colonisation. Collaboration with DJAARA is encouraged to ensure an authentic Aboriginal representation at the place.
  - Historic themes: 1.2 Evolution of flora and fauna, 1.4 Creation stories and defining country, 2.1 Living as Victoria's original inhabitants
  - Interpretive element: Landscaping to north end of Goods Shed planted with native flora with signage and QR codes providing historic context of the site through images and text.
  - Audience: All audiences
  - Examples:



Lartelare Aboriginal Heritage Park, South Australia.
(Source: T.C.L., Projects, 2005: https://www.tcl.net.au/projects/lartelare-aboriginal-heritage-park)

- **Location B:**
  - Key message: The gold rushes and their impacts on the landscape, local communities, and the development of Castlemaine and Australia. Specifically, the global attention on and awareness of Castlemaine, alluvial mining along Barker's Creek, and the influence of the gold rushes on the decision to construct the railway line. Collaboration with DJAARA is encouraged to ensure an authentic Aboriginal representation at the place.
  - Local themes: 2.4 The Gold Rush, 3.2 Railways
  - Victorian Themes: 2.5 Migrating and making a home, 2.8 Fighting for identity, 4.5 Gold mining, 4.7 Transforming the land and waterways
  - Interpretive element: Two signs with QR codes placed at strategic locations across the site, view over Barker's Creek and view of town centre, providing historic context with both images and text.
  - Audience: All audiences
  - Examples:



Signage with integrated imagery and QR code at Chelsea Australian Garden, Olinda. (Source: Nature Tourism Services, 2022)

- **Location C:**
  - Key message: Development of the railway lines and the construction of the Castlemaine Railway Station and Goods Shed. The race to create transport routes to the goldfields through private enterprise, and the collapse of the Melbourne, Mount Alexander and Murray River Railway Company and the subsequent creation of the Victorian Railways Department. The controversy over the location of the station site and the impacts of environment including floods (in 1889 and 1909) and storms (the 1901 cyclone).
  - Local themes: 1.4 Living with natural processes, 2.4 The Gold Rush, 3.2 Railways
  - Victorian themes: 1.5 Living with natural processes, 3.3 Linking Victorians by rail
  - Interpretive element: Signage located outside the building with text, images, and QR codes with additional QR codes installed within the building directing users to the Castlemaine State Festival webpage about the Goods Shed. Both should detail the history of the site's development including First Nations experiences

and voices. Collaboration with DJAARA should be sought to ensure an authentic Aboriginal representation at the place.

- Audience: All audiences

- Examples:



QR labels for Queen Victoria Statue.
(Source: Martin Grims, Manchester City Galleries, 2011: https://blogs.ukoln.ac.uk/cultural-heritage/category/qr-codes/index.html)

- **Location D:**
  - Key message: The daily functions of the Goods Shed, the everyday people who worked there such as Alfred C Hall, and the influence of the railway on the local economy (e.g., Thompson's Foundry and agriculture). The volume and value of goods moving through the Goods Shed and the effect that had on Castlemaine including making the station a target for robbers and thieves, several of whom were railway employees themselves.
  - Local themes: 3.2 Railways, 6.1 Major Gold Rush townships
  - Victorian themes: 3.3 Linking Victorians by rail, 4.4 Farming, 5.2 Developing a manufacturing capacity, 5.8 Working
  - Interpretive element: Decals on glazed entries with images of railway employees and newspaper extracts highlighting the historic use of the site. Static sign with QR code located at the pedestrian entrance to the building or along the pedestrian/cycling path along Kennedy Street.
  - Audience: All audiences
  - Examples:



CH Smith Centre, Launceston
(Source: Think Big Printing)

- **Location E:**
  - Key message: The declining importance of railway transport and the resulting closure of the Goods Shed. Paralleled with the promotion and cultivation of the arts in Castlemaine, the establishment of the Castlemaine State Festival, and the adaptation of the Goods Shed.
  - Local themes: 3.2 Railways, 9.1 Nurturing a vibrant arts & cultural community
  - Victorian themes: 3.3 Linking Victorians by rail, 5.7 Catering for tourists, 9.2 Nurturing a vibrant arts scene
  - Interpretive element: Public artwork and marquee signage reflecting historic themes and values of the place, particularly First Nations experiences, installed along site's frontage.
  - Audience: All audiences
  - Examples:



Public artwork by Mutti Mutti/Yorta Yorta and Boon Wurrung/Wemba Wemba artist Maree Clarke at Narrm Ngarrgu Library.
(Source: Dianna Snape, 'A civic sensibility: narrm ngarrgu Library and Family Services,' Landscape Australia, August 2024)



Gilgandra, NSW entry signage.
(Source: Arterial Design, 2020: https://www.arterialdesign.com.au/gilgandra-entry-signage)

5.3 IMPLEMENTATION

The following steps should be taken utilising the direction of the HIP to implement the recommendations in a systematic and practical way.

TASKS	RESPONSIBILITY
Confirm selected interpretive initiatives and locations	A collaborative team should decide which of the interpretive initiatives to implement and their location. This team should include a heritage practitioner to provide an implementation strategy and the owner and operator of the place to consider the practicality of the initiatives.
Prepare text and graphics (seek permission to use or copyright for selected image)	A heritage practitioner should be commissioned to provide the content for the interpretive initiatives. A graphic designer should be engaged for the design of the selected initiatives.
Input from relevant bodies	The following stakeholders should be involved in approving the final interpretive initiatives: ▪ DJAARA ▪ Mount Alexander Shire Council ▪ Castlemaine State Festival (the operator) Heritage specialists such as a heritage practitioner and/or architect
Produce interpretive media	The following services may be required to produce the interpretive media: ▪ Graphic designer ▪ Photographer ▪ Fabricator ▪ Heritage practitioner
Prepare maintenance strategy	The maintenance strategy should be developed by the owner and/or operator of the place with oversight from a heritage practitioner. It should consider the following: ▪ Cleaning ▪ Repair ▪ Updating of materials should new information come to light ▪ Updating of materials to reflect changes in wording and representation as required ▪ Review of QR codes or links if used to ensure they are not broken

5.4 LOCATION MAP

