



Specimen Cottage - Interpretation Project

Action Plan

Background:

The Interpretation Plan – reimagining the visitor experience, 25 September 2019, was discussed at the November 2019 BHS Committee meeting.

Motion: “Following the feedback re the Specimen Cottage Interpretation Plan, the Committee agrees to proceed with the Plan as proposed and that the purpose of the current Reading Room be changed according to the plan.”

Following the agreement to proceed, the broad set of stages as set out in the plan will be followed.

Summary of the next stages:

1. ✓ Discussion and approval of direction of Interpretation Plan.
2. Establish exhibition team.
3. Select collection objects, images etc based on themes, develop stories and text.
4. Begin concept design for each room.
5. Develop cost plan.
6. Identify potential sponsorship or other assistance.

Key Actions and Responsibilities & Timeframes: February 2020 – November 2020

Action	Detail	Outcome	Who	Date
Establish exhibition teams to develop themes. <i>(some of the ideas in the Interpretation Plan can be used or new approaches taken)</i>	Room 2 Theme: Town & Country Room 3 Theme: Welcome to Bendigo Room 10 Theme: Quartzopolous Room 13 Theme: Living a Life in Bendigo (Room numbers based on Specimen Cottage Plan, Frontier Heritage, 2015 as used in the Interpretation Plan)	Concepts and scope for each theme Key stories for each theme, taking into account: BHS mission statement, the collection strengths, the target audience, and your own knowledge of local history Begin drafting: Exhibition title Heading Sub-heading	EM Content Developers	Feb

		<p>Primary story text Secondary story text</p> <p>Consider best “interpretive tool” to tell story. It could be object, images, video, interactive, other</p>		
Select collection objects, images based on themes and stories	Material can be selected for priority stories as themes develop. It is ideal to only select items in ‘fair’ to ‘good’ condition	List of items with brief description, size, and accompanying image	Collection Team	
Begin design for each room.	<p>Develop concept plan for the 4 exhibition spaces. This will take into account existing showcases, but may require additional cases. Plinths, mounts, labels, lighting (Milestone because this action requires the input of an qualified exhibition designer)</p>	<p>Set of plans and drawings that show what each of the 4 exhibition spaces could look like. These will go on display in the cottage as a signal that change is happening.</p> <p>The concepts designs could be placed in room 3, after removal of existing items. This is where visitors, or any potential donors or financial supporters of the redevelopment can be taken and have the new plan explained</p>	Lilford Smith Design	Feb/Apr
	Survey of furniture, equipment & services	This process will provide advice about existing showcases, power, data, room painting and lighting	EM	Feb/Mar
	Create an up to date listing of unique historical documents and other resources that will be relocated to Room 12 (upstairs) Especially paper material in room 9 (current research room) Survey and list any useful material from filing cabinets. (many of these drop files look like results of previous research requests. Some from many years ago).	Identification and listing of unique material will be available to visitors on request. These list could go on website as PDFs of historical resources belonging to BHS	SC Teams	Feb/Apr

	<p>Discard paper items, newspapers, magazines etc that are available elsewhere and therefore no longer required.</p> <p>Select date to convert current research room to Redevelopment workspace</p> <p>Relocate BHS collection material from room 12 to Nolan street. Begin return of loaned items.</p> <p>Close room 12 (upstairs) to public access</p> <p>Plan for room 5, (current office), to become a sales point</p>	<p>Only unique and relevant material will be relocated to room 12 (upstairs)</p> <p>This will allow the room to be used for development meetings</p> <p>Nolan Street is the most appropriate place to store collection items. Someone needs to be responsible for returning any loan items.</p> <p>This will allow for redesign for back of house storage of relevant material from downstairs reading room, as well as capacity for other storage.</p> <p>Following an agreed redesign as office and sales point, any important low use material can be relocated to room 12 upstairs.</p>	<p>SC Team</p> <p>SC Team Committee</p> <p>Nolan St Team</p> <p>SC Team Committee</p> <p>SC Team Committee</p>	<p>Apr</p> <p>Mar/Apr</p> <p>Mar/Apr</p> <p>May</p>
Develop cost plan.	To include: building works such as painting, electrical, data, safety, concept design, additional showcases, case furniture, public seating, production of graphics, labels and murals	<p>A cost plan is critical to the success of the redevelopment. Careful budgeting for design, infrastructure works, graphics, text labels etc will be required.</p> <p>A cost plan will enable BHS to approach potential supporters for funding for a variety of aspects of the redevelopment.</p>	EM Lilford Smith	ASAP
Identify potential sponsorship or other assistance.	Establish sponsorship team who will identify potential supporters of the redevelopment – in cash or kind.	As the exhibition plans develop we will be able to approach potential funding sources. The aim is to have	Committee All	Oct/Nov

		<p>plans and drawings that will excite interest and shake some money from business and philanthropic individuals and groups. Luckily the overall space is small, so we can keep cost fairly tight.</p> <p>For example: Fosterville might be interested in assisting with the exhibition – ‘Quartzopolis’</p> <p>Bendigo Bank might be interested in supporting ‘Welcome to Bendigo’ or ‘Making a life in Bendigo’</p> <p>Ten key individuals might be persuaded to assist with funds for ‘Making a Life in Bendigo’</p> <p>A cabal of real estate agents and developers, rural suppliers might be approached to support the concepts in ‘Town and Country</p>		
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Prepared by Euan McGillivray, 2 February 2020