SAVAGELY CREATIVE AND CREATIVE SPACES

THE STORY OF WESTERN AUSTRALIAN SIKHS

Interpretation Plan for the Sikh Association of Western Australia
2015

Disclaimer

The information contained in this report is based on sources believed to be reliable.

However, as no independent verification is possible, this firm, together with its members and employees, gives no warranty that the said sources are correct, and accepts no responsibility for any resultant errors contained herein and any damage or loss, howsoever caused, suffered by any individual or corporation.

Savagely Creative

Contents

Savagely Creative

Acknowledgements

- Sikh Association of Western Australia Inc.
- Sikh Gurdwara Perth Inc.
- Australian Sikh Heritage Association Inc.
- Lotterywest for their funding contribution to this project
- John Parker from Canning Districts Historical Society
- City of Canning
- Dr Lise Summers
- State Records Office

Savagely Creative

Executive Summary

This interpretation plan provides recommendations for the development of interpretive experiences linked to the story of Western Australian Sikhs. Indian people have been in Western Australia since the early days of European settlement with many coming with the officers of the British East India Company who were amongst the earliest settlers. Records are sketchy so it is impossible to say for sure when the first Sikhs came to Western Australia. It is thought that the first Sikhs recorded came as cameleers and were part of the early expeditions that opened up Western Australia for settlement.

The interpretation plan identifies a central theme to guide the development of interpretive messages as well as a number of sub themes.

The central theme is often not articulated in the final interpretation but it is used to guide the direction of the interpretation including the stories selected and the media used. The central theme for this interpretation plan is identified as:

"Western Australian Sikhs have played a significant role in the development of the State and the country since the early 1800s. They continue to contribute to the development of Western Australia into the 21st century".

Audiences

The key audiences for the Sikh Story Experience are likely to be the following:

- Local Sikh community.

- General community near Adenia Reserve and the Gurdwaras in Canning Vale, Bennett Springs and Bayswater.

- General community across Perth.

- International visitors staying with friends and relatives, particularly Indian and British visitors, that have a shared history and interest in the story.

- Education market primarily local schools but could be of interest across the Perth area if incorporated into the curriculum with educational materials developed.

Sub Themes and Stories

Identifying a small number of sub themes helps narrow the scope of the interpretation whilst ensuring that the central theme is supported by the stories identified under each sub theme.

Additional sub themes can be created over time but this plan has identified four broad sub themes that will assist in organising the stories to be told.

A number of sub themes have been identified that provide a good starting point for developing interpretive content and identifying

Savagely Creative

stories to engage visitors.

1. The Early Days – Opening up Australia

Sikhs have been in Western Australia since the early 1800s and have had a key role to play in the development of modern Australia.

2. Serving the Community – A Head for Business

Work and serving the community are important aspects of the Sikh culture. Many Sikhs developed businesses that serviced urban and rural communities.

3. Serving the Country – ANZAC Sikhs – Fighting for Australia

Australian Sikhs were quick to sign up to fight in WWI. Many Sikhs had served in the British Indian Army before coming to Australia. Sikh soldiers were known for their bravery.

4. Australian Sikh Culture

There is still a lack of knowledge in the community about the Sikhs and their beliefs and customs. Creating opportunities for the broader community to understand Sikh culture will help to create stronger bonds and connections.

Interpretive Media

The plan identifies a range of interpretive media that could be developed to deliver interpretive experiences including:

- Signage
- Trails
- Art
- Landscaping and furniture

- Website
- Google maps
- Applications
- Geocaching
- Maps, brochures, booklets
- Community history book
- Partnerships
- Community information gathering
- Documentary
- Australian Sikh Heritage Museum
- Monuments
- Stamp Issue
- Commenorative Coin Issue.

Savagely Creative

Recommendations

Recommendations have been provided for a range of issues highlighted throughout this report. These are summarised below.

SITES

Adenia Reserve

- Adenia Reserve should act as a hub for the Western Australian Sikh story. The site could provide an overview of the story, a gathering area and trail, which could then act as a catalyst to encourage further exploration of the story throughout the State.

- Investigate the possibility of making Adenia Park a Western Australia Diversity Park.

Sikh Gurdwaras

- Interpretation panels should be placed at the Sikh Gurdwaras to provide information about the buildings and the Sikh culture. These signs could also be incorporated into an application of some other high tech form of interpretation.

Online

- Get advice about the suitable formats for collecting information and images to ensure they can be used in the development of more high tech approaches to interpretation as required.

- Continue to gather information and images and share through the Australian Sikh Heritage Association (ASHA) website and through a Facebook page if possible.

Statewide Virtual Trail

- Investigate the most suitable and cost effective method of developing a virtual trail incorporating Australian Sikh heritage sites.

- Identify the preferred method for the development of a virtual trail to include sites across the State linked to the Western Australian Sikh story.

- Continue to identify sites associated with the Western Australia Sikh story.

INTERPRETATION MEDIA

Signage

- Develop low-key orientation and interpretation signage at Adenia Reserve linked to a short trail that provides an overview of the Western Australian Sikh story.

- Develop signage for the Sikh Gurdwaras, at Canning Vale, Bayswater and the new Bennett Springs site, focusing on explaining Sikh culture. These signs could be located on the perimeters of the Gurdwara to provide the local community with information about the Gurdwara, the Sikhs and invitation to find out more by visiting the Gurdwara or the Sikh Gurdwara Perth Inc (SGP), Sikh Association of Western Australia (SAWA) or ASHA websites.

- Ensure a maintenance budget is allocated for the signage in case of vandalism and for wear and tear.

Trails

- A short physical trail could be developed at the Adenia Reserve site guiding people on a loop to the water and back (if possible to access). The exact route of the trail would have to be approved with the managing authority. Trail wayfinding markers and interpretive signage would also be required although

Savagely Creative

this signage could link to an application that provides more information and media rich content.

- A virtual trail could also be developed across the State using an application and creating interpretation of sites that have a significant linkage to the Sikh story but are not under the influence of the community.

Art

- Investigate the development of an artwork at the site to represent the Western Australian Sikh story.
- Investigate the availability of grant funding through organisations such as FORM (http://www.form.net.au/our-organisation/about-form/), the Department of Culture and the Arts (http://www.dca.wa.gov.au/funding/) and Lotterywest (http://www.lotterywest.wa.gov.au).

Landscaping and Furniture

- Landscaping is not included in this project but should be incorporated into the next stage of the Adenia Reserve project.
- Engage a landscaper to assist in the development of the Adenia Park site.
- Consider the development of furniture that can play a functional, artistic and interpretive role. Include this in the brief for the landscape architect.

Website

- Continue to develop information on the ASHA website including regular blogs and image uploads.

- Get advice from an application developer about the best formats for the collection of information.
- Create reciprocal links with other stakeholders including SAWA and SGP and other locations where the Sikh story is told.
- Develop an educational section on the website to provide resources for teachers and students.

Google Map

- Develop a Google map of the known Western Australian Sikh heritage sites that can be embedded into the ASHA site and provide information whilst other interpretive methods are being built.

Applications

- Investigate the development of an application that can provide a virtual trail for visitors across the State.
- Seek advice from an application expert about the format for collecting information and media.

Geocaching

- Consider developing geocaches for the regional locations that have a link to the Western Australian Sikh story.

Maps, Brochures and Booklets

- Develop a small brochure to advertise the interpretation experiences available.
- Create a clear distribution strategy for the brochures to ensure that they reach the target markets.
- Develop a map for inclusion in the brochure.

Savagely Creative

- Develop a series of booklets incorporating information about Sikhs and Australian Sikh history.

Community History Book

- Develop a community history book for use in informing and engaging the community in Australian Sikh heritage.

Partnerships

- Develop a list of key organisations that have the capacity to develop a mutually beneficial partnership with the Sikh community.
- Continue to develop relationships with people and organisations across the State with a link to the Sikh story.

Community Information Gathering

- Continue to gather information and resources linked to the Western Australian Sikh story through research and community story gathering events.
- As new sites are identified information should be gathered and incorporated into a database including images and text. Advice should be sought on the development of a content management system that could be used as the basis for the development of applications.

Documentary

- Develop a documentary to assist in spreadng the story of Western Australian Sikhs.
- Use the documentary content in the development of educational materials and content for the website and applications.

Australian Sikh Heritage Museum

- Develop a strong relationship with the Western Australian Museum to ensure strong representation of the Sikh story at the new Western Australian Museum.
- Investigate the feasibility of developing a dedicated Australian Sikh Heritage Museum at a venue like the East Perth Power Station.

Monuments

- Investigate the protocols associated with the development of a specific Sikh monument either as part of the State war memorial at Kings Park or at another suitable location such as Adenia Park.

Stamp Issue, Coin Issue

- Liaise with Australia Post to gain an understanding of how to develop and release a stamp celebrating Australian Sikh heritage.
- Investigate the costs and protocols associated with developing a souvenir coin commemorating Australian Sikh Heritage.

Savagely Creative

MANAGEMENT

- It is recommended that ASHA provide a project management role for the development of the interpretation, in conjunction with SAWA and SGP, in consultation with land managers and managing authorities.

IMPLEMENTATION

- It is recommended that attention be focused initially on the creation of an interpretive experience at Adenia Reserve including signage, artwork and a short trail linked to the cremation site.

- It is recommended that the community continues to gather information about Sikhs in Western Australia to provide information for any future applications.

- Apply to Lotterywest for funding in the 2015 round of interpretation funding. Note that the Lotterywest funding rounds are currently being reviewed and it is understood that this will be an open process from now on although details are still being finalised. Funding should be applied for to develop an application that will create a virtual trail across the State and provide an interactive experience for visitors and the community.

Savagely Creative

Introduction

SAWA has commissioned the development of this interpretation plan with a $10,000 grant received from Lotterywest and an additional $10,000 contributed directly by SAWA. SAWA, as the project manager, will work closely with the ASHA, as Australian Sikh Heritage specialists, and SGP, as a key stakeholder, in the ongoing development and delivery of this project.

The aim of this interpretation plan (referred to as 'the plan') is to assist the above-mentioned organisations to tell the story of the part that Sikhs have played in the development of the State.

Their aim is to create a plan that raises the Australian Sikh community's profile in the wider Australian community, in particular the great contribution of the Sikh community in early Australia and in modern day society.

Over the last few years ASHA has developed a network of partners encompassing local government, state government, academics, associations, libraries, archivists and others to outline a platform upon which the Sikh community of Western Australia can build.

Whilst this project will provide an overview of Sikh heritage across the State, the specific focus will be the development of interpretation linked to the Sikh cremation site at Adenia Reserve in Ferndale.

The plan provides a brief overview of the history of Western Australian Sikhs and identifies themes, sub themes and stories associated with the Sikh community. The plan also provides recommendations of the types of media that could be used to tell the Sikh story, as well as providing high level design concepts and indicative costs for the development and delivery of specific interpretive projects.

Savagely Creative

Purpose

The community has a number of objectives that the Interpretation Plan will contribute to.

- Document – research and record the intangible and tangible heritage that could soon be lost to time.

- Preserve – centralise objects, documents and stories to ensure public access.

- Share – exhibit to raise awareness on a variety of platforms.

- Collaborate – create partnerships with like-minded organisations concerned with Australia's cultural heritage.

Vision

The community has developed a broad vision statement:

"To foster greater awareness amongst the Western Australian community about the contribution of the Sikh community (especially the early Sikhs) to the development of this great State.

This will be achieved by creating various platforms for engagement with the wider Western Australian community to educate, promote greater understanding and ensure we create a community in which all people of all walks of life are respected equally."

Project Scope

The project scope is as follows:

- The identification of a range of topics, themes, stories and media linked to Adenia Reserve and across WA.

- Desktop review of available research.

- Identify an approach to the development of interpretation sites across WA.

- Undertake consultation with identified stakeholders.

Methodology

This project has been developed in a number of stages and has been delivered in consultation with the project manager and other identified stakeholders from the Sikh community.

Stage One: Initiation

- A meeting was held with the project manager and identified stakeholders to agree on the desired outcomes and to agree the final process, time frame and deliverables.

Stage Two: Desktop Research

- A review was undertaken of information and research provided by the project manager relating to the history of Sikhs in Australia.

- A review was undertaken of the market research data including visitation figures and surveys to identify potential audiences for interpretation.

- Research was undertaken to gain an understanding of the site

Savagely Creative

including values, significance, context, location, influences and history.

- Other significant sites were identified for inclusion in the story both in Perth and across WA.

Stage Three: Familiarisation with the Site and Consultation

- A site visit was undertaken to familiarise the team with the Adenia Reserve site and any potential issues.
- Consultation was held with the project manager and relevant stakeholders to identify key themes, messages and stories.

Stage Four: Interpretation Plan Development

- Vision, goals and objectives were set for the site in consultation with the project manager.
- Target audiences were identified.
- Tourism and other heritage experience linkages were identified.
- Central and sub themes were developed.
- Key stories were identified.
- Interpretation zones were identified within Adenia Reserve.
- Other possible sites for inclusion in the interpretation of the Sikh story were identified.
- A range of interpretive media were suggested using the

Interpretation Media Matrix developed by Savagely Creative.

- Management issues and solutions were identified.
- Practical issues related to interpretation delivery were identified including State Heritage listing.
- Project manager input was sought.

Stage Five: Draft Report

- Project manager feedback was reviewed and incorporated.
- Interpretation zones were refined.
- Interpretive media for further design development were identified.
- Broad design concepts were developed and indicative costs and timeframes for development and delivery were assigned.
- The interpretation plan was developed.
- The plan was submitted to project manager for comment and approval

Stage Six: Final Report

- Changes were incorporated.
- Final report was submitted.

Stakeholders

SAWA caters to the religious, educational, social and welfare needs of Sikhs living in Western Australia. SAWA was officially registered on 13 August 1975. SAWA has commissioned this interpretation plan.

SGP was formed in 1996 to meet the needs of the growing Sikh community. The organisation was formed to provide religious, as well as social and cultural, services to the community. SGP has a significant role to play in the delivery of the interpretation.

ASHA is an incorporated association with the objective of promoting a greater awareness of the rich shared heritage of Australian Sikhs. ASHA is investigating the development of a number of projects that could be included within the interpretation plan.

The **City of Canning** has a management responsibility for the Adenia Reserve in Riverton. The Department of Parks and Wildlife also has a management responsibility for the Regional Reserve within which Adenia Reserve is located.

Lotterywest has an important role to play as a funding agency focuses on the development of community in Western Australia. There are projects within this plan that will help to contribute to the richness of Western Australian society.

There are regional communities that have a connection to the Western Australian Sikh story and relationships and partnerships can be developed over time with these locations.

There are a large number of organisations that are stakeholders or provide opportunities for partnership.

FIGURE ONE: Stakeholders

Government

- State Records Office
- Swan River Trust
- Heritage Council
- State Heritage Office
- WA Museum
- Australian War Memorial
- Australian Defence Force
- Various Shires/Local Government across WA
- National Trust
- National Archives of Australia
- Trove

Associations

- Canning Districts Historical Society
- SAWA
- GSP
- RSL Cannington

Individuals

- John Parker
- Muir Family
- Jack Wilson
- Dr. Lise Summers
- Dr. Peter Stanley
- Professor Margaret Allen
- Graham Grundy
- Laurie Lupton
- John Sweetman
- Retired Col. Neil Smith
- Linna Singh's family
- Nihaal Singh's family

Savagely Creative

Brief History

The Early Days – Building the Nation

The earliest Sikhs in Australia arrived sometime in the early 1800s. It is recorded that in April 1835 Thomas Lyell Symers brought a number of Indian servants who assisted him in building his house in Albany[1]. In May of the same year John Laurence Morley brought 12 Indian servants to Albany[2]. In the Albany's 1836 census 20 people were recorded as having been born in India. This was the third largest group with 98 born in England and 23 born in Scotland. The decline of convict transportation and its abolishment in 1840 led to a decline in available labour in New South Wales (which at the time included Queensland and Victoria). This increased demand for foreign labour, which was partly met by the arrival of Sikhs. Many of the Sikhs had a background in agriculture so they were well suited to their jobs of farm labourers and shepherds. In 1879 a number of Indian 'coolies' were listed as having been imported to Western Australia temporarily to provide an additional workforce.

Sikhs were recorded on the gold fields in Victoria during the gold rush of the 1850s and 1860s. The 1857 census showed that there were 277 'Hindus and Sikhs' in Victoria. Many of the early Sikhs came to Australia with the camels that were brought in to assist in opening up inland Australia. Camels were able to withstand the lack of water, extreme heat and sandy conditions, which made them invaluable to the early explorers.

Cameleers

The idea of introducing camels to Australia was suggested in the early 1800s and several of the colonies offered bounties on any camels landed to encourage private speculators to import them. Despite this by 1860 there were fewer than a dozen camels on Australian shores. For many people they were a novelty rather than admired for their potential to be used in the arid areas.

In 1860 George Landells imported 24 camels from India on the orders of the Melbourne Zoological Gardens Committee. These camels were originally intended for use as breeding studs but when they arrived they were put at the disposal of the ill-fated Burke and Wills expedition. They included 12 of the finest dromedaries purchased at the Bikaner markets in Rajasthan and 12 sturdy pack camels from the Bolan Pass in the Toba Kakar Range in Baluchistan[3].

Following this more camels began to be imported along with cameleers to assist in handling and caring for them. Traditionally they are collectively known as 'Afghan' cameleers although they came from a number of locations including Afghanistan, India, Baluchistan, the Punjab and Sindh. In addition to the Muslim cameleers, there were also a number of Sikh cameleers. This confusion continues today with some parts of the Australian population.

In addition to the major explorations, pastoralists also used them to cart wool and supplies. In the 1870s they played a vital role in the exploration and construction of the Overland Telegraph Line.

1   Garden, Donald S. (1977) Albany, *A Panorama of the Sound from 1827*, Thomas Nelson (Australia) Ltd Melbourne

2   ibid

3. Ed Joyce, E. B & McCann, D. A (2011) *Burke and Wills – The Scientific Legacy of the Victorian Exploring Expedition*, The Royal Society of Victoria, Melbourne.

Savagely Creative

Although the cameleers were vital to the success of these expeditions, they rarely rated a mention in the expedition diaries. The cameleers were also vital during the gold rush era, providing an invaluable connection between the coastal cities and inland Australia.

The use of camels declined with the introduction of the motor vehicle and many of the camels were set free rather than killed. There are now hundreds of thousands of feral camels in the Australian outback, which can cause considerable damage to native vegetation and infrastructure in remote communities.

Hawkers and Businessmen

Many of the Sikhs started businesses supplying goods to the colony, both as store keepers and travelling hawkers. Peddling was a common occupation in India and this was easily transplanted to rural Australia. Many of the histories of early Western Australia feature stories of some of the hawkers and the goods they brought including blankets, dress fabrics, tea, matches, soap and many other things. The hawkers serviced many of the remote communities across the State, as well as setting up permanent stores in Perth and some of the regional towns.

The hawkers required licenses issued by some states and from the 1890s licenses began to become restricted to British subjects. This meant that the Afghans, Assyrians and Chinese were not able to renew their licenses and gave the Sikhs a monopoly on hawking, which held until the 1930s when new European migrants began to take up the trade. The hawkers were usually well received by the people in the country and there are many stories of them cooking curry with the country ladies and playing cricket with the men. Some of the Sikhs were rather successful in their trade with some purchasing houses, shops and land. Sikh hawkers sent some of their profits back to their families in the Punjab and invested the rest in building stores and buying land. As their families were not allowed to join them, many of the early pioneers travelled back to India regularly to see family and some ultimately returned home to retire.

White Australia Policy 1901–1973

Between 1901 and 1973 the White Australia Policy restricted the immigration of non-whites, including Sikhs, into Australia. The laws made it impossible for Sikhs to enter the country unless they were merchants or students and even then they were only allowed to stay for short periods of time. This also made it difficult for people to visit their home country, as they were likely to be barred re-entry. It is estimated that at the time of Federation in 1901 there were between 4,700 and 7,600 Indians in Australia. By the 1911 census there were only 3,698 'Hindoos' (who were quite likely to be Sikh) and this declined even further to 2,200 in the 1921 census.

The Sikhs and the ANZACs

The Sikhs were classified as a martial race by the British Empire that saw them as brave, loyal and well suited for fighting. Many Sikhs were recruited to the British armed forces and became part of the Sikh Regiment, which became one of the most decorated regiments in the Empire, with at least 14 Victoria Crosses awarded to Sikhs up to 1945. Sikhs fought alongside the ANZACs at Gallipoli and in many of the key battles of the war and gained the respect of the Australians.

Twelve (so far discovered) Australian Sikhs also enlisted in the Australian Imperial Force. Following World War I there was a need to create stronger links with India to counter the threat posed by Japan. This meant that Indians in Australia had greater rights than other Asian groups. A series of measures between 1925 and 1929

Savagely Creative

meant that Indians were allowed limited property rights, were given the right to vote and had access to pensions.

Sikhs also fought alongside Australians during World War II in campaigns in Malaya, Singapore and Burma. Many of the Sikh prisoners of war in Malaya and Singapore were brought to Australia (Perth and Brisbane) to be rehabilitated before returning home to India. In addition the Sikhs residing in Australia provided labour to fill the gaps left by men heading off to war. They were particularly important in the agricultural regions of Australia, as well as assisting with major infrastructure projects such as construction of the railways.

In World War II, Manmohan Singh (one of the most senior British Indian pilots) died in the Broome Air Raid. On 3 March 1942 the Japanese raided Broome and bombed the refugees and soldiers fleeing the Japanese invasion of South East Asia. In the last two weeks of February 1942, 8,000 mostly Dutch refugees passed through Broome on their way south[4]. On 3 March nine Mitsubishi Zero fighters were launched to destroy the aircraft in Roebuck Bay. The death toll from this attack was enormous with many Dutch civilian women and children killed. It is unknown exactly how many died and only 30 bodies were recovered.

Manmohan Singh was an accomplished pilot and in 1930 he became the first Indian to complete a solo flight between England and India. Later he became the first Indian to complete a solo flight from England to South Africa. In 1939 he was among the first group of Indians to travel to England to join the Royal Air Force. He was eventually promoted to Flying Officer and in the morning of 3 March 1942 he was onboard his Catalina Flying Boat when the

Japanese Zeros attacked Roebuck Bay. His plane and 22 others were strafed with bullets and the fuel tanks exploded. It is thought he survived the explosion but his inability to swim meant that he drowned[5].

Culture and Practices

The recognition of the importance of Sikhs to the economy may have been one of the motivating factors for the allowance of traditional Sikh customs in Western Australia, particularly cremation. Cremation was not legally recognised in Western Australia until the Cremation Act in 1929; however, Sikhs were permitted to cremate their dead long before this[6]. In 1932 a parcel of land was allocated as a Sikh cemetery in recognition of the religious needs of the small Sikh community. The reserve in the City of Canning was originally vested in two members of the Sikh community, Bulla and Massa Singh. In 1971 the community sought for the vesting to be altered, as neither of these men were still alive. The reserve, known as Adenia Reserve, is within the Canning Regional Park.

---

4   https://www.awm.gov.au/exhibitions/alliesinadversity/japanese/broome.asp accessed March 2015

5   http://www.abc.net.au/local/stories/2014/04/24/3991620.htm accessed March 2015

6   As evidenced by the cremation of Herman Singh on the Muir property.

Savagely Creative

Sikhs Today

The first Sikh Gurdwara in Australia opened in 1968 in Wooloolga in New South Wales where a large Sikh community had grown up around the banana industry. Sikhs today play a major role in Australian life and commerce, holding positions in all industries. In recent years, following the 9/11 attacks in the USA, there have been a spate of racially motivated attacks on turban wearing people, of which a majority are Sikhs. These attacks have taken a number of forms including personal physical attacks and vandalism to Gurdwaras.

There is still a considerable level of ignorance in the general community regarding the Sikh people and their faith. The development and implementation of the plan is one step towards building awareness about Sikhs in Western Australia and their contribution to the development of the State and the nation.
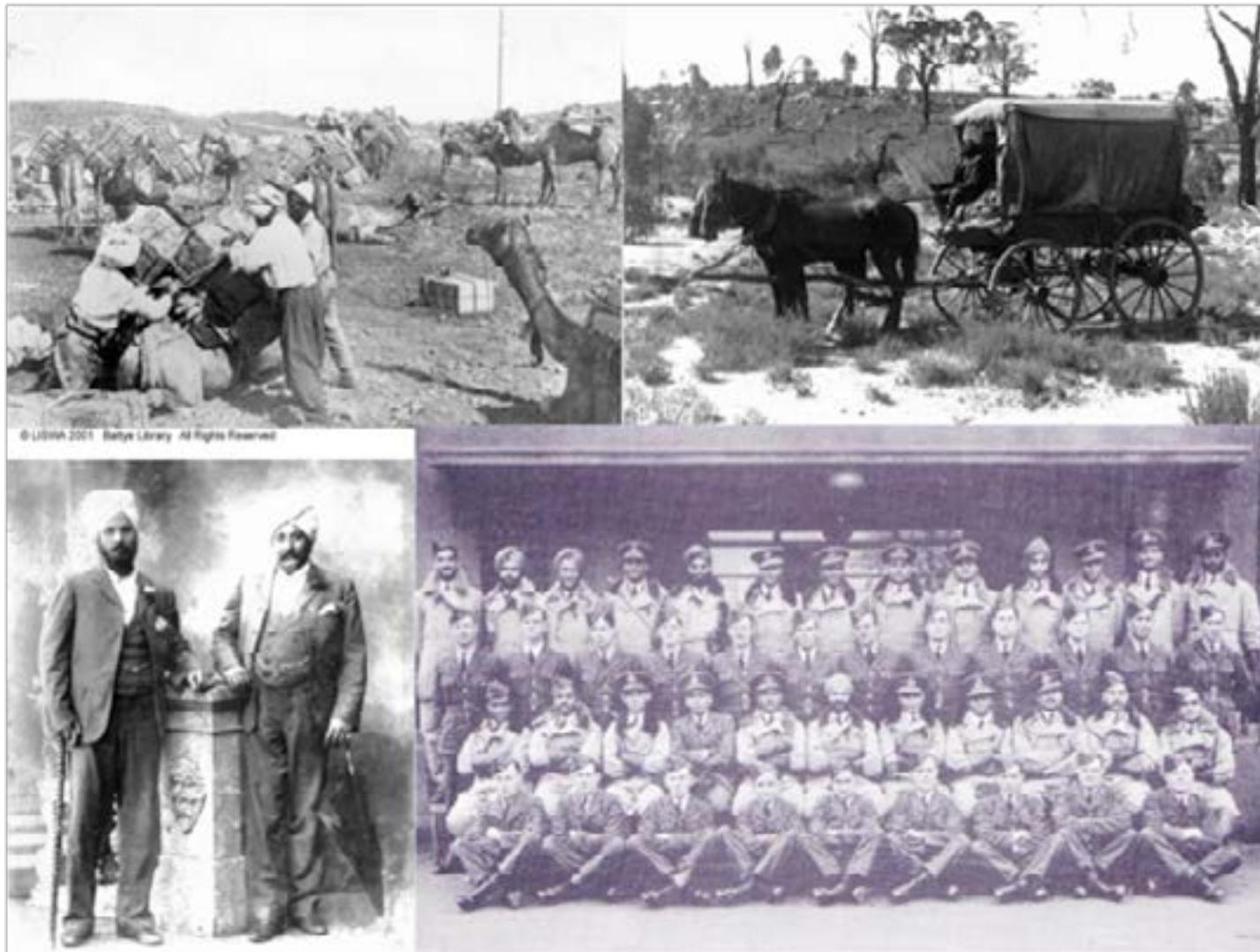
Savagely Creative

FIGURE TWO:

Historic images: Cameleers (Battye Library), Sikh Hawker (Alison Muir), Herman and Nehal Singh – Hawkers (Alison Muir), Manmohan Singh - RAAF Pilot (http://www.australiansikhheritage.com)

Savagely Creative

Sites

There are a number of sites across Western Australia that have a link with the Sikh story in Western Australia. Most of these sites are not within the management control of the Sikh community and as such they can have limited influence over the way in which the locations are interpreted.

Some interpretation already exists at some of these locations and ASHA is undertaking an ongoing research project to identify locations and stories that can be gathered and included on its website.

There are a number of sites where the community has some control and influence and it is recommended that these be the primary focus for any physical interpretive methods such as signage. The three Gurdwaras in Perth, at Canning Vale, Bayswater and the new one at Bennett Springs, could have some low-key interpretive signage providing information about Sikhs, their culture and customs. This could be located on the perimeter of the Gurdwara providing information to the local community that might be curious but reticent about visiting.

The other major focus would be Adenia Reserve, which provides an excellent location to raise the profile of the Sikh community and tell some of the stories linked to its history in Western Australia.

Across the State there are other sites that have a strong connection with the Sikh community. The cameleers and hawkers had a major impact on many of the rural communities and they are remembered in pioneer stories. Some locations already have interpretive signage, which acknowledges the links to the early Sikhs. Where possible the sites should be recorded for inclusion into a virtual trail.

Those locations that have a significant linkage to the Sikh story could be targeted to begin building relationships to ensure that the Sikh story is included in any future interpretation. A good example of this is Manjimup, which has recently undertaken the development of an interpretation plan and may be developing interpretive signage in the future.

There are a number of sites that do not have interpretation and are unlikely to have any as many are within small local authorities that may undertake limited heritage interpretation. These sites and stories could be captured through the development of a virtual trail that could be explored physically or virtually using an online or mobile application.

A high level search has been undertaken to identify the location of some of the better known sites. These have been incorporated into a map to give an idea of the spread of sites across Western Australia. As additional research uncovers significant locations, they could be added to the map with a synopsis of the story of that place.

A summary of the sites is listed below in order of priority:

- Adenia Reserve
- Sikh Gurdwaras – Canning Vale, Bayswater and Bennett Springs
- Online
- Statewide Virtual Trail.

Savagely Creative

Adenia Reserve

Adenia Reserve in Riverton in the City of Canning has been on the State Register of Heritage Places since 1997 and has been on the City of Canning's Municipal Inventory since 1995.

The site was originally gazetted in 1932 as Reserve 20968 for the purpose of a cemetery. Cremation was not legally recognised in Western Australia until the Cremations Act of 1929, although cremations are known to have taken place before this date. The Adenia Reserve site was gazetted in response to the recognition of the religious needs of the Sikh community.

The reserve was vested in two members of the Sikh community, Bulla and Massa Singh. In 1971 the Sikh community sought to have the vesting altered as neither Bulla or Massa were still alive. They also sought to have the size of the reserve extended[7]. The reserve was cancelled in 1977 and reverted to public open space. Landscaping and earthworks took place in the late 1980s, when the Canning Regional Park was developed.

The site is within the Canning Regional Park and is located within a residential area. The local community uses the site for recreation and exercise. The site is currently marked with a large rock with a bronze plaque commemorating the Sikh pioneers who helped to open up the State.

FIGURE THREE: Former Sikh Cemetery - Adenia Reserve: Source: State Heritage Office - inHerit

7   Register of Heritage Places, Assessment Documentation Place 4612 Fmr Sikh Cemetery (1932) www.stateheritage.wa.gov

Adenia Reserve Statement of Significance

Adenia Reserve has been on the State Register of Heritage places since 1997. The register entry states the following:

"*Fmr Sikh Cemetery*, a former cemetery reserve/cremation site, has cultural heritage significance for the following reasons:

- It is a rare remnant of a resting place for a number of members of the Sikh community, one of the peoples from varied ethnic backgrounds who have participated in the development of Western Australia.

- It is valued by the Sikh community of Western Australia for its association with the cultural, social and religious life of that community.

- The place contributes to the Canning community's sense of place, as a reminder of the presence of the Sikh community in the area."

The site also features on the City of Canning's Municipal Inventory.

In 2014 the Swan River Trust undertook the development of an interpretation plan for the Marli River Park. This plan provides suggestions for the interpretation of the Swan and Canning Rivers and includes Adenia Park.

Adenia Park provides an opportunity to talk about culture, religion and politics because it represents a place of special significance to the Sikh culture. It illustrates clear differences in religious practice and is an example of where legislation was changed to accommodate the needs of a minority even though there was general intolerance at the time.

There is a possibility that any redevelopment of Adenia Park could be used as a focus to demonstrate cultural diversity in Western Australia and could become a site featuring many other cultural groups.

RECOMMENDATIONS

- **Adenia Reserve should act as a hub for the Western Australian Sikh story. The site could provide an overview of the story and a gathering area and trail, which could then act as a catalyst to encourage further exploration of the story throughout the State.**

- **Investigate the possibility of making Adenia Park a Western Australia Diversity Park.**

Savagely Creative

FIGURE FOUR: Adenia Reserve
Source: Savagely Creative

Savagely Creative

Sikh Gurdwaras

FIGURE FIVE: Gurdwara Canning Vale, Source: Sikh Association of Western Australia Website and Gurdwara Bayswater Source: Sikh Gurdwara Perth Inc.

Canning Vale, Bayswater and Bennett Springs

There are two existing Gurdwaras in Perth in the City of Gosnells and the City of Bayswater with a third in the City of Swan that opened in late February 2015. The Gurdwara are Sikh places of worship and community gathering places where all faiths are welcome.

One of the issues Sikh communities across the world have been facing in the aftermath of the attacks in New York on 11 September 2001 is the backlash of a racist minority acting out in light of the media focus on terrorism and the associated images of turban-wearing terrorists. The result has been that in recent times there have been attacks against the Sikh Gurdwaras and Sikhs in general. Locating interpretation at all Gurdwaras will assist in creating a greater understanding of Australian Sikh beliefs and values, which will assist in lowering barriers across the community.

RECOMMENDATIONS

- Interpretation panels be placed at the Sikh Gurdwaras as a means of providing information about the buildings and the Sikh culture. These signs could also be incorporated into an application or some other high tech form of interpretation.

Savagely Creative

Online

FIGURE SIX: Examples of Facebook and Websites Source: Facebook and the ASHA and ASHT Websites.

The ASHA already has an excellent website that provides information about Western Australian Sikhs and their role in the historical development of Western Australia and Australia. This site provides an excellent location to continue developing content and gathering stories.

The website has the ability to include blogs, images, videos and links that provide ongoing engagement with the community and the ability to gather more information as it becomes available.

This content could provide the basis for the development of other high tech approaches to interpretation including applications.

Facebook is also an excellent medium for creating interpretation about a place or topic. The success of sites like Lost Perth and Memories of Bunbury shows that there is a demand for these kinds of sites. The strength of Facebook is in the posting of images and information as well as creating links back to websites, which assists in raising the site's visibility on Google. It is important to have regular activity on both the website and Facebook pages to ensure that Google continues to rank both sites. This can be as simple as adding a photograph or short blog post. The frequency of posts is not as important as consistency, i.e. if you are going to blog, make sure you do it regularly, whether that is once a week, fortnight or month. Facebook requires daily input to be the most effective. Posting images on Facebook seems to be the most effective approach.

RECOMMENDATIONS

• Get advice about the suitable formats for collecting information and images to ensure they can be used in the development of more high tech approaches to interpretation as required.

• Continue to gather information and images and share through the ASHA website and through a Facebook page if possible. Link the Facebook page to the website which assists with Google finding the site (Search Engine Optimisation).

Savagely Creative

Statewide – Virtual Trail

There are many sites across the State with links to the Western Australian Sikh story. Many sites have existing interpretive signage telling the broader story of the place and include stories about Sikhs. There are also many sites that have a link to the Sikh story but do not have any interpretation.

The Sikh community does not have control over the sites or the interpretation that is presented there but opportunities exist to create partnerships with the regional communities to ensure that the Sikh story is told. This would be particularly important in locations where it is known that there is a strong Sikh link. The best way to start this process would be to contact the Community Development Officer in the relevant Local Government Authority.

The Western Australian Sikh story covers the entire State and spans the full history of settlement from the early days of the Albany settlement to the modern day. It is unfeasible and undesirable for the Sikh community to have responsibility for the management of a physical trail. However, the development of a virtual trail using applications and websites provides the ability to build awareness of the Sikh story and the impact Sikhs have had on the development and success of the State. This is also very timely as recent negotiations and trade missions to India aim to encourage more visitors from India. Creating virtual interpretation allows the stories to be told without having to create infrastructure that requires management and maintenance. It also gives the Western Australian Sikh community greater freedom with the content and design of the interpretation. It also allows for the interpretation to grow as more information becomes available. Physical interpretation is static and costly to change and amend,

whilst high tech interpretation provides the ability to simply update information and features as it becomes available. This technology is changing and becoming more affordable all the time.

Some good examples of apps that can be developed to provide interpretation for visitors are listed below:

Alnwick Garden in the UK – http://www.alnwickgarden.com/app

Riverside London App – http://www.riversidelondonapp.com

Museum of London – Streets of London App

http://www.museumoflondon.org.uk/Resources/app/you-are-here-app/home.html

Museum of London – Londinium App

http://www.museumoflondon.org.uk/Resources/app/Streetmuseum-Londinium/home.html

Other interpretive solutions could include the development of maps through Google maps or other similar applications.

Virtual trails can be developed specifically for the project or simple applications like Every Trail can be used to develop and test the concept. A simple example of what can be developed can be found at http://www.everytrail.com/guide/la-rambla-barcelona. This application allows the user to input content and images and can be made available to anyone through the every trail network.

Another solution could be the development of a series of geocaches that can be hidden at the sites and may not require permissions or approvals from councils. Geocaching is basically a treasure hunt on a massive scale. Users can create their own caches, which can be simple Tupperware containers, special geocache boxes or small objects like canisters that contain physical objects that can be explored by the finder. Again this method has an application

Savagely Creative

associated with it and an existing community. The website provides a brief video that explains the worldwide phenomenon https://www.geocaching.com/play.

A simple map has been developed in Google maps that provides a visual representation of the current known locations that have a connection to the Western Australian Sikh story.
https://www.google.com/maps/d/edit?mid=z5FATCVyyx1s.kr9VNzJfcb78

RECOMMENDATIONS

- Investigate the most suitable and cost effective method of developing a virtual trail incorporating Sikh heritage sites.
- Identify the preferred method for the development of a virtual trail to include sites across the State linked to the Western Australian Sikh story.
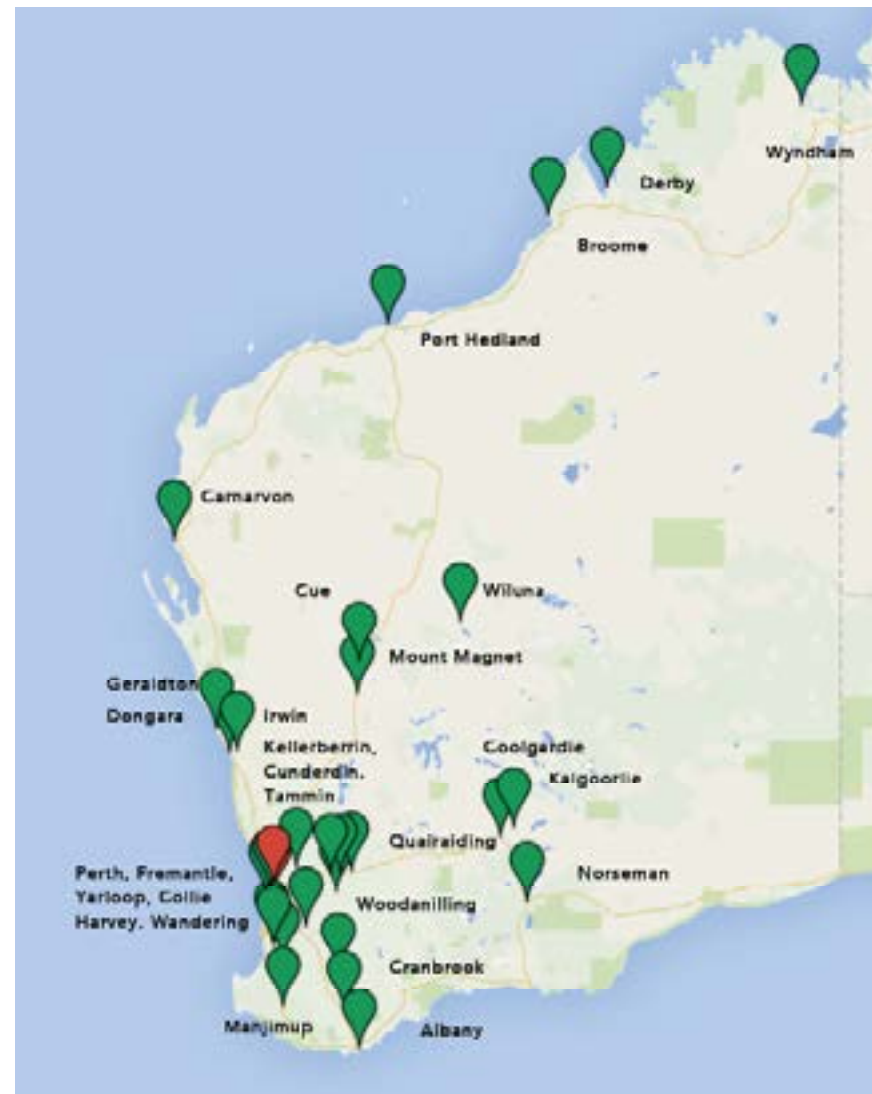- Continue to identify sites associated with the Western Australia Sikh story.

.

FIGURE SEVEN: Map of Western Australia Sikh story locations

Savagely Creative

Audiences

The key audiences for the Sikh Story Experience are likely to be the following:

- Local Sikh community.
- General community near Adenia Reserve and the Gurdwaras in Canning Vale, Bennett Springs and Bayswater.
- General community across Perth.
- International visitors staying with friends and relatives, particularly the Indian and British visitors, that have a shared history and interest in the story.
- Education market primarily local schools but could be of interest across the Perth area if incorporated into the curriculum with educational materials developed.

Local Sikh Community

The Sikh community has a range of understanding about the role that Sikhs have played in the development of Western Australia. Creating a link initially with the Sikh community will build an understanding of the history of Sikhs in Western Australia as well as create an opportunity to link into the substantial visiting friends and relatives (VFR) market. This is important because the local resident will guide the activities undertaken by the visitor.

General Community – Local

One of the greatest challenges facing any physical interpretive panels will be vandalism, not for any racist reasons necessarily but because there is a high level of vandalism in urban locations.

Creating a strong connection with the local community assists in creating strong relationships and mutual understanding, as well as creating a level of ownership, which assists in deterring vandalism.

General Community – Perth

The main generating market for Western Australia is Perth. It is likely that the key market for any interpretation developed is going to be Western Australians, either in their local area or whilst they are visiting other parts of the State.

It is suggested that Perth residents be the primary market for any interpretation developed. This market will have some understanding of the history of Western Australia or their local area so the opportunity is to reveal another dimension to an already familiar story. The Turbans and Trust program is already working to raise awareness and trust of the Sikh community and this may be one of the vehicles that could be used to promote the interpretive experience across the State.

International Visitors

India is ranked 15th in Western Australia's international visitors with over 15,000 visitors to the year ending September 2014, up 11% on the previous year. India is ranked 10th for Australia as a whole with 177,800 visitors to year ending September 2014, up 13.9% on 2013. Whilst this is still a relatively small market, it does have a predisposition to the topic and is also predominantly visiting friends and relatives (48%) with 59% staying in the home of a friend or relative. This suggests that if the local community has an awareness of interpretive experience, there is a good chance

they will bring their visitors to see it.

The UK is by far the largest international market for Western Australia. In 2014 over 154,000 British visitors came to Western Australia, 57% of whom were visiting friends and relatives, with 60% staying in the home of a friend or relative. Similar to the Indian market this group's experience will be guided by their relative so engaging the local population will be vital for engaging some of the key international markets.

Education Market

There is a strong link between the Sikh Story and some of the subjects in the new curriculum. The opportunity is there to develop educational materials that engage students and teachers and build understanding at a young age. This market is particularly well suited to visiting the Gurdwara but also could be encouraged to explore Adenia Reserve when talking about cultural practices and the long-term links with Western Australia and its history.
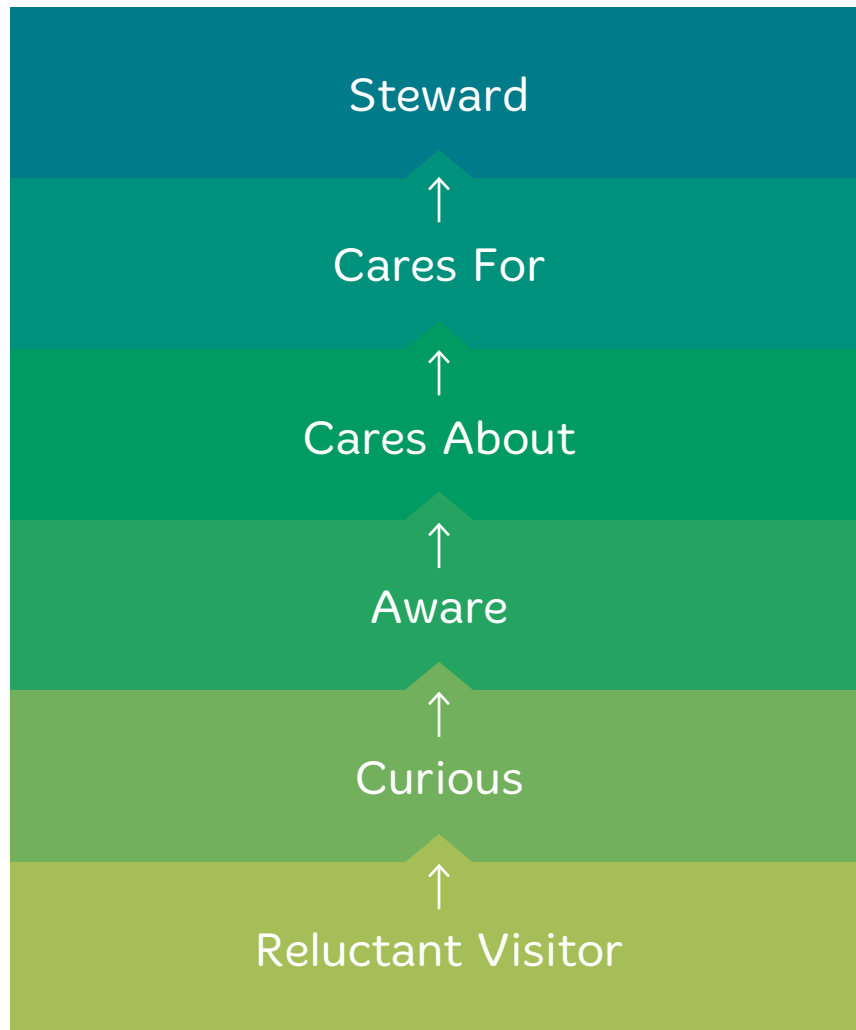
Savagely Creative

Steward

↑

Cares For

↑

Cares About

↑

Aware

↑

Curious

↑

Reluctant Visitor

FIGURE EIGHT: Interpretation Continuum

Interpretation

One of the main reasons for creating an interpretive experience is to increase the connection with the audience and to encourage changes in behaviour. The ultimate aim is to create stewards for the resource, people that will care for and protect it. Figure eight shows the interpretation continuum, describing the different levels of connection visitors may have with a site. Interpretation aims to engage the visitor in the importance of a place through stories and activities that reveal meaning and promote changes in behaviour and attitudes.

Different people will sit at different places on this continuum at different times and in different contexts. The ultimate aim is to move people along the continuum towards stewardship. It may be enough to move someone from being a reluctant visitor to being curious about the place and the stories.

How visitors react to an experience will depend on a number of factors with the three predominant ones being personal, social and physical. These variables must be taken into consideration when developing the interpretive experience.

Savagely Creative

• **Personal:** refers to the unique personal context of the visitor. It incorporates the sum of all of their existing knowledge and experiences including their existing knowledge of the specific experience. It includes their interests, motivations, concerns and aspirations for the visit. A visitor that is actively seeking the experience and has some level of knowledge and understanding will have a different experience to one that stumbles upon the experience and has no pre-existing knowledge.

• **Social:** visitors come to a site either alone or with other people. This could be in a family or peer group or with a school or educational group. The motivations and group dynamics will impact on the visitor experience.

• **Physical:** the physical environment, including signage, landscaping, exhibits and the level of physical comfort in the location, will have an impact on the experience. The availability of seating, shade, heating, toilets etc. will all impact the length of time a visitor spends in a place, and catering for the visitor's physical comfort removes impediments to enjoying the experience.
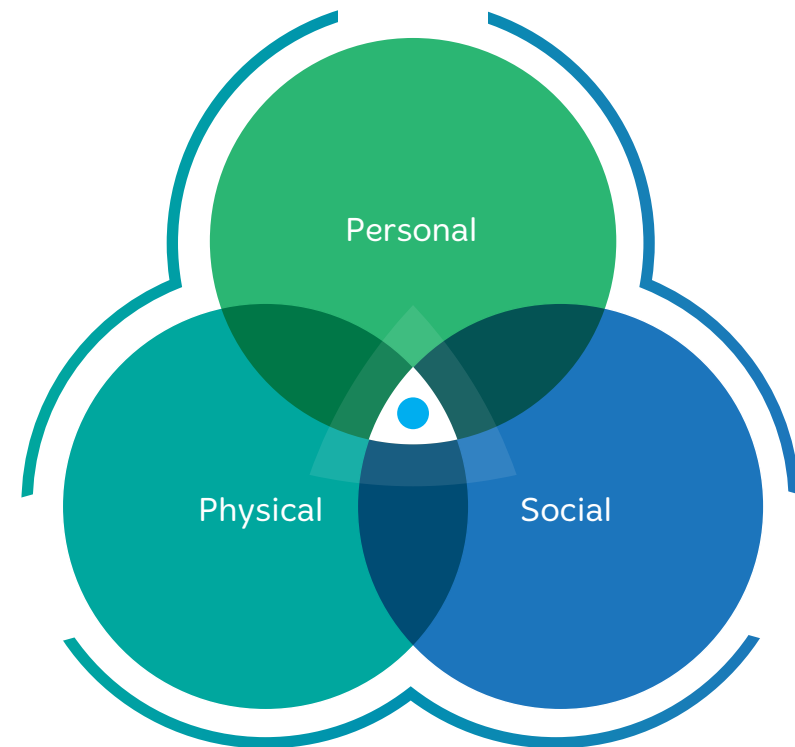
FIGURE NINE: Factors impacting the visitor experience

Savagely Creative

Themes

There are a number of ways in which the information presented to the visitor can be arranged. For visitors to develop a strong understanding of what is important, interpretation should be engaging, relevant, organised and thematic.

• Engaging: the information is presented in such a way as to engage the interest and imagination of the visitor. This can be achieved through the interpretive media employed such as images, text, signs, objects and multimedia.

• Relevant: the interpretation must relate to something that the visitor can understand through his or her own experience. This can be presenting familiar subjects and objects or presenting unfamiliar objects or concepts in a way that relates to existing understanding and knowledge.

• Organised: presenting information in a way that is easy to understand and makes sense to the visitor.

• Themed: one of the major challenges with traditional information-based interpretation is that visitors do not often remember the facts presented. One way around this is to create a thematic approach to interpretation that focuses instead on a core message or central theme that conveys the importance of the site or object.

This central theme is supported by a number of sub themes that provide insights into aspects of the central theme. Each sub theme is supported by a number of stories. Themes are developed to create interpretation that is understandable to a broad audience and provides a means of presenting the material that it is organised, relevant and engaging. The audience is unlikely to remember specific facts unless they already have some interest and knowledge of the topic. Creating a theme and related sub themes helps the interpreter to focus on the most important stories and helps the audience to understand the key messages the community wishes to communicate. Figure ten below shows how these fit together to form a coherent interpretation plan.
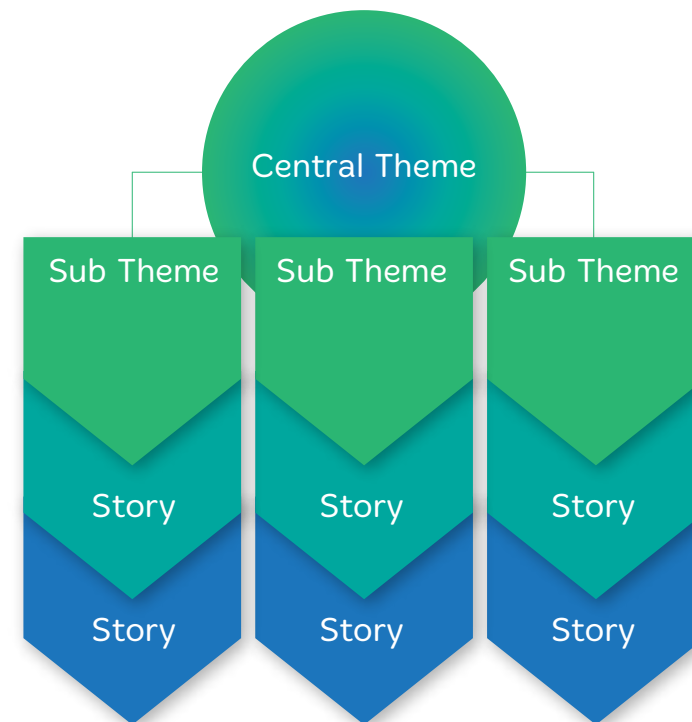

FIGURE TEN: Themes and Sub Themes

Savagely Creative

33

Central Theme

The central theme is the core message the community aims to communicate through the interpretation. The main objective of the interpretation plan is to help dispel myths and build awareness of the role that the Sikhs have played in the development of Australia and Western Australia.

Many people assume that Sikhs have only been in Australia for the last 20 or 30 years and that their populations have been restricted to the main urban centres. The Sikh and broader communities equally hold this perception. Through the development of interpretive experiences and the promotion of the stories of Sikhs in Western Australia it is hoped to reveal this hidden story and help Sikhs feel a stronger bond with other Australians.

The central theme is often not articulated in the final interpretation but it is used to guide the direction of the interpretation including the stories selected and the media used. The central theme for this interpretation plan is identified as:

"Western Australian Sikhs have played a significant role in the development of the State and the country since the early 1800s. They continue to contribute to the development of Western Australia into the 21st century".

Sub Themes and Stories

Identifying a small number of sub themes helps to narrow down the scope of the interpretation, whilst ensuring that the central theme is supported by the stories that are identified under each sub theme.

Additional sub themes can be created over time but this plan has identified four broad sub themes that will assist in organising the stories to be told.

A number of sub themes have been identified that provide a good starting point for developing interpretive content and identifying stories to engage visitors.

1. THE EARLY DAYS – OPENING UP AUSTRALIA

Sikhs have been in Western Australia since the early 1800s and have had a key role to play in the development of modern Australia.

- Links between Australia and the Punjab – strong link through the British East India Company and the movement of British officers and officials between India and Australia.

- Morley and Symers in Albany in the 1830s – early pioneers in Albany who brought Indian labourers to help build the colony. In 1836 people born in India were the third largest group in Albany after English and Scottish settlers.

- Most cameleers were not Afghans – opening up the country – the role played by the cameleers in the opening up of the interior and the exploration of the country.

2. SERVING THE COMMUNITY – A HEAD FOR BUSINESS

Work and serving the community are important aspects of the Sikh culture. Many Sikhs developed businesses that serviced urban and rural communities.

- Hawkers serving the community; the goods they brought and the interactions they had – many local histories contain stories of encounters with the Sikh hawkers.

- Regional lives – a vital part of the community – farmers, storekeepers, herbalists and business people. Australian Sikhs' contribution to the growing Western Australian economy.

- Wrestlers – Sikhs were known for their prowess as wrestlers and many of them travelled the country.

- The role of modern Australian Sikhs in society.

- Cremations and Adenia Reserve – the gazettal of the site and the practice of cremation.

3. SERVING THE COUNTRY – ANZAC SIKHS – FIGHTING FOR AUSTRALIA

Australian Sikhs were quick to sign up to fight in WWI. Many Sikhs had served in the British Indian Army before coming to Australia. Sikh soldiers were known for their bravery.

- Signing up – Many of the Sikh cameleers and hawkers had considerable combat experience through the British Indian Army.

- Sikhs Diggers – Gallipoli and beyond.

- Battle of Krithia – 14th Sikh Regiment.

- Roebuck Bay – Australia's Pearl Harbour – Manmohan Singh.

4. AUSTRALIAN SIKH CULTURE

There is still a lack of knowledge in the community about Sikhs and their beliefs and customs. Creating opportunities for the broader community to understand Sikh culture will help to create stronger bonds and connections.

- Culture – beliefs and values.

- What's in a name Mr. Singh?

- Gurdwara and religious customs.

- Cremation and Adenia Reserve.

- Community service and connections.

Savagely Creative

Interpretive Media

There are many ways of communicating a story to an audience. Some methods are simple and static and provide a snapshot of the story, whilst others are more high tech and provide the ability to create content rich experiences for the audience.

It is recommended that a range of interpretive media be employed to assist in telling the stories in different locations and to different audiences. This also assists in telling stories in locations where the community has no management input.

The following is an identification of the media that could be employed and where they could be used.

Signage

The simplest form of interpretation is signage. This allows for the provision of a small amount of information and images. Signs are particularly useful for orientating the visitor and for providing an overview of a site or story.

One of the drawbacks with signs is that they are static and costly to change. In addition they are open to vandalism particularly in urban areas. A budget should be allocated for renewal of damaged signs and there is a management requirement to ensure that signs are not being vandalised. Signs can last a long time and it is important to have a long-term plan for their removal or replacement due to wear and tear or obsolescence.

RECOMMENDATIONS

- Develop low-key orientation and interpretation signage at Adenia Reserve linked to a short trail that provides an overview of the Western Australian Sikh story.

- Develop signage for the Sikh Gurdwaras, at Canning Vale, Bayswater and the new Bennett Springs site, that explains Sikh culture. These signs could be located on the perimeters of the Gurdwara to provide the local community with information about the Gurdwara, the Sikhs and invitation to find out more by visiting the Gurdwara or the SGP, SAWA or ASHA websites.

- Ensure a maintenance budget is allocated for the signage in case of vandalism and for wear and tear.

Savagely Creative

Trails

Trails are a great way of providing a structure around which to tell a story. They identify specific sites as well as creating a way of experiencing the story. One of the major issues with trails is that the infrastructure tends to stay in place for a very long time and can often outlive the project management committee.

One of the other challenges faced with the Western Australian Sikh story is that the trail could potentially take in the whole State, as there are numerous sites that have a link to the story. A trail this big would be very difficult to manage if physical markers were put in place.

RECOMMENDATIONS

- A short physical trail could be developed at the Adenia Reserve site that guides people on a loop to the water and back (if possible to access). The exact route would have to be approved with the managing authority. Trail wayfinding markers and interpretive signage would also be required, although this signage could link to an application to allow for the provision of more information and media rich content.

- A virtual trail could be developed across the State using an application and creating interpretation of sites that have a significant linkage to the Sikh story but are not under the influence of the community.

Art

Installing art works is an effective way of creating an engaging experience for visitors. Adenia Reserve would be the best place for this kind of interpretation. The community could work with an artist to create an artwork that tells an aspect of the Sikh story at Adenia Reserve. The community has made some suggestions of the kind of artwork they would like including a funeral pyre or a replica hawker's cart. Whatever is developed it is important that it is made of very hardwearing materials, and does not pose a safety risk to the general public.

RECOMMENDATIONS

- Investigate the development of an artwork at the site to represent the Western Australian Sikh story.

- Investigate the availability of grant funding through organisations such as FORM (**http://www.form.net.au/our-organisation/about-form/**), the Department of Culture and the Arts (**http://www.dca.wa.gov.au/funding/**) and Lotterywest (**http://www.lotterywest.wa.gov.au**).

Savagely Creative

Landscaping and Furniture

Landscaping of a location can have a significant impact on the ability of the public to explore and understand the stories that are being told. Landscaping includes paths, furniture and plantings. Furniture, such as tables and seating, can be developed as part of the interpretation of the place and can incorporate interpretive signage.

RECOMMENDATIONS

- Landscaping is not included in this project but should be incorporated into the next stage of the Adenia Reserve project.
- Engage a landscaper to assist in the development of the Adenia Park site.
- Consider the development of furniture that can play a functional, artistic and interpretive role. Include this in the brief for the landscape architect.

Website

The ASHA website has already been developed and provides an excellent focus for the collection of information relating to the historic stories of Western Australian Sikhs. Information about Sikh culture could be developed through SAWA and SGP and linked to the ASHA site. Google likes sites that have links to other sites so it could boost the visibility of all three sites.

In developing high tech applications it is important to have a good database and supporting materials to create rich content for users. Advice should be sought from an application developer about the kind of content management system that is best for the technology chosen.

Websites require ongoing maintenance and activity to ensure the information is current. The development of blogs will also assist in developing content and the profile of the website.

Developing educational resources and materials on the website will assist in attracting teachers to visit the Adenia Reserve site and to explore regional sites.

RECOMMENDATIONS

- Continue to develop information on the ASHA website including regular blogs and image uploads.
- Get advice from an application developer about the best formats for the collection of information.
- Create reciprocal links with other stakeholders including SAWA and SGP and other locations where the Sikh story is told.
- Develop an educational section on the website to provide resources for teachers and students.

Savagely Creative

Google Map

A Google map of the significant Sikh heritage sites can be created and embedded in the website to provide an overview of the story of that place. This is a relatively simple tool that provides an excellent visual representation of the impact of Sikhs on the development of Western Australia. This also provides for the inclusion of images and information about the site, which can be useful whilst applications and other interpretation are being developed. An example is provided at figure seven above.

RECOMMENDATION

- Develop a Google map of the known Western Australian Sikh heritage sites that can be embedded into the ASHA site and provide information whilst other interpretive methods are being built.

Applications

Many of the sites that have linkages to the Sikhs are not in the ownership of the Sikh community. Many of them are either on private or local government land and as such the community has little influence over the interpretation at the site.

The creation of an application can assist in the development of a virtual trail that links sites to stories and personalities from the past. Applications can be simple information sharing or high tech involving augmented reality. The technology is developing very rapidly and there are a number of options available for the community to develop an engaging application that links disparate sites across the State as well as bringing the stories to life.

Many of the sites identified are located in regional areas and may not have access to WiFi. It is suggested that in the first instance the application be developed to be native to the device. This means the application can be downloaded onto the device before leaving home and will function even where there is no WiFi available. It also allows the audience to explore the application before and after the experience. This format also allows for the development of content in additional languages to engage a range of audiences.

RECOMMENDATIONS

- Investigate the development of an application that can provide a virtual trail for visitors across the State.

- Seek advice from an application expert about the format for collecting information and media.

Geocaching

One solution to the development of a virtual trail could be through Geocaching. This is a high tech treasure hunt using GPS to hide and relocate sites. This is a worldwide network and has become very popular over recent years. The basic idea is that the owner of the cache creates something for people to look for. This often takes the form of a waterproof box that contains information and objects and a geocache logbook that the finders sign. These sites are not governed by any authority so no permission is required to put one in place, although it important not to cause any damage to existing infrastructure. Many of the people who geocache will also undertake extended journeys and will seek a number of caches during their trip. This also has the added advantage of being an already developed application and community that can be tapped into. More information can be found at **https://www.geocaching.com/play.**

RECOMMENDATION

• **Consider developing geocaches for the regional locations that have a link to the Western Australian Sikh story.**

Maps, Brochures and Booklets

A small brochure could be developed for the Adenia Reserve site and for the statewide trail but if this is to be done, a clear distribution strategy must be developed to ensure that there is audience awareness of its existence.

A map identifying sites of significance could be developed for inclusion in the brochure.

A series of '*Did You Know*?' booklets could be developed to present information and stories about Sikhs in general and Australian Sikh history.

RECOMMENDATIONS

• **Develop a small brochure to advertise the interpretation experiences available.**
• **Create a clear distribution strategy for the brochures to ensure that they reach the target markets.**
• **Develop a map for inclusion in the brochure.**
• **Develop a series of booklets incorporating information about Sikhs and Australian Sikh history.**

Community History

The development of a community history in the form of a well research book would provide the community wth an invaluable resource for educating the whole community about the story of Australian Sikhs.

RECOMMENDATION

• **Develop a community history book that informs and engages the community in Australian Sikh heritage.**

Partnerships

A number of locations have significant connections with the Sikh community and it is important to create relationships with these places to ensure that the Sikh story is thought of when new interpretation

Savagely Creative

programs are developed. Local authorities like Canning, Broome and Manjimup have the potential to become partners in future interpretation development. Research should be ongoing to identify future opportunities such as the new Western Australian Museum, the National ANZAC Centre in Albany and other local history museums.

RECOMMENDATIONS

- Develop a list of key organisations that have the capacity to develop a mutually beneficial partnership with the Sikh community.
- Continue to develop relationships with people and organisations across the State with a link to the Sikh story.

Community Information Gathering

There are still many stories to be identified. The development of regular community activities to encourage connections and to identify additional stories will be important for the community.

RECOMMENDATIONS

- Continue to gather information and resources linked to the Western Australian Sikh story through research and community story gathering events.
- As new sites are identified information should be gathered and incorporated into a database that includes images and text. Advice should be sought on the development of a content management system that could be used as the basis for the development of applications.

Documentary

A documentary telling the story of Western Australian Sikhs and their place in the State's development could be used to inform the public about the Sikh community. It would also be an important educational resource and an excellent source of media rich content for the website and applications.

RECOMMENDATIONS

- Develop a documentary to assist in spreadng the story of Western Australian Sikhs.
- Use the documentary content in the development of educational materials and content for the website and applications.

Australian Sikh Heritage Museum

A dedicated Australian Sikh heritage museum, potentially at the Old East Perth Power Station, could be developed. This could be supported by the Western Australian Sikh community.

This is likely to be a long term project and in the interim it is recommended that a partnership be developed with the Western Autralian Museum to ensure that the new museum includes reference.

RECOMMENDATIONS

- Develop a strong relationship with the Western Australian Museum to ensure strong representation of the Sikh story at the new Western Australian Museum.
- Investigate the feasibility of developing a dedicated Australian Sikh Heritage Museum at a venue like the East Perth Power

Savagely Creative

Station.

Monuments

The development of monuments to commemorate the contribution of Australian Sikhs in the wars. This could be developed alongside the other ANZAC and other war memorials.

RECOMMENDATIONS

- Investigate the protocols associated with the development of a specific Sikh monument either as part of the State war memorial at Kings Park or at another suitable location such as Adenia Park possibly.

Stamp Issue

Develop the concept of creating a stamp for issue through Australia Post celebrating the role of Sikhs in the development of Australia.

Coin Issue

Develop a commemorative coin that can be obtained from sites with a significant link to Australian Sikh heritage. There is a Western Australian company that develops these coins and assists with distribution across the state. Information about them can be found at http://www.auscoinswest@iinet.net.au.

RECOMMENDATIONS

- Liaise with Australia Post to gain an understanding of how to develop and release a stamp celebrating Australian Sikh heritage.
- Investigate the costs and protocols associated with developing a souvenir coin commemorating Australian Sikh Heritage.

Savagely Creative

Sites, Stories and Media

SITE	SIGNIFICANCE	SUB THEMES AND STORIES	MEDIA	STAKEHOLDERS
ADENIA RESERVE – Riverton	State Heritage Registered place and former Sikh cremation site. Vested in the Sikh community in 1932 and a focal point for interpretation development for the Western Australian Sikh story.	**AUSTRALIAN SIKH CULTURE** • Cremation site and interpretation hub • Cultural practices • Historic gazettal • Sikh customs and cremation – history of allowing cremation that was not legal until 1929. **THE EARLY DAYS** • Overview of Sikh heritage and contribution to the development of Western Australia.	**SIGNAGE** Physical signage providing orientation to the site and an overview of the Western Australian Sikh story. Thought must be given to materials and ways of minimising the impact of vandalism as the site is within an urban location. **PHYSICAL TRAIL** Develop a trail at the Adenia Reserve site providing a link to the river and giving an understanding of the ceremony associated with the cremation. **LANDSCAPING AND PUBLIC ART** Creating a landscape plan for the location will create a definite sense of place and will also assist in developing a trail that can be easily identified. Public art pieces could be incorporated into the site as well as furniture that creates a strong link to the story being told. Landscaping must be low maintenance. **APPLICATION AND VIRTUAL TRAIL** Adenia Reserve would be an excellent place to act as a trail hub for other interpretation across the State. Since many of the sites are not interpreted, the creation of an application and virtual trail will provide the ability to convey the Western Australian Sikh story even in locations that are yet to be identified. Applications provide the ability to provide rich content, including images and sound, as well as adding information as it becomes available.	Sikh Association of Western Australia (SAWA) Sikh Gurdwara Perth Inc. (SGP) Australian Sikh Heritage Association (ASHA) City of Canning Department of Parks and Wildlife (Parks and Wildlife) Lotterywest Department for Culture and the Arts FORM (**www.form.net.au**) An independent, non-profit cultural organisation established 1968 that develops and advocates for excellence in creativity and artistic practice in WA.

SITE	SIGNIFICANCE	SUB THEMES AND STORIES	MEDIA	STAKEHOLDERS
SIKH GURDWARA – Canning Vale, Bayswater and Bennett Springs	Focal point for the Sikh community. Places of worship, gathering and learning.	**AUSTRALIAN SIKH CULTURE** • 1885 Australians and Sikhs fight together at Suakin and the Boer War. • The story of Sikhi. • Sikh principles. • The 5 Ks. • Protocols for visiting the Gurdwara.	**SIGNAGE** At each of the Gurdwara providing information about Sikh culture and inviting people to visit the Gurdwara and find out more. **WEBSITE** Information provided on the SAWA and SGP sites could be linked through the ASHA site to create additional traffic. **APPLICATION AND VIRTUAL TRAIL** The Gurdwara should be included in the application providing information about Sikh culture and customs and the role of the Gurdwara. **COMMUNITY INFORMATION GATHERING** Continuing to call for information about the history of Western Australian Sikhs will provide the opportunity to keep the conversation going. The Gurdwara will also provide an excellent venue for presenting information discovered and the progression of the interpretation projects.	Sikh Association of Western Australia (SAWA) Sikh Gurdwara Perth Inc. (SGP) Australian Sikh Heritage Association (ASHA) City of Canning City of Bayswater City of Swan Lotterywest

Savagely Creative

SITE	SIGNIFICANCE	SUB THEMES AND STORIES	MEDIA	STAKEHOLDERS
STATEWIDE	There are many sites across the State that have a link to the Western Australian Sikh story but do not have interpretation incorporating this story.	**THE EARLY DAYS – OPENING UP THE COUNTRY** • First Indians in Western Australia – links to the Raj. • Albany 1836 census. • Australind – Bunbury – Horses for the Army. • Bourke and Wills Expedition 1860 – 24 camels. • Opening the country using camel. • Most of the cameleers weren't Afghans. • Ooshta – Camel drivers plaque on Hay Street & Barrack Street. • Camels at Town Hall. **SERVING THE COMMUNITY – A HEAD FOR BUSINESS** • Mining – prospectors in the 1890s.	**APPLICATION AND VIRTUAL TRAIL** Creating an application with a virtual trail that leads visitors across the State through the sites that have significance to the Western Australia Sikh story. This will enable the interpretation of sites that may not mention Sikh linkages. It is recommended to make the application native to the devices, which means that it can be downloaded before leaving home and does not rely on WiFi for it to work. Quizzes and games can also be included in the application to engage children, although this could be a second stage development. **GEOCACHING** This is a digital treasure hunt that consists of a box buried at significant sites and the coordinates shared through the worldwide Geocaching website. This allows for the interpretation of the Sikh story in a number of locations and also provides additional promotion of the sites through the Geocache network, which is likely to be interested in this story. **PARTNERSHIPS** Developing partnerships with local government authorities that have a significant part of the story in their region. This will ensure that when they undertake projects in the future it will be possible to influence them to include the Sikh story. **NOTE:** By scanning the list of successful Lotterywest interpretation grant applications, it will be possible to identify sites that are developing interpretation plans.	Sikh Association of Western Australia (SAWA) Sikh Gurdwara Perth Inc. (SGP) Australian Sikh Heritage Association (ASHA) Local Government Authorities Lotterywest

Savagely Creative

SITE	SIGNIFICANCE	SUB THEMES AND STORIES	MEDIA	STAKEHOLDERS
		• Hawkers. • Regional store keepers. • Modern day contribution to the economy. • Sikh principles. **SERVING THE COUNTRY – SIKH ANZACS** • British Indian Army – continuing connections. 14th Regiment – fighting alongside the ANZACs Gallipoli, Krithia, Messina, France Diggers. • Sikh Diggers. • Slouch Hat and the Puggaree. • Sikh community commitment to War. • Bravery and changes to attitude. • WWII contribution. • Manmohan Singh – Roebuck Bay and the flying boats.		

Management

The management and maintenance of interpretation must be factored into the budget at the commencement of the project. Where possible the community should work with land managers to assist with the development and maintenance of the sites.

The Sikh community has direct responsibility for the Gurdwara sites and therefore would have direct responsibility for any signage that was developed for these sites. A budget for maintenance and replacement should be built into the cost of the project.

ASHA would have responsibility for the website and any applications that are developed. The project should be planned to provide for review and upgrade after 3–5 years to take advantage of changing technology. It is also important that the community is able to update and add information and media easily, without the need to revert to the developer.

The Adenia Reserve site is under the management of the City of Canning and the community should partner with the City in its development. A strategy for the ongoing maintenance of the interpretive elements should also be developed in partnership with the City.

RECOMMENDATIONS

- It is recommended that ASHA provide a project management role for the development of the interpretation, in conjunction with SAWA and SGP, in consultation with land managers and managing authorities.
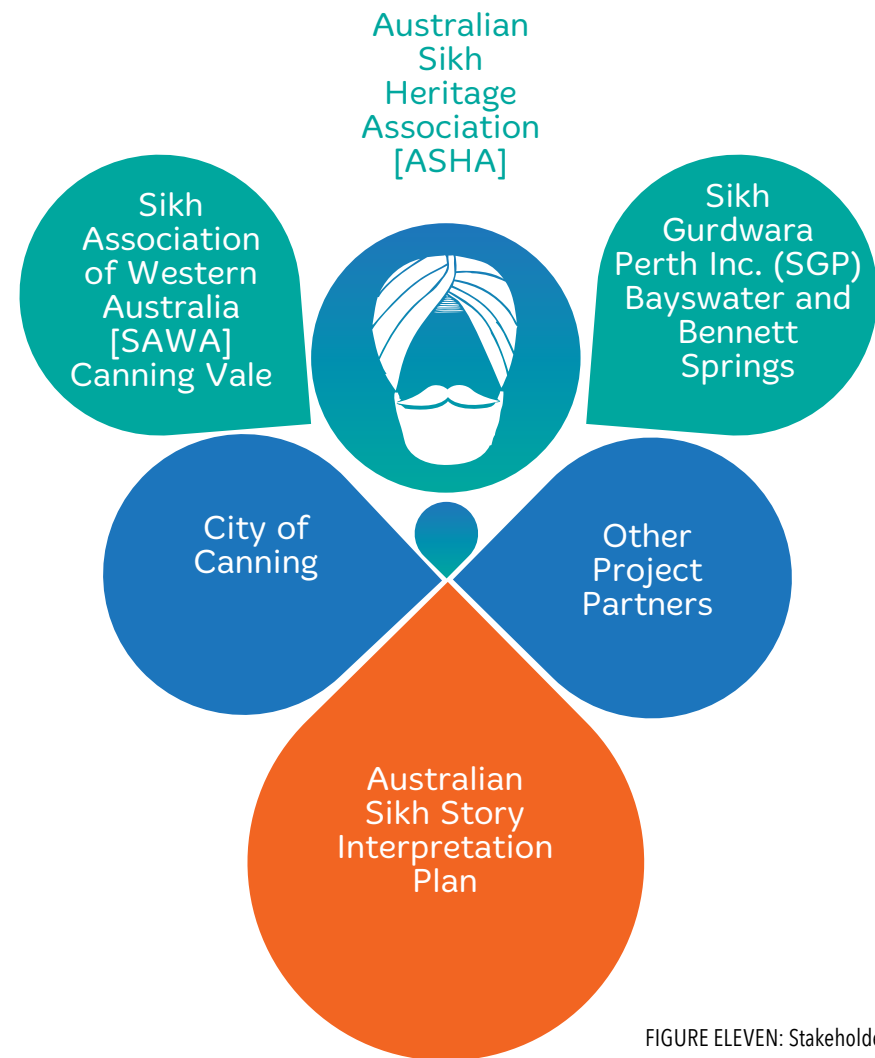

FIGURE ELEVEN: Stakeholders

Implementation

This project can be implemented over a longer period of time depending on the availability of funding and project management expertise.

The stages that follow the development of the interpretation plan are:

1. Design Concept Development – Developing high level concepts for the agreed interpretation methods including look and feel for signage, printed materials and applications. This report will also identify some examples of interpretation that could act as inspiration for the recommended projects. There will also be cost estimates for the development of the projects.

2. Detailed Design Concepts and Specifications – The next stage of the implementation is the development of detailed specifications for the development of the various interpretive methods. This is a separate project to the interpretation plan but is guided by the final recommendations.

3. Fabrication and Installation – This stage is often included with stage 2 above, ensuring continuity and efficient delivery of the interpretive programs.

RECOMMENDATIONS

- It is recommended that attention be focused initially on the creation of an interpretive experience at Adenia Reserve including signage, artwork and a short trail linked to the cremation site.

- It is recommended that the community continues to gather information about Sikhs in Western Australia to provide information for any future applications.

- Apply to Lotterywest for funding in the 2015 round of interpretation funding. Note that the Lotterywest funding rounds are currently being reviewed and it is understood that this will be an open process from now on, although details are still being finalised. Funding should be sought to develop an application that will create a virtual trail across the State and provide an interactive experience for visitors and the community.

Savagely Creative

Sign Design Concepts

Initial Concepts

Informational Sign

Interpretive Sign

Trail Marker

Informational Sign

Scale

1:10

Structure

We propose using a 10mm thick ACP (aluminimum composite panel) to form the sign structure. This could be fully welded and painted with two-pack automotive acrylic (basecolour) and finished with a two-pack automotive acrylic clear coat.

Graphics

- Graphics to front face only

- Digitally printed image mounted to 3mm aluminimum sign and appropriately affixed to the main structure. We suggest finishing this in a uv resistant, anti-graffiti clear coating.

Informational Sign

Graphic Panel

We have utilised colours and illustrations from the existing SAWA branding.

Suggested dimensions

400mm (w) x 470mm (h)

Suggested colour finishes

C=59 M=55 Y=55 K=28

C=9 M=40 Y=33 K=8

TITLE OF SITE

Opening times

Day/s	Time - Time
Day/s	Time - Time
Day/s	Time - Time

About the site

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin feugiat rutrum turpis, ac faucibus metus congue et. Donec dolor nibh, luctus vitae odio at, efficitur fermentum risus. Sed sed iaculis risus. Nullam euismod augue a sollicitudin vestibulum. Vestibulum posuere eros vel ornare gravida. In hendrerit urna eget justo tincidunt, ut fringilla ante ornare. Cras sed facilisis magna.

Donec pretium sollicitudin urna, ut suscipit justo blandit in. Curabitur sit amet lacus tellus. In laoreet turpis sed dictum auctor. Pellentesque ornare diam ut ante gravida aliquet. Praesent gravida ipsum ut consequat sodales. Morbi eget semper quam, eu blandit eros. Donec ut ante.

Ultrices dignissim lacus convallis sed. Donec bibendum libero est. Maecenas eros dolor, egestas quis magna a, egestas ornare orci. Nunc varius varius turpis, at hendrerit lacus aliquet et.

VISIT US ONLINE
http://www.sikhwa.org.au

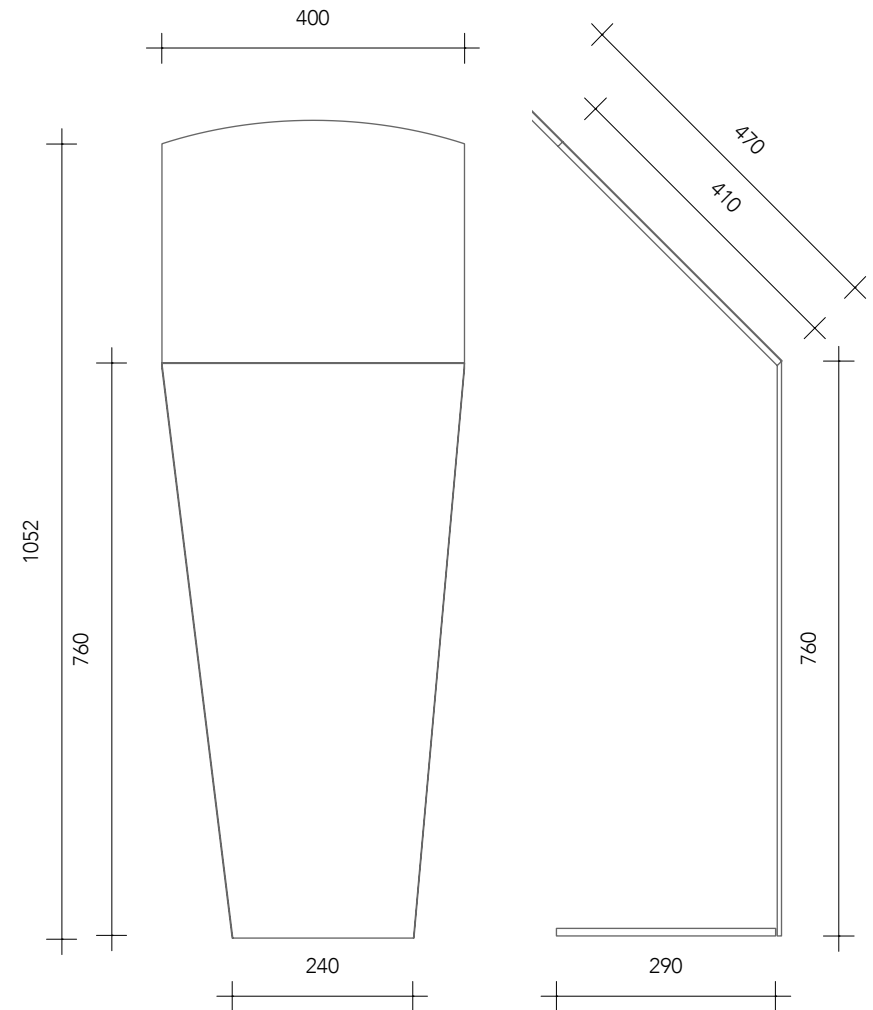Savagely Creative

Interpretive Sign

Scale

1:10

Structure

We propose using a 10mm thick ACP (aluminimum composite panel) to form the sign structure. This could be fully welded and painted with two-pack automotive acrylic (basecolour) and finished with a two-pack automotive acrylic clear coat.

Graphics

- Graphics to front face only

- Dgitally printed image mounted to 3mm aluminimum sign and appropriately affixed to the main structure. We suggest finishing this in a uv resistant, anti-graffiti clear coating.

600

1100

760

470

410

760

Interpretive Sign

Graphic Panel

We have utilised colours and illustrations from the existing SAWA branding.

Suggested dimensions

600mm (w) x 470mm (h)

Suggested colour finishes

C=83 M=41 Y=25 K=8

C=32 M=0 Y=10 K=0

TITLE OF INTERP

Subheading 1

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras non mauris tempus, feugiat purus a, accumsan sapien. In fringilla elit nulla, maximus tempor felis ornare in. Suspendisse fringilla nisl a magna placerat fermentum. In bibendum nisl sit amet ante facilisis molestie a vel mauris. Donec iaculis arcu eu nibh tempus, vitae dignissim neque pharetra. Praesent hendrerit urna quis ex pulvinar, sed imperdiet dolor efficitur. Curabitur at ante molestie, imperdiet elit ac, placerat quam. Etiam ornare lacinia nisl.

Caption
Courtesy

PRIMARY IMAGE

Subheading 2

Ultrices dignissim lacus convallis sed. Donec bibendum libero est. Maecenas eros dolor, egestas quis magna a, egestas ornare orci. Nunc varius varius turpis, at hendrerit lacus aliquet et.

Nam fringilla sapien ac odio efficitur, sed ultricies magna tempor. Maecenas nec malesuada tortor, at vestibulum ex. Ut cursus magna quam, sit amet malesuada sapien laoreet mattis. Etiam rhoncus tincidunt molestie. Nam feugiat vestibulum condimentum. Nam mauris lorem, placerat quis scelerisque ac, sagittis vel est. Integer enim metus, suscipit et efficitur euismod, vestibulum ut mi. Morbi et tincidunt lacus. Duis placerat arcu eget mauris rutrum aliquam. Aliquam posuere euismod ultricies. Quisque ex elit, faucibus ac lacus vel, scelerisque fermentum augue. Mauris id maximus est, commodo volutpat eros. Phasellus eget lacus nibh. Donec iaculis arcu eu nibh tempus, vitae dignissim neque pharetra.

SECONDARY IMAGE

Caption
Courtesy

VISIT US ONLINE
http://www.sikhwa.org.au
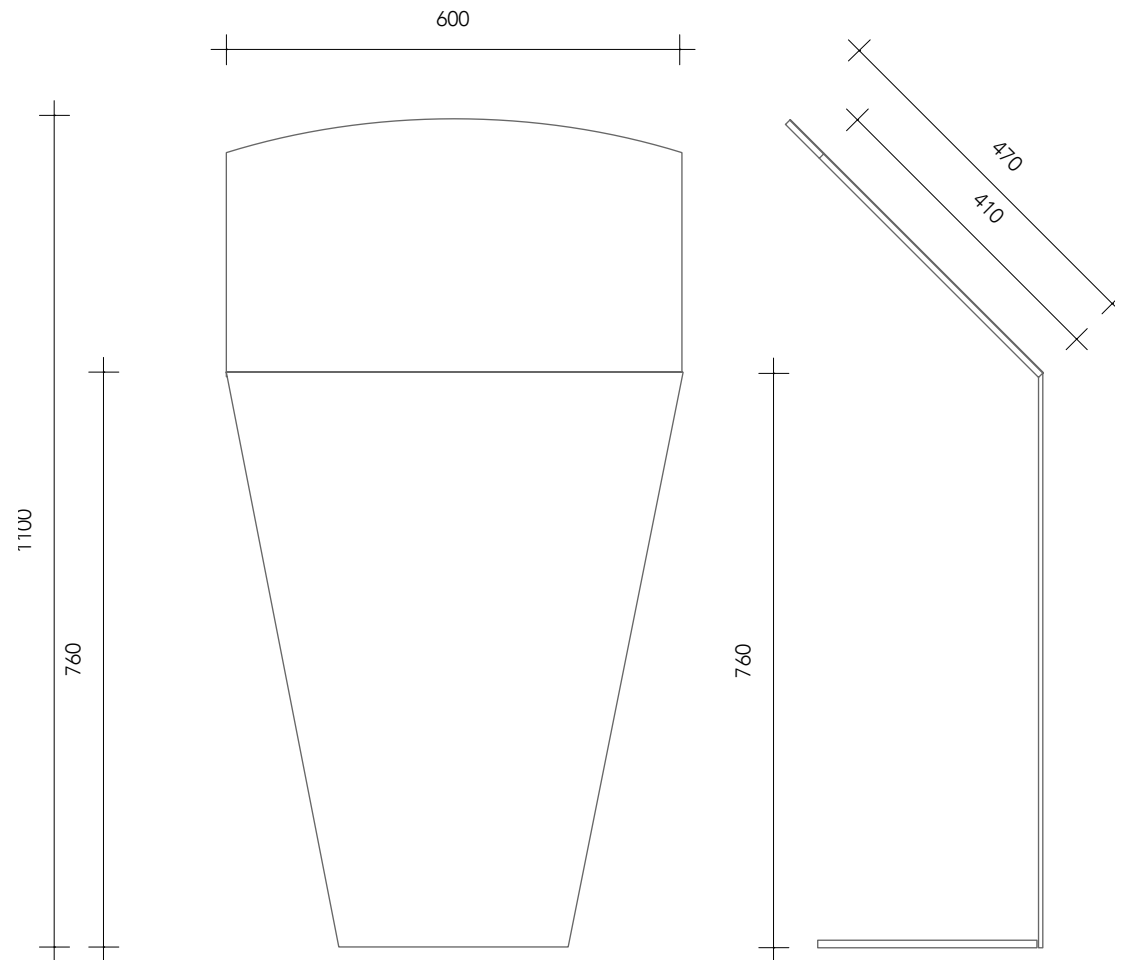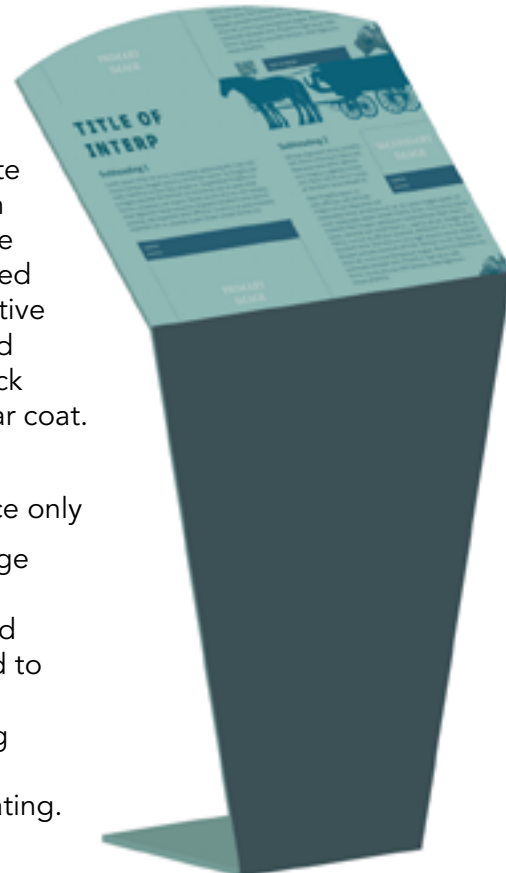
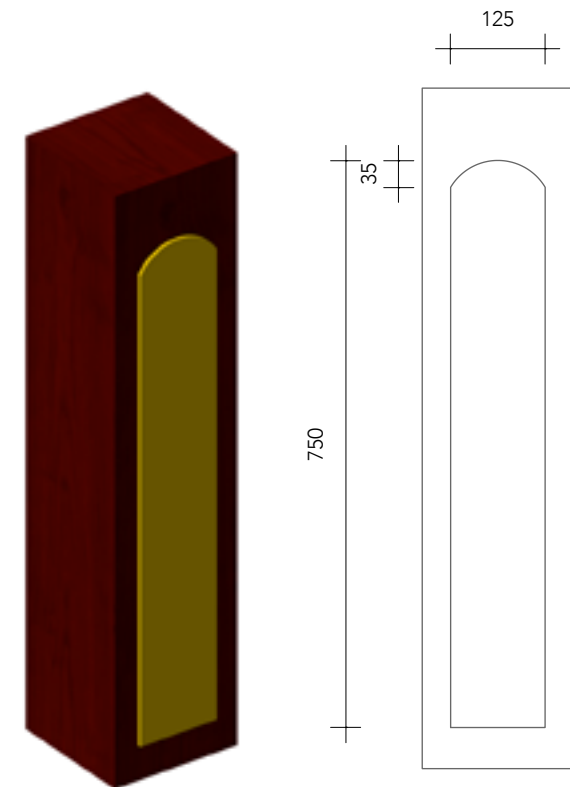Savagely Creative

Trail Marker

Scale

1:10

Structure

We propose using a 6mm thick ACP (aluminimum composite panel) to form the sign structure. This could be fully welded and painted with two-pack automotive acrylic (base colour) and finished with a two-pack automotive acrylic clear coat.

Graphics

- Graphics to front face only

- Digitally printed image mounted to 3mm aluminimum sign and appropriately affixed to the main structure. We suggest finishing this in a uv resistant, anti-graffiti clear coating.

Precedent Markers

125

35

750

Trail Marker

Graphic Panel

We have utilised colours and illustrations from the existing SAWA branding.
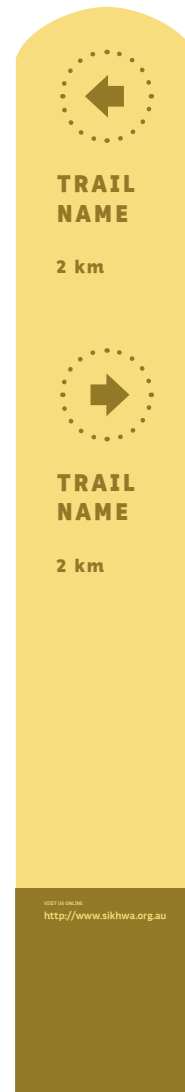
Suggested dimensions

125mm (w) x 750mm (h)

Suggested colour finishes

C=19 M=18 Y=65 K=40

C=7 M=15 Y=80 K=0

TRAIL
NAME

2 km

TRAIL
NAME

2 km

VISIT US ONLINE
http://www.sikhwa.org.au

Savagely Creative

Interpretive Shelter Examples

Various material can be used in the same structure. Digital glass interpretive panels have been inserted into the wooden/steel shelter below.
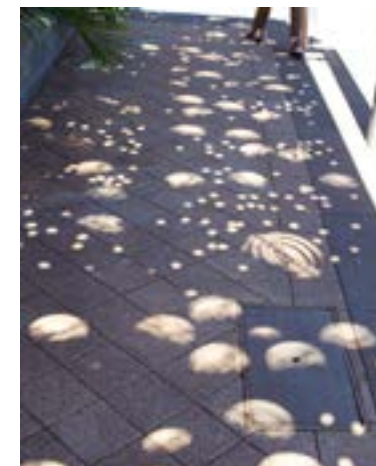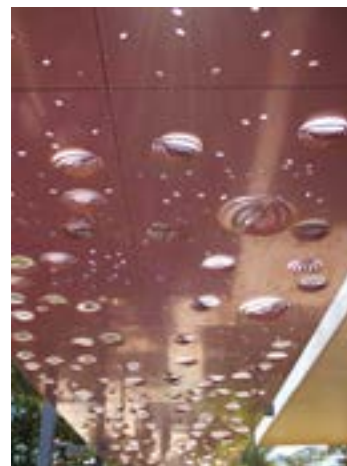
Interpretive shelters can take various forms, either large or small, places for quiet contemplation or large groups.

The use of words and/or patterns could be used as a part of the structural material.

Indicative Costs

STAGE	ITEM	DESCRIPTION		APPROX. COSTS
1	ADENIA RESERVE	Interpretive Signs		$2,500 per sign
		Wayfinding – Trail markers		$1,800 per sign
		Public Art		$40,000 – $70,000.00
		Interpretive Shelter		$25,000 – $40,000
		Street Furniture Supply & Install	Park Benches	$1,500 each
			Picnic Tables	$2,800 each
		Landscaping – Design		$10,000
		Landscaping Implementation		$30 – $40 per m^2
		Trail Development		
		Consultancy – Detailed design specification and project management		$10,000
		Content Development – Signage, markers, brochures and app		$10,000
2	GURDWARAS – Canning Vale, Bayswater and Bennett Springs	Signage – One large sign at each Gurdwara		$3,000
3	App Development	App Development – Option 1		$30,000
		Web App Development – Option 2		$100,000

Bibliography

Google documents collected by the Sikh Community

Ed. Joyce, E. B. and McCann D. A. (2011) *Burke and Wills – The Scientific Legacy of the Victorian Exploring Expedition* The Royal Society of Victoria, Melbourne

Johnston, Peter (2010) Shannon Times – *An Anecdotal History of a Timber Town*, Self-Published, Kingsley WA

Muir, Alison (2005) – *Settler Footprints from Star – Muir Family – Pioneers of the South West and Eucla 1844 – 2005*, Self-Published

Kammann, Valerie (2003) *Our Home was by a Lake*, Self-Published, Manjimup WA

Muir, Jane (2011) *History in the News – Old Newspaper Articles of Manjimup and Districts*, Self-Published, Manjimup WA

Snell, Laurie (1986) *Drakesbrook Days and Waroona Years*, Shire of Waroona, WA

Garden, Donald S. (1977) *Albany – A Panorama of the Sound from 1827*, Thomas Nelson Australia Ltd, Melbourne

Westrip, J and Holroyde, P (2010) Colonial Cousins – *A Surprising History of the Connections Between India and Australia*, Wakefield Press

Savagely Creative