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# Central Maitland Heritage Interpretation Masterplan



March 2014

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# EXECUTIVE SUMMARY

*'We are a vibrant city, with heritage in our heart.'*

Maitland 2021 Community Strategic Plan

Maitland lies at the centre of the major growth corridor of the Hunter Valley. The city is sited at a junction in the rail network, close to several highways, 170 kilometres north of Sydney and 41 kilometres from Newcastle.

Central Maitland comprises three major areas separated by low-lying land and linked by roads and bridges. The central area lies in the flood plain of the Hunter River and accommodates retail, commercial, residential, civic, educational, entertainment, open space and transport functions.<sup>1</sup> The study area is defined by the Hunter River to the north, the former course of the river to the east where it curved around Horseshoe Bend, the New England Highway and railway line to the south and Ken Tubman Drive to the west.<sup>2</sup>

Unfortunately, however, Central Maitland has suffered a decline in population in recent years.<sup>3</sup> In 2009 the City had only 2,000 residents, representing a decline of two-thirds since 1954, resulting from planning and post flood policies.<sup>4</sup> Nevertheless, the area is again poised for growth, with the wider City of Maitland anticipated to have 90,000 residents by 2021.

Some of the key issues affecting Central Maitland today are:

- The effect of flooding in 'sterilising' the city
- The decline in competitiveness of commercial and retail properties
- The decay of historic fabric and context
- Declining population
- Declining prosperity
- Increasing dominance by car.<sup>5</sup>

Central Maitland is now the focus of an intense program of urban revitalisation. This Interpretation Plan outlines ways to develop heritage interpretation within Central Maitland so that it contributes to community engagement and belonging, tourism and urban renewal. It focuses on creating a thematic and interpretive framework for Central Maitland that will revitalise the town and increase visitation through communicating the town's heritage in exciting, dramatic and unusual ways. Finally, it provides recommendations for engaging local people actively in Maitland's heritage as a way of contributing meaningfully to the town's urban renewal.



# WHAT THIS PLAN WILL ACHIEVE

The Central Maitland Interpretation Plan provides a framework and recommendations for bringing the heritage of Maitland to life in the contexts of tourism, heritage and urban renewal. It is a practical document, designed to link with the Central Maitland Structure Plan and other key policy documents for Central Maitland.

The key intention of the Study is to change the perception of Central Maitland by the average visitor. The Plan positions Maitland at the forefront of innovative, creative and contemporary heritage interpretation and uses this interpretation as the way to build Maitland's reputation as a City. The Plan also puts forward a series of inclusive and interactive ways of engaging Maitland residents with the City's past. This involves a wide range of multisensory interpretive media, from permanent installations to 'pop ups', soundscapes, tactile installations and heritage-inspired public art. These are based on the standard interpretive principles of 'inspire', 'provoke' and 'reveal'.

The Plan:

- Conveys an understanding of the heritage significance of Central Maitland and raises awareness of its heritage value
- Positions Maitland City Council at the forefront of a creative and inspiring way of interpreting heritage and making heritage relevant to residents and

visitors

- Shows how Maitland can use heritage to become a more sustainable and desirable place to live and do business
- Demonstrates how heritage interpretation can be developed as an integral part of the management of Central Maitland
- Sets the direction for how heritage interpretation can inform urban design
- Identifies the audiences for which interpretation will be provided
- Demonstrates broad access to historical research and analysis
- Stimulates ideas and debate about Maitland's history and evolution to contemporary times
- Provide policies, strategies and detailed advice for interpreting the precinct. Key themes, storylines and audiences are identified, and matched to suitable interpretative media and methods.
- Provides ideas and concepts for interpretation that engages the identified audiences and provokes interest, leaving a strong impression as to the area's significance
- Ensures equitable public accessibility by outlining strategies for the visually impaired, mobility impaired and hearing impaired for all areas
- Identifies and builds upon relevant NSW Historical Themes.

The Strategy is complemented by an Interpretive Style, which provides a suite

of design concepts and templates to enable the city to achieve high-quality and consistent interpretation in a number of forms.

## PRECINCTS

This Interpretation Plan activates three key nodes with heritage interpretation, in line with the Central Maitland Structure Plan. Although each node has a unique character, interpretive media will be chosen based on the wider themes and stories for Maitland as well as the built and moveable cultural heritage within each node. This will enable the interpretation across Central Maitland to be integrated.

The nodes are:

### *Central High Street*

This forms an elongated node that extends to the The Levee (formerly the Heritage Mall). This is the part of High Street that functions as Maitland's main street.<sup>6</sup> The key element for interpretation here is the built heritage of High Street and the area's connection with the Hunter River.

### *Town Hall node*

This part of High Street incorporates Cathedral Street, Victoria Street, Bent Street and James Street and has a civic character. It includes key civic and cultural institutions

such as the Town Hall, Art Gallery and the former Maitland Mercury building and has been the focus of public life in Maitland for over a century. The location of the Town Hall node corresponds to a point on High Street where the Hunter River once came very close to the street.<sup>7</sup> The key elements for interpretation here are the link between the city and the Hunter River, the history of civic life in Maitland and the ongoing function of the area as the centre of artistic, cultural and public life.

### *Train Station node*

Maitland Railway Station is both a major transport node and the southern gateway to the town. The area is defined by a high concentration of business activity and a network of roadways, car parks, ramps and concourses.<sup>8</sup> The key elements for interpretation here are the history of the transport over time in Maitland and the role of the Railway Station as a location of arrivals, departures and transits.

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# Overview





# VISION

Interpretation will help revitalise Central Maitland. It will evoke key themes and stories associated with Maitland's heritage and, in doing so, provide new ways for residents to understand the special nature of their town. It will be closely integrated with the Central Maitland Structure Plan and will provide a series of designs, ideas and structures for urban, recreational and rural spaces. It will also act as a driver for the visitor economy that will help revitalise the town.



# OBJECTIVES

This plan aims to use interpretation to:

## *Create a sense of identity and belonging*

Reveal the distinctive layers of Maitland as a city, and a collective of communities with shared experiences, through public artworks/interpretation. Public artworks/interpretation can have the crucial role of celebrating the cultural, societal and demographic diversity and community aspirations.

## *Encourage a diverse range and scale of public art installations*

Include a variety of art forms, interpretation and urban design elements in public art/interpretation, including digital art and sound installations.

## *Create public spaces with interesting, contemporary and innovative public art/interpretation*

This involves understanding the site, context and community and an appreciation of the locality and appropriate themes.

## *Encourage collaboration, flexibility and inclusiveness*

Partner with philanthropic, community, government and commercial sectors as well encouraging collaboration between artists and interpreters.

government and commercial sectors as well encouraging collaboration between artists and interpreters.

## *Support the growth of creative industries contributing to a robust local economy*

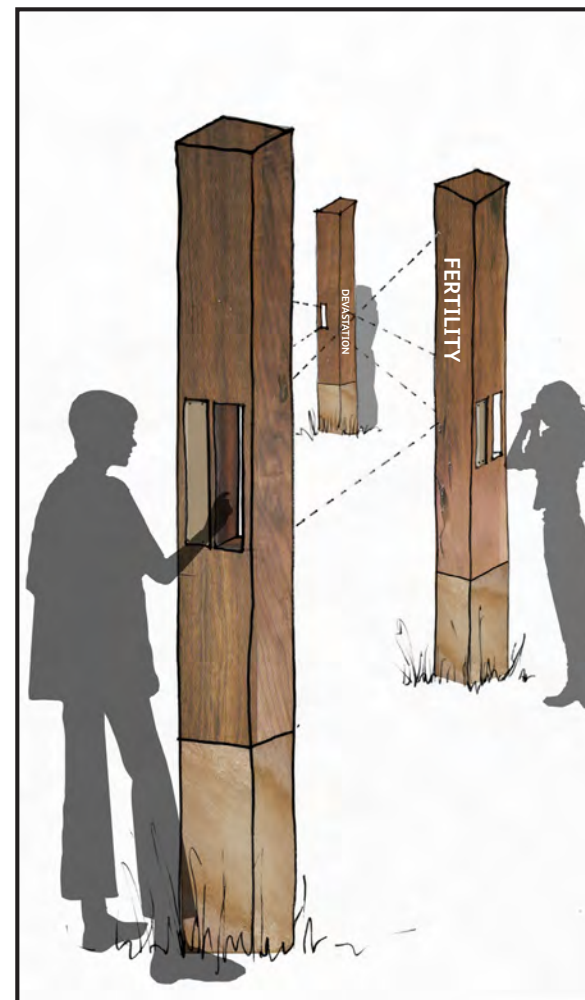
Quality public art and interpretation contribute to the local economy through cultural tourism opportunities and diversifying the tourism offer, as well as employment and training opportunities for regional historians, interpreters, arts and craftspeople.

## *Seek the integration of public art/interpretation within the public domain*

Make public art/interpretation integral to Council programs, development and planning.

## *Contribute to the overall cultural wellbeing and reinforce Maitland as a leading creative city*

Adopt an holistic approach.





# POLICY AND PLANNING ALIGNMENT

Actions relevant to interpretation are covered in the following Maitland City Council plans and programs:

## CENTRAL MAITLAND STRUCTURE PLAN (November 2009)

### VISION

Interpretation links with the following components of the vision for Central Maitland:

#### *A place for a vibrant community and public life*

Central Maitland will be an attractive and lively place, valued and enjoyed by residents, workers and visitors. Central Maitland will be a beacon in the wider region as to how the design of high quality public spaces and innovative architectural outcomes can create an interesting mix of heritage character and City living.<sup>9</sup>

#### *A place that celebrates its significant historic value*

The strong heritage character of Central Maitland will be protected, reused and adapted to contribute to a vibrant 21<sup>st</sup> century history. Valuing the historical character of Maitland aims to create pathways to the community's past, preserving local knowledge and embracing

what will be the heritage of the future. The Indigenous history of Maitland should be tangible to visitors and locals of Maitland.<sup>10</sup>

#### *A place that is a liveable Neighbourhood*

A residential led regeneration will increase the housing stock within Central Maitland with a particular focus on the adaptive reuse of existing buildings and infill of the many vacant lots in the City centre.

#### *A place for learning and artistic expression*

An arts and cultural renaissance in Maitland has already begun and will continue to be strengthened, contributing to the vibrant community life, a diverse local economy and the sustainable growth of Maitland. Affordable rents, reuse of existing heritage buildings and the infill of vacant sites can accommodate artist studios, galleries, artist run spaces and workshops helping to regenerate and support the local economy, cultural landscape and the Maitland identity by embracing the possibilities, the creative and the vernacular.<sup>11</sup>

#### *A place with a thriving and diverse economy*

Central Maitland will reaffirm its position in the Lower Hunter Region by strengthening the existing range of living, commercial, cultural and entertainment choices for residents, workers and visitors.

Maitland will become a 'must-see' for tourists and day trippers visiting the Hunter Valley region, providing a choice of quality

accommodation and dining options, an active nightlife, a contemporary art and cultural scene and a unique heritage landscape and country charm.

An arts and cultural renaissance in Maitland will contribute to the vibrant community life and the diverse economy. Affordable rents, reuse of existing heritage buildings and infill of vacant sites will accommodate artisan studios, galleries and workshops that regenerate the local economy and culture by embracing the unique, the creative and the vernacular.<sup>12</sup>

#### *A place that values its connection to the Hunter River*

The creation of quality open spaces along the Hunter River will provide opportunities for passive recreation and reconnect the river to the advantage of residents, visitors and workers in Central Maitland. By better engaging the banks of the Hunter River, connections between the City and this impressive natural asset will be revealed and a unique and active space for community life and recreation on the riverbank will be created.<sup>13</sup>

### STRATEGY LINKS

*Strategies to support the vision for Central Maitland*

- Increase the diversity of activities in

Central Maitland

- Protect and promote the heritage character in Central Maitland
- Consolidate arts, cultural and educational opportunities
- Consolidate government function and civic identity
- Improve access, circulation and wayfinding
- Enhance the connection with the Hunter River
- Create a safe and high quality public realm.<sup>14</sup>

#### *Protecting and promoting heritage and character*

- Raise awareness of the heritage value of important buildings including consistent signage
- Reuse currently vacant buildings
- Identify opportunities for appropriate interpretation and symbolic references to the town's past.

### RE-ENGAGEMENT WITH THE HUNTER RIVER

A key recommendation of the Central Maitland Structure Plan is to improve the connection between Central Maitland and the Hunter River. The following recommendations offer scope for interpretive work:

# POLICY AND PLANNING ALIGNMENT

- A new town and market square facing the River
- Pedestrian bridges over the river to create a continuous recreation and walking circuit
- Activity nodes along the River Walk
- The regeneration of the river banks with 'floodable' landscape design to promote the amenity and use of the banks.<sup>15</sup>

## CENTRAL MAITLAND PUBLIC ART POLICY (November 2010)

Interpretation for Central Maitland has strong synergies with the philosophy of public art, as articulated in the vision for public art in the 'Central Maitland Public Art Policy' (2010).

In this section we have joined 'interpretation' with 'public art' to indicate that interpretation falls within the framework established for public art.

### VISION

#### *Creativity*

- Council desires to promote Maitland as a leading creative city. The city spaces and landscape provide a canvas for public art/interpretation to represent the attributes, aspirations, values and



commitment of the local community, all of which provide ideas and inspiration for public art and interpretation.

#### *Integration*

- An urban landscape that is interesting and surprising (with) vibrant places (that) enhance the experiences of residents, workers and visitors
- The creation of contemporary public art/interpretation that represents the local identity of Maitland, create a sense

of place and belonging and reveal the ideas and aspirations of the community

- A greater cultural understanding, community interaction and tolerance to strengthen the networks and collaboration within the community to facilitate a shared sense of belonging
- A new burgeoning creative and cultural environment which adds value to the local economy
- A public arts/interpretation program that reinforces the status of Maitland as a leading creative city.

# POLICY AND PLANNING ALIGNMENT

## MAITLAND +10 COMMUNITY STRATEGIC PLAN, March 2013

Theme	What our community would like...	How will we get there?
Proud place, great lifestyle	<p>Our growing community retains our sense of place and pride in our City whilst welcoming diversity and change</p> <p>Our community and recreation services and facilities meet the needs of our growing and active communities</p> <p>As a community, we join with each other and our visitors to celebrate iconic events and local festivals</p>	<p>Our planning will ensure Central Maitland and our built heritage remains integral to the distinct character of our City, even as our community expands and changes</p> <p>As a community, we will identify ways to become better connected with our Aboriginal and Torres Strait Islander people, their history and culture</p> <p>We will establish mechanisms to ensure all community members, including children and young people, the elderly, Aboriginal and TSI and people from non-English speaking backgrounds, feel safe, valued and connected within our community</p> <p>Arts and cultural activities will be embraced for their role in sustaining creative and connected communities</p> <p>We will stage an annual program of events, festivals, sporting and cultural activities that allows our communities to connect and celebrate with one another</p> <p>The City's capacity for tourism is grown, founded on iconic major events and other distinct local attractions.</p>
Our places and spaces	<p>Our unique built heritage is maintained and enhanced, coupled with sustainable new developments to meet the needs of our growing community</p>	<p>We will encourage and implement progressive urban design, sensitive to environmental and heritage issues</p> <p>Adaptive and creative uses for heritage sites and buildings across the City will be explored and promoted</p> <p>Our iconic Town Hall will be revitalised to maximise the potential benefits of the building to the community</p>
Our natural environment	<p>Our local rivers and floodplains will be enhanced, utilised and valued</p>	<p>A range of potential uses for the city's floodplains will be realised, from re-establishment to pre-European vegetation, agricultural production and recreation and leisure</p>
A prosperous and vibrant city	<p>A unique sense of identity and place is found within our villages, suburbs, towns and City Centre</p> <p>Maitland is seen as a desirable place to live, an easy place to work, a welcoming place to visit and a wise place to invest</p> <p>Central Maitland is the vibrant heart of our City, engendering a strong sense of pride within the community</p>	<p>We will work in partnership to enhance and strengthen our events and tourism sector</p> <p>The Hunter River will no longer be at the 'back door' of Central Maitland, with planning focussed on connecting our built and natural environment to this unique riverside setting.</p>

# POLICY RECOMMENDATIONS

## URBAN PLANNING

There is an unprecedented and unique opportunity to use heritage interpretation in urban planning at Central Maitland. Policies relating to the interpretation of Maitland's heritage should be embedded in all formal policy documents such as relevant Maitland City Council Development Control Plans and Procedures.

### RECOMMENDATIONS

1. Review current Council Policy to identify opportunities to embed heritage interpretation in all planning and development projects:
    - Create a brief for urban planners regarding the use of heritage stories, forms and symbols in urban planning in Central Maitland
    - Embed interpretation within all new and existing projects to be developed by Council.
    - Embed interpretation in proposed built and landscaping works for Central Maitland, including: capital works, streetscape programs and public amenities, in the following forms: earthworks, landscaping, pavements, walls, banners, plaques, water features, signage, lighting, street furniture, chairs, tables, rubbish bins, bollards, gates, fencing, bike racks and notice boards
  2. Develop a heritage brand to integrate with wider Maitland brand.
  3. Develop a series of templates for a range of uses in Central Maitland. These templates should be able to be used in a wide range of public domain spaces and contexts.
- Integrate interpretation in all municipal planning instruments
  - Refresh interpretive signage in car parks
  - Design interpretation so that it complements wayfinding signage
  - Embed interpretation in new public buildings, extensions, upgrades or refurbishing of public buildings
  - Create a 'Heroes' Wall' in Central Maitland that shows the range of people, past and present, who have created the Maitland of today and whose fame extends beyond the town.



# POLICY RECOMMENDATIONS

## TOURISM

### RECOMMENDATIONS

Develop dedicated interpretation for the following markets:

#### Visiting Friends and Relatives

- Develop low-key products and tours (e.g. morning tea at the Gallery, a self-guided walking tour).
- Market Central Maitland's heritage interpretation to the local community.
- Provide a vehicle for community stories to become part of Central Maitland's interpretation. This would link to a static themed installation of 'hero' images and perhaps text about key Maitland figures, to be positioned on a vertical plane in the Central Maitland area. The static images could link to a website or digital/social media platforms that invite Maitland residents to submit their own 'heroes' to a storyboard, so that the concept of heroes is contemporary as well as retrospective. A competition could also be held to choose a local 'hero' to become part of the 'Heroes Wall', so that this is an evolving form of interpretation.

#### International visitors to the Hunter Region

- Create themed heritage food and wine walking tours of Central Maitland

that include stops at restaurants, cafes and/or wine bars. These could either be along the routes of the four proposed themed tours or stand-alone tours based on a particular topic (e.g. 'Heroes and villains').

- Produce themed collateral for the hospitality industry, such as menus, coasters and interior fitouts themed around quirky aspects of Maitland's past. This kind of theming has been successfully undertaken at a new cafe at Sydney airport and at Madame Brussels, a very popular 'flirty wine bar' in Melbourne. The theming in these cases is not a literal retelling of the history, but a playful rendition of one aspect of the site's past.

#### Domestic visitors to the Hunter Region

Audio tours, apps, maps and themed trails

#### Culture and Heritage Tourism

- Link interpretation with exhibitions, public programs and events run by the Maitland Regional Art Gallery and also to the proposed public art installations.
- Develop heritage tours linking Maitland's key heritage sites (Maitland Gaol, Grossman House and the River walk) with the Maitland hospitality industry.

#### Mature age visitors in Australia

- Develop digital media interpretive

products, such as apps and mobile websites, which are integrated with other tourism, retail and food and wine offerings

- Develop generic interpretive products such as signs, maps and brochures
- Develop themed heritage tours linked to the Maitland hospitality industry (based on the four proposed tours in this Interpretation Plan).

#### Food and wine tourism

- Develop heritage tours based around Maitland's hospitality industry (e.g. beginning at the Gallery with morning tea, taking a themed heritage tour, visiting a farm in the area to sample produce and ending at Grossman House with a food and wine event)
- Link food and wine tourism to heritage attractions in the Central Maitland area.

#### Domestic education

Develop a series of educational products, such as a Kids' Trail and Scavenger Hunt, about Central Maitland, for the overnight and day trip markets, particularly the NSW day trip market.

## INTERPRETATION

Create a series of integrated interpretive forms that link to policy recommendations and capture the heritage of the town.

**Details of interpretive forms and concepts, are in the next section of this document.**

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# Interpretation: concepts





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# OVERVIEW

## THE VISION FOR CENTRAL MAITLAND

Interpretation in Central Maitland will be an important part of revitalising the city. It will be closely integrated with the Central Maitland Structure Plan, enlivening the redeveloped street with both temporary and permanent installations. This will support Council's strategic planning, which aims to foster changes to the use and occupation of Central Maitland. It will also act as a driver for regional tourism that will help revitalise the town. It will be embraced by Maitland residents, who will play a key part in reinvigorating High Street by participating in artworks, installations and interactive heritage.

## CONTEXT

Ideas for Central Maitland have been developed concurrently with the revitalisation of The Levee. Four areas within Central Maitland have been selected for heritage walks themed around the following topics:

River Stories  
Heroes and Villains  
Poverty and Prosperity  
Architecture.

For detailed information about the proposed walks, please refer to 'Interpretation: Heritage Walks' later in this document.

## PROPOSAL

This section presents a number of options for using heritage interpretation to shape and influence the urban design of Central Maitland. It is intended to give a sense of the look and feel of the area and an overview of the main kinds of heritage-informed work that would fit a range of locations. For this reason, the installations are not positioned in specific locations.

The overall rationale behind this document is that heritage-informed design will be the first step in positioning Maitland at the forefront of creative and contemporary heritage interpretation. Since innovative interpretation relies on active engagement with the past, the concept provides options for co-created, locally generated content and user interactivity as forms of placemaking. Interactives include multimedia and art; crowdsourced installations; sensor-triggered soundscapes and projections and social media. These kinds of social connections with the past are crucial to positioning Maitland as a city where 'history rocks'.

## PRINCIPLES

### HERITAGE-INFORMED DESIGN

In this proposal, Maitland's history is not delivered in a traditional way – through dull and predictable 'facts'. This heritage is provocative, fresh, inspiring and exciting. It is co-created with the people of Maitland. It is delivered through mixed media in a variety of temporary and permanent installations that create a non-linear sense of the past and fully utilise the dimensionality of Central Maitland by drawing attention to the fabric of the magnificent buildings. This will enable the area, and in particular The Levee, to fulfil the aim of the Central Maitland Structure Plan: 'to become a leader in heritage-context urban renewal'.

# THE LEVEE PRECINCT

## KEY UNDERSTANDINGS

### A SHARED SPACE

The shared pedestrian and vehicle space deliberately slows all traffic and allows vehicular traffic, pedestrians and cyclists to move organically among each other (or share the thoroughfare and be safely integrated). To achieve this, the (pedestrian kerb/road areas) are demarcated by surfaces such as cobblestones (pedestrians) and tarmac (road). A more leisurely traffic flow will encourage exploration and discovery.

The absence of kerbs, road surfaces, traffic signs etc. has many precedents in Europe, New Zealand, the United Kingdom and the United States and the City of Greater Bendigo is an Australian example of a shared pedestrian and vehicular space.

### HERITAGE INTERPRETATION IS DELIVERED STRATIGRAPHICALLY

Interpretive design will take place at three vertical levels, each delivering a particular form of interpretation:

#### Ground-based

This interpretation is 'literal' and easily readable, embedded in or informing landscaping and urban design. Formats include: landscaping, pavements,

walls, banners, plaques, water features, wayfinding and directional signage, lighting, street furniture, chairs, tables, rubbish bins, bollards, gates, fencing, bike racks and notice boards. This also includes heritage-themed sculptures, footpath installations, light projections and installations. While some key elements will be conspicuous and likely to become local landmarks, others will be less obvious and lead to experiences of surprise and discovery.

Suggested works:

- Bullock sculpture statue
- Riverform public seating concept.

#### Mid-range

This is a mixture of literal and abstract interpretation. Formats include: soundscapes, moving images, wall-based sculptures and paintings, image projections and interactivity.

Suggested works:

- Laneway Water Projection
- Shopfront projected artwork concept.

#### Aerial

These are abstract installations that encourage people to explore the vertical and horizontal dimensions of High Street and its adjacent lanes. Formats include: abstract artworks suspended between walls

and signs that say 'Look Up'. Some of them are artworks; others are co-created. These installations integrate with proposed works for the rest of Central Maitland, such as telegraph poles with markers depicting flood heights on them and artworks on telegraph poles.

Suggested works:

- 'Clock' laneway activation.

### INTEGRATION WITH THE HUNTER RIVER

The laneways between Maitland and the River provide venues for symbolic and literal integration of the River and the City.

Suggested works:

- 'Forest immersion' laneway activation.

### NON-LINEAR, PERMANENT AND IMPERMANENT

The Levee installations are delivered thematically rather than chronologically. Each of the key historic themes is addressed through mixed media installations at the ground level of the precinct and reinforced by temporary artworks and installations within and above eye level.

For example, 'Early High Street', is represented through a bullock sculpture. Other forms of interpretation for this theme are activated QR codes, a Smartphone App/mobile website and physical interactives, such as a sculpture of a handle of a whip attached to a building. The theme of floods is addressed through the Laneway Water Projection. There will also be opportunities to challenge perceptions of history and heritage by integrating recent and current events and issues into ephemeral programs.

# THE LEVEE PRECINCT

## KEY THEMES

The following key themes relate to both The Levee precinct and Central Maitland.

### Early days

High Street began as a meandering track for bullock teams and formed the spine of the early settlement. Bullock teams dominated the street until the Great Northern Railway reached Singleton in 1863. The street was smelly, dirty and dusty until the early 20th century.

### Transport

Horse-drawn buses or coaches first appeared in the town in the 1840s. In 1848, twelve of these vehicles were licenced to operate through High Street. Each could carry 18 passengers. A shrill trumpet blast announced the arrival of one of Reeves's coaches.

### A colourful past

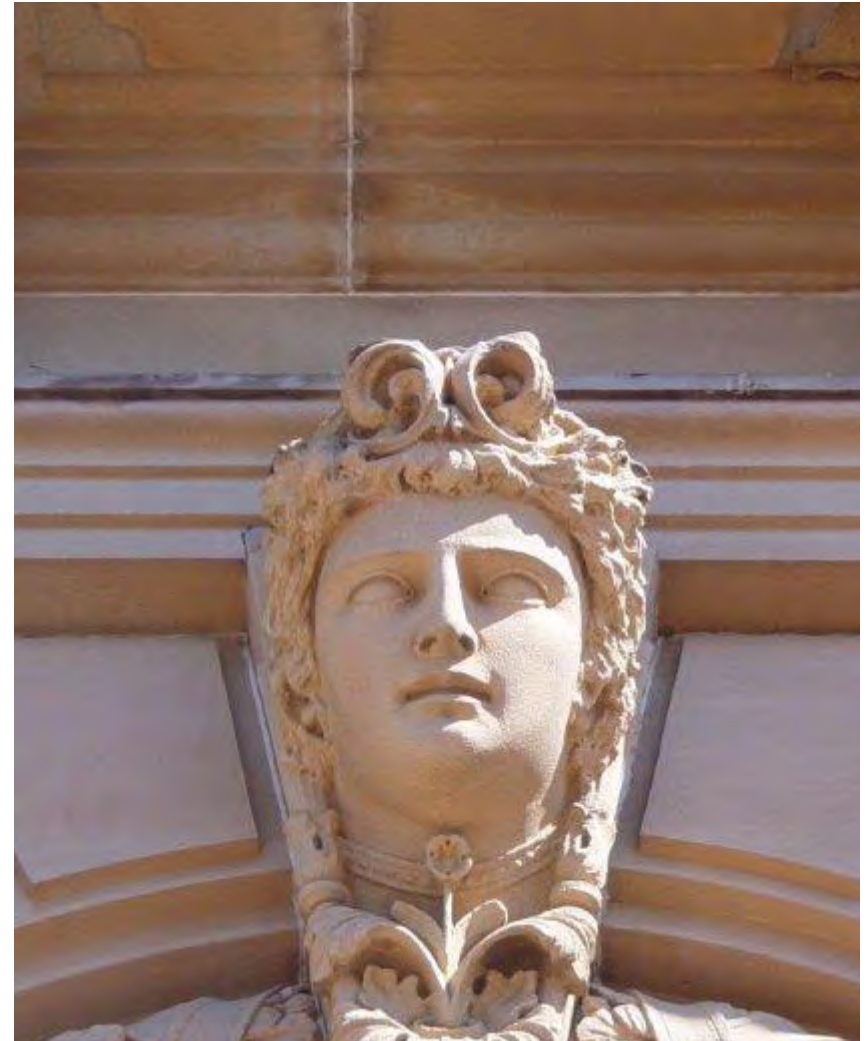
High Street was a place of both religion and debauchery in its early days. Maitland's first inn, Molly Morgan's Angel Inn, was licenced in High Street in 1827 and by 1831 Maitland had a public house every 100 yards. The burgeoning town was full of colourful characters and wild scenes, which inevitably caused problems with the Church. In 1833 Canon CPN Wilson of the Church of England was reluctant to allow a reputable young woman to accept work in 'so depraved a place as Maitland'.

### Commerce

Commerce grew in the street from the 1820s onwards. In 1824, Newcastle merchants Frederick Boucher and William Powditch opened a store in West Maitland and also began a boat service linking West Maitland with Newcastle, carrying essentials such as carts and ploughs. The route ended as a wharf in a river channel at the eastern end of today's High Street. Maitland grew rapidly and became prosperous, which resulted in the many substantial and ornate Victorian facades and buildings that adorn the street today.

### One of the finest towns in New South Wales

In 1858, the local branch of the Bank of NSW held deposits of £96,000 - only Sydney and Melbourne held more. Five years later, East and West Maitland were second only to Sydney in size and importance.



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# THE LEVEE PRECINCT

## PROGRAMS AND INSTALLATIONS

A range of temporary installations are suggested in combination with the permanent installations. Some of these are self-contained and relate only to The Levee, while others relate to the broader themes for Central Maitland. These include:

### PROGRAMS

#### Co-created/crowdsourced heritage/art

The Levee project is aimed at engaging new audiences with heritage and the arts. Activities will be either community events or public art projects broadly themed around telling and celebrating community stories from the past and the present. Participants will be enlisted through partnerships with community agencies such as TAFE, multicultural, justice, health and social services organisations.

#### POD mini-museum

An annual program based around the historic themes outlined in this document in the form of a POD mini-museum accompanied by a website.

#### Mashups

Lane pasteup exhibitions based on mashups of current and past images of specific buildings in High Street. Current images can be taken as Instagrams and uploaded

to Twitter, Foursquare and Facebook. Rich media content can also be used to create a dynamic, ever-changing landscape of place.

#### Shopfront activation

‘Whispers from the past’ shopfront installation. This comprises episodic/impressionistic installations about the people and businesses of High Street, ranging in time from its beginnings as a bullock track to the current day. This installation includes ‘vox pops’ with current residents and is delivered in mixed media (text as graphic, pavement stencil/transfer images, film, audio) across various shopfronts and in the pedestrian area. It is designed to complement the historically-themed media in other shops (e.g. ‘Vacant shopfront projection’) and the heritage-themed urban design installations.

#### ‘Heroes and villains’

This involves activation of the historic fabric of High Street (e.g. bricks, stonemason’s markings, building facades) with QR codes and an App to illustrate two sides of Maitland’s past: the stories of the artisans, professionals, tradespeople and heroes who made Maitland magnificent, on the one hand, and of drunkenness, debauchery, murderers, prostitutes and thieves, on the other. The activation is through an angel/devil icon but this is open to debate and discussion through social media, in a form such as ‘Cast your vote: angel or devil of Maitland’?

#### ‘The past is above you’

**Open space time capsule:** a co-creative/crowdsourced installation in a laneway. Residents of Maitland would be invited to submit a physical object (within specific parameters) that represents their attachment to Maitland. They can also contribute a piece of writing or a voiced/filmed narrative about their piece. These pieces would be hung between laneways and accompanied by soundscapes and personal narratives activated by QR codes and also via a Smartphone App/mobile website.

#### Ephemeral installations

These take the form of transfers, projections, temporary installations, ‘pop ups’ and light projections onto buildings that reinforce the main themes of Maitland’s history.

# THE LEVEE PRECINCT

## THE LEVEEE PRECINCT ENTRY

A former bullock track, High Street was once the lifeblood of Maitland. This installation of three bullocks captures this history in a literal, easily readable way and is intended to be an iconic artwork for Central Maitland. The sculpture could be sourced from local rock, bronze or sandstone. It would also provide a great photo opportunity for locals and visitors alike.



Jeff Thompson, Heide Museum of Modern Art



Rundle Mall, Adelaide



The Bullock Run sculpture (location indicative only)



# THE LEVEE PRECINCT

## LANEWAY ACTIVATIONS

These activations are a composite of locally-sourced artist's work, hanging installations and soundscapes themed around Maitland's history.

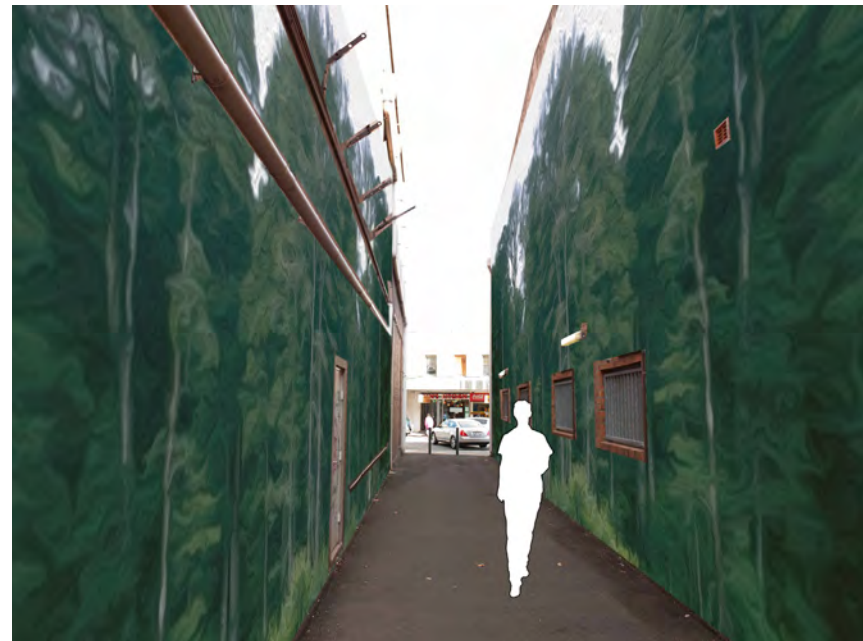
The 'Forest Immersion' alleyway depicts Maitland's now-vanished cedar forests. The skyline of the alleyway subtly removes the urban roofline from immediate attention, hinting at the possibility of the forest's scale, and the trompe l'oeil envelops the visitor. An accompanying sensor-triggered soundscape of local birdsong and the axe against wood echoes the theme.



Locations



Example of an oil-painted technique



Forest Immersion alleyway, including soundscapes

Clockwork alleyway, including soundscapes



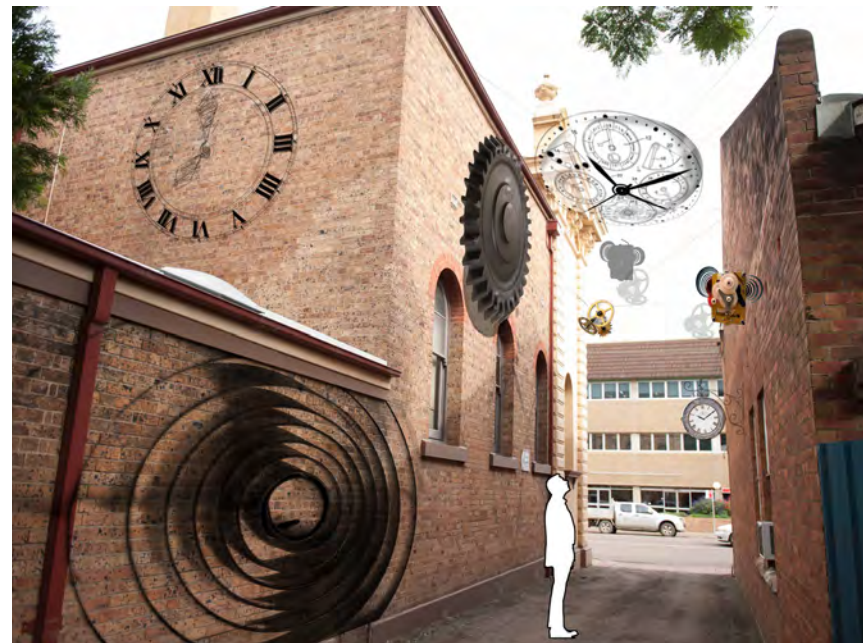
# THE LEVEE PRECINCT

## ‘CLOCKS’ LANEWAY ACTIVATION

The mechanical history of Maitland encompasses a broad range of innovations and fascinating stories. One strong thematic element of Maitland’s early days is the once-burgeoning clockmaking industry. The Clockwork Alleyway captures the spirit of mechanical innovation present in Maitland’s history and, with the sound of machinery, ticking clocks and cuckoos, creates a playful soundtrack for the viewer.



High Street Locations



‘Clocks’ laneway activation, including soundscapes

# THE LEVEE PRECINCT

## MICRO INSTALLATIONS

These installations are positioned across The Levee and within broader Central Maitland. They carry text, graphics or clues to another piece of interpretation and are laid in the pavement or applied on walls. They can be activated via QR codes or a Smartphone App and shared via Foursquare, Instagram, Facebook or Twitter. Content linked to the markers can be easily changed and used as the basis for games and Scavenger Hunts.

The forms will reflect the key themes of Maitland's history. For the Mall, we have suggested the marker 'Established' in an enduring material such as bronze and with either a contemporary font and design or a font that varies according to the time-period. The term 'established' can open up a variety of historical interpretations or interrogations of a site; for instance: 'What does it mean to be 'established'? What happened to this once-thriving business?'

Permanent micro-installations can be accompanied by temporary micro-installations, such as transfers and projections.

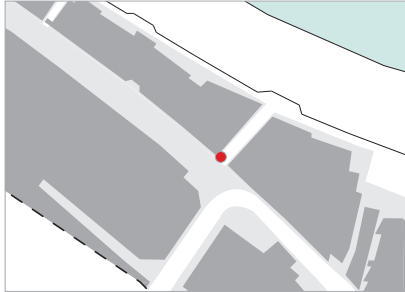


Examples showing potential materiality, location and scale

# THE LEVEE PRECINCT

## LANEWAY PROJECTIONS

This piece is motion-responsive and obliquely references the prevalence of water in Maitland's history. Projected elements such as birds, waves and other shifting graphics gently and subtly immerse the audience in an abstract reflective experience of flood-prone landscape, while sound relayed through hidden speakers gently and subtly creates the sound of waves lapping against the shore.



Example of possible location



1. Water slowly building up



2 - Pelicans start their approach



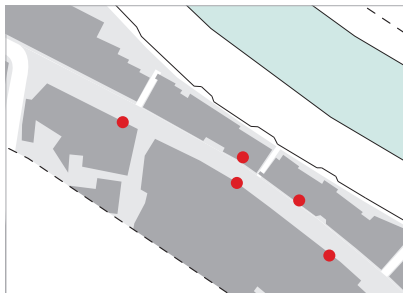
3 - Phosphorescent water and pelicans fill the scene



# THE LEVEE PRECINCT

## SHOPFRONT PROJECTIONS

Designed as a platform from which local contemporary content might be interactively exhibited, rear projected cameras splash Maitland's unique history upon the windows of vacant shopfronts, giving purpose and life to empty and under-utilised spaces.



Locations TBC



1 and 2 - Person approaches shop and motion sensor activates



3 - Audio cue, eg. bullock moo-ing



4 - Storyboard followed by bullocks moving towards camera

# GROUND SURFACES - IN-GROUND PAVER MARKERS

The in-ground paver marker is designed to blend in with the proposed new pavers in the urban landscape of Central Maitland.

Constructed from the same stone as the selected paver, the top surface is sandblasted with interpretive information. It is a subtle form of interpretation that is informative without distracting from the surrounding streetscape.

A stylised metal icon 'stamp' located on each interpretive paver identifies to which walk the information relates.



## QUICK REFERENCE

**Materials:** Stone, Metal  
**Dimensions:** Nominally 600mm x 300mm. Pending final selection of paver  
**Interpretation:** Walk Icon 'stamp' and small amount of text, sand blasted into surface





## IN-GROUND PAVER MARKER - ALTERNATIVE LAYOUT EXAMPLES



Walk icon 'stamp'  
separated from title  
and body text by line.  
Sandblasted title and  
body text.



Walk icon 'stamp' with  
sandblasted title text and  
inset etched metal image



Walk icon 'stamp' with  
sandblasted title text and  
inset etched metal image  
with body text.



# SMALL VERTICAL POST MARKERS

Two sizes of post markers are proposed:

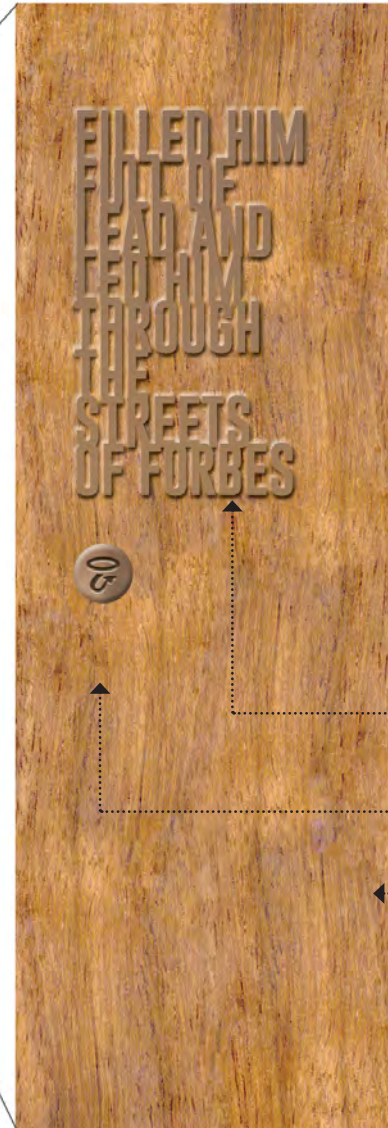
The large vertical post marker (shown later in this document)

The small vertical post marker is a reduced size post marker constructed from identical materials.

The posts are comprised of several interpretive elements such as text as graphic (in the form of title text or a quote extract), body text (where core interpretive information is delivered), walk icon 'stamp' and other interpretive text and images. The following pages show examples of how these may come together as well as design alternatives.



Indicative illustration of post height relative to adult viewer



Reference image

Laser cut text (quote) inset to timber post

Stylised metal icon 'stamp' (Pictured: Heroes and Villains)

Timber post with inset laser cut lettering and walk icon 'stamp'

## QUICK REFERENCE

Materials: Stone, Timber, Metal

Dimensions: 1500 (H) x 250 (L) x 250 (W)

Interpretation: Imagery & or text laser cut/etched into metal surface in 'view-through'. Small inset metal plaque adjacent 'view-through' with etched text. Text as graphic, laser cut metal.

## SMALL VERTICAL POST MARKERS - ALTERNATIVE DESIGN EXAMPLES



Options for text as graphic title text/quote extract designs:

Laser cut metallic lettering, compact; Laser cut black lettering, compact; Laser cut black lettering, standard letter spacing. All designs to include walk icon 'stamp'.

## SMALL VERTICAL POST MARKERS - DESIGN DETAIL EXAMPLES

Like the large posts, each small vertical post marker, contains a 'look-through' and a small inset metal plaque.

The internal surfaces of the 'look-through' are clad with etched metal plates containing a combination of text and images. The text and image combinations are a creative expression of the interpretive content, which is detailed in the adjacent metal plaque.

Interpretive text title and  
body text to be etched into  
metal plaque and inset into  
timber post.  
(Pictured: Ben Hall)

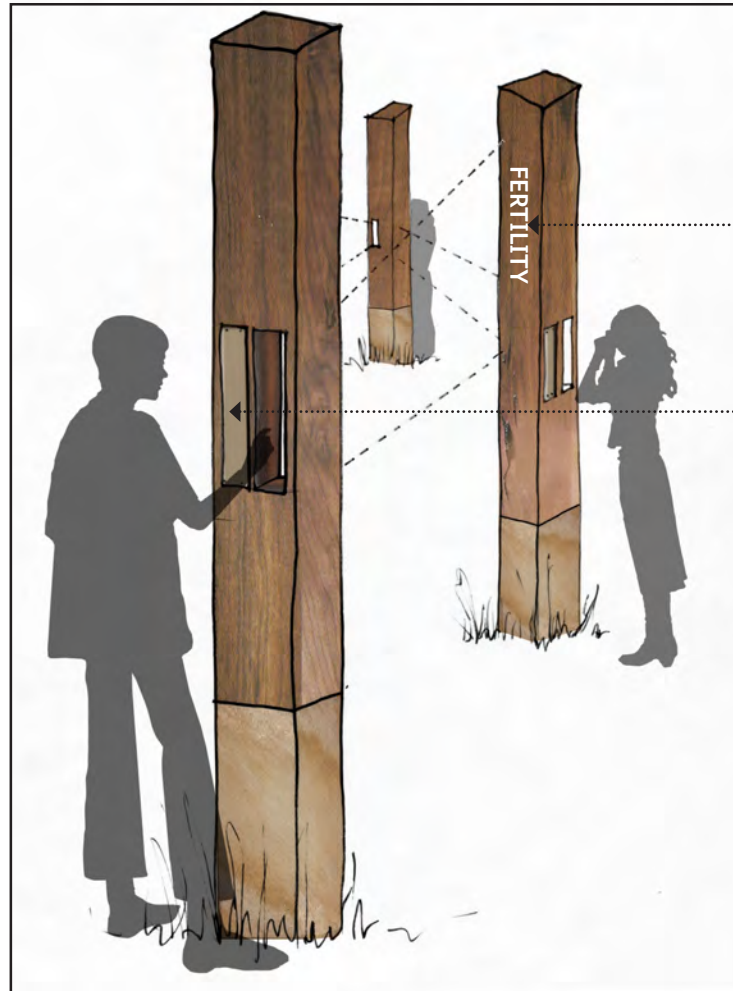




# LARGE VERTICAL POST MARKERS

The large vertical post marker is constructed from identical materials as the small vertical post marker.

The posts are comprised of several interpretive elements such as text as graphic (in the form of title text or a quote extract), body text (where core interpretive information is delivered), walk icon 'stamp' and other interpretive text and images. The following pages show how these may come together as well as providing a design variation.



## QUICK REFERENCE

Materials: Stone, Timber, Metal

Dimensions: 2000 (H) x 250 (L) x 250 (W)

Interpretation: Small inset metal plaque adjacent 'view-through' with etched text. Text as graphic, laser cut metal.



Reference image

Text as graphic title or quote. Laser cut text inset to timber post.

Stylised metal icon 'stamp'  
Timber post with inset laser cut lettering and walk icon 'stamp'

## LARGE VERTICAL POST MARKERS - DESIGN DETAIL EXAMPLE

Each large post contains a 'look-through' and an inset metal plaque.

The internal surfaces of the 'look-through' are clad with etched metal plates containing a combination of text and images. The text and image combinations are a creative expression of the interpretive content, which is detailed in the adjacent metal plaque.

Interpretive text title and body text to be etched into metal plaque and inset into timber post.



Interior of 'look-through' clad with etched metal plaques carrying interpretive content.

## LARGE VERTICAL POST MARKERS - DESIGN VARIATION

Audio embedded into the  
markers



### SOUNDSCAPE OPTION

#### Ambient

Soundscapes will be based in *The Levee* landscape and be triggered by visitors' movements. They will feature sounds typical of Maitland at different stages in its history: the whistle of steamers, the grunting of men as they hauled cargo from the river, the sounds of water lapping.

#### Site-specific audio

Discrete audio will be embedded in the markers and relate specifically to the story featured at each location.



# SMALL BENCH SEAT MARKERS

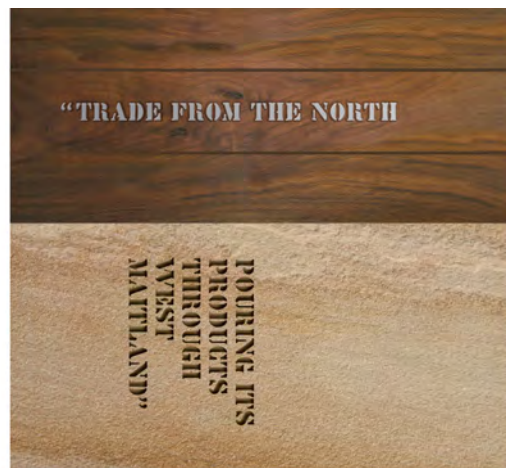
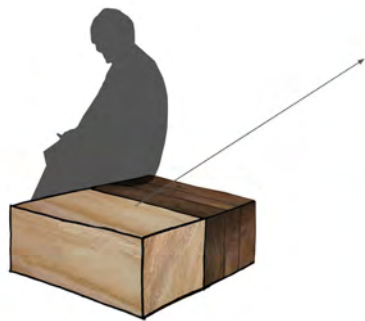
Two styles of bench seat design are proposed:

The large bench seat marker (shown earlier in this document).

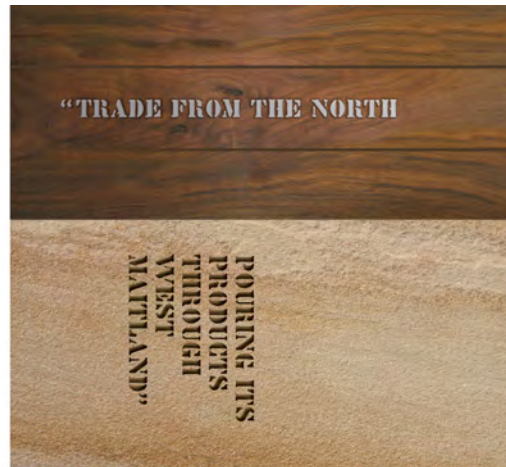
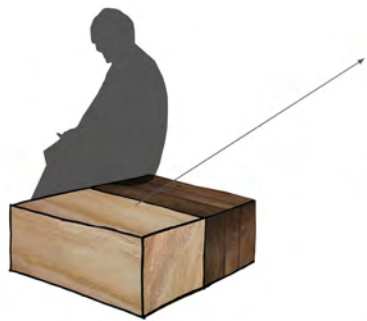
The small bench seat marker, which is a derivative of the large bench seat marker. This small marker is intentionally designed to be used as a seat as well as a vehicle for interpretation.

## QUICK REFERENCE

**Materials:** Stone, Timber, Metal  
**Dimensions:** Approx 600 (L) x 600 (W) x 500 (H)  
**Interpretation:** Sandblasted text to sides or top face of stone block end. Selected text as graphic quotes in laser cut metal fixed to selected timber slats. Walk icon 'stamp'.



## SMALL BENCH SEAT MARKERS - ALTERNATIVE DESIGN EXAMPLE



This design alternative shows variation to the direction of the interpretive text on the top surfaces of the seat marker.



# LARGE BENCH SEAT MARKERS

The large bench seat marker, like the small bench seat marker, is intentionally designed to be used as a seat as well as a vehicle for interpretation.

## QUICK REFERENCE

**Materials:** Stone, Timber, Metal

**Dimensions:** Approx 2500 (L) x 600 (W) x 500 (H)

**Interpretation:** Sandblasted text to sides or top face of stone block end. Selected text as graphic quotes in laser cut metal fixed to selected timber slats. Walk icon 'stamp'.





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# TYPOGRAPHY

This is a bold, emphatic font that references the heritage of the site. It can work in both graphic and embossed formats.

## HEADLINES

Go Bold font

This font has been chosen to make a connection to Maitlands river trade; stencils similar to this would have been used to label on grain sacks and wool packs. Similar fonts were also used on Wanted posters and public notices.

## Era Headings

Billie Kid font

Striking a balance between looking hand drawn, and yet still legible, this font is lively and has subtle traces of movement as though the ink is flowing.

## *Quotations*

Aqualine font

The body font continues the heading style and can work in both graphic and embossed formats.

## Body Copy Introduction

Fontin Regular font

The font for the body copy is easily readable.

## Body Copy

Fontin Bold font

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## WALK ICON 'STAMPS'

The walk icon 'stamps' are small etched metal circles, containing an image designed to represent each of the four walks. These icons are incorporated into all interpretive markers found along the four walks.

WALK 1 - THE LEVEE



WALK 2 - HEROES AND VILLAINS



WALK 3 - POVERTY AND PROSPERITY



WALK 4 - ARCHITECTURE



ALTERNATIVE OPTIONS WITH COLOURED ETCH:





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# WALL PLAQUES - ARCHITECTURAL MARKERS

Distinct from the interpretive markers, the Architectural wall plaques are used to identify important buildings throughout Maitland.

We suggest these markers are used throughout Central Maitland for uniformity and consistency.



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# Interpretation: context



# INTERPRETATION FOR CENTRAL MAITLAND

## WHAT IS HERITAGE INTERPRETATION?

Heritage interpretation explains the values, meaning and significance of a site to a variety of audiences. The purpose of heritage interpretation is to convey the meaning and significance of a site to a range of selected audiences. Understanding the heritage of a place and what makes it special can help create and foster a sense of belonging and pride in the community. Heritage interpretation therefore plays an important role in encouraging the community to value and conserve a place and its heritage.

There are many different ways of communicating the significance and meaning of heritage items to other people. These communication techniques are known as 'interpretive media' and commonly include:

- Signs—including information panels, plaques, banners, flags and customised signs
- Books and pamphlets
- Heritage trails
- Audio and video tours—including Mp3 tours, podcasting and Smartphone tours and Apps
- Public programs—including walks, talks, face-to-face interpretation, demonstrations, performances, special

events and festivals

- Heritage-inspired landscape design
- Heritage-inspired installations
- Heritage-inspired architectural design
- Public art—including sculptures, murals, photography and other artworks
- Websites and online multimedia applications.

Other forms of interpretive media include:

- Hands-on activities
- Worksheets
- Exhibitions
- Films, documentaries and television shows
- Soundscapes
- Multimedia interactives
- Information kiosks.

You are most likely to see interpretation at a museum, heritage site, national park, gallery, botanic gardens or zoo. Recently, however, other organisations, companies and developers have realised the value of interpretation and using it as a tool to educate, promote and engage visitors, stakeholders and communities. Interpretation is also a planning requirement of some government agencies.

## GUIDELINES FOR INTERPRETATION

Key guidelines have been drafted to guide interpretive practitioners. These include the Heritage Council of NSW Heritage Interpretation Policy, the Australia ICOMOS (International Council of Monuments and Sites) Burra Charter and the Australian and New Zealand Environment Conservation Council (ANZECC) Guidelines.

Heritage interpretation is not about teaching people all of 'the facts'. Rather, good heritage interpretation selectively communicates information and stories about an item or site in a way that enables people to engage and identify with it. This means that people gain an appreciation for a heritage item in a way that is far more enduring and profound than fact learning alone can ever produce.<sup>16</sup>



# INTERPRETATION FOR CENTRAL MAITLAND

Heritage interpretation can refer to both the natural and the cultural heritage of a site. It includes the past and present landscape and environment, Indigenous history (pre- and post-contact), European history, social history and the site's built fabric.

Heritage interpretation can also include both tangible and intangible heritage. 'Tangible heritage' refers to built or physical items such as heritage buildings and landscapes. The term 'intangible heritage' describes aspects of our history that have no physical trace in the environment, including cultural and social practices

and knowledge. The customs and skills of Aboriginal and migrant communities including language, dance and weaving are examples of intangible heritage.<sup>17</sup>

## THE ROLE OF INTERPRETATION PLANNING

The profession of interpretation began in the United States Parks Agency and has since been closely allied with the Parks movement in the United States and with government agencies such as museums,

aquaria, parks and zoos in Australia. Over the last decade or so, in line with the rise of digital media and changing funding priorities, interpretation has been put to a variety of other uses, including a role as a driver of behaviour change and cultural renewal. This is because interpretation creates themes, stories and messages that connect people with places and communicate their significance. Interpretation is now moving outside its traditional areas of signs, exhibitions, themed experiences, visitor information centres and heritage trails to take a central role in urban planning initiatives that help residents better understand and experience their towns and regions. In doing so, it acts as a powerful driver for regional tourism, civic revitalisation and community health.

## MODELS FOR HERITAGE INTERPRETATION AND URBAN RENEWAL

Several international studies indicate how heritage interpretation can play an integral role in Maitland City Council's plans to reinvigorate the Central Maitland area. Work in some United States cities in the 1970s and early 1980s and later European cultural cities such as Glasgow, Barcelona and Bilbao reinforced that culture is not only at the centre of urban development,

but is also a commodity with market value that can produce marketable city spaces.<sup>18</sup> Studies of the success of heritage initiatives for urban renewal have also found that culture and heritage are useful for branding, giving emotional 'fuel' for successful destination brands and enabling the town to have a unified destination brand and sense of place.<sup>19</sup>

To the consultant's knowledge, no rural council or urban area in Australia has attempted an interpretation strategy such as Central Maitland's, where interpretation informs civic revitalisation. Therefore, international models have been used in this section. Glasgow provides perhaps the most useful framework for using heritage interpretation as an agent for urban renewal. In attempting to renew the city, Glasgow's planners focussed not only on branding but also on a wide range of elements that reflected the many faces of the town. These included design, engineering, architecture, shipbuilding, religion and sport. The planners included activities outside the city centre in order to reach out to and involve less privileged communities and merged emerging local artists and grassroots organisations with flagship national companies and international stars. A key point of Glasgow's urban renewal was to fund both permanent cultural infrastructure and temporary activities.<sup>20</sup>



# INTERPRETATION FOR CENTRAL MAITLAND

It is important also to note some of the key issues surrounding heritage and civic culture, particularly the way in which heritage is communicated. Several studies have shown that less well educated/semi-skilled members of the community can perceive 'Heritage', in conventional forms of visits to historic houses and iconic heritage sites, as elitist. In 2003/4, an Open University/University of Manchester survey explored people's cultural activities, tastes and preferences and relating these to their class positions, levels of education, ethnicity, gender and occupations. The survey found that only people with degrees participated in visiting stately homes/heritage sites and that there were strong correlations between the level of education and class position and participation in heritage-based activities. By contrast, less well-educated and semi-skilled workers participated in commercial forms of the cultural sector.<sup>21</sup>

This is particularly relevant for Maitland. In 2012/3, 40% of Maitland's residents were in the labour force, with 47% having no tertiary qualifications.<sup>22</sup>

Another key finding is that interpretation must be active and engaging to make a difference. Geoff Mulgan makes a compelling case that initiatives that bring people together and actively engage them in 'doing' art or heritage, or involve them in running arts or heritage organisations, do more for civil renewal than initiatives that

engage people individually or cast them in the roles of 'viewer' or 'listener'.<sup>23</sup> It needs to involve members of the community in forms that they understand across the city and its spaces, and involve imaginative and accessible concepts, rather than be confined to the interpretation of grand civic buildings and spaces. It must be active, engaging and challenging.

If heritage interpretation in Maitland is to be inclusive and create a sense of belonging and social inclusion, then, it must encompass a wide range of historic themes and sites, and use all possible interpretive media, to ensure it meets the needs not only of educated residents and visitors but also the marginalised, disenfranchised and less skilled and educated members of the community.<sup>24</sup> It must aim to involve members of the community actively, either by enabling them to interact with the town's heritage through physical or digital media, or by becoming involved in co-creating the interpretation. This will contribute to a sense of place and belonging and reinvigorate Central Maitland.<sup>25</sup>

Potential forms of interpretation accompany this document.





# VISITOR ECONOMY AND AUDIENCE PROFILE

## HERITAGE TOURISM - OVERVIEW

### BACKGROUND

Heritage tourism is based around heritage 'assets' – iconic historic buildings and sites. It has different requirements from heritage interpretation aimed at strengthening and revitalising the community, as discussed above. This section of the Interpretation Plan examines the tourism profile for Central Maitland.

The market for heritage tourism experiences is characterised by its sophistication, high yield and e-readiness, comprising experience groups such as Family, Friends and Community, Outdoor Pursuits, Nature Lovers, Aboriginal Cultural Experiences, Health and Wellbeing and Natural Wonders (Young & Rubicam Brands Experience Segments). Designing high-quality visitor experiences for these markets is an integral part of creating high-quality destination products that in turn enable the sites to draw higher-yielding domestic and international visitors.

### HERITAGE TOURISM AND DIGITAL MEDIA

The emergence of new media and increased access to information has made consumers more demanding when selecting

destinations and travel experiences. The Internet is the single most important research tool for the Experience Groups listed above when planning a trip, reflecting the general pattern of Internet uptake within Australia: more than 50% of Australians have access to the Internet and Australia is ranked 9th out of 69 countries in terms of e-readiness. The 2011 Nielson Online Consumer Report also showed that mobile Internet, for the first time, reached 50% penetration among online Australians in 2010. Australians continue to increase their consumption of rich media content online with 71% accessing audio or video content online in 2010 and 35% doing so on a weekly basis.

Fuelled by this growth and the rise of user-generated websites and blogs, consumers today are able to seek advice and support from a huge range of sources when making travel decisions. They expect and demand appropriate visitor information at their fingertips, both in the planning and execution phases of their journeys and wherever and whenever they require it. Many consumers of cultural heritage also require multi-level experiences at heritage sites, which are not only interactive but also combine traditional site-based activities with other activities such as events, food and wine tourism and adventure tourism. Older generations too use the Internet to research and make purchases, including purchasing tickets to live performances. The

challenge for heritage sites is to have this information available in appropriate forms for each of their key target markets. Once these information platforms are established and functioning smoothly, opportunities for revenue generation can be developed.

However, product development for heritage tourism sites lags far behind these consumer expectations and requirements. Australian heritage tourism operators and product developers have not responded to the rapid uptake of digital technology. There is little digital/electronic tourism material for heritage sites that captures the potential of these sites to attract and retain visitors. There is a significant opportunity for Central Maitland to take the lead in providing tourism experiences based around digital media for visitors, including an App with embedded links to tourism and marketing information, signage with QR codes that enable extended stories about Maitland to be told, Scavenger games, mobile websites and a community wiki. This would position Maitland as the first regional town in Australia to develop heritage tourism using digital media.

## REGIONAL TOURISM AND MAITLAND

### OVERVIEW

The following section looks at tourism data for the region surrounding Maitland. Maitland lies within the 'Hunter' region of New South Wales, as classified by TRA (Tourism Research Australia), which borders Central Coast and Sydney to the South and boasts one of the highest (ranked 6th) expenditures of domestic day visitors for the year ending September 2011.<sup>26,27</sup> Expenditure in this year was estimated to be \$494 million, with 5.4 million visitors spending \$92 each, in the lower range of the per capita expenditure within the top 20 regions.<sup>28</sup>

However, the Hunter ranks number 11 in the top 20 regions in Australia when looking at domestic overnight visitor expenditure (including or excluding transport costs).<sup>29</sup> The Hunter Region received 13% of visitors and 9.1% of nights in regional New South Wales, with the average spend per person making the region equal 6th of the top 20 regions.<sup>30</sup> This represents an opportunity to convert these relatively high spending visitors, who generally are food and wine tourists, into visitors to Central Maitland.

The importance of regional tourism is illustrated by the fact that over half

# VISITOR ECONOMY AND AUDIENCE PROFILE

of Australia's domestic overnight and domestic day visitors' expenditure was spent in regional areas of Australia. NSW is the state most reliant on expenditure by overnight visitors in regional areas, who account for 63% of the State's total tourism expenditure.<sup>31</sup> 65% of domestic day visitor expenditure in NSW was also spent in regional areas.<sup>32</sup>

## THE HUNTER'S 2009/10 VISITOR PROFILE

Broadly, the tourism profile for the Hunter is that of an intrastate visitor, driving, either on a holiday or visiting family and friends (VFR):

- Domestic day visitors account for 69% of visitors to the Hunter Region
- 31% of the \$1.625 million spent in the region came from domestic day visitors and 59% from domestic overnight visitors
- 71% of the 5.7 million nights spent in the region came from domestic overnight visitors and 29% from international visitors
- 86% of visitors are from NSW
- 84% are driving
- Almost half (47%) are staying with family and friends
- International visitors are typically low in number (2% of total) and low in yield (1%).<sup>33</sup>

Other regions around the Hunter (Sydney, Mid North Coast) also rank highly with regards to overnight visitor expenditure, which indicates that relatively higher-yielding, intrastate overnight visitors comprise a significant portion of the Hunter's visitor market, despite the region having almost double the amount of domestic day visitors.<sup>34</sup> This is supported by TRA's Regional Tourism Profiles referred to later in this section.

## SUMMARY

The Hunter lies within a region that benefits significantly from intrastate domestic tourism. The opportunities presented by this are to convert relatively short day trips into longer, overnight (higher-yielding) visits. The region also receives a small number of international visitors (2%), who are low in yield, so this is not a priority for interpretation.

## RECOMMENDATION

A general Australian history context for the heritage interpretation will need to be provided (i.e. background information in the form of brochures, contextual signs etc.).

## DOMESTIC VISITOR PROFILE

Compared with the regional NSW average, the Hunter has a greater proportion of intrastate visitors, a bigger self-drive market,

lower yield, and higher Visiting Friends and Relatives (VFR) market.<sup>35</sup>

- In the year ending September 2011, 7.6 million domestic visitors stayed 5.7 million nights in the Hunter region. Day visitors numbered 5.4 million, with an estimated expenditure of \$507 million. Overnight visitors numbered 2.2 million, stayed 3 nights each and spent \$954 million.
- 82% of visitors are from NSW (vs. 68% for regional NSW as a whole), indicating that this region has an above-average intrastate market
- 2.2 million visitors stayed 5,703 nights with an average stay of 3 nights (on par with regional NSW)
- 41% were primarily there for a holiday; 32% for VFR
- 51% stayed at a friend's or relative's property (vs. 41% regional NSW average), 35% hotel / motel etc. (vs. 36% regional NSW); 15% were in a caravan or camping (vs. 12% regional NSW). This indicates that the Hunter region has a greater VFR market at the expense of paid accommodation.
- The Hunter has a very high self-drive market at 82% of visitors, with most of the remainder travelling by air (10%)
- Experiences: 11% culture and heritage (vs. 13% for regional NSW), 17% nature-based (vs. 18%) and 72% for food and wine (vs. 57%)

- 51% of visitors to the Hunter get their information from the Internet, 33% from a previous visit (vs. 25% for regional NSW) and 16% from friends or relatives (vs. 21%)
- 25% are travelling alone, 24% are an adult couple, 25% are travelling as a family group and 19% are travelling with friends or relatives and 7% are travelling for business
- Day visitors on holidays spent an average of \$112 each and those visiting friends or relatives \$61
- Overnight visitors on holidays spent \$508 each (\$200 per night) and those visiting friends or relatives spent \$255 each (\$104 per night).
- Intrastate visitors stayed 2.4 nights and spent \$361 each (\$149 per night), whilst interstate visitors stayed 3.1 nights and spent \$391 each (\$126 per night)
- Average destination expenditure is \$366 per visitor, or \$122 per night for 3 nights
- Of the visitors to the region, 22% were 35-44 years, with 45-54 years the second largest age group at 17% and 55-64 years the third largest at just under 17%.<sup>36</sup>

## RECOMMENDATION

The high level of self-drive tourism and Internet uptake means that this market would benefit from audio tours, brochures,

# VISITOR ECONOMY AND AUDIENCE PROFILE

maps and apps with pre- and post- visit downloadable content as well as site-activated content.

## INTERNATIONAL VISITOR PROFILE FOR THE HUNTER REGION

Compared with the regional state profile, international visitors to the Hunter were more likely to be on holiday (58% vs. 45% for Regional New South Wales) and less likely to be VFR (23% vs. 35%). They were less likely to stay with their friends or relatives than in paid accommodation. They had a greater propensity to drive and were more likely to be repeat visitors. Although they accounted for just 2% of visitors to the region, they accounted for 10% of expenditure.<sup>37</sup>

130,000 international visitors stayed 2,292,000 nights, an average stay of just under 18 nights each.

- 44% are from the UK (average stay 12 nights), 28% from the United States (19 nights) and 28% from New Zealand (12 nights)
- 58% are on holiday (average stay 8 nights, 26% share of nights), 23% visiting friends or relatives (15 nights, 21% share), 9% on business (5 nights, 3% share), 6% visiting for education (103 nights, 32% share) and 4% for other reasons (86 nights, 4% share)

- 43% stay with friends or relatives (18 nights, 31% share), 46% in a rented apartment (101 nights, 43% share) and 10% in a hotel/motel (3 nights, 6% share)
- 60% are driving
- Experiences: 25% culture and heritage, 31% nature-based, 8% Indigenous tourism and 36% food and wine
- 50% get their information from the internet, 33% from friends or relatives, and 17% from a previous visit
- 60% are travelling alone (81% share of nights), 24% are part of an adult couple (9% share of nights) and 6% are a family group (3% share of nights).

## SUMMARY

This market has a relatively high interest in culture and heritage and three-fifths are driving, so there is an opportunity to create dedicated self-drive heritage tours linked with retail, food and wine and accommodation for this group. This group would also benefit from apps and mobile content.

## RECOMMENDATIONS

- Create themed heritage food and wine walking tours of Central Maitland that include stops at restaurants, cafes and/or wine bars. These could either be along the routes of the four

proposed themed tours or stand-alone tours based on a particular topic (e.g. 'Heroes and villains).

- Produce themed collateral for the hospitality industry, such as menus, coasters and interior fitouts themed around quirky aspects of Maitland's past. This kind of theming has been successfully undertaken at a new cafe at Sydney airport and at Madame Brussels, a very popular 'flirty wine bar' in Melbourne. The theming in these cases is not a literal retelling of the history, but a playful rendition of one aspect of the site's past.
- Link the rich farming and agricultural history of Maitland told in the themed walks and installations to rural farmland experiences, either farmstays or food/beverage offerings.

**Right:** Madame Brussels was a famous brothel owner in Melbourne's notorious 'Little Lon' (Little Lonsdale Street) in the 19<sup>th</sup> century. This brochure is from the very successful eponymous bar in Melbourne.



# VISITOR ECONOMY AND AUDIENCE PROFILE

## TARGET VISITOR MARKETS FOR CENTRAL MAITLAND

### VISITING FRIENDS AND RELATIVES

#### OPPORTUNITIES

The VFR market is the key market for Central Maitland and should inform all marketing strategies for visitors to Central Maitland. Key points in understanding this target market for the Hunter are:

- Many combine visiting friends or relatives with wider travel
- Expenditure by the hosts is not calculated, but believed to be significant
- VFR hosts are highly influential in their guests' destinations and activity decisions.<sup>38</sup>

#### PROFILE

The importance of the VFR market to the NSW economy is reflected in statistics showing that, in 2009, 7.8 million domestic overnight VFR visitors spent 25 million nights in the State. VFR travel represents 34.6% of visitors and 32.4% of nights in NSW; with spend at \$2.2 billion or \$89 per person per night.

The distinction is made between 'visiting friends' (younger, travelling alone or in

child-free groups, spend 25% of nights in paid accommodation and more on entertainment) and 'visiting relatives' (older, tend to be friends and family groups with children, spend 83% of nights in the home of friends or relatives, more spent on shopping, gifts, souvenirs and transport).

#### SUMMARY

This market would benefit from community-based activities rather than high-end cultural tourism activities. Activities for this market will be similar to activities favoured by the Maitland community. Therefore, tourism expenditure for this market should increase community expenditure on heritage-related activities.

#### RECOMMENDATIONS

- Develop low-key products and tours (e.g. morning tea at the Gallery, a self-guided walking tour).
- Market Central Maitland's heritage interpretation to the local community.
- Provide a vehicle for community stories to become part of Central Maitland's interpretation. This could be through a website that mirrors the proposed 'Heroes Wall' and allows residents to contribute their own heroic stories. A competition could then be held to choose a local 'hero' to become part of the Heroes Wall', so that this is an evolving form of interpretation.

### CULTURAL AND HERITAGE TOURISM

#### OPPORTUNITIES

This market sector has garnered some interest due to its popularity, high yield and steady growth. Although the sector is dominated by domestic tourists, over half of all international visitors to Australia are classified as cultural or heritage tourists.<sup>39</sup> The top two cultural and heritage activities for both international and domestic visitors were 'visiting museums or art galleries' and 'visiting heritage buildings, sites or monuments'. This represents a significant opportunity for Central Maitland to capture this market through an extended range of heritage interpretation.

#### PROFILE

Internationally this industry sector spent \$16 billion on trips to Australia in 2009 and domestically \$9.6 billion. Average spend was \$6,280 per trip (compared to \$3,832 for other international tourists) or \$138 per night, with an average stay of 45 days (compared with 23). In 2009, 26.5 of these nights were spent in NSW compared with 22.6 for other visitors. 44% participated in only one cultural or heritage activity, 27% in two and 29% in three or more.

In 2009 domestic overnight cultural and heritage visitors spent an average of \$188

per night and \$1,030 per trip (compared with \$159 per night and \$578 per trip for others). Domestic day visitors in this category spent \$1.3 billion in 2009, or \$133 per trip (compared with \$100). Domestic day and overnight visitors overwhelmingly participated in only one activity type (90% and 80% respectively) — so when planning product for this sector, anticipate that it will be the one major activity they undertake on their trip.

As with other elements of the tourist profile for the Hunter region, domestic overnight cultural and heritage tourists to NSW travelled as an adult couple (34%), a family group (25%) or with friends relatives (23.5%). The biggest age group in NSW was 35-44 years (21%) followed by 55-64 years (19%). Domestic day cultural and heritage visitors in Australia were most likely to be parents (35%), older non-working (26%) and aged between 45 and 64 years (38%).

The December quarter is when most cultural and heritage tourists visit NSW, but they spent more nights in the March quarter.

The Internet was the most popular information source for domestic and international tourists alike, while previous visits and information from friends and relatives were also common sources.

The Mid North Coast and South Coast were the most popular regional destinations

# VISITOR ECONOMY AND AUDIENCE PROFILE

for domestic overnight visitors – so the challenge is to entice them a little further towards the Hunter!

## SUMMARY

This market is sophisticated and would benefit from 'elite' heritage tourism, such as historic house interpretation, as well as more general interpretation.

## RECOMMENDATIONS

- Link interpretation with exhibitions, public programs and events run by the Maitland Regional Art Gallery and also to the proposed public art installations.
- Develop heritage tours linking Maitland's key heritage sites (Maitland Gaol, Grossman House and the River walk) with the Maitland hospitality industry.

## MATURE AGE VISITORS IN AUSTRALIA

### OPPORTUNITIES

A predominantly domestic market, this is a lucrative sector with one in every five dollars spent on domestic travel in Australia attributed to travellers over 55. Alongside Australia's ageing population, this market sector is expected to grow. Domestic day visitors are the largest mature age market. Heritage interpretation traditionally appeals

to this market.<sup>40</sup>

## PROFILE

Nearly half of international mature age visitors travelled as part of an adult couple, with 41% also travelling unaccompanied. From a domestic perspective, almost half travelled as an adult couple, one quarter unaccompanied, and 16% with friends and relatives.

International mature age visitors stay for shorter periods than the average international visitor (21 nights compared with 36), but the domestic overnight market reversed this trend with visitors staying five nights compared with three. Domestic overnight mature age visitors spend 66% of their nights in regional Australia compared with 62% of younger visitors.

Almost half of both international and domestic mature age travellers travel for holiday, with VFR also a significant contributor. This reflects their accommodation preferences, with 40% of domestic and 59% of international mature travellers staying with friends or relatives, followed by a hotel etc., or camping or staying in a caravan.

Again, the Internet is the most popular information source for mature travellers, with previous visits the next most likely

source. International mature travellers also used friends/relatives and travel agents to gather information.

## SUMMARY

This market would benefit from generic interpretation (signs, brochures) as well as web-based information, apps featuring pre-and-post visit orientation activities and information and tailored heritage-based tours that feature Maitland's key heritage attractions.

## RECOMMENDATIONS

- Develop digital media interpretive products, such as apps and mobile websites, which are integrated with other tourism, retail and food and wine offerings
- Develop generic interpretive products such as signs, maps and brochures
- Develop themed heritage tours linked to the Maitland hospitality industry (based on the four proposed tours in this Interpretation Plan).

## FOOD AND WINE TOURISM

### OPPORTUNITIES

This is a highly lucrative market. In NSW, domestic visitors to wine areas comprise the majority of all Food and Wine Tourism visitors.<sup>41</sup> The opportunity for Central

Maitland is to capture some of these visitors through heritage and cultural activities that will extend and complement their food and wine experience. This is the model used successfully in Victoria's wine regions such as Alpine Valleys, Mornington Peninsula, King Valley, Rutherglen and the Yarra Valley.

## PROFILE

The Hunter Valley was by far the most visited wine region in NSW by domestic overnight wine visitors at 49% and received by far the most nights spent by domestic wine visitors in NSW (42%). People aged 35-44 years (21%) formed the biggest group of domestic overnight wine visitors to NSW, with 45-54 years and 55-64 years (19%) each the second biggest age groups.

International Food and Wine visitors stayed for far longer periods than the average domestic visitor (49.4 nights vs. 3.8 nights).

The international market is extremely lucrative. Wine travellers represented 7% of visitors and 16% of nights by international travellers to NSW. The Hunter Valley was by far the most visited wine region in NSW (76% of visitors and 80% of nights). International wine travellers to NSW spent on average \$8044 per visitor and \$163 per night.



# VISITOR ECONOMY AND AUDIENCE PROFILE

Most of these travelled alone (54%) with adult couples (29%) the next largest group.

## SUMMARY

Heritage activities that could appeal to this market include themed heritage tours based around the Maitland hospitality industry.

## RECOMMENDATIONS

- Develop heritage tours based around Maitland's hospitality industry (e.g. beginning at the Gallery with morning tea, taking a themed heritage tour, visiting a farm in the area to sample produce and ending at Grossman House with a food and wine event)
- Link food and wine tourism to heritage attractions in the Central Maitland area.



# VISITOR ECONOMY AND AUDIENCE PROFILE

## THE DOMESTIC EDUCATION MARKET

### OVERVIEW

Given the lack of published data on the domestic education market, Tourism Research Australia (through the Department of Trade and Investment, Regional Infrastructure & Services) was approached to see if they could provide some data that would validate the recommendation for Central Maitland to pursue this target market.

Annual figures were provided for the calendar years 1998 to 2010 inclusive, which included travel within Australia for the purpose of education, as well as travel within NSW for education. Raw data was provided for day trips as well as overnight travel, and included expenditure and visitor nights.<sup>42</sup> Please note that in some cases the sample size for day trips in NSW was small.

Educational travel represented in this document relates mainly to students, however the education sector (primary, secondary, tertiary) has not been identified.



### OVERNIGHT TRAVEL - NSW

Domestic overnight trips within NSW for the purpose of education has fluctuated over the past 12 years, however figures from 2009 and 2010 indicate an increase in activity on all three indicators – the number of trips, the number of nights spent, and expenditure levels.

2010 figures indicate 287,764 overnight trips were taken, representing over 1 million visitor nights (3.9 nights per trip), with total trip expenditure of over \$103 million (\$359 per trip) for the NSW education market.

### OPPORTUNITIES

This market is limited unless Central Maitland becomes part of a wider itinerary, such as the Maitland Gaol experience. This would be tailored to Years 3, 4, 5 and 6 of the 2012 Australian History Curriculum.

### RECOMMENDATIONS

Develop a series of educational products, such as an Education Kit, tours and online activities, about Central Maitland and linked with the new Australian history curriculum.

### DAY TRIPS - NSW

Day trips for the purpose of education in NSW follow a similar pattern to the domestic graphs, with a market that has fluctuated but reflects a steady profile over this period. As with the domestic profile, NSW figures indicate a recovery over the last three years following a low in 2008.

This market is of greatest relevance to Central Maitland, as it is the formative target market for the 'Education' product development recommendations. 2010 figures show that 476,000 trips were made for education within NSW, and total trip expenditure of \$21.5 million, or \$45 per trip.

### OPPORTUNITIES

Educational product for this market could be developed.

### RECOMMENDATION

Develop a series of educational products, such as an Education Kit, tours and online activities, about Central Maitland and linked with the new Australian history curriculum.

# INTERPRETIVE FRAMEWORK

## THEMES AND STORIES

This section is the foundation for the interpretive recommendations: for instance, the original quotations drawn from historical sources are used directly in text and graphic panels, signs, film work, installations, for multimedia content and so on. The four themes comprise:

- 'The River Speaks'
- Poverty and Prosperity
- Heroes and Villains
- Architecture.

The section below outlines the history behind these themes.

The themes are used around Central Maitland, including The Levee precinct. However, the Levee also makes use of some other themes and ideas.

## HISTORICAL OVERVIEW

According to the Central Maitland Structure Plan, Maitland is a town of 'important streetscape groups and whole blocks of harmonious built elements'. Other elements of cultural significance include the early street network throughout the city, early residential areas such as Horseshoe Bend, the 1850s railway corridor, the existing and earlier courses of the Hunter River and

the nearby agricultural lands that provide Maitland with its rural character.<sup>43</sup> The town has many fine buildings, including the Post Office (1891; 1900 addition); the Maitland Town Hall (188-90), the Regional Art Gallery (former Hunter Institute of Technology, opened 1910), the ANZ Bank (former Bank of Australasia, 1869) and the Maitland Courthouse (1893-95), St John's Church (1944-46), the former Methodist Church (1858), the Repertory Playhouse (1850s), the Maitland Railway Station (mainly 1880s), Brough House and Grossman House (early 1870s), the Church of St Mary the Virgin (opened 1867) and the Former Synagogue (1879).<sup>44</sup>

### Indigenous history

*\*Please note that SHP was unable to meet with the Mindaribba Local Aboriginal Land Council at the time this report was written. Consultation and liaison with the MLALC will be an essential part of Stage 2 of this project.*

Central Maitland sits at a bend on the Hunter River that was once a place of rest and refreshment on an old meandering bullock track.<sup>45</sup> The town's identity was shaped by the sinuous river and forests of thick cedar brush that once lined its banks.

The river's lagoons were thick with fish, yams, roots of ferns, black swans and wild ducks, providing plentiful food for the Wonnarua, the first inhabitants of the

Coquun (Hunter Valley), with the Worimi to the north-eastern shores and the Awabakal to the south eastern shores. Today's rich Aboriginal culture was shaped by these three tribes. They trod a path along an ancient trade route between Sydney and the Hunter Valley to exchange goods and perform ceremonies at various sites along the way.<sup>46</sup> This route would take some years for Europeans to find.

We know about the Wonnarua, Worimi and Awabakal people partly through the observations of the first Europeans to arrive in the area. Ensign Barrallier, a member of Charles Grimes's expedition in 1801, described how they appeared to him:

*I have seen them...quit their Kenous and swim, tho I was a mile distant with my boat and only had 2 soldiers with me. They navigate their Skiff along the river by a long pole, & make them go well against the Stream....Their nourishment is Fish, the roots of Fern and a sort of root or yam...<sup>47</sup>*

*The Natives are not much more advanced in arts than those in Sidney (sic), unless it is in making Lines to fish & sacks 3 feet circumference & one deep netted, of a new species of Coregean—which they prepare by soaking the bark and afterwards beating it with a wooden mallet...<sup>48</sup>*

According to a European correspondent

to the Mercury in the mid-1850s, the Indigenous people moved camp every three to four days. They set up temporary homes – gunyahs – from where they moved to gather food such as possum, squirrels, wallaby, koalas, bandicoots, kangaroo rats, flying foxes and so on. The fish they caught and ate included bream, mullet and perch.<sup>49</sup>

### The ancient rainforest

*The ground is good between the river and the hills but much lower than the bank in most places, so that the country is under water before the banks of the river are generally overflowed, and there are marks of the flood a considerable distance up the hills at the back...*

Surveyor Charles Grimes, 1801<sup>50</sup>

Central Maitland's fortunes are inseparable from the dramatic rises and falls of the Hunter River, on which the town lies. In 1827 an early visitor to Wallis Plains, as the town was first known, described the area as 'low flooded forest'.<sup>51</sup> Five years later, Surveyor G B White stated that the northern banks of the Hunter River were 'lined with a jungle or brush next to impenetrable' and the south bank as 'thick brush'.

The town of Maitland began in a settlement at Wallis Plains in 1820, hacked out of the 'marshy cedar brush' by parties of convicts and guards, who rowed upriver to carve

# INTERPRETIVE FRAMEWORK

out the forests for the new settlements.<sup>52</sup> Some of the first white men to see Maitland were in a party led by Lieutenant-Colonel Paterson in 1801, who named the East Maitland region 'Shanks Forest Plains': *From Shanks Forest Plains to the extent of our journey, the ground on both sides of the river is good soil, and where the banks are low there is abundance of useful timbers; indeed, the cedar, ash and box are found only in low situations. The flood at this part of the river rises from 30 to 35 feet.*<sup>53</sup>

E C Close later wrote:

*...walking into it (the tree cover) is like walking into twilight, the trees so huge they meet across the river and the canopy above is so thick the sunlight never reaches the ground below.*<sup>54</sup>

The presence of sharper-edged tools than stone axes indicated to Paterson that they were not the first Europeans to see this place. Later that year, Surveyor Charles Grimes, who also surveyed the first site for Melbourne in 1803, visited the area:

*The water rises on the banks a great height...the country for about half a mile back is full of lagoons, or swamps covered with reeds, which are bound by moderate high hills. The ground is good between the river and the hills but much lower than the bank in most places, so that the country is*

*under water before the banks of the river are generally overflowed, and there are marks of the flood a considerable distance up the hills at the back...The timber on the low ground is principally blue gum and apple-tree. Near the banks of the river a great quantity of large cedar, vines of different kinds, and plenty of curradjong...*<sup>55</sup>

## River stories

*...the river flows with sunlight ripples over pebbly strands; in places it laves the feet of shaggy mountains, and nourishes the gay green trees and gorgeous flowers, which contrast with the sombre clothing of the hillside; ever and anon banks of rock extending from bank to bank make foamy cascades, which day and night sing a sweet entrancing lullaby.*<sup>56</sup>

The river is the lifeblood of Maitland; a source of prosperity and great joy as much as of tragedy and economic ruin. Its story weaves through the fortunes of the emerging town. Today, the city turns its back on the river. In the words of Cynthia Hunter:

*...the faces of the buildings along High Street turn the other way. They present the river aspect with many disordered backyards and sheds. These extend close up to the levee bank forming a 'wall' or edge to the town reminiscent of an untidy medieval settlement'. However, Hunter notes that the*

*structures in this zone have great potential to reunite the town with the river.*<sup>57</sup>

*Gigantic gum trees towered far and away above all others, and spread their radiating and mighty limbs far and wide like umbrellas over the green coat of lovely foliage, which crowned the tops of the closely wedged mass of their smaller brethren. And less lofty but still imposing and beautiful were the fig trees, which in many instances were of enormous size and covered an immense space. The whole of the large cedar trees had long disappeared but the huge stumps remained as evidence of their vast proportions, and their beauty must have given an additional attractiveness to the scene.*<sup>58</sup>

*So thickly did the (underwood) grow that it was often difficult to proceed and we were glad to avail ourselves of the wallaby tracks, which interested the brushes in various directions. The strongest winds failed to disturb the calm, which existed in them and there the blacks spent the cold period of the winter using the bark of the tea tree for covering their gunyahs and for reclining on, which being soft and warm, was admirably adapted for the purpose.*<sup>59</sup>

In the early years, the town depended largely on river traffic for survival and

the river provided a livelihood for many people. Early residents would have seen boats scurrying up and down the river, men fishing from its banks or on boats, and people hooking driftwood, goods and even pumpkins from its waters after great floods.<sup>60</sup>

The natural lay of the land was influenced by the Falls, a granite bar across the river that was often unfordable, so in mid-1832 Alexander McDougall placed a punt on the river to ply between his property at Lorn and Port Maitland.<sup>61</sup> But flooding that has also been the leitmotif of Maitland's history.

*'What is to be done about floods in the Hunter?'*  
Sydney Herald, n.d.

During the time of recorded history, the town has seen 45 floods over 7.6 metres, 15 floods over 9 metres and 2 floods over 10.7 metres.<sup>62</sup> Five floods occurred in the fledgling town between 1830 and 1834, with the 1832 flood reaching about 8.9 metres (29 feet) high. Six or seven lives were lost during this inundation.<sup>63</sup> The major flood of 1893 saw the citizens of West Maitland sitting on verandas waiting for boats to collect them.<sup>64</sup>

Floods were caused not only by the siting of Maitland near the Hunter River, but also by the reshaping of the river by the European



# INTERPRETIVE FRAMEWORK

settlers in the early 19<sup>th</sup> century.<sup>65</sup> Steam navigation arrived in Maitland in 1831 and the Hunter Valley Steam Navigation Company was formed in 1839.<sup>66</sup> Although the Hunter River was wide and deep, it was shallower near the present site of Morpeth and the Falls above the site of West Maitland formed a barrier to all but very small craft. The government had designated the convict town of Newcastle as the major settlement of the region, but it was separated from the best farmlands of the interior by swamps.<sup>67</sup> But the Hunter River twisted and turned between Morpeth and Maitland, leading one contemporary writer to comment that:

*...the river between Green Hills (Morpeth) and Maitland folds about like a snake and is besides too much obstructed, with shallows for the steamer's draught...*<sup>68</sup>

This branch of the river added another 25 miles to river journeys.<sup>69</sup> Despite this, West Maitland boomed in the three years between 1824 and 1827, when Wallis Creek was bridged, and firmly established itself as the main town in the region.<sup>70</sup>

Although the Hunter broke its banks 31 times between 1820 and 1855, the critical water level of 37 feet has only been reached in 1893, 1949 and 1955 according to local historian J Turner.<sup>71</sup> In the early 1840s inhabitants of the lower Hunter formed

a 'Dredging Machine Committee' and petitioned governor Sir George Gipps to allow a dredging machine to work the river's shallow places to improve navigation.<sup>72</sup> After repeated petitions Gipps finally agreed to a survey. The report by White concluded that:

*...the river could be made practical for vessels drawing from five to six feet of water is beyond doubt. At the same time I have to express it as my opinion that it would after every flood or overflowing of the river require a dredging machine to keep it so.*<sup>73</sup>

Dredging did take place, allowing large river steamers to come upriver to the town.<sup>74</sup>

The 1851 flood was one of the most serious in Maitland's history:

*During Tuesday the river rose steadily, reaching 5.2 m above high water mark by evening. Many pumpkins, dug heaps, loads of old hay and small logs floated down the stream. As the rain continued, many people living in low-lying areas (where a 20-foot (6m) rise would cause them severe hardship) left their home in case of further rapid rises during the following night...*

*River water flowed up Wallis Creek overflowing the banks near Lochend and flooding a number of flats. The river broke over the left bank above Maitland on the Bolwarra estate and poured in a torrent*

*on the low land of that estate, which was thickly settled by small farmers. Many people had to flee to the roofs of the houses to escape the rapidly rising floodwaters, then await rescue by boat the following day.*<sup>75</sup>

*The greatest sufferers were the 'small settlers' who had previously found this season the first for many years in which their occupation was a profitable one. They stood to lose not only their profits but also stock and property industrially accumulated in previous years. These people will be ruined for all time.*<sup>76</sup>

*One of the most extensive land slips that has yet taken place—if we except that at the Horseshoe Bend during the height of the floods—occurred at the rear of Messrs Owen and Beckett's and Hart's premises, during Tuesday night...a mass of the bank containing some hundreds of tons of earth...had sunk down so as to form a terrace or step some 20 feet (6m) below the earth from which it parted, and where it left extending sheer above it with a smooth level face...*<sup>77</sup>

Residents then attempted to build embankments to prevent further flooding, but many of these attempts were doomed to failure.<sup>78</sup> Land slips were common. This description is of the third flood peak in 1870:

*One of the most extensive land slips that has yet taken place—if we except that at the Horseshoe Bend during the height of the floods—occurred at the rear of Messrs Owen and Beckett's and Hart's premises, during Tuesday night...a mass of the bank containing some hundreds of tons of earth...had sunk down so as to form a terrace or step some 20 feet (6m) below the earth from which it parted, and where it left extending sheer above it with a smooth level face...*<sup>79</sup>

And from 1875:

*All the streets and passages leading from High Street to the river were so many avenues for the outlet of the pent-up waters, which flowed into the main street of West Maitland and took their own course into the lowland, at the back...all the low parts of the town are submerged, and many places standing on higher ground, are filled with flooded-out residents.*<sup>80</sup>

During the 1870s the Municipal Council invested in flood boats for rescue work and fostered community volunteers – the Water Brigade – to develop their watercraft skills.<sup>81</sup> High Street became Maitland's dry oasis, to which people were directed for flood relief, set up in offices and shops. One example during the 1893 floods was Wolfe and Gorrick's grocery and drapery stores and

# INTERPRETIVE FRAMEWORK

one or two others were kept open to supply destitute people with necessities, to be paid for from government flood relief aid.<sup>82</sup> By 1896, the floods had taken their toll on the appearance of the river:

*The Hunter in the vicinity of the town is far from beautiful if it is picturesque, for one bank is occupied by ram-shackled buildings, perforated there and there by the more substantial rear of some store, whilst on the other there is a muddy looking beach of sand, although higher up the grass grows green and luxuriantly, and in this the horses and the Alderney cows of Mr H McDougall revel luxuriantly, that is until the Belmore Bridge is passed under, and then Lorn is left behind and Aberglasslyn approached and here more attention is given to cultivation in places almost to the water's edge.<sup>83</sup>*

Belmore Bridge opened in 1869, providing a flood-free crossing of the Hunter River at Maitland and replacing an earlier punt and ferry service that had operated at this point since the 1830s.<sup>84</sup> George Vindon, owner of Vindon's stores, mill, bacon and tobacco factories, was the first man to drive over the bridge before the formal opening ceremonies.<sup>85</sup> A gravel bar called the Falls upstream from Maitland acted as a natural weir in the city's early years and in 1869 flood gates were laid in Wallis Creek but these were swept away only a year later.

<sup>86</sup> The River also provided a vital water

supply to both Maitland and Newcastle from the 1890s to the 1920s via the Walka Waterworks.<sup>87</sup> Nevertheless, Maitland recovered from the floods and its future looked bright to one writer at the turn of the century:

*...Maitland is destined to have a great future...It is only a matter of another year or two when the coal industry shall have progressed to such an extent as to add materially to the population and spending power of the community, and with the advance of mining, agricultural must go ahead and Maitland's prosperity will be with them hand in hand. In keeping with the general prosperity existing, the appearance of the town has improved considerably of late in the matter of its buildings. Old ones have been renovated altered and repaired out of all recognition whilst new ones have been constructed at a rate unknown for the past quarter of a century.<sup>88</sup>*

Central Maitland suffered one of its most serious floods in 1955. Only two hectares of land remained free of flooding while other areas were flooded to a depth of 2.75 metres (9 feet) and greater.<sup>89</sup> Following these floods, major flood mitigation works were undertaken and the town is now surrounded by levees. Another major flood occurred in 1971, resulting in a decrease in population and the number of houses.<sup>90</sup>

Despite this, the floods also contributed to the rich alluvial soil that characterises the

district. In 1878, the Illustrated Sydney News noted that:

*...The floods after all are not an unmixed evil; for the rich alluvial deposit they leave behind them fertilises the soil anew...<sup>91</sup>*

The Hunter Valley Flood Mitigation Act of 1956 was instrumental in relieving the town from flooding. The Act incorporated using the natural flood plain of Bolwarra to redirect water from the flood plain at Lorn and Maitland and saw the construction of embankments and flood gates.<sup>92</sup>

But the river has also been a source of great enjoyment for Maitland residents. Annual regattas graced the river from 1844 onwards.<sup>93</sup> One writer reminisced:

*Boats of all sorts and sizes from the waterman's skiff to the unpretentious dingy were to be seen tied up along the edge of the water right around to the Horseshoe Bend...it was the aim of every young fellow to possess a boat...on Sundays and holidays the stretch of river between Maitland and Mount Harris (Comerford's) would be fairly alive with boating parties and young fellows 'out for a pull'.<sup>94</sup>*

Later, in 1880, a floating baths was built in the river and the West Maitland rowing club formed the following year.<sup>95,96</sup>

## Convicts and explorers

The town began as a cedar-cutters' camp, manned by convicts. The trees were first selected by a convict overseer who: *....distributes his men to fall and prepare them for removal on the banks of the river. The logs are sent over the shallows and afterwards made into rafts of 100 each of small size and about 75 if they are very large. Huts are made on them for the protection of the gangs and the provisions, and they are floated down by the tide.<sup>97</sup>*

A raft-making place probably lay near where Central Maitland is today. Rafting logs from Central Maitland to Newcastle took place throughout the year, except when the river was flooded or the weather was very bad. Two boats attended each raft, which took about eight days to get down the river.<sup>98</sup>

In 1818 Governor Macquarie allowed some minor officials from the then-isolated convict town of Newcastle to start small farms along the banks of the Hunter River and Wallis Creek, west of the junction of these two creeks.<sup>99</sup> These settlers included minor officials from Newcastle and convicts, including William O'Donnell, Patrick Maloney and Mary Hunt (Molly Morgan), who lived in either houses or skillions.<sup>100,101</sup> Farm 13 was owned by Molly

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Morgan, who may have established the first inn of the district on her land,<sup>102</sup> and Farm 14 by William Donnall.<sup>103</sup> These farms lay beside the river in the eastern section of the Central Maitland Riverside Precinct; their land was cleared and cultivated when the land was first measured. The track that later became High Street passed through both these farms, with the homes of Hunt and Donnall along the way.<sup>104</sup> The 11 or so pioneers took up about 40 acres of fertile land each along the river from Pitnacree to Horseshoe bend, running pigs and planting familiar English crops such as corn, peach orchards and vegetables.

The builders of early Maitland were convict farmers, supervised by constables and military guards as they built cottages at Wallis and Patterson Plains. They were assisted by trades including blacksmiths, nailers, carpenters, brick makers, brick layers, sawyers, shingle splitters, shinglers, fencers, coopers, lime burners, stone cutters and masons.<sup>105</sup>

Governor Macquarie visited the area near Wallis Plains on 15 November 1821, which he described as follows:

*I had a very pleasant Ride through a very fine rich Tract of Country to Wallis's Plains and the Settlement thereon, there being 11 separate Families now settled on their Lands in that District.*<sup>106</sup>

In 1820, explorers from Windsor reached the upper Hunter, then followed the river downstream to Wallis Plains and the coast. This discovery of a land route to Sydney meant that Newcastle's days as a penal settlement were numbered.<sup>107</sup> Macquarie himself explored the Green Hills and Wallis Plains are in 1821, staying at 'Lachlan Cottage' on Wallis Creek, which he described as:

*It is a neat rustic Building, very commodious, and most beautifully situated on the summit of a pretty Eminence, having a large Lagoon of Fresh Water in front, besides the large Creek I named Wallis's Creek, and Commanding a fine view of all the Farms on Wallis's Plains.*<sup>108</sup>

Surveyors and livestock both moved into the valley as the area opened up for settlement in 1822. At this time, Commissioner J T Bigge instigated a new land policy, which granted to the wealthy on the condition they employed one convict for every 10 acres of land they owned.<sup>109</sup> This policy saw a large number of land grants from 500 to 600 acres made in the area.<sup>110</sup> A new resident in the 1820s would have seen '... several huts with thatched roofs and large patches of maize' if they gazed down from a nearby hilltop.<sup>111</sup> A year later, surveyor Henry Dangar made the first measurements of Maitland and the deepwater port of Morpeth was founded.<sup>112</sup> By this stage, the

early settlers' farms had flourished and, in 1823, Mary Hunt (also known as 'Molly Morgan') and Patrick Maloney were granted seven-year leases of their farms.<sup>113</sup>

The fortunes of Mary Hunt and William Donnall were intertwined. In 1825, Mary Hunt successfully applied to the governor for more land for her livestock. Her farm was converted to a grant in 1831 and expanded to 159 acres, becoming the largest farm granted to any of the Hunter Valley agricultural pioneers.<sup>114</sup> Mary Hunt sold five lots along the river before her death in 1835, making her name synonymous with Horseshoe Bend.<sup>115,116</sup> William Donnall (aka O'Donnell) was a free settler and widower who had served for the Army in India. At one stage his weatherboard and shingled cottage on Farm 14 was valued at £20 – the most valuable house in Wallis Plains.<sup>117</sup> Donnall achieved fame in the great flood of 1832, when, known as 'the patriarch of Wallis Plains', he was rescued 'in a whale boat from the roof of his hut'.<sup>118</sup> On his death in 1838, Donnall bequeathed half of his estate to Mary Hunt and her children.<sup>119</sup>

As river trade grew, these early farms were eagerly sought after for their river frontages – sowing the seeds for today's Central Maitland. Merchant James Mudie wrote to Major Morriset on 7 October 1823 stressing the need for a wharf, store and house for public accommodation on the reserved

land at Wallis Plains.<sup>120</sup> He also wrote to the Colonial Secretary requesting a grant of an allotment with frontage to the river for a wharf and other buildings and with the land at the rear for cattle passing up and down the country.<sup>121</sup> The previously pristine Hunter River now carried offal and waste from Cox's slaughterhouse and from an adjoining soap and candle-making factory.<sup>122</sup>

By the 1830s, Maitland had grown from an agricultural community of 11 farms to a small town of slab huts, built on the leasehold farms of the convicts who first settled the area. In 1828 the town was still embryonic; one traveller described it as:

*...a township which at present consists only of some straggling cottages, a store or two and several small public houses with a substantial inn in progress for the accommodation of the more respectable settlers.*<sup>123</sup>

They included a hut owned by Mary Hunt, which may also have been the first hotel in the district, known eponymously as 'Molly Morgan's',<sup>124</sup> a Commandant's house and a guard house, part of a permanent military settlement established due to the large convict presence in the town. One member of the troops commented (in bad English!) that:

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*...I found Maitland only a verry few Scattered Houses on a low flat but verry fertile Land on the banks of the hunter. Our quarters was on a Nice Green hill just blow Government house...we ware there verry Comfortoubly quartered and our troops had a fine gardin on the bank of Walliceses Creek, with all kinds of fine vegetables...*<sup>125</sup>

Convicts had been responsible for building a road from Newcastle to Wallis Plains in 1824 and another road from Richmond to Maitland in 1829.<sup>126</sup> During the 1820s and 1830s major convict stockades were formed in both East and West Maitland; they remained some of the longest-serving in the colony of New South Wales. An iron gang of 40 men was stationed at Wallis Plains in 1828 and housed in a portable stockade – a moveable hut on wheels. A visiting cleric, James Backhouse, commented in 1836 that:

*We visited the Ironed Gang Stockade, which consisted of 4 moveable huts on wheels, calculated to lodge 20 men each. They are 7 ¼ feet wide 14 ft long, and rather more than 6 ft high which allows barely 1 ½ feet space for each prisoner; they are necessarily very crowded as they can hardly avoid touching one another...Confinement to these places during the hours the prisoners are not at work or at meals must involve considerable suffering.*<sup>127</sup>

Ironically, convicts helped build Maitland

Gaol. The stockades were broken up by 1850, after the assignment system for convicts ceased.<sup>128</sup>

Other industries on the riverbank in the 1830s included a salt store, a steam flour mill and a limeworks. The flour mill was owned by James King and symbolised the area's beginnings as a grain growing area.<sup>129</sup> According to the Sydney Gazette of 24 August 1830:

*The thrashing mill at Maitland is now in a going state, and will be in active operation as soon as the approaching reaping season commences. It was fully tried on some wheat belonging to T W M Winder Esq of WIndemere and thrashed upwards of 200 bushels a day.*<sup>130</sup>

## Establishing a town

The government town of East Maitland was established in 1829, on the eastern side of Wallis Creek. Lots were one by five chains (one chain = 20m), with main streets 100 feet (30m) wide and minor streets 84 feet (26 metres) wide.<sup>131</sup> Early allotments went up for sale in the 1830s; a time when 'Molly Morgan's' was booming.<sup>132</sup> East and West Maitland were gazetted in 1835 and, by the 1840s, West Maitland was one of the leading towns in New South Wales.<sup>133,134</sup>

Like all towns in early Australia, Maitland

was perhaps too well serviced by inns. The town's first inn, the Angel Inn, was licensed in High Street in 1827 and at least two more inns were opened in the following two years.

<sup>135</sup> By 1831 Maitland had a public house every 100 yards.<sup>136</sup> Two years later Canon CPN Wilson of the Church of England was reluctant to allow a reputable young woman to accept work in '...so depraved a place as Maitland'.<sup>137</sup> The town's bad reputation was due to the drinking and brawling of teamsters, many of them ex-convicts:

*We have been told, that we should find a large proportion of the inhabitants of this place, drunken with prosperity at the time of our visit devotedness to the world, and drunkenness, was awfully prevalent*.<sup>138</sup>

In 1824, Newcastle merchants Frederick Boucher and William Powditch opened a store in West Maitland. To attract business, they began a boat service that linked West Maitland with Newcastle and carried all the essentials for the town, including carts and ploughs.<sup>139</sup> The route ended at a wharf in a river channel at the eastern end of today's High Street.<sup>140</sup> When Peter Cunningham passed through the district in 1825-6, he described the store as one where 'a good supply of merchandise [was] kept'.<sup>141</sup>

The first Wallis Creek Bridge was built in 1827 to take settlers travelling between the river port Morpeth and their land grants

in the Hunter Valley.<sup>142</sup> Land grants were generous, generally comprising one or two thousand acres with generous river frontages and later graced by fine buildings.<sup>143</sup>

By the 1830s, William O'Donnell had built a brick cottage near to his wooden house that served as the starting-point for many Maitland businesses. The town saw an inundation of new residents, as convict transportation ceased and ships of emigrant works arrived in the valley to help on the large estates. By this stage, Maitland had a regular steamer service to Hinton and Sydney.<sup>144</sup> Many of these workers found low-coast land at Horseshoe Bend, where they built cottages and huts.<sup>145</sup> W E Riley described the burgeoning town as '...a long street of straggling houses, with a public house occurring at every 100 yards, but it is increasing in size daily'.<sup>146</sup> John Dunmore Lang fondly called it 'the people's town' in contrast to 'the government town (East Maitland) and the 'proprietor's little fancy town' (Morpeth).<sup>147</sup>

High Street began as a meandering track across the leases held by farmers that spread from the Newcastle convict settlement. It was never straightened by surveyors.<sup>148</sup> This reflected the fact that West Maitland was never intended to be a town and that the land was originally set out for farming.<sup>149</sup> Nevertheless, High Street



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was the main road to the Upper Hunter Valley and northern New South Wales until the recent bypass. Bullock teams dominated the street until the Great Northern Railway reached Singleton in 1863, making that town the temporary railhead.<sup>150</sup> Many early accounts of High Street describe a smelly, dirty street where bullock teams, horses and cattle were ferried up and down the street, leaving manure and bogging in wet weather. It was equally bad in summer, when dust from the street traffic filled the shops in the dry. High Street remained this way until the early 20<sup>th</sup> century.<sup>151</sup>

Pioneered by Henry Reeves and James Stilsby, horse-drawn buses or coaches first appeared in the town in the 1840s, ferrying goods and passengers between the towns of the Hunter region and also within the Maitland district. In 1848, 12 of these vehicles, one with the capacity to carry eighteen passengers, were licensed to operate through High Street. A shrill trumpet blast announced the arrival of one of Reeves' coaches with its beautifully groomed and dressed horses.<sup>152</sup>

## Poverty and prosperity

By 1843, West Maitland boasted over 100 businesses of various kinds. The town had 10 hotels, 14 stores and many butchers, hairdressers, cabinet-makers, coopers, blacksmiths, tailors, shoemakers



and carpenters, as well as artists and a professor of music.<sup>153</sup> The town boomed in the 1850s. By 1858 the local branch of the Bank of New South Wales held deposits of £96,000 – only Sydney and Melbourne held more.<sup>154</sup> The period before 1860 saw all the major churches established together with Maitland Hospital (1849). Church, Bulwer, Bourke and Catherine Streets all began to be settled at this time.<sup>155</sup> The railway began in 1858 and the wooden bridge was built across Wallis Creek (1852).<sup>156</sup> In 1861, Maitland's population had reached 5,694, the streets had been lit by gas, a water

supply established and Horseshoe Bend subdivided from agricultural to residential land.

By 1863, when West Maitland acquired its first Council, Maitland housed 300 businesses, more than half of them shops and stores, 20 auctioneers and 15 professionals, including William Arnott, the famous biscuit maker, who emigrated from Scotland with his brother David—his fortunes in Maitland were not good, however, and he was technically bankrupt by 1865.<sup>157,158</sup> Most of these businesses were in High

Street, servicing Maitland's two main groups of farmers and miners.<sup>159</sup> West Maitland was by then the home of large cattle and horse markets and also saleyards. The towns of East and West Maitland were now second only to Sydney in size and importance and, in the years preceding the 1880s boom, showed no signs of slowing down.<sup>160</sup> A travelling reporter in 1871 commented that:

*High Street was 'decidedly the street of Maitland, long, winding, sufficiently, but not over wide and boasting some really good stores, shops and public buildings worthy of note...'*<sup>161</sup>

*Business premises thicken to such an extent, that one is apt to wonder where and how they all find trade and living.*<sup>162</sup>

Yet this also came at a loss for the town. One resident commented in 1871 that:

*Although West Maitland is far grander in appearance than it was thirty years ago, although its houses are more lofty and spacious, and its population better dressed and infinitely more sedate, it has lost to me some of the charming though ruder features both in its own aspect and in the manners of its inhabitants which it presented in auld lang syne....There are no Molly Morgans or Joe the Marines now-a-days...nor any bullock-drivers of the old stamp.*<sup>163</sup>

# INTERPRETIVE FRAMEWORK

But the river continued to intersect with the town's fortunes. Two great floods occurred in 1857 and in 1864 the Hunter River rose 26 feet, carrying away part of the premises of the well-known Cohen brothers importers and four other stores.<sup>164</sup> Theirs were 'magnificent premises', described in the 1870 edition of the Town and Country Journal as 'possibly the finest store in the colony and an ornament to the town'.<sup>165</sup> But the town still appeared prosperous, with the visiting reporter of 1871 noting wryly:

*'...such numbers riding and driving about on sleek horses and in smart buggies, that he began to wonder where the poor and impoverished flood victims were'.<sup>166</sup>*

Riches from the ground formed the other mainstay of Maitland's economy. Coal mining began in the area in the 1840s, near both East and Maitland. In 1848, H G Wells described the coal as:

*...of a very superior quality, and abundant in quantity; it is delivered at the premises of the consumer, in quantities, at the rate of six shillings per ton.<sup>167</sup>*

Coal mining continued to fuel the town's

prosperity for many years, with the South Maitland Coal Fields producing 31% of the northern districts' entire output in 1907.<sup>168</sup> It is still a major factor in the regional economy today.

The area's population swelled to 7,300 in 1891 and the area reached population and development capacity by 1913.<sup>169</sup> At this time, the Illustrated Sydney News stated that Maitland had '...the finest mercantile buildings in any country town in New South Wales'.<sup>170</sup> By this stage, the Hunter region had earned itself the title of 'the Garden of New South Wales'. A visitor to a market in 1886 saw:

*...piled drays of farmers produce – great green melons and bulky pumpkins stacked in mounds to be sold by the ton; grapes, rich, luscious, heavy as the clusters of Eschol; oranges in their golden glory; tomatoes in boxes; chillies and pomegranates; bundles of green sorghum and maize and great bales of fragrant lucerne hay...<sup>171</sup>*

Nevertheless, the town's importance was declining as Newcastle became established as the main town of the district.<sup>172</sup>

The interwar period (1914-1945) saw a period of slow growth for the town, with many shops in High Street rebuilt, verandas being removed from shops, a portion of the Hunter River diverted away from High Street

and new playing fields formed.<sup>173</sup>

In July 1944 the three municipalities of West Maitland, East Maitland and Morpeth and parts of the shires of Bolwarra, Kearsley and Tarro amalgamated to form a single Maitland City Council.<sup>174</sup>

In February 1955, Maitland and the Hunter River district experienced its most severe flood in recorded history. Considered to be one of Australia's worst floods, the waters reached 12.5m, causing catastrophic damage throughout the region. Much of the vegetable production on the river flats, such an integral part of Maitland's economy,

was ruined. The cost of damage in today's currency would have been in excess of \$2 billion with seven thousand buildings and homes destroyed.

This flood was one of the first natural disasters in Australia to be broadcast worldwide. A Cinesound film was written about the flood and shown both nationally and internationally. Maitland's identity has been associated with serious flooding ever since.<sup>175</sup>

The post-war years saw an influx of migrants, particularly Poles, to the region.



# INTERPRETIVE FRAMEWORK

## LINKS WITH NSW HISTORIC THEMES

This Interpretation Plan links with the following NSW Historic themes:

No	Australian Theme	NSW theme	Local themes	Examples relating to Maitland
1	Tracing the natural evolution of Australia	Environment - naturally evolved	(1) Features occurring naturally in the physical environment which have significance independent of human intervention  (2) Features occurring naturally in the physical environment which have shaped or influenced human life and cultures	River flats, wetland, plain, evidence of flooding
2	Peopling Australia	Aboriginal cultures and interactions with other cultures	Activities associated with maintaining, developing, experiencing and remembering Aboriginal cultural identifies and practises, past and present; with demonstrating distinctive ways of life; and with interactions demonstrating race relations.	Prison, convict-built structure, convict stockade, estate based on convict labour
2	Peopling Australia	Convict	Activities relating to incarceration, transport, reform, accommodation and working during the convict period in NSW (1788-1850) relating to the imperial convict system.	Prison, convict-built structure, convict stockade, estate based on convict labour
3	Developing local, national and regional economies	Agriculture	Activities relating to the cultivation and rearing of plant and animal species, usually for commercial purposes	Rural landscape, dairy, vineyard, fencing, orchard, market garden
3	Developing local, national and regional economies	Commerce	Activities relating to buying, selling and exchanging commercial goods	Bank, shop, inn, market place, coin collection, consumer wares, bond store, trade routes, Aboriginal trading places
3	Developing local, national and regional economies	Communication	Activities relating to the creation and conveyance of information	Post office, telephone exchange, printery, newspaper office, radio studio, network of telegraph poles, track
3	Developing local, national and regional economies	Environment - cultural landscape	Activities associated with the interactions between humans, human societies and the shaping of their physical surroundings	A landscape type, market garden
3	Developing local, national and regional economies	Events	Activities and processes that mark the consequences of natural and cultural occurrences	Monument photographs, flood markers, memorial, camp site, boundary, legislation, celebration
3	Developing local, national and regional economies	Exploration	Activities associated with making places previously unknown to a cultural group known to them	Explorers route, camp site, surveying, water source, Aboriginal trade route
3	Developing local, national and regional economies	Industry	Activities associated with the manufacture, production and distribution of goods	Factory, workshop, wharf, blacksmith, tannery

# INTERPRETIVE FRAMEWORK

No	Australian Theme	NSW theme	Local themes	Examples relating to Maitland
3	Developing local, national and regional economies	Pastoralism	Activities associated with the breeding, raising, processing and distribution of livestock for human use	Pastoral landscape
3	Developing local, national and regional economies	Transport	Activities associated with the moving of people and goods from one place to another and systems for the provision of such movements	Railway station, highway, train, wharf, bridge, coach stop
4	Building settlements, towns and cities	Towns, suburbs and villages	Activities associated with creating, planning and managing urban functions, landscapes and lifestyles in towns, suburbs and villages	Town plan, streetscape, village reserve, concentrations of urban functions, civic centre, subdivision pattern
4	Building settlements, towns and cities	Land tenure	Activities and processes for identifying forms of ownership and occupancy of land, both Aboriginal and non-Aboriginal	Fence, subdivision pattern
4	Building settlements, towns and cities	Utilities	Activities associated with the provision of services, especially on a communal basis	County council office, bridge
4	Building settlements, towns and cities	Accommodation	Activities associated with the provision of accommodation, and particular types of accommodation	Mansion, hotel
5	Working	Labour	Activities associated with work practises and organised and unionised labour	Servants' quarters, hotel with an occupational patronage
5	Educating	Education	Activities associated with teaching and learning by children and adults, formally and informally	School, kindergarten, mechanics institute
7	Governing	Government and administration	Activities associated with the governance of local areas, regions, the State and the nation, and the administration of public programs	Municipal chamber, council offices
7	Governing	Law and order	Activities associated with maintaining, promoting and implementing criminal and civil law and legal processes	Courthouse, police station, lock up, law chambers, gaol complex
8	Developing Australia's cultural life	Creative endeavour	Activities associated with the production and performance of literary, artistic, architectural and other imaginative, interpretive or inventive works; and/or associated with the production and expression of cultural phenomena; and/or environments that have inspired such creative activities	Exemplar of architectural style
8	Developing Australia's cultural life	Leisure	Activities associated with recreation and relaxation	Exemplar of architectural style
8	Developing Australia's cultural life	Leisure	Activities associated with recreation and relaxation	Walking track, fishing spot, picnic place, swimming hole
8	Developing Australia's cultural life	Religion	Activities associated with particular systems of faith and worship	Church
9	Marking the phases of life	Persons	Activities of, and associations with, identifiable individuals, families and communal groups	A family home, a place of residence, a gendered site, statue



# REVIEW OF EXISTING INTERPRETATION

## OVERVIEW

There is limited interpretation in Central Maitland. The following sites are under the control of Matland City Council. Privately-owned sites have not been reviewed.

### RIVERSIDE WALK

#### DESCRIPTION

A series of signs, running from Belmore Bridge to the Eastern end of the High Street CBD.

#### ANALYSIS

This Walk is an excellent example of an innovative way to use signage, with bronze-cast sculptural elements attached to poles and placed on pedestals next to large-format landscape signs. The key themes of the river are told evocatively. There are three main issues with the interpretation:

- The large-format signs are beautifully written and designed, but provide too much text-based information. Text lengths for signage on themed trails is usually 200-250 words per panel, since most people do not read more than that while they are walking.
- The laminate on some signs is peeling off and one has been covered in graffiti.
- The bronze-cast sculptures are also

falling into disrepair and some of the relief elements on the cylinders are hard to distinguish.

#### RECOMMENDATIONS

- Identify more locations for signage along the river so that the content can be dispersed over a wide area. This will need to occur when the riverfront is redesigned in any case, so that the new signs match the look and feel of the redeveloped area. The content for the new signs can be drawn heavily from the existing signs and supplemented by research in this report.
- Introduce one large Orientation sign at each end of the River Walk to give an overview of the whole walk.
- Maintain and repair bronze-cast sculptures on the river frontage and introduce new signage, which would be carried through to the rest of the Levee Walk.

### LARGE-FORMAT MAP INSTALLATION IN HIGH STREET MALL

#### DESCRIPTION

- A large-format map of Maitland, 1835, cast in pavement at the eastern end of High Street with an accompanying bronze plaque inset into the pavement.



# REVIEW OF EXISTING INTERPRETATION

- A bronze plaque indicating that the pavement installation was sponsored by the National Australia Bank and provides some brief historical context.
- Attribution panels x 3.

## ANALYSIS

- The map is hard to understand and not well designed; much more could be done with the map's graphics and layout
- The history in the bronze plaque is dull and the text is crowded
- The attribution panels are functional.

## RECOMMENDATION

Do not replace or reinstate the map and bronze plaque as this installation was unsuccessful and would also not work in with the revised interpretation.

### SMALL BRONZE INSTALLATIONS: (1) 'WOMEN PIONEERS' (2) 'KOORI', (3) PIEMAN & (4) WOMEN

## DESCRIPTION

These are small circular installations, each with text and a line drawing, commemorating different aspects of Maitland's history.

## ANALYSIS

These are excellent plaques, well written and with evocative line drawings.

## RECOMMENDATION

Reinstate in riverfront area or other public realm space. Wall positioning in the Levee area would be ideal, in order for the plaques to be appreciated properly.

## WALKS

## DESCRIPTION

### Maitland Heritage Walk series

Maitland Heritage Walk Series currently available as hard copy pamphlets (Maitland VIC)  
Maitland 1835 Central Precinct, 1995  
Cathedral Precinct Central Maitland, 1995  
Maitland Children's Heritage Walk, 1995

### Miscellaneous and special interest

Maitland Main Street Heritage Walk, hosted by the Twentieth Century Heritage Society of NSW Inc 2002  
Maitland's Spectacular Heritage City Tour, 1998

### Maitland Historical Society

Walks are hosted by the Maitland Historical

Society by arrangement and at City Festivals.

### National Trust

Grossmann House host a number of walks during the year in various locations across Central Maitland. These are precinct-based walks:

- High Street East
- High Street West
- Churches and Schools of Central Maitland
- Horseshoe Bend
- Sempill Street
- Bourke Street
- Church Street

### Additional Research for Central Maitland walks

Working documentation prepared for Maitland City Council 2011 by the Maitland and District Historical Society and the National Trust (Grossmann House) including:

- Draft heritage walk notes for Central Maitland
- Draft heritage walks notes for Sempill Street

## ANALYSIS

The content for all walks is meticulously researched and interesting. Of the walks, the style of 'Maitland's spectacular Heritage City' is the most open and engaging for the general public.

## RECOMMENDATION

Given that Maitland is refreshing all of its heritage interpretation, the content for these walks would form the basis of the content for the themed heritage walks proposed in this document, with revisions to the text for consistency of style and voice. Graphic design would accompany these revisions.

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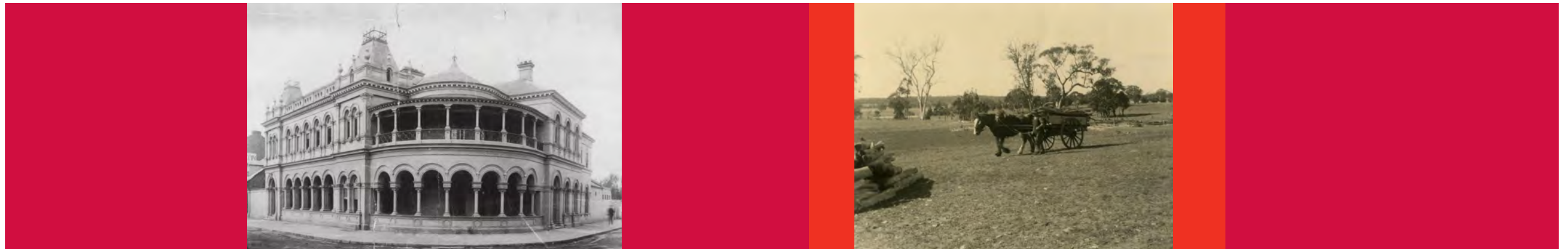
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# Interpretation: Themes and stories

## Heritage walks



# THEMES AND STORIES

## MAITLAND LEVEE THEMES, STORIES AND LOCATIONS (including Walk 1)

CLUSTER TITLE		SITE NUMBER	MEDIA TYPE	SUGGESTED COST CENTRE	INDICATIVE CONTENT - FERTILITY	INDICATIVE CONTENT - DESTRUCTION	THEMES	SUB-THEMES	STORIES
FERTILITY AND DEVASTATION	Maitland's early settlement ...submerged	1.1	Large vertical post markers x 2 - Cluster 1	Interpretive	'...I found Maitland only a very few Scattered Houses on a low flat but very fertile Land on the banks of the hunter. Our quarters was on a Nice Green hill just below Government house...we were there very Comfortably quartered and our troops had a fine garden on the bank of Walliceses Creek, with all kinds of fine vegetables' (Commandant, c 1820s)	'All the streets and passages leading from High Street to the river were so many avenues for the outlet of the pent-up waters, which flowed into the main street of West Maitland and took their own course into the lowland, at the back...all the low parts of the town are submerged, and many places standing on higher ground, are filled with flooded-out residents.' - 1875	Settlement and growth/ Floods	Early farms were eagerly sought after for their river frontages.  The floods that brought devastation to Maitland also led to its prosperity	Floods did not stop the people of the town; floods did not stop the town's development
FERTILITY AND DEVASTATION	Prospering settlers ... ruined for all time	1.2	Large vertical post markers x 2 - Cluster 1	Interpretive	'... the ground on both sides of the river is good soil, and where the banks are low there is abundance of useful timbers; indeed, the cedar, ash and box are found only in low situations. The flood at this part of the river [East Maitland] rises from 30 to 35 feet'. (Lieutenant-Colonel Paterson, 1801)	'The greatest sufferers were the 'small settlers' who had previously found this season the first for many years in which their occupation was a profitable one. They stood to lose not only their profits but also stock and property industrially accumulated in previous years. These people will be ruined for all time.	Floods	Cycles of destruction & renewal shaped Central Maitland's destiny	During the time of recorded history, the town has seen 45 floods over 7.6 metres, 15 floods over 9 metres and 2 floods over 10.7 metres.
FERTILITY AND DEVASTATION	Fertile lands	1.3	Large vertical post markers x 2 - Cluster 1	Interpretive	'... The timber on the low ground is principally blue gum and apple-tree. Near the banks of the river a great quantity of large cedar, vines of different kinds, and plenty of curradjong...' Charles Grimes, 1801	'The water rises on the banks a great height...the country for about half a mile back is full of lagoons, or swamps covered with reeds, which are bound by moderate high hills. The ground is good between the river and the hills but much lower than the bank in most places, so that the country is under water before the banks of the river are generally overflowed, and there are marks of the flood a considerable distance up the hills at the back...' Charles Grimes, 1801	The river	The River was the lifeblood of Maitland but also brought great hardship	Boucher and Powditch began a boat service that linked West Maitland with Newcastle and carried all the essentials for the town, including carts and ploughs. The route ended at a wharf in a river channel at the eastern end of today's High Street.  The ancient trade route between Sydney and the Hunter Valley was a venue for exchanging goods and performing ceremonies
A CHANGING LANDSCAPE	Magnificent trees , unable to withstand the elements	2.1	Large vertical post markers x 2 - Cluster 2	Interpretive	'... walking into it (the tree cover) is like walking into twilight, the trees so huge they meet across the river and the canopy above is so thick the sunlight never reaches the ground below' (E C Close, date unknown)	'For several successive days we had experienced winds from the SSW, accompanied by very heavy showers of rain, which had the effect of completely saturating the earth... the fatal crisis arrived in one of the most awfully grand storms that was ever felt or experienced by any of the oldest settlers; the wind from the SSW blew a perfect hurricane, the rain at the same time fell in torrents, accompanied with vivid lightning and hoarse growling thunder, whose excessive loudness was only to be imagined by comparison with the din of the other contending elements... large gigantic trees which had withstood many severe gales, were now continually falling before the blast.' (Letter to the Editor of The Sydney Herald, Monday 16 May 1831)	Pre-European settlement/ Settlement and growth		
A CHANGING LANDSCAPE	The natural beauty of the River ... altered forever	2.2	Large vertical post markers x 2 - Cluster 2	Interpretive	The Northern Banks of the Hunter were lined with '...a jungle or brush next to impenetrable' (E B White (surveyor), no date specified)	'We are glad to have it in our power to report most favorably of the progress made in removing the obstructions of the River Hunter. The dredging machine has been about five weeks at work, and up to Saturday last 2500 tons of stuff had been removed from the bed of the River, and safely deposited on Snapper Island, above high water mark.' (From the Maitland Mercury, viewed in The Sydney Morning Herald, Tuesday 17 June 1845)	Pre-European settlement/ Settlement and growth	Floods were partly caused by the reshaping of the Hunter River by European settlers in the 19th century	The branch of the Hunter River between Morpeth and Maitland added 25 miles to river journeys.  Maitland residents formed a 'Dredging Machine Committee' in the early 1840s



## MAITLAND LEVEE THEMES, STORIES AND LOCATIONS (including Walk 1)

CLUSTER TITLE		SITE NUMBER	MEDIA TYPE	SUGGESTED COST CENTRE	INDICATIVE CONTENT - FERTILITY	INDICATIVE CONTENT - DESTRUCTION	THEMES	SUB-THEMES	STORIES
A CHANGING LANDSCAPE	Working with the river ... and against it	2.3	Large vertical post markers x 2 - Cluster 2	Interpretive	<i>The logs are sent over the shallows and afterwards made into rafts of 100 each of small size and about 75 if they are very large. Huts are made on them for the protection of the gangs and the provisions, and they are floated down by the tide.</i> Convict	<i>...the river between Green Hills (Morpeth) and Maitland folds about like a snake and is besides too much obstructed, with shallows for the steamer's draught ...</i>	The River/ Settlement and growth	River transport was crucial to Central Maitland's growth  Floods were partly caused by the reshaping of the Hunter River by European settlers in the 19th century	Raffis brought the first houses to Central Maitland. A raft-making place was probably situated near where Central Maitland is today.  The branch of the Hunter River between Morpeth and Maitland added 25 miles to river journeys.  Two great floods occurred in 1857 and in 1864 the Hunter River rose 26 feet, carrying away the premises of the Cohen Brothers.
A CHANGING LANDSCAPE	From straggling huts ... to fine buildings	2.4	Large vertical post markers x 2 - Cluster 2	Interpretive	<i>... a township which at present consists only of some straggling cottages, a store or two and several small public houses with a substantial inn in progress for the accommodation of the more respectable settlers.</i>	<i>...the finest mercantile buildings in any country town in New South Wales</i> , (Illustrated Sydney News, 1913)	Settlement and growth	By the 1830s Maitland was a town of slab hut	By 1830 William O'Donnell had built a brick cottage near to his wooden house, which served as the starting-point for many Maitland businesses. New residents flocked to the town following the end of convict transportation and emigrants arrived.
		3.1	Large bench seat markers x 2	Capital works	<i>'I have seen them ... quit their Kenous and swim, tho I was a mile distant with my boat and only had 2 soldiers with me. They navigate their Skiff along the river by a long pole, &amp; make them go well against the Stream ... Their nourishment is Fish, the roots of Fern and a sort of root or yam ...' Ensign Barallier (date unknown)</i>		Pre-European settlement	The primeval forest	European perceptions of the Wonnarua, Worimi and Awabakal people
		3.2	Large bench seat markers x 2	Capital works	<i>'The Natives are not much more advanced in arts than those in Sydney, unless it is in making Lines to fish &amp; sacks 3 feet circumference &amp; one deep netted, of a new species of Coregean—which they prepare by soaking the bark and afterwards beating it with a wooden mallet ...' (Author &amp; date not specified)</i>		Pre-European settlement	The primeval forest	European perceptions of the Wonnarua, Worimi and Awabakal people  The ancient trade route between Sydney and the Hunter Valley was a venue for exchanging goods and performing ceremonies
		3.4	Large bench seat markers x 2	Capital works	<i>...the river flows with sunlight ripples over pebbly strands; in places it leaves the feet of shaggy mountains, and nourishes the gay green trees and gorgeous flowers, which contrast with the sombre clothing of the hillside; ever and anon banks of rock extending from bank to bank make foamy cascades, which day and night sing a sweet entrancing lullaby.</i>		Pre-European settlement	The primeval forest	The many species of plants and animals inhabiting the area  The diversity of flora and fauna  The area was rich with fish, yams, roots of ferns, black swans and plentiful foods

## MAITLAND LEVEE THEMES, STORIES AND LOCATIONS (including Walk 1)

CLUSTER TITLE		SITE NUMBER	MEDIA TYPE	SUGGESTED COST CENTRE	INDICATIVE CONTENT - FERTILITY	INDICATIVE CONTENT - DESTRUCTION	THEMES	SUB-THEMES	STORIES
SITE	DATE (est.)	SITE NUMBER	MEDIA TYPE				THEMES	SUB-THEMES	
467 High St Maitland	1902	4.1	In-ground paver marker	Capital works			Architecture		Turn of the Century
433-435 High St Maitland	1923	4.2	In-ground paver marker	Capital works			Architecture		Art Deco
TBD		4.3	In-ground paver marker	Capital works			Architecture		Settlement and growth
Maitland Post Office, 381 High St Maitland	1881	4.4	In-ground paver marker	Capital works			Architecture		1880s 'Boom'
316-318 High St Maitland	1940	4.5	In-ground paver marker	Capital works			Architecture		Inter-War years
Maitland mall planter boxes		5.1	Mall planter box interpretation	Capital works			TBD	TBD	TBD
Maitland mall planter boxes		5.2	Mall planter box interpretation	Capital works			TBD	TBD	TBD
Maitland mall planter boxes		5.3	Mall planter box interpretation	Capital works			TBD	TBD	TBD
Maitland mall planter boxes		5.4	Mall planter box interpretation	Capital works			TBD	TBD	TBD



## LEVEE WALK - Proposed sites for interpretive media

### Notes:

- Location of proposed interpretive sites is indicative only.
- Ambient sound would be utilised in only 2 or 3 vertical marker sites, depending on their final location.

### Key of interpretive media:

- Vertical markers
- Bench seats
- Pavers
- Planter boxes





# THEMES AND STORIES

## HEROES AND VILLAINS - INCLUDING WALK 2

SITE NUMBER	THEME	DETAIL	STORY	DETAIL	QUOTE NO.	QUOTATION	REF NO.	BRIEF CITATION
<b>WALK 2 - HEROES AND VILLAINS</b>								
<b>SETTLERS</b>								
1.1.1	HEROES	SETTLER	<b>Molly Morgan:</b> <i>'...a name that will forever be associated with the foundation of our thriving town.'</i>	Molly Morgan (Mary Hunt) lived on Farm 13. She was a convict who probably established the first inn in Maitland. Molly Morgan was granted a 7-year lease of her farm in 1823 and successfully applied to the governor for more land for her livestock in 1825. In 1819 she was one of a small party of well-behaved convicts given tickets-of-leave by Governor Lachlan Macquarie and sent to establish a settlement at Wallis Plains (Maitland), where they were given a few acres of land. Molly worked her land herself and in a small way became a successful farmer. Near the river she opened a wine shanty, which became increasingly profitable as the settlement grew and river navigation extended. She built the Angel inn in the centre of her lease, which occupied the nucleus of the town of Maitland. By the mid-1820s Molly had become a wealthy woman. Through her personality, Wallis Plains became known as Molly Morgan's and the track from the settlement to Singleton as Molly Morgan's line of road. The Australian, 23 January 1828, named her as one of the largest landholders on the Hunter River. At a time when the majority of women remained in the background of colonial society, Molly Morgan stands out as a colourful and rather remarkable personality, a pioneer of the Maitland district and one who successfully established her farm, built up trading interests, and impressed Governors Macquarie and Brisbane with her resourcefulness and ability. (Elizabeth Guilford, 'Morgan, Molly (1762-1835)', Australian Dictionary of Biography, National Centre of Biography, Australian National University.)	1	Her obituary read: '... she was in the constant habit of lending the most valuable assistance to all who asked it—the settlers of the years 1820 to 1826 have reason to remember her, as many without the aid rendered by her, would not have borne themselves through the trying seasons of that period while many from her ignorance of accounts fattened themselves on her good will.'	1	Maitland from old Molly Morgan's days... by Emma Swain' (Obituary, 1835), The Maitland Mercury, May 4 2012
	HEROES	SETTLER			2	If there is one individual whom credit can be given for playing a major part in the development of Maitland it must surely be that singular person, Molly Morgan - a name that will forever be associated with the foundation of our thriving town. From a pen-picture of this woman published in the Mercury in the nineties, we read 'there are still some among us to whom the little old woman with her age-stooped back, her nodding head, her eccentric gesticulations, her quavering, garrulous tongue and her ready wit are but as things of yesterday.'	2	Molly Morgan: Life in Maitland', The Maitland Daily Mercury, Sat 7 Jan 1953, p.10
	HEROES	SETTLER			3	'Death. On the 27th June, 1835, at her residence, Anville Creek, Hunter's River, Mrs. Mary Hunt, better known by the name of "Old Molly Morgan," aged 64 years—She was at one time possessed of a most valuable property in Maitland, during which she was in the constant habit of lending the most valuable assistance to all who asked it—the settlers of the years 1820, to 1826, have reasons to remember her, as many without the aid rendered by her, would not have borne themselves through the trying seasons of that period, while many from her ignorance of accounts fattened themselves on her good will. The writer of these remarks, often favored by her, only regrets that her latter days were not those of enjoyment of the comforts of this life to which she was entitled from the numerous acts of kindness she had evinced to all around her.'	3	The Australian, 3 July 1835
<b>SCIENCE</b>								
1.2.1	HEROES	SCIENCE	<b>Henry Chamberlain Russell:</b> <i>'...the representative of this colony in the Republic of Science.'</i>	Born in West Maitland, 1846, he was an astronomer and meteorologist who became Australia's first native-born Government Astronomer in 1870. In this role Russell organised expeditions for the observations of significant astronomical events, introduced the publication of daily weather maps and invented devices such as telescope mountings and self-recording meteorological devices, including an anemometer, which is in the Science Museum in London. He attended West Maitland Grammar School.	1	GOVERNMENT ASTRONOMER - Mr Henry Chamberlain Russell has been appointed Government Astronomer, to date from 12th ultimo.'	1	The Sydney Morning Herald, Sat 20 August 1870, p.5
	HEROES	SCIENCE			2	He was followed by Mr Henry Chamberlain Russell, a great scientist and notable figure, who held the position until 1905. He completely replaced the instrumental equipment and made the observatory in that respect equal to many of the first-class observatories of the Old World. He was responsible for Sydney and Melbourne observatories sharing in the preparation of the great Astrographic Catalogue and Chart... Mr Russell made many magnificent star and lunar photographs, and many observations of double stars. He also greatly advanced the study of meteorology.'	2	The Sydney Morning Herald, Wed 5 Nov 1930
	HEROES	SCIENCE			3	Mr Henry Chamberlain Russell, C.M.G., the Government Astronomer of New South Wales, occupies a prominent and honorable position even amongst the astronomers of the world. Apart from the status which his official position gives to Mr. Russell, his own attainments as a scientific man ensure him a high position in the world of science. He is the representative of this colony in the Republic of Science, and thus occupies a position analogous to that of an ambassador in the diplomatic world. Mr Russell's representative character is intensified by the circumstances that he is a native of New South Wales. He was born at Maitland in the year 1836, and received his preliminary education at the Church of England Grammar School in that town.'	3	Illustrated Sydney News, Sat 17 June 1893, p.11
1.2.2	HEROES	SCIENCE	<b>Walter Lawry Waterhouse:</b> <i>'For him the scientific career and the upright life were indivisible.'</i>	Born at West Maitland, 1887, Waterhouse was a highly regarded agricultural scientist. He received numerous medals in recognition of his contribution to the industry and is perhaps most well known for producing rust resistant varieties of Australian wheat.	1	He brought to the lecture room and laboratory an austere integrity, a quiet dedication to the training of agricultural scientists which touched even the less sensitive of his students and made a life-long impression on those who fully appreciated his talents. There was a gravitas about his whole approach to teaching which influenced colleagues and students alike. The secret of his success was that for him the scientific career and the upright life were indivisible.'	1	1. Professor Eric (Lord) Ashby (http://adb.anu.au/biography/waterhouse-walter-lawry-8993)
	HEROES	SCIENCE			2	A typical scientist, he is embarrassed by the publicity which his success has brought him.'	2	Australian Women's Weekly, Sat 5 Nov 1949



## HEROES AND VILLAINS - INCLUDING WALK 2

SITE NUMBER	THEME	DETAIL	STORY	DETAIL	QUOTE NO.	QUOTATION	REF NO.	BRIEF CITATION
<b>ARTS</b>								
1.3.1	HEROES	ARTS	<b>Ruth Cracknell:</b> 'She called herself "Truth Ruth"'	Born in Maitland, 1925, Ruth Cracknell was a beloved actress who worked from 1946 until 2000. Her most famous performance was as Maggie Beare in the television show Mother and Son. She was appointed a Member of the Order of Australia in 1980 and received several Logies and honorary doctorates.	1	<i>The last word belongs to the audience...that blessed connection... that is a most powerful feeling. One that is worth savouring on dark nights when the wind blows. On the other hand there is no way of ever knowing when one steps out into that circle, if the connection will be made. The promise is there, the hope is there, but no certainty whatsoever. Which is, I suppose, the attraction. That connection, when it happens, is magic. When it doesn't... Turn out the lights. "'</i>	1	RUTH CRACKNELL, A Biased Memoir
	HEROES	ARTS			2	<i>She was just such a wonderful woman. Just so strong and just so generous and such a wonderful comedian. 'Even though her nickname was The Dame, it was never like we were working with someone we had to kowtow to. She was just extraordinarily generous.'</i>	2	Garry McDonald, cited in 'Ruth Cracknell dies at 76', by Michael Bradley May 14 2002
	HEROES	ARTS			3	<i>'Some big names try to hog and they keep all the glory to themselves, but she didn't. She called herself "truth Ruth"... I remember us all waiting in the studio on the 32nd take of something that wasn't happening to the director's satisfaction. And she was the little rabbit with the correct batteries, which could just keep on drumming, as everybody else was just keeling over.'</i>	3	Henry Seps, cited in 'Ruth Cracknell dies at 76', by Michael Bradley May 14 2002
1.3.2	HEROES	ARTS	<b>John Bell:</b> 'All I wanted to do was be an actor and perform Shakespeare.'	Born in Maitland, 1940 and educated at Maitland's Marist Brothers College, John Bell is an acclaimed and influential theatre director and actor who founded The Bell Shakespeare Company in 1990. John Bell is an Officer of the Order of Australia and an Officer of the British Empire for his contributions to Australian Theatre.	1	<i>I think my very first epiphany, if you like, was hearing Julius Caesar on the radio when I was 12 or 13 years old. I was struck by the language, the poetry was what moved me most. I'd never heard language like that'.</i>	1	David Walsh, 'In Defence of Shakespeare - a conversation with veteran Australian actor and director John Bell', 13 December 2011
	HEROES	ARTS			2	<i>At the age of 15 or so, I was an absolute convert. All I wanted to do was be an actor and perform Shakespeare'.</i>	2	David Walsh, 'In Defence of Shakespeare - a conversation with veteran Australian actor and director John Bell', 13 December 2011
	HEROES	ARTS			3	<i>'When I came back from England, in 1970, there was a theatre industry, but it was nowhere near what it is today. I think that Australia has a pretty healthy theatre culture, and that has been a product of the last 40 years, quite extraordinarily.'</i>	3	David Walsh, 'In Defence of Shakespeare - a conversation with veteran Australian actor and director John Bell', 13 December 2011
	HEROES	ARTS			4	<i>...my generation was determined to turn that around and create an Australian theatre'</i>	4	David Walsh, 'In Defence of Shakespeare - a conversation with veteran Australian actor and director John Bell', 13 December 2011
	HEROES	ARTS			5	<i>'my company, which is now 21 years old, has always performed Shakespeare in modern dress, using Australian accents throughout, or whatever accent you happen to have, whether it was Polish, Russian, Chinese, whatever. You don't hide your voice or where you come from. And we focused very much on contemporary issues in the plays, racism, anti-Semitism, gender conflict, anti-war sentiment, whatever is in the plays that can be brought out to make the plays resonate with an audience now. We've concentrated on that. We're hardly alone, that's been a global concern.'</i>	5	David Walsh, 'In Defence of Shakespeare - a conversation with veteran Australian actor and director John Bell', 13 December 2011
	HEROES	ARTS			6	<i>'If you're working on Shakespeare, I think it's a privilege to devote your life to working alongside such a great mind. It can never be boring or exhausting, it's always revitalizing. I still feel like the 15-year-old I was when I first discovered Shakespeare.'</i>	6	David Walsh, 'In Defence of Shakespeare - a conversation with veteran Australian actor and director John Bell', 13 December 2011
	HEROES	ARTS			7	<i>My sisters were my public, my first audience. I performed shows and devised games for them. East Maitland was still something of a suburban sprawl, bordering the bush. There weren't many other kids around, so we had to make our own fun much of the time.'</i>	7	John Bell, <i>The Time of My Life</i> , pp.7,9
	HEROES	ARTS			8	<i>During holidays at home I spent the evenings crouched in front of the wireless cabinet, drawing and sketching, listening to the Lux Radio Theatre.'</i>	8	John Bell, <i>The Time of My Life</i> , pp.7,9
	HEROES	ARTS			9	<i>I had been apprehensive about going to a new school in Maitland. It was twenty whole miles from Newcastle. "Will they speak English there?" I asked.'</i>	9	John Bell, <i>The Time of My Life</i> , p.11
1.3.3	HEROES	ARTS	<b>David Berthold:</b> '...refreshingly passionate about theatre.'	Born in Maitland, David Bertold is an acclaimed theatre director. He is currently the Artistic Director and CEO of La Boite Theatre Company, one of the leading theatre companies in Australia. He has directed numerous major productions for companies including the Sydney Theatre Company, 2000 Olympics Arts Festival, Sydney Opera House, NIDA, and the Royal National Theatre in London.	1	<i>David is refreshingly passionate about theatre; theatre that takes chances, loves, hates, questions and can ignite at an audience's feet. I love what this theatre can do'.</i>	1	La Boite 2012, Wednesday 9 Nov 2011, Scene
	HEROES	ARTS			2	<i>He recalls that after a performance he: ...spoke to a man who had never attended theatre and he was overjoyed. He was saying how incredible it was, like, "I could see them spit!" For me, that change in people, and the direct experience theatre can provide, that is something I feel so privileged to be involved in.'</i>	2	La Boite 2012, Wednesday 9 Nov 2011, Scene
1.3.4	HEROES	ARTS	<b>Nick Enright:</b> 'he had love of his crot over and above just about everything'	Born in Maitland in 1950, Nick Enright was a highly regarded and successful Australian playwright. Highlights among his many works include being co-nominated for an Academy Award for <i>Lorenzo's Oil</i> in 1992 and writing the book for the original version of <i>The Boy from Oz</i> .	1	<i>I like to be caught up emotionally in a piece of work instead of assessing it clinically.'</i>	1	<i>The Canberra Times</i> , Thurs 25 May 1995, p.27
	HEROES	ARTS			2	<i>'You don't find your niche. You just write, and if you're lucky people do the plays, it's as simple as that.'</i>	2	<i>The Canberra Times</i> , Thurs 25 May 1995, p.27
	HEROES	ARTS			3	<i>I think they feel that whatever is right or wrong with the plays, that I provide them with material that is interesting. I try and give the character a journey so that she or he is different at the end of the piece.'</i>	3	<i>The Canberra Times</i> , Thurs 25 May 1995, p.27
	HEROES	ARTS			4	<i>Someone once said there are only five tunes, well there aren't many plots either. It's the treatment and personalisation of them that makes it interesting.'</i>	4	<i>The Canberra Times</i> , Thurs 25 May 1995, p.27
	HEROES	ARTS			5	<i>Nick was a tremendous educator and I used to trail him on campus taking notes. I learnt a lot during that time and I remember [that] he was very clear about the process of acting and how much he loved and responded to young people's energy and aspirations. Nick worked best in intimate, nurturing environments and found the ruthlessness of the commercial world unattractive.'</i>	5	Gale Edwards, 2003



## HEROES AND VILLAINS - INCLUDING WALK 2

SITE NUMBER	THEME	DETAIL	STORY	DETAIL	QUOTE NO.	QUOTATION	REF NO.	BRIEF CITATION
	HEROES	ARTS			6	...he had love of his craft over and above just about everything.'	6	Sandy Gore, actor 2003
	HEROES	ARTS			7	It's that disparity between what people present and what they are that I suppose is the thing that fundamentally fascinates me'	7	Nick Enright, ABC TV, 1998
	HEROES	ARTS			8	A boy who ate books, had read much more than - I was supposed to be an English teacher and he had read much more than I had, at 13'	8	Melynn Morrow, Enright's former teacher
	HEROES	ARTS			9	Any time that you got to spend with Nick was utterly privileged. There's not one conversation I still don't remember, because he was one of those people that you just had to listen to his every word.'	9	George Miller
	HEROES	ARTS			10	He wants to tell Australian stories, tell about our lives, how we were and if the world were interested good but, if not, then let Australia be the audience'.	10	Terry Clarke, National Institute of Dramatic Art
1.3.5	HEROES	ARTS	Margaret Olley: 'I celebrate life'	Artist born on 24th June 1923 in Lismore. Olley took up residence in Maitland in the 1970s when she was drawn to the beauty and secluded nature of 'Pinehurst,' a Victorian era home built in the 1840s (1 Elizabeth St, East Maitland).	1	I'm always so busy living that I don't think back. My mother was the historian in the family. I used to ask her, please, to write things down, but she never did... It's only just recently that I've been made to think back myself...'	1	Meg Stewart, <i>Far from a Still Life</i>
	HEROES	ARTS			2	Everyone has a thing they love to do in life - playing bridge, gardening, having children. Mine is painting, where I celebrate life.'	2	Margaret Olley to Janet Hawley, <i>Good Weekend</i> , 25th March 1995
	HEROES	ARTS			3	...it's not fashionable these days to celebrate life. But I suppose that's what I do. There's no terrible message in it! I have an absolute obsession to paint. I go to bed and can't wait to wake up and be painting again'.	3	Margaret Olley to Janet Hawley, <i>Good Weekend</i> , 25th March 1995
	HEROES	ARTS			4	I spend whatever time I can painting. I spend my life going from one place to another, following the light round. I hate painting during the winter 'cause the light seems to fail, it's undependable. A lot of people don't bother. They just paint by electricity. I don't like that. I like natural light. I can't paint anything unless I'm excited by it.'	4	Margaret Olley talking to Sue Smith, Review of Rushcutler's Bay and Still Life, 1998
	HEROES	ARTS			5	THERE'S nothing like painting what you're familiar with, you can do all sorts of things with the ordinary.'	5	Margaret Olley talking to Sue Smith, Review of Rushcutler's Bay and Still Life, 1998
	HEROES	ARTS			6	"I hope before I die, I'll achieve where I want to go", she says. "Don't ask me what it is -- but something."	6	Margaret Olley talking to Sue Smith, Review of Rushcutler's Bay and Still Life, 1998
	HEROES	ARTS			7	How do I want to be remembered? I don't know, for helping people I think. Giving is part of receiving and it's like a wheel that turns and it's part of life. So I like to give as well as receive. I like to give back'.	7	ABC Radio
	HEROES	ARTS			8	Margaret Olley undoubtedly steals the show. Her ten watercolour drawings have dash and vigour, and though contemporary French influences are obvious in many of them, they are the work of a most promising young painter.'	8	<i>The Courier Mail</i> , Brisbane, Fri 8 Dec. 1950
	HEROES	ARTS			9	This Archibald Prize-winning portrait of Margaret Olley resembled, in expression, Leonardo da Vinci's famous masterpiece Mona Lisa, artist William Dobell said today. Dobell said that Margaret Olley had an enigmatic smile, similar to that of Mona Lisa, which he had managed to catch in his portrait'.	9	Like the Mona Lisa', <i>The Daily News</i> , Perth, Mon 24 Jan 1949



## HEROES AND VILLAINS - INCLUDING WALK 2

SITE NUMBER	THEME	DETAIL	STORY	DETAIL	QUOTE NO.	QUOTATION	REF NO.	BRIEF CITATION
<b>HUMANITARIANISM</b>								
1.4.1	HEROES	HUMANITARIANISM	Caroline Chisholm: '...saved hundreds from ruin and wretchedness'	Caroline Chisholm was an English migrant who arrived in Sydney in 1838. She was a friend to immigrant women, meeting new arrivals at the wharves and finding homes and jobs for around 11,000 migrants. Chisholm established a Home for Immigrants at East Maitland in 1842 and arrived with a group of impoverished women from Sydney who were in need of employment. The home evolved into a hospital and marked the beginning of health care in Maitland.	1	<i>She undertook several journeys into the interior, for the purpose of forming committees and establishing country homes, taking with her, at the same time, parties of young women, varying in number from fifteen to sixty, whom she placed in service at the farms on the route.</i>	1	Maitland Mercury, 5 April 1877, <a href="http://oa.anu.edu.au/obituary/chisholm-caroline-1834">http://oa.anu.edu.au/obituary/chisholm-caroline-1834</a>
	HEROES	HUMANITARIANISM			2	<i>The Female Immigrants' Home. This excellent institution will be closed early in May, the immigrants being now nearly dispersed over the colony. The branches at Campbelltown and Maitland will be continued for three months longer. The chief merit of this undertaking unquestionably belongs to the lady of Captain Chisholm, and, in resigning it, she will carry with her the gratitude of the immigrants and of the whole colony; and, what is better, the satisfaction of having provided comfortable homes for thousands, and saved hundreds from ruin and wretchedness.</i>	2	Australasian Chronicle, 14 April 1842, <a href="http://trove.nla.gov.au/ndp/del/article/31735605">http://trove.nla.gov.au/ndp/del/article/31735605</a>
	HEROES	HUMANITARIANISM			3	<i>'...no attempt has been made to establish branches of the Home in the country towns, in the vicinity of which some demand for female servants still continues to exist, and a great demand for wives ought to exist for a long period to come. ... there are just now many hundreds of immigrants in Sydney, females in particular, who are most anxious to go into the interior at almost any rate of wages, and would gladly proceed to Maitland, or Campbelltown, or Liverpool, if they had a place of refuge for a day or two upon their arrival.'</i>	3	Australasian Chronicle, 11 December 1841, <a href="http://nla.gov.au/nla.news-article31733682">http://nla.gov.au/nla.news-article31733682</a>
	HEROES	HUMANITARIANISM			4	<i>She was quite forceful but in a very pleasant and feminine way. I also think she was intensely practical so when she came to talk to a bureaucrat or Government official, they were always amazed first of all how practical she was and secondly as to what she'd already done before she got in their door. So that it was very hard for them to deny.'</i> '...there is a very benevolent and amiable lady, Mrs Chisholm, to whose exertions too much praise cannot be given....'	4	Interview Don Chisholm, Caroline's great great grandson, <a href="http://www.abc.net.au/schoolstv/australians/chisholm.htm">http://www.abc.net.au/schoolstv/australians/chisholm.htm</a> ; Robert Lowe, member of legislative council of NSW, 1 June 1850, quoted in: <a href="http://archive.org/stream/memoirsfmrsarc00mackrich/page/138/mode/2up">http://archive.org/stream/memoirsfmrsarc00mackrich/page/138/mode/2up</a>
	HEROES	HUMANITARIANISM				<i>...could be termed the founder of women's organisations in the middle 18th century. Her accomplishments as regards immigration and immigration reform were of national importance.'</i>		Sunday Times, Perth, Sun 7 April 1935
1.4.2	HEROES	HUMANITARIANISM	Herbert Vere Evatt: 'The most invigorating visitor to America since Mr. Winston Churchill.'	Born in East Maitland in 1894, HV Evatt is known for his fight for human rights and civil liberties, in particular for his role in the formation of the United Nations. He became the first President of the United Nations General Assembly in 1948 and contributed to the United Nations Universal Declaration of Human Rights. He was also the Australian Government Minister for External Affairs 1941-8, the youngest judge to become Justice of the High Court of Australia (aged 36 1930-40), and Chief Justice of the Supreme Court of NSW (1960-62). He contributed significantly to Australian cultural life, especially in the 1930s. A discerning and influential patron of modern art, he supported the Contemporary Art Society and collected extensively—he and his wife may have been the first Australians to own a Modigliani.	1	<i>DR H.V. EVATT IMPRESSES - Merry-go-round columnists hail Dr. H.V. Evatt is the most invigorating visitor to America since Mr. Winston Churchill. They praised him for his reported message asking for an interview to be arranged with the A.F.L. and the C.I.O. leaders because he did not want any 'la de dah' entertainment in Washington.'</i>	1	Queensland Times, Sat 4 April 1942
	HEROES	HUMANITARIANISM			2	<i>For eight years Labour Minister for External Affairs and now Leader of the Labour Party in the Australian House of Representatives, Dr Herbert Vere Evatt began to make an impact on world politics during the recent war, and emerged as an international figure. He played an important part in the evolution of the Charters of the United Nations at San Francisco: he will go down in history as the champion of the smaller peoples, who insisted that their voice should be heard in the settlement of world affairs.'</i>	2	The Northern Miner, Sat 5 August 1951, p.3
	HEROES	HUMANITARIANISM			3	<i>New York Times says that Evatt is probably the only representative who emerged from the London meeting of the Council of Foreign Ministers with his prestige and popularity enhanced. 'What Henry Wallace was for the common man in the New Deal period in the U.S., Evatt is to the present period of treaty-making...Evatt has based his whole career on a fight for the underdog. A strong-willed and strong-minded man, he has made his name by fighting ferociously for the rights of the little fellow. Evatt is no narrow-minded, busy-body, no embittered crank, and no single-track doctrinaire... He has conducted an unrelenting fight for the rights of small and middle-sized Powers to have their say in the settlement of peace... He arrived at San Francisco relatively unknown and a completely unheralded minor delegate, and departed the universally acknowledged spokesman of the small countries.'</i>	3	Worker, Mon 5 November 1945, p.15
	HEROES	HUMANITARIANISM			4	<i>To the decision of such of these cases in which he participated, Herbert Vere Evatt made great contributions. His judgements in many of them provide forceful and lucid expositions and applications of the law. Many of such judgements examine and relate to each other in a masterly fashion the precedents of the past with which he made himself so precisely conversant as he applied himself so unstintingly to the pursuit of the answer to the problem which each case in its turn posed for decision. They disclose extensive and penetrating scholarly research which illumines the aspects of the law with which they deal. These judgements will long be used by students and teachers of the law, by practitioners and by courts of law... (they) expressed views of the law which were well in advance of his Honour's time and received acclaim from lawyers throughout the British Commonwealth including the Privy Council.'</i>	4	Sir Garfield Barwick, Chief Justice, speaking of Dr Evatt's term on the High Court in 1965
	HEROES	HUMANITARIANISM			5	<i>...always searched for the right with a lamp lit by the flame of humanity.'</i>	5	H.V. Evatt, from 1995 Daniel Mannix Memorial Lecture by Senator the Hon Gareth Evans, 1995 'Herbert Vere Evatt: Australia's First Internationalist'
	HEROES	HUMANITARIANISM			6	<i>No Australian worked harder to establish a viable structure of peaceful relationships between nations.'</i>	6	Bob Hawke's Speech for the H.V. Evatt Memorial Lecture 1976



## HEROES AND VILLAINS - INCLUDING WALK 2

SITE NUMBER	THEME	DETAIL	STORY	DETAIL	QUOTE NO.	QUOTATION	REF NO.	BRIEF CITATION
1.4.3	HEROES	HUMANITARIANISM	<i>Maitland's Own: 'has before it a very useful and necessary war'</i>		1	<i>Monday morning witnessed the final flutter of the 34th at Ruthersford, and some of the 'Wallabies' who left Narrabri on Dec 8th formed the pioneers of the battalion which has come to be known as 'Maitland's Own.' The summons to rise rang out bright and early this morning, and the last meal at the Ruthersford camp was partaken of, after which the men were marched to the Farley railway station... The trains moved off amid hearty cheers, and as they proceeded through West and East Maitland with the whistlings of th engine large numbers cheered the men on their way and flags and handkerchiefs were freely flying.'</i>	1	Farewell to the 34th, <i>The Maitland Weekly Mercury</i> , Sat 6 May 1916
	HEROES	HUMANITARIANISM			2	<i>'I don't see how you could like any other battalion but the 24th. You see it is Maitland's Own and we all have a pleasant recollection of Maitland, and look on it as our home.'</i>	2	One of the 34th', <i>The Maitland Daily Mercury</i> , Thurs 28 Sept 1916
	HEROES	HUMANITARIANISM			3	<i>During its period of training in our midst, Maitland's Own, the 34th Battalion, has been cared for in many and different ways by the people of Maitland and the immediate neighbourhood particularly, and also by the people of the large area of the Maitland military district... Our responsibility for the battalion does not cease when they leave the shores of sunny Australia, which for the great majority of them is their native land. They will, in many respects be more in need of what we may be able to supply than while in training amongst us...The 34th B.C.F. that is just being launched, has before it a very useful and necessary work, and it is to be hoped that it will have a very successful voyage.'</i>	3	Battalion Comforts Fund, <i>The Maitland Weekly Mercury</i> , Sat 6 May 1916
	HEROES	HUMANITARIANISM			4	<i>Rev. A.S. McCook, B.A., minister of the West Maitland Presbyterian Church, has received word from the Defence authorities that has been appointed Chaplain to the 34th Battalion, which is in training at the military camp at Ruthersford. Captain Chaplain McCook intends going into camp in a few days. He is glad to be associated with the boys from Maitland and district and parents of the soldiers in the battalion will be pleased that one whom they know so well and esteem so highly will accompany their soldier-sons when they depart from Australia to take their place where required at the fighting line'.</i>	4	<i>The Maitland Daily Mercury</i> , Sat 25 March 1916, p.4
	HEROES	HUMANITARIANISM			5	<i>On the eve of the departure of the 34th Battalion from Maitland, I shall be glad..on behalf of the officers and men of the battalion, to take this opportunity of expressing to the people of Maitland and district theirs and my own sincere thanks for the magnificent treatment which we have received, and for all the kindness which it has been our happy lot to have showered upon us during the time the battalion has been in camp...We shall carry innumerable happy memories, and if any incentive were needed such recollection would spur every officer and man in the battalion to put forth his whole energy in the cause of Empire in which we are so proud to be able to have a part.'</i>	5	Lt.-Col. John Lamb, <i>The Maitland Weekly Mercury</i> , Sat 6 May 1916, p.5
	HEROES	HUMANITARIANISM			6	<i>Speaking from the balcony of Scobie's Chambers, West Maitland, on Saturday evening in support of the Government's proposals for reinforcing the troops, Brigadier-General Alex Jobson referred to the work at the front of the 34th Battalion, which is composed mainly of men from the Maitland district...Jobson said he would like to tell them something of the excellent work done by the men from Maitland district...No complaints had been made about them, and the military police said there were no better behaved troops there than the men of the 34th...The spirit of them was such that they were able to face anything.'</i>	6	<i>The Maitland Daily Mercury</i> , Mon 10 Dec 1917, p.6
1.4.4	HEROES	HUMANITARIANISM	<i>Maitland nurses: '...congratulated on [her] patriotism'</i>	Maitland nurses, Louisa Stobo (nee Scobie), Minnie Mears and Gertrude Faddy were given the Royal Red Cross medal award for bravery under enemy fire during World War I	1	<i>Miss Minnie Mears, head sister on the nursing staff at the Maitland Hospital, who is leaving for Red Cross service at the war, was farewelled at the railway station yesterday afternoon...Mr McLauchlin congratulated Sister Mears on her patriotism, in sacrificing good professional prospects to place her services at the disposal of the Empire, but regretted that the hospital was losing such a competent nurse'.</i>	1	<i>The Maitland Daily Mercury</i> , Mon 7 June 1915 p.4
	HEROES	HUMANITARIANISM			2	<i>'[Louisa Stobo] proved an excellent administrator and sound disciplinarian as sister in charge of No 2 Australian Casualty Clearing Station. During the frequent bombardments in the Area, her good example and unfailing cheerfulness have been of the utmost value.'</i>	2	Citation for award recommendation, Australian War Memorial website
	HEROES	HUMANITARIANISM			3	<i>Sister Louisa Stobo was one of the first Australian nurses to be awarded the Royal Red Cross of the first class. The honour was conferred on her for 'conspicuous services rendered with the armies in the fields.' The decoration was pinned on her by King George V at Buckingham Palace'.</i>	3	Leader (Orange) Fri 9 May 1915, p.8

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SITE NUMBER	THEME	DETAIL	STORY	DETAIL	QUOTE NO.	QUOTATION	REF NO.	BRIEF CITATION
<b>SPORT</b>								
1.5.1	HEROES	SPORT	Les Darcy: 'The greatest fighter in the world'+A80	Born at Stradbroke in 1895, the Darcy family resided in East Maitland. Les was a boxing champion and a Maitland folk hero. He began his boxing career at the tender age of 14. Despite his loss to the Australian welter-weight champion in 1913, Darcy's performance attracted the attention of Sydney promoters and in 1914 he fought against Fritz Holland in Sydney. Two special trains took Maitland supporters to the event. Between January 1915 and September 1916 he won 22 consecutive fights. Darcy travelled to America in 1915 under a cloud of controversy - he had been under pressure to enlist in the armed forces but, wanting to earn some money for his family first, he sailed secretly to the US from Newcastle a day before the referendum to make conscription mandatory. He died on 24 May 1917 after contracting pneumonia and septicemia, and was buried at East Maitland.	1	He had three arms, possibly four. He hit you with one jawbreaker, had another waiting four inches behind it, and a third on the way.'	1	Dave Depena - American Fighter
	HEROES	SPORT			2	The furious rushes of this boy, for such he was, impressed me, I had never experienced such intensity of purpose as I did with this unknown. (after Darcy's 1st big time fight, Holland won on points).'	2	Fritz Holland
	HEROES	SPORT			3	'That boy's the best fighter I ever fought, he's the greatest fighter in the world, he's hard to hit and even harder still to hurt, I don't think there's anyone in the world can beat him'.	3	Eddie McGoorty to Will Lawless
	HEROES	SPORT			4	'Since going to Brisbane Les Darcy has made a great impression on followers of boxing. Les' training has been watched by big crowds and his bouts with Australia's champion, Dave Smith, have earned for him many admirers.'	4	The Maitland Daily Mercury, Tues 15 Dec 1914, p.7
	HEROES	SPORT			5	Les Darcy, champion middleweight of the world, left for Sydney today to prepare for his match with Mick King for the Australian title, of which Mick King is the holder.'	5	The Maitland Daily Mercury, Mon 31 May 1915, p.7
	HEROES	SPORT			6	Speaking of Les Darcy, there is one many in New York who is firmly convinced that Darcy can whip Jess Willard. Yes, tis true. Fred Dyer, who has sampled Darcy's punches, is the man who makes the bold statement. He watched Willard, and after the champion's work was over Dyer waxed enthusiastic over Darcy. 'He can whip Willard, I tell you,' said Dyer. 'But he's only a little middleweight,' was offered. 'I don't care about that. He has the strength of four middleweights, can hit, and box rings round Willard. Oh, I know that Ketchel tried it. He fell before Jack Johnson, it's true, but that has nothing to do with Darcy. Les would have knocked Ketchel out inside of ten rounds. Any man who comes to him and fights him will go out. Willard would never lay a glove on him. If Mike Gibbons goes there to fight him, I warn you, don't bet on him, for Les will surely knock him out. He is the greatest fighter in the world today.'	6	Fred Dyer in Young Witness, NSW, Friday 19 May 1916, p.1
	HEROES	SPORT			7	In private life he is a big, jolly, modest, wholesome boy - full of geniality and bubbling over with laughter and merriment. In addition he is a most loving and generous son to his parents. In the ring his courage is indomitable and his perennial smile and fairness are proverbial. His admirers - they are countless - and the public desire will not be satisfied until they see their champion pitted against one of the numerous English or American cracks at present in this country.'	7	Maitland Daily Mercury, quoted in Peter Fitzsimons, The Ballad of Les Darcy, 2009
	HEROES	SPORT			8	Yes, a gallant lad, simple and honest, with an abiding courage. His successful, if short, career should be an object lesson to all Australian boys. When they remember how Les Darcy rose from the ruck to the heights, they too can emulate the spirit that has left, in Tennyson's words, 'footprints in the sands of time.'	8	Dave Smith, former Darcy trainer and opponent, in P. Fitzsimons, The Ballad of Les Darcy, ch.1
1.5.2	HEROES	SPORT	Charles Macartney: 'An individual genius, but not in any way to be copied.'	Born at West Maitland, 1886, he was a cricketer who represented Australia as an all-rounder from 1907-16 and 1921-27. Nicknamed the 'Governor-General', Macartney was regarded as the best cricketer in the world from 1920 to 1926. Donald Bradman was in the audience when Macartney made 170 runs against England and is reported to have named him among the top four batsman in the world. In 1921 he scored 345 runs against Nottinghamshire in less than 4 hours, which remained a record by an Australia player for over 60 years. He was named Wisden Cricketer of the Year in 1922. Macartney was added to the Australian Cricket Hall of Fame in 2007.	1	I saw him begin his Test career in Australia and we thought him a very unorthodox player, but we soon realised he was brilliant. He hit particularly hard through the covers and frequently cut even fast bowlers off his stumps. He certainly had a wonderful eye. He was a charming fellow and a highly confident cricketer.'	1	Sir Jack Hobbs
	HEROES	SPORT			2	Described by Wisden as 'a law to himself - an individual genius, but not in any way to be copied.'"	2	Wisden, 1922
	HEROES	SPORT			3	'A cricket bat can be a different thing in the hands of different men. It was a rod of law and order in the grip of W.G. Grace; it was an avenging axe when J.T. Tyldesley flashed it about his wrist; ... and when Charles Macartney was at the wicket a cricket bat became the sword of D'Artagnan. No cricketer has given me so many thrills as I have lived through while watching the batting of Macartney. There are times when I believe he was the most fascinating stroke player that ever lived... He was a daring improviser; nobody - perhaps not he himself - knew what he was going to do next... If I had to pick a cricket team of delightful artists from all the players I have ever known, Macartney would be a first choice.'	3	Neville Cardus, Most Fascinating Stroke Player, Morning Bulletin, Rockhampton, Thurs 8 August 1935
	HEROES	SPORT			4	'I have played so often with him in the club games that I have had a wonderful opportunity of seeing at close quarters the genius of his batting. We see great batsmen stuck up by bowlers, and then comes Macartney to flog them, and we go away knowing that we have seen something that will remain a pleasant memory for all time...He dances down the pitch like a flash...'	4	A.G. Moyle, The Macartney Testimonial: Honouring a Great Cricketer, The Advertiser, Adelaide, Fri 18 February 1927, p.20
1.5.3	HEROES	SPORT	Leonora Wray: 'The Mother' of the Australian women's' golf team'	Born at East Maitland, 1886, Leonora Wray was a champion golfer who won several NSW and Australian women's titles between 1906 and 1938. She was the champion woman player of the Australian club 10 times between 1907 and 1938. Wray also helped establish the Tasman Cup between Australian and New Zealand in 1933. She remained active in the golfing world after retiring from competition, as a manager of the women's team's tour of Great Britain in 1950 and a president of national and state golfing clubs.	1	Seven members of the Australian women's golf team, which has completed a two months' tour of Britain and Ireland, were presented to His Majesty and the Queen after the service at the Windsor Parish Church today. Those presented were Miss Leonora Wray...'	1	Colours Post, Tues 11 July 1950 p.1
	HEROES	SPORT			2	The 'Mother' of Australian women's golf, Leonora Wray had one of the most remarkable careers in the history of the game...With Una Clift, Wray made women's golf what it is today. She was a delegate to Melbourne in 1921 at which meeting the Australian Ladies' Golf Union was formed, and was president of the ALGU from 1954 to 1959. She and Clift established a junior girls' coaching scheme, two of whose graduates were Joan Hammond in the 1930s and Pat Borthwick in the 1950s and 60s.'	2	Sport Australia Hall of Fame, Leonora Wray, MBE - Golf

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## HEROES AND VILLAINS - INCLUDING WALK 2

SITE NUMBER	THEME	DETAIL	STORY	DETAIL	QUOTE NO.	QUOTATION	REF NO.	BRIEF CITATION
	HEROES	SPORT				<i>The NSW Ladies Golf Union won unanimous approval of its announcement this week about a new major event to start next year. It is to commemorate the contribution of Leonora Wray, one of golf's women pioneers in Australia.<sup>1</sup></i>		
<b>POLITICS</b>								
1.6.1	HEROES	POLITICS	<b>Milton Morris:</b> 'A very ordinary person to which God gave extraordinary opportunities'.	Known as 'Mr Maitland', Milton Morris served as the State Government representative for Maitland from 1956. It was in 1965, when Morris became the Minister for Transport, that he made his most significant contributions. Under his road safety reforms, which included the introduction of compulsory seatbelts and the breathalyser, road deaths in NSW dropped from 1390 in 1965 to 700 in 1975 when he left the portfolio.	1	<i>'My father, although 40 years older than me, was one of my great mates. We fished together. They were fairly humble circumstances but the best things in life are free. My parents believed if you could not pay your way you couldn't expect someone to come in and give you a leg up. They were very strong in faith.'</i>	1	Helen Gregory, 'Milton Morris: a life of perpetual motion', <i>The Newcastle Herald</i> , June 17 2011
	HEROES	POLITICS			2	<i>'Being member for Maitland was a position I enjoyed immensely because I like being around people.'</i>	2	Helen Gregory, 'Milton Morris: a life of perpetual motion', <i>The Newcastle Herald</i> , June 17 2011
	HEROES	POLITICS			3	<i>'I identified with the people of Maitland because I'm a very ordinary person to which God gave extraordinary opportunities.'</i>	3	Helen Gregory, 'Milton Morris: a life of perpetual motion', <i>The Newcastle Herald</i> , June 17 2011
	HEROES	POLITICS			4	<i>'I think when I became transport minister Dad thought I was king of Australia.'</i>	4	Helen Gregory, 'Milton Morris: a life of perpetual motion', <i>The Newcastle Herald</i> , June 17 2011
	HEROES	POLITICS			5	<i>'We must not regard people as workers with a little bit of private life, they are human beings first. We give loyalty. You can never thump a table and demand loyalty. We give loyalty, because loyalty begets loyalty.' (success of Hunter Valley Trading Company).'</i>	5	Helen Gregory, 'Milton Morris: a life of perpetual motion', <i>The Newcastle Herald</i> , June 17 2011
1.6.2	HEROES	POLITICS	<b>Cheryl Kernot:</b> 'A thinking politician'.	Cheryl Kernot was born in Maitland in 1948. She is an Australian politician, academic, and political activist. She was a member of the Australian senate representing Queensland for the Australian Democrats from 1990 to 1997, and the fifth leader of the Australian Democrats from 1993 to 1997. In 1997 she resigned from the Australian Democrats and joined the Australian Labor Party, winning the seat of Dickson at the 1998 election.	1	<i>'Was Federal Parliament everything you hoped it would be? It was what I wanted it to be in the sense that it was where the big debates were first aired, like the night of the Native Title bill passage. You know it's midnight, all the public galleries are full. The last clause is passed. And the eruption of joy from those public galleries, the applause, everything. It was the most wonderful wonderful privilege to have participated in that. But it was unbelievably moving. And if I'd only ever done that in my life that would have been enough for me in parliament.'</i>	1	Compass Interview, 23 October 2011
	HEROES	POLITICS			2	<i>'When the local state Liberal Member heard school prefect, Cheryl Kernot, give a speech at her high school, he urged her to think about going into politics. But it wasn't until Don Chipp formed the Australian Democrats 20 years later that Kernot found a political party she 'felt comfortable with.'</i>	2	<i>The Canberra Times</i> , Sat 29 May 1993
	HEROES	POLITICS			3	<i>'We were never affluent. My mother was a fantastic budgeter and they both worked incredibly hard... I think I have been luckier than most because I had a stable, loving childhood.'</i>	3	<i>The Canberra Times</i> , Sat 29 May 1993
	HEROES	POLITICS			4	<i>'My mother and father didn't always agree politically. They'd go off to vote at the school separately. I always tried to get it out of them, and I worked out that on several occasions they cancelled each other's vote out. They were loud arguers and I'd try to play the role of pacifier.'</i>	4	<i>The Canberra Times</i> , Sat 29 May 1993
	HEROES	POLITICS			5	<i>'I debated with Dad a lot. I remember arguing in favour of a republic when I was 15. He was a monarchist. He always played the devil's advocate.'</i>	5	<i>The Canberra Times</i> , Sat 29 May 1993
	HEROES	POLITICS			6	<i>'I was the sort who took a torch under the blanket at night. We also played clubs. Girls' clubs. We were good at setting all the rules, especially the rules for who could join.'</i>	6	<i>The Canberra Times</i> , Sat 29 May 1993
	HEROES	POLITICS			7	<i>'He describes her as a shrewd political operator of considerable principle who 'at same time knows how to extract reasonable political publicity and mileage from particular issues.' 'She's a thinking politician. She thinks about the long term. Personally that impresses me. She has a good command of issues, she's articulate ... she's a good listener, very good at handling people, a good speaker ... and very good in the media.'</i>	7	Senator Nick Sherry, <i>The Canberra Times</i> , Sat 17 April 1993, p.41
	HEROES	POLITICS			8	<i>'Is she ambitious? Yes, oh yes, and that's not a bad thing. You need people with drive and ambition. It's their motives that's the important thing and certainly from what I've seen of Cheryl her motives are in the best interests of both her constituency, the Australian Democrats...and her own beliefs.'</i>	8	Senator Nick Sherry, <i>The Canberra Times</i> , Sat 17 April 1993, p.41
	HEROES	POLITICS			9	<i>'I think one of her leadership qualities is she is able to weave a way through an issue and that all the Democrats will follow,' he said. 'That's an important leadership quality, that you are able to hold together your group which can be fairly disparate at times.'</i>	9	Senator Nick Sherry, <i>The Canberra Times</i> , Sat 17 April 1993, p.41



## HEROES AND VILLAINS - INCLUDING WALK 2

SITE NUMBER	THEME	DETAIL	STORY	DETAIL	QUOTE NO.	QUOTATION	REF NO.	BRIEF CITATION
<b>CONVICTS AND BUSHRANGERS</b>								
2.1	VILLAINS	CONVICTS AND BUSHRANGERS	Ben Hall: 'A good man driven bad'	Believed to have been born at or near Maitland, 1837. The son of convicts, bushranger Ben Hall was first arrested for armed robbery at a race meeting in 1862. Ben Hall joined John Gilbert as the head of a bushranger gang in early 1863, after being released from a second arrest and returning to his home to find it burnt down and his stock dead. The gang was well organised and well armed and they reportedly committed around 600 robberies in NSW, often escaping on stolen racehorses. A £1,000 reward was offered for Hall's capture after two policemen were shot by the gang. Hall decided to quit, but was betrayed by an informer and ambushed and shot dead by police near Forbes on 5 May 1865. His funeral was well-attended as his courage, humour, courtesy towards women and dislike of informers had gained Hall many sympathisers.	1	<i>That settles it... There's no getting out of this. May as well have the game as the blame.'</i>	1	Ben Hall while under pursuit for Daly's thefts, quoted in: <a href="http://australia.gov.au/about-australia/australian-story/ben-hall-bushrangers">http://australia.gov.au/about-australia/australian-story/ben-hall-bushrangers</a>
	VILLAINS	CONVICTS AND BUSHRANGERS			2	<i>Dargin he was chosen to shoot the outlaw dead; The troopers then fired madly; filled him full of lead. They rolled him in a blanket, and strapped him to his prod, And led him through the streets of Forbes to show The prize they had.'</i>	2	Attributed to John McGuire, Ben Hall's brother-in-law, 1865, quoted in: <a href="http://australia.gov.au/about-australia/australian-story/ben-hall-bushrangers">http://australia.gov.au/about-australia/australian-story/ben-hall-bushrangers</a>
	VILLAINS	CONVICTS AND BUSHRANGERS			3	<i>Mr. Frost states: 'Ben Hall was a good man driven bad.'</i>	3	<i>The Federal Capital Pioneer Magazine</i> , Canberra, Tuesday 16 November 1926
	VILLAINS	CONVICTS AND BUSHRANGERS			4	<i>Once, Hall and his gang stuck up the coach driven by this veteran whip. There was only one woman among the passengers, and she had £150, which she had placed under the driver's seat. Ben Hall, on being told that the woman was nearly blind and was going to Sydney to see a doctor and would want every penny to pay him to prevent total blindness, said: 'Poor old soul, give her this,' and handed the driver a £5 note.'</i>	4	<i>The Federal Capital Pioneer Magazine</i> , Canberra, Tuesday 16 November 1926
	VILLAINS	CONVICTS AND BUSHRANGERS			5	<i>SYDNEY, Saturday, 6th May, 10.41am. A telegram just received from Forbes states that Ben Hall was shot dead by the police in that district. 11.30am It is reported that during the night Sub-inspector Davidson and some troopers came on the bushrangers, camped in a gully, in the Forbes district. Sub-inspector Davidson shot Hall dead. Dunn and Gilbert escaped. 3pm More correct and fuller information is at hand. Hall's body has been taken into Forbes. It is pierced with thirty bullet wounds'.</i>	5	<i>The Federal Capital Pioneer Magazine</i> , Canberra, Tuesday 16 November 1926
	VILLAINS	CONVICTS AND BUSHRANGERS			6	<i>Bushranging by this gang is not followed as mere means of subsistence. Every new success is a source of pleasure to them and they are stimulated to the novelty of actions by desire to make history. This has become their ambition. They aspire to a name...The sympathy which they get from a section of the public builds up their vanity in which they indulge.'</i>	6	<i>The Bathurst Times</i>
	VILLAINS	CONVICTS AND BUSHRANGERS			7	<i>I'm not a criminal. I've been driven to this life. Pottinger arrested me on Forbes racecourse last year and I was held for a month in goal, an innocent man. While I was away my wife ran away - with a policeman. Well, with a cove who used to be in the police force. Then I was arrested for the mail coach robbery and held another month before I was let out on bail. When I came home, I found my house burned down and cattle perished of thirst, left locked in yards. Pottinger has threatened and bullied everybody in this district just because he can't catch Gardiner. Next thing I knew is that the troopers fired at me 3 weeks ago for robbing Pinnacle police station, when I had nothing to do with that little joke. Trooper Hollister has skited that he'll shoot me on sight. Can you wonder I'm wild? By Gawd, Mr Norton, it's your mob have driven me to it and, I tell you straight, you'll never take me alive!!'</i>	7	Ben Hall, printed in a newspaper column in the 1860s
2.2	VILLAINS	CONVICTS AND BUSHRANGERS	Edward Davis	Edward Davis was a Jewish convict who was transported for attempted theft and arrived in Sydney in 1833. He escaped from custody several times and on the fourth occasion in 1838, remained at liberty and formed a bushranger gang. Davis's gang, known as the 'Jewboy gang', reeked havoc around Maitland and Gosford for the next two years. According to some, Davis was an Australian Robin Hood. He reportedly stole from the rich and gave part of his loot to assigned servants. The gang was described as being gallant towards the ladies and dressed in gaudy clothes with pink ribbons tied to their horses' bridles. Although Davis advocated against violence except for the preservation of the gang's liberty, on 21 December 1840, gang member John Shea shot a storekeeper's clerk during an armed robbery. The law caught up with them and Davis and his gang were sentenced to death and executed.	1	<i>The country between Patrick's Plains and Maitland has lately been the scene of numerous operations by the bushrangers. In one week they robbed no less than seven teams on the Wallumbi-road, taking away everything portable.'</i>	1	<i>The Sydney Gazette</i> , 3 April 1839, quoted in Singleton Argus, 13 June 1925, <a href="http://nla.gov.au/nla.news-article81048540">http://nla.gov.au/nla.news-article81048540</a>
	VILLAINS	CONVICTS AND BUSHRANGERS			2	<i>'... Davis said he had always been opposed the shedding of blood, for he knew if they once committed a murder they would not reign a week; as he said this he looked right and left to the other four men, and said, 'you now see we have not reigned a day'...'</i>	2	<i>The Australian</i> , 25 February 1841, <a href="http://nla.gov.au/nla.news-article36848966">http://nla.gov.au/nla.news-article36848966</a>
	VILLAINS	CONVICTS AND BUSHRANGERS			3	<i>The gang of ruffians recently convicted in the Supreme Court of bush-ranging and murder, and who for several months previously had infested the Hunter's River district (even extending their depredations to Brisbane Water), paid the forfeit of their lives on the scaffold, in the rear of Sydney Gaol, yesterday. The malefactors were all transported felons from the Mother Country, and their names, ages, etc., were as follows; - Edward Davis aged 26, arrived in 1833, per ship Camden...'</i>	3	From <i>The Sydney Herald</i> , March 17, 1841.

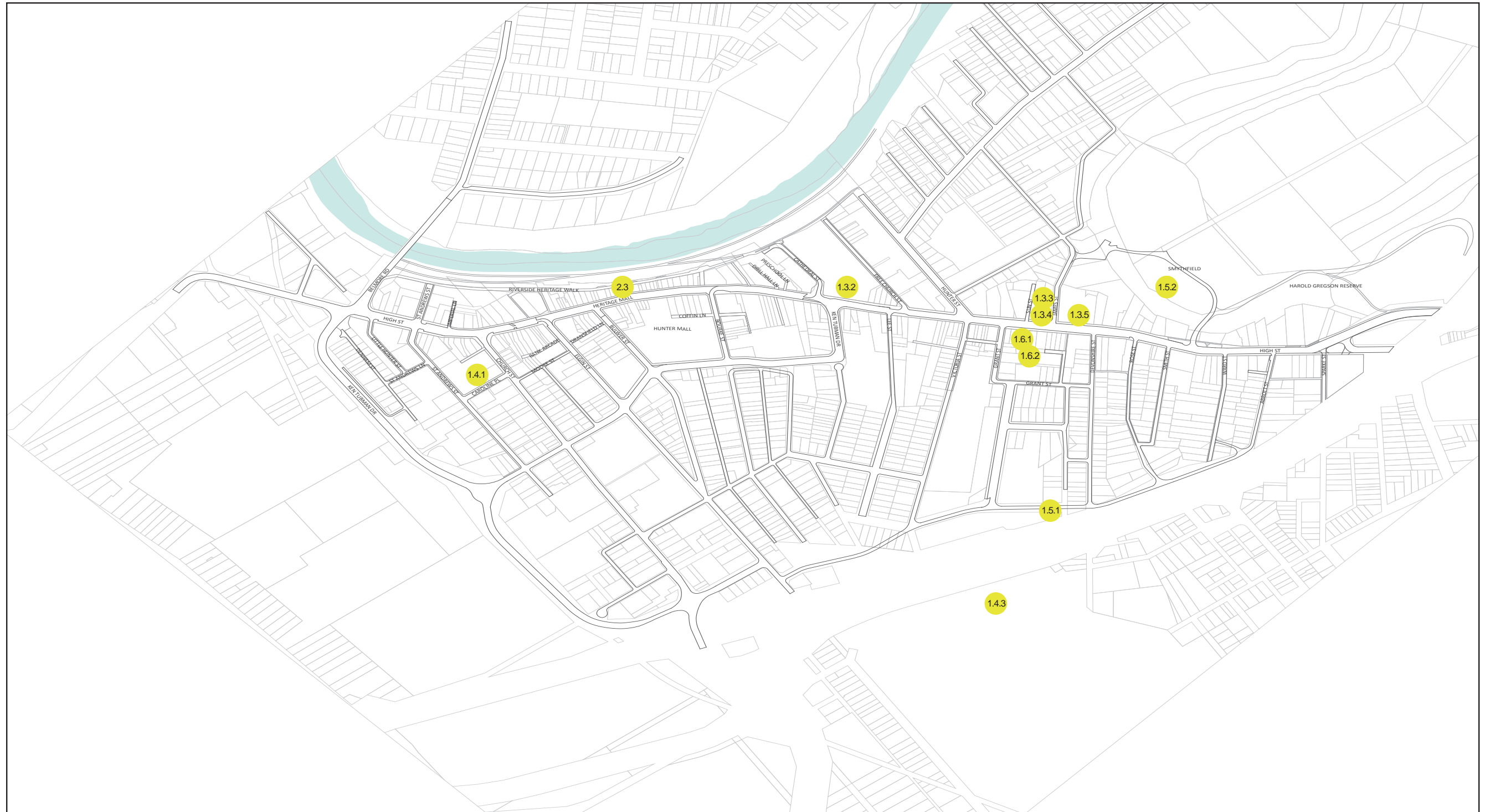


## HEROES AND VILLAINS - INCLUDING WALK 2

SITE NUMBER	THEME	DETAIL	STORY	DETAIL	QUOTE NO.	QUOTATION	REF NO.	BRIEF CITATION
<b>PROSTITUTES</b>								
	VILLAINS	PROSTITUTES			2	Annie Robertson was charged with being a common prostitute, and with behaving in a riotous manner in High Street on the previous night. Defendant pleaded not guilty. The evidence of the police went to show that accused on coming out of the Cross Keys Hotel on the evening named was talking very loudly to some men who were in her company and behaving in a disorderly manner. She bore a very bad character, and had been known to the police for the past twenty years as 'Melbourne Annie.' The Bench considered the case clearly proved, and sentenced accused to six months hard labour in Maitland gaol.	2	The Maitland Mercury, Sat 9 Sept 1893, p.7
	VILLAINS	PROSTITUTES			3	'Eliza Bowman was again placed at the bar on this charge, the material witness, Marion Thompson, having been found. Marion Thompson stated that Eliza Bowman kept an idle and disorderly house in Elgin street, and witness lived for four months in her house previous to the 20th December last, and earned her living by prostitution; defendant got all she earned and was enticed by her to live by prostitution; witness was eighteen years of age; the defendant brought men into the house to her'	3	Northern Times, Newcastle, Sat 21 Jan 1860, p.2
	VILLAINS	PROSTITUTES			4	Mary Dawbeney was indicted for keeping a common, ill-governed, and disorderly house at Maitland. the prisoner pleaded not guilty... it appeared that the prisoner had lived in Elgin Street, West Maitland, and allowed bad characters, both men and women, to resort to their house...Chinese and blackfellows were in the habit of frequenting the house, and men had been seen going there at all hours. The prisoner had been cautioned that if she did not keep the bad characters away, word would be sent to her husband, for it appeared that these practices prevailed only in her husband's absence.'	4	The Maitland Mercury, Sat 10 August 1861, p.2
	VILLAINS	PROSTITUTES			5	The cases of Sarah Jacobs and Martha Ann Creswick: 'In the course of the cases, it came out that the disorderly houses in Durham-street were now all closed, and that there was now a probability that the street would not any longer be notorious as the residence of many profligate persons.'	5	The Maitland Mercury & Hunter River General Advertiser, 14 February 1855.
	VILLAINS	PROSTITUTES			6	'John Bogan, Elizabeth Bogan, and Matilda Kempster were indicted for that they did, on 19th August, and other times, keep a disorderly house in West Maitland. ... The prisoners lived in a house in Durham-street, West Maitland. The witnesses deposed that the house was a nuisance to the neighbours, and that prostitution was carried on there.'	6	The Maitland Mercury & Hunter River General Advertiser, 21 October 1865, <a href="http://nla.gov.au/nla.news-article18703679">http://nla.gov.au/nla.news-article18703679</a> .
	VILLAINS	PROSTITUTES				James Coogan and Fanny Bedwell appeared before the Court, charged with keeping a disorderly and ill-governed house in Durham Street, West Maitland, on the 19th Dec, 1868..From the evidence...it appeared that the house, for the period of nine or ten months, was the resort of commonly-known prostitutes, drunkards of the male kind, and vicious propensities indulged in by them in daylight and dark unrestrictedly. The house had enacted in it, with little intermission, scenes of the most diabolic description. The air was rendered putrid by the filthy language borne upon it, uttered by people congregated at the home, which was a constant centre of dishonest conduct corruptive to public morals'.		The Newcastle Chronicle, Sat 13 Feb 1869, p.3
<b>CONVICTS AND BUSHRANGERS</b>								
	VILLAINS	LAW AND ORDER			1	A disturbance took place at the Maitland Gaol on the 25th instant, caused by two incorrigibles (who are old criminals) inciting some of their fellows to create disorder...One prisoner made use of a filthy expression to the officer, for which he was locked up.'		Evening News, Thursday 30 June 1898
	VILLAINS	LAW AND ORDER			2	It has transpired that a serious emeute occurred at the gaol on Saturday afternoon in consequence of the enforcement of obnoxious drill regulations. The disturbance lasted about three hours, and the uproar was distinctly heard in the neighbourhood. A number of tin pots and plates were thrown over the walls, and the crashing of tables, apparently hurled violently about the yard, could be heard. The gaol officials are reticent, and try to make light of the disturbance; but it is an open secret that the officials had an anxious time before the emeute was quelled."		Evening News Thursday 30th June 1898
	VILLAINS	LAW AND ORDER			3	Margaret Ailen pleaded guilty to the charge of being drunk and disorderly in Watt Street on the 24th instant. The prisoner had been convicted several times before for the same offence, and once for using obscene language. The husband of the prisoner appeared in the court and state to the Bench that he believed his wife to be a dangerous lunatic through softening of the brain caused by intemperance. Ailen gave several instances in proof of his belief'.		The Newcastle Chronicle, Sat 26 April 1873, p.2

END OF TABLE - WALK 2

## HEROES AND VILLAINS WALK - Proposed sites for heritage trail





# THEMES AND STORIES

## POVERTY AND PROSPERITY - INCLUDING WALK 3

SITE NUMBER	THEME	DETAIL	STORY	DETAIL	QUOTE NO.	QUOTATION	REF NO.	BRIEF CITATION
<b>WALK 3 - POVERTY AND PROSPERITY</b>								
<b>ESTABLISHMENT</b>								
1.1		ESTABLISHMENT			2	'July 1 - This day we concluded ourselves 12 miles higher up, and as the banks of the river in most places are very low and swampy, we fixed upon the first dry ground for our headquarters, where we built a small tent hut, thatched with grass which grows luxuriant. Here is an extent of country for about three miles to the southward with several lagoons and rather low, but except on the banks of the river not subject to floods. The soil in most places is good, thinly interspersed with fine lofty trees. This I named Shanks' Forest Plains in honor of Captain Shanks, the projector of the Lady Nelson, a gentleman much interested in the prosperity of this colony. The wood generally known by the name of cedar does not abound much in this place.'	2	Lieut-Colonel Paterson's journal and discoveries at Hunter River, transcribed by Margaret Fryer, April 2005, Archives, Rare Books & Special Collections, Auchmuty Library, University of Newcastle
1.1		ESTABLISHMENT			3	'June 19 - From the several excursions I made during the time that the Lady Nelson lay in Freshwater Bay I am of opinion that Government might derive many advantages by forming a small settlement at this place.'	3	Lieut-Colonel Paterson's journal and discoveries at Hunter River, transcribed by Margaret Fryer, April 2005, Archives, Rare Books & Special Collections, Auchmuty Library, University of Newcastle
1.1		ESTABLISHMENT			4	'July 10 - From Shanks' Forest Plains to the extent of our journey, the ground on both sides the river is good soil, and where the banks are low there is abundance of useful timbers; indeed, the cedar, ash and box are only found in low situations. The flood at this part of the river rises up 30 to 35 feet. I observed several large pieces of coal washed up - a proof of its being in the interior as well as on the sea coast.'	4	Lieut-Colonel Paterson's journal and discoveries at Hunter River, transcribed by Margaret Fryer, April 2005, Archives, Rare Books & Special Collections, Auchmuty Library, University of Newcastle
1.1		ESTABLISHMENT			5	'July 14 - As we got further up Hunter's River the country became higher and very beautiful, mostly forest ground, but very thinly interspersed with lofty trees, and sometimes, indeed acres, without a tree, the soil in general good, and the grass luxuriant.'	5	Lieut-Colonel Paterson's journal and discoveries at Hunter River, transcribed by Margaret Fryer, April 2005, Archives, Rare Books & Special Collections, Auchmuty Library, University of Newcastle

## POVERTY AND PROSPERITY - INCLUDING WALK 3

SITE NUMBER	THEME	DETAIL	STORY	DETAIL	QUOTE NO.	QUOTATION	REF NO.	BRIEF CITATION
<b>SETTLEMENT</b>								
2.1	PROSPERITY	SETTLEMENT	First settlers	In 1818 the first settlers arrived - William Eckord and some of his family, John Smith, and William O'Donnell. They were soon followed by others, including Molly Morgan, or Mary Hunt, who played a prominent role in those days.	1	<i>If there is one individual whom credit can be given for playing a major part in the development of Maitland it must surely be that singular person, Molly Morgan - a name that will forever be associated with the foundation of our thriving town.</i>	1	Molly Morgan: Life in Maitland', <i>The Maitland Daily Mercury</i> Sat 1 Jan 1933, p.10
2.2	PROSPERITY	SETTLEMENT	First buildings	By 1830 William O'Donnell had built a brick cottage near to his wooden house, which served as the starting-point for many Maitland businesses. New residents flocked to the town following the end of convict transportation and emigrants arrived.	2	<i>Sir,-As I stated in my first letter I came to Maitland in '35, and would relate from that time forward, but since writing I have gained information from older residents than myself which will account for previous dates and incidents to that time. The first two-story brick building was built by Chas. Robins, and is now occupied by M. Benjamin; and the first stone building is now Dr. Power's residence, and was built by Mr. Ireland. The first gas was made in Maitland in '58 by John Tuck, senior, and Weaver. The first painter in Maitland was a man named Dick Gossip, but he had not so much gossip about religion as one of our painters at the present time.</i>	2	JAMES WATES, West Maitland, To the Editor of <i>The Maitland Mercury</i> , <i>The Maitland Mercury &amp; Hunter River General Advertiser</i> , Saturday 28 Sept 1889
2.2	PROSPERITY	SETTLEMENT			3	<i>The Harp of Erin Hotel was opened by George Yeomans in '28 on the site of Messrs. Brunker and Wolfe's auction rooms; and Richard Yeomans opened one on the site of Bank of Australasia in the following year; and the old White Swan was opened by Wakefield Simpson in '29. The Angel Inn was first opened by Joe the Marine and Molly Morgan - characters well-known in those days, 1830; and James Posey first opened the hotel now kept by Mr. Tinson as a tom and jerry shop, which meant that he could sell any drink with the exception of rum, brandy, or gin. The Red Lion Hotel was opened by Mr. Ryan in 1830, and was situated between Mr. R. Norman's and John Tuck's. A public house, called the old Spinning Wheel, was kept by Richard McInnes opposite Moore's coach factory in 1831. The old Queen's Arms first opened by Walter Rotten in 1830; Donnybrook public house, where Messrs. D. Cohen and Co.'s stores are now, was opened in '34 by Michael Murphy. Rose Inn opened in '36 by P. G. Cohen, on the site of Mr. Waller's residence; the Green Man Inn, kept by James Briggs, better known in those days as the House of Blazes, and the Northumberland Hotel first opened by George Yeomans in '40, now used as Police Barracks; Belmore Hotel opened in '45; the Justice Hotel opened in '35 on the site of the Town Hall, and was kept by a man named Stone, who was also the first barber in Maitland, and both businesses were combined.</i>	3	JAMES WATES, West Maitland, To the Editor of <i>The Maitland Mercury</i> , <i>The Maitland Mercury &amp; Hunter River General Advertiser</i> , Saturday 28 Sept 1889
2.2	POVERTY AND PROSPERITY	SETTLEMENT			4	<i>Yarrabong Bridge was opened in '41, and was built by John Woods. A dreadful storm occurred on the 29th November, 1849, doing much damage. A fight took place at New Freugh, near Singleton, 13th Jan., '56, between James Phoenix and Paddy Sinclair, but resulted in a draw, and Dick Hunt beat James Phoenix in '58, at Hexham. The first funeral I saw in Maitland took place in '36. The corpse was carried on the shoulders of four men and about 14 or 15 followed behind to the East Maitland cemetery, but the street was hardly wide enough for them, as they had an overdose of liquid fire, and the bearers let the coffin fall from their shoulders and broke it, and the corpse rolled out in the street, but with a few oaths he was quickly bundled in again, I will not trespass further this time on your space, but will reserve the conclusion for another issue.</i>	4	JAMES WATES, West Maitland, To the Editor of <i>The Maitland Mercury</i> , <i>The Maitland Mercury &amp; Hunter River General Advertiser</i> , Saturday 28 Sept 1889
2.3	PROSPERITY	SETTLEMENT	Officially Maitland	The earliest reference (that has been traced) to the name 'Maitland' dates from April 1828. The name occurs in a letter which refers to the Crown reserve on the west side of the river near Morpeth - "now to be called Maitland" (The Sydney Morning Herald, Tues 5th Nov 1935, p.5)	1	<i>The original town is East Maitland, surveyed by George B. White, Government surveyor, and planned by Major (afterwards Sir) Thomas Mitchell, the site of which was approved and proclaimed by order of Governor Darling in 1829. It was named after Surveyor Maitland, not being a favourite settlement that portion now West Maitland became the settlement. It was then called Wallis's Plains, after Capt. Wallis, 46th Regiment, although it was known by many appellations, such as "The Camp" prior to 1815, when it became Wallis's Plains. It was also known as Molly Morgan's. On 9th November 1835 it became West Maitland by proclamation. In 1829 the district was growing in importance...</i>	1	<i>The Mercury</i> (Hobart, Tas) Monday 2 August 1909



## POVERTY AND PROSPERITY - INCLUDING WALK 3

SITE NUMBER	THEME	DETAIL	STORY	DETAIL	QUOTE NO.	QUOTATION	REF NO.	BRIEF CITATION
EMPORIUM OF THE NORTH								
3.1	POVERTY AND PROSPERITY	EMPORIUM OF THE NORTH	By the 1840s Maitland was the junction for trade and agriculture.		1	<i>The crops here early in the season had a very promising appearance, but, from the absence of rain, great fears are abroad; but no great scarcity can arise, as there is plenty of grain in the hands of the settlers to supply every person in this quarter for a couple of years.'</i>	1	<i>The Sydney Morning Herald</i> , Tuesday 15 Nov, 1842
3.1	PROSPERITY	EMPORIUM OF THE NORTH			2	<i>'The principal agricultural and grazing district in the colony of New South Wales is that of Hunter's River, to the northward of Sydney.'</i>	2	Reverend Dr. Lang, <i>Historical Account of New South Wales</i> , 1834
3.1	PROSPERITY	EMPORIUM OF THE NORTH			3	<i>'For the first 15 or 20 miles by water from the mouth of the river the land on either side is generally low, swampy and sterile, though for the most part thickly covered with timber, but higher up and along the banks of the two tributary rivers the soil for a considerable distance from the banks is entirely alluvial and of the highest fertility.'</i>	3	Reverend Dr. Lang, <i>Historical Account of New South Wales</i> , 1834
3.1	POVERTY AND PROSPERITY	EMPORIUM OF THE NORTH			4	<i>There has been an abundant fall of rain beyond the boundaries, and we understand that the whole route from Moreton Bay to Maitland exhibits a healthy appearance. The cattle and sheep are luxuriating on good feed, and there can be no doubt that fat cattle will shortly be very plentiful, but the low prices do not offer any inducement to settlers to bring them down. The crops about Maitland have recovered very much in consequence of the refreshing showers which have lately fallen here; maize has been planted in all directions, but whether it will escape the early frosts or not, time alone will determine.'</i>	4	<i>Australasian Chronicle</i> , Thurs 12 January 1843, p.4
3.2	PROSPERITY	EMPORIUM OF THE NORTH	River transport was highly important to the town's growth and development	The Hunter River Steam Navigation Company was formally launched in July 1840 in Maitland	1	<i>'That a Company be formed to be styled THE HUNTER RIVER STEAM NAVIGATION COMPANY for the purpose of building or purchasing such steam vessels as may be found necessary to ply between Sydney and Hunter River.'</i>	1	First meeting on 1 August 1839, in Sydney
3.2	PROSPERITY	EMPORIUM OF THE NORTH			2	<i>The arrival of a steam boat in the colony to ply between Sydney and Hunter's River was of incalculable benefit to the latter district [Newcastle], as well as to the colony in general. There are now two on the course, each of which makes a trip to Hunter's River once a week, and there will shortly be a third of much larger size. The steam-boat leaves Sydney at six o'clock in the evening, reaches Newcastle about the same hour next morning - the ocean part of the voyage being thus performed during the night - and arrives at Greenhills, or the head of the navigation of the Hunter, at the distance of 4 miles from the town of Maitland about 11 o'clock.'</i>	2	Reverend Dr. Lang, <i>Historical Account of New South Wales</i> , 1834
3.2	PROSPERITY	EMPORIUM OF THE NORTH		The Huntress was one of the early steamers that travelled along the river	3	<i>The anniversary of the colony was celebrated at West Maitland with much hilarity indeed; I never witnessed so large an assemblage conduct themselves with so much order and propriety. About twelve o'clock everybody was seen winding their way towards Port Maitland to witness the launch of the first steamer belonging to the company, and up to three o'clock the crowd increased until there must have been at least upwards of one thousand persons present. The vessel was decorated with the usual flags, and appeared, as she sat on the docks, a perfect model. Numerous bets were made about her draught of water, and no doubt a great deal of money changed hands. At a quarter to the four, everything being prepared, the Huntress was seen to move majestically along, and without a moment's interruption, glided into her native element. The cheers of the persons assembled were loud and long, and many hearty wishes for her future success were uttered. She is one of a series of boats to trade between Newcastle and Maitland, and to be connected with a powerful sea-boat to trade between Newcastle and Sydney. The vessel is eighty feet in length and eighteen feet wide.'</i>	3	<i>The Australian</i> (Sydney) Sat 30 Jan 1841
3.2	PROSPERITY	EMPORIUM OF THE NORTH			4	<i>NAVIGATION OF THE HUNTRESS - On Wednesday morning last, the large river craft, the Huntress, left the new wharf, West Maitland, for Newcastle, having on board a cargo of two hundred bales of wool, timber, etc. This of itself shows the practicability of extending the river navigation to West Maitland, which is only deferred, we are persuaded, from a lack of enterprise, and not from the intervention of any natural obstacles.'</i>	4	<i>The Sydney Gazette and New South Wales Advertiser</i> , Tues 22 March 1842, p.3
3.2	PROSPERITY	EMPORIUM OF THE NORTH		The Hunter River New Steam Navigation Company was proposed at a public meeting held at Maitland on 10th June 1852	5	<i>The said several persons parties those those presents have agreed and determined to form a co-partnership for the purpose of trading with steam and other vessels between Morpeth in the colony of New South Wales and Sydney in the said colony and other places.'</i>	5	<i>Deed of Settlement of the Hunter River New Steam Navigation Company</i> , 21st December 1852
3.2	PROSPERITY	EMPORIUM OF THE NORTH			6	<i>The object of the Company was to "promote the welfare and prosperity of the Hunter River District by securing constant, sufficient and reasonably inexpensive means of transit to and from the Metropolis".'</i>	6	Hunter River New Steam Navigation Co.'s Office, Morpeth, 4th August 1858 (letter)
3.3	PROSPERITY	EMPORIUM OF THE NORTH	Maitland was a pioneer in the circulation of news with the establishment the Maitland Mercury	The Maitland Mercury was established in 1843, making it one of the oldest surviving Australian newspapers, circulating news for all of the Hunter region	1	<i>The Maitland Mercury is the oldest established and one of the most extensively circulated provincial papers in New South Wales..its success was so great that it was soon enlarged and published as a bi-weekly, then as a tri-weekly, and in 1894 it made its appearance as an afternoon daily of four pages, since increased to eight pages, and occasionally as 12 pages. In its earlier existence the Maitland Mercury was the only newspaper printed in the northern district, and it soon acquired an extensive circulation in every town in the north and north-west of New South Wales and far into Queensland.'</i>	1	<i>Back to Maitland Week Souvenir Book</i> , Nov 1927, p.21
4.1	PROSPERITY	SECOND ONLY TO SYDNEY	The period before 1860 saw all the major churches and the Maitland hospital established. By 1863, West Maitland had 300 businesses and East and West Maitland were second only to Sydney in size and importance.		1	<i>The country on the Clarence River is now looking beautiful, in consequence of the plentiful rains which have fallen. We have not yet had any frosts. Buildings are gradually springing up in the township; especially on the south side of the river; but as there is neither brick nor stone, they are all built of wood, and indeed it is rather hard to obtain even that, for the sawyers are few in number, and fully employed. Sharp's boiling, or rather steaming establishment is in full operation, putting down forty bullocks per day. A large quantity of tallow is lying at the wharf, waiting for vessels, and there are still a great many bales of wool to go away to Sydney'. Maitland Mercury</i>	1	<i>Freeman's Journal</i> (Sydney, NSW) Thursday 26 June 1851



## POVERTY AND PROSPERITY - INCLUDING WALK 3

SITE NUMBER	THEME	DETAIL	STORY	DETAIL	QUOTE NO.	QUOTATION	REF NO.	BRIEF CITATION
<b>SECOND ONLY TO SYDNEY</b>								
4.1	PROSPERITY	SECOND ONLY TO SYDNEY			2	<i>West Maitland, in a commercial point of view, ranks one of the first towns in the colony, and as the Capital of the Hunter District, has assumed a position which the flourishing state of this position of the colony certainly entitles her to. The resources of the Hunter are unsurpassed by any province of New South Wales, and we trust that the Governor General's late visit will give such an impetus as will materially tend to their fuller development.</i>	2	<i>Illustrated Sydney News</i> , March 31, 1855, p.142
4.1	PROSPERITY	SECOND ONLY TO SYDNEY			3	<i>We have tried to look at the matter with special reference to the future of this commercial community. That future we firmly believe will be even more distinguished by superior energy and enterprise than our past has been. Many things have been done by the people of Maitland and Morpeth collectively which no other town in the colony, out of Sydney, has attempted, or at all events has succeeded in. And as it is our firm belief, so it must naturally be the ardent hope of all the inhabitants, that the same comparative superiority should ever be the characteristic of the people of Maitland and Morpeth. And what has been the cause of this past and present energetic enterprise? The great cause has been an admirable geographical position for trade, admirably made use of. With the exception of Goulburn, Brisbane, and Sydney itself, no other town in the colony has had the opportunity of trading with such an enormous extent of country as Maitland has had, and still possesses; and the unexampled growth of our town, and of the rich agricultural district immediately around, has arisen from this splendid opportunity being fully made use of. On our view, the very instant the people of Maitland and Morpeth abandon their strong position of wide and liberal enterprise, spreading and enlarging as the field for it enlarges - that instant they seal the fate of the town. The trade will still exist, the opportunity for rapid development of enterprise, and wealth, and population, will still remain - but some other town, more enlarged and generous in idea, will step into the shoes that Maitland has willfully thrown aside. And we entreat our fellow-townsmen to remember that when once the stream of traffic has been allowed to be diverted from a town it is an almost impossible thing to lure it back again.</i>	3	<i>The Maitland Mercury and Hunter River General Advertiser</i> , Municipal Institutions, Sat 6 Dec. 1856 p.2
<b>INDUSTRY AND COMMUNICATION</b>								
5.1	PROSPERITY	INDUSTRY AND COMMUNICATION	Great Maitland Coalfield	Coal mining, which commenced around West Maitland in the 1870s, became increasingly important to the local economy. At one time 10 000 men were employed in the Maitland coalfields with over 5 million tons being produced in 1925 alone.	1	<i>...of a very superior quality, and abundant in quantity, it is delivered at the premises of the consumer, in quantities, at the rate of six shillings per ton.</i>	1	H.G. Wells 1871
5.1	PROSPERITY	INDUSTRY AND COMMUNICATION			2	<i>A coal mine, worked by Mr Keddie, of East Maitland, is now in successful operation, and affords a mineral of a very pure description, at the very moderate price of thirteen shillings per ton. As a local undertaking calculated to bring the district into notice, we have no doubt Mr Keddie will be supported in his mining operations by the inhabitants of Maitland and its neighbourhood, and to this the low price of the material which he furnishes, will, above everything else, contribute.</i>	2	<i>Geelong Advertiser</i> , Monday 6 June 1842, p.3
5.1	PROSPERITY	INDUSTRY AND COMMUNICATION			3	<i>The prediction hazarded some time ago that Maitland district would yet be one of the most prolific coal-producing areas in the State is likely to be verified, as the work of sending out coal will soon be commenced at several collieries in addition to East Greta, from which 1106 wagons full of the black mineral have been dispatched to Newcastle during the past fortnight... all is activity in pushing forward the work of development. The sudden filip to the mining industry has found employment for hundreds of many, and there will be room shortly for twice or thrice as many. Naturally business has improved all round, and as many of the coal-hewers reside in Maitland it is almost impossible to rent a house of any description.</i>	3	<i>Evening News (Sydney)</i> Friday 2 August 1901
5.1	PROSPERITY	INDUSTRY AND COMMUNICATION			4	<i>Development of the coal mining industry in the neighbourhood of West Maitland is proceeding with great vigour and wonderful rapidity... A few years ago, any person bold enough to predict a great future for coal-mining anywhere beyond the limits of the Newcastle district would have been voted a fit subject for a lunatic asylum. But time and money work wonders. A marvellous change has come o'er the spirit of the scene, and there is no longer room for doubt that the Maitland district is destined in the very near future to be the principal centre of coal production in Australia.</i>	4	<i>The Maitland Daily Mercury</i> , Thurs 21 March 1901
5.1	PROSPERITY	INDUSTRY AND COMMUNICATION			5	<i>'There can be no doubt that the coal measures of Maitland for the purpose of gas manufacture, steaming, and household purposes are superior to the coal obtainable from any mine in the colonies. The thickness of the seams is treble any known in the Newcastle district, and it is evident that at no distant date Maitland will become the rival of the coal district of Newcastle.'</i>	5	<i>The Maitland Mercury &amp; Hunter River General Advertiser</i> , Tuesday 21 April 1891
5.2	PROSPERITY	INDUSTRY AND COMMUNICATION			6	<i>At South Maitland are situated the coal mines, which put out more coal than any other group of coal mines in the Commonwealth.'</i>	6	<i>The Sydney Morning Herald</i> , Tues 26 Sept 1911
5.2	PROSPERITY	INDUSTRY AND COMMUNICATION	The Great North Railway	In 1958, the railway was extended from East to West Maitland, developing the agricultural wealth of the district by finding markets for its produce; thus providing some progress for the town	1	<i>The purpose of this line is to connect the great northern district of New South Wales with the metropolis. The point of junction should be decided upon considerations of national interest alone. Those considerations demand the choice of the most northerly point consistent with economy. If the whole northern district is to be embraced by the connexion the Hawkesbury must be crossed. On national considerations, Maitland is preferable to Waratah. Economy does not forbid the Government to choose Maitland.</i>	1	<i>The Maitland Mercury &amp; Hunter River General Advertiser</i> , Thurs 16 June 1881, p.4
5.2	PROSPERITY	INDUSTRY AND COMMUNICATION			2	<i>The railway connecting Newcastle at the mouth of the river Hunter with Maitland - eighteen miles in length - is now on the eve of completion, and will be ready for running trains on the 1st of October.</i>	2	<i>Empire (Sydney)</i> , Mon 1 Sept 1856



## POVERTY AND PROSPERITY - INCLUDING WALK 3

SITE NUMBER	THEME	DETAIL	STORY	DETAIL	QUOTE NO.	QUOTATION	REF NO.	BRIEF CITATION
<b>A BRIGHT FUTURE?</b>								
6.1	PROSPERITY	A BRIGHT FUTURE?		Unfortunately this connection to the north deprived West Maitland of much commercial trade.	3.		3	
6.1	POVERTY AND PROSPERITY	A BRIGHT FUTURE?	Looking to the future.	With its agricultural richness and its commercial trade, Maitland's future looked bright.	1	<i>In speaking of Maitland I would desire to refer to it as at present constituted, rather than as it was in those more prosperous times when I first knew it, more than twenty years since; because I feel that after all the trouble by floods, drought, and the diversion of trade by the extension of the railway, it is a far more pleasing town to live in than even in those luxurious times, when all we hoped for was the continuation of our prosperity, all we feared was the passing away of our trade by the extension of communication. In these present days Maitland contains within itself an amount of intelligence, unselfishness, and philanthropy not to be surpassed by any other town in New South Wales.</i>	1	<i>The Maitland Mercury &amp; Hunter River General Advertiser</i> , Thurs 14 Nov 1872, p.5
6.1	PROSPERITY	A BRIGHT FUTURE?			2.	<i>Now for the future, I prophesy that West Maitland will be the centre of manufactures; its large population, its proximity to our glorious coal-fields, its nearness to other valuable mineral deposits, all point to it as the future manufacturing town of the colony, in time to come let us hope that we shall have large and prosperous manufactures; smelting works and other important enterprises carried on in our town.</i>	2	<i>The Maitland Mercury &amp; Hunter River General Advertiser</i> , Thurs 14 Nov 1872, p.5
6.1	PROSPERITY	A BRIGHT FUTURE?			3	<i>I dream of West Maitland's future: steamers at its wharves, manufactories on the banks of its river, smelting works in its midst, employing thousands; its prosperity enabling it to prevent to some extent the evil of floods, and to maintain good schools, churches, hospitals, and other institutions calculated to benefit its residents. Its position and trade would then give it such an influence as to enable it to retain the proud position it has now, that of second town in the colony.</i>	3	<i>The Maitland Mercury &amp; Hunter River General Advertiser</i> , Thurs 14 Nov 1872, p.5
6.1	PROSPERITY	A BRIGHT FUTURE?		In 1886, the Hunter Region was described as 'the Garden of New South Wales' due to the famous agricultural flats that lay on the north side of the river.	4	<i>'...piled trays of farmers produce – great green melons and bulky pumpkins stacked in mounds to be sold by the ton; grapes, rich, luscious, heavy as the clusters of Eschol; oranges in their golden glory; tomatoes in boxes; chillies and pomegranates; bundles of green sorghum and maize and great bales of fragrant lucerne hay...'</i>	4	Market, 1886
6.1	PROSPERITY	A BRIGHT FUTURE?			5.	<i>The Maitland's are the centre of one of the finest and richest agricultural districts in New South Wales, and are especially rich in vineyards.</i>	5	<i>The Mercury</i> (Hobart, Tas), Monday 2 August 1909
6.1	PROSPERITY	A BRIGHT FUTURE?			6	<i>West Maitland, situated on the rich agricultural land on the banks of the Hunter River, is 2 miles by rail from Newcastle... There are beautiful drives through fertile lucerne lands, farms, orchards, and vineyards.</i>	6	<i>The Sydney Morning Herald</i> , Tues 26 Sept 1911
6.1	POVERTY AND PROSPERITY	A BRIGHT FUTURE?			7.	<i>Unquestionably, despite the disasters of flood and drought, the rich alluvial bottoms of the Lower Hunter have well-deserved the name, for "washed out" farmers have returned again and again, to till the rich flood-deposited soil around Maitland.</i>	7	
6.1	PROSPERITY	A BRIGHT FUTURE?			8.	<i>'...Maitland is destined to have a great future... It is only a matter of another year or two when the coal industry shall have progressed to such an extent as to add materially to the population and spending power of the community, and with the advance of mining, agricultural must go ahead and Maitland's prosperity will be with them hand in hand. In keeping with the general prosperity existing, the appearance of the town has improved considerably of late in the matter of its buildings. Old ones have been renovated altered and repaired out of all recognition whilst new ones have been constructed at a rate unknown for the past quarter of a century.'</i>	8	
6.1	PROSPERITY	A BRIGHT FUTURE?			9	<i>'The crops around Maitland are looking well. Haymaking is nearly finished, and the reapers are at work in the early crops. The yield promises to be good.'</i>	9	<i>Chronicle</i> , Saturday 6 December 1902, p.14
6.2	PROSPERITY	A BRIGHT FUTURE?			10	<i>THE CROWN OF THE HUNTER VALLEY. AN IMPORTANT AND THRIVING TOWN, THE CENTRE OF A RICH AND BEAUTIFUL DISTRICT. Maitland, the crown of the rich and beautiful Hunter River Valley, is a fine old town, lying on the western banks of the river just mentioned... It is a prosperous place of some .... inhabitants and its prosperity is of that solid order which neither booms nor bursts.</i>	10	<i>Australian Town and Country Journal</i> , Wed 19 Nov 1902
6.2	POVERTY AND PROSPERITY	A BRIGHT FUTURE?	However, despite a strong mining industry, the onset of the railway through to the deepwater port of Newcastle saw Maitland replaced as the urban centre of the Hunter in the 20th century. Economy declined as a result.		1	<i>Dry weather still continues, and farmers and pastoralists are complaining bitterly of the unfavourable season which they are experiencing. In fact, many of the farmers in the Boiwarra district assert that they have not felt the want of rain more seriously for the past forty years than at present. We sincerely hope that all will soon be blessed with a heavy downpour. Business is very dull in Maitland, notwithstanding work at the South Maitland coal mines is as satisfactory as reasonably could be wished for.'</i>	1	<i>The Catholic Press</i> (NSW), Thurs 14 Sept 1905
6.2	POVERTY AND PROSPERITY	A BRIGHT FUTURE?			2	<i>On the Maitland field matters are quiet. It is understood that a few men are finding employment on other mines, but many more are going to the South coast, where men are wanted, and where a recent award gives better rates and conditions than had hitherto obtained. If these movements continue for a few weeks there will be very few men left to work a second shift, even if owners succeed in the struggle.'</i>	2	<i>The Daily News</i> , Perth, Wed 10 June 1914
6.2	POVERTY AND PROSPERITY	A BRIGHT FUTURE?			3	<i>At the end of the month, the Newcastle and Hunter River Steamship Co. Ltd. will discontinue its tri-weekly service up the Hunter River. From August 1 the company's vessels will make Newcastle their terminus, and goods for the Hunter Valley will be distributed by rail from that city. The company states that the extra cost involved in sailing along the river from Newcastle is now not justified, as trade is falling off and results have been unsatisfactory for some time.'</i>	3	<i>The Sydney Morning Herald</i> , Fri 10 July 1931, p.12
6.3	POVERTY AND PROSPERITY	A BRIGHT FUTURE?			4	<i>Farmers along the lower Hunter River and business people who have been relying on the service for conveyance of produce and goods are alarmed at the announcement. All employees of the company at Morpeth have been served with notice of dismissal to take effect at the end of the month.'</i>	4	<i>The Sydney Morning Herald</i> , Fri 10 July 1931, p.12

## POVERTY AND PROSPERITY - INCLUDING WALK 3

SITE NUMBER	THEME	DETAIL	STORY	DETAIL	QUOTE NO.	QUOTATION	REF NO.	BRIEF CITATION
6.3	POVERTY AND PROSPERITY	A BRIGHT FUTURE?	And yet, Maitland has remained optimistic		1	<i>For the last sixty or seventy years Maitland has taken her annual toll from the rich alluvial lands and coal mines around her. But has the historic town of Maitland no greater ambition for further advancement? Are there no other avenues to explore whereby she can increase her already well-established wealth and prestige? Surely her geographical position - situated as she is at the junction of the North Coast life, into which latter also drains the whole of the North-west... - together with the fact that only 30 miles due east rests in all its grandeur Australia's premier deep sea harbour, Port Stephens, entitles the citizen to dreams of greater and yet greater things to come. No misfortune but what some good comes of it, and perhaps after all the bad times we are having are but a necessary prod to spur us onward along the path of "do or dare."</i>	1	<i>The Maitland Daily Mercury, Fri 24 April 1931, p.4</i>
6.3	PROSPERITY	A BRIGHT FUTURE?			2	<i>I see the city of Maitland, the busy capital of the Northern State! I see trade from the North, from the Northwest, from the West, pouring its products through West Maitland into the vast markets of Newcastle and Port Stephens!</i>	3	<i>The Maitland Daily Mercury, Fri 24 April 1931, p.4</i>
6.3	PROSPERITY	A BRIGHT FUTURE?			3	<i>People of Maitland, your destiny and that of Australia rests in your hearts and hands!</i>	3	<i>The Maitland Daily Mercury, Fri 24 April 1931, p.4</i>
6.3	PROSPERITY	A BRIGHT FUTURE?			4	<i>Public opinion in Maitland and district will be wholly behind the major of West Maitland in his request to the authorities to arrange for his Royal Highness the Duke of Gloucester to spend at least one hour in Maitland. In his tour throughout the various states the Duke will have ample opportunity of seeing the city life of Australia...So far as we are aware, he will learn nothing about the rich agricultural districts of Australia. It is necessary that this part of our visitor's education should not be neglected. The Maitland district is one which Prince Henry should be allowed to see at close range. A drive through the rich agricultural areas close at hand is even more important.</i>	4	<i>The Maitland Daily Mercury, Sat 21 July 1934, p.6</i>



**POVERTY AND PROSPERITY WALK - Proposed sites for heritage trail**



# THEMES AND STORIES

## ARCHITECTURE - INCLUDING WALK 4

SITE			HISTORICAL CONTEXT	SUB-STYLE	DESCRIPTION	EXAMPLE	QUOTATION	BRIEF CITATION
<b>COLONIAL c.1788-1840s</b>								
1.1	COLONIAL c.1788-1840s	TENTS AND HUTS	In 1801 an expedition of soldiers, convicts, a surgeon and a botanist set out to explore the Hunter River and its surrounds in order to report on the prospects of a settlement.	TENTS AND HUTS		Painting in Cynthia Hunter's 'Maitland Architecture: 19 Decades of Design'	... <i>'built a small tent hut thatched with grass which grows luxurious.'</i>	<i>Historical Records of NSW</i> , Vol 4 p.450
1.2.1	COLONIAL c.1788-1840s	SLAB HOUSES	In 1818 the first settlers arrived, and people began to construct houses out of materials at their disposal.	SLAB HOUSES	Typical slab house constructed from vertical boards set in a base plate with rough hewn logs for rafters and roofed in shingles. These were generally built from timber cut down by convicts. To weatherproof the building, narrow tin strips were placed over the joints and later horizontal weatherboards were added. This was typical housing for the first generation of Maitland settlers.	<i>Timber Settlers Cottage</i> (Lt Bourke St) Believed to have been constructed in the 1840s; rare example representing the pioneer period of settlement.	... <i>four of them [settlers] have houses and the others have merely skillings'.</i>	John Allen, Chief Constable at Wallis Plains, 1820
1.2.2	COLONIAL c.1788-1840s	SLAB HOUSES					... <i>a strong lagged and shingled cottage, with verandah, containing four rooms.'</i>	<i>The Australian</i> , 10 November 1835
1.2.3	COLONIAL c.1788-1840s		In 1821 surveyor Henry Dangar began work creating boundaries for convict grants. A summary written by Dangar in 1823 provides a profile of Maitland buildings at the time.				<i>Patrick Riley's improvements were a log hut valued at £5 and a log and thatched barn, valued at £10. William and John Eckford's were a wattle and plaster cottage, value £10, a frame and wattle barn, value £12.10s and several other huts.'</i>	(H. Dangar, 1823 return of land cleared and other improvements) Hunter, p.3
1.2.4	COLONIAL c.1788-1840s		By 1830 William O'Donnell had built a brick cottage next to his wooden house that after his death in 1837 served as a starting point for several Maitland businesses.				<i>'William O'Donnell's were a weather boarded and shingled cottage, value £20 and a shingle cowshed, value £6.'— O'Donnell's cottage was the most valuable one at Wallis Plains. O'Donnell was an older settler than the others and a free man retired from the Indian army'</i>	(H. Dangar, 1823 return of land cleared and other improvements). Hunter, p.3
1.2.5	COLONIAL c.1788-1840s						<i>'Mary Hunt's improvements were a wattle and plaster cottage, value £10. There were several other minor huts on her farm as well.'</i>	(H. Dangar, 1823 return of land cleared and other improvements) Hunter, p.3
1.3.1	COLONIAL c.1788-1840s		As Maitland settlers' situations improved along with building methods and materials, the simple farmhouse was replaced with more substantial structures.	OLD COLONIAL GEORGIAN	Something of the orderliness of the Georgian style was inherited by early generations and buildings exhibited plain uniformity and simple regularity. The most obvious characteristics of Old Colonial Georgian buildings included a pleasantly human scale, rectangular and prismatic shapes, symmetrical facades and proportions. Recognisable by their low ceilings, simple fenestrations and proximity to the street.	<i>Bridge House - 1 High St</i> One of Maitland's oldest buildings, is a small Georgian stuccoed stone-and-brick farmhouse with cedar columns, flagged verandah, paned windows and panelled door. It was built c. 1830 by ex-convict Samuel Clift who purchased the property in 1826 and became a noted landholder. His descendants still occupy the house. The tiny timber cottage is thought to be Clift's original homestead. The stone rubble hut to one side was probably the residence of the bridge's toll keeper.		
1.3.2	COLONIAL c.1788-1840s					<i>Toll House</i> Also built by Samuel Clift, in 1829; the structure encompassed two levels with one room on each. Constructed of sandstone rubble, it is similar in style to small English farmhouses (Hunter, p.3). Although the rear of the house is in original condition, alterations and additions were made in the 20th century (notably the front pillars)		
1.3.3	COLONIAL c.1788-1840s					<i>Town Hall Café</i> The original was constructed in approx. 1850. It is a well preserved example of the type of shop that lined High St in the town's early years. The original timber front of shop has remained intact.		
1.3.4	COLONIAL c.1788-1840s					<i>St John's Church</i> opened in 1846	<i>The foundation has been laid, and it is wide and deep, but labor and anxiety yet await the completion of the superstructure. I shall occasionally, with your permission, chronicle the marked developments of faith and morality in this portion of the Lord's Vineyard'.</i>	<i>Freeman's Journal</i> , Sydney, Wed 19 June 1861, p.9



## ARCHITECTURE - INCLUDING WALK 4

SITE			HISTORICAL CONTEXT	SUB-STYLE	DESCRIPTION	EXAMPLE	QUOTATION	BRIEF CITATION
1.3.5	COLONIAL c.1788-1840s						Thursday last was the seventy-first anniversary of the opening of St. John's Church, West Maitland, by the late Right Rev. Monsignor J.T. Lynch. In those days the pioneer priest was known by the name of Dean Lynch. He blessed the new church and, having celebrated Mass, gave a sermon appropriate to the occasion. At that time there were no pews or seats in the church. In 1862 the church was enlarged by the addition of the present sanctuary and about ten feet extra. When the church was opened it was over 300 yards from the river, but the erosion of the river bank continued with each flood, and now the walls of the old church are within 100 yards of the river.	Freeman's Journal, Sydney, Thurs 15 Nov 1917, p.22
1.4.1	COLONIAL c.1788-1840s		Large estates were granted to wealthy men and the substantial stone homes they built commensurate with their standing in colonial society. However the depression of the early 1840s was about to take its toll.		Regency architecture in Australia exhibited more delicacy and subtlety than could be found in the Georgian style. Slate roofing was introduced.	<i>Aberglassyn House</i> (c.1840) - one of the most important Colonial homes in Australia, and the finest early Colonial house in the Hunter Valley (Hunter, p.9). Built completely out of sandstone, it was designed by John Verre. George Hobler moved into the incomplete house in 1842, before being hit by the economic depression of the early 1840s. As a result, Aberglassyn has a unique historical significance - it was the physical manifestation of the depression. It has been referred to as the Hunter's 'house of broken dreams.'	<i>Aberglassyn House, delightfully situated on the Hunter, but free from floods, about two miles from West Maitland, containing about twenty spacious rooms, inclusive of drawing and dining rooms, with cellars, detached kitchen, and other out-houses, and a constant supply of excellent water...Some conception may be formed of the magnificent style in which the house has been built, and the grounds laid out, when it is stated that the original proprietor, George Hobler, Esq., expended upwards of £20,000 on the house alone.</i>	<i>The Sydney Morning Herald</i> , Sat 3 April 1858
1.4.2	COLONIAL c.1788-1840s		The depression curtailed building, leading to a decrease in detail and quality for a period. Convict labour was no longer available. The majority of people in Maitland in the 1840s lived in 'bark huts and kitchens' with earthen floors -				...so valueless has property of all kind become that no manied engagement can be met but at most dreadful sacrifices.	George Hobler 'Reminiscences of J Waters', <i>Maitland Mercury</i> 24/5/1890
1.4.3	COLONIAL c.1788-1840s		An 1841 census indicates there were 294 houses in West Maitland and 148 in East Maitland. The populations were 1746 and 1022 respectively (Hunter, p.8) By 1851 there were 652 houses in West Maitland. Only 288 were of brick or stone, the remainder were weatherboards.			Drawing of High St in 1855 shows the street lined with timber houses and a few large buildings that housed merchants. Typical streetscape of the Colonial period		from Cynthia Hunter's book '19 Decades of Architecture'



## ARCHITECTURE - INCLUDING WALK 4

SITE			HISTORICAL CONTEXT	SUB-STYLE	DESCRIPTION	EXAMPLE	QUOTATION	BRIEF CITATION
<b>VICTORIAN c.1840-c.1890</b>								
2.1.1	<b>VICTORIAN</b> c.1840-c.1890		Following the start to Victoria's long reign, the next fifty years saw the transformation of Australia from a minor outpost on the far edge of the British Empire into a major element of the British economy. This was embodied in architecture. However, due to the impact of the depression, Victorian architecture didn't reach Maitland until the late 1850s/1860s.	<b>GEORGIAN</b>	An extension of the Old Colonial Georgian, it continued to emphasise symmetry, harmony and proportion. More sophisticated materials and techniques were employed, with corrugated iron winning acceptance as a roofing material for every class. The corrugated iron bull-nosed veranda roof became a feature, often painting in wide strips of alternating colours.	<i>Elmslea, 60 Bourke St</i> Elmslea is believed to have been built in the 1850/1. Of rendered brick - relatively rare style. Low single storey cottage with verandah to street - nine bays with timber posts cut and supported on later rendered brick piers, timber valance - six panel double hung sashes without horns. Hunter (1999: 38) notes that the land, along with neighbouring parcels of land, was purchased by Maitland's Wesleyan Minister, Reverend Samuel Wilkinson, in 1850. A brick house (probably Elmslea) was built on the property soon afterwards and, when Wilkinson left Maitland in 1851, was rented out until the property was sold to Thomas William Tucker in 1864 for a sum of £700. Existing house was enlarged in 1870. Tucker died in 1895, his wife, Mary, in 1908, and the property was left to their daughter. By 1921 Elizabeth Campbell was running a boarding house in the property, and it was later occupied by Maitland Labor MP Walter O'Hearn and his family.	<i>Carr Bras have received instructions from Miss Tucker to sell by auction at their rooms, High Street, West Maitland, on Friday 13 February 1920, at 8PM that well known house property, 'Elmslea,' built of brick, and containing 10 rooms, including attic. The property has a frontage of about 120 feet to Bourke Street.'</i>	<i>The Maitland Daily Mercury</i> , Thurs 12 February 1920, p.8
				<b>VICTORIAN</b>			Regent St became 'an eligible and delightful situation' for superior homes for business people.	<i>Maitland Mercury</i> 13/3/1855
2.2.1	<b>VICTORIAN</b> c.1840-c.1891		Gold rush of 1851 eventually led to the arrival of emigrants to the town, some now quite rich, who were looking for work and a place to live. This led to an increase in the population by the 1860s, and thus demand for more buildings and houses.	<b>REGENCY</b>	A continuation of the Old Colonial Regency. Masonry walls of stone or brick were usually stucco and lined to imitate quality stonework, and crisp lines and classical proportions were seen in doors and windows. Very elegant plainness with simple forms and spare classical details.	<i>Grossman House</i> - 'added a great ornament' to Church St Built in the late 1860s, it was a gentleman's residence constructed for Isaac Beckett. Inverted mirror images of one another these two delightful red-brick Victorian townhouses were built at the same time (1860-61) by Samuel Owens (who named Brough House after his wife's maiden name) and Isaac Beckett. Owens and Beckett had established a large general business in Maitland's High St in 1838. Both feature cedar joinery, marble fireplaces, sandstone quoins, two-storey verandahs with Doric columns below and, above, intricate cast-iron lacework, shuttered windows and French doors.	<i>...the number put up during the last few months has been considerable; sufficient indeed to quite change the aspect of some parts of the town. On Bourke's land, on the allotments near Long Bridge, on the Scotch Glebe ground and on the allotments in Rose Street and the adjacent streets, many house have been built, but the greatest change has perhaps occurred in the Horseshoe Bend, where very many houses have been and are now being erected. Nearly all of these smaller houses have been built partially or entirely of wood.'</i>	<i>Maitland Mercury</i> , Dec 1854
2.2.2	<b>VICTORIAN</b> c.1840-c.1892		Designs during these years reflect community betterment, improved prosperity flowing from gold rush discoveries, increases in population, and advancements in materials and styles. Curved corrugated iron became more readily available - many of the early flat, box-like structures were transformed with verandahs with rounded roofs (p.18). Cast iron appeared, used for ornamentation - no other material has played so significant a role in changing the face of domestic architecture.			<i>Brough House</i> - 'added a great ornament' to Church St Inverted mirror images of one another these two delightful red-brick Victorian townhouses were built at the same time (1860-61) by Samuel Owens (who named Brough House after his wife's maiden name) and Isaac Beckett. Owens and Beckett had established a large general business in Maitland's High St in 1838. Both feature cedar joinery, marble fireplaces, sandstone quoins, two-storey verandahs with Doric columns below and, above, intricate cast-iron lacework, shuttered windows and French doors.	<i>'West Maitland is no longer confined, as it used to be, to one long straggling street with a house here and there of respectable dimensions and tenements between, of which the variations in size and material presented an appearance peculiar, but scarcely picturesque. The town is spreading out laterally in several directions and though the old style of cottage, with the front door opening from the street direct into the front room still prevails, a sensible improvement in the character of the buildings generally is taking place and many houses have been erected which are really creditable to the town'</i>	<i>Maitland Mercury</i> 21/4/1859
2.3.1	<b>VICTORIAN</b> c.1840-c.1893		In Maitland the boom years for architecture began in the late 1870s. Increasing prosperity was reflected in private homes as well as commercial, public and religious buildings (p.24). Spent money on fashionable ornamentation and decoration/external features and interior details.	<b>CLASSICAL REVIVAL</b>	The style embodied solidity and permanency; facades were modelled in masonry or stucco and employed classical motifs such as the Corinthian column.	<i>Cintra</i> A beautiful and imposing two-storey Classical Revival house set in spacious grounds with fine gardens. It was designed by William Pender and built in Maitland's boom period (1880) of rendered brick. The second wing was added in 1887, making 31 rooms now full of furnishings accumulated by the Long family from the turn of the century. The house has extensive and intricate cast-iron lacework and Corinthian columns and a tower capped with cast-iron decoration. The tall gates open onto a gravelled carriage loop driveway which leads to gabled sandstock brick stables.		



## ARCHITECTURE - INCLUDING WALK 4

SITE			HISTORICAL CONTEXT	SUB-STYLE	DESCRIPTION	EXAMPLE	QUOTATION	BRIEF CITATION
2.3.2	VICTORIAN c.1840-c.1894					<b>ANZ Bank Building</b> A rare colonial example of a Byzantine design it was built in 1869 and features round-headed windows and a two-storey arcaded verandah which bends around the corner into Elgin St. The building was designed by Reed and Barnes of Melbourne, and built by William Cairns of East Maitland. It is a symbol of historical commercial development, and the regional role of Maitland as a pre-eminent city in the region.		
2.3.3	VICTORIAN c.1840-c.1895		Represents Maitland's former role as the premier city in the Hunter Valley and one of the main cities in the colony up to the middle of the Victorian period.			<b>GBC Bank High St</b> Designed by George Allen Mansfield, the official Commercial Banking Company architect, and completed in 1888, this building is an exceptional example of Victorian Classical architecture, with the style based on that of the Italian Renaissance period.	<i>The work of the contractor... was carried out by Mr James Pritchard, in a conspicuously energetic and intelligent manner, and to the entire satisfaction of the architects... Mr Pritchard has done both Maitland and himself credit by his performance of the contract. The joiner's work is especially fine, and could be surpassed nowhere for finish and general excellence.'</i>	<i>The Maitland Mercury</i> , 27 Sept 1888
2.3.4	VICTORIAN c.1840-c.1896						<i>This bank when finished will, without doubt, be one of the finest buildings of the kind, not only in any of the country towns, but also in the colony, or indeed the colonies. It already presents a handsome and striking appearance as it approaches external completion. The front of the building is of Pyrmont stone, and in its construction a thousand tons have been used.'</i>	<i>The Maitland Mercury</i> 1888
2.4.1	VICTORIAN c.1840-c.1897			FILIGREE	From about mid-century, when the gold rushes brought sudden increases in population and wealth, there was a growing demand for more ornate styles of architecture. This was largely met by the utilisation of decorative cast-iron, principally to decorate verandas.	<b>Grand Central Hotel</b> Constructed in the late 1800s, has rich decoration in cast iron balconies and mouldings in stucco. It was originally called Centennial House as it opened in 1888; it was renamed in 1892.	<i>The Centennial House - that is the name the proprietor, whom we congratulate on his spirited enterprise, has given the establishment - is designed to meet the wants of country visitors who desire the comforts of a home without the inconveniences frequently inseparable from public houses, where liquors are sold, and accommodation is also provided for a limited number of boarders. We need hardly say that the Centennial House is to be conducted on strictly temperance principles, following in this respect the model of the large Coffee Palaces in Sydney and Melbourne... the conveniences which the house afforded in every way surpassed many of the best hotels in the metropolis...'</i>	<i>The Maitland Mercury &amp; Hunter River General Advertiser</i> , Tues 11 Sept 1888, p.3
							<i>'This three storey Victorian Filigree Building is a reminder of the days when much of the transport was by horse and coach. Built by Henry Fry as a terminus and to provide accommodation and dining facilities for his passengers on his Dungog-Gresford-Paterson-Maitland coaches- this service ended in 1911 with the extension of the railway to Dungog. To be reminded of its coaching origins go down the side lane or go further down Bourke Street and look up at the room at the top. This was used as a lookout, to provide early warning of coach arrivals, so that food and hot drinks could be prepared and ready for the coach passenger's.'</i>	Lloyd Bevan (2010)
2.4.2	VICTORIAN c.1840-c.1898					<b>The Hermitage</b> Built in the 1880s, the house is one of the few in Maitland that retains its nineteenth century curtilage. It was occupied by the manager of the East Greta Coal Mine and since 1926 by the Scobie family. A well maintained Victorian filigree brick building of two storeys, set in its original spacious grounds. The wide bulbous verandahs with their cast iron posts and lace balustrades show off the beauty and quality of this home (Lloyd Bevan, 2010)	<i>As the years advanced... Mrs Stewart's friends persuaded her to take up residence where she would enjoy companionable society and still enjoy life's comforts. Her last years were spent at 'The Hermitage,' West Maitland, where she was very happy. Its spacious garden appealed to her aesthetic senses. Each morning she would walk round, pick a flower and pin on her black dress.'</i>	<i>The Maitland Daily Mercury</i> , Wed 19 April 1939, p.4
2.5.1	VICTORIAN c.1840-c.1899			ITALIANATE	Drew on images of Italian villas and farmhouses. Characterised by the presence of a tower capped with a low-pitch pyramid roof or a balustrade, and by its asymmetrical nature	<b>Town Hall</b> The impressive Italianate town hall was built in 1888-90 to a symmetrical design consisting of a central tower flanked by two wings with ornamental columns supporting pediments over the ground-floor windows. The steps of the Maitland Town Hall are noted as the place where Edmund Barton, Australia's first Prime Minister, opened his campaign in January 1901 (Structure Plan, 2009).	<i>The foundation stone of the new town hall, West Maitland, was laid on March 1 by the Mayoress (Mrs John Gillies), in the presence of a large gathering... amid much cheering Mrs Gillies declared the stone well and truly laid'</i>	<i>Australian Town and Country Journal</i> , Sat 9 March 1889, p.29
2.5.2	VICTORIAN c.1840-c.1900					<b>Maitland Post Office</b> James Barnet designed the first stage of this Victorian Italianate building in 1881; it is typical of Barnet's Italianate style for important public buildings; the clock tower forms a vital part of the composition and remains one of the city's important urban reference points.	<i>We may congratulate the West Maitland Borough Council upon the success of their persistent attempts to get a clock-tower added to the design, for what was rather a heavy, commonplace building will not exactly become a thing of beauty in consequence of the tower being supplied, but will acquire some dignity and attractiveness.'</i>	<i>The Maitland Mercury &amp; Hunter River General Advertiser</i> , Thurs 19 Dec 1878, p.4
2.5.3	VICTORIAN c.1840-c.1901					<b>St Mary's Rectory (1880-81)</b> In 1879 it was decided to build a new Rectory due to problems with rising damp. A competition was held to find the best design, and this was won by West Maitland architect, George Browne. The result was a fine building with elaborate ornamentation; it is Victorian Italianate with cast iron columns, balustrade and frieze.		

## ARCHITECTURE - INCLUDING WALK 4

SITE			HISTORICAL CONTEXT	SUB-STYLE	DESCRIPTION	EXAMPLE	QUOTATION	BRIEF CITATION
2.5.4	VICTORIAN c.1840-c.1902					<i>Railway station</i> Maitland Railway Station is located just past the roundabout at the southernmost end of Church St. The line arrived at East Maitland in 1857 and reached West Maitland the following year. The original station was further east. The current Italianate-style building dates from about 1880.	<i>The railway connecting Newcastle at the mouth of the river Hunter with Maitland - eighteen miles in length - is now on the eve of completion, and will be ready for running trains on the 1st of October.</i>	<i>Empire</i> (Sydney), Mon 1 Sept 1856
2.5.5	VICTORIAN c.1840-c.1903					<i>Bishop's House, Cathedral St</i> A rare example of a Victorian Italianate large residence in central Maitland, designed by J.W. Pender for Bishop Dr James Murray.		
2.6.1	VICTORIAN c.1840-c.1904			GOTHIC	Seen not only as a style of architecture but as a repository of truth and goodness, this style echoed the architecture of the 13th and 14th centuries. Perceived as an expression of religious values, an ecclesiastical character was predominant and asymmetry and verticality were prominent features.	<i>Benhome</i> Benhome was designed by Pender and the Maitland Benevolent Society as the town's retirement home. It was designed in 1884 and opened in 1886.		
2.6.2	VICTORIAN c.1840-c.1905					<i>Maitlandfield, High St</i> , late 1860s examples of this style are rare in Maitland today	<i>The residence of the late Mrs Peter Logan, known as 'Maitlandfield', a superior and substantially-built two-storied brick residence containing 5 rooms, kitchen, pantry, store rooms, bathroom, etc., will be offered 'for sale by public auction at Goodyers' Hotel, Campbell's Hill, on Monday next, at two o'clock, by Mr. Ernest. S. Brunner. The land has a frontage to High Street, near the Long Bridge, of 93-feet by a depth of about 184 feet, and the situation should make the property a desirable home and a good investment.'</i>	<i>The Maitland Daily Mercury</i> , Sat 22 Feb 1913, p.4
2.6.3	VICTORIAN c.1840-c.1906					<i>St Mary's Church</i> , opened in 1860 The detailed, decorative Gothic Revival sandstone St Mary's Church was designed by Edmund Blacket and its construction (1860-67) overseen by J. Horbury Hunt. Note that the stone tracery is different on each of the windows. Blacket also designed the furnishings such as the complementary tracery panels of the pulpit and reading desk. The bell is from Sydney's St Andrew's Cathedral. The quite remarkable tower and spire were added in 1885-86 and dominated the city skyline.	<i>...assembled that evening to put what he [the Chairman] trusted would be the finishing stroke on that good work which the now been for some years engaged in - the building of their new church - which, from increased size will be fully able to accommodate the parishioners...Five years ago, in September 1960 their beloved Metropolitan laid the first stone of the new church'.</i>	<i>The Maitland Mercury &amp; Hunter River General Advertiser</i> , Thurs 31 August 1865, p.2
2.6.4	VICTORIAN c.1840-c.1907						<i>On Friday 7th September 1860, the first stone of the new church was laid by the late Rev. Dr Barker, Bishop of Sydney, in the presence of the rector, the Rev. Robert Chapman, and a large gathering of parishioners and other townspeople'.</i>	<i>Newcastle Morning Herald &amp; Miners' Advocate</i> , Sat 3 Sept 1910, p.6
2.6.5	VICTORIAN c.1840-c.1908		Until 1874, the education of the children of West Maitland was in the hands of private and religious institutions. (West) Maitland Public School opened in 1874. (Walsh and Archer 2007:43)			<i>Maitland Public School</i> The main buildings date from 1873 (facing Elgin Street) and 1899/1900 (facing Church Street). The Elgin Street building is a single storey, stripped gothic style school building which was opened in May 1874 with 470 enrolments. Sir Henry Parkes had laid the foundation stone.		
2.7.1	VICTORIAN c.1840-c.1909		The Maitland Synagogue is of historic significance in its associations with the strong Jewish community in the area and their contribution to the success and importance of Maitland as a trading centre in the latter half of the 19th century.	ROMANESQUE	A relatively small amount of Romanesque-influenced architecture occurred in Australia during the Victorian period. Heavy rustication and textured walling were common.	<i>Former Synagogue</i> The former synagogue was constructed in 1879 and designed by renowned local architect, John W. Pender. It was the first country Jewish synagogue in Australia.	<i>The most neat and handsome structure, which was commenced some few months since, has now been completed, and is to be consecrated on Sunday afternoon. The members of the congregation have been exerting themselves with praiseworthy zeal for some time in this matter, and the result has been the erection of a building which is certainly an ornament to the town, and a credit to all concerned...on the scroll in front, the words, "The House of God" are painted in Hebrew.'</i>	<i>The Maitland Mercury &amp; Hunter River General Advertiser</i> , Sat 6 Sept 1879, p.7



## ARCHITECTURE - INCLUDING WALK 4

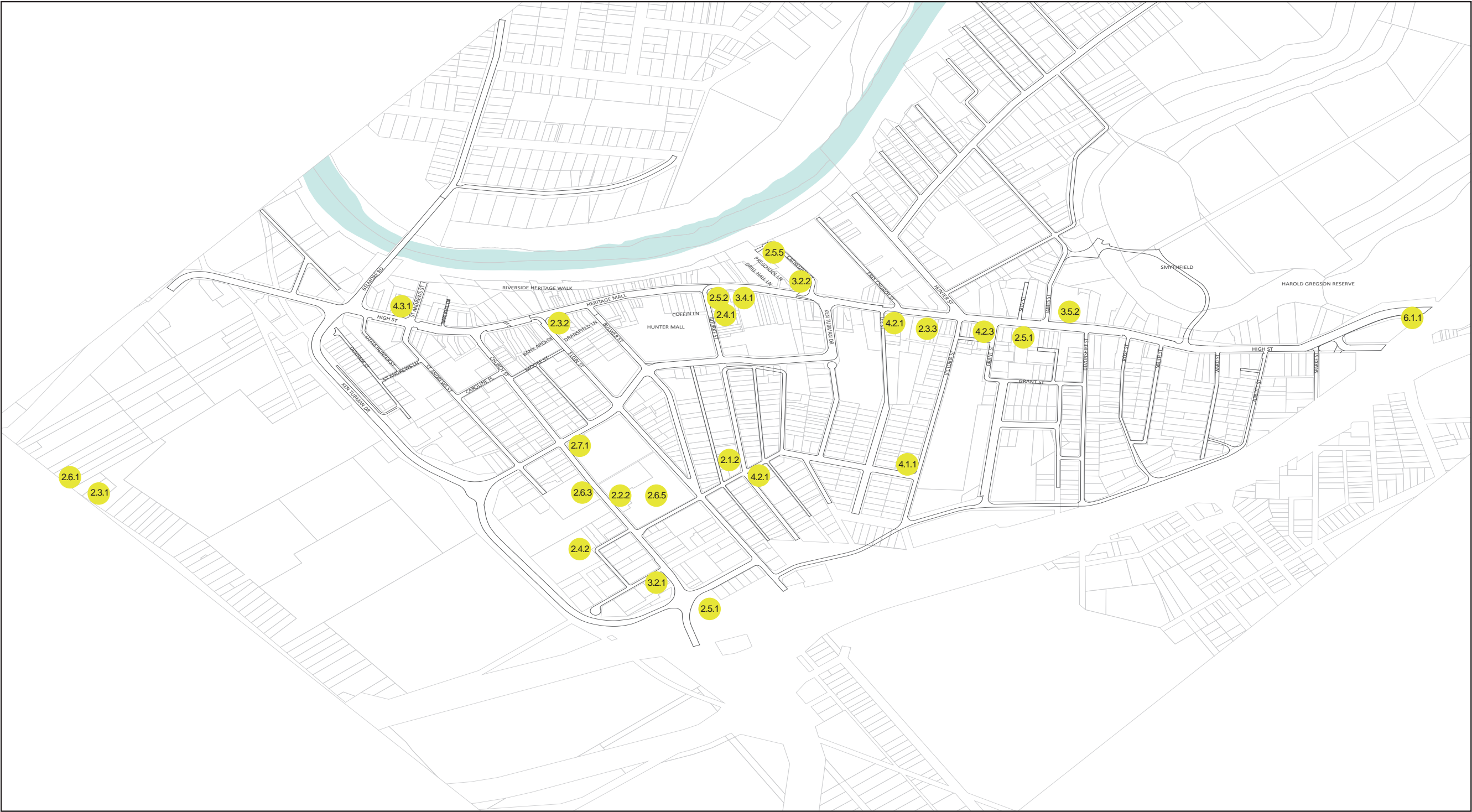
SITE			HISTORICAL CONTEXT	SUB-STYLE	DESCRIPTION	EXAMPLE	QUOTATION	BRIEF CITATION
<b>FEDERATION c.1890 - c.1915</b>								
3.1.1	<b>FEDERATION</b> c.1890 - c.1915		The elaborate ironwork decoration of the 1880s diminished towards the turn of the century due to several factors: another depression; drought; and industrial unrest including strikes by shearers, miners, wharf labourers. New homes were therefore subject to scaling-down of needless expenditure (p.28) ie.			<i>restored cottage in Church St</i>		
3.2.1	<b>FEDERATION</b> c.1890 - c.1916		With the drought easing in eastern Australia in the mid-1890s, building activity recommenced in earnest, especially in 1901 following the Federation of the states. By the late 1890s Australia was echoing British and American trends in architecture.	<b>FREE CLASSICAL</b>	Includes a considerable variety of architectural expressions, with classical elements and proportions being distorted and used in unusual ways.	<i>Grand Junction Hotel</i> (now known as the Junkyard, a live music venue) Claimed to be the best example of Federation Free Classical architecture in Maitland, this hotel was constructed in 1916 by Tooth and Company. Two storey, brick and stucco building with a 'flamboyant adaptation of Classical themes to arches, keystones, brayed verandahs and pediments' (Maitland Heritage Survey, 1994, Ref. 0133)	'Hot and cold water service. Complete and up-to-date. Situated near West Maitland Station. Conducted by Mrs A. Hannah as a first-class residential hotel.'	West Maitland: With Compliments, 1922
3.2.2	<b>FEDERATION</b> c.1890 - c.1917					<i>St John's Pro Cathedral</i> built in 1922 Designed by Thomas W Silk, the cathedral was remodelled during 1933 so it could be used as the pro cathedral of the diocese. This too was designed by Thomas Silk. It has a symmetrical Free Classical facade.		
3.3.1	<b>FEDERATION</b> c.1890 - c.1918			<b>ARTS &amp; CRAFTS</b>	This style was concerned with the integration of art into everyday life through the medium of craftsmanship. They were generally residential in scale. The roof is a dominant element, featuring gables and were quite steeply pitched.	<i>St Paul's Parish Hall</i> Its exterior reveals the influence of the Arts and Crafts movement. Much of what can be seen displays the skill of its designer. Brickwork is used expressively. It was erected in 1914.		
3.4.1	<b>FEDERATION</b> c.1890 - c.1919			<b>FILIGREE</b>	There was a marked decline in the use of cast iron at the beginning of the Federation period as it was supplanted by the use of wood for ornamental components. Intricately textured verandas were characteristic of this style and became part of the Australian pub tradition.	<i>Dimmocks</i>		
3.5.1	<b>FEDERATION</b> c.1890 - c.1920			<b>GOTHIC</b>	By the end of the 19th century, the glory days of Gothic Revival had passed, but it was not dead. Imitation of the complexities of medieval architecture was now likely to be too expensive, so architect often turned to less correct and cheaper adaptations.	<i>Maitland Public School</i> The Church Street two storey brick building is an example of Federation Gothic architecture. 'The building was designed to house the girls' department of 420 students in four rooms, two on each floor. By that time Maitland Public School had an enrolment of some 800 pupils.	On the 13th of the present month, Mr Briggs, the secretary to the Public School committee, addressed a letter to the Secretary of the Council of Education, representing that as on the occasion of laying the foundation stone of the Public School by Mr Parkes, upwards of three thousand persons attended, including various friendly societies, the local committee were convinced that the completion of the proposed Public School is looked for with great interest by the inhabitants of the town; and the Committee is therefore regarded with some degree of alarm the probability of a much larger number of children seeking admittance into the school when it is ready than it will be capable of accommodating.'	The Maitland Mercury & Hunter River General Advertiser, Sat 30th August 1873, p.2
3.5.2	<b>FEDERATION</b> c.1890 - c.1921					<i>Regional Art Gallery</i> (originally the Technical College) Was designed in the Government Architects Office and officially opened in 1910.		

## ARCHITECTURE - INCLUDING WALK 4

SITE			HISTORICAL CONTEXT	SUB-STYLE	DESCRIPTION	EXAMPLE	QUOTATION	BRIEF CITATION
<b>INTER WAR c.1915 - c.1940</b>								
4.1.1	<b>INTER WAR</b> c.1915 - c.1940		Most far-reaching impact following the first war was the advance in media for communication. The main effect of this development on Australia was a growing knowledge of the powerful country the USA. In the 1920s, the average Australian lived in an adaptation of the Californian Bungalow.	<b>BUNGALOW</b>	A distinctive brand of domestic architecture, the Californian Bungalow style remained popular up to the second World War. Roofs were low-pitched, and the houses were usually single-storey. It was an unpretentious style, popular with all levels of society.	<i>'Achlo' in Bourke St, West Maitland, Arch Pender's house, built in 1930</i>		
4.1.2	<b>INTER WAR</b> c.1915 - c.1941		With the onset of the Great Depression in 1829, little private residential building took place in the 1930s and any built were of simple form.		Depression-era homes	<i>1934 house in Regent St Designed by WH Pender</i>		
4.2.1	<b>INTER WAR</b> c.1915 - c.1942			<b>ART DECO</b>	Modern movement originating in Europe - it celebrated the exciting, dynamic aspects of the machine age. Straight lines were used in conjunction with geometric curves, and it appeared frequently in commercial and residential interiors and in shopfronts.	<i>Former Exchange Hotel Designed by Pitt &amp; Merewether and completed in 1941, the Exchange was designed to take full advantage of the corner site with a curved balcony.</i>		
4.2.2	<b>INTER WAR</b> c.1915 - c.1943					<i>Municipal Council Offices (It was designed by James and E Scobie, officially opening on 1 November 1934. The restrained architecture of the building has hints of interest in the use of dichromatic brickwork and elements of the Art Deco style (the portal surrounding the main entrance))</i>		
4.2.3	<b>INTER WAR</b> c.1915 - c.1944					<i>Metropolitan Hotel Was designed by the architect F.D. Renshaw and completed in 1941. Massive rusticated bays frame the curved colonnaded verandahs on the first and second floors, which are quite unusual features.</i>		
4.3.1	<b>INTER WAR</b> c.1915 - c.1945			<b>FUNCTIONALIST</b>		<i>Belmore Hotel A restrained and relatively subtle example of the Inter War Functionalist style. It was designed by Copeman, Lemont and Keesing and completed in 1941.</i>		
<b>POST WAR c.1940 - 1960</b>								
5.1.1	<b>POST WAR</b> c.1940 - 1960		Shortages in basic building materials following WW2 led to changes in materials and home building. War brought closure to many factories and after the war many pre-war home building products were no longer in demand. Other utilitarian products were manufactured instead, such as aluminum window and door frames and balustrades, stainless steel and pre-fabricated kitchen units (p.52)		Basic simplicity, relatively large windows, generally without a verandah but with a small covered porch sheltering the entrance			
<b>LATE 20TH CENTURY INTO THE 21ST 1960 -</b>								
6.1.1	<b>LATE 20TH CENTURY INTO THE 21ST</b> 1960 -		From the 1960s onwards, the key words in the Australian building industry were growth, expansion and development. Building types such as the regional shopping centre, the motel and the block of house units proliferated.		The new post-war materials had become accepted; pre-fabrication; flat roofs; large windows and doors; and the need for garages became a new major consideration in house design.	<i>Maitland Visitors Centre Completed in 1997, this building embodies the intrinsic heritage character of Maitland. It consists of a combination of forms, street alignments, materials and textures. Its entry forecourt incorporates tiles from an 1850s mansion, Duckenfield Park House built by John Eales of steam navigation fame.</i>		



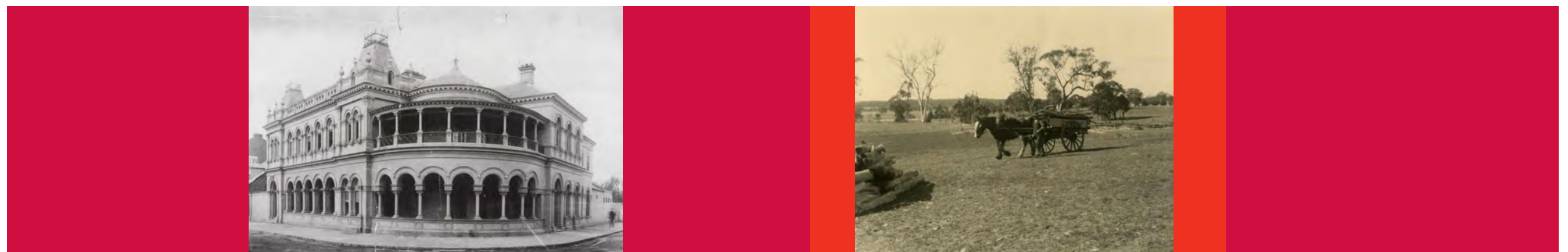
MAITLAND ARCHITECTURE WALK - Proposed sites for heritage trail





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## Implementation Plan and costings



# IMPLEMENTATION PLAN AND COSTINGS

PRIORITY	AREA	ACTION ITEM / CONCEPT	DESCRIPTION	COST ITEM	INDICATIVE COSTING	NOTES / VARIABLES
PHASE 1 PRIORITIES						
1	COMMUNICATIONS AND MARKETING	Communications Strategy	Develop a Communication Strategy introducing the Interpretation Plan and a teaser for projects to come.		N/A - To be prepared in-house	
1	COMMUNICATIONS AND MARKETING	Branding	Make 'Discover Maitland's heritage' a sub-brand in the new branding strategy. Ensure interpretive signage references Central Maitland's brand strategy to assist in linking public open spaces.		N/A - To be prepared in-house	
1	URBAN PLANNING	Review Council Policy	Review Council Policy to identify opportunities to embed heritage interpretation planning in all planning and development projects:	Create a brief for urban planners regarding the use of heritage stories, forms and symbols in urban planning in Central Maitland	N/A - To be prepared in-house	Policy development
				Embed heritage interpretation within all new and existing projects to be developed by Council	N/A - in-house	Policy development
				Embed interpretation in proposed built and landscaping works for Central Maitland, including: capital works, streetscape programs and public amenities, in the following forms: earthworks, landscaping, pavements, walls, banners, plaques, water features, signage, lighting, street furniture, chairs, tables, rubbish bins, bollards, gates, fencing, bike racks and notice boards.	N/A - in-house	Implementation: project by project
				Integrate interpretation in all municipal planning instruments.	N/A - in-house	Policy development
				Refresh interpretive signage in car parks.	N/A - To be prepared in-house	To be scoped by MCC
				Design interpretation so that it complements wayfinding signage	N/A - in-house	Part of this Interpretation Plan
				Embed interpretation in new public buildings, extensions, upgrades or refurbishing of public buildings.	N/A - in-house	Implementation: project by project
				Create a 'Heroes Wall' in Central Maitland that shows the range of people, past and present, who have created the Maitland of today and whose fame extends beyond the town.	\$60,000 + installation	PicPerf or similar; large-scale and lit. Can only be fully costed with specifications.
1	COMMUNICATIONS AND MARKETING	Overview brochure and map	Develop a brochure and map introducing the key themes of Central Maitland and showing existing heritage/interpretive installations and sites. As heritage trails are implemented this brochure could be updated and reprinted to reflect this. The brochure and map could be made available at all tourism outlets.	Content development and design	\$10,000 + printing costs	
1	SIGNAGE	Heroes Wall	Large format signage installation to profile the key figures in Maitland history. Suggested forms could include back-lit perforated metal.	Concept design	\$50,000	Design form and location to be determined during the Concept Design phase.
				Content development and developed design		
				Fabrication and installation		
1	HERITAGE TRAILS	Heroes and Villains Trail	Interpretive and Orientation Signage - one large context sign at both ends of the walk to give an overview	Concept design for signage and graphic design	\$5,000	
				Content development: write texts, source images	\$1,500	
				Shop drawings and specs	\$3,000	These drawings will be re-used for other Heritage Walks when they are implemented in the future
				Marker Manufacture	\$3,000	Based on \$1500 per sign
				Marker Installation	\$500 approx	
			Brochure and Map	Content development: write texts, source images	\$2,000	
				Graphic design and graphics production	\$5,000	This design template can be used for future heritage walks when they are implemented to save cost.
				Printing and distribution	\$2,000 upwards	Depends on quantity required.
			Kids Trail Brochure and Map	Content development: write texts, source images	\$2,000	
				Graphic design and graphics production	\$3,000	This design template can be used for future heritage walks when they are implemented to save cost.
				Printing and distribution	\$2,000 upwards	Depends on quantity required.
			Small vertical post markers	Shop drawings and specs	\$5,000	These drawings will be re-used for other Heritage Walks when they are implemented in the future
				Marker Manufacture	\$10,000 upwards	Depends on the design and the number of markers
				Marker Installation	\$1,500 upwards	Depends on the number and location of markers to be installed
			Small bench seat markers	Shop drawings and specs	\$5,000	These drawings will be re-used for other Heritage Walks when they are implemented in the future
				Marker Manufacture	\$7,000 upwards	Depends on the design and the number of markers
				Marker Installation	\$1,500 upwards	Depends on the number and location of markers to be installed



# IMPLEMENTATION PLAN AND COSTINGS

PRIORITY	AREA	ACTION ITEM / CONCEPT	DESCRIPTION	COST ITEM	INDICATIVE COSTING	NOTES / VARIABLES
			In-ground paver markers	Shop drawings and specs	\$3,000	These drawings will be re-used for other Heritage Walks when they are implemented in the future
				Marker Manufacture	\$5,000 upwards	Depends on the design and the number of markers
				Marker Installation	\$1,500 upwards	Depends on the number and location of markers to be installed
					<b>\$65,500 upwards</b>	
3	HERITAGE TRAILS	Children's Scavenger Hunt:	Create a 'Scavenger Hunt' for children, with small sculptural animals and pieces of historic 'jigsaw puzzle' (e.g. bronze-cast pieces of timber from the river; small relief sculptures hidden by bushes) so that children can fit the pieces of Maitland's history together	Concept design for the sculptural animals etc.	\$5,000	
				Content development and planning	\$6,000	Depends on the design and the number of markers
				Design and fabricate sculptural markers	\$8,000 upwards	Depends on the design and the number of markers
				Map content development and design	\$3,000 + printing costs	
3	MICRO INSTALLATIONS	Inlaid pavement installations	Create a series of small installations to be positioned across Central Maitland. These would carry text, graphics or clues to another piece of interpretation and be laid in the pavement or applied on walls. They could be activated via QR codes and shared via social media. The micro-installations would reflect the key themes of Maitland's history.	Concept design for the micro-installations	\$5,000	Depends on the design and the number of markers
				Design development and fabrication	\$15,000	Depends on the design and the number of markers
				Installation	N/A - To be prepared in-house	
					<b>\$42,000 upwards</b>	
1	PUBLIC PROGRAMS AND EVENTS	Shopfront projections (Maitland Mall)	Designed as a platform where digital content, both contemporary and historical, would be projected onto the windows of vacant shopfronts, giving purpose and life to empty and under-utilised spaces.  A program of image and video content would include 'seed' content developed by a professional film-maker and depict the key themes and stories of Maitland's history and heritage.  In addition, a series of film-making workshops for young people would help to build capacity and provide community members with an opportunity to create their own video content for the shopfront program, inspired by Maitland's heritage.	Content development, including 'seed' content from a professional film-maker.	\$15,000 to \$20,000	Availability of existing image and video resource and number of sites to develop content for.
				Hardware - per shopfront location	\$5,000 to \$15,000	Depending on the quality of equipment required and possibility to re-use existing equipment.
				Optional: film-making workshops	\$10,000 to \$15,000	Duration and number of workshops, as well as availability of council venues to run film-making workshops and assistance to recruit and liaise with workshop participants.
					<b>\$20,000 upwards</b>	
1	PUBLIC ART / INSTALLATIONS	Telegraph pole installation - flood markers	Create a series of installations on telegraph poles in the area depicting the heights of the floods at different times. If possible, position quotes from primary sources on the telegraph poles to accompany the flood markers.	Site selection, research and content development, fabrication and implementation.	\$10,000 to \$20,000	Number of sites to be included and materials of the markers.
1	PUBLIC ART / INSTALLATIONS	Small bronze installation: 'Women Pioneers', middle of High Street Mall	Reinstate the existing bronze installation in the riverfront area or other public realm space.		Cost to be determined by Council	
					<b>\$10,000 upwards</b>	
PHASE 2 PRIORITIES						
2	PUBLIC PROGRAMS AND EVENTS	Place Activation Program	Based upon the Renew Newcastle program, this program would utilise vacant premises on High Street for art and heritage activities and installations.	Program management and project costs	N/A - To be prepared in-house	
2	FOOD AND WINE TOURISM	Heritage tours	Develop heritage tours based around Maitland's hospitality industry (e.g. beginning at the Gallery with morning tea, taking a themed heritage tour, visiting a farm in the area to sample produce and ending at Grossman House with a food and wine event).	Program management and project costs	N/A - To be prepared in-house	



# IMPLEMENTATION PLAN AND COSTINGS

PRIORITY	AREA	ACTION ITEM / CONCEPT	DESCRIPTION	COST ITEM	INDICATIVE COSTING	NOTES / VARIABLES
2	SIGNAGE	Architecture plaques	Redesign small-format plaques for heritage buildings	Phase 1: replace small-format plaques / signage for all key heritage buildings (Post Office, Town Hall, Regional Art Gallery, Brough House and Grossman House, ANZ Bank, Courthouse, St Johns, Former Methodist Church, Repertory Playhouse, Railway Station, St Mary the Virgin Church, former Synagogue)	\$7,800	Based on \$600 per plaque
				Phase 2: create small-format plaques for remaining heritage buildings	\$6,000 upwards	Based on \$600 per plaque. Depends on the number of plaques to be installed.
					\$7,800 upwards	
1	HERITAGE TRAILS	Architecture Trail	Interpretive and Orientation Signage - one large context sign at both ends of the walk to give an overview	Content development: write texts, source images	\$1,500	
				Marker Manufacture	\$3,000	Based on \$1500 per sign
				Marker Installation	\$500 approx	
			Brochure and Map	Content development: write texts, source images	\$2,000	
				Graphics production	\$2,000	This is based on the design template created for the first Heritage walk to be implemented.
				Printing and distribution	\$2,000 upwards	Depends on quantity required.
			Kids' Trail Brochure and Map	Content development: write texts, source images	\$2,000	
				Graphics production	\$2,000	This is based on the design template created for the first Heritage walk to be implemented.
				Printing and distribution	\$2,000 upwards	Depends on quantity required.
			Small vertical post markers	Marker Manufacture	\$10,000 upwards	Depends on the design and the number of markers
				Marker Installation	\$1,500 upwards	Depends on the number and location of markers to be installed
			Small bench seat markers	Marker Manufacture	\$7,000 upwards	Depends on the design and the number of markers
				Marker Installation	\$1,500 upwards	Depends on the number and location of markers to be installed
			In-ground paver markers	Marker Manufacture	\$5,000 upwards	Depends on the design and the number of markers
				Marker Installation	\$1,500 upwards	Depends on the number and location of markers to be installed
					\$43,500 upwards	

# IMPLEMENTATION PLAN AND COSTINGS

PRIORITY	AREA	ACTION ITEM / CONCEPT	DESCRIPTION	COST ITEM	INDICATIVE COSTING	NOTES / VARIABLES
1	HERITAGE TRAILS	The Levee Trail	Interpretive and Orientation Signage - one large context sign at both ends of the walk to give an overview	Content development: write texts, source images	\$1,500	
				Marker Manufacture	\$3,000	Based on \$1500 per sign
				Marker Installation	\$500 approx	
			Brochure and Map	Content development: write texts, source images	\$2,000	
				Graphics production	\$2,000	This is based on the design template created for the first Heritage walk to be implemented.
				Printing and distribution	\$2,000 upwards	Depends on quantity required.
			Kids' Trail Brochure and Map	Content development: write texts, source images	\$2,000	
				Graphics production	\$2,000	This is based on the design template created for the first Heritage walk to be implemented.
				Printing and distribution	\$2,000 upwards	Depends on quantity required.
			Large vertical post markers - specific to Riverwalk	Shop drawings and specs	\$5,000	
				Marker Manufacture	\$10,000 upwards	Depends on the design and the number of markers
				Marker Installation	\$1,500 upwards	Depends on the number and location of markers to be installed
			Soundscape Content for Large vertical post markers	Audio production	\$2,000	Ambient audio only
			Large bench seat markers - specific to Riverwalk	Marker Manufacture	\$7,000 upwards	Depends on the design and the number of benches
				Marker Installation	\$1,500 upwards	Depends on the number and location of benches to be installed
			Metal Bollard Plaques	Plaque Manufacture	\$2,000 upwards	Depends on the design and the number of plaques
				Plaque Installation	\$1,000 upwards	Depends on the number and location of plaque to be installed
			Mail planter box interpretation - text inscription to planter box seat (as per Architects design) These are specific to Riverwalk.	Graphic design for inscription	\$1,500	
				Inscription implementation to pre-fabricated planter box	\$2,000 upwards	Depends on the design and materials of the planter box and the number of planter boxes to be inscribed.
				Planter box Installation	TBD by Architects	
			In-ground paver markers	Marker Manufacture	\$5,000 upwards	Depends on the design and the number of markers
				Marker Installation	\$1,500 upwards	Depends on the number and location of markers to be installed
			\$48,500 upwards			
1	HERITAGE TRAILS	Poverty and Prosperity Trail	Interpretive and Orientation Signage - one large context sign at both ends of the walk to give an overview	Content development: write texts, source images	\$1,500	
				Marker Manufacture	\$3,000	Based on \$1500 per sign
				Marker Installation	\$500 approx	
			Brochure and Map	Content development: write texts, source images	\$2,000	
				Graphics production	\$2,000	This is based on the design template created for the first Heritage walk to be implemented.
				Printing and distribution	\$2,000 upwards	Depends on quantity required.
			Kids Trail Brochure and Map	Content development: write texts, source images	\$2,000	
				Graphics production	\$2,000	This is based on the design template created for the first Heritage walk to be implemented.
				Printing and distribution	\$2,000 upwards	Depends on quantity required.
			Small vertical post markers	Marker Manufacture	\$10,000 upwards	Depends on the design and the number of markers
				Marker Installation	\$1,500 upwards	Depends on the number and location of markers to be installed
			Small bench seat markers	Marker Manufacture	\$7,000 upwards	Depends on the design and the number of markers
				Marker Installation	\$1,500 upwards	Depends on the number and location of markers to be installed
			In-ground paver markers	Marker Manufacture	\$5,000 upwards	Depends on the design and the number of markers
				Marker Installation	\$1,500 upwards	Depends on the number and location of markers to be installed
			\$43,500 upwards			



# IMPLEMENTATION PLAN AND COSTINGS

PRIORITY	AREA	ACTION ITEM / CONCEPT	DESCRIPTION	COST ITEM	INDICATIVE COSTING	NOTES / VARIABLES
PHASE 3 PRIORITIES						
3	SIGNAGE	Vanished Maitland Signage	Create a signage style for 'vanished Maitland' – e.g. using site-based images of buildings that have now vanished that used to be at particular sites, using recessed text to indicate disappearance, using frames with laser-cut silhouettes to indicate absence etc.	Design and fabrication of signage	\$15,000 upwards	Depends on the design and the number of markers
3	DIGITAL MEDIA	Smartphone App - Phase 1	A Smartphone App will use GPS data to direct visitors to sites and experiences close to their physical location with Maitland. It will also provide visitors with information and interpretation about Central Maitland and key sites.  Phase 1 would include: general interpretation about Central Maitland, content and interactive maps for 4 heritage trails and the related sites.	Phase 1: App design, content development, programming, testing and deployment, including general interpretation about Central Maitland, wayfinding information and walking trails	\$40,000 upwards	Cost would be 50% higher for deployment in multiple platforms - ie. iPhone and Android
				Phase 1: Digital Content Production (Image, Text, Video, Audio etc.)	Approx \$15,000 to \$35,000 per trail	Costs would depend on type of digital media and availability of existing A/V resources and total number of videos to be produced.
				Fabricate and install addition to all relevant markers to indicate digital content also available.	\$2000 upwards	Depends on the number of markers
				\$57,000 upwards		
3	COMMUNICATIONS AND MARKETING	Short film	Produce a short orientation film to be shown at the Visitor Information Centre and at the three key heritage sites (Maitland Gaol, Grossman House, the Maitland Regional Art Gallery). Excerpts from the film could be played on monitors in the Council offices and clips could be used in marketing and promotional events. Excerpts could also be shown online and through social media.		\$7,000 to \$10,000	
PHASE 4 PRIORITIES						
4	PUBLIC PROGRAMS AND EVENTS	Living Museum Program	Maitland Historical Society has suggested a 'living and changing outdoor museum' that stretches from the Railway Station along Church Street and High Street to the Court House at the western end and the Visitor Information Centre at the eastern end. This would be an ideal venue for heritage-based installations and warrants consideration in the next stage of the urban planning process.	Program management and project costs	N/A - To be prepared in-house	
4	DIGITAL MEDIA	Mobile Optimised Website	Develop a mobile optimised website, featuring similar content to the App.	Design, programming, testing and deployment	\$15,000 - \$20,000	All content development costs would be costed separately. This cost includes content entry and testing only.
4	PUBLIC ART / INSTALLATIONS	Lighting / Projections	Investigate the feasibility of lighting or projecting onto heritage buildings and areas, to reflect interpretive themes and storylines, and to depict old Maitland. Groups of buildings could be lit, lights could be projected onto vacant structures could be lit to suggest earlier structures and lighting could be integrated into the public art briefs for the Riverside precinct. This approach is being investigated for the Old Town in Toronto, Canada.	Identify key sites, research, content development and hardware.	\$20,000 upwards	Depends on number of buildings to be included in the program and availability of existing Audio/Visual resources.



# IMPLEMENTATION PLAN AND COSTINGS

PRIORITY	AREA	ACTION ITEM / CONCEPT	DESCRIPTION	COST ITEM	INDICATIVE COSTING	NOTES / VARIABLES
PHASE 5 PRIORITIES						
5	DIGITAL MEDIA	Smartphone App - Phase 2	<p>A Smartphone App will use GPS data to direct visitors to sites and experiences close to their physical location with Maitland. It will also provide visitors with information and interpretation about Central Maitland and key sites.</p> <p>Phase 2 may include: Maitland Heritage Scavenger Hunt (for children); additional audio/video interviews with key Maitland identities, public artists, local historians, council workers; information and links to marketing, retail, food and wine and promotional events as well as suggested tours of the wider region. It will also encourage visitors to share their responses to sites and add memories (past and present) to the Living Map (customised google map application).</p>	Phase 2: Programing, testing and deployment for additional content and Living Map.	\$30,000 upwards	Cost would be 50% higher for deployment in multiple platforms - ie. iPhone and Android
				Phase 2: Content Development, including audio/video production	\$20,000 upwards	Depends on the amount of audio/video content to be included and the scope of content to be written vs. content that can be sourced from the community. Audio/video production costs would depend on the number of videos to be produced and the availability of existing AV resources.
				\$50,000 upwards		
5	PUBLIC ART / INSTALLATIONS	Aerial installation - Maitland Mall	Aerial installation based on an artist working with residents of Maitland to produce themed artworks for a laneway installation near High Street. These artworks would be based on the themes and stories of Maitland's heritage, as outlined in the Interpretation Plan. Reference: Lightwell's 'Clocks' installation, Sydney. (Permission has been obtained from Lightwell for use of this concept).	Content development, programming, hardware and installation.	\$110,000	Artworks will need to be produced to the identified budget in a manner suitable for long-term outdoor installation.
5	PUBLIC ART / INSTALLATIONS	Public art commissions	Commission a series of public artworks or heritage-themed installations, to be developed by artisans including the local Indigenous community, which embody the key interpretive	Program administration and management, artist fees and materials.	\$50,000 upwards	Number of commissions and budget available per artwork. Administrative costs to manage the program.