

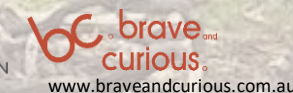


Representatives from the
SWAN HILL
ABORIGINAL COMMUNITY

Pental Island CULTURAL MASTERPLAN

JUNE 2023

TRC Tourism + Brave and Curious



ACKNOWLEDGEMENT OF COUNTRY

We acknowledge the Traditional Custodians of Pental Island and the Swan Hill region. We recognise their continuing connection to land, waters and community and pay respect to Elders past and present.

Cultural Sensitivity

Aboriginal people are warned that this publication may contain culturally sensitive material.

This Pental Island Cultural Masterplan was prepared by TRC Tourism and Brave and Curious in collaboration with the Swan Hill local Aboriginal Community and the Swan Hill Rural City Council.

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SUMMARY

VISION

Pental Island as an inclusive, Aboriginal-led place for strengthening and sharing local cultural connections to Country. It is respected as a place for fostering economic development and delivering immersive cultural and nature-based experiences for local people and visitors.



‘PENTAL ISLAND IS AN ANCIENT LIVING CLASSROOM.’

Framed by the Little Murray and Marraboor Rivers, Pental Island is a cultural space in the heart of Swan Hill.

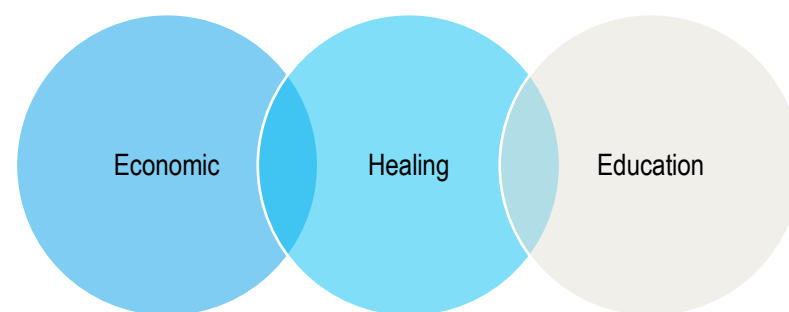
The eight-hectare parcel of Crown Land holds several key values – Aboriginal cultural connections, native flora and fauna and linkages to Swan Hill’s Pioneer Settlement via a pedestrian footbridge.

With a history as an Aboriginal education space, the local Aboriginal Community together with the Swan Hill Rural City Council aspire for Pental Island to be re-imagined as a community led Aboriginal tourism precinct.

This Pental Island Cultural Masterplan has been co-designed by the local Aboriginal Community and Swan Hill Rural City Council and is informed through precedent research, community and stakeholder consultations and onsite evaluations.

By working together, they will be able to deliver on the vision and key principles for Pental Island, leveraging from existing opportunities and connecting the the Swan Hill ‘River Life’ story.

Guiding Principles



The three (3) principles first seek to address local Aboriginal self-determination whilst offering broader community and visitor benefits.

(1) Economy:

- Establish and support Aboriginal independent businesses (tourism, land management, maintenance, administration, creative arts, etc.)

- Established Aboriginal businesses to provide broader economic benefit to the Pioneer Settlement, the Swan Hill community and regional tourism.

(2) Healing:

- Spiritual healing - support healing of Aboriginal People through access and traditional use of Country
- (2) healing of Country – support cultural land rehabilitation and land management practices. Healing enables and empowers the bringing back and sharing of local cultural knowledge and practices for kin, Country, and in turn – for our shared environment and visitors.

(3) Education:

- Local Aboriginal education - support cultural knowledge sharing and practices
- Cultural education for non-Indigenous peoples, locals and visitors – provide yarning / gathering spaces - including corporate groups, local interest groups, school groups, visitors, camping with custodians, tourism and support programs and services.

Community leadership

‘There’s a lot of good ones but the thing is they all work independently, and they have to go out of town to do their work’. Ref. Bayden

Clayton on local Swan Hill artists, makers and educators, on why local support and collaboration is required.

In addition to holding traditional knowledge, language and cultural connection, the combined Swan Hill Aboriginal Community possess a breadth of diverse skills, talents and passions. The River Life positioning and Pental Island as a cultural space provide the opportunity for the local Aboriginal Community to unite, showcase culture and enable skills and passions to flourish.



Activation

'River Life' Narrative

***The Pental Island experience can't just be a 'tack on' to the Pioneer Settlement...
...It needs to be part of the greater Swan Hill 'River Life' story.***

The success of the Pental Island Cultural Masterplan relies on the holistic interconnection of Swan Hill, by embracing the region's 'River Life' Aboriginal cultural connection and understandings of place incorporating:

- Aboriginal culture
- Aboriginal and settler-colonial heritage
- Contemporary Swan Hill / Matakupaat

'Storytelling across time'.



PENTAL ISLAND
MONTAGE AREA 3 CULTURAL CAMPING

Not to Scale @ A3
June 2023



PENTAL ISLAND
MONTAGE AREA 2 NATIVE BOTANICAL GARDEN

Not to Scale @ A3
June 2023

TRC TOURISM
RECREATION
CONSERVATION

bc brave...
curious.



The Offer

As part of the 'River Life' narrative, Pental Island will offer:

- Caring for Country programs
- Cultural Tours
- Cultural Awareness Training
- Education programs
- Bush dining
- Native garden and nursery
- Tree Top Adventure Course / Nature Playground
- Walking trails
- Overnight experiences (Cultural Retreat, on Country Camps).

The Opportunity

Aboriginal tourism demand: During 2019, just under 500,000 visitors participated in an 'Aboriginal Activity' during their visit in Australia, generating \$1.1 billion for the national economy. There has been an average 6% annual growth in participation in Aboriginal tourism experiences over the past 10 years, with demand forecast to continue growing.

Community leadership: There are many local Aboriginal Community members already involved or highly skilled in a range of relevant activities, products and services. Providing a platform such as Pental Island creates a space for collaborative economic, healing and education outcomes.

Tourism and Cultural Hub: a new facility is in planning as the welcome gateway for Swan Hill, the Pioneer Settlement and Pental Island.

Visitation: Swan Hill region welcomes around 730,000 annually. On average 44,000 of these visitors and 70 school groups currently visit the Pioneer Settlement. Creating a holistic 'River Life' Precinct and Pental Island immersive offer can further attract visitors to new and revitalised experiences.

Investment

A staged approach is proposed for the delivery of the Pental Island Cultural Masterplan over the next 10 years.

- **Area 1 / Stage 1** – Delivered over 1-3 years. Cultural Tours and Education Programs. \$1.761M
- **Area 2 / Stage 2** – Delivered between year 3-7. Native botanic garden, native plant nursery, Tree Top Adventure climb. \$1.764M
- **Area 3 / Stage 3** – Delivered between year 5-10. Cultural Retreat and on Country Camp. \$2.44M.

Feasibility

Through a 10 year comprehensive economic analysis, benefits include:

- Pental Island visitor numbers estimated to grow from 10,100 (year 1) to 23,300 (year 10)
- Potential revenue increases from \$1.049M (year 1) to \$3.014M (year 10)
- Direct jobs grow from 6 to 13.5

This proposal has a strong Cost Benefit Ratio return on total investment between 1.7 to 2.5.

Actions

To successfully activate the Pental Island experience, a range of actions are required:

- Funding and investment
- Governance establishment
- Capacity and capability building
- Aboriginal enterprise development
- Land tenure agreements
- Ongoing community consultation and participation
- Operational structure and resources
- Detailed design ready for construction
- Strategic partnerships
- Swan Hill Destination Management Planning including branding, marketing and 'River Life' positioning.



Tree Climb - Confidence Course



Cultural Rehabilitation



Indigenous Sculpture - Storytelling



Legend

- Cultural interpretation
- Cultural Wayfinding
- Cultural Trailheads
- Toilets / Water / Conveniences
- Sculpture - Storytelling

Yarning Circles



Area 2
Native Botanical Garden
Area to be cultural rehabilitated, through cultural burning practices, cultural planting and healing of Country. Rehabilitation to include a diversity of planting including establishment of native grasses, bushes and trees. Area used for cultural education, yarning, cook up area and tree climb - confidence course.

Celebrating our 'riverlife'
Storytelling across time and connections to:
- Aboriginal cultural and understandings of place
- Aboriginal and settler-colonial heritage
- Contemporary Swan Hill / Matakupaat
Connect and thread gathering, meeting, yarning and events spaces along the river



CONTEXT

Swan Hill CBD

Celebrating our 'riverlife'
Storytelling across time and connections to:
- Aboriginal cultural and understandings of place
- Aboriginal and settler-colonial heritage
- Contemporary Swan Hill / Matakupaat

Pental Island
Celebrating our First Nations culture.

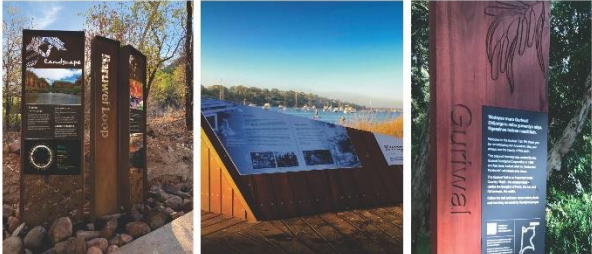
Cultural Camping



Cultural Tourism



Cultural Interpretation



PENTAL ISLAND
MASTERPLAN

TRC TOURISM RECREATION CONSERVATION
bc brave curious
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Masterplan June 2023
Swan Hill Rural City Council base mapping data Jan 23
Google Earth Aerial Imagery 25 Oct 2021

Swan Hill
CBD

Riverfront

Area 2 / Stage 2

Native Botanical Garden

Area to be cultural rehabilitated,
through cultural burning practices,
cultural planting and healing of Country.

Rehabilitation to include a diversity of planting including
establishment of native grasses, bushes and trees
Area used for cultural education, yarning, cook up area
and tree climb - confidence course.

Area 3 / Stage 3

Cultural Camping Area

- Camping with Custodians
- Youth / Family Camps
- Open Lawn Area

Area 1 / Stage 1

Cultural Education

Cultural Storytelling Trail includes
1. Creation
2. Colonisation
3. Contemporary culture

Celebrating our 'riverlife'

Storytelling across time and connections to:
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CONTEXT

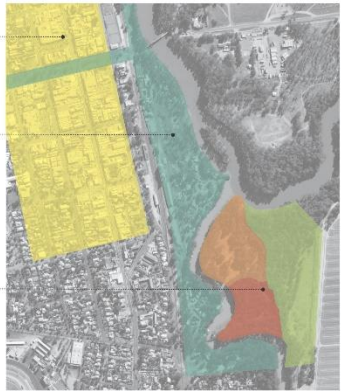
Swan Hill CBD

Celebrating our 'riverlife'

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Pental Island

Celebrating our First Nations
culture.



PENTAL ISLAND STAGING



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