

A NEW ATTRACTION

FOR SYDNEY HARBOUR

A concept for community consultation





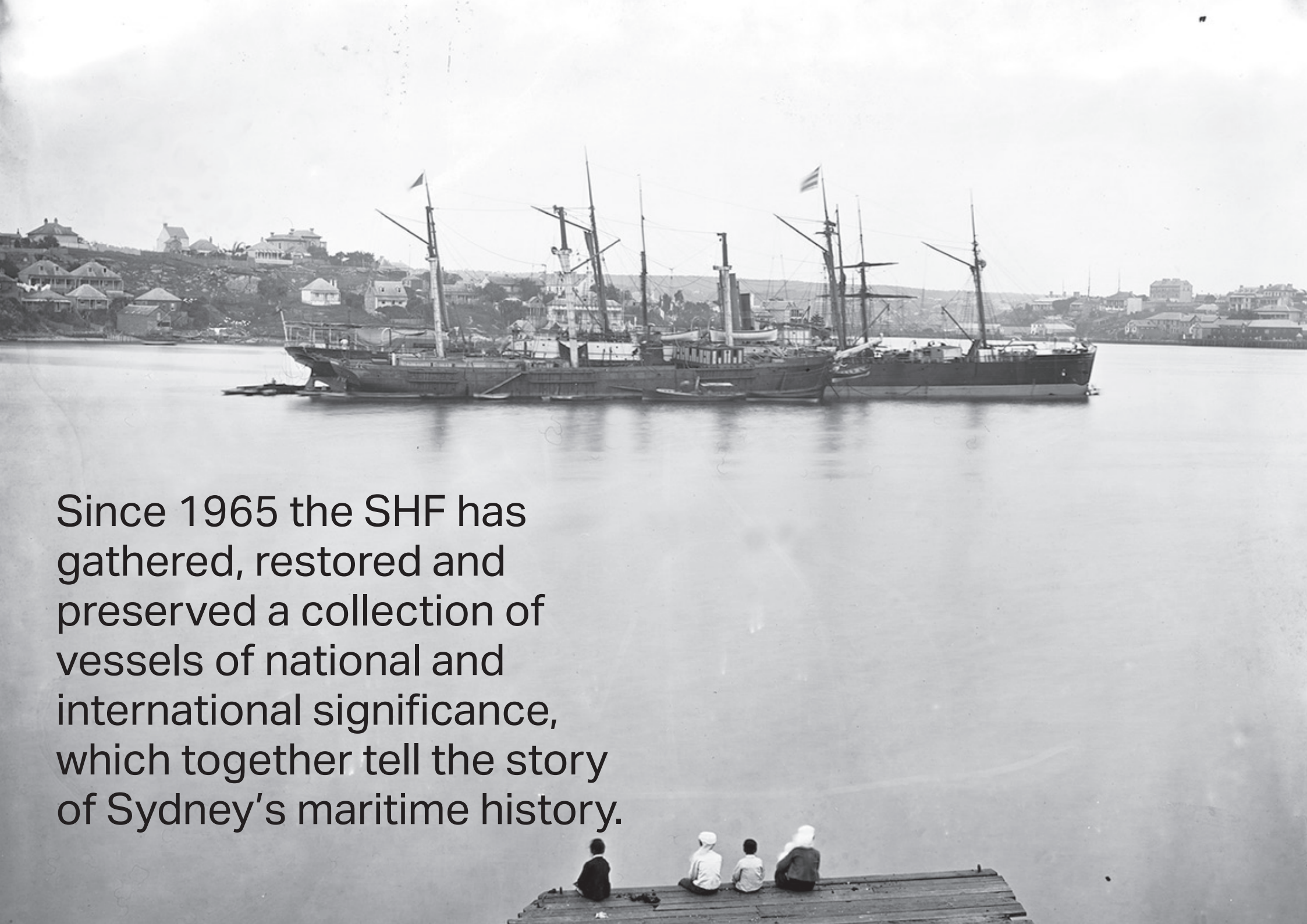
THE NEW HOME OF THE
SYDNEY HERITAGE FLEET

MUSEUM OF
SYDNEY HARBOUR

AT BERRYS BAY

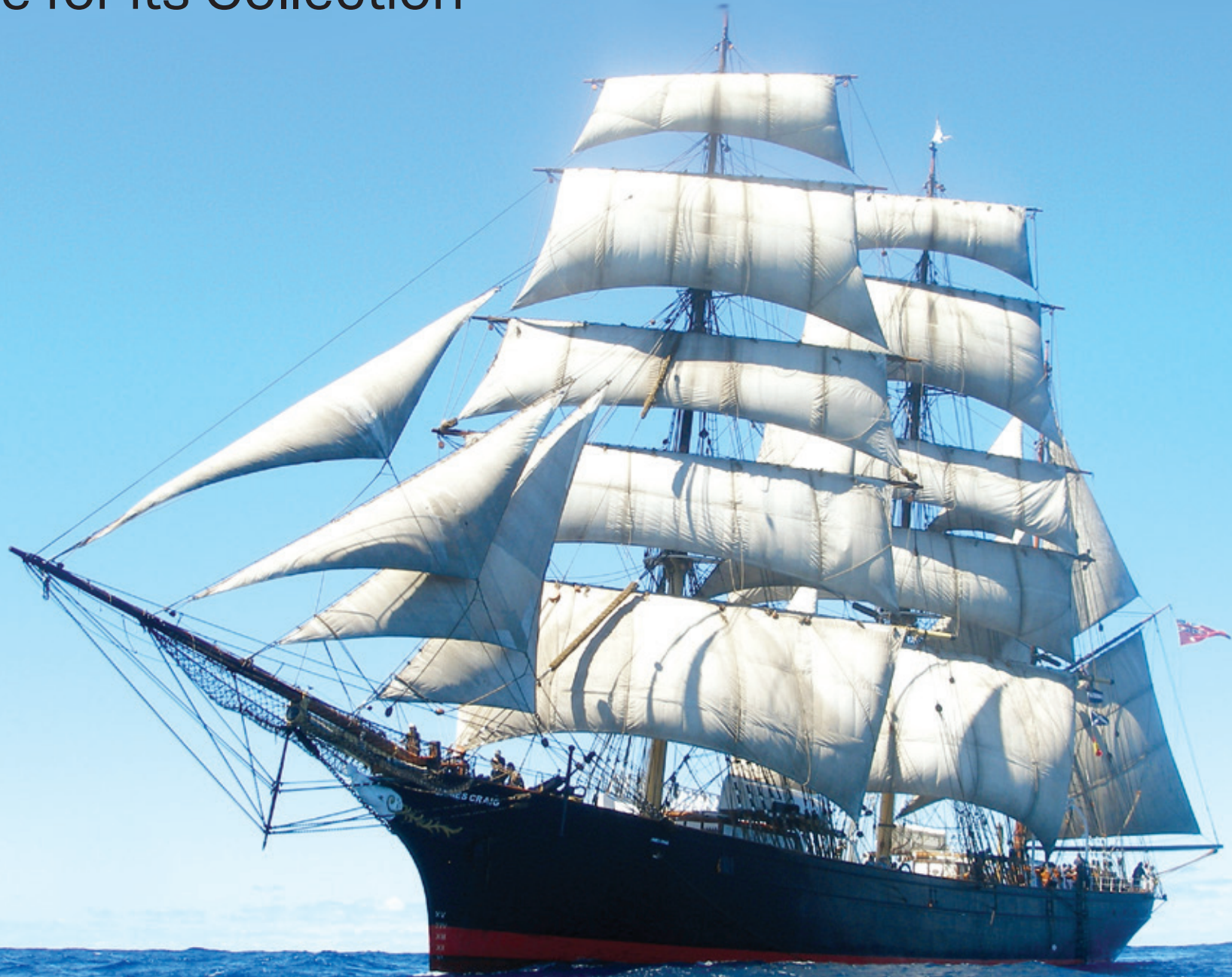
Sydney Harbour - the heart of our city





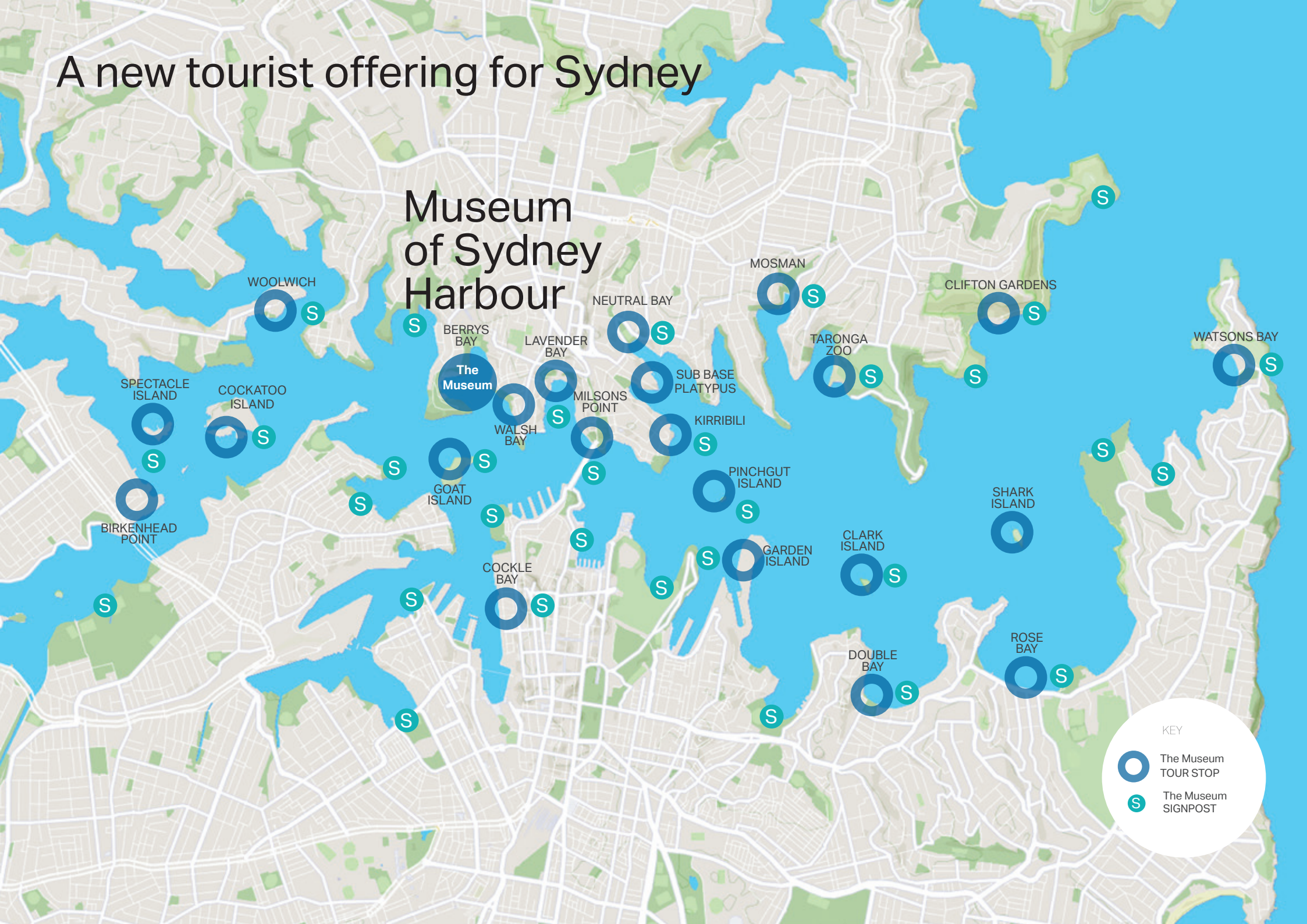
Since 1965 the SHF has gathered, restored and preserved a collection of vessels of national and international significance, which together tell the story of Sydney's maritime history.

The SHF needs a permanent home for its Collection





A new tourist offering for Sydney

Museum of Sydney Harbour



KEY

-  The Museum TOUR STOP
-  The Museum SIGNPOST

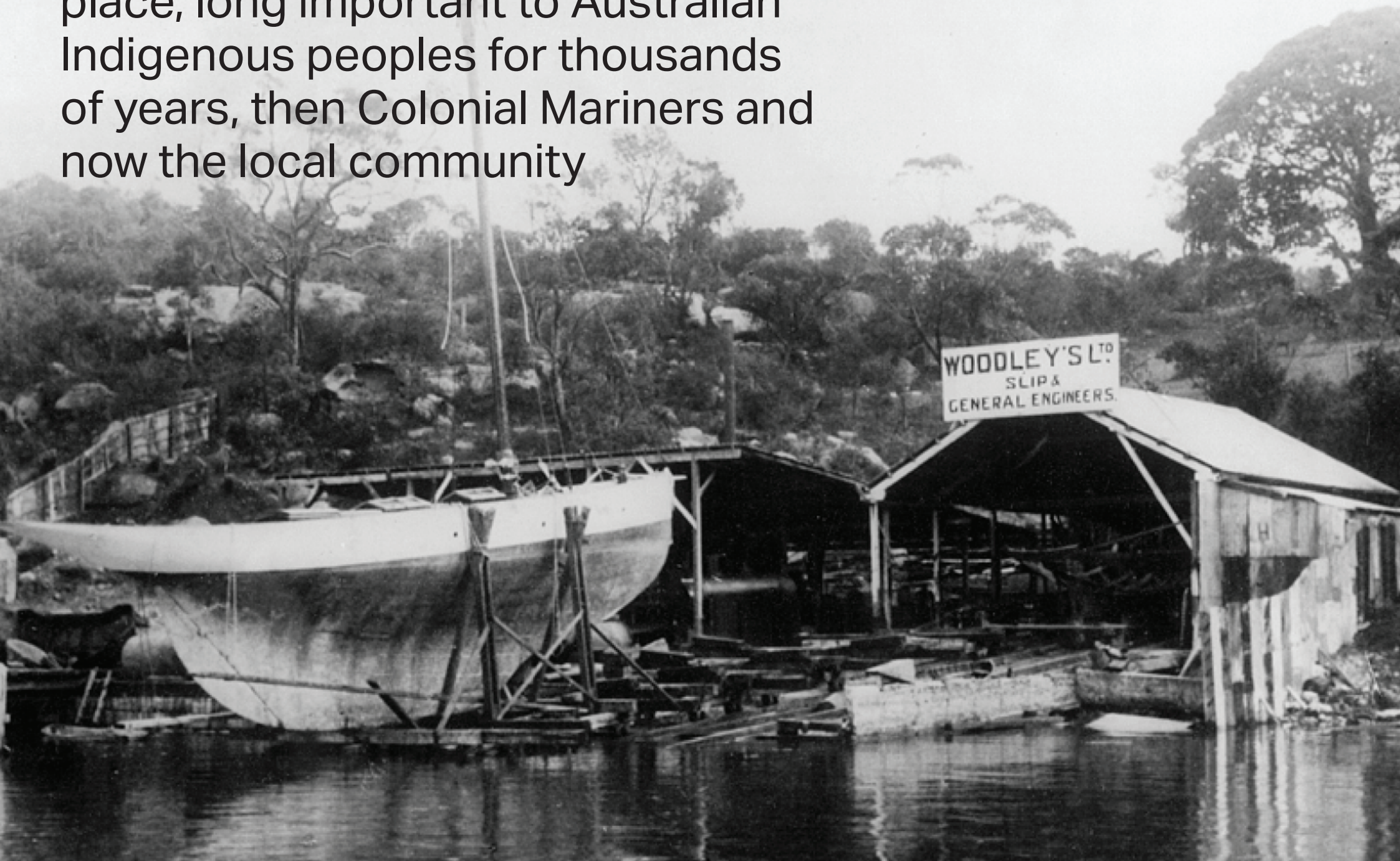
The Museum of Sydney Harbour is an ideal project for the revitalisation of Sydney Harbour and tourism recovery.



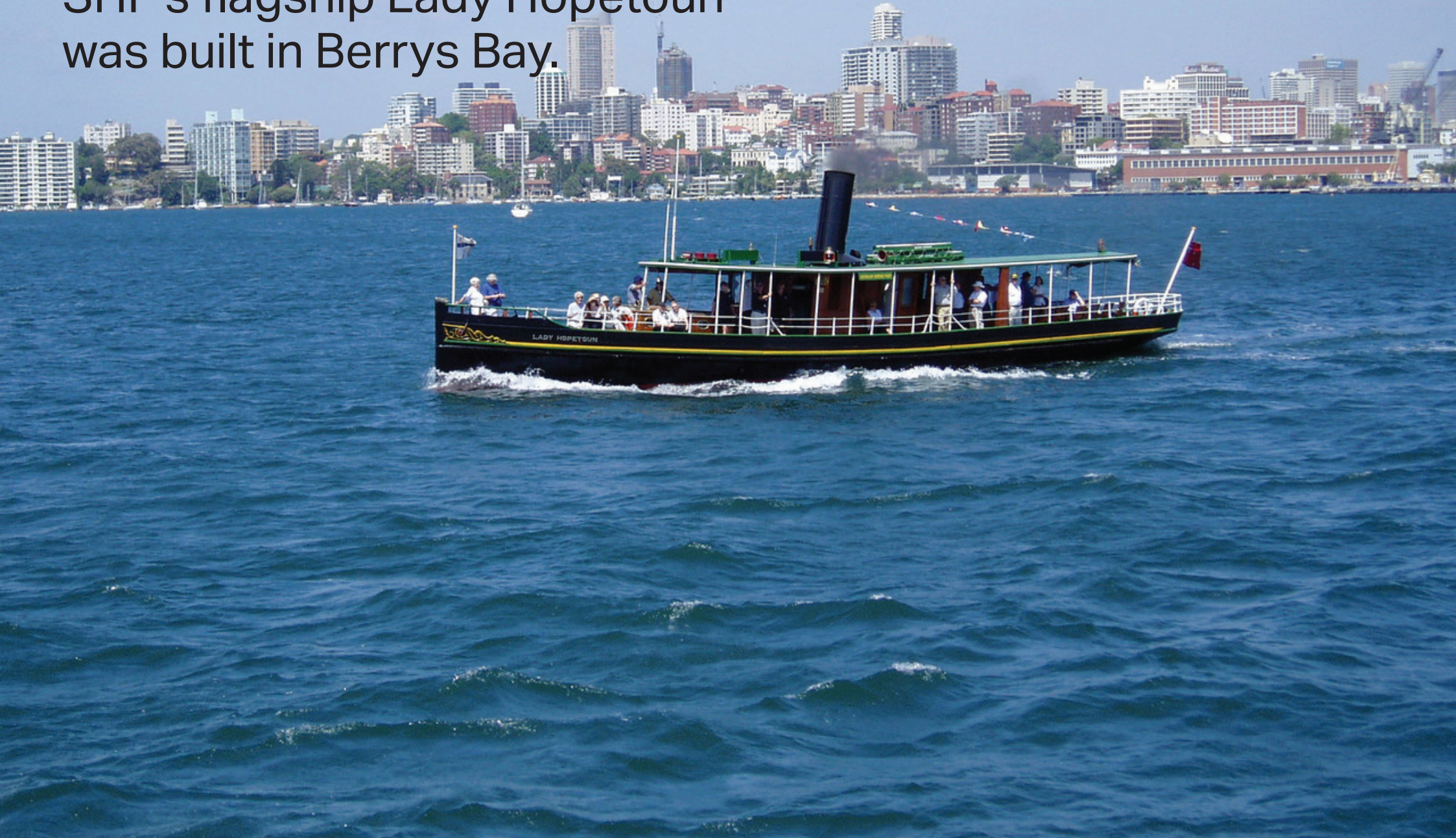




Berrys Bay was always a special place, long important to Australian Indigenous peoples for thousands of years, then Colonial Mariners and now the local community



Bringing together cultural
collections and place.
SHF's flagship Lady Hopetoun
was built in Berrys Bay.

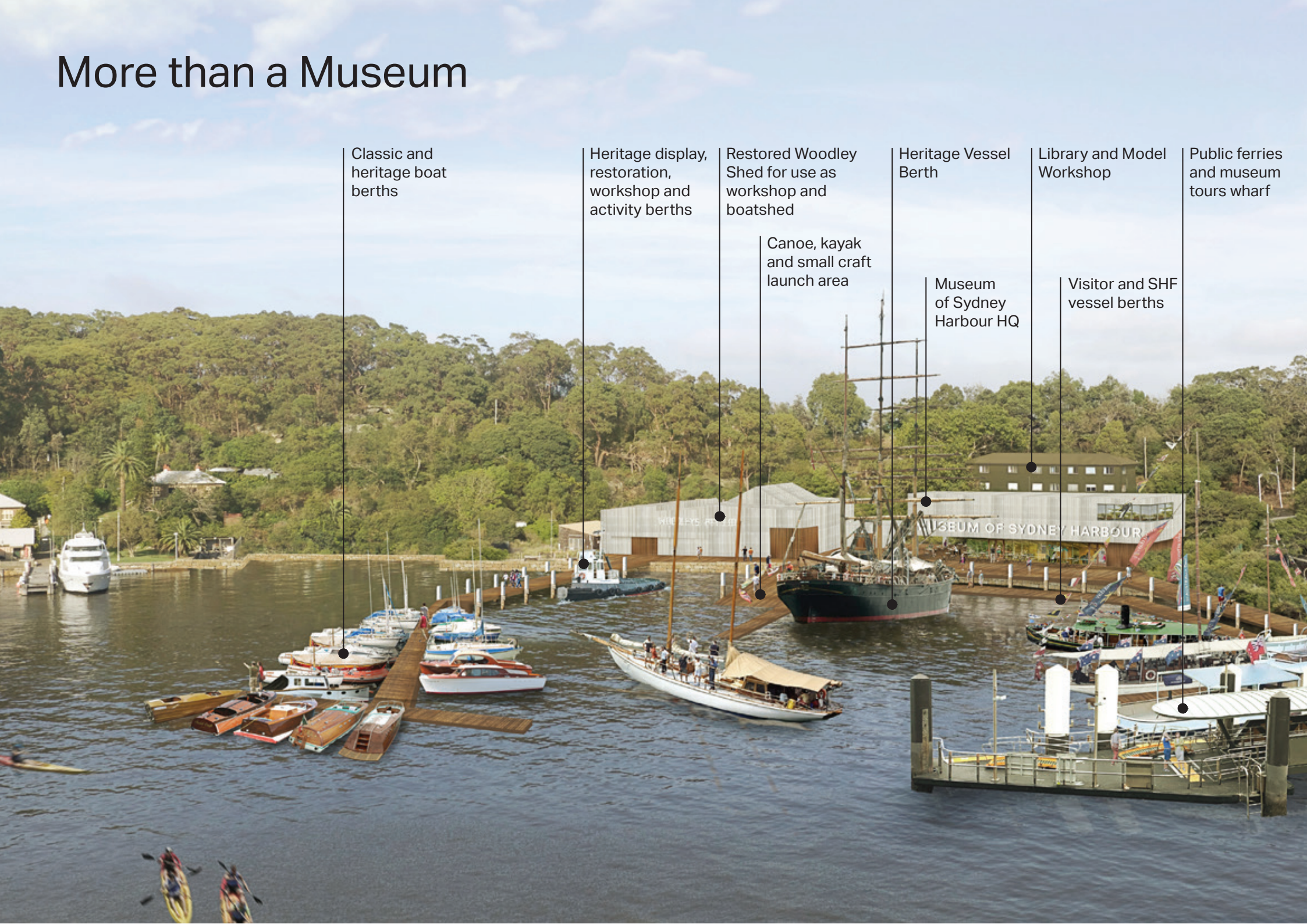


A unique opportunity to combine heritage preservation with cultural tourism and provide Harbourside community access, facilities and activities.

A place with an authentic cultural identity.



More than a Museum



Classic and heritage boat berths

Heritage display, restoration, workshop and activity berths

Restored Woodley Shed for use as workshop and boatshed

Canoe, kayak and small craft launch area

Heritage Vessel Berth

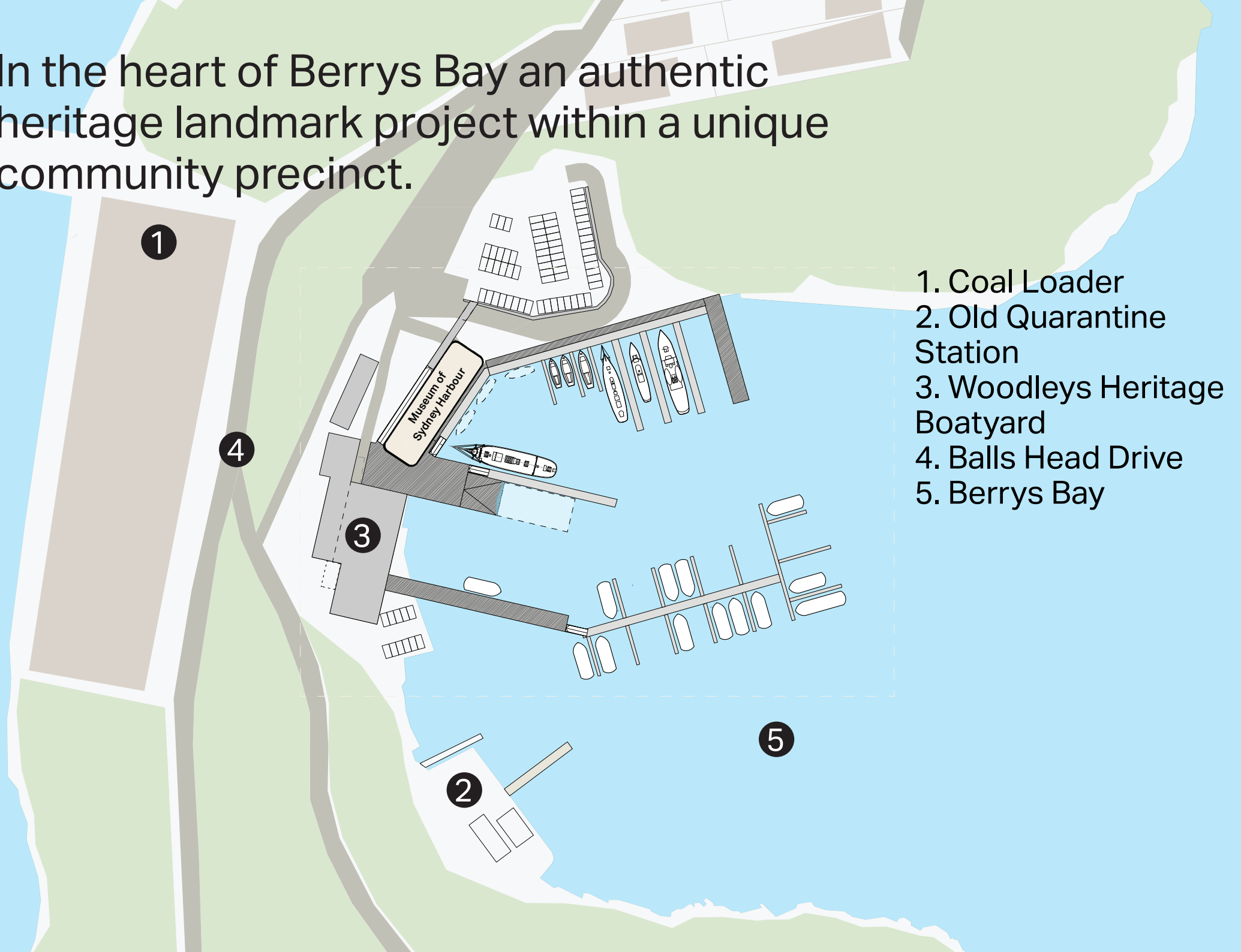
Museum of Sydney Harbour HQ

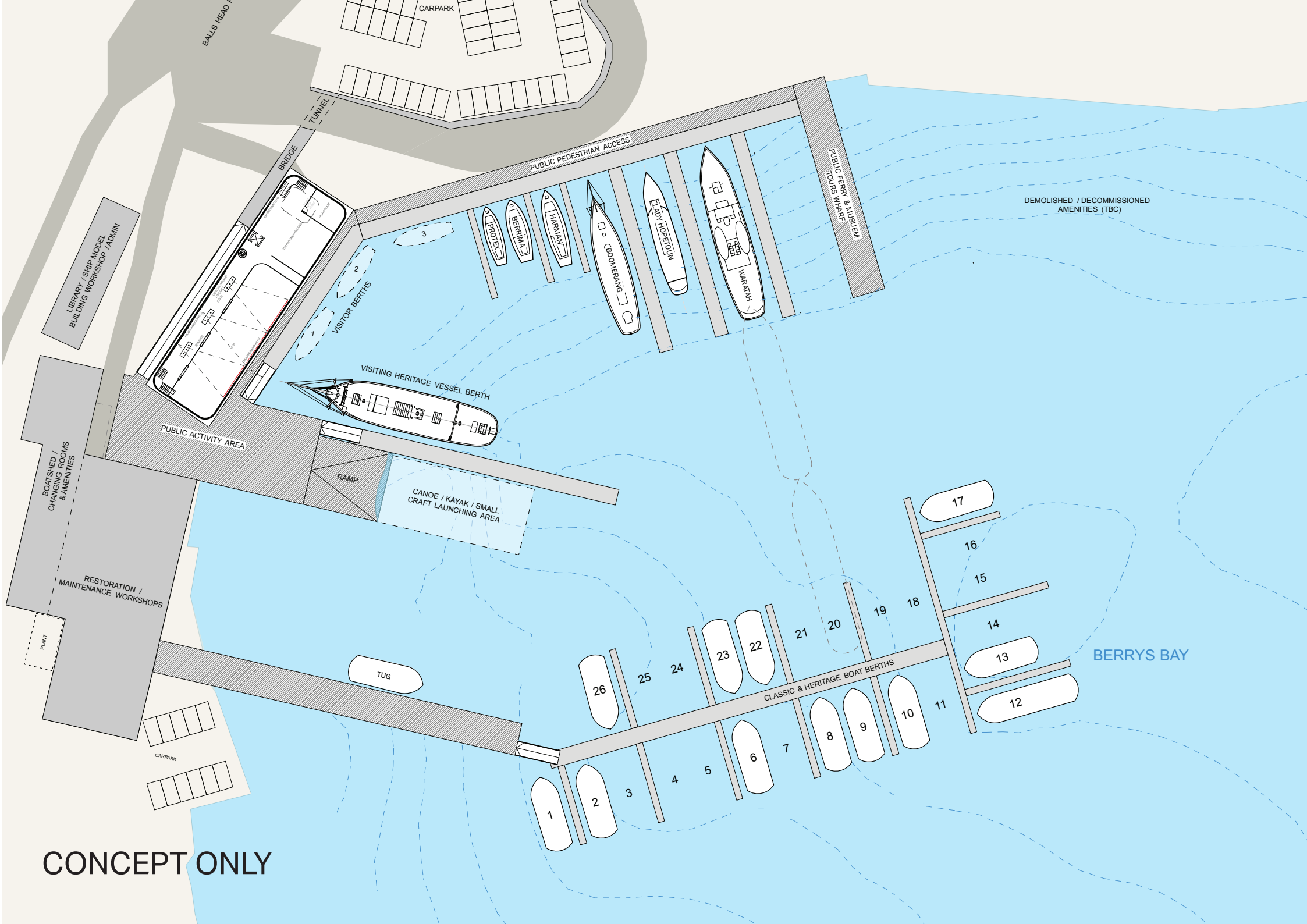
Library and Model Workshop

Visitor and SHF vessel berths

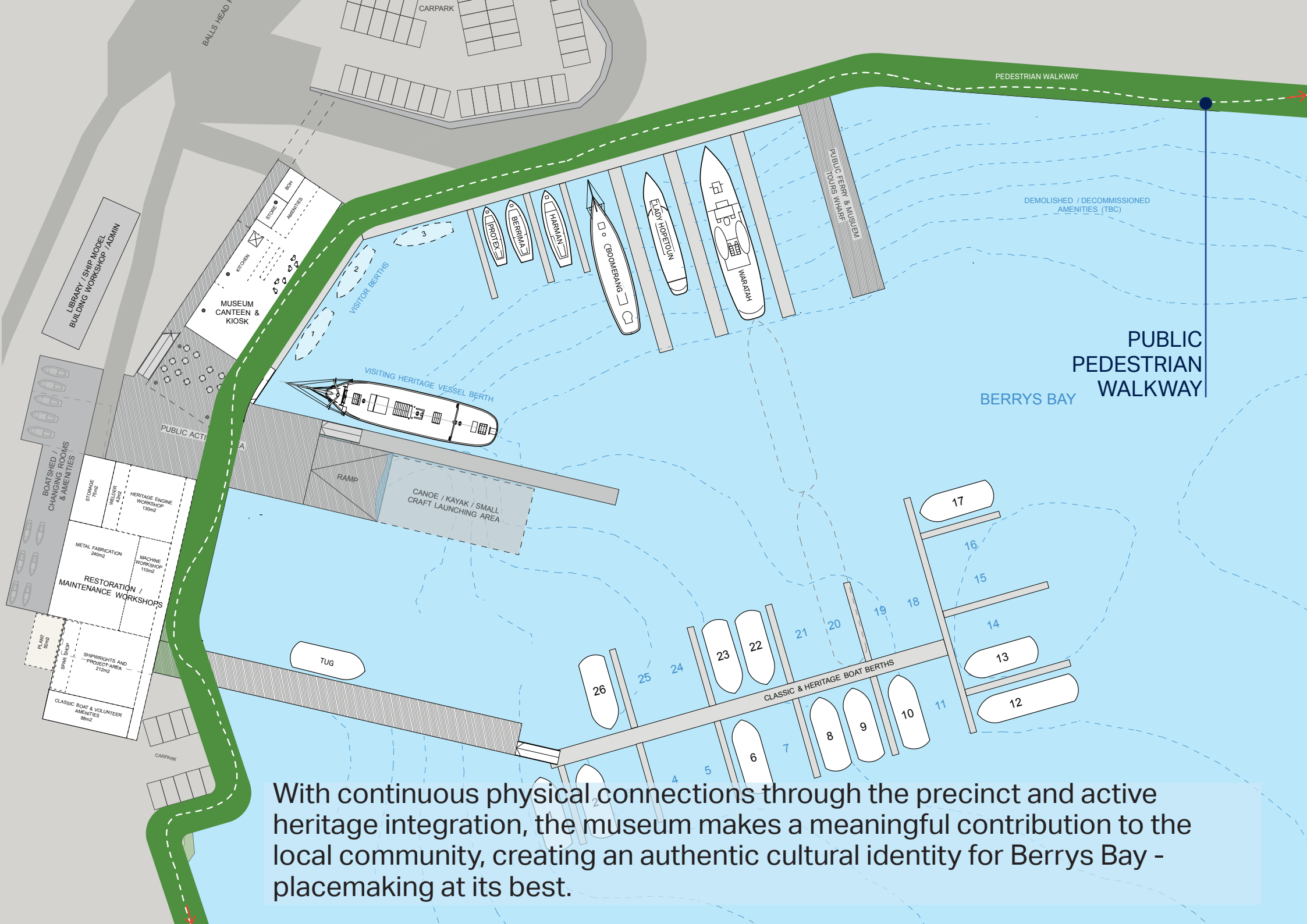
Public ferries and museum tours wharf

In the heart of Berrys Bay an authentic heritage landmark project within a unique community precinct.





CONCEPT ONLY



With continuous physical connections through the precinct and active heritage integration, the museum makes a meaningful contribution to the local community, creating an authentic cultural identity for Berrys Bay - placemaking at its best.



Felicity Wilson MP
Member for North Shore

MEDIA RELEASE

15/09/2020

HAVE YOUR SAY ON BERRYS BAY

The community will soon be invited to shape the future of Berrys Bay to develop a vision for this historic and beautiful location, on the east of the Waverton peninsula.

Member for North Shore Felicity Wilson said forming the consultative group is part of the NSW Government's commitment to creating new public open space alongside the delivery of the future Western Harbour Tunnel and Beaches Link.

"We understand the importance of Berrys Bay to our local community, and this is an important step in preparing a concept layout for the area so it's finally an open and accessible asset for the public," Ms Wilson said.

"We will soon be asking representatives of the community to be a part of the Berrys Bay consultative group, along with key stakeholders and independent experts."

Berrys Bay will be temporarily used during construction of the Western Harbour Tunnel and returned to public facilities and open space when the project is complete.

Ms Wilson said previous ideas for Berrys Bay included a small community marina, open parks and boat mooring.

"We've heard some great ideas already around connecting existing parkland and open space, such as a continuous connection from Carradah Park through Berrys Bay to Balls Head, including the beach and old quarantine facilities," Ms Wilson said.

"It is important to respect the heritage and character of the area while also considering the possibility to attract place activation opportunities like cultural or food and beverage opportunities."

Transport for NSW is working with the Department of Planning, Industry and Environment to jointly establish the group.

The latest community update includes the release of the submissions report on the Western Harbour Tunnel and Warringah Freeway Upgrade's Environmental Impact Statement and plans to create a community consultative group. To view the submissions report visit www.planningportal.nsw.gov.au/major-projects/project/10451

To register for updates on the Western Harbour Tunnel project, please visit the website at nswroads.work/whtbl or email whtbl@transport.nsw.gov.au.

Further information about the consultative group will be announced in coming weeks.

Media: 9909 2594

"We've heard some great ideas already..."

The SHF Berrys Bay concept already includes many community ideas:

- Community Marina
- Boat Moorings
- Walkway from Carradah Park to Quarantine Launch Depot
- Cultural Place Activation
- Food & Beverage Opportunities

And:

- Canoe/Kayak/Dinghy storage and launching
- Woodleys Shipyard Experience
- Community Activity Areas

More than a Museum



Woodleys Shipyard Experience



The Museum HQ

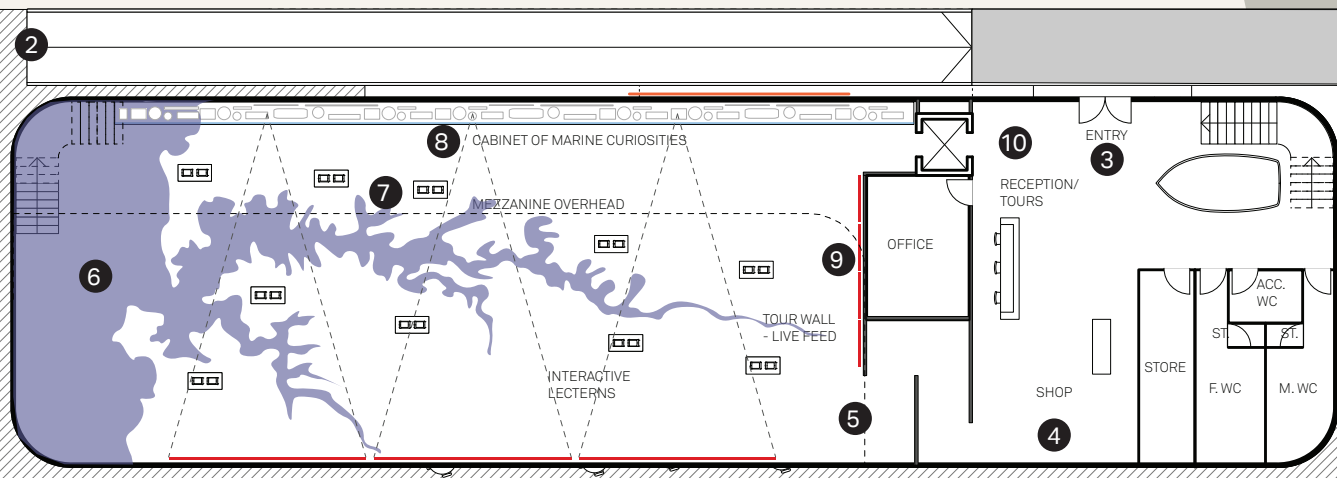


Tours



Signposts

CONCEPT ONLY



Entry Level (Level 01)

CITY LIFE TOUR LEAVING IN 5MINS CITY LIFE TOUR LEAVING IN 5MINS CITY LIFE TOUR LEAVING IN 5MINS CITY LIFE TOUR LEAVING IN 5MINS

ANCIENT LANDS

NEXT TOUR: 1:20am

DURATION: 90min
LOCATION: Circular Quay, Cockatoo Island, Berry Bay, Rozelle

CITY LIFE

NEXT TOUR: 1:20am

SHIP BUILDING

NEXT TOUR: 1:20am

MARITIME

NEXT TOUR: 1:20am



TOURS

EXHIBITION

COCKATOO ISLAND

NEXT TOUR: 1:20am

SPECTACLE ISLAND

NEXT TOUR: 1:20am

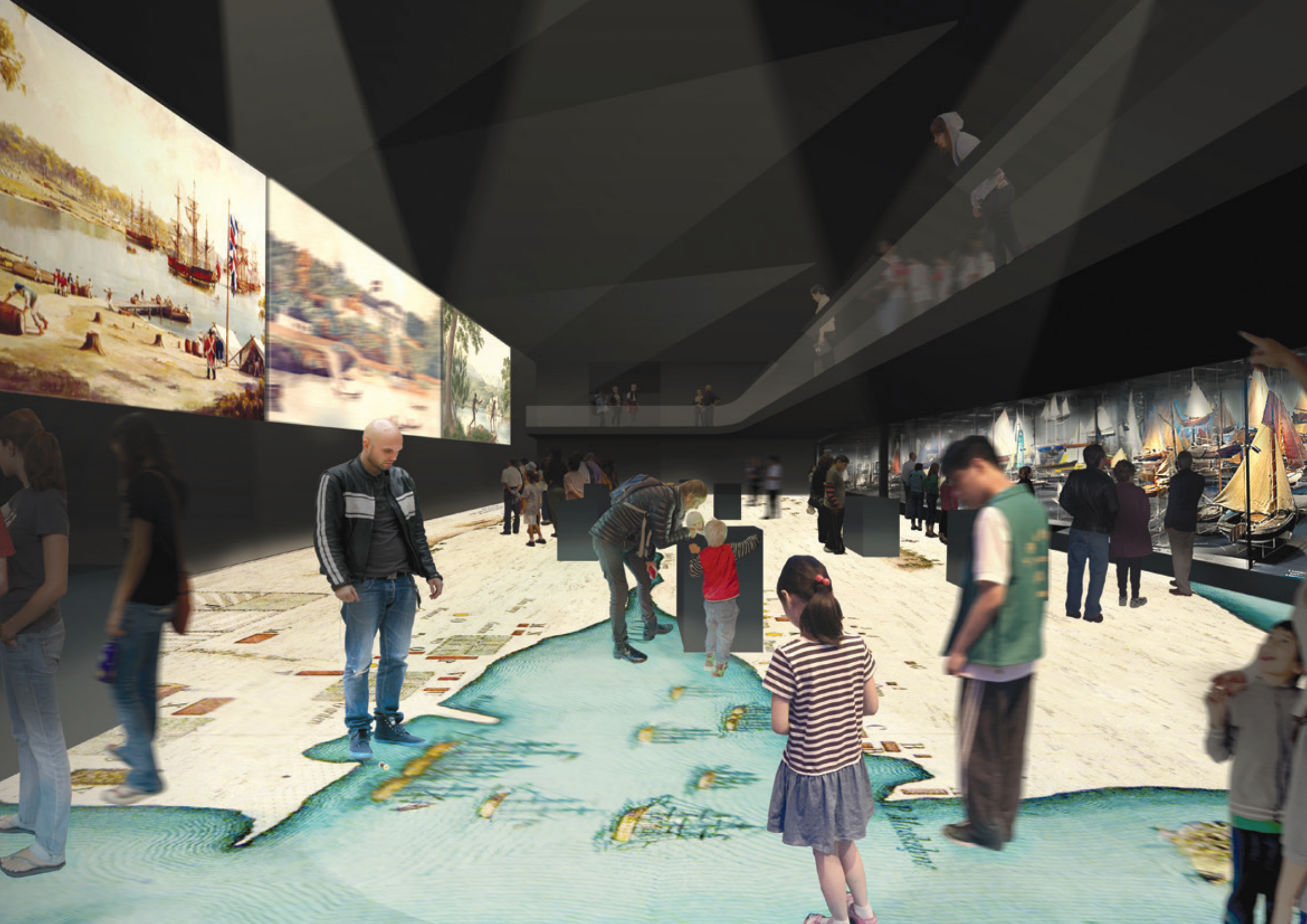


TOURS & TICKETS

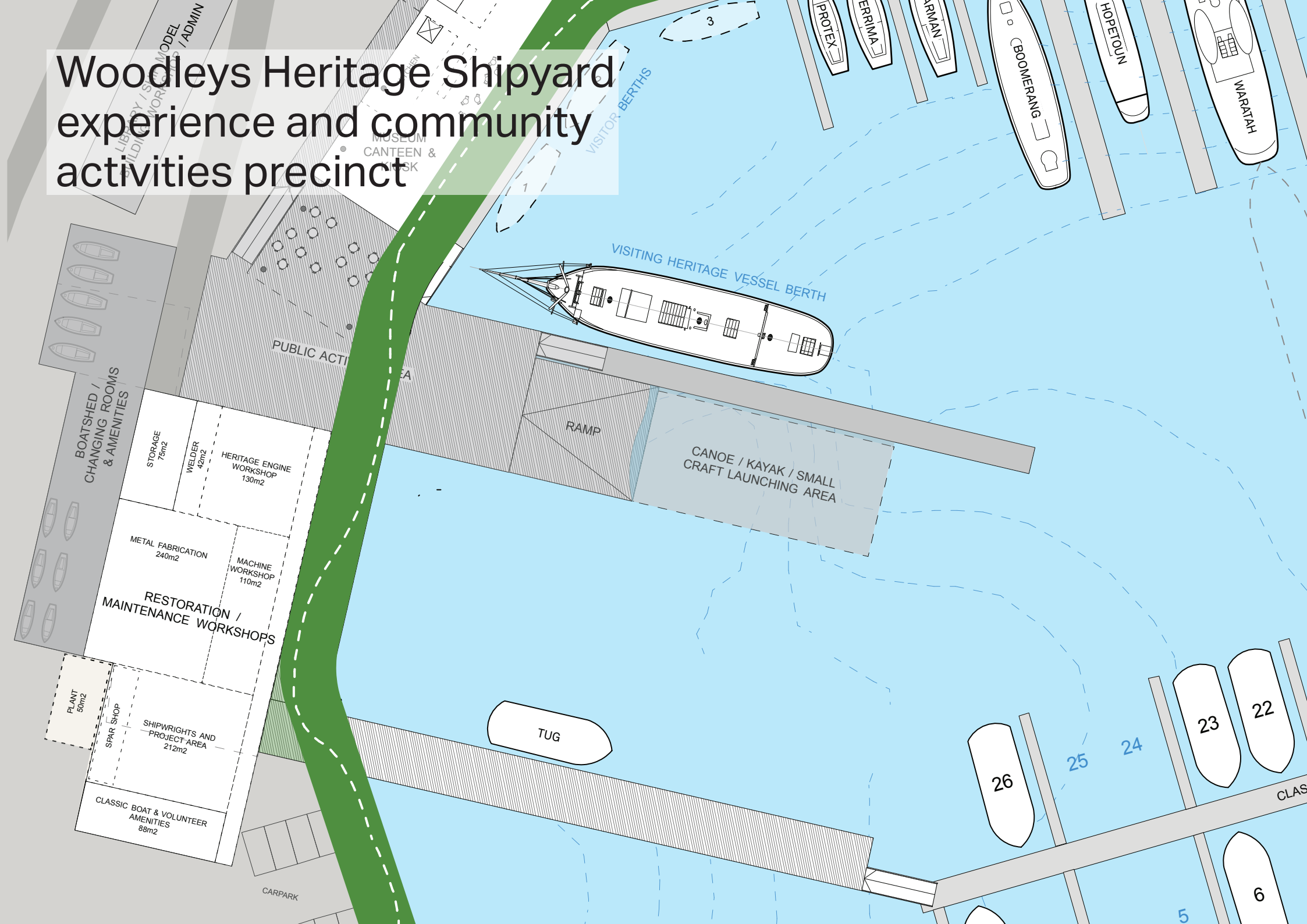
MUSEUM OF SYDNEY HARBOUR
HOME OF SYDNEY HERITAGE







Woodleys Heritage Shipyard experience and community activities precinct





1. Workshop walkthrough



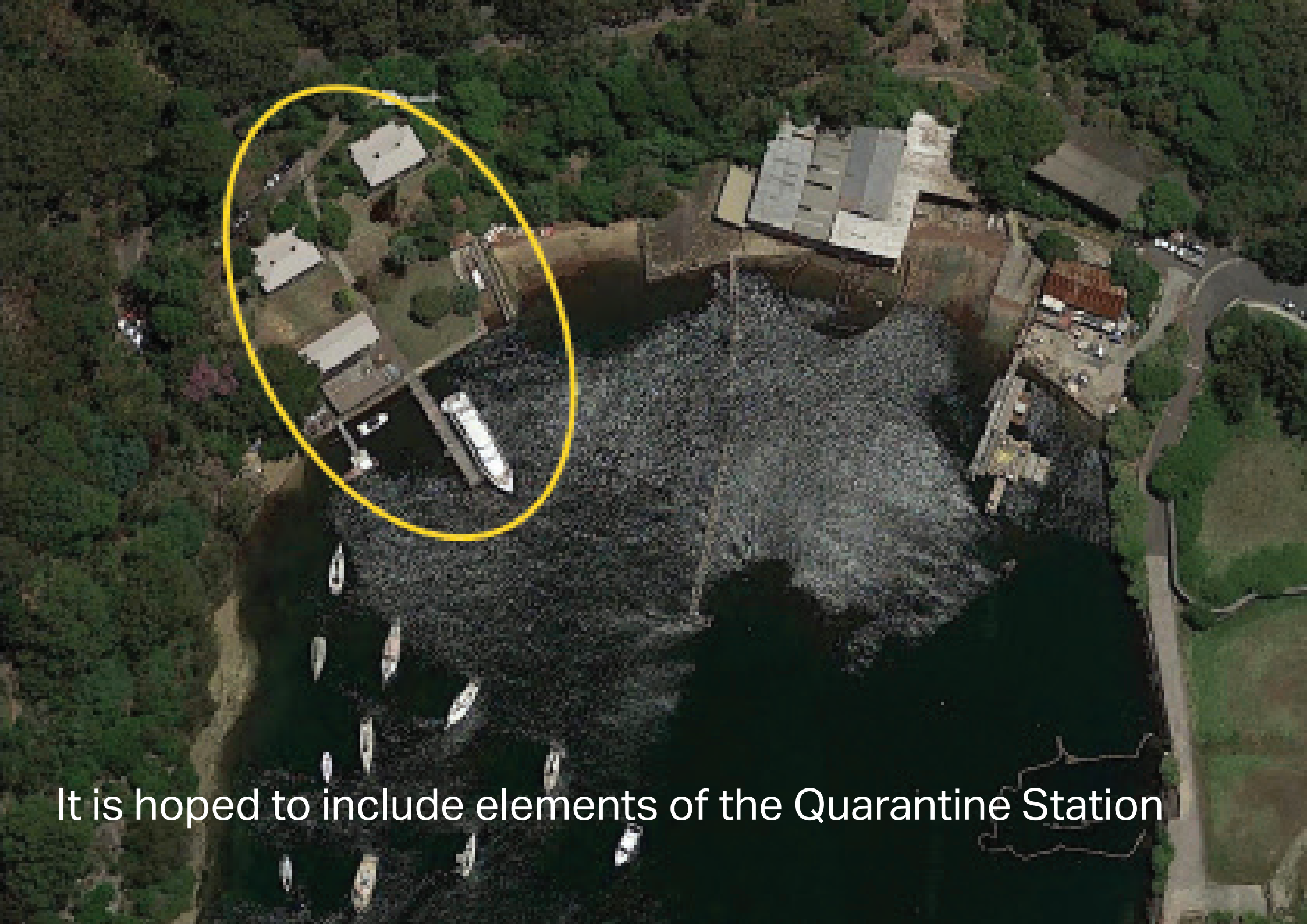
2. Restoration on the Docks



3. Learn to row a boat



4. History of Rowing on the Harbour



It is hoped to include elements of the Quarantine Station

- The Museum of Sydney Harbour is a new type of museum, it is more than the physical building at Berrys Bay.
- Berrys Bay and its history is the start of a visitor experience with the museum providing a “portal” through which visitors and locals can experience the Harbour, immersed in its history and make connections with all those who have called Sydney Harbour home.



- The museum provides a new focused identity for the Sydney Heritage Fleet, itself an important icon of Sydney’s Maritime heritage, and brings that strong and relevant identity to Berrys Bay

- The Museum will be a place for visitors and the community to enjoy and understand the cultural importance of the work of the Fleet.
- It will celebrate the outstanding craftsmanship of Fleet volunteers, which has ensured the preservation and maintenance of the magnificent SHF vessels.

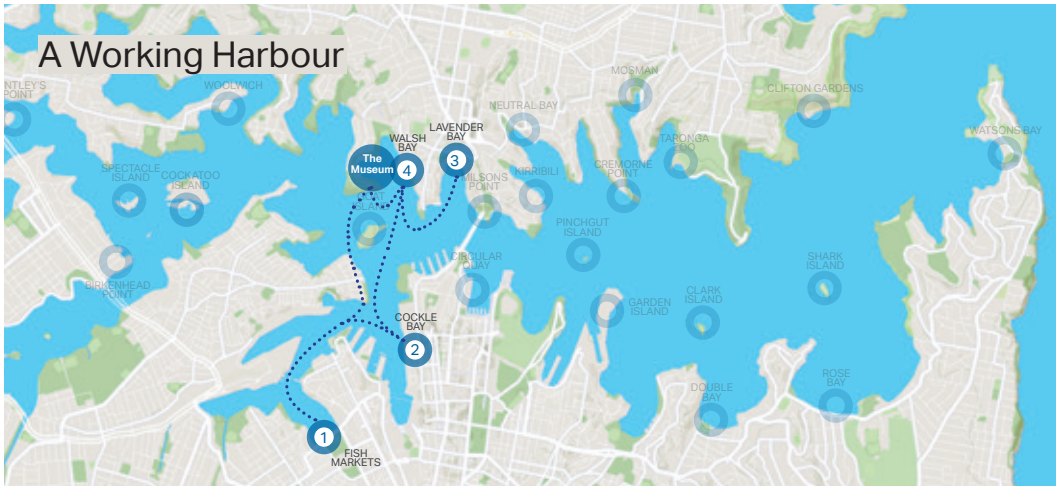


Unique Experiences - The Harbour as a Cultural Attraction.

The development of museum exhibitions, digital art installations and tours on heritage vessels. The immersive experience of encountering history on the Harbour in historic craft.



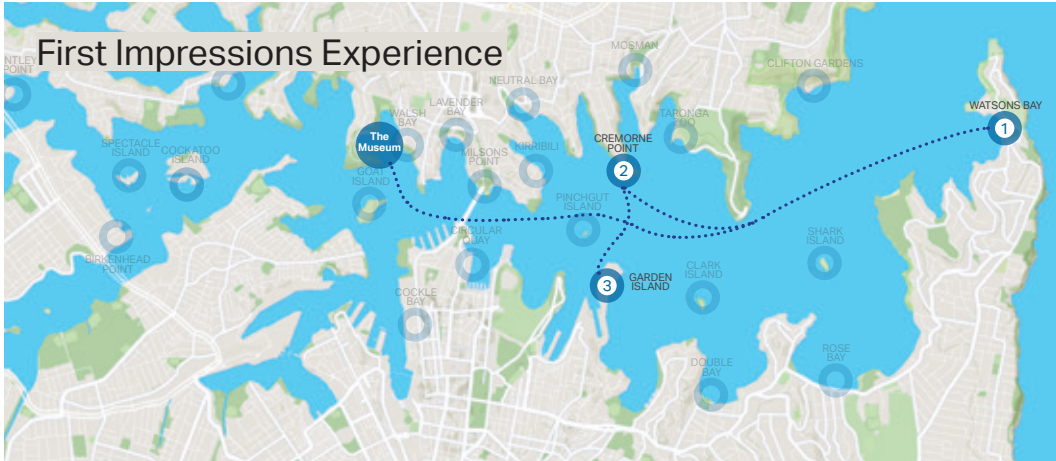
A Working Harbour



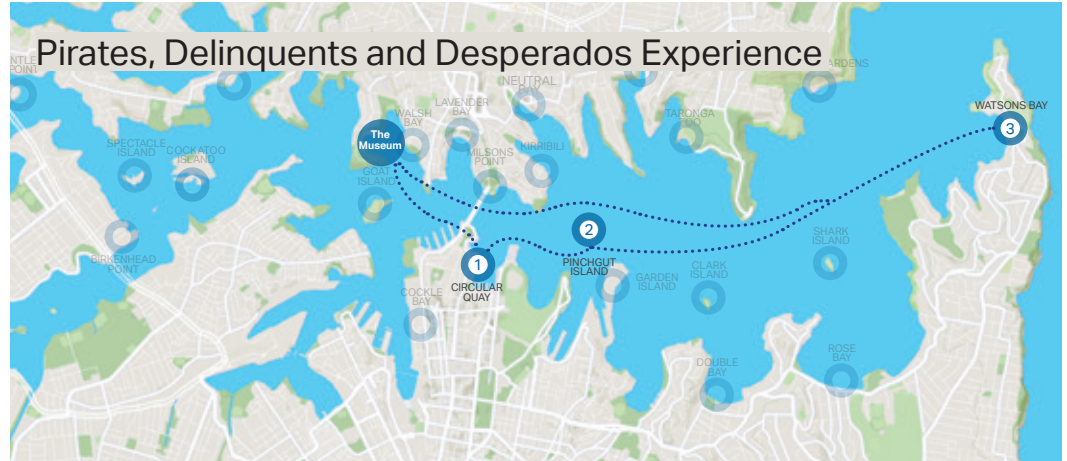
Our Shore: Gadigal people and their harbour



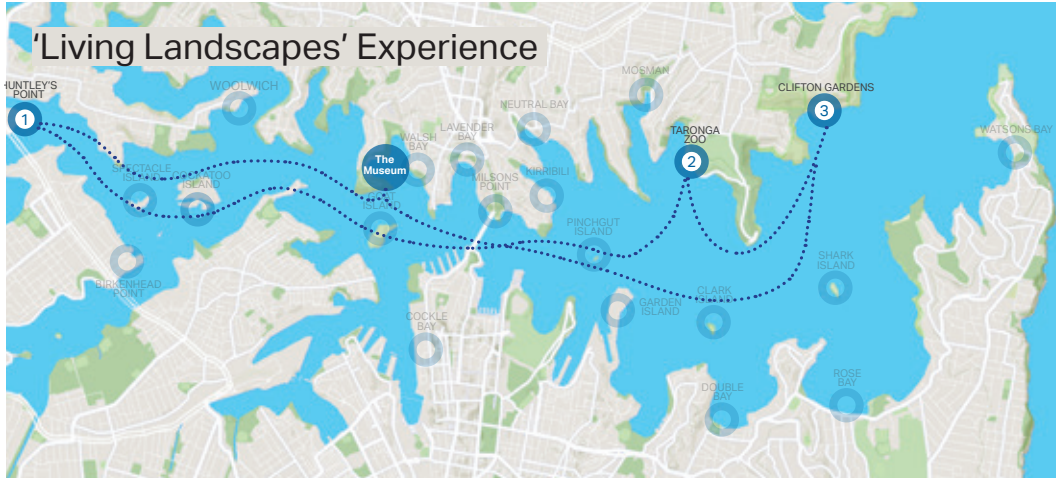
First Impressions Experience



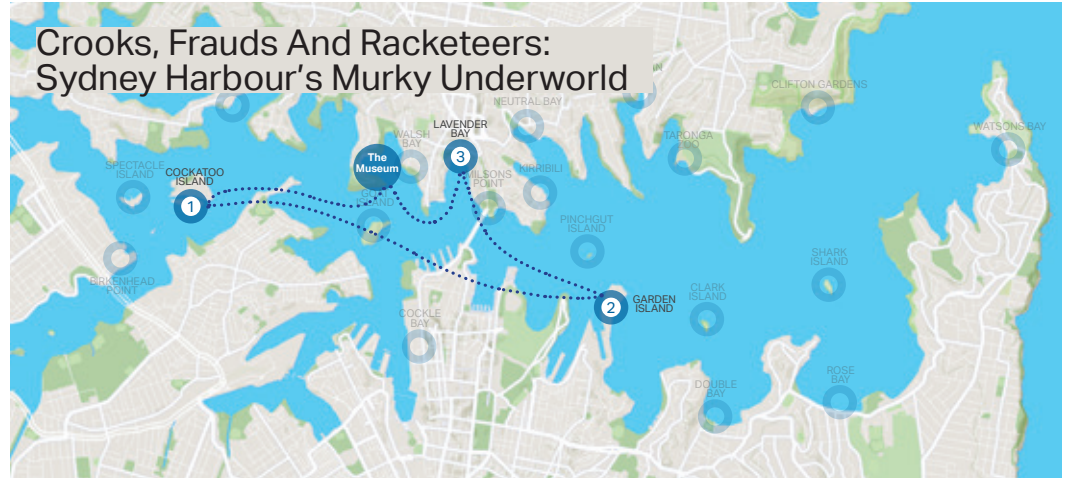
Pirates, Delinquents and Desperados Experience



'Living Landscapes' Experience

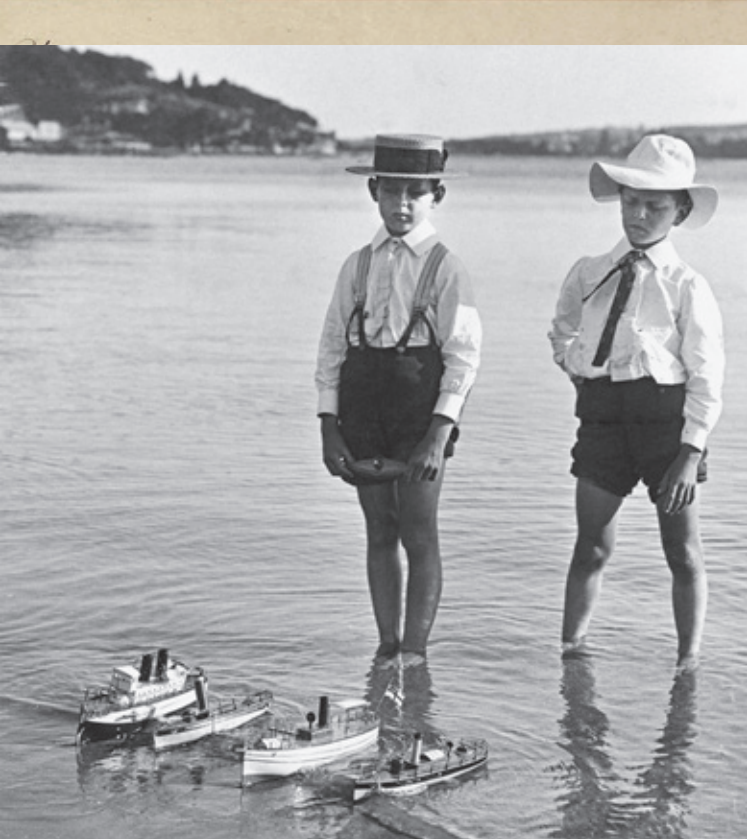
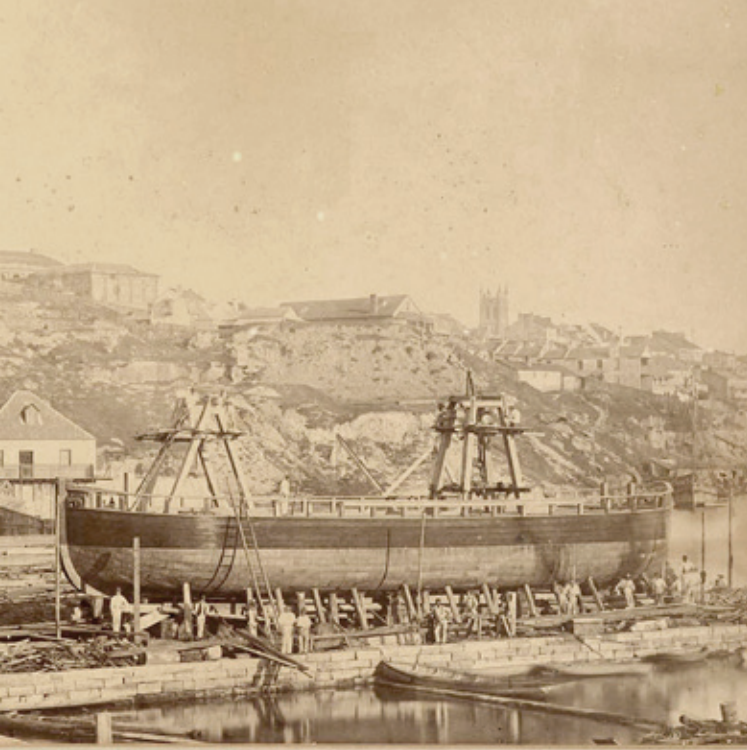


Crooks, Frauds And Racketeers: Sydney Harbour's Murky Underworld





The harbour overflows with stories, engaging and relevant that will bring the heritage of this place to life





Process for community consultation

- Sydney Heritage Fleet is a community organisation, entirely sustained by individual and community support.
- We are committed to deep engagement with the community on our proposal for Berrys Bay, to ensure it is welcomed, and developed in ways that meet both our needs and those of the local community.



Meet the Team

Berrys Bay Steering Group

GARY INBERG

Gary has headed up the strategic and operational management of large diversified property and commercial enterprise portfolios with values in excess of \$3 billion, whilst also unlocking substantial development opportunities within these portfolios. He is currently a director of CI Australia Pty Limited, joining the company in 2017, and focusing on supporting new business development opportunities,

extending existing partnerships, and contributing to CI's growth strategy. Immediately prior to his appointment at CI, Gary was Director of Commercial and Property at Roads and Maritime Services.



"The relocation of the Sydney Heritage Fleet to Berry's Bay and the facilitation of a Museum of Sydney Harbour provides a once in lifetime opportunity to provide Sydney with a tourist attraction in a location where maritime activities date back to the 1800's. I've been involved in managing government property around the Harbour for many years. The Sydney Heritage Fleet is unique in the world given the type and variety of vessels restored and maintained. Providing a permanent home for the Fleet at Berry's Bay will sustain its long-term future."

Meet the Team

HOWARD GLENN

Howard is a senior public policy expert, working across the public, private and community sectors for over three decades. A strategist and problem solver, Howard has delivered a raft of significant program reforms, encompassing infrastructure delivery, safety regulation, land management, and business system redesign. Howard's ten years in senior executive roles in the NSW transport sector has included reforming the vehicle registration business and the commercial vessel regulatory system as well as delivering new ferry

wharves and boating infrastructure on Sydney Harbour and across the State. Howard was part of the policy and regulatory team of the newly formed Transport for NSW, led the State's maritime program, and TfNSW's work in coastal land management reform. Howard has been a keynote speaker at a number of national and international boating industry, safety and human rights conferences.



"We love the heritage of Sydney Harbour, but parts of the foreshore have tipped over from heritage into neglect. I'm lending my support voluntarily to the the Museum project, because it's got the elements that I've supported through my time in government or industry: public and private investment combining to revitalise critical Harbour infrastructure and to provide access and great destinations to the public."

Meet the Team

LISA CHIKAROVSKI

Lisa is a Director of Chikarovski & Associates. She is a policy strategist and communications expert with significant experience in media relations, community engagement and public affairs. The firm provides a fully integrated government and stakeholder management service to support clients with their communications and public affairs needs throughout the life cycle of their projects. Prior to Chikarovski & Associates, Lisa led the engagement team responsible for the suite of

Sydney's motorways, working on large and complex projects such as the WestConnex and NorthConnex motorways. Pivotal to this was designing and implementing a new resident-centric approach to property acquisition, which proved so successful that Lisa was asked to help establish the Centre for Property Acquisition, training a range of property acquisition practitioners.



"I am passionate about delivering projects that benefit local communities and contribute to the rich history and heritage of Sydney. The Museum of Sydney Harbour will be a landmark project for the local area, driving local tourism and enhancing the recreation and amenity of Berry's Bay. My goal is to ensure the project can be delivered in line with the expectations of the local community, with minimal disruption and maximum benefit to residents and visitors alike."

Meet the Team

ALAN EDENBOROUGH

Alan Edenborough has more than 50-years involvement with Sydney Heritage Fleet, including terms on the Board, and is an Honorary Life Member. He currently has the role of Relocation Director for the Fleet and involvement in strategic planning. Alan is President of the Australian Maritime Museums Council (AMMC); a member of the Steering Committee and Council of the Australian Register of Historic Vessels (ARHV); a member

of the Executive Council of the International Congress of Maritime Museums (ICMM); and founder of ICMM's standing Ships Committee.



"The Museum of Sydney Harbour enhances the opportunity for Sydney Heritage Fleet's unique living maritime heritage perspective and social capital, built over five decades, to engage with a broader public; towards a sustainable future for both. I have long involvement with the Fleet, from salvaging James Craig to more recently as Relocation Project Director, and executive roles in the maritime museum sector both in Australia and internationally. The conjunction of SHF and the Museum in Berrys Bay is an unparalleled and viable community use for the site, enhancing cultural tourism and offering a unique encounter with the history of Sydney Harbour."

Meet the Team

STEPHEN RYAN

Stephen qualified as an architect and is a founding director of Freeman RyanDesign. FRD is a multi-discipline consultancy specialising in the museum and cultural tourism industries. After 23 years the company has an international reputation for creating innovative visitor experiences in museums and interpretive centres that focus on education and storytelling. The work of FRD covers masterplanning and institution/project development through to design

and implementation of exhibits and displays. FRD has architects, interior and graphic designers, multimedia producers, curators and writers on staff providing both advice and solutions to museums around the world. Stephen's fellow founding director at Freeman Ryan Design is Susan Freeman, who established FRD with Stephen in 1997.



"Throughout the world we have developed cultural attractions that unite communities, celebrating who they are and what makes their history special. The Museum of Sydney Harbour at Berrys Bay, incorporating the Sydney Heritage Fleet, showcases an acclaimed heritage collection on a spectacular site rich with indigenous and European history. It is a fantastic opportunity to create a meaningful and sustainable cultural destination for Sydney."

Meet the Team

RICHARD WESLEY

Initially trained as a museum curator, Richard has held senior cultural management positions throughout Australia and worked in Hong Kong between 2010 and 2020. Career highlights have included Director of Australia's largest historic site, Port Arthur; Director of the Norfolk Island Museums; Lecturer in Museum Studies at the University of Sydney and Director of Museum & Properties with the National Trust of Australia (NSW). Between 2000 and 2010 Richard's museum consulting company undertook a wide range of museum and heritage contracts for

local, state and federal government agencies in Australia, the Middle East and Asia. Following an international search, in late 2010 Richard was appointed as the Director, Hong Kong Maritime Museum to guide the museum in its HK\$140,000,000 upgrade and relocation to its new premises on the harbour waterfront in Central, Hong Kong. The museum re-opened to wide acclaim in February 2013. He returned to Australia in January, 2021 to undertake short term cultural consultancy work in the Asia Pacific region, based out of Sydney.



"Sydney is a maritime city. A new museum dedicated to permanently exploring how the sea has shaped the daily lives of Sydney siders will be a powerful tool in helping all those that call the city home to understand how important the harbour is to our current and future social, economic and environmental health. Five decades of commitment by volunteers to preserving the maritime heritage of Sydney Harbour demands a resolution to their need for a permanent home. A facility at Berry's Bay will allow for the integration of three key activities, community based maritime skill transfers, historic vessel exhibition – and on water harbour exploration."

Meet the Team

PAUL ROBINSON

Paul held a number of Senior Executive positions with various Government entities in a public sector career of over 40 years. Upon formal retirement he established a consultancy firm, P.R.I.S.M., which continues to provide strategic planning, property development and place making advice to Government and the private sector. Paul's intimate knowledge of the ownership and management of Sydney Harbour and its Foreshores began with his appointment as the Chief Surveyor of the Maritime Services Board in 1988. Over the last 30 years he has been involved in many significant public and private sector projects

associated with the harbour and its foreshores and has presented at a number of International Conferences, the most recent being the 2018 International Association of Cities and Ports Conference, Quebec, where he presented a paper on "Sydney Harbour Waterfront – Accommodating Change". Paul also is an advocate for the retention of the working harbour in Sydney Harbour. Paul was elected a Fellow of the Australian Property Institute, is a lifelong Member of the Institution of Surveyors, Australia and is an Executive Fellow of the Australian and New Zealand School of Government.



"Since my appointment as Chief Surveyor of the MSB in 1988 with responsibility for Sydney Harbour, I have had a passion for the Harbour and its history as well as its ongoing continuation as a working harbour. Whilst the Harbour is an International icon it is an asset for all Australians and has a history (both pre and post European settlement) which should be celebrated and shared. Consequently, the concept of the Museum of Sydney Harbour where such history is captured and available to all of us is an unprecedented cultural asset worth creating for future generations."

An aerial, black and white photograph of Sydney Harbour. The Sydney Harbour Bridge is visible on the right side, spanning across the water. The city of Sydney is densely packed with buildings and greenery, surrounding the harbour. Numerous ships, including large cargo vessels and smaller boats, are scattered across the water. The text "Thank you." is centered in the middle of the image.

Thank you.



Sydney Heritage Fleet

Contact: Alan Edenborough

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