

PORT HEDLAND INTERNATIONAL AIRPORT PLACE PLAN

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CONTENTS

EXECUTIVE SUMMARY	04	5.0 VISION AND PLACE PRINCIPLES	30
1.0 INTRODUCTION	06	6.0 OPPORTUNITIES AND CHALLENGES	32
1.1 Why Placemaking?	07	6.1 Opportunities	33
1.2 About Village Well	08	6.2 Challenges	34
1.3 A placemaking approach for Port Hedland International Airport	08	7.0 PLACEMAKING DIRECTION AND RECOMMENDATIONS	36
1.4 About this Place Plan report	09	7.1 Placemaking Directions	36
2.0 LAY OF THE LAND	10	7.2 Airport Journey	48
2.1 Introduction – Port Hedland and the Pilbara	10	7.3 Airport Experience	52
2.2 The Story of the Land	12	7.4 View lines	57
2.3 Port Hedland Airport	16	7.5 Art, Interpretation and Gardens	58
2.4 Airport Placemaking Case Studies	18	7.6 Weekly calendar	60
3.0 CONSULTATION FINDINGS	22	REFERENCE	61
3.1 Purpose and Process	22		
3.2 Participation	23		
3.3 Consultation Findings	24		
4.0 ESSENSE OF PORT HEDLAND	28		

EXECUTIVE SUMMARY

Port Hedland has been an important transport hub for over 100 years, and for many thousands of years before that it was a meeting place for Indigenous people from all over the Pilbara. Today, Port Hedland is the primary shipping port in the State's booming northwest and is also playing an increasingly important role as an air transport hub for the region.

The Town of Port Hedland recognises the regional economic importance of its airport and also understands its potential symbolic and social importance for the town: as a gateway to a thriving community and the region's industrial and tourism destinations, built on pioneering aviation territory; and also potentially as a social focus for the community, being ideally located mid-way between the two parts of the divided town.

In 2012, the Town of Port Hedland commenced planning for the expansion of the Town's airport to cater for the projected substantial increase in air passenger and freight traffic as a result of growth in the region's mining sector. A key part of this planning process was the commissioning of a Place Plan, informed by key stakeholders, including the local community.

OBJECTIVES AND METHODOLOGY

Village Well was engaged by the Town Council to produce the Place Plan with the specific objectives of guiding future masterplanning and development and engaging authentically with the Port Hedland community to integrate community perspectives and aspirations and build community support for the project.

The research phase of the project involved extensive desktop research into the place and its strategic context and field studies in and around the town.

Stakeholder engagement explored aspirations for the airport and placemaking opportunities and challenges. It involved:

- A community workshop attended by 30 local residents, business people and Councillors
- A strategic stakeholder workshop including representatives of the airlines and regional development agencies; and
- A community survey conducted with 94 responses from residents, non-resident workers and visitors.

The findings from the place research and engagement informed the articulation of the Essence of Port Hedland and the Vision and Place Principles for the Airport, which are clear statements of what is special about Port Hedland and the future role and experience of the airport.

This Port Hedland International Airport Place Plan report summarises the place research and stakeholder consultation and articulates the shared vision for the new airport. The Plan provides succinct placemaking directions and recommendations in an annotated site plan.

KEY FINDINGS

Port Hedland is distinctive amongst the boom towns of Australia's West – it has a strong sense of identity and community, by virtue of its long history, its natural assets and its strategic location relative to the region and proximity to Australia's Asian neighbours, most importantly Indonesia.

There are dimensions of local culture that provide rich placemaking opportunities – thriving Indigenous culture, active arts groups, local

enterprises and community organisations. Representatives of these groups will ideally play a specific role in the creation of the place experience and related ongoing operations. The Place Plan recommends specific ideas and opportunities.

There are also challenges in respect to attracting and sustaining community activity at the airport terminal. Lack of public transport, high peaks of activity mid week and low periods of airport activity on weekends, high turnover of transient workers and lack of affordable accommodation are the main issues that will impact on the creation of a place that is connected to the Town's community. The Place Plan recommends ways to overcome some of these issues.

BENCHMARKING AIRPORTS

Traditionally, airports have been deemed to be purely functional facilities, focused on the safe, secure and efficient movement of large numbers of people. Consequently, they generally make for a liminal experience, to be endured rather than enjoyed. Airports tend to be non-places.

However, in recent years, many regional and international airports around the world have taken on a different character altogether, providing a wide range of services and experiences to travellers and even becoming shopping and leisure destinations for local communities, in preference to traditional town centres.

The Place Plan draws inspiration for Port Hedland from selected Australian and international airports including Charlotte Douglas International Airport and Darwin International Airport.

THE AIRPORT VISION

The airport vision is an aspirational statement about the future airport's role and experience, supported by key principles noted in the report:

The airport is a vibrant meeting place in the centre of Port Hedland that welcomes travellers to the friendly Port community and the treasures of the Pilbara.

Building on the endeavours of pioneering generations, the Airport provides efficient passenger and freight services to Western Australia's booming North West.

PLACEMAKING DIRECTIONS AND RECOMMENDATIONS

The Place Plan is structured around a framework of five Placemaking Directions, which the development needs to deliver to achieve a strong place identity and experience.

1. A quintessential Port Hedland experience
2. Create spacious, comfortable and flexible areas for meeting and relaxing
3. Quality food and local products available from morning until evenings
4. Connecting with Port Hedlanders with what's here and what's happening
5. Improved facilities and operations.

These directions are supported in the plan by more detailed recommendations regarding how to achieve the goals. These are noted in the final chapter of the report, accompanied by annotated plans indicating locations and relationships between activities and experiences.

The plans illustrate the primary arrival and departure journeys through the terminal; important experiences; key visual connections within and beyond the airport terminal; and recommended zones for art, interpretation and garden treatments.

APPLICATION OF THE PLACE PLAN

The Place Plan is intended to guide the Town of Port Hedland in planning and delivering the airport, particularly in the project masterplanning, architectural design, commercial leasing and operations. It is envisaged that the Place Plan will be part of suite of documents provided to teams and consultants working in these areas.



Port Hedland Town and Pier Hotel – Dalgely House Museum

1.0 INTRODUCTION

Port Hedland International Airport is undergoing a major transformation that is intended to consolidate the airport as the North West's leading passenger and freight hub.

An airport is as much an important route of transportation as it is a symbolic gateway to a place – the first site of encounter and the last impression of a place. In Port Hedland, there is significant opportunity for the airport to both impress visitors and build community through the creation of meaningful and multilayered experiences that express the enduring stories and aspirations of the town's dynamic community.

A placemaking approach establishes a compelling vision for the airport that is shared by the various stakeholders including the local community. The Town of Port Hedland recognised that placemaking would be an important part of the early planning of the airport redevelopment to ensure that Council's aspirations and those of the town's community would be effectively realised. Council engaged Village Well to work with the Township's Airport Redevelopment team and key stakeholders to develop a Place Plan that would guide the redevelopment.

The objectives of the placemaking project have been to:

- Engage authentically with the Port Hedland community to integrate community perspectives and aspirations for the airport;
- Develop a Place Plan that will guide the design and development of the Airport.



1.1 WHAT IS PLACEMAKING?

Placemaking is the art and science of making authentic, vibrant and resilient places that are valued by their communities and admired by visitors.

It is a holistic, multi-disciplinary approach to planning and developing places that involves understanding the culture and qualities of a place and the wisdom of its community. It involves collaboration between many stakeholders to articulate a vision for a place and to plan and deliver the vision.

Placemaking incorporates and influences other traditional areas of place development, including masterplanning, urban design,

social and economic development, community engagement, retail planning, sustainable development and arts and culture.

Placemaking benefits the broader community as much as it benefits investors, developers and owners of places.

Placemaking builds community goodwill, gives investors and businesses confidence, enables innovative solutions and creates places that people love.

1.2 ABOUT VILLAGE WELL

Founded in 1992, Village Well is Australia's leading creative

placemaking consultancy. Village Well works with a range of clients and stakeholders - including property developers and owners, government agencies, community groups and institutions to envisage, facilitate, make and manage places. Over the past two decades, Village Well has refined and developed unique processes of analysis, engagement, innovation, research and project management, tapping into community potential and to discover the DNA of a place that informs its development and use.

Village Well's team has many years of experience in urban planning, design and development and in community engagement and place management. We assist clients, partners and communities to understand the

potential of places, to develop and share a vision, to plan and to deliver outcomes 'on the ground' and to celebrate success.

Village Well's robust placemaking model has been proven on many projects ranging in scale and complexity. The model includes a critical analysis of place from the five perspectives of people, physical environment, product, program and planet - the 5 Ps of placemaking. Our placemaking recommendations are presented in a series of inspirational, informative and actionable reports that enable the project owners and stakeholders to deliver great places.



1.3 A PLACEMAKING APPROACH FOR PORT HEDLAND INTERNATIONAL AIRPORT

Village Well led a holistic approach to the redevelopment of Port Hedland International Airport, through 'on the ground' and background research, in order to make the airport a truly unique and memorable experience.

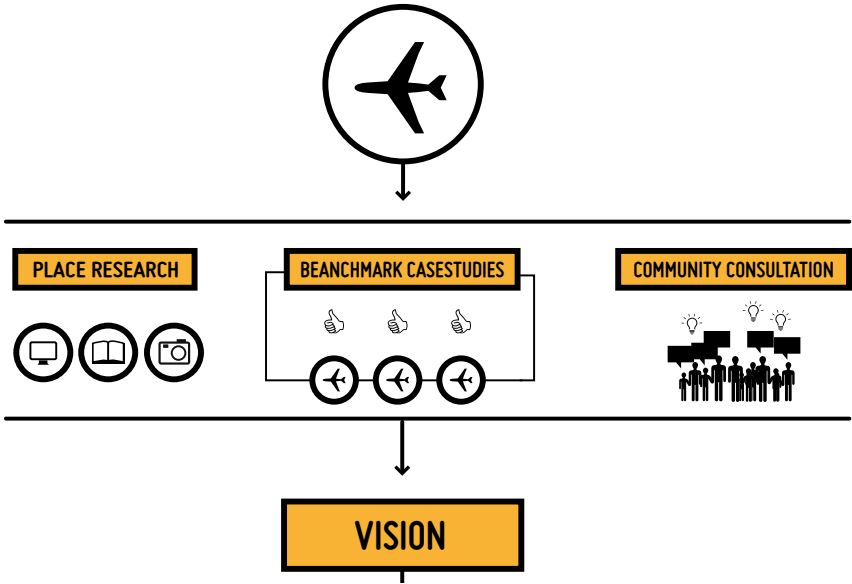
Initially Village Well conducted a detailed research of the context of the airport and the town, including:

- Onsite investigation of the character and culture of Port Hedland;
- A review of the existing plans and strategies of the Town of Port Hedland;
- Research of exemplar airports from

the placemaking point of view.

Village Well then conducted workshops and a survey to consult widely with community stakeholders regarding issues and aspirations for the new airport.

Multidisciplinary analysis by the Village Well team informed the development of a compelling Airport Vision, Place Principles and a set of Placemaking Directions to guide future design and development.





1.4 ABOUT THIS PLACE PLAN REPORT

This Place Plan for Port Hedland Airport captures the essence of place, which is shaped by its past, present and future. It is a summary of findings from Village Well's place research and community consultation process as well as a vision and recommendations to guide the development of the Port Hedland Airport.

This Place Plan Report consists of the following sections:

Lay of the Land

A brief summary of the local context, local experiences, local history and a snapshot of Port Hedland's community.

The current airport is briefly introduced within this context, followed by benchmarking case studies of other airports that have succeeded in creating a memorable experience for passengers.

Consultation Findings

Discusses the key findings from the two workshops – a community and a stakeholder workshop – as well as from the community survey.

Essence of Port Hedland

Five themes that capture the most distinctive qualities of the place, derived from existing strategic documents, research and consultation.

Vision and Place Principles

The Vision, an aspirational statement about the future airport, is supported by Place Principles.

Opportunities and Challenges

Key opportunities, gaps and challenges are identified based on the analysis of the 'Lay of the Land', engagement findings, and the preliminary design of the Airport.

Placemaking Directions and Recommendations

Placemaking Directions articulate strategic directions that support realisation of the vision for Port Hedland Airport. Each direction is accompanied by a set of specific recommendations.

Following the recommendations, a series of plans illustrate the airport journey, experience, view lines as well as zones for art, interpretation and gardens.

2.0 LAY OF THE LAND

2.1 INTRODUCTION

Situated in Western Australia, Port Hedland lies just over 1,600km to the north of Perth and is the gateway to the Pilbara region – a vast and arid zone, marked by the rugged beauty of an ancient landscape.

Dotted through this vast Pilbara setting are towns such as Karratha, Tom Price and Marble Bar, each with their own distinct heritage and identity. Outside of the Pilbara, 600km to the East of Port Hedland is Broome and just over 1,300km to the North West is Bali and Indonesia.

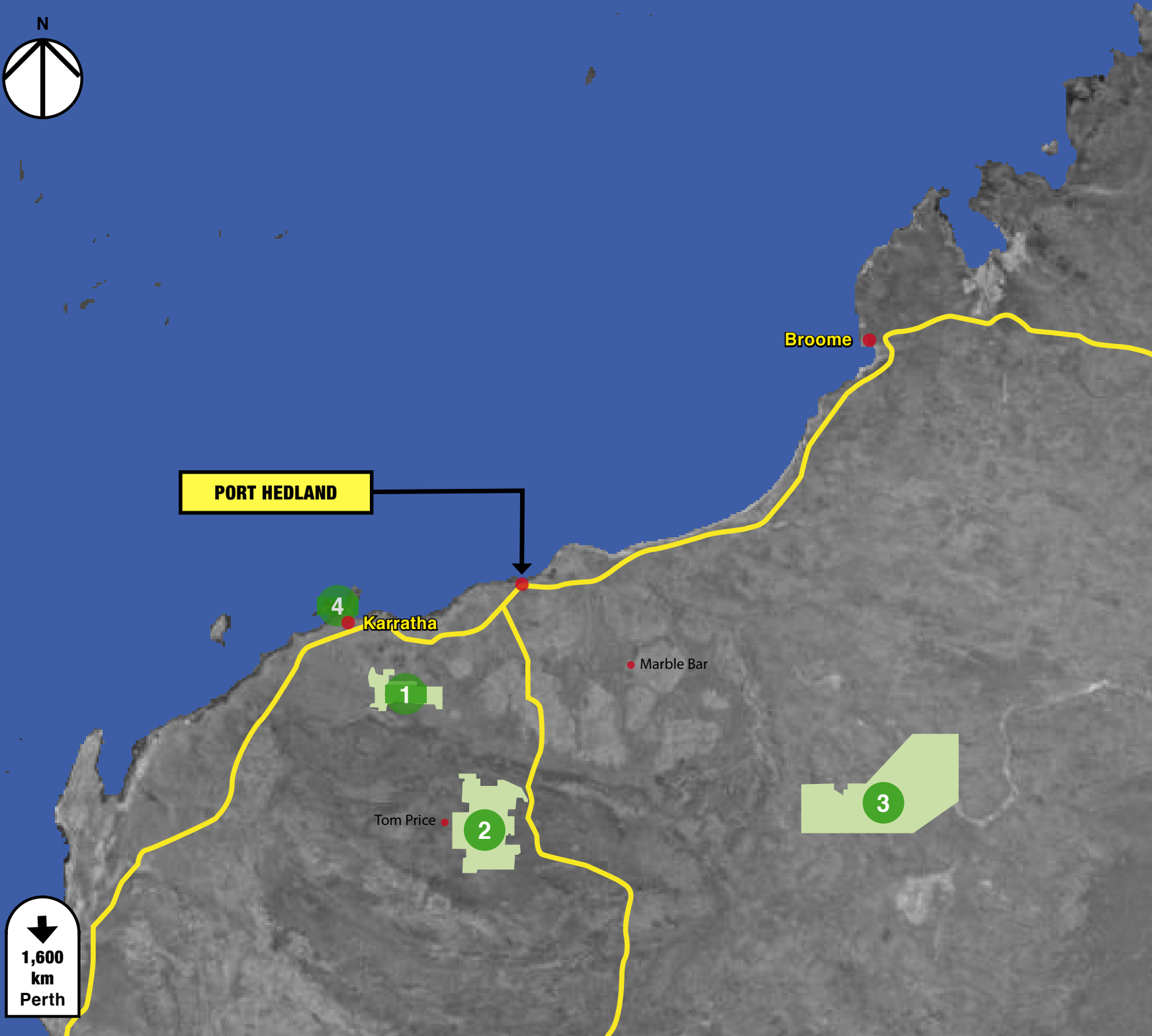
Millstream and Karijini National Parks are within easy driving distance of Port Hedland and Karlamilyi National Park

lies further beyond. On the coast, off Karratha is the Dampier Archipelago, a leisure paradise offering exceptional boating, fishing and diving opportunities.

Port Hedland is known to its Indigenous Kariyarra and Nyamal people as Marapikurrinya, referring to the five finger formation of the tidal creeks feeding into the harbour. As an oasis drawing an abundance of animals, Marapikurrinya functioned as a meeting place for the Indigenous people for hundreds of years.



REGIONAL DESTINATIONS MAP



PORT HEDLAND

Broome

Karratha

Marble Bar

Tom Price

↓
1,600
km
Perth

NATURE DESTINATIONS

1. Millstream-Chichester National Park
2. Karijini National Park
3. Rudall River National Park
4. Dampier Archipelago



2.2 STORY OF THE LAND

A NATURAL OASIS

Port Hedland is blessed with an abundant natural landscape. The land, sea and sky are vast in scale and vibrant in colour. It is a changing landscape, marked by a dry season which scorches its red earth and a wet season which rejuvenates the thirsty landscape, at times momentarily shutting down the township during cyclonic activity.

Water has played a key role in the settlement of the township and its identity today. Just as the Indigenous community named the area in reference to the formation of natural tidal creeks, the first European settlers

to disembark were drawn in by what looked to be a calm inland lake surrounded by the green of mangrove trees.

The coastal environment of Port Hedland is an important asset for the community and a key attraction for tourists. The 7 kilometre long stretch of north-facing shore provides sweeping views of the ocean and spectacular sunrises and sunsets, typical of the Pilbara coast. The tidal movements have become an integral part of Hedlanders' rhythm of life in the town, determining daily outdoor rituals. The calm waters create a favourite spectacle – the 'staircase to the moon'.

An abundance of marine life are found in local waters. October to March is the most celebrated season when hundreds of Flatback Turtles make their way to the beach for nesting.

Looking inland, the vast landscapes show various faces of the ancient land, slowly shaped and marked over 2.5 billion years. The dominant red hue of the earth contrasts with the seemingly endless blue sky.

In such an environment, people's leisure time is enjoyed in nature. Camping and four-wheel drive adventures are popular ways to enjoy the rugged landscape, seasonal wild flowers and countless clear star-filled night sky.

Drawing on these stunning natural features and on the back of the growth of the mining industry, the Town of Port Hedland recognises the importance of developing their tourism industry¹. This is due to its proximity to renowned national parks and a unique Indigenous cultural heritage.

THE FOUNDATIONS OF A TOWNSHIP

Port Hedland prides itself on a long and colourful history far beyond the beginning of the iron ore story.

4,000 years ago most areas of the Pilbara region were occupied or had been traversed by the Indigenous people and 28 languages would have been spoken prior to European settlement.



Indigenous history and culture are strongly present in the region. Port Hedland has significant Indigenous cultural heritage sites such as Two Mile Ridge, Pretty Pool and Twelve Mile Camp. A range of engravings, Thalu, shell middens, artefact scatters, ceremonial, mythological and camp sites are found across the area. Further into the Pilbara, over 700 Indigenous archaeological sites and 10,000 spectacular rock engravings provide a glimpse into how Indigenous people lived and related to the land and the sea.

Europeans first settled in Port Hedland during the second half of the 1800's, and the town was named after Captain Peter Hedland, the first European to set anchor in 1863.

The region was particularly blessed with the ocean's offering – pearls. By the late 1860's the region was one of the richest pearl fields in the world, drawing pearl divers from as far as Japan.

Transportation became key to creating a linkage between surrounding townships and the world beyond. The first Port Hedland jetty was constructed in 1896 to serve the pastoral industry. The completion of the jetty was integral to the influx of machinery, building materials and food that enabled construction and settlement of the town.

Passenger ships also frequented Port Hedland's growing port, since travel by land was almost impossible. The Adelaide Steamship Company provided luxury steamship travel for

Port Hedland's residents, notably the SS Koombana, connecting the Township with the rest of Australia.

With the discovery of gold in the Marble Bar area, the first railway in the Pilbara was opened between Port Hedland and Marble Bar in 1911, connecting with the jetty. In addition to the sea and land transport, the first airfield was established in 1921 and provided essential services such as postal deliveries and later the Royal Flying Doctor Service.

The pastoral industry almost collapsed after a severe drought between the mid 1930s and early 1940s and the economic focus of the region shifted towards the mining of gold, tin and copper as well as the pearling industry. From here, Port Hedland's

diverse and multicultural community grew from strength to strength, with migrants from China, Japan, Timor, Malaysia and the Torres Strait attracted to the wealth of its shores.

However, it was the discovery of vast deposits of iron ore that catalysed a new period of economic development, never before seen in Port Hedland. In 1965, a significant scaling of mining activities saw this small town of 1,200 people grow exponentially, turning the area into a thriving centre of activity in Australia's north-west.



Photographer: Samantha Bell



Photo: Care for Hedland Environmental Association



Photographer: Samantha Bell

THE COMMUNITY

Today Port Hedland is home to a dynamic community of 20,000 people with a rapid growth rate of 5.5% (almost double the WA average of 2.8%)². Consistent with other mining towns, it has a relatively young population, with an average age of 31.2 years and a high proportion of children. The demographic consists of approximately 2,200 Aboriginal and Torres Strait Islanders with the remaining residents having primarily British and European ancestries. Two or more languages are spoken in approximately 15% of the homes of Port Hedlanders, with the most widely spoken languages other than English being Malay, Afrikaans and Tagalog³.

More than 3,000 temporary residents working in mining related businesses are in Port Hedland at any one time. That number is expected to grow significantly in the immediate future⁴. Port Hedland also attracts other seasonal workers, such as backpackers, due to high wages and the uniqueness of the region.

Beneath the scale of big industry is a town home to an eclectic community of people who share and celebrate their diverse values and traditions. Thriving cultural and community initiatives and small-scale businesses are testament to the community's strength.

The Courthouse Gallery is at the heart of the historical West End, and acts as a key cultural destination for the community and tourists. The

gallery actively showcases local artists' artworks, organises public programmes and sells local arts and craft in its gallery shop. The West End Market, regularly held in the Courthouse Gallery Gardens, is also a place where local talent of all sorts are on show – from fine arts, crafts, culinary arts to music.

The Spinifex Hill Artists, an Indigenous art collective founded in 2008, has been very successful in promoting the Indigenous art of the region through exhibitions, winning awards and contributing to public art and design projects.

Established in 1994, HARTZ (Hedland Arts Council) is the longest running arts group in Port Hedland. It actively engages with the Port Hedland and

the regional communities through various community art events and workshops.

Wangka Maya Pilbara Aboriginal Language Centre is an organisation dedicated to the preservation and promotion of Aboriginal languages and culture. It works closely with Aboriginal elders to record and foster Aboriginal languages, culture and history, ensuring that the knowledge and tradition is passed down to the next generations and shared with the broader community.

Various community groups cultivate the community spirit and care for the land and people of Port Hedland. Among them the Care for Hedland Environmental Association, an independent community



Photo: Town of Port Hedland

group, provides a diverse range of conservation-based volunteer programs and activities for the Hedland community. Activities include turtle monitoring, a garden club, waste management and education.

The Hedland Well Women Centre, a government funded service operating for over 20 years, offers a variety of free services and programs to promote health and wellbeing of women. The service engages over 12,000 women, children and visitors each year. Programs such as Cooking Up A Storm and The Hedland Patchworkers and Quilters are invaluable social opportunities for women and a great platform for creative engagement.

Bloodwood Tree Association and Youth Involvement Council are



Photo: Town of Port Hedland

organisations that provide vital support for those at risk. Bloodwood Tree Association, an incorporated Aboriginal organisation, supports those who are homeless or alcohol affected through accommodation and training, and a Youth Involvement Council which engages the youth through various after school programs and awareness campaigns.

In addition, various sporting groups, community events and cultural and recreational facilities support the active and healthy lifestyles of Port Hedlanders.



BOOM AND BEYOND: LOCAL AND GLOBAL INDUSTRIES

Port Hedland is primarily a port town, functioning as a crucial hub for the Pilbara – the ‘engine room of the Australian economy’. 90% of the economy is attributed to mining and port related activities⁵. The port’s significance continues to grow and it currently processes the highest tonnage of cargo in Australia and is one of the largest iron ore loading ports in the world⁶. In addition to iron ore, major resource activities in the area include natural gas, salt and manganese.

The larger-than-life scale of mining and port activities have a strong impact on the landscape around the town and the way of life of Port



Hedlanders. Huge mining machinery, salt mounds and cargo trains are part of the constant scenery and 24 hour dynamic around the town.

The impact of these industries is also visible in the formation of the town. South Hedland, first developed in the 1970s in response to the mining boom, is separated from Port Hedland by a large expanse of port and mining areas in between.



State Library of Western Australia < 217278PD >

Jimmy Woods' car and biplanes at the airport hangar, 1929.



South Hedland Library

The Bomb Disposal Unit on the runway at Port Hedland in August 1942

2.4 PORT HEDLAND AIRPORT

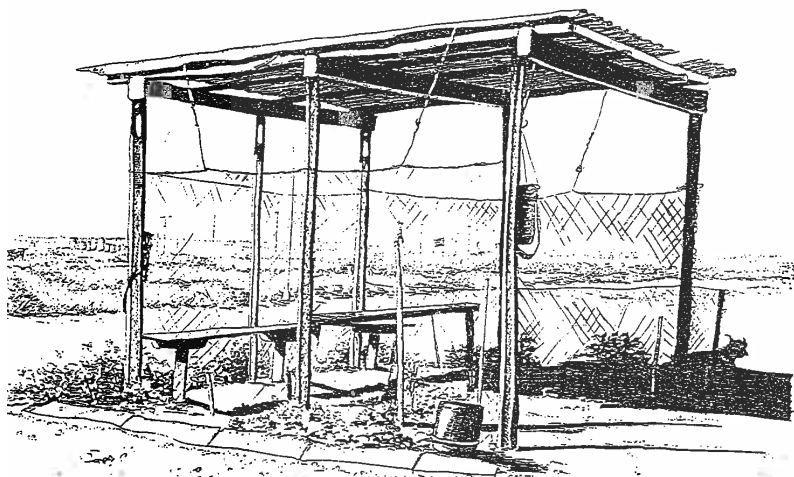
In the remoteness and vastness of the north-western Australia, Port Hedland Airport has played a vital role in ensuring a connectedness to Perth and beyond.

In 1921 the first airfield was developed at the site of the racetrack with a spinifex hut constructed next to a runway. The first regular service linked Port Hedland to Perth through Western Australian Airlines – a two day trip at the time. These early flights also offered an airmail service, which connected remote Pilbara townships with the outside world.

Among the first pilots assigned to the new route between Port Hedland and

Perth was a young Charles Kingsford Smith⁷. He would later become a renowned figure in Australia's aviation history and was the first pilot to complete the trans-Pacific crossing between Australia and the United States and the trans-Tasman crossing between Australia and New Zealand. Kingsford-Smith's famed Southern Cross aircraft often graced Port Hedland's runway and is remembered as an iconic symbol in Australia's aviation history.

The Royal Flying Doctor Services' first main base in Western Australia was founded in Port Hedland in October 1935, to provide emergency and primary health care services to remote Pilbara communities⁸. The Flying Doctor Service was a lifeline for the Port Hedland community, which now



The early Port Hedland Airport
W.A.

Early Port Hedland Airport
Photo: Town of Port Hedland





State Library of Western Australia < 140224PD >
RMA Swann at Port Hedland, 1959



State Library of Western Australia < 140224PD >
Royal Flying Doctor operation, 1970



State Library of Western Australia < 255045PD >
Port Hedland Airport, 1970



State Library of Western Australia < 346256PD >
Port Hedland Airport terminal, 1971

has a hospital, and it remains a vital service for outlying communities today.

When Japanese air-bombers began their aerial assault of the northern Australian mainland during World War II, Port Hedland's strategic infrastructure was among its targets, together with targets at Broome and Darwin. On three separate occasions during 1942 and 1943, up to 70 bombs were dropped on the Port Hedland airfield. A young soldier, Private Adams who had been stationed at an Australian Army base at Port Hedland was killed. The raids severely damaged all runways and surrounding buildings and no doubt traumatised the Port Hedland community⁹.

Since the growth of the mining industry in the 1960s, air passenger numbers have been on a steady increase with particularly sustained growth occurring since the 1970s. In 1956 a fibro-cement terminal building was built to replace the original hut. By 1971 the terminal building was again rebuilt to cope with renewed demands from the mining sector and is the same building which stands today¹⁰.

In recent years, passenger growth has been particularly strong. This is attributed directly to the strong fly-in, fly-out nature of the mining industry. The airport is said to currently accommodate over 500,000 passengers across 70 weekly flights¹¹. The majority of services operate to and from Perth with Qantas and Virgin airlines. International flights to Bali

have been operating since 1982. The fly-in, fly-out schedule of the mining workers creates peaks on Tuesdays, Wednesdays and Thursdays, leaving other days relatively quiet. The significant growth in passenger numbers has led to a new era of expansion and a revisioning for the airport.

9. Massey, A. (2012), When Hedland woke to Japanese bombs, *The West Australian*.

10. Matheson, J. (2011) *History Since 1896, Port Hedland NOW!*, www.porthedlandnow.com.au/history.

11. Town of Port Hedland (2013) *Port Hedland International Airport Redevelopment Strategy Overview*.

2.5 AIRPORT PLACEMAKING CASE STUDIES

Airports have traditionally been regarded as non-places¹², a typical place of transience that is ambivalent in nature without any attributes that render them 'places'.

However there are many airports that resist being 'non-place' through placemaking measures that provide distinctive and enjoyable experiences for passengers and for neighbouring communities.

The following case studies illustrate airports which have successfully improved passenger comfort and convenience and have created memorable airport experiences. Leading airports today are being transformed into third places¹³ for social, informal and leisure activities.

KEY LEARNINGS FOR PORT HEDLAND AIRPORT

- A sense of place can be created through vernacular place names, local materials and vegetation.
- Artworks can create a strong place identity and tell stories of a place and people.
- Food is a powerful way of conveying regional character and culture, and therefore becomes a point of difference for airports.
- Playfulness, such as a musical instrument or toys and play furniture, facilitates an enjoyable wait.
- Initiatives that involve local manufacturers and community members can instill a strong sense of community.
- Placemaking measures do not have to be expensive – small installations can have a great impact on experience.
- 'Pop-up' retail can showcase local produce and products with low commercial risk.



CHARLOTTE DOUGLAS INTERNATIONAL AIRPORT NORTH CAROLINA



North Carolina's Charlotte Douglas International Airport has successfully created a third place that celebrates its Southern identity. A 'front porch' experience, typical of the regional vernacular, was recreated through an internal arrangement of signature wooden rocking chairs and potted trees. These hand-crafted white wooden rockers are made by a local chair company operating since 1924, and were installed as part of a temporary exhibition in 1997. Due to their popularity they have since become a permanent feature.



A baby grand piano positioned in the same area as the rocking chairs is available for anyone to play. This spontaneous and entertaining activity creates a fun and sociable atmosphere.

In addition, the airport is committed to sustainability, and operates a worm farm that processes up to a tonne of travellers' food waste a day.

CHICAGO O'HARE INTERNATIONAL AIRPORT ILLINOIS



Chicago's O'Hare Airport has a number of initiatives that make it unique.

A range of public art and exhibitions celebrate the history and culture of Chicago, including a mural that depicts the story of Jazz and a series of stained glass windows. The murals and several other works were created by local apprentice artists as part of a job training program for city youth. The artworks are not only strikingly beautiful but also capture the inclusive attitude of the city towards less advantaged parts of the community.



More recently an aquaponic urban garden was installed, featuring 26 aeroponic towers in a 928-square-foot garden. This reflects the more contemporary identity of Chicago as a leader in urban farming and its commitment to sustainability. The garden features various edible herbs and vegetables and provides vertical green gardens that calm travellers' tired eyes. The organic produce, as well as the honey collected from the airport beehives, is sold at a farmers market located in the airport and can also be tasted in the airport's restaurants.

CHANGI INTERNATIONAL AIRPORT SINGAPORE



Singapore's Changi Airport was voted the World's Best Airport at the 2013 World Airport Awards.

Clean and well-serviced amenities and high quality resting lounges, complimented by free WiFi, are the foundation of a well-rounded customer experience.

In addition, Changi creates a point of difference with refreshing outdoor spaces. Six gardens representing different ecosystems provide opportunities for passengers to relax. Among them the orchid garden showcases Singapore's national flower.

Changi Airport surprises travellers with its substantial food offering, showcasing Singapore's cultural diversity through various traditional dishes at reasonable prices.

Combining the best of service, efficiency, amenities and entertainment, Changi Airport is a destination in itself and is a very popular destination for dining and shopping for Singaporeans.

ADELAIDE AIRPORT SOUTH AUSTRALIA



Adelaide Airport is recognised particularly for its new plaza that connects the terminal and the multi-level car park.

The plaza not only provides enhanced pedestrian connectivity but also creates a memorable arrival experience and an open gathering area for general enjoyment. The design of the distinct pattern takes cues from South Australia's landscape.

The children's play area provides another memorable experience. This indoor play space is popular with young children and ensures a moment of relaxation for parents,

complimented by coffee and comfortable nearby seating.

DARWIN INTERNATIONAL AIRPORT NORTHERN TERRITORY



Together with Alice Springs and Broome, Darwin Airport is as an airport that successfully captures a sense of place.

The airport's airy architecture with carpet artwork reminiscent of water, animals and birds of the territory, immediately immerses travellers in the tropics of Darwin.

Stepping outside, the extensive Indigenous artworks on corrugated iron canopies, public art and the native gardens showcase the natural and cultural icons of the Northern Territory.

In addition, the airport's F&B operator teamed up with local legendary restaurateur Jimmy Shu and opened a South East Asian restaurant offering a mix of made to order and takeaway.

The restaurant is a celebration of local food culture, intermixed with South East Asian inspiration, and its contemporary Asian décor with natural timber supports convivial dining.

3.0 CONSULTATION FINDINGS



3.1 PURPOSE AND PROCESS

As part of the visioning process for the Place Plan, Village Well facilitated two workshops with stakeholders in Port Hedland in October 2013 and undertook similar consultation with the broader Port Hedland community via a survey.

The overall objective of this consultation process was to inform a vision and Place Plan for the airport to guide its design and development.

The consultation explored aspirations, challenges and opportunities for Port Hedland Airport including:

- What makes Port Hedland special
- Favourite airports and reasons why
- Liked and disliked airport experiences
- Ideas and challenges for the redevelopment.

3.2 PARTICIPATION

The first workshop was aimed at the broader Town community and was attended by residents and representatives of local businesses and community organisations. The second workshop was attended by specific airport stakeholders, including representatives of regional development and airport operations. Lastly, Council distributed surveys to the resident and non-resident community via its website and direct invitation.

Overall there were many similarities between the two workshops and survey responses. Workshop participants and survey respondents identified similar challenges regarding the current airport and all groups aspired to an airport that was comfortable, efficient and that reflected the essence of Port Hedland and the Pilbara.

However there were slight differences in the focus of discussion. The community workshop participants expressed a strong desire to showcase local history, culture and to build community, while the stakeholder group delved into more technical and practical matters such

as operational efficiencies and the working environment for the airport staff. The survey results highlighted specific issues from perspectives of regular airport customers, in particular the negative impact of smoking and drinking in shared spaces at peak times.

Key findings from the two workshops and the surveys have been summarised based on Village Well's qualitative analysis of the outcomes and results.

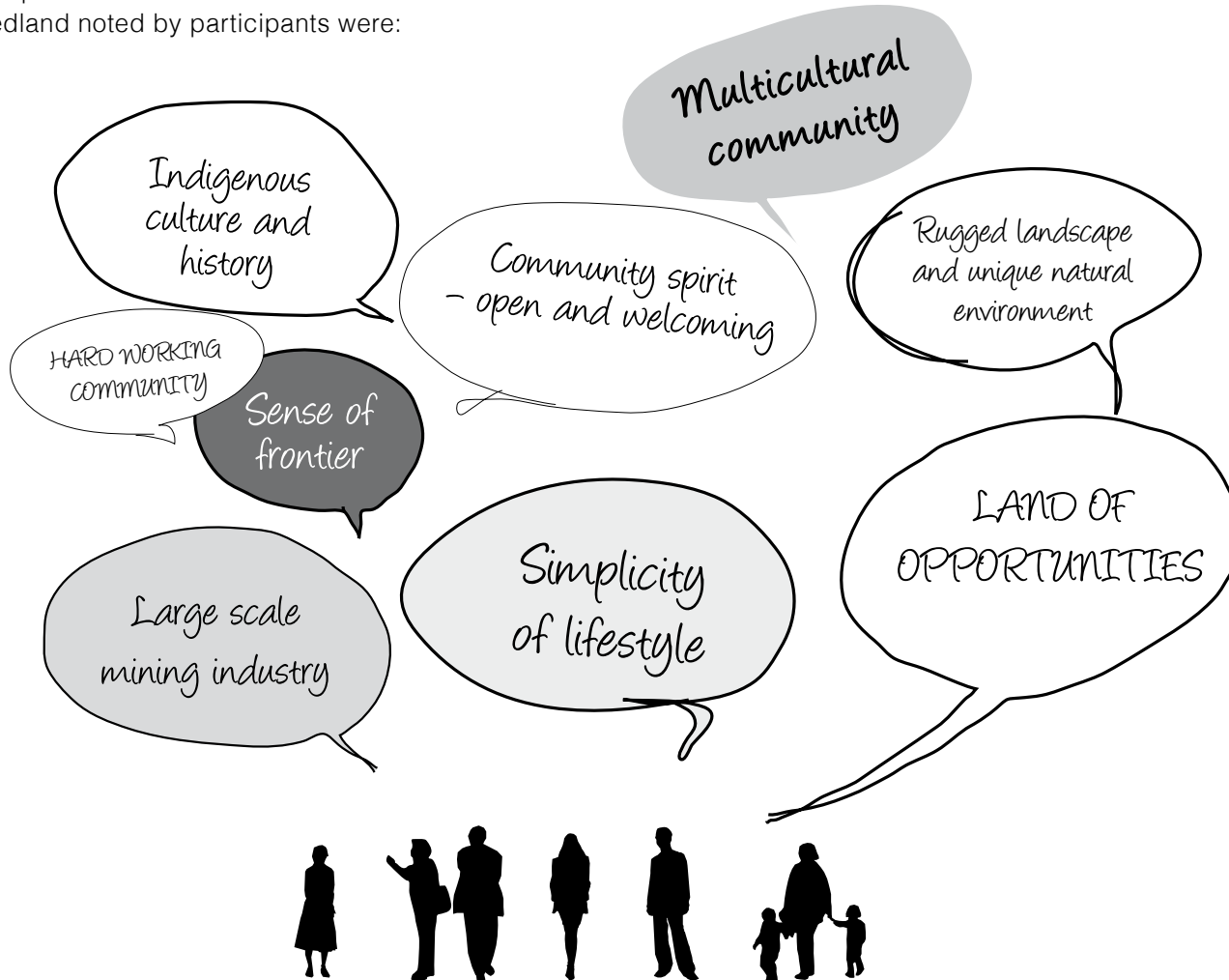
'THE COMMUNITY WORKSHOP PARTICIPANTS EXPRESSED A STRONG DESIRE TO SHOWCASE LOCAL HISTORY, CULTURE AND HIDDEN TALENT'



3.3 CONSULTATION FINDINGS

WHAT MAKES PORT HEDLAND SPECIAL?

The predominant attributes of Port Hedland noted by participants were:



THE AIRPORT EXPERIENCE: WHAT MAKES A GREAT AIRPORT?

Reflecting on their favourite airport experiences, participants favoured the following airports for the reasons noted, in order of priority.

Changi Airport, Singapore

Singapore's praised international hub was commended for:

- Attention to cleanliness
- Good design aesthetic
- Diversity of amenities and F&B operators
- Entertaining and interactive.

O'Hare International Airport, Illinois

Chicago's O'Hare International Airport was favoured by many for its celebration of the city's culture, for example:

- Stories of Jazz created by school children
- Large stained glass windows showcasing the city's heritage
- Community art program.

Melbourne and Sydney Airports

Melbourne and Sydney Airports were recognised for embracing activated shared spaces including:

- Variety of shops and food outlets
- Easy navigation
- Feeling of spaciousness with comfortable seating
- Large departure lounges with glass for viewing passing planes.

Adelaide Airport

Adelaide airport was mentioned by a number of people, particularly for the activated shared spaces. The key elements included:

- Roof top garden
- Child friendly play space
- Plaza.

Darwin and Alice Springs Airports

Passengers in Darwin are given a real sense of the tropics, while Alice Springs passengers are led to embrace the 'red centre' and celebrate this with Indigenous art. The main elements of both airports include:

- Sense of place expressed through colours and textures of the landscapes in the design
- Welcoming atmosphere
- Celebrating local art and culture.

WHAT DO YOU LIKE AND DISLIKE ABOUT AIRPORT?

Workshop participants reflected on what they liked and disliked in airports generally while survey respondents reflected on what they liked/disliked about Port Hedland airport specifically. Preferences in relation to Port Hedland Airport's current performance revealed significant points of difference between residents and non-resident workers, particularly with regards to their 'dislikes'.

Non-resident workers commented negatively about the capacity of the airport during peak times. This issue of capacity was attributed to queues at security and check in, limited space in the Qantas lounge and lack of seating and space in the departure area. Conversely, many residents were concerned about the negative impact of drinking and smoking passengers in the bar and outdoor areas. This was seen to be particularly problematic for respondents with children.

The following tables list participants' responses in order of priority.

LIKES (GENERAL)	LIKES (PORT HEDLAND AIRPORT)
<ul style="list-style-type: none"> • Friendly and helpful staff • Clean toilets and shower facilities • Local art and cultural experiences • Quality and variety of choice in F&B • Diverse retail offering with local goods • Open and bright atmosphere • Iconic architecture • Gardens and greenery • Comfortable spaces for relaxing • Access to fresh air 	<ul style="list-style-type: none"> • Friendly and helpful staff • Adequate toilets facilities • Public art and pictures of the Pilbara • Good upgraded café • Access to bar • Outdoor courtyard area • Small and intimate scale

DISLIKES (GENERAL)	DISLIKES (PORT HEDLAND AIRPORT)
<ul style="list-style-type: none"> • Crowded spaces and endless queues • Inadequate toilet facilities • Limited seating • Poor quality and variety of F&B • Expensive F&B options • Limited retail offering • Inadequate wayfinding signage • Poor customer service 	<ul style="list-style-type: none"> • Reduced capacity at peak times • Inadequate toilet facilities • Limited and uncomfortable seating • Bar not separate from food area • Smoking areas next to entrances • Bland and boring spaces • Not child friendly

KEEP, STOP, START

The stakeholder workshop participants and the survey respondents each discussed what they would like to see change in relation to Port Hedland Airport in the future, through a 'keep, stop, start' framework. It was revealed that people are predominantly seeking a place to unwind, rest or distract themselves while they wait for their plane to depart.

For example:

KEEP

- Automated kiosk
- Mural and local historical content
- Outdoor courtyard area

STOP

- Queues
- Low ceiling
- Smoking at entrances

START

- Variety of food and local produce
- Local essence/stories
- More seating
- Children's play area
- Outside shaded areas

IDEAS FOR THE FUTURE AIRPORT

Participants in both workshops were asked to share what they would like to see in the future Port Hedland Airport if 'anything was possible'. The following sum up the ideas shared in the workshops.

- Large veranda (NW style)
- Iconic, contemporary building
- Spectacular floor design representing nature
- Open lounge with lots of seating
- Conference and meeting areas
- Indoor/outdoor spaces
- Great food
- Childrens playground
- Aquarium
- Different experiences at different times
- Plane watching
- Showcase small businesses
- Market stalls with local offering
- Bringing in nature – sky & sunsets
- Beautiful art which tells a story
- Community billboard
- Visitor centre
- Change rooms
- Coolest toilet
- Next generation check-in
- Free WiFi
- Changing art installations
- Spectacular art by Indigenous artists

CHALLENGES

Stakeholder workshop participants were asked to articulate the main challenges that the project may face in being fully realised. Only stakeholder participants were engaged on this point, since they could draw on their expertise and technical knowledge.

The following key items were identified:

- Cost
- Lack of space
- Lack of constant passenger numbers
- Not knowing what's possible
- Not having a shared vision
- Staging of redevelopment
- Staffing, labour and associated issues
- Lack of buy-in
- Balancing different priorities
- Not addressing operational issues.

PERSONALITY EXERCISE

Describing the current and future personality of a place is a way of exploring its intrinsic characteristics and future vision.

In both the workshops and surveys, participants envisaged Port Hedland Airport as moving from being tired and disinterested to a friendly, welcoming environment. The differences between the current and future airport is summarised as follows:





This airport has its
own craft brewery,
I will bring a six
pack home !!

hiccup !!

A great way to wash away the dust. 😊



To:

From:

Email address
(for future updates)

How many years have
you lived in Port Hedland?

0-5

5+

None - I'm a visitor

None - I'm a resident

4.0 ESSENCE OF PORT HEDLAND

The Town of Port Hedland has been planning for the future growth of the township and as part of this process has consulted extensively with the local community. The Strategic Community Plan 2012 – 2020 and Port Hedland: Shaping a Cosmopolitan Port City have both been informed by extensive community consultation exploring the community's vision of itself in the next decades.

These key strategic documents, together with the Pilbara's Port City Growth Plan and Village Well's research and consultation for the airport redevelopment have together informed 'the Essence of Port Hedland' – five themes that capture the most distinctive qualities of the place and its community's aspirations.

A coastal oasis of abundant sea life, red raw earth, and endless Pilbara sky

Many stories and proud traditions of Indigenous culture, pearling, shipping, aviation and mining

A welcoming, friendly and diverse community with active lifestyles

A hidden treasure trove of local enterprises, celebrating the convergence of different traditions and passions

Building new industries for the township as a lasting legacy of the mining boom



Photographer: Samantha Bell



Photo: Town of Port Hedland



Watercolour artist Louise Jesbury (left) with Valda Secar (seated) and Winnie Sampi (photo by Karina Semmler)



Photographer: outbackjoe.com



Photo: Port Hedland

5.0 VISION FOR PORT HEDLAND AIRPORT

THE AIRPORT IS A VIBRANT MEETING PLACE IN THE CENTRE OF PORT HEDLAND THAT WELCOMES TRAVELLERS TO THE FRIENDLY PORT COMMUNITY AND THE TREASURES OF THE PILBARA.

BUILDING ON THE ENDEAVOURS OF PIONEERING GENERATIONS, THE AIRPORT PROVIDES EFFICIENT PASSENGER AND FREIGHT SERVICES TO WESTERN AUSTRALIA'S BOOMING NORTH WEST.

PLACE PRINCIPLES

PROUDLY SHARING THE STORIES AND TREASURES OF PORT HEDLAND AND THE PILBARA

Port Hedland Airport immerses visitors in the colours, shades and flavours of the frontier township, its ancient culture and stunning landscape. In the terminal, the architecture and art collection combine to capture the spirit and vision of the community. Locally produced food and gifts of exceptional quality are on offer at the airport lounge.

A VIBRANT MEETING PLACE

The airport is not just a gateway but a destination and meeting place for the local community, including non-resident workers and business people from the region. Conveniently located between the Port and South Hedland it is a place where people choose to gather for welcome parties and farewells or to meet for business.

The terminal is active day and night, and at low traffic times the carpark is a venue for community pop-up markets and events.

CONNECTING THE PORT HEDLAND COMMUNITY

The airport provides an immediate connection with the local community. Upon arrival visitors are met with friendly service and have instant access to community information about what's happening and what's worth a visit in town and beyond.

ENJOYING THE WAIT

At Port Hedland Airport waiting is a pleasurable experience thanks to comfortable indoor and outdoor lounge areas, convenient services and a choice of quality food and beverage. Children can play and watch planes while departing passengers can enjoy a quiet moment before the flight.

Airport operations are quiet and efficient – almost invisible. With smart technology and efficient design the airport services are hassle-free from check-in to boarding, leaving a plenty of time for relaxation. A long, uncomfortable wait is a thing of the past.



ULURU KATA-TJUTA CULTURAL CENTRE
Architect: Gregory Burgess Architects
Photographer: Craig Lamotte



Sonya Edney with her work in the 2013 Hedland Art Awards
Photographer: Samantha Bell



Photographer: Samantha Bell



Photographer: Steve Passlow



Photographer: Cheryl Smith



6.0

OPPORTUNITIES AND CHALLENGES

Village Well has identified a number of key placemaking opportunities and challenges for Port Hedland Airport, based on the analysis of the Lay of the Land, consultation findings and the airport's preliminary design. Opportunities are summarised in the following pages using the Village Well 5 P's of placemaking framework (people, physical environment, planet, product and program).



6.1 OPPORTUNITIES

People

- The rich and diverse history of Port Hedland and the Pilbara are unique stories that can be told through the airport experience.
- The Town's community and entrepreneurial spirit can be celebrated through the provision of products and services at the airport.
- The warm, welcoming attitude of Hedlanders can be expressed through the informal tone of interior architecture, furniture and fitout.
- The Town of Port Hedland's ownership of the airport can provide consistent leadership throughout the development process, enabling high quality design and airport services.

Physical Environment

- The location, mid-way between Port and South Hedland and close to non-resident accommodation, provides an opportunity to connect a geographically divided community.
- The compactness of the airport facilitates enables the spatial concentration of social activities.
- The warm climate provides opportunities for outdoor experiences at the plaza and covered garden.

Planet

- The beautiful natural environment of the Pilbara is a powerful drawcard for tourists and visitors.
- There are organisations such as Care for Hedland Environmental Association actively looking after and managing the Town's environment,

which may potentially contribute to the care of the airport environment.

- The climate is ideal for solar energy generation.
- The airport has the opportunity to show leadership in environmental sustainability.

Product

- Local creative groups could contribute to the look and feel of the airport by participating in the design and delivery of specific features including bespoke furniture, fittings and play objects.
- The Town is home to many enterprises which could trade at the airport.
- Pop-up and food trucks provide an opportunity for an affordable and flexible food offering with low commercial risk to the airport.

Program

- As a gateway to the Town, the airport provides an ideal site for the promotion of information about Port Hedland and nearby destinations.
- There are a number of activities and events occurring in Port Hedland, which could be promoted at the airport to visitors and non-resident workers.
- Located midway between the Port and South Hedland, the airport is ideally sited to accommodate community activities and events during non-peak times (i.e. evenings and weekends).
- The scale of the carpark provides an ideal platform for outdoor markets and entertainment.



6.2 CHALLENGES

People

- During some peak travel periods, the experience of resident passengers and visitors tends to be negatively impacted by large groups of people smoking and drinking.
- High accommodation and high living costs negatively impacts on the local hospitality and retail industry, which in turn impacts on quality services in the sector.

Physical Environment

- Overall the terminal floor area is limited and can accommodate only a limited number of functions.

Planet

- The Airport is only accessible via private cars, chartered buses and taxis.
- Port Hedland International Airport Master Plan March 2012 does not include any targets on environmental sustainability.

Product

- It is financially challenging for small local businesses to operate in conditions of fluctuating passenger numbers during the peak and nonpeak days.

Program

- The schedule of the mining industry creates traffic peaks mid week, leaving gaps with low levels of activity at the airport.
- The airport is in an isolated location, and therefore it would be a challenge to attract people for non-passenger activities.

15 minutes

3

↑ Arrivals Gate G7
Baggage storage Rental Cars

Transport & Way out →

OFF TRAINING
ACCOMMODATION
FOOD TEXT



Uncle Sam's

← Arrivals Gate G7
← Arrivals Gate G7



7.0 PLACEMAKING DIRECTIONS AND RECOMMENDATIONS

The Port Hedland community's voice together with the Township's more recent strategic investigations and Village Well's place research have all informed the development of five key Placemaking Directions for the Port Hedland Airport.

These directions address both the hardware (infrastructure, architecture and fit-out) as well as the software (retail mix, programming and operations) of the new Port Hedland Airport.

Each direction is supported by specific placemaking recommendations to Council for adoption and implementation. These recommendations are also referenced in a layered plan of the terminal, indicating the intended experience of the place.

PLACEMAKING DIRECTIONS

- 1. A QUINTESSENTIAL PORT HEDLAND EXPERIENCE**
- 2. CREATE SPACIOUS, COMFORTABLE AND FLEXIBLE AREAS FOR MEETING AND RELAXING**
- 3. QUALITY FOOD AND LOCAL PRODUCTS ARE CONSISTENTLY AVAILABLE**
- 4. CONNECTING WITH PORT HEDLANDERS, WITH WHAT'S HERE AND WHAT'S HAPPENING**
- 5. IMPROVED FACILITIES AND OPERATIONS**

PLACEMAKING DIRECTION 1.

A QUINTESSENTIAL PORT HEDLAND EXPERIENCE

The first impressions of Port Hedland and the broader region are made when visitors step off the plane and walk through the airport. Port Hedland has unique and diverse assets and the airport presents an ideal opportunity to showcase what Port Hedland has to offer.

For tourists the quintessential Port Hedland experience will heighten the excitement and expectation of the journey ahead. For non-residents and business visitors it will facilitate appreciation of the place and encourage them to further connect with Port Hedland. For residents, a recognisable, authentic experience will be a source of pride.

The nature, culture and stories of Port Hedland will be expressed through various means throughout the airport, so that the multifaceted essence of Port Hedland can be experienced as a whole, and new discoveries can be made at each visit.

RECOMMENDATIONS



1.1 Engage an innovative architectural team to develop a design in response to the Place Plan and related functional design brief.



1.2 Reference the Pilbara's magnificent landscapes through form, materials, texture and colours of architecture. For example:

- using rocks, soils and plants in landscape treatments;
- incorporating patterns and motifs into wall and pavement treatments;
- placing windows to capture the sky and sunsets;
- colour schemes that represent the distinctive colours of the landscape.



1.3 Provide a generous verandah on the landside of the terminal shielding the sun and expressing North West's building vernacular and appreciation of outdoor leisure.



1.4 Integrate heritage interpretation, storytelling and memorial into landscape and architecture of terminal, including:

- Interpretation of important chapters in local aviation history through large format photographs and potentially artefacts (see plan in Section 7.5);
- Curate and nurture Indigenous gardens with interpretation (see plan in Section 7.5);
- Partner with RSL to create an appropriate memorial to the bombing of the airport in World War II at an appropriate outdoor

location;

- Commission local artisans to make children's toys for the play areas on the theme of turtles and mining (e.g. hand-carved wooden mining machines, turtle shaped soft furniture);
- Name the airport and tenancies with historical local references (e.g. Charlie's bar);
- Investigate opportunities to present stories from the Report of the South Hedland Kariyarra Cultural Interpretive Signage Project by Anthoropos Australis and Hedland Voice by the Port Hedland Historical Society and the Town of Hedland.



1.5 Commission Indigenous and non-Indigenous artists with links to the region to produce artworks for Airport arrival and lounge areas.

Artworks by Indigenous artists should be a prominent feature of the airport.

Recommended opportunities include:

- Suspended artworks in the domestic and international arrivals

- Artwork on the walls in the Arrival area

- The external garden in the plaza

- Decorative glass wall between the concourse and departure lounge



1.6 Retain the existing artwork (at the baggage collection area) and relocate to an appropriate site in the terminal, potentially behind the new baggage turnstiles.

1.7 Provide exhibition space for changing community exhibitions in an accessible location.

The exhibition space should be incorporated into wall space in the concourse area without any enclosure, so that it can be viewed easily.

Historical exhibitions should be managed by Council's local history librarian presenting images, artefacts and information related to the airport, Port Hedland and the Pilbara.



1.8 Partner with local primary schools to involve school children in the development of an illustrated portrait of Port Hedland. The artwork could be exhibited in the exhibition space, and/or showcased in a unique and fun way such as on security check trays.



1.9 Provide indoor and outdoor native gardens to evoke a sense of the Pilbara landscape to create visual connections between inside and outside, and to soften the interior spaces.



1.10 Reintroduce the popular blue tongue lizard as a mascot of the airport, by incorporating a new enclosure and sponsoring airport staff or community volunteers to care for it.



1.11 Partner with mining companies to commission local artisans to produce playful objects and games. For example:

- A giant egg timer (referencing the salt mound) in the departure lounge that can be turned over to time a particular game or challenge.
- Placing a dummy iron ore pile on the baggage carousel (mimicking iron ore conveyers).



PLACEMAKING DIRECTION 2.

CREATE SPACIOUS, COMFORTABLE AND FLEXIBLE AREAS FOR MEETING AND RELAXING

As most time at the airport is spent waiting, sufficient and comfortable seating is of paramount importance.

A welcoming and generous space with distinctive offerings will invite not only travellers but also residents to make the airport their regular destination for meeting, socialising and even for education and entertainment.

RECOMMENDATIONS



2.1 Provide a generous common space in the pre-security area for families and friends to mingle with passengers before departure. The common area should be edged with F&B retail, exhibitions and community information and have toilets and amenities nearby.



2.2 Incorporate large windows and high ceilings to create a sense of space and light, and to create a visual connection with the outside landscape. A generous, welcoming space reflects the open attitude of Hedlanders.

Provide large windows in the south façade and centre of the airside wall to enable plane watching from the departure lounge, as well as glimpses from the concourse areas.

2.3 Provide clusters of comfortable seating in a variety of styles in the departure lounge to enable quiet reading as well as group gatherings.



2.4 Provide a semi-enclosed space, with bench, tables and chairs, for meetings of up to 8 people in the departure lounge / concourse area.

2.5 Provide a shaded outdoor verandah along the full extent of the north façade with plants and seating in three distinct areas: the central plaza (for dining and gathering), the eastern and western ends (for smokers).

The shaded outdoor space would be a place both passengers and non-passengers can enjoy, befitting the Hedlanders' outdoor-loving lifestyle.



2.6 Provide an indoor-outdoor garden in the departure lounge.

The garden should be lush with vegetation with heritage interpretation as well as have comfortable seating and potentially a water feature.



2.7 Provide areas for children's play in the central concourse area and the departure lounge.

Designate play spaces (preferably two, approximately 10m²) and provide bespoke toys and furniture (see recommendation number 1.4 and plan in Section 7.5). These could potentially be combined with exhibition and pop-up space.



2.8 Provide an outdoor bus lounge in the carpark with covered pedestrian links to improve passenger comfort and soften the first impression of a hot landscape.



2.9 Provide a games corner by installing a jukebox, foosball and pinball machine, for low cost entertainment of travellers.



2.10 Establish a small book exchange of pre-loved books (second hand), in consultation with Port Hedland library, to compliment the adjacent retail.



2.11 Provide a discreet smoking area outside at the eastern and western ends of the plaza.



2.12 Provide two separate spaces for food and beverage consumption, to enable choice of social options.



PLACEMAKING DIRECTION 3.

QUALITY FOOD AND LOCAL PRODUCTS ARE CONSISTENTLY AVAILABLE

Distinctive quality food and retail experiences can make the airport and the whole trip memorable by showcasing what Port Hedland and the Pilbara have to offer.

RECOMMENDATIONS



3.1 Ensure that retail operators in the terminal stock and promote quality, locally made gifts and produce.

3.2 Create affordable opportunities to showcase local products and produce by initiating and managing a revolving program of pop-up shops.

3.3 Ensure that at least one operator stocks convenience items for passengers.



3.4 License a mobile food truck to operate in the carpark during peak periods.

3.5 License a coffee cart to operate in the departure lounge during peak periods, preferably managed by a local operator who has a business or café in town.



PLACEMAKING DIRECTION 4.

CONNECTING WITH PORT HEDLANDERS, WITH WHAT'S HERE AND WHAT'S HAPPENING

As a gateway, the airport needs to provide basic information about Port Hedland that is both practical and inspirational.

RECOMMENDATIONS



4.1 Provide tourist information in a prominent location in the arrival area, including:

- A large scale map of Port Hedland and the surrounds with key destinations
- Tourist maps and takeaway tourist pamphlets, with information about local history and key destinations in and around Port Hedland.



4.2 Provide up-to-date information about the town including:

- A community billboard with information about what's happening in town. The billboard could be both physical and digital to cater for various audiences.
- An online bulletin or facebook page to promote various airport offerings as well as activities in the town and region.
- Regular briefings to airport customer service staff, car rental and taxi companies about what's on in town.



4.3 Initiate and manage a programme of pop-up shops and displays to bring in changing experiences and promote small businesses in Port Hedland and the region.

Make available a small space with services in the concourse or the departure lounge to host these pop-up shops. The space could be used not only for small retail but also for community events and promotions related to the Pilbara calendar of events.



Photographer: Samantha Bell

4.4 Support a program of community events and activities in the carpark on weekends. For example events such as Suitcase rummage markets / car boot markets, pop-up drive-in cinema, produce markets, jazz under the stars and band rehearsals / concerts would be particularly suitable for this location and car park setting.



PLACEMAKING DIRECTION 5. IMPROVED FACILITIES AND OPERATIONS

A clean, efficient and hassle-free experience is fundamental to passenger satisfaction. Investing in small improvements can have a significant effect on passenger experience.

RECOMMENDATIONS



5.1 Provide shower and change room facilities for non-resident workers.

5.2 Provide a baby change area in toilets.

5.3 Provide free WiFi and several power points for passengers use in departure lounges.



5.4 Provide next-generation check in systems and roaming customer service.



5.5 Provide baggage trolleys and racks in the carpark.

5.6 Operate a regular shuttle bus service into the Port and South Hedland.



5.7 Include solar power generation as a power source for the terminal.



5.8 Collect rainwater from the terminal roof and store for use on gardens.



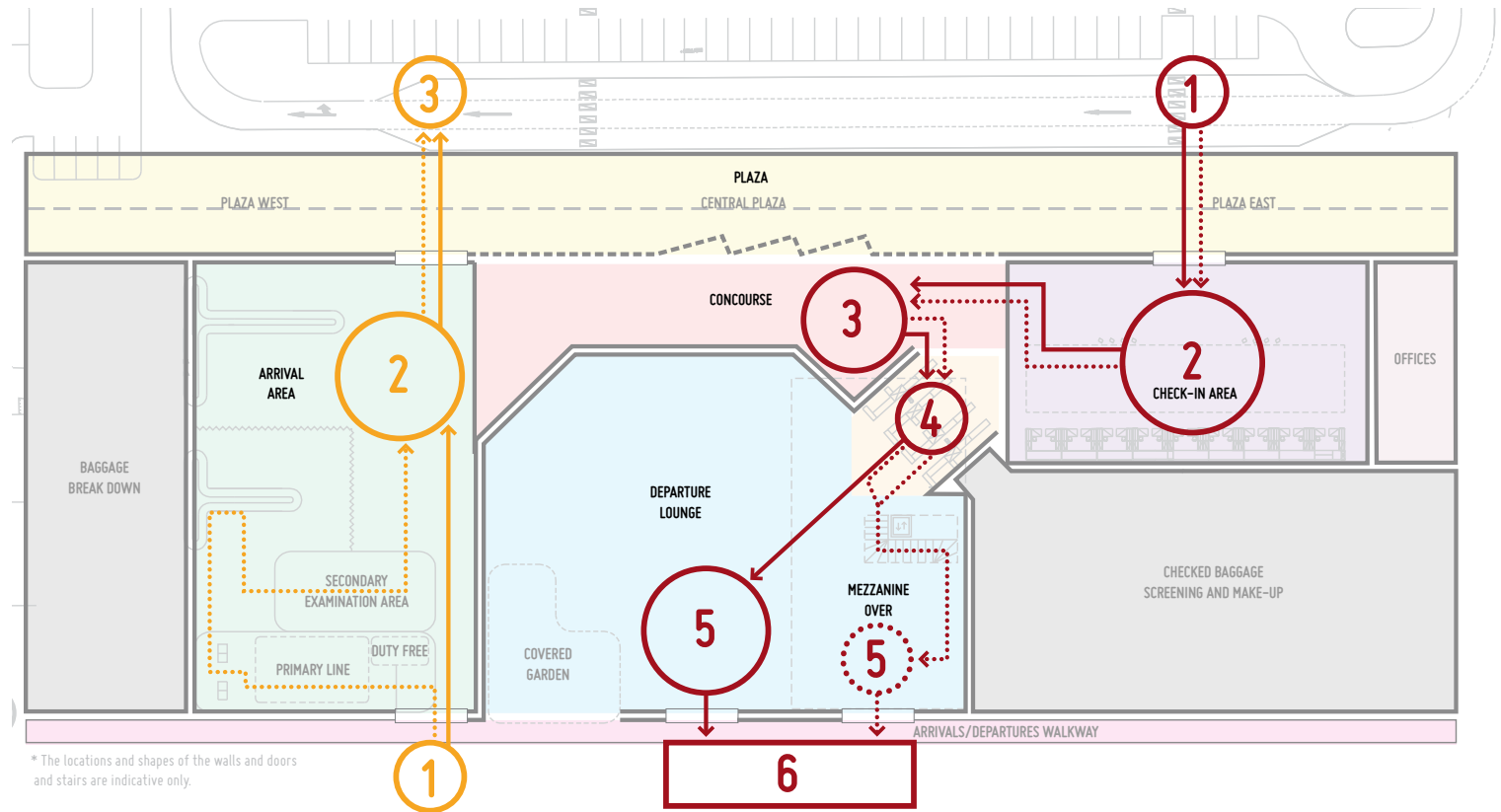
5.9 Collaborate with organisations such as The Care for Hedland Environmental Association to implement recycling programs.



Photographer: Kessner Photography

7.2 AIRPORT JOURNEY

The following plan illustrates three fictional journeys through the redeveloped Port Hedland Airport. The journeys are from the perspectives of a visitor to Port Hedland arriving at the airport, a Port Hedland resident departing from the airport, and a nonresident worker departing from the airport.



ARRIVAL

-➔ ARRIVAL INTERNATIONAL
- ➔ ARRIVAL DOMESTIC

- ① ARRIVE AT AIRPORT
- ② COLLECT BAGGAGE
- ③ LEAVE TERMINAL

DEPARTURE

-➔ DEPARTURE INTERNATIONAL
- ➔ DEPARTURE DOMESTIC

- ① ARRIVE AT THE AIRPORT
- ② CHECK-IN AND BAGGAGE DROP OFF
- ③ LOUNGE IN THE CONCOURSE
- ④ SECURITY SCREENING
- ⑤ RELAX IN THE DEPARTURE LOUNGE
- ⑥ DEPARTURE

AIRPORT JOURNEY

ARRIVAL



1. Arrival at the airport

Smooth landing and walk onto the tarmac. The Pilbara's sun is strong but the luckily the shade is not far away. Beautiful artworks along the corridor and arrival hall make me feel welcomed and excited about the trip ahead.

2. Collect baggage

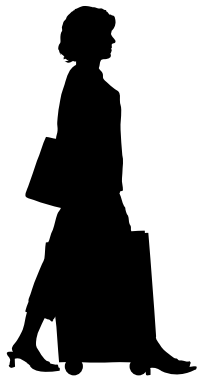
While waiting for the baggage I look at the map on the wall, pick up some tour brochures and check out the community billboard to find what's happening in town this week – the market is on tomorrow!

3. Leave terminal

I find my friends waiting with cool drinks at the plaza. We haven't seen each other for a long time!

The plaza is convivial with people enjoying their early evening drinks and children are happy playing nearby.

After an easy walk to the car, we drive off to see the turtles on the beach before dinner.



A traveller visiting a friend

AIRPORT JOURNEY

DEPARTURE 1



Port Hedland family

1. Arrival at the airport

I find a car parking spot under a tree canopy and enjoy a comfortable stroll to the departure hall. The iconic architecture welcomes us in.

2. Check-in and baggage drop

The flight information is visible as soon as I enter the door. Easy self check in and baggage drop-off. Friendly staff assists me with the oversize bag. Children are sitting on the nearby bench while they wait.

3. Lounge in the concourse

We enjoy coffee and snacks and conversation with family members who came to see us off. We sit outside to take in Port Hedland's warm air. Children are happy playing with diggers and lizards.

On the way to the security, I pick up some locally made jam as a souvenir and have a peek at this month's exhibition: amazing photography from the Pilbara's national parks.

4. Security

The security is smooth with no queue. Children's drawings on the security trays make me smile.

5. Relax in the departure lounge

The departure lounge is spacious and bright. We find comfortable seats and make it our base. Children enjoy exploring the garden space and I pick up some books for the flight in the book exchange library.

6. Departure



Boarding on time. As we line up for the queue we look back towards the concourse and wave to our family on the other side the glass wall. See you in two weeks!

AIRPORT JORNEY

DEPARTURE 2



Non-resident worker

1. Arrival at the airport

I get dropped off from the bus at the bus parking. The flight is an hour away, so I linger at the bus stop and enjoy a cigarette and chat. The landscape and seating make this place a great gathering spot.

2. Check-in and baggage drop

Check-in was done on mobile so I can drop off my baggage straight away.

3. Freshen up and shop

Quick shower to wash red dirt off and feel refreshed before the flight. I wind down from the day with a beer and a bite.

On the way to the security, I pick up locally made beef jerky for the kids at home.

4. Security

Smooth security even at the peak hour.

5. Relax in the departure lounge

The departure lounge is busy but there are still enough seats to choose from.

My colleagues are in the Qantas lounge but today I just sit in the departure lounge to spend some quiet time, reading and checking emails.

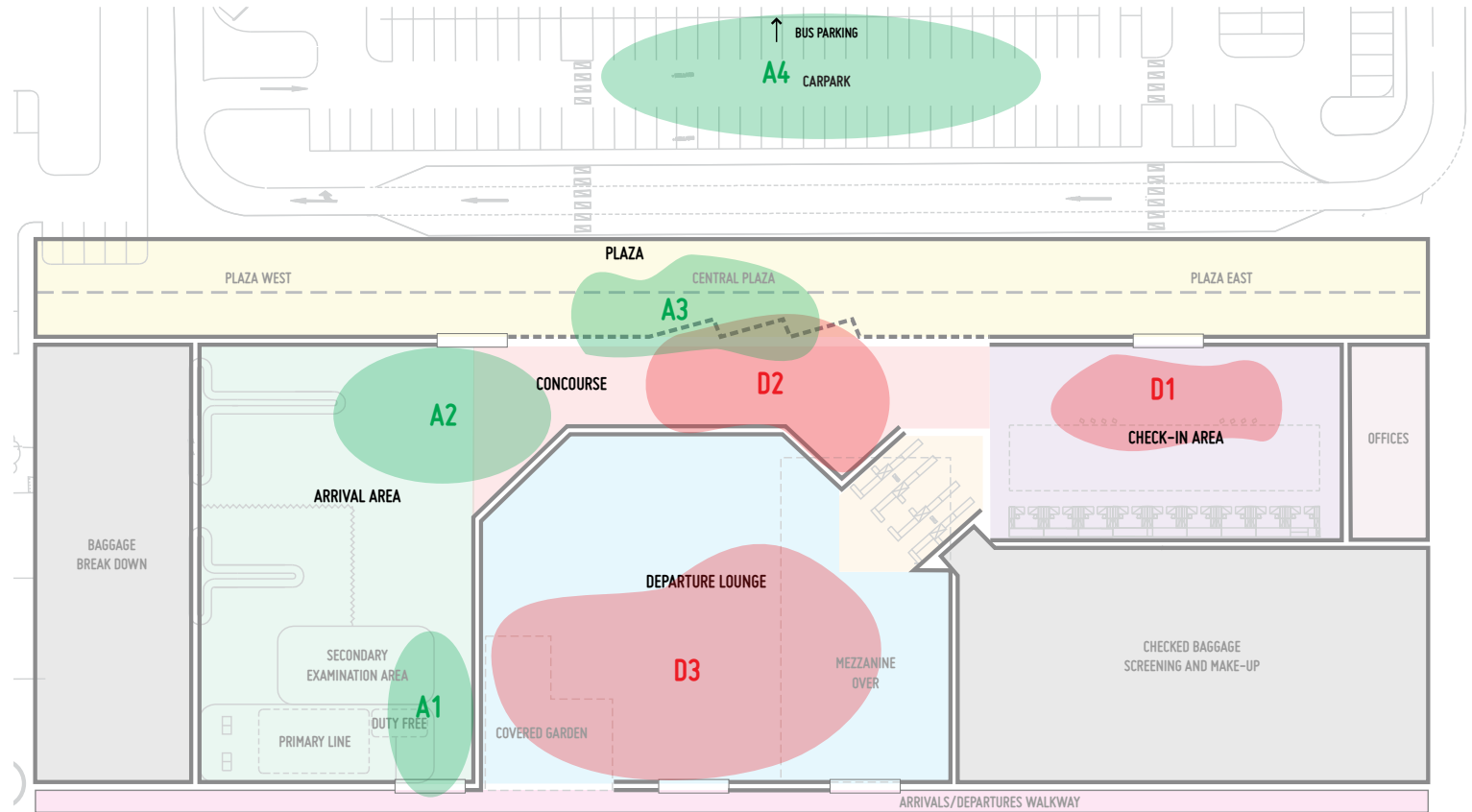
6. Departure



Boarding on time.
Sit back and relax.

7.3 AIRPORT EXPERIENCE

The following annotated plan describes the experience at different area within the terminal, including specific potential activities.



* The locations and shapes of the walls and doors are indicative only.

D1. CHECK-IN



The check-in area welcomes passengers with open and legible layout.

Check-in is effortless, assisted by well-located flight information, self check-in counters and friendly customer service staff. There are plenty of comfortable seats available for resting and last-minute reorganisation of baggage.

The toilets are placed in a discreet location away from the social activities, and are equipped with baby change rooms for travellers with children and showers for non-resident workers.

Toilets are also accessible from outside the building.

D2. CONCOURSE



This central communal area is spacious and light, and bleeds out to the outdoor plaza. It also enjoys views to through the departure lounge to the airside windows.

The space is packed with a variety of activities, including a café, shop and play space. Curated exhibitions and pop-up shops reflect the abundance of local talent, and add variety over the course of the year.



Sonya Edney with her work in the 2013 Hedland Art Awards. Photographer: Samantha Bell

1. A QUICK BITE

The airport café offers fresh food with a local favourites including the steak sandwich a la Esplanade.

The café opens out onto the landscaped plaza, enabling WA style outdoor dining experience.



2. PLAY

Located adjacent to the concourse café, the play area is a favourite place for families travelling with children as well as occasional mothers groups who use the airport as a meeting place.

There is no fencing necessary due to the visual proximity to the lounge area where parents relax in comfort.

Turtle themed soft furniture provides an opportunity for children to engage in imaginative play.



3. LIZARD LOUNGE

The lizard lounge is literally a lounge with a lizard. The old favourite resident of the Port Hedland airport is back and welcomes visitors to the airport.



4. CONVENIENCE AND SOUVENIR SHOPPING

The shop is conveniently located near the security for last minute convenience and souvenir shopping. In addition to magazines and travel products a selection of locally made products is on offer for unique gifts and souvenirs.



Photographer: Samantha Bell

5. SHOWCASE CORNER

A small corner is dedicated to showcasing the history and creative talents of the Port Hedland and Pilbara communities.

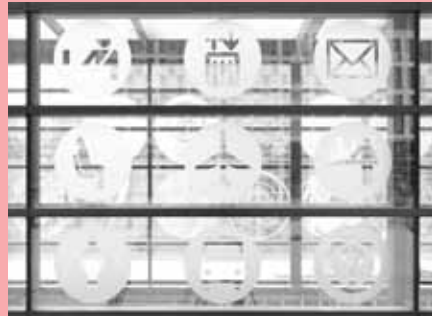
The flexible space is also used to house exhibitions and pop-up shops.



6. VIEWING THROUGH THE GLASS WALL

The large glass wall between the concourse and departure lounge enables passengers and their friends and families to maintain visual contact through the final stages of departure.

The decorative glass wall is designed by artists from the region.



Artwork by Matt Mullican at Berlin Brandenburg Airport
Photographer: Alexander Obst/Marion Schmieding

D3. DEPARTURE



The departure lounge is spacious with high ceiling and large windows, and alive with colours of the Pilbara. Heritage interpretation integrated into the wall design provides further appreciation of Port Hedland.

The space feels more like a lounge than an 'airport lounge' with various comfortable seating options and a semi-outdoor space. Passengers spend their waiting time as they like – enjoying a drink and a chat, catching up on business on live, quietly reading or watching the planes take off.

1. AN OASIS OF BEAUTIFUL GARDENS

The cool green of the indoor / outdoor gardens have interpreted Indigenous plants and plenty of seating.

At the other corner, play opportunities such as foosball or jukebox allow passengers to make some noise and have fun.



2. PLAY AND READ

A small section of the lounge provides diversions to waiting passengers.

The play experience is uniquely Port Hedland style, with mini mining machinery handcrafted in timber and animal inspired soft furniture.

The small bookshelf houses pre-loved books of other travellers. Books can be taken away on the plane and returned or swapped.



A1. ARRIVAL

Arrival provides memorable first impressions of Port Hedland. Arriving passengers are welcomed with striking impressions of landscapes and images of Port Hedland.

Beyond the custom and baggage collection, the space opens up to create a sense of shared third space, owned by the community.

1. ENTRY

Walking through the arrival corridor passengers encounter magnificent artworks by Indigenous artists welcoming visitors to country.

International travellers can enjoy the duty free on the way out.



Artwork at Narita International Airport Arrival Concourse
Photographer: Forward Stroke

A2. FINDING INFORMATION

Near the baggage collection carousels, a wall presenting a large map of the township indicates key destinations and landmarks. Various maps and tourist information are available and a community billboard is packed with information on what's happening in town.



A3. PLAZA

The Plaza is a well-shaded outdoor space that accommodates various activities, including circulation, taxi pickup and drop-off, resting and dining.

Seated smoking areas at the end of the plaza east and west ensure separation of dining and smoking.

1. RELAX AT CENTRAL PLAZA

The central section of the plaza is an active gathering area, with service from the cafe and ample seating. The shade, landscape and public art evoke the natural beauty of the area.



A4. CAR PARK

The car park is logically arranged, and the pedestrian paths well marked and shaded. Trees provide generous shade over parked cars.



1. BUS PARKING

The bus parking zone in the middle of the carpark has comfortable seating, shading and landscaping. Green climbing vines soften the harshness of the car park.

2. ALTERNATIVE USES

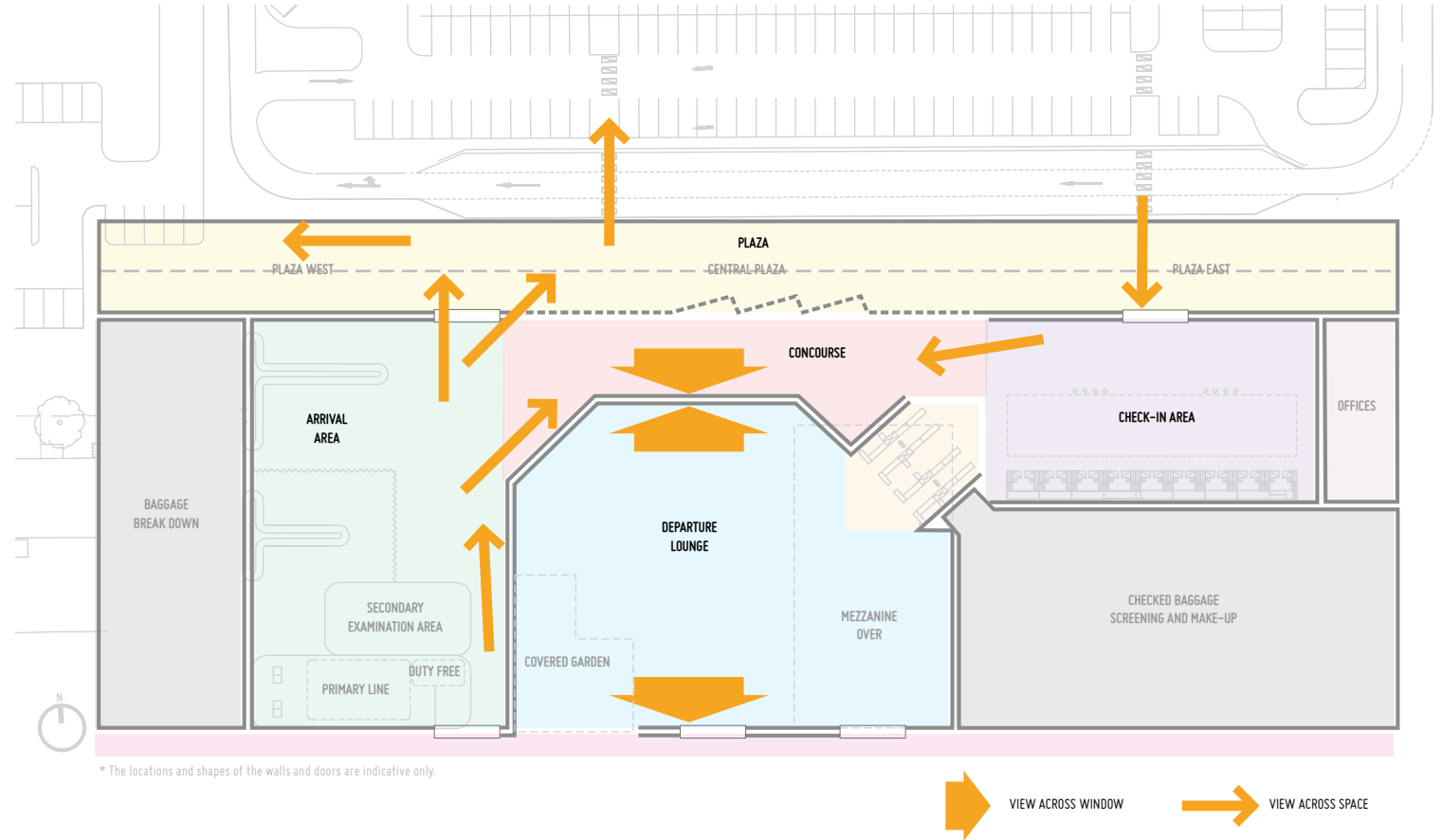
In quiet, low traffic periods (weekends) the space regularly becomes a place of gathering

with markets, pop-up drive-in cinema and live music events. People from town come not to fly out but to enjoy the open air and convenience of a central location midway between Port and South Hedland.



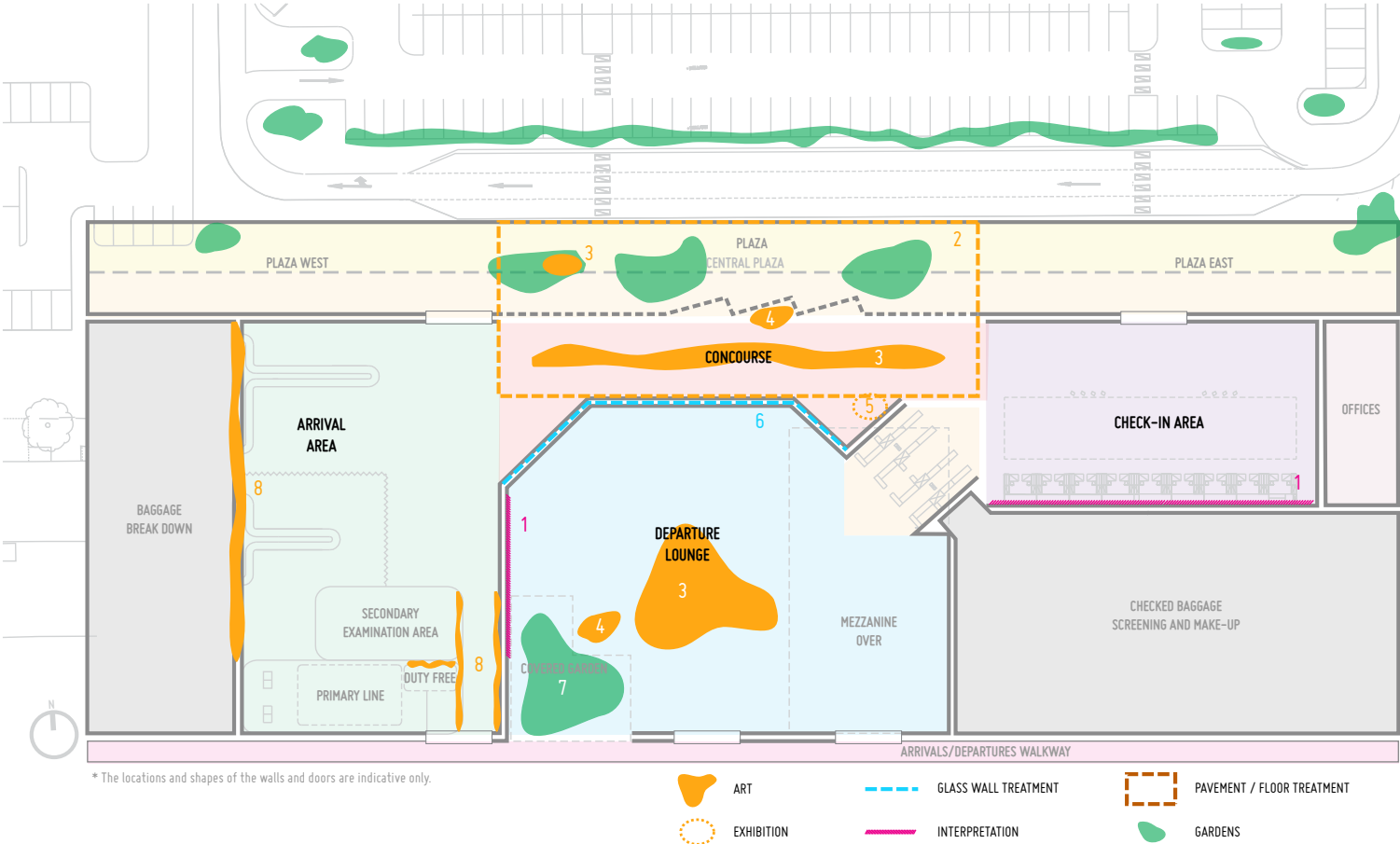
7.4 VIEW LINES

The following plan shows the important visual connections that need to be retained.



7.5 ART, GARDENS AND INTERPRETATION

The following plan indicates approximate location zones for art, gardens and interpretation.





Pearl Necklace artwork by Olaf Nicolai
Photographer: Alexander Obst/Marion / Schmieding Berlin
Brandenburg Airport

1. INTERPRETATION

The aviation history of Port Hedland is presented in large format photographs and text.

2. PAVEMENT / FLOOR TREATMENT

The central plaza and the concourse are connected through the same pavement / floor treatment, featuring the landscape and water of the Pilbara in subtle patterns and motifs.

3. ART

Commissioned artworks explores themes of oases, flight, energy and community, appearing within the gardens in the Plaza and suspended from the high ceilings of the concourse and departure areas.

4. PLAYFUL FURNITURE

The play area features turtle shaped soft furniture designed by an artist.

The handcrafted mining machinery is another popular play element for children.

6. EXHIBITION

A changing program of exhibitions are curated by the Town's library and captures the interest of travellers as well as residents.

6. GLASS WALL TREATMENT

The large expanse of glass wall between the concourse and the departure lounge is a carefully articulated structure with finely crafted detail by local artists

7. COVERED GARDEN

Indigenous plants in the covered garden introduce the culinary tradition of the Pilbara's Indigenous people.

8. ART AT ARRIVAL

A stunning artworks by Indigenous artists welcome the visitors into the terminal.

7.6 WEEKLY CALENDAR

The indicative weekly calendar shows the daily rhythm of activity at the airport terminal - different activities on each day.

The icons indicate how busy the activity might be on a specific day.

	SUN	MON	TUE	WED	THU	FRI	SAT
TRAVELLING							
EATING • breakfast • lunch • snacks							
BUSINESS MEETING							
PLAY GROUPS							
EXHIBITION							
CARPARK EVENTS • music • markets • drive-in cinema							

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