

NED KELLY ALIVE



Summary of report

Monday 20 August

Overview

- The Ned Kelly Alive Report was commissioned and funded by Regional Development Victoria.
- Tourism North East managed the administration of the report process. Earthcheck is the consultancy that prepared the report.
- In preparing the report Earthcheck consulted with Councils, Regional Development Victoria, Tourism North East, police representatives, Kelly family representatives, Burke Museum and Historic Precinct Manager, Old Beechworth Gaol representatives, Glenrowan town representative, Kelly collection representatives.
- Indigo Shire Council was a project stakeholder alongside Mansfield Shire, Benalla Rural City, Rural City of Wangaratta and Indigo Shire Council.
- The Ned Kelly Alive report will be the basis for applications for funding to the State government.
- The report recognises Victoria's High Country region as the home of the Kelly story. It recommends ways to tell the Ned Kelly story in a bigger and bolder way to attract increasing numbers of visitors.

Projects in Beechworth

- The report outlines two projects in Beechworth (amongst others across the region including Benalla, Glenrowan and Wangaratta).
- Both Beechworth concepts are recognised as delivering excellent returns; based to a large degree on the fact Beechworth boasts significant existing buildings deeply connected to the Ned Kelly story and is well placed to build the visitor economy.
- Beechworth already has the best original historic buildings perfectly suited to tell both the Kelly story and stories associated with judicial administration, justice and policing during the times of the Kelly gang and family.
- The Ned Kelly Alive report talks about new and innovative ways to tell the Ned Kelly story and revitalise the Beechworth Historic Precinct with an immersive interpretation of the Kelly Gang and family's trials at the Beechworth Courthouse. This would involve a mix of storytelling techniques including contemporary audio visuals, static displays, re-enactments, tours, and the historic fabric of the original buildings themselves.

Project costs

1. The Kelly Experience at the Old Beechworth Gaol

The Old Beechworth Gaol has committed, in-principle, \$1.5 million of the \$3 million project cost pending State Government support for the remainder.

The Ned Kelly Alive report recommends the first phase: \$3 million (\$7 million is for the full 3-phase Kelly development)

2. Beechworth Courthouse Activation

Implementation cost:

The Ned Kelly Alive report recommends \$1 million for this project.

Return on Investment:

58,000 visitors per annum generating a total ongoing impact of \$7,333,000.
Benefit to cost ratio 5:1

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Investment scenarios

The report outlines three investment scenarios:

High investment scenario

- Old Beechworth Gaol Kelly Experience
- Beechworth Courthouse Activation
- Glenrowan viewing tower and siege site experience
- Marketing and promotion
- Benalla Art Gallery

Medium investment scenario (recommended):

- Old Beechworth Gaol Kelly Experience
- Beechworth Courthouse Activation
- Glenrowan viewing tower and siege site experience
- Marketing and promotion

Low investment scenario

- Old Beechworth Gaol Kelly Experience
- Beechworth Courthouse Activation

Benefits to Beechworth

- Increasing visitation to the Beechworth Historic Precinct from 35,000 to 100,000 visitors a year.
- Providing a much bigger and bolder story telling focus - stories that are authentic and are inherent to the historic buildings themselves and the events within them.
- Creating new jobs both in tourism and most other industries in Beechworth including hospitality, infrastructure and services.
- Attracting multiple generations who respond to a variety of tourism experiences and have a passion for arts and culture.
- Using the skills and passion of current and future volunteers, who have been a part of the heritage story telling for many years.



Ned Kelly artefacts

- The Ned Kelly collection is made up of about 100 items and 90 per cent are privately owned.
- It includes many rare items such as Sidney Nolan's final painting Shot, Ned Kelly's rifle, as well as original photographs and documents.
- The founding team behind the Ned Kelly vault are keen to expand the exhibition space and visitor experience of this world-class collection, and relocating it to the Old Beechworth Gaol as part of the Kelly Experience concept is a great way to ensure that the collection stays in Beechworth. This would also free up the sub-treasury building to tell the story most connected to the building; Beechworth's gold history.

To view the report visit tourismnortheast.com.au/reimagining-ned-kelly/