

Signature Experience C— Ned Kelly Interpretive Centre

Find a remarkable new part of the Story

Discover one of the many hidden gems within the Kelly story that help to make this tale truly remarkable.

Signature Experience Snapshot

Concept

Ned Kelly Interpretive Centre

Implementation Cost

\$15 million

Ongoing Operational Cost

\$3 million per annum including Maintenance, Wages, COGS, Utilities and Marketing

Return on Investment (ROI)

Additional 75,000 visitors generating a 3% ROI in the first year

Concept Description

The Ned Kelly Interpretive Centre based in Glenrowan, will allow the visitor to step directly into history. Using an exciting mix of museum artefacts, high-tech experiential displays, contemplation spaces, educational programs and research resources, visitors will explore this iconic story through displays that bring the story to life, demonstrate the heritage of the area, and provide a real sense of the times (mid-late 1800s).

Visitors will start the journey with a story-card of a real historical person and see the story through their eyes. Before leaving, visitors will have the chance to register an opinion on this iconic and often

controversial part of our country's history.

An Australian-first, with contributions from the descendants of all key players -family, sympathisers, policemen – the Ned Kelly Interpretive Centre is a unique living history experience.

Visitor Economy Outcomes

Under a medium visitor scenario of 75,000 (30% of new visitors) this concept will lead to an additional stay of 0.3 days, creating an estimated cumulative Economic Impact of \$9,054,215 over 10 years. This will support 6 jobs in the first year of operation and 106 by the 10th year. Year 1 return on investment is calculated at 3%.

Economic Considerations

Current figures indicate the Ned Kelly Interpretive Centre could attract a minimum of 65,000-85,000 visitors per annum, based on equivalent attractions in regional Victoria. Attractions with a high technology-base require significant re-investment to ensure the technology remains up-to-date and relevant. With a planned investment of up to \$15 million, the centre will require revenues of up to \$3 million per annum to break even and fund the reinvestment in the building and technology to avoid falling behind as other attractions in Glenrowan have done. This level of revenue will be challenging to secure without innovation, strong partnerships and successful events.

A clear Business Plan and Operational framework is in development by the Ned Kelly Centre group separate to this report, which should look to address these items.

Concept Rationale

A purpose-built attraction provides the opportunity to establish displays which include replicas of items that visitors can interact with. The Ned Kelly Interpretive Centre could be a launch-pad for visitors to the region to explore other Kelly related activities in the region. The concept can also be expanded to consider the general times and history of the region.

Building on the passion of the family members and location near the siege site, the Centre will pull together many of the elements of the Kelly story.

In keeping with the findings about global museum trends (Section 6.3) it will be essential that allowances are made for this experience to be maintained to be on trend and relevant to consumers.

