

5. TOURISM ACTIVITY

5.1 Glenrowan as a Visitor Destination

A major objective of this Masterplan is to provide strategic direction for the development of Glenrowan as a significant heritage tourism destination. Primarily the focus for Glenrowan tourism will be the Kelly Siege Site and the broader Kelly, and regional bushranger story.

It is also important to recognise that Glenrowan is part of the greater north eastern region of Victoria. This region forms the "*Legends, Wine and High Country*" touring region, as defined by Tourism Victoria for the purposes of industry marketing and development. This tourism region is gaining popularity as a Tourist destination. The region is also becoming a well known wine production region, and is home to many other regional produce markets including strawberries and orchard fruit. The region is also the gateway to major Victorian ski resorts.

For reference, a summary of available data on Tourism in the "*Legends, Wine and High Country*" is provided in Appendix 3 of the Draft Masterplan Report. This information reflects the whole region and the importance and value of tourism to the regional economy.

Glenrowan is the keeping place of the Ned Kelly legend. The Siege Site in Glenrowan is considered the most important site associated with the Kelly legend. There is great tourism potential afforded by the authentic re-establishment and interpretation of the Siege Site to make tangible links with the past and to celebrate nationally significant folklore.

Glenrowan as a Town currently attracts about 250,000 visitors per year, a generalised but widely accepted figure based on a local commercial operator's survey rather than regulated monitoring. No definite data is available. Through the strength and significance of the Siege Site, Glenrowan could capture a substantially larger proportion of visitors to this region, and embrace the significant opportunities inherent in 'owning' the *Legends* component of the "*Legends, Wine and High Country*" touring region.

Glenrowan's attraction as a destination is further strengthened by its accessibility, being about 2.5 hours from Melbourne by car, readily accessible for day trippers. It is also an ideal stopping point for visitors travelling between Melbourne and Sydney, and during winter for visitors to the snowfields.

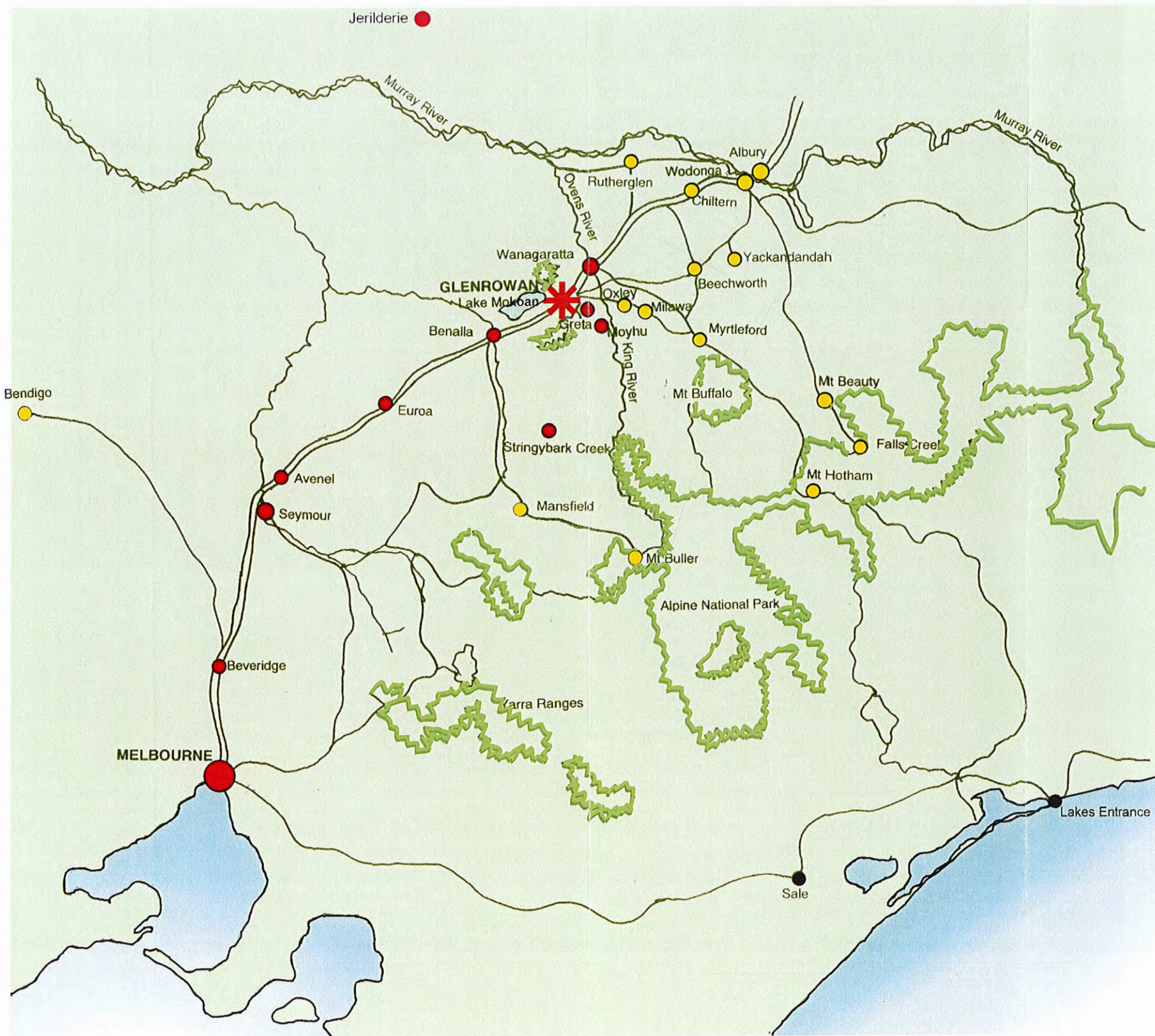
Several towns in this region, such as Beechworth and Bright, have managed to make tourism a focus for their towns. By so doing, these towns have also attracted considerable public and private sector investment to further consolidate their tourism stronghold. On the other hand, Glenrowan, being a tourism destination for over a hundred years, has not managed to capitalise on its brand association with Ned Kelly.

As a tourism destination, Glenrowan's current performance can be measured against key market segments, and tourist travel behaviour measures as utilised by Tourism Victoria. This analysis data is included in full as Tables in Appendix 3 of the Draft Masterplan Report.

From this analysis data, four key market segments have been identified which produce the highest yield and account for 63% of short breaks, 65% of intrastate travel and nearly 70% of all holiday expenditure:

- **Visible Achievement**
- **Traditional Family Life**
- **Young Optimism**
- **Socially Aware**

The importance of providing an experience that meets the expectations of these market segments is critical.



-  TOURISM CENTRE SITE
-  BUSHRANGER TRAIL
-  TOWN WALKING TRAIL

To Mt Glenrowan and Morgans Lookout

To Old Glenrowan sites

GLENGARRY LANE
Recreational Picnic Area
Start of 'Bush Ranger Trail'
(Walking Riding)

Trail Link to connected
Siege Sites - Site
where rail was lifted

FOSTERS LAKE
Recreation and picnic Area
Redevelop parking, increase
visitor facilities.

SIEGE PRECINCT

RECREATION RESERVE
Incorporating playground and
other recreational, community
facilities, public amenities.

Site for Tourism Centre
incorporating
Interpretive centre and
Exhibition space,
Visitor facilities

To Greta and
Moyhu



Observations from site visits, local knowledge, and research suggest the existing Glenrowan product is "off target" to the needs and expectations of these critical identified market segments and currently more appealing to the fragmented lower spending segments that travel much less frequently. While the Town currently receives up to 250,000 visitors a year, the visitor experience is limited and satisfaction low.

In short, the factors attributing to the low product appeal, visitor perceptions and low visitation of the key market segments are:

- Low visitor experience due to:
 - poor presentation of the Siege Site and lack of interpretation
 - limited visitor amenity
 - limited commercial amenity and variety
- Undeveloped Town environment
- Limited range of support activity (nature based, recreation, cultural, food and wine, entertainment)
- Limited range of support attractions (events, shopping experiences)

The Masterplan proposals aim to redress these limitations, preserve and protect heritage values and thereby provide the directions for stimulating a stronger tourism interest from a broader market segment.

5.2 Tourism Potential of the Masterplan Options

The specific opportunities outlined in the Masterplan support the key Tourism objectives for Glenrowan, being the provision of a higher quality visitor experience, raising the profile of Glenrowan as a visitor destination, and broadening the visitor market. These proposals involve interpreting the Kelly story via several attractions and amenities in the Township to provide a greater stimulant to reinvestment in town infrastructure and building generally (in keeping with appropriate design guidelines). The total visitor experience to Glenrowan will embody:

1. High Visitor Amenity at Glenrowan

The opportunities presented in earlier sections for new infrastructure, transport, streetscape, and visitor facilities, are aimed at strengthening the amenity of the Town, and increasing its viability. A vibrant, attractive Township will underpin Glenrowan's attraction to Visitors. It must also be reiterated that the Town should continue to function as a contemporary Town servicing a community, as well as supporting and showcasing a national icon.

The development of new commercial and retail facilities in the main commercial precincts, offering a wider variety of services, will also underpin the viability of the Town.

In summary the opportunities within the Town that will provide high visitor amenity, include:

- Safe, accessible path network
- Pedestrian friendly main street (eg. traffic calming, safe crossing points, centralised facilities)
- Streetscaping (street trees, furniture, lighting)
- Carparking, bus and caravan parking
- Visitor facilities including public toilets, picnic areas, viewing areas etc.
- Clear directional signage and specialised interpretive signage to ensure that Glenrowan is accessible and easy to travel around, as well as providing a high level of interpretation

2. Reinstatement of Siege Precinct and On Site Interpretation

The key to providing a unique and high quality visitor experience in Glenrowan lies in the authentic interpretation of the Siege Site and Precinct. This reinstatement must be done sensitively and in accord with historic evidence, to ensure authenticity. Connections must be made with the many other important sites in the day of events, to ensure a rich experience. The opportunities presented in the Heritage section outline the initiatives for re-establishing the Siege Site.

Given the nature and level of significance of the various sites at Glenrowan, it is appropriate to consider any interpretation of the sites at a level of national cultural and heritage significance. In this regard each site, as far as is feasible, should tell its own story with interpretation for visitors being limited to the minimum (least impact) necessary to provide an understanding of the details of the events. Beyond this the story can be interpreted in more detail and richness through Visitor Centre facilities, and other off-site devices such as oral and audio guides.

On-site interpretation would be simple and not intrusive. Interpretation of the intangible, and past events is often difficult. The introduction of reconstructed elements is intended to provide props and hooks for the imagination of visitors, without trivialising the significance of the site, rather than to provide an actual reconstruction. Without such prompts, it can be difficult for many visitors to experience anything of the thrill and excitement of past events.

However before any interpretation can occur at the Siege Site, the features of the site that are intrusive from a heritage perspective should be removed and the site rehabilitated. Prior to undertaking these works, an archaeological survey of the site should be undertaken to locate any remaining relics e.g. bullets, buttons, buckles etc. and also to accurately pinpoint and/or confirm the location of significant places within the site. By using historic photographs, maps and plans, elements of the Siege Site can be established. Re-establishment of the Site (refer previous sections) can then proceed.

The aim is for visitors to walk the Site and gain some understanding of the Siege. Interpretive signage can be introduced at the significant event sites. The signage can correspond to portable audio tapes and brochure information. The tapes and brochure would be scripted to evoke the Siege events in an exciting and engaging way for visitors and can link back to a broader interpretation at the Visitor Centre. (Audio scripts might include an eyewitness account of the Siege events, a journalist's account for the Melbourne and Sydney papers, the view from overseas (eg London), a post-event forensic investigation by the police or a modern day coroner etc).

3. A Tourism and Interpretive Facility – “The Ned Kelly Centre”

In order to interpret the Siege appropriately and to create a drawcard for tourists, it is essential that a state of the art interpretation centre be provided – the Keeping Place of Kelly Legend. This facility could be a nationally significant facility, showcasing artworks, memorabilia, rare collections; have a research focus, providing state of the art interpretive displays and educational information; incorporate a gallery and library; provide regional tourism information.

It is proposed at a Masterplan level that this facility will provide:

- Tourist Information Centre
- Gallery for artworks and portraiture
- Museum for collections
- Cinema
- Collection and research library
- Visitor amenities – public toilets, café/restaurant, retail and souvenirs
- Exhibition spaces
- Outdoor areas for picnics, viewing
- Potential direct pedestrian bridge connection to the Siege Site

The proposed Ned Kelly Centre could include a small theatre to allow for a specially scripted short orientation presentation about the site, say up to 15 minutes in length. This would clearly set the story of the Siege and the events that precipitated it. In addition, selections of old Kelly and bushranger films from the National Film and Sound Archive may be shown. Short films could be prepared, focussing on the wider Kelly Story from a number of perspectives, such as the view of the police, the Kelly trial process with Sir Redmond Barry, the early life of the Kelly's, other bushrangers, the sympathisers, the opponents, life in north eastern Victoria in 1880, other Kelly sites in Victoria etc.

The armour pieces and guns would be great assets, but replicas may also be appropriate and could be used for visitor interaction, to feel their weight and get some appreciation of Ned's strength and mobility particularly in his wounded state during the Siege.

Elsewhere there could be a Museum component incorporating authentic archival material. Ned: The Exhibition, at the Old Melbourne Gaol might provide the basis of such a museum exhibition if owners of private collections were willing to place items on permanent or long-term loan.

Any museum exhibition should retain some core collection items, preferably those of local relevance, and ideally should also include changing components as part of an ongoing research project. This might include items lent by major galleries and museums and might explore such topics as nineteenth century weapons, Kellyana, Kelly in art (e.g. Nolan paintings). Where necessary high quality reproductions could be used, such as for the Nolan paintings, where loan is not feasible.

Any museum exhibition would need to have an appropriately qualified curator and safe, moderated showcases, with exhibition techniques of the highest standard and security. Similar exhibition models that might be emulated (though not necessarily copied) include the Federation exhibition at Bendigo and some aspects of Sovereign Hill. To house a museum, the building would need to accord with accepted museum standards with regard to building environment, access, including disabled access, Building Code of Australia etc.

Associated merchandising should be of high quality and preferably not compete with what is already commercially on offer in Glenrowan. Local produce and wine may also form a retail component or be served in a café.

The Kelly Centre should include a research area providing access to various research collections and internet sites on-line. In addition, computer access would provide more detailed audio-visual programmes on the Kelly gang or other related topics such as blacksmithing, gunsmithing, the railway, nineteenth century Glenrowan etc. The Legend Wine and High Country region should figure prominently, in providing regional tourism information and connections.

In terms of building design and location, a site in the Town centre is suggested due to its proximity to the Siege Site, central location, accessibility and the availability of land. The building design should be unobtrusive and not dominate the Siege Site while being sufficiently recognizable as a major interpretation and Visitor Centre. Any new building should be of contemporary design and also respond to its immediate landscape so that it is recessive but not invisible in any views to it, leaving the surrounding 'Kelly Country' landscape to dominate.

As a stand alone facility, consideration must be given to the infrastructure requirements of such a major development, particularly in the absence of sewerage to the town and limited water capacity. Further investigations into on site waste water treatment, and water availability and storage will determine feasibility, location and size parameters.

4. McDonnell's Hotel - Interpretive Site and Viewing Area With associated Stable Area for Coach and Riding Tours.

McDonnell's Hotel has an important connection with the events of the Siege. The sensitive re-establishment of this site to provide an appropriate interpretive point, as well as an area for elevated viewing of the Siege Site, will reconnect this site with the Siege precinct. There is also an opportunity to re-establish the stables (where the Kelly Gang left their horses) to provide a set off point for a 'bushranger trail' coach tour, walking tour or trail rides.

This is a preferred location to cater for greater carparking volumes, and bus parking to remove the majority of cars from Gladstone Street, and the Siege Precinct.

5. Police Reserve - Interpretive Site and Viewing Area

The Rural City of Wangaratta has reserved the site of the Victoria Police buildings at 11-13 Siege Street, for inclusion within the Siege Precinct. Within the boundaries of the western site is the significant location of the capture site of Ned Kelly.

These sites are proposed to be incorporated into the interpretation and trail connection as part of the re-establishment of the Siege Precinct. There is also opportunity to redevelop the existing buildings to provide an Interpretive Centre, focussing on the Police story and the Aboriginal trackers, and the related events surrounding the search for the Kelly Gang, which precipitated the Siege.

6. Siege Story Walks - Local and Regional

A defined walk would follow the Siege story, connecting the many sites and events of the Siege day. The Trail would by necessity be distinctive in its design and clear in directing travel. Inclusion of sculptural and interpretive elements would be essential, integrated with detailed signage. The route becomes an important connection between the Town centre, the Siege Site and other significant sites, as well as an important Tourist focus.

A series of guided tours (either self guided audio tours, or group tours with a guide) could be developed. Much of the activity at Glenrowan can also be packaged into day tours that compliment other tourist activity within the region, including food and wine connections.

As Glenrowan protects the key site in the legend of the Kelly Gang, and is a Town central to the "Legends" component of the touring region, it is likely that it will act as the 'hub' of the Kelly story, with other places in the story working as the 'spokes'.

Defining a regional route can then make further regional connections along a touring trail.

This could incorporate many sites, a representative few may include:

- Beveridge - where Red Kelly's house is located
- Avenel - where Ned spent his youth, where Red Kelly was gaoled
- Euroa - where the Gang robbed the bank
- Beechworth - where the gang members spent time in gaol
- Lake Mokoan and Baileys Winery - Ned reputed to have worked at the winery and as a stonemason on a property by the Lake
- Glenrowan West - the site of the Kelly homestead
- Stringybark Creek - where the Gang ambushed and killed police

7. Events

The events of the Siege can be the focus of an annual event. It should be a new concept, in synergy with the redeveloped Siege Site, interpretive sites and the interpretation afforded by the Ned Kelly Centre

There also exists an opportunity to provide a regular event (say monthly at Glenrowan) based on the very popular farmers markets that sell predominately organic produce, this could also be used to promote the region.

The weather conditions of the early morning of the Siege events were cold and misty, key elements in the Siege story. These conditions will not prevail on many occasions when tourists visit the site so it may be appropriate to consider the installation of a *son et lumière* experience which could be activated at prime tourist times. A "Son et Lumiere" is an entertainment narrative generally associated with an historic event, with sound and light effects providing the drama.

Similar models as useful reference points are 'Blood on the Southern Cross' at Sovereign Hill, the misty atmosphere of the sculpture garden at the Australian National Gallery in Canberra, and the *son et lumière* at the Red Fort in New Delhi.

8. Sculptural Elements

The significance of the Siege Site warrants national attention and recognition. As such, part of the 'celebration' of the site and interpretation of the Siege story is proposed to be identified through sculptural elements. Potentially, a national competition could be established to promote the re-established Siege Site, through an art and sculpture competition.

5.3 Outcomes of the Masterplan

The key objective of the Tourism initiatives and the Masterplan opportunities expressed above, are the promotion of the town of Glenrowan, with an emphasis on the Siege Precinct experiences and project specific developments and strategic initiatives. The initiatives and opportunities can be expressed by three Outcomes – Level 1, Level 2 and Level 2, as categorised by their immediacy for implementation, cost for implementation (and potential funding sources), and scale of development.

LEVEL 1 OUTCOME

The Level 1 outcomes are primarily concerned with improvements to Town amenity, and the authentic reinstatement of the Siege Site. These proposals provide opportunities and improvements for the community and visitors. These works should be undertaken as a priority.

Level 1 Outcomes can be summarised as:

- **Streetscaping**
 - Road works including the narrowing of Gladstone street and provision of parking zones
 - Footpath and trail system implementation
 - Undergrounding of powerlines in Siege Site
 - Off street car and bus parking
 - Street Tree planting and defined planting areas
 - Street furniture, lighting
 - Broad scale revegetation of site including the recreation reserve and Fosters Lake
- **Town Entries**
 - Landscaping
 - Signage and sculptural elements
- **Siege Site**
 - Authentic re-establishment of the site
 - Powerlines undergrounding
 - Siege Street Closure
 - Lions Park works (removals and relocation of rose garden, picnic facilities)
 - Closure of Gladstone Street service road
 - Interpretation elements
 - Trail system
- **Visitor Amenity**
 - First level interpretation signage
 - First level Tour information (brochure, audio guides)
 - Public toilets (temporary expansion of current facilities, extension of Fosters Lake facilities)

An application has been made to the CSF, under the Broader Community Benefit Scheme, for the Level 1 works outlined above, and illustrated in the Drawings attached in Appendix 7.

LEVEL 2 OUTCOMES

Subject to a feasibility study, Level 2 initiatives provide specific tourist facilities and require larger infrastructure investment.

They can be summarised by:

- **The Ned Kelly Centre – Tourism and Interpretive Centre**
Tourist Information Centre, gallery, museum, cinema
Collection and research library
Visitor amenities
Outdoor areas for picnics, viewing, associated new Lions Park
- **Development of Interpretive Sites**
McDonnell's Hotel
Stanistreet's Station House
Railway Station
Jones' Inn
Police Buildings (Siege Street)
- **Associated Commercial Development (Private Development Initiatives)**
Food and beverage, retail, accommodation
Coach and horse tours

LEVEL 3 OUTCOMES

The Level 3 outcomes are implementation of broad strategic initiatives, major infrastructure and the provision of a major tourist facility.

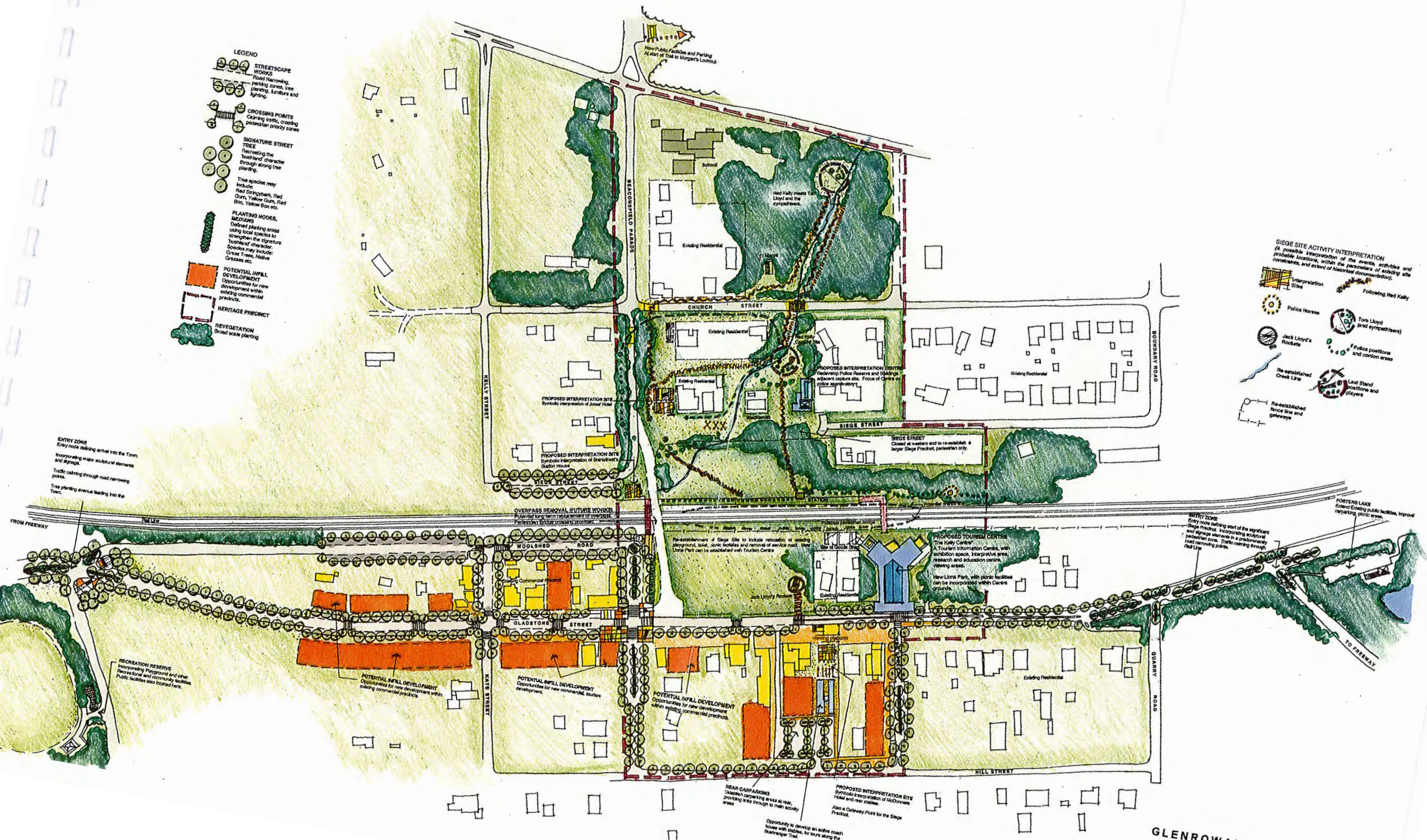
- **Infrastructure Works**
Relocation of Rail overpass
Pedestrian bridges
Rail siding, branch lines
Tourist train service
Reticulated sewerage, increased water supply
- **Strategic Initiatives**
Private sector development
Marketing and regional tourism promotion
- **Level 3 Tourism Centre**
A stand alone, large scale multi purpose centre located outside the Town Centre due to the requirements for independent infrastructure, parking and accessibility. This Centre would be nationally recognised.

At this stage the Masterplan does not propose development of a major Tourism Centre.

Drawing L13 attached, illustrates primarily the Level 1 and 2 outcomes, as provided within the framework of the Town Masterplan.

- LEGEND**
- STREETSCAPE WORKS**
Road narrowing, parking zones, tree planting, furniture and lighting.
 - CROSSING POINTS**
Calming traffic, crossing pedestrian priority zones.
 - SIGNATURE STREET TREE**
Recreating the 'bushland' character through strategic tree planting.
Tree species may include:
Red Gumboots, Red Gum, Yellow Gum, Red Box, Yellow Box etc.
 - PLANTING NODES, MEDIAN**
Defined planting areas using local species to strengthen the signature bushland character. Species may include:
Gum Trees, Native Grasses etc.
 - POTENTIAL INFILL DEVELOPMENT**
Opportunities for new development within existing commercial precincts.
 - HERITAGE PRECINCT**
 - REVEGETATION**
Broad scale planting.

- SIEGE SITE ACTIVITY INTERPRETATION**
(A possible interpretation of the events, activities and probable locations, within the parameters of existing site constraints, and extent of historical documentation.)
- Interpretation Sites
 - Following Ned Kelly
 - Police Horses
 - Tom Lloyd (and sympathisers)
 - Jack Lloyd's Rockets
 - Police positions and cordons areas
 - Re-established Creek Line
 - Last Stand positions and players
 - Re-established fence line and gateways



5.4 Marketing Needs For Glenrowan

In association with the above capital works initiatives, the Masterplanning process addresses strategic marketing initiatives to support the Masterplan recommendations, particularly **the interpretation, information and activity** based recommendations.

It is recognised that for Glenrowan to achieve its rightful position in the Australian Tourist Industry, outside support, assistance and guidance is needed to develop and market its tourism potential. A level of skill and a scale of resource are required which are currently not available to the Glenrowan community. The management of local and regional tourism requires a partnership between all levels of government and private enterprise, working closely to ensure balanced development of tourism in the local and regional area.

To this end, the Rural City of Wangaratta has established a 'Tourism – Future Directions and Council Involvement, Statement of Principles'. This document outlines the Council's objectives in Tourism and Marketing to articulate Council's future involvement in leadership of tourism development.

The tourism and marketing directions recommended in this document are supported by the initiatives of the Masterplan for Glenrowan, namely:

- To achieve economic benefit for the region by:
 - optimising tourism expenditure: and
 - optimising investment in tourism related infrastructure, both public and private
- To provide support and leadership for the development of tourism as an important industry
- To ensure that the beneficiaries of tourism largely meet the costs of tourism

In terms of marketing and promotion, Council's primary role will be to build relationships/networks with peak statewide tourism bodies to ensure that the Rural City of Wangaratta is represented in statewide marketing/promotion campaigns. In terms of built forms, Council's primary involvement will be in development facilitation. The Principles also provide details of Council's commitment to the provision of Information Services, events and festivals and relationships with other Tourism related bodies.

5.5 Regional Benefits of Tourism

Current visitation numbers to Glenrowan of about 250,000 visitors per year, are likely to double in the next ten years to 500,000. With sensitive development and the provision of visitor enhancements this level could reach 750,000. This would provide significant employment and an economic boost to the entire region.

Throughout Australia communities have embraced tourism as a way of providing employment and stimulating regions and towns. The employment benefit is not just in the highly visible front line positions in accommodation and restaurants. Virtually every retailer in every high street derives income from visitors, as do most trade and service providers, as well as professionals. Opportunities will not always be seen merely as the creation of full time positions, as the effects of tourism expenditure will filter through the entire local economy.

Economists calculate that for every dollar of visitor expenditure, the local region multiplier effect is 2.6. This is a common multiplier used by the tourism industry to estimate industry effects. Put another way the existing 250,000 visitors to Glenrowan are currently providing a \$34.5M economic impact within the region, and this figure excludes accommodation.

It is also important to understand that **expenditure in the region is good for Glenrowan and expenditure at Glenrowan is good for the region**. This is because the opportunities for employment that are created, enable large and small centres to grow and prosper. For residents of towns like Glenrowan, the actual location of the employment is less relevant than the employment opportunities themselves. The community should appreciate that a prosperous and growing Council is in a better position to provide and spread infrastructure needs, as the Council's rate base grows from private and public investment in tourism.

The view is that Glenrowan Township will remain primarily a "day" rather than a "stay" destination. It is anticipated that the bigger service centres within the region will provide most of the large scale accommodation. Glenrowan will however be an integral part of the regions touring attractions as it provides a unique quality visitor experience. As the visitation to Glenrowan increases there will be opportunities to provide small scale accommodation such as B&B and perhaps themed "bushranger" retreats, or camp drafting for horse and cycle touring. The fact that Glenrowan will continue as a day destination in no way diminishes the employment and economic potential available to the community, due to the strength of a "whole region" approach to tourism.

The potential benefits of the proposed Masterplan initiatives and investments in Glenrowan can be measured against three parameters:

- **Increased number of visitors**

The most likely and immediate benefit for Glenrowan will be an increase in the number of visitors, and the expanded visitor market segments visiting, particularly the higher spending visitor segments.

- **Increased visitor satisfaction and hence re-visitation**

The re-establishment of an authentic Siege Site and the increased visitor amenity in the Town, will guarantee a high level of visitor satisfaction and promote repeat visitation to the Town.

- **Increased yield by increased economic activity in the town and the region**

The economic benefit to the region can be measured as follows:

- Additional 250,000 induced day visitors, contributing \$35 million/year to the region's economy, creating 350 fte jobs
- Additional \$15-20 million/year contribution to the regional economy as a result of increased overnight stay caused by 2-3 hours of lingering time at Glenrowan, creating 150-200 jobs
- Additional international visitation to the region

6. FUNDING OPPORTUNITIES

There are several funding opportunities for the Masterplan initiatives. The following outlines possible sources of public and private investment:

PRIVATE INVESTMENT

- Identifying and supporting local initiatives, including local investors
- Developing incentive packages and/or expressions of interest for Private Development, including potential lease arrangements for commercial, retail or accommodation

Evidence suggests that private investment is likely to follow Level 1 Outcomes, particularly capital works such as streetscape improvements and the re-establishment of the Siege Site. Once investors see that the area is being improved and local and state government are supportive, private tourist investment will be generated to meet market needs.

PUBLIC FUNDING (GRANTS)

A selection of funding programs that are relevant to the heritage status of Glenrowan, as well as community and economic improvements, include:

Regional Infrastructure Development Fund (RIDF)

RIDF funding is available for capital works projects. This fund is available through the Regional Development Infrastructure Fund, a state government funding agency through the Department of State and Regional Development. RIDF funding primarily promotes adding value to the socioeconomic asset base of a region. Initiatives that could be funded by RIDF include:

- Industry development to facilitate economic development
- Transport improvements
- Tourism related capital works for new and improved facilities
- Strategic education and information, communications technologies infrastructure

Regional Solutions

This program provides funding to disadvantaged rural communities to put into action development projects which will lead to stronger local economies. The program is offered for:

- Planning projects
- Small or large scale capital works projects

Pride of Place Funding

Three tiers of project specific funding through the Department of Infrastructure (State level). Pride of Place funding may be available for:

- Urban Design advice (to develop specific design recommendations of the Masterplan)
- Design development and associated capital works programs

Regional Tourism Program

The Regional Tourism Program (RTP) is an ongoing funding program introduced as a method to encourage regional tourism development. The program aims to develop the tourism potential of regional Australia through tourism infrastructure development and market promotion. Grants are provided for infrastructure projects, for product development and to help build special interest markets which satisfy international demand for distinctly Australian experiences.

Cultural Heritage Projects Program

This program supports the conservation of places of cultural significance, however only places registered on the Register of the National Estate are eligible. (Glenrowan Siege Site is yet to be classified).

The Commemoration of Historic Events and Famous Persons Grant – in –Aid

This is designed to commemorate people, events and places of national historic significance. Projects can include commemorative monuments, exhibitions, and particularly relevant to Glenrowan, surveys of historic sites of national significance.

Community Support Fund

The Community Support Fund provides funding, gained from gambling revenue, to support community beneficial projects in the areas of sport, recreation and tourism.

An application has been made to CSF, under the Broader Community Benefit Scheme, for the Level 1 works outlined in Section 6.3, and illustrated in the Drawings attached in Appendix 7.

Local History Grants Program (Through Arts Victoria)

This program is designed to help communities maintain their sense of identity and heritage, and to enable communities to record and present stories of notable events and people from Victoria's past.

Public Heritage Program

This program provides capital works funding for public heritage places for the benefit of the community and to enhance domestic and international tourism. Assistance can be provided for the conservation of heritage sites.

Philanthropic Grants

There are several philanthropic funds promoting partnerships with government and business, and projects that promote rural renewal, research, heritage, and environment.

All government funding grants have a requirement for monitoring and evaluation. Generally the receiver must provide a measurement of their achievement, usually expressed as milestones, key performance indicators, and some indication of trend. Grant stakeholders will require a simple inbuilt monitoring and evaluation system. The system provides a mechanism whereby reporting can be made annually, detailing the implementation and outcomes of changes in Glenrowan.

PARTNERSHIP OPPORTUNITY FOR THE LEVEL TWO OUTCOMES

A Development Option is proposed for the rejuvenation of Glenrowan, using a private-public partnership approach, consistent with State Government policies on *Growing Victoria Together* and *Victoria Public-Private Partnerships*. It is recognised that the development strategy as proposed is innovative.

The Option assumes an ordered sequence of undertakings:

1. Kelly Siege Precinct and Township

Level 1 Outcomes (described in section 6.3) are facilitated by the community and Local Government, with substantial State and Commonwealth backing.

2. Commercial Precinct

Glenrowan traders make an in-principle commitment to building and service delivery improvements within an agreed period (notionally 24 months). Decision-making by local traders would be facilitated by possible assistance and incentives such as:

- Completion of a business planning study for Glenrowan that quantifies the commercial benefits of Level 2 Outcomes (described in section 6.3)
- Provision of building and design guidelines for building improvements for selected buildings along Gladstone Street.

3. The Ned Kelly Centre.

A major investment within Glenrowan, of modern and challenging design with capacity to be a destination in its own right.

A key precondition is the presumption that any major Government investment (State or Commonwealth) in a 'Ned Kelly Centre' would, in the first instance, require in-principle undertaking by the majority of local traders to physical improvements to their respective businesses.

The approach outlined represents an innovative private-public partnership approach to rejuvenating the township in a sustainable way. The approach also provides greater funding opportunities for Glenrowan.

7. IMPLEMENTATION STRATEGY

The major initiatives of the Masterplan can be summarised as:

Township

- A revitalised streetscape with the addition of tree planting, furniture, lighting, pedestrian priority zones
- Defined activity zones
- Defined pedestrian, vehicle circulation zones, and vehicle parking zones in the commercial precinct
- Town entry ways to convey a sense of arrival, to capture the essence of the Town, and to calm traffic
- Infrastructure investment creating a sustainable safe environment

Environmental

- Preservation and enhancement of Glenrowan's significant environment
- Re-establishment of the Siege Site to respond to its original topography and landscape.

Heritage

- A protected Siege precinct, the focus of the Town
- A re-established Siege Site, replete with strong interpretation and symbolism, a stunning presentation of Glenrowan heritage
- Defined connections to the Siege Site, both physical and visual

Tourism Activity

- Showcasing Glenrowan as a quality visitor experience. The experience will embody:
 - A Tourism Centre and Interpretive facilities
 - A commercial precinct providing high visitor amenity
 - An authentic Siege Site
 - A touring trail
 - Quality information and interpretation
- Sensitive and appropriate management and promotion of the Town's significant Tourism assets at a regional/state level

The following strategy has been developed to set out proposals to achieve these key initiatives and the objectives of the Masterplan. The recommendations are set out as an Implementation Strategy. Actions have been listed under each of the four key themes and sub headings, in accordance with their priority. A responsible authority has been identified for the implementation of each action.

Refer to the end of this section for an explanation of the abbreviations, and priority timeframes.

7.1 Masterplan Recommendations

7.1.1 TOWNSHIP			
Objective <i>To unite the disparate nodes of the Town and establish a circulation system that supports combined vehicle and pedestrian activity. To ensure that the many facilities provided within the Town balance the different range of activities, and complement the objectives of commercial and tourism activity. To provide appropriate infrastructure to support the development of the Town and to meet target visitation numbers of up to 750,000 visitors per annum over the next ten years with minimal impact on the environment or the cultural and heritage aspects of the Town.</i>			
Infrastructure			
Rec. No.	Action	Responsibility	Outcome Level
1.	Undertake negotiations with all lease holders within the Siege Site (Freight Victoria, Australian Rail Track, Rural City of Wangaratta), with project representation at state level (Tourism Victoria, State and Regional Development). (Refer also rec. no.21)	RCW	1
2.	Undertake further negotiations to determine the feasibility of a local and/or regional rail connection to provide a train service to Glenrowan.	RCW	1
3.	Determine the replacement timeframe for the existing overpass and undertake further feasibility studies for relocating the overpass.	RCW, VicR, DPT (and lease holders)	1
4.	Redesign a new vehicle through route along Gladstone Street, narrowing the lane widths and defining carparking zones. Undertake traffic management studies, survey works. Provide wider pedestrian zones, crossing points. Introduce greater pedestrian amenity through streetscaping - planting, furniture, lighting.	RCW, VicR	1
5.	Underground the powerlines through the Siege precinct - along the Gladstone Street frontage and through the railway land.	RCW (potential infrastructure funding)	1
6.	Undertake negotiations with residents regarding the proposed closure of Siege Street. Undertake traffic management studies. Implement closure of Siege Street and the service Road on Gladstone Street.	RCW	1
7.	Investigate further options to implement a reticulated sewerage system. Investigate location and implementation opportunities in terms of environmental assessment, location and impact on the wider catchment area. Investigate subsidy options/schemes for Town sewerage connections. Pursue infrastructure funding.	RCW, NERWA, NRE, (potential state govt. funding)	1
8.	Investigate further options for increasing water supply, commensurate with sewerage reticulation, with consideration given to feasibility, and opportunities for 'best practice' usage and recycling.	RCW, NERWA, NRE (potential state govt. funding)	1

Town Development			
Rec. No.	Action	Responsibility	Outcome Level
9.	Amend the Local Planning Policy Framework of the Wangaratta Planning Scheme to recognise the significance of Glenrowan and the Siege Site and set out the means to implement the strategy through local planning policies and use of overlays such as: <ul style="list-style-type: none"> • Vegetation Overlay protection within the Town and environs. • A Heritage overlay to protect the Siege site and preserve its historical significance. • Design and Development overlays to define standards of built form for future development through built form principles. 	RCW,DOI	1
10.	Amend the Planning Scheme to recognise specific zoning, and to protect the character of the Town and its environs and to determine desired development patterns.	RCW,DOI	1
11.	Implement streetscape works in particular the landscape, pedestrian environments and entry zones.	RCW (potential funding through state govt grants)	1
12.	Redevelop existing buildings with a coherency of form, scale and materials, in line with agreed principles.	Private, RCW - through development principles	2
13.	Promote infill commercial and mixed use development to connect the two separate commercial precincts.	Private, RCW - through incentives	3
14.	Concentrate public and community facilities outside the main Town centre, focussed around the existing community hall and recreation reserve.	RCW - through Planning controls GI, through community development programs	3
Accessibility, Entries			
15.	Develop an 'entry sequence' of arrival zones to enhance the visitor experience. Implement high quality landscape, interpretation and signage elements. Introduce traffic calming measures to slow down traffic entering the Town.	RCW, VicR (potential funding through state govt. grants)	1
Carparking, Movement			
16.	Define specific carparking zones to ensure that adhoc, large carparking does not occur and that bus parking and caravan parking are catered for within defined zones.	Masterplan	1
17.	Develop safe pedestrian routes and crossings through the Town. (Refer also rec nos. 4,15)	RCW (potential funding through state govt. grants)	1
18.	Implement street narrowing works, and creation of parking zones. (Refer also rec nos. 4,15,17)	RCW (potential funding through state govt. grants)	1

Carparking, Movement (contd.)			
Rec. No.	Action	Responsibility	Outcome Level
19.	Develop additional offstreet and rear parking to meet expected future demands.	RCW (potential private development opportunities)	2
Land Ownership			
20.	Undertake negotiations with current lease holders and land holders regarding the future use and development of land within the Siege Precinct. (Refer also rec. no. 1)	RCW	1
Visitor Amenity			
21.	Reserve to buy land currently for sale on Gladstone Street, the Victorian Police Land on Siege Street, and at the base of Mt Glenrowan. (Refer also rec. no. 1)	RCW (potential CSF funding)	1
22.	Develop a Visitor Tourist Information Centre - the Kelly Centre and Siege Interpretive sites at McDonnell's Hotel and at the Police Reserve. Locate Visitor amenities (toilets, picnic areas etc) in association with these developments.	RCW, (potential funding) TVic facilitation	2
23.	Remove the public facilities from the Lions Park on Gladstone Street. Relocate the rose garden, playground, picnic facilities etc. to the recreation reserve, community centre. Develop a new Lions Park in association with the Kelly Centre, including picnic area, playground, seating, shelter etc.	RCW, GI, Lions Club (through community development programs)	2
Community Development			
24.	Recognise the contributions of volunteer and community groups and provide opportunities for future implementation projects of a size and scale that can be co-ordinated by individual community groups. A new Lions Park is one identified program, others being tree planting, volunteer guided tours, revegetation programs etc.	RCW	ongoing

7.1.2 ENVIRONMENTAL

Objective

To respond to the special character of Glenrowan's physical environment, principally by reflecting the character of Kelly Country and north eastern Victoria, within the Town environs.

25.	Undertake an arboricultural assessment of the existing Siege site vegetation to confirm its remnant status. (refer also rec no.29 - Heritage).	RCW (potential funding through state and federal grants)	1
26.	Re-establish the original land forms and creek lines of the Siege Site and revegetate the site with indigenous vegetation. (refer also rec. no.29 - Heritage)	RCW (potential funding through state and federal grants)	1
27.	Amend the Planning Scheme to include a Vegetation Protection Overlay to better protect the Siege site and Town environs. (Refer also rec. no.10)	RCW, DOI	1
28.	Undertake revegetation throughout the Town using indigenous northern Victoria vegetation. (Refer also rec no.12)	RCW, Community Groups	ongoing

7.1.3 HERITAGE

Objective

To sensitively, and authentically conserve the Township heritage, and to develop and interpret the Siege Site, to reveal the many layers of the Kelly story. To connect the disparate elements of this story, within a wider Town and regional context.

Rec. No.	Recommendation	Responsibility	Outcome Level
29.	Undertake detailed design for the sensitive and appropriate re-establishment of the Siege Site, (incorporating linked sites within Glenrowan and 'old Glenrowan') according to the design initiatives, activity interpretation and Conservation Management Plan proposed by the Masterplan.	RCW (potential state and federal grants)	1
30.	Undertake staged implementation of the Siege Site re-establishment, including: <ul style="list-style-type: none"> • archeological and arboricultural confirmation for re-establishing vegetation, topography, significant locations. • undergrounding power lines • removal of carparking • removal of sundry elements • removal of overpass and ramp (long term) 	RCW (potential state and federal grants)	1 (yearly programs)
31.	Undertake staged implementation of the Siege Site Interpretive works, including: <ul style="list-style-type: none"> • symbolic recreation of historic sites • signage and sculptural elements • activity trails • removal of sundry elements • removal of overpass and ramp (long term) 	RCW (potential funding through state and federal grants)	1 (yearly programs)
32.	Develop management procedures for the ongoing maintenance and preservation of the Siege Site(s), Interpretive sites, streetscaping, signage upgrades etc. Provide yearly funding for maintenance, upgrades and preservation.	RCW (funding subsidy through state govt.	3 (yearly programs)

7.1.4 TOURISM ACTIVITY

Objective

To promote Glenrowan, the Siege Site and Bushranger experience through key tourism initiatives, and specific development projects. To develop links with regional Tourism activities and increase the profile of Glenrowan. To increase the contribution to the regional economy.

Rec. No.	Recommendation	Responsibility	Outcome Level
33.	Provide stronger Town amenity, to provide a greater whole attraction supporting the Siege site, and showcase a vibrant town and community through provision of: Safe, accessible path network Pedestrian friendly main street (eg. traffic calming, safe crossing points, centralised facilities) Streetscaping (street trees, furniture, lighting) Carparking, bus and caravan parking Visitor facilities including public toilets, picnic areas, viewing areas etc. Clear directional signage and specialised interpretive signage to ensure that Glenrowan is accessible and easy to travel around, as well as provides a high level of interpretation. (Refer also to Township Rec nos. 12 – 19)	RCW, (potential for public funding, through state and federal grants)	1
34.	Develop an authentic Kelly Siege site as a quality tourism experience unlike other experiences. (Refer also rec nos 20, 29 - 32).	RCW, (potential for public funding, through state and federal grants)	1
35.	Develop a touring trail incorporating a range of bushranger sites and Siege sites, providing a range of tourist experiences.	Masterplan identification, RCW implementation	1
36.	Identify local initiatives, including local investors.	RCW	1
37.	Apply for funding of priority projects using the Masterplan as the impetus for new works.	RCW,	1
38.	Develop interpretive signage. (Refer also rec. nos. 4, 15, 31)	RCW (potential funding through state and federal grants)	1,2
39.	Develop quality printed guides and brochures.	RCW, GI (potential state funding grants)	1 (ongoing)
40.	Establish a Glenrowan specific Tourism Policy Document.	RCW	1
41.	Develop a major Tourism facility and Visitor Information Centre – The Ned Kelly Centre.	RCW, (potential for state and federal funding grants) TVic facilitation, Private operator required	2
42.	Develop an Interpretive Site, including a Museum, gallery and public facilities at the Police Reserve. (Refer also rec nos 29-32).	RCW, (potential for state and federal funding grants)	2
43.	Develop an Interpretive Site, and viewing area at McDonnell's Hotel, with associated Stable Area for Coach and Riding Tours.	RCW, (potential for state and federal funding grants)	2

7.1.4 TOURISM ACTIVITY (contd.)			
Rec. No.	Recommendation	Responsibility	Outcome Level
44.	Establish Community development initiatives to train guides, educate tour operators, equip commercial operators with visitor monitoring and evaluation systems.	RCW	2
45.	Develop web presence, using local operators and Community groups working with local government support and funding.	RCW	2
46.	Provide Tourism representation at a regional and state level, promoting Glenrowan at a higher level and providing ongoing information, consultation and liaison to local initiatives.	RCW	2
47.	Develop an industry (operators) funding contribution scheme to assist with information distribution.	RCW	2
48.	Develop monitoring systems and research visitor feedback and evaluation systems.	RCW	2
49.	Provide industry training and professional development, strategic partnerships/alliances and investment strategies.	RCW	2
50.	Investigate new product development opportunities including regional hallmark attractions, products and events.	RCW	2
51.	Create an annual event based on Australian folklore celebrations.	RCW, GI (potential state funding)	2
52.	Prepare expressions of Interest for Private Development, and lease arrangements for commercial, retail or accommodation. (to be identified)	RCW	2
53.	Develop a Tourist train service. Further investigation is required, and feasibility studies as well as identification of potential private investors.	Private Investment	3

7.2 ABBREVIATIONS

The abbreviations used for the recommended responsible authority are:

RCW	Rural City of Wangaratta
TVic	Tourism Victoria
NRE	Department of Natural Resources and Environment
DOI	Department of Infrastructure
VicR	Vic Roads
DPT	Department of Public Transport
NERWA	North East Regional Water Authority
Private	Private Investors, Operators
RTP	Regional Tourism Program
GI	Glenrowan Improvers Group

7.3 OUTCOME LEVEL

Recommendations have been assigned a level of Outcome according to the following criteria, as determined by their immediacy for implementation, cost for implementation (and potential funding sources), and scale of development/implementation requirements.

- 1 High priority, that could be implemented over the next two years.
- 2 Medium priority, that could be implemented over the next four years.
- 3 Long term priority, that could be implemented over the next five to ten years.

7.4 PRIORITY WORKS AND ESTIMATES

Based on the above recommendations, the following is a summary of the Level 1, 2 and 3 Outcomes. They have been ordered by priority, rather than recommendation number as per Section 7.1.

LEVEL 1 OUTCOMES			
Rec No.		Responsibility	Estimates
9,10, 14	Amend the Planning Scheme to recognise specific zoning, and to protect the character of the Town and its environs and to determine desired development patterns. <ul style="list-style-type: none"> Heritage Overlay - Siege Site and nominated Town sites (co-ordinated with final regional Heritage study) Design Development overlay - main commercial/mixed use precinct Significant Vegetation overlay - Siege Precinct 	RCW	n/a In house Council and DOI. No costs applied to this process.
37.	Apply for funding of priority projects using the Masterplan as the impetus for new works.	RCW,	n/a In house Council. No costs applied to this process.
7.	Undertake negotiations with the water catchment authority, to investigate options for implementation of a reticulated sewerage system. Investigate location and implementation opportunities in terms of environmental assessment, location and impact on the wider catchment area. Investigate subsidy options/schemes for Town sewerage connections and pursue infrastructure funding for implementing a reticulated sewerage system.	RCW, NERWA (potential state govt. funding)	n/a In house Council. No costs applied to this process.
8.	Undertake negotiations with the water authority to investigate further options for increasing Town water supplies with consideration given to feasibility, and opportunities for 'best practice' usage and recycling. Pursue infrastructure funding for implementation.	RCW, NERWA (potential state govt. funding)	n/a In house Council. No costs applied to this process.
1, 20.	Undertake negotiations with current lease holders and land holders regarding the future use, ownership and development of land within the Siege Precinct.	RCW	n/a In house Council

LEVEL 1 OUTCOMES			
Rec No.		Responsibility	Estimates
21.	Reserve to buy, land currently for sale on Gladstone Street and the Victorian Police Land on Siege Street.	RCW (potential CSF funding)	\$ 120,000.00
	Reserve to buy land at the base of Mt Glenrowan		In house Council valuation required
3.	Determine the replacement timeframe for the existing overpass and undertake further feasibility studies for relocating the overpass.	RCW, VicR, DPT (and lease holders)	n/a
4,11 15,16 17,18	Redesign a new through route along Gladstone Street , narrowing the lane widths and defining carparking zones. Redesign the entry zones into the Town and to the Siege Precinct. Undertake traffic management studies, survey works etc.	RCW, VicR	\$ 70,000.00
	Implement new road and civil works, providing wider pedestrian zones, crossing points, carparking zones.		\$ 750,000.00
	Implement entry zone (Town and Siege Precinct), traffic calming measures (medians, planting, crossing identification).		\$ 80,000.00
	Implement streetscape works to provide greater pedestrian amenity through streetscaping - planting, pavements, lighting, furniture.		\$ 550,000.00
5.	Underground the powerlines through the Siege precinct and along Gladstone Street between Beaconsfield Pde and the CFA.	RCW (potential infrastructure funding)	\$ 650,000.00
6.	Undertake negotiations with residents regarding the proposed closure of Siege Street. Undertake traffic management studies, survey works etc.	RCW	n/a
	Implement closure of Siege Street and the service Road on Gladstone Street.		In house Council incl. in costs for Siege Site re-establishment
29,31 38,15	Undertake a Town signage strategy, focussing on unique forms, styles that define the character of the Town and Siege Precinct.	RCW (also potential state and federal grants)	\$ 20,000.00
	Undertake staged installation of Interpretive signage <ul style="list-style-type: none"> • Main Street • Entries • Siege Precinct • Siege Site (excludes directional, road signage etc.)		\$ 100,000.00 (over 3 years)
	Undertake an art/sculpture competition for the provision of sculptural elements.		n/a In house Council. No costs applied to this process.
	Undertake staged installation of Sculptural Elements in: <ul style="list-style-type: none"> • Main Street • Entries • Siege Precinct • Siege Site 		\$ 60,000.00 (over 3 years)

LEVEL 1 OUTCOMES			
Rec No.		Responsibility	Estimates
29.	Undertake a detailed design for the sensitive and appropriate re-establishment of the Siege Site.	RCW (potential state and federal grants)	\$ 70,000.00
30	Undertake an arboricultural assessment of the existing Siege site vegetation	RCW (potential state and federal grants)	\$ 10,000.00
30	Undertake an archaeological survey of the Siege Site	RCW (potential state and federal grants)	\$ 20,000.00
30-32	Undertake staged implementation of the Siege Site re-establishment works	RCW (potential state and federal grants)	\$ 1,000,000.00 (over 3 years)
35, 39	Design a Town touring trail incorporating the range of bushranger sites, and Siege sites. (promotional brochures, interpretation elements, path network etc included in other costs)	RCW implementation	\$ 5,000.00
28.	Undertake revegetation throughout the Town using indigenous north eastern Victoria vegetation.	RCW, Community Groups	\$ 5,000.00 (yearly) + community programs
36.	Identify local initiatives, including local investors. Encourage development in Glenrowan.	RCW, Private investment	n/a In house Council. No costs applied to this process.
39, 24	Design quality printed guides and brochures.	RCW, GI (potential state funding grants)	\$ 10,000.00
	Produce and distribute guides and brochures.		\$ 10,000.00 (estimated yearly costs)
2.	Undertake further negotiations to determine the feasibility of a local and/or regional rail connection to Glenrowan.	RCW	n/a In house Council. No costs applied to this process.
40.	Establish a Glenrowan specific Tourism Policy Document, to be integrated into RCW's current Tourism Policies.	RCW	n/a In house Council. No costs applied to this process.

LEVEL 2 OUTCOMES			
Rec No.		Responsibility	Estimates
23.	Remove the public facilities from the Lions Park on Gladstone Street. Relocate the rose garden, playground, picnic facilities to the recreation reserve, community hall and/or proposed new Lions Park.	RCW, GI, (through community development programs)	\$ 10,000.00 + community input
	Provide new public facilities at the recreation reserve.		\$ 60,000.00
	Extend the public facilities at Fosters Lake, in consultation with NRE.		\$ 30,000.00
24 (associated works)	Establish a new Lions Park in association with the Ned Kelly Centre. (including picnic area, playground, shelter)	RCW, Lions Club (and potential community development program)	\$ 50,000.00
41.	Develop a major Tourism facility and Visitor Information Centre – The Ned Kelly Centre.	RCW, (potential for state and federal funding) TVic facilitation, Private operator required	\$ 5,000,000 - \$ 8,000,000.00
51.	Promote and implement an annual event to celebrate the June 28th anniversary of the Siege.	RCW (potential for future private operation and funding)	\$ 20,000.00 (estimated yearly costs)
42.	Develop an Interpretive Site, including museum and gallery, public facilities at the Police Reserve.	RCW, (potential for state and federal funding grants)	\$ 750,000 - \$ 1,000,000.00
19,43	Develop an Interpretive Site, and viewing area at McDonnell's Hotel, with associated Stable Area for Coach and Riding Tours. Off street parking included, catering for buses, caravans.	RCW, (potential for state and federal funding grants)	\$ 500,000.00 - \$ 1,000,000.00
12.	Promote the redevelopment of existing buildings in the Town centre with a coherency of form, scale and materials, in line with agreed principles.	Private, RCW - through development principles, Design Dev. overlay	n/a In house Council.
44.	Establish Community development initiatives to train guides, educate tour operators, equip commercial operators with visitor monitoring and evaluation systems.	RCW	In house Council initiative. No costs applied to this process.
45.	Develop a web presence.	RCW	In house Council initiative. No costs applied to this process.
46.	Provide a Tourism representative at a regional and state level.	RCW,GI	In house Council initiative. No costs applied to this process.

LEVEL 2 OUTCOMES			
Rec No.		Responsibility	Estimates
47.	Develop an industry (operators) funding contribution scheme.	RCW	In house Council initiative. No costs applied to this process.
48.	Develop monitoring systems and research visitor feedback and evaluation systems.	RCW	In house Council initiative. No costs applied to this process.
49.	Provide industry training and professional development, strategic partnerships/alliances and investment strategies.	RCW	In house Council initiative. No costs applied to this process.
50.	Investigate new product development opportunities.	RCW	In house Council initiative. No costs applied to this process.
52.	Prepare Expressions of Interest for Private Development, and lease arrangements for commercial, retail or accommodation developments (to be identified).	RCW	Opportunities to be identified. In house Council initiative. No costs applied to this process.

LEVEL 3 AND ONGOING INITIATIVES			
Rec No.		Responsibility	Estimates
32.	Develop management procedures and undertake ongoing maintenance and preservation of the Siege Site, Interpretive Sites, entries, signage maintenance, Town streetscapes etc.	RCW	In house Council budget preparation and allowances required
7.	Implement a reticulated sewerage system. Further investigation required and implementation strategy to be developed.	RCW, NERWA (potential state govt. funding)	n/a - further investigation required
8.	Implement an increased mains water supply system. Further investigation required and implementation strategy to be developed.	RCW, NERWA (potential state govt. funding)	n/a - further investigation required
3.	Replace and relocate the vehicle overpass.	RCW, VicR, DPT (and lease holders)	n/a - further investigation required
24.	Recognise the contributions of volunteer and community groups and provide opportunities for future implementation projects of a size and scale that can be co-ordinated by individual community groups.	RCW	n/a Ongoing, In-house Council initiatives
32.	Undertake revegetation throughout the Town using indigenous northern Victoria vegetation.	RCW, Community Groups	Ongoing, In-house Council initiatives
53.	Develop a Tourist train service. Requires further investigation, feasibility studies and identification of potential private investors.	Private Investment	n/a

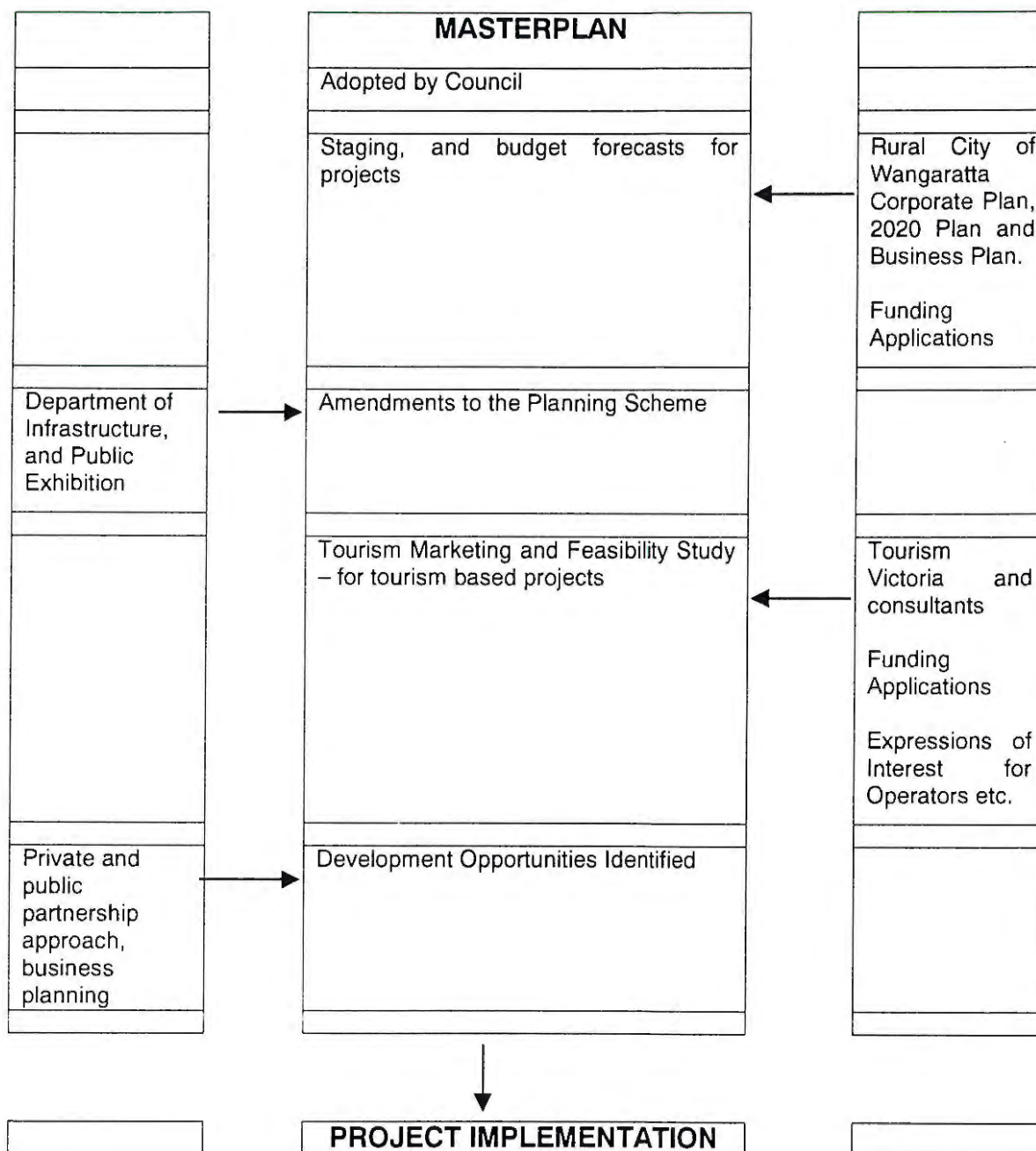
LEVEL 3 AND ONGOING INITIATIVES			
<i>Rec No.</i>		<i>Responsibility</i>	<i>Estimates</i>
13.	Promote infill commercial and mixed use development to connect the two separate commercial precincts.	Private, RCW - through development principles, Design Dev. overlay	n/a
14.	Concentrate public and community facilities outside the main Town centre.	RCW - through Planning controls	n/a

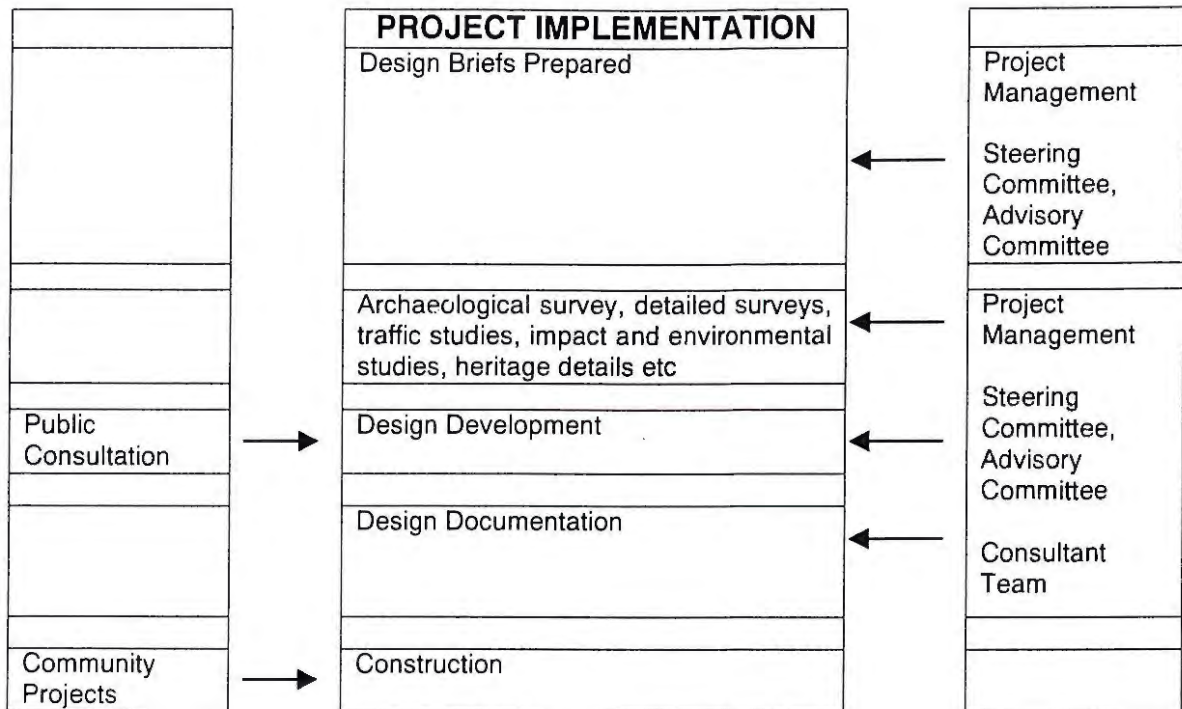
7.5 LIMITATIONS

Many of the recommendations require integrated and continuous actions. It is also recognised that the funding of the recommendations is unlikely to be immediately available, and so some actions may be held, or re-prioritised, until funds become available.

8. IMPLEMENTATION PROCESS

The process for implementing the Masterplan for Glenrowan is detailed and requires considerable input from the Rural City of Wangaratta, the community and stakeholders as well as detailed design and technical investigations. In response to community concerns regarding the likely next stages, a typical process from Masterplan to Implementation can be generally summarised as follows:-





APPENDICES

APPENDIX 1 – HERITAGE REFERENCES

HERITAGE REFERENCES

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Ian Jones 'Ned Kelly A Short Life ', 1995

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APPENDIX 2 – SWOT ANALYSIS

STRENGTHS	WEAKNESSES
<p>A Town and Siege Site of national significance</p> <p>Enormous potential for the sensitive re-establishment of the Siege Site</p> <p>The richness of the Kelly story, and other bushranger legends</p> <p>Proximity to other regional attractions – High Country, Wine regions</p> <p>Proximity to Melbourne</p> <p>A Vision agreed by the community</p> <p>Significant surrounding natural environment; a unique 'saddle' between two ranges</p>	<p>Limited presentation of the Siege Site</p> <p>Low visitor experience</p> <p>Current lack of a masterplan to control and direct growth in the Town</p> <p>Infrastructure constraints</p> <p>Disparate activity nodes</p> <p>The 'highway' function of the main street</p> <p>Limited public amenity, and minimal public open space</p> <p>Limited streetscape amenity, and built form character</p> <p>No sense of arrival into the Town or Siege Precinct</p>
OPPORTUNITIES	THREATS
<p>Relatively 'intact' Siege Precinct, great potential for revitalisation</p> <p>Integration of the Masterplan recommendations into the MSS</p> <p>Current visitation rates of nom. 250,000 can be increased</p> <p>Strengthening the streetscape environment</p> <p>Creating a consistent built form character – through a revitalised streetscape and coherency of built form</p> <p>Opportunities for new development</p>	<p>Lack of overlay control protection in Siege Precinct, possibility for inappropriate development, demolition etc</p> <p>Over commercialisation, and a parodied model of a Town functioning as a souvenir outlet</p> <p>Limited private and public sector investment</p> <p>Continued low spending visitors, limited repeat visitation</p>

APPENDIX 3 - COMMUNITY VIEWS

Issues raised by the Glenrowan community at the initial Town Walk, and subsequent workshops have been summarised into key areas, as listed below.

The responses represent individual views and were not necessarily agreed to by all participants.

Infrastructure

Piped sewerage is a priority.

Septics are a major problem to the impermeable soil. Compost toilets are not considered appropriate.

Undergrounding powerlines should be a priority

Residents of Boundary Road and adjoining streets have petitioned to lodge their opposition to moving the existing overpass into Boundary Road.

A resident of Kate Street opposed the proposed future relocation of the overpass.

A commercial operator on Kate Street opposed the proposed future relocation of the overpass.

The location of a long term overpass should be agreed after detailed further consultation, and should be removed from the Masterplan.

A new sewerage system would require changes to the current system what would be the costs to be borne by property owners? How, when, and who would be affected by infrastructure changes?

Why not underground the rail line rather than overpass?

Any obstructions in the Main Street would constrain fire trucks. The fire potential on the Siege Site if native vegetation and grasses used is to be considered.

Any closure of access roads such as Siege Street and the narrowing of Gladstone Street must consider impacts on traffic and transport.

When considering infrastructure options, shouldn't natural gas also be considered.

How much RIDF funding is available? Will the CSF funding take priority over other CSF funds currently being sought?

The Town could become a model Eco - Town for recycling, waste management, water saving devices and being eco-friendly.

Local Amenity

The train doesn't stop in Glenrowan.

The Town needs to function as a Town, not just as a Tourist stop where everything is called Ned or Kate.

Trees and shade are very important

The masterplan should include more than just the Tourist precinct, and the needs of the local residents are more important than the tourists. As such the priorities should be gas and sewerage, street lighting, kerb and channel, better town entrances, sealed roads, better maintenance such as slashing of grasses and control of weeds on public land and roadsides, and upgrades to the recreation reserve. Street drains need regularly cleaning. The Town needs to be a great town to live and work in, not just a nice town for others to visit.

The growth and development of the Town will adversely affect the lifestyle of the community and change the Town character, with no rewards for residents in terms of increased employment opportunities or amenity. Would rates increase to fund the proposals.

The Ned Kelly legacy is not considered an opportunity, but a threat to the viability of the community.

How long before any noticeable changes are made on the ground?

Visitor Amenity

Toilet Facilities need urgent expansion, and inclusion of disabled facilities, infant change. Glenrowan is the third largest user of toilet paper in the region.

Toilets could be built into the underpass mounding to hide their impact.

Separate coach parking from other parking

A coach and parking route can be developed as a circuit through town, between Kate Street and Beaconsfield Parade.

A walking trail can be developed to incorporate Morgan's Lookout, by reserving a section of land within the National Park, SEC easement and private land.

Lions Park should be retained as a community facility. If it was replaced where would it go?

Visions and Aspirations

The process for the Masterplan needs to be inclusive for the entire community. Implementation of projects needs have some small 'bite size' projects for the community to undertake as well as the bigger strategic and development projects.

Glenrowan should not become a 'Mickey Mouse', 'Disneyland' Town. Port Arthur and Beechworth are good examples of sensitive tourism development. Eureka stockade is not considered a good example to follow.

Further community involvement can occur in projects such as establishing a streetscape committee.

Tourism Potential

Country Women's Hall of Fame – Glenrowan nominated for the North East Region.

The Strawberry Farm and Cherry farm provide good local produce. Wine is also an important attraction. The Old Hall is set to become a wine tasting and distribution centre for fifteen local wines.

A series of regional events could be set up i.e the Kelly Marathon – a horse race or car rally- that would take in Mansfield, Beechworth, Jerilderie, Skeleton Creek using a series of routes that follow the Kelly Gang and other bushrangers. This could coincide with other regional events such as the 'Wonderful Weekend In Wang', the Rutherglen wine weekend.

Ironwork and blacksmithing could be included on the list of attractions.

The Rose Garden in the Reserve won the Best Garden in the Wangaratta region.

The Town has a strong community spirit and the people are very friendly.

Only a minority of people supports the work of the Glenrowan Improvers and Tourism.

Glenrowan residents have a responsibility to educate people on the Kelly story.

The Siege Site can not become a 'Disney Land' the site needs to be authentically Australian.

The Iron Outlaw site averages 2,000 hits weekly

The 'Anything Horsey' site at the entry to Town could become the site for an adventure playground and public facilities.

Siege Site

250,000 visitors a year.

Siege site to also consider a plaque for the Siege victims.

There is no starting point to the Siege story.

Some of the markers are notably in the wrong spot as compromises had to be made due to the restrictions imposed on works within Vic Track land.

The creek should be opened up from the log site marking Ned's fall, through the adjoining allotments and across the road to the siege site.

The community can be considered as protectors of the Kelly legacy. Some people are not proud of this yet.

Authenticity on the site is a priority.

Closing of Siege Street may result in these residents complaining, unless other access can be made.

The derailing site past Fosters Lane should be included in the Masterplan. And the location along the western track where Mr Curnow the school teacher stopped the police train.

Best views of the site are elevated – ie from the overpass, or from the Pub verandah.

Crossing points should be provided across the railway tracks.

The new Blacksmiths building is right in the middle of the line of action – between the log capture site and Jones' Hotel.

Church Street would be a possible location for an Interpretive Centre.

Having the facade of Jones' Hotel would help with providing the full story.

More details regarding the dates, times, who was shot and where etc. need to be included at the site.

The relatives of the Kelly, Byrne and Hart families should be consulted on the details and historic accuracy. Members of the local community are also invaluable resources in providing detailed information.

The Warby Ranges are sites of significant aboriginal history. If the Range is made more accessible then interpretation of these historic sites is also possible, as part of a greater regional interpretation. It is timely to consider the aboriginal presence in this region, and acknowledge the massacres that took place in the Warby Ranges and Ovens River.

Detailed comments received from the community via written submissions, are attached.

COMMUNITY SUBMISSIONS

Glenrowan Masterplan Committee.

Dear Sir/Madam,

I am writing to you after attending the last meeting of your committee at Glenrowan Multi-Purpose Centre. As this was the first meeting that I have been able to attend, The impression I have come away from this meeting , was that most of the community who attended , was the lack of water and sewerage in the town to service this new tourist attraction and the towns needs.

I know,as a plumber who has lived and worked in Glenrowan for the last Twenty-five years , that there is a problem with many septic tank systems in town and that there is often a over flow from these systems to the stormwater (gutters) and I agree that a sewerage system in the town would stop this harm to the environment. But as there is many family's (Land holder's) who have the environment in mind and have spent many thousands of dollars in upgrading their septic systems , by using a package sewerage treatment plant and re-using the water from these plants in there gardens.

**So with this in mind may I submit the following for your appraisal.
As I see it , there is Three (3) main problems in Glenrowan Township they are
1/ Lack of water.(To service the new attractions)
2/ Sewerage. (Running in gutters from septic overflow)
3/Lack of underground stormwater drainage.**

My proposal is this , That a underground storm water system be designed and installed through out the township.This stormwater should be run to ponds and a wetlands system be created ,to help clean and filter the water . At the same time as installing the stormwater a Gray water line could be installed , and water from the storage pond could be pumped back to the township for use in irrigation of the new tourist attractions and new tree plantings.This stormwater system should leave a point at each property for connection. This should help with items One and Three.

Now to the problem of sewerage.

My proposal is as below.

All new buildings should install an approved Package Sewerage System to suit the requirements of the building. Existing buildings that do not have a package system be given time to install one of these units.The water from these units can than be used on the property , (in the watering of gardens, Therefore saving water by using it twice for each property) Any water from the treatment plant not used could be discharged to the undergrounded stormwater for collection and re-use. I know that there may be a risk of harm to the environment if these treatment plants are not correctly maintained . This is why I would propose that a testing program be set up by the responsible authority,this testing program could be funded by the payment of a sewerage rate.

I hope that my proposal may be of some interest to your committee.

Yours Faithfully



Peter .E.Toms.



BAILEYS
of GLENROWAN
ABN 55 004 094 579



A Division of Beringer Blass Wine Estates
RMB 4160 Taminick Gap Road Glenrowan Victoria 3675 • Phone: (03) 5766 2392 • Fax: (03) 5766 2596

Mayor and Councillors
Rural City of Wangaratta
Ovens St
Wangaratta Vic 3677

Re: Glenrowan Master Plan

I write on behalf of Baileys of Glenrowan, a division of Beringer Blass Wine Estates, in turn a member of the Fosters Group.

Whilst our vineyard, winery and cellar door operations are geographically located within the Delatite Shire we have always had a closer association with the City of Wangaratta and township of Glenrowan in terms of employment and day to day operations.

Indeed, surveys have shown that the majority of Cellar Door visitations come through Glenrowan in the first instant.

You will be well aware that over the past few years Beringer Blass (Fosters) have shown sufficient confidence in the Glenrowan Wine Region to spend in the order of \$4 million in expanding the vineyards and upgrading the winery processing plant. This progress is ongoing with further plans over coming years.

As a representative of Baileys I have attended most of the events and meetings leading up to the presentation of this Master Plan. We are, of course, sensitive to the concerns that some may have but feel the long term benefits to the community as a whole and future generations represent an opportunity that must be grabbed while it can.

We wholeheartedly support the ongoing development of this Plan and encourage Council likewise in its deliberations.

The long term economic benefits to not only Glenrowan residents and businesses, but also surrounding regions, presents an opportunity to focus the attention of greater Australia and the world on this wonderful region we have been entrusted with. Our congratulations go to those who have initiated and worked hard to promote this Glenrowan Master Plan.

Yours sincerely

Mick Clayton
Baileys of Glenrowan
26th February 2002

RURAL CITY OF WANGARATTA

26 FEB 2002

With Compliments



*Cherrybrook Cherry Farm
And
Mt. Bruno Vineyard*



R.M.B. 4400,
GLENROWAN 3675
Phone 0357 65 2331
Fax: 0357 65 2433
Mobile 0409 009 878
E-mail: ammerak@netc.net.au

26th February, 2002

Chief Executive Officer
Rural City of Wangaratta
Ovens Street
Wangaratta 3677

Dear Councilors

I wish to express my interest in the development of the township of Glenrowan.

I have been to a couple of the meetings and looked at the master plan being put forward for approval by the community and feel that it is an excellent start to the beautification of Glenrowan.

The plan has been well presented and when these works are completed will make Glenrowan a town to be promoted and most welcomed to tourists. The unfortunate negativity has to be resolved as the tourists are coming to Glenrowan with or without this development.

In 1998 I attended the 2nd International Conference for Women in Agriculture in Washington D.C. and was appointed by the then Minister for Tourism to host a table of International Women at an Australian Lunch. The table I hosted had a sign "Glenrowan" on it and those women sat at that table so they could learn more about Glenrowan and Ned Kelly.

The interest that the history of Ned Kelly has created around the world is enormous so therefore we need to gain the benefits that will be forthcoming in the form of tourism to the township, Rural City and small businesses of this area.

Hoping the plans are approved and the development get under way in the near future.

Yours truly,


Marion Rak

RECEIVED

27 FEB 2002

FILE

Lorraine Beaty
Twamley Road
Glenrowan 3675
27th Feb 2002

Rural City of Wangaratta
Ovens Street
Wangaratta 3677

RE: GLENROWAN MASTER PLAN

Mr Graham Nicolas,

As a resident of Glenrowan, I have studied at length the draft Master Plan now on public display in Glenrowan. I have also attended the public meetings and watched with great interest the development of this draft plan, and would like to express my support of this long overdue development in the very famous township of Glenrowan.

Many others and myself eagerly await the commencement of this very exciting project.

Yours sincerely

Lorraine Beaty

Lorraine Beaty

RECEIVED
CITY OF GLENROWAN
27 FEB 2002
FILE

RM314100

Glenrowan

28.2.02.

The Mayor and Councillors,
Rural City of Wangaratta,

Having just read a copy of the
Glenrowan Master Plan with great
interest, we would like to congratulate
the Council for their vision and
support of this enterprise.

Our large family is happily
settled in this area and we are
pleased to support this project
which has tremendous potential
for the future of Glenrowan.

Yours sincerely

Harry and Betty Williams

RURAL CITY OF WANGARATTA

DEC 25 FEB 2002

FILE

KATE'S COTTAGE

GIFTS, SOUVENIRS, MUSEUM & HOMESTEAD

35 Gladstone St (Hume Hwy) - Glenrowan Vic 3675

Through back of shop to Ned Kelly
Memorial Museum & Homestead.
Directly opposite the "Big Ned Kelly" Statue.



"Scene of Ned Kelly's Last Stand"

4/3/2002

Councillor Irene Grant,

Dear Irene,

Having perused the Glenrowan Masterplan 1+2
we wish to express our approval except for
the enclosed details.

Yours faithfully,

Chris Gerrett

B/H: (03) 5786 2448 - A/H: (03) 5721 8702 - Fax: (03) 5722 1464

RURAL CITY OF WARRABATTA

Rod & Chris Gerrett
Proprietors (Roch Pty Ltd.)
A.C.N. 068 382 828
A.B.N. 60 702 180 983

Glenrowan Masterplan 1+2.

Attention
C. Irene Grant

Overpass in Kate Street would endanger lives
and damage businesses - the street is too narrow,
too busy, and too dangerous.

The "Big Ned" statue and the Post Office are
located on the corner of Kate & Gladstone Streets -
a popular photographic site. Photographers stand
in the centre of the road for the best shot.

Bus groups, excitable, running children, slow walking elderly
are very much at risk.

If bus parking was moved to Woolshed Road the
elderly bus travellers would be the ones to suffer.

It is a steep incline from there to Gladstone Street.
They need and deserve to be off-loaded close to their
destination (shop, museum, post office, hairdresser, cafe)

Without totally removing all parking in Kate Street
there is only seven metres of road surface to use

This is far too narrow for Double B Transports, semi trailers and buses.

A resident of Beaconsfield Parade surveyed approx. twenty trucks crossing the current overpass daily. Cars reversing out of parking bays onto a narrow road which also services big trucks would be a nasty move. These businesses need their car parks - we are against Kate Street becoming overpass access.

An alternative site for an overpass -

40 metres south of Kate Street there are two vacant blocks - these may be more suitable.?

Re Siege site / Lewis Park.

We agree that the toilet block needs to be removed from its central site. Could a picnic / toilet facility be situated to the extreme right in Lewis Park, without obscuring the view?

Could another toilet block be also situated somewhere further to the South.

Re. Interpretive signage of Siege sites -

that they be sufficiently detailed - eg. not 'first volley fired'.

Portable audio headphones are a great idea - but a lot of people explore sites out of business hours - especially with daylight saving. They will leave disappointed if sites are only numbered or with little detail.

We believe that first priorities be -

- ① Beautifying the town + entrances to give people pride in their town.
- ② Interpretive signs for Siege site etc.

This is a very exciting project and we wish all concerned a very successful and rewarding outcome.

COPY

Rob & Jo Williams
P.O. Box 92
Glenrowan
5/03/02

The Mayor and Councillors,
Rural City Of Wangaratta,

Dear Sirs and Madams,

For 25 years the Williams family lived close to Benalla on a small farm, having the Benalla Water Board (Sewerage Farm) on one boundary and a Beef and Sheep Farm on the other boundary. Believing the Water Board would one day purchase the neighbouring property we decided to look for a new home and likened to the idea of the Glenrowan, Lake Mokoan district.

At the Royal Melbourne Show in 1986 while chatting with a client, the late Mr. Laurie Kerr, who founded and owned The International Public Relations company, who consulted to big business and Governments. Laurie suggested that our idea of moving to the Glenrowan district would be the best decision we could make.

His belief was that the Ned Kelly story and history had the potential of creating a huge domestic and world wide interest, making Glenrowan and the surrounding district a highly sought after tourist attraction.

Liking the views of the land surrounding Glenrowan, the proximity to two major towns, schooling and the general community services and with the potential to provide jobs through the expanding tourist trade the Williams family purchased a small farm between Glenrowan and Baileys Vineyard. The following year three other Williams families purchased properties in the Glenrowan area. The family now consisting of eight adults and sixteen children depend on the Glenrowan and district for education, employment, services and lifestyle.

In the meantime we have become Victoria's 1st Seedstock Producer of the year and marketed the semen of the most widely used Australian Angus bull. The recent successful establishment of a Vet Clinic in the old Post Office further cements our commitment to Glenrowan, currently employing two full time and some part time staff. We are now looking for larger premises as the Vet business is outgrowing the Post Office.

The Family also has built a 700 metre landing strip and established a precision aeronautical engineering company employing two full time and many part time staff members.

Fifteen years ago the family purchased a smallgoods manufacturing business in Melbourne and now owns 50% of the company. This business has been self-sustaining and in the next few years we wish to re-locate this business to land purchased in Glenrowan where we will continue to produce very high quality food products for the Melbourne markets, local residents and the tourist trade. We are hoping this business will become an integral part of Glenrowan " The Gateway to the Wine and Gourmet Region

RURAL CITY OF WANGARATTA

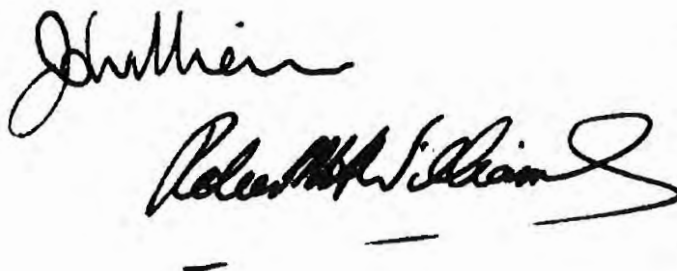
10 MAR 2002

On top of our existing businesses we wish to build some self-contained cabins on our farm land to accommodate the growing number of tourists (some of whom prefer the open spaces).

The Glenrowan master plan designed by Dance associates has arrived at the opportune time to improve Glenrowan into a better place for all to live and for more to work. We see Glenrowan turning into a landscaped village which will offer the local residents more and enhanced employment, facilities and services with a safer vehicle and pedestrian system and an improved sewerage, power and water infrastructure which would be applauded by visitors, businesses and the majority of local residents,

The master plan vindicates Laurie Kerr's strong recommendations and the decision of the four families involved in the Williams Clan to put our money where our mouth is and help to make Glenrowan a "masterpiece" of Victorian rural history and a feather in the cap of the Wangaratta Rural City Council.

Yours Sincerely,
Rob and Jo Williams on behalf of
the Williams Family of Glenrowan

The block contains two handwritten signatures. The first signature, 'John Kerr', is written in a cursive style. The second signature, 'Robert Williams', is also in cursive and appears to be written below the first signature. There are two short horizontal lines drawn below the second signature.

COPY

The Rural City of Wangaratta
Glenrowan Master Plan Steering Committee
Ovens Street Wangaratta

Dear Committee Members

I have read with interest the consultants draft master plan for the development of Glenrowan and I congratulate them on producing a fine report.

Some people believe that the towns infrastructure in the areas of water and sewerage should be rectified before any further development, but without development we have insufficient population to justify North East Water spending the funds necessary to improve those services.


I believe that the development of a major tourism facility and visitor information center i.e. the Ned Kelly Centre should be given a higher priority than recommended by the consultants.

It is the development of this visitor information center that will improve the Kelly experience for all tourists who visit the township and in itself will indicate the council's readiness to promote Glenrowan and other tourist facilities within the region and thus attract more developments.

Some people believe that the Kelly story only belongs to the locals, however Kelly folk law may be regarded as fundamental to the development of the Australian character. Mateship, loyalty, dedication, courage and standing up against the odds, all qualities displayed by the Kelly gang and the police who hunted them.

I trust you as our council will accept the obligation to represent their story in a manner that says to home grown and international tourists alike that these are the qualities that we as a nation value and we as a community have supported by building the Ned Kelly Centre.

Yours Sincerely



Neil Marsh

Glenrowan Property Owner & Tourism Developer

6/3/2

P S I fully support the draft Master Plan

**MICHAEL HANSEN
ENGINEERING P/L**

P.O BOX 9 GLENROWAN, VIC, 3675.
ABN: 43 006 263 672 PH: 0419 303 503

COPY

To whom it may Concern.

RE Relocation of Glenrowan Rail Overpass to Kelly/Kate

Our home is located on the corner of Kelly + Seige St, in October 1993 we purchased the land which at the time was an overgrown junkyard. Since then we have transformed it into a modern home, large barn style shed from which our engineering company grew and established native/cottage gardens. Our children were also born here our daughter in 1998 and our son. last June.

On top of this we are in the process of extensions to our home both for our benefit and also for future sale.

Certainly it is not a nice feeling knowing that our home may be overshadowed by the overpass on our boundary ruining our rural outlook, having a dramatic effect on our health and safety and having a detrimental effect on the property's value. Would you buy a home if there was a chance this could happen to it?

Also what about the public's safety with traffic turning at the post office Ned Kelly Statue.

We have made Glenrowan our home and have put a lot of hard work in to get where we are. We are directly affected by this proposal and ask you to either leave things alone or look at a sensible alternative.

Yours Sincerely
Michael Hansen and Family

COPY

Wendy Cooke.

29 Old Hume Hwy.

Glenowan.

Rural City of Wangaratta,
Mr B. Nickless

I write as a resident and a business owner operator from Glenowan. I wish to express my support for the concept of the 'Glenowan Master Plan'. I believe this Master Plan idea is a wonderful opportunity to ingenerate some enthusiasm and inject some much needed money into Glenowan.

Glenowan is lucky enough to be the site of a highly significant event in the "Red Kelly" story, and I see this opportunity as the best yet to help develop this potential to the benefit of visitors and local community who get to maintain input and some control.

Not actually residing within the intended "Heritage precinct", I will not be as directly affected as some, but as being a keen participant of past projects improving Glenowan I know that benefits from improvements can indirectly effect us. I am looking at the big picture and long range benefits for the future of Glenowan, but I am aware of short term obstacles that will need to be worked through and resolved with the residents that have concerns. I feel some residents concerns may stem from fear of the unknown and that they may not have a full understanding of the development and implementation of the plan. Maybe more consultation and information can be offered to those with concerns?

My fear is, that if we do not support this plan and do not work together to make it acceptable to the majority of residents, then we will miss a valuable, possibly never to be repeated opportunity. I believe Glenowan is losing appeal as a location to live & visit and if we miss this opportunity it may continue to do so, to the detriment of the shops, services and schools etc, our community. That I am concerned about!

Wendy Cooke 6-3-2002

GLENROWAN IMPROVERS Inc.

Incorporation No A0034407D

Tel (03) 5766 2285

**PO GLENROWAN
GLENROWAN 3675**

6 March 2002

Support for the adoption of the Glenrowan Masterplan

The Glenrowan Improvers wholeheartedly support the draft Masterplan as recommended by Chris Dance Land Design Pty Ltd. This plan provides us with a strong and clear vision for the future of Glenrowan.

We believe Chris Dance and his associates have consulted widely and considered all views when making their recommendations, have explored all issues and opportunities for development within the constraints of their brief and have developed a realistic strategy for the future development of Glenrowan.

We accept that the tourist numbers to Glenrowan will increase significantly over the coming years and it is therefore essential to adopt the recommendations of the draft Masterplan to ensure planned development for the next 10 years. Without such planning the current quality of life in Glenrowan is at risk.

We value the opportunity to take some control over development in our town that the Masterplanning process has afforded us.

We support recommendations to revitalize the streetscape, through shade planting, furniture, lighting, defining pedestrian priority zones, defining vehicle circulation zones and vehicle parking zones in the commercial precinct and the narrowing of the main street. These proposals are long overdue and will significantly increase the beauty, amenity and safety of the town's commercial precinct.

We support the recommendations to improve the town entry zones. Glenrowan will become a tourist destination of national and international standing if the draft Masterplan is adopted. The entries to our town need to reflect this standing.

We support all of the recommendations for infrastructure development, including the relocation of the ugly and potentially dangerous overpass – it detracts from the site and limits any opportunities to improve this site. We understand that the overpass will only be relocated after close community consultation and the meeting of exact standards with regards to safety and practicality and our support for this recommendation is on the basis of this understanding.

PTO

We support the recommendation to upgrade the sewerage and water supply infrastructures. Undergrounding the powerlines at key sites identified in the draft Masterplan is essential to develop a tourism feature of high standing.

We support the aims developed and conclusions reached in relation to Glenrowan's heritage. We agree that Glenrowan's heritage needs to be sensitively and authentically presented and so there must be a **protected Siege precinct** and a re-established Siege Site as recommended. We are satisfied with the way the Siege Site is integrated with the rest of the town in the draft Masterplan and are pleased that there are recommendations for planned and co-ordinated development to a high standard.

We support the recommendations for the development of 'a quality visitor experience' through establishing:

- a Tourism Centre and interpretative facilities
- a commercial precinct providing high visitor amenity
- an authentic Siege Site, which includes closing a section of Siege Street
- a touring trail, which includes a trail to the peak of Mt Glenrowan
- quality information and interpretation.

We agree in the proposed use of the old police residence.

We support the re-establishment of the Siege Site to respond to its original topography and landscape. The landscape of the North East has special character and this is reflected in the hills and valleys around Glenrowan. We therefore strongly welcome the recommendation to preserve and enhance 'Glenrowan's significant environment.'

We agree that what is good for Glenrowan is also good for the rest of the region and vice versa and we therefore support the recommendations in the Masterplan as a way to increase economic activity for our region. An introduction of a local branch train line will assist in bringing a greater number of visitors to our town and region and increase the amenity for locals and so we support this recommendation.

We are keen to continue working in close co-operation with Wangaratta Unlimited, Tourism Victoria, the Rural City of Wangaratta and other bodies in Glenrowan and beyond to develop Glenrowan as set out in the draft Masterplan. We support all applications for funding as outlined in the draft Masterplan. We welcome any development that meets the requirements of the draft Masterplan, whether from the private or public sectors or through a partnership of both sectors.

From the Glenrowan Improvers

6 Daniel LANE,
GLENROWAN VIC 3675
email address: muther66@hotmail.com

7th March, 2002

ATTENTION: Chris Dance,
Land Design,
P.O. Box 383,
FITZROY VIC 3065

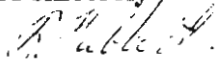
Dear Sir,

As yet I have been unable to attend any meeting regarding the Masterplan of GLENROWAN, but I have put considerable time into reading the Master Plan, also going to Kelly's Cookhouse to view the proposed plan. On viewing the proposed plan, I see there approximately 10 speed humps in the main street of the town and a roundabout at the end of Daniel Lane; for the purpose of slowing the traffic that is coming into the town I presume. I feel that someone has neglected the amount of truck drivers that reside in this town and other heavy vehicles that come through the town and failing that, if there were an accident on the main highway between Glenrowan and Wangaratta and they had to close the freeway, Gladstone Street would therefore become the detour roads that trucks would have to use. Quite a few of them being b-doubles and having a roundabout on Daniel Lane and speed humps would restrict them. I thought that's why we had a police officer based in the town - to combat speeding traffic, this being one of his jobs by all means reduce the speed limit in the town. I agree that some aspects of the Master Plan are excellent ie; better signage on the Freeway and beautifying the town and better defining the town entries, as I have noticed a lot of people pull up on the southern entry to the town to take photos standing next to the sign. It would be nice if they could pull off the road and take photo's and if it was a bit tidier and signed properly they wouldn't be wandering if they should go up Daniel Lane to the football ground looking for touristy things and finding an eyesore and then stopping to ask where they have to go. I am begin to feel like a tourist guide. Now to the lions park. If the lions park is relocated, where to and the other question I have who is going to maintain the gardens not the council surely they don't maintain anything now. The township is an absolute disgrace so again I ask who will maintain it?

After reading the Glenrowan Gazette and the article from Michael Hansen re the Master Plan he stated a view of landscaping the environment the way it would have been back in 1880. This sounds charming and lovely but how practical is it especially for elderly people or disabled people, I feel sure that you must take all this into consideration when redesigning Glenrowan.

I myself feel that Master Plan has some redemming qualities, but if I was living in a street that was facing closure or in a house that a proposed overpass was to be recommeded I think I would be upset.

Yours sincerely

A handwritten signature in cursive script, appearing to read "Robyn Hubbert".

ROBYN HUBBERT

GLENROWAN LIONS CLUB
C/- POST OFFICE
GLENROWAN 3675

7TH MARCH 2002

CHRIS DANCE LAND DESIGN PTY LTD
P.O. BOX 2079
FITZROY 3065

DEAR SIR,

WITH ALL THE EMOTIONAL TALK CONCERNING THE MASTER PLAN AT
PRESENT THE LIONS CLUB BEING GLENROWANS ONLY SERVICE CLUB
ALSO WISHES TO MAKE COMMENT.

WE DO NOT DOUBT THE MASTER PLAN WILL LEAD TO THE
BETTERMENT OF GLENROWAN, WHILE UNDERSTANDING THE VARYING
VIEWS OF PEOPLE AND THE POLITICS INVOLVED, THE OFFICIAL VIEW
OF THE LOCAL LIONS CLUB IS TO RETAIN THE LIONS PARK.

THE LOCATION AND HISTORY OF THIS PARK HAS ESTABLISHED IT AS A
COMMUNITY FACILITY THAT IS REGULARLY USED BY BOTH LOCALS
AND TOURISTS ALIKE .

WE AGREE IT SHOULD BE DEVELOPED TO THE THEME OF THE
MASTERPLAN, HOWEVER WE ARE NOT PREPARED TO ABANDON THE
PARK AND ITS FACILITIES.

THESE NEED TO REMAIN IN THE CENTRE OF THE TOWN.

BUS STOP, TOILET AMMENITIES, B,B,Q, FACILTIES, AND EVENTS LIKE
THE CAROLS BY CANDLIGHT ENSURE WE MUST STRIVE NOT TO LOOSE
THIS IDENTITY.


SOME OF YOU WILL REMEMBER OUR INITIAL PLAN FOR UPGRADED
TOILET FACILITIES INCLUDING DISABLED TOILETS AND CHANGE
ROOMS.

THERE WERE ALSO PLANS FOR A WISHING WELL AND A PLAGUE TO
REMEMBER THE INNOCENT VICTIMS OF THE KELLY SEIGE.

WE HAD RECEIVED APPROVAL AND THE PLANNING WAS IN ITS INITIAL
STAGES PRIOR TO BEING PLACED ON HOLD WITH THE APPEARANCE OF
THE MASTERPLAN.

IN SUMMARY WE ARE TOTALLY BEHIND GLENROWAN AND ITS FUTURE
HOWEVER WE MUST NOT LOSE SIGHT OF WHAT WE HAVE ACHIEVED
WHILE WE MOVE FORWARD.

YOURS IN LIONISM


LEO McCOY
PRESIDENT

PO Box 40
GLENROWAN
Vic. 3675

8th March 2002

The Mayor
Councillor Geoff Dinning
Rural City of Wangaratta
PO Box 238
WANGARATTA
Vic. 3676

Dear Geoff,

I write re the Glenrowan Master Plan, Draft Stage - February 2002.

Generally speaking I find the plan to be most encouraging. The broad sweep of the plan certainly addresses the twin needs of a more worthy presentation of the Ned Kelly story as well as a major renovation of central Glenrowan. I have been an active member of Glenrowan Improvers for a number of years and the plan encompasses so much of what we have been working towards. I therefore give my full support to the plan and its future implementation.

I would also strongly suggest that further local knowledge be accessed as the more detailed plans are formulated, particularly with regard to the Ned Kelly event. For example, I believe Mr Lynton Briggs would certainly have further knowledge and information which could be immensely valuable when the detailed plans are being prepared. No doubt there are others as well.

My wife and I thank the Rural City of Wangaratta for their foresight and action in this matter. We also commend the work of Chris Dance Land Design and congratulate them on their input, methodology and presence.

Yours Sincerely,



Doug Cosson.

RECEIVED
COUNCIL OF WANGARATTA
12 MAR 2002
FILE

RECEIVED COUNCIL OF WANGARATTA 12 MAR 2002

COPY

RMB 1030
Glenrowan 3675
Tuesday 12.3.02

Mr Malcolm Styles
Acting CEO
Rural City of Wangaratta
Municipal Offices
Ovens Street
WANGARATTA

ATTENTION: Mr G. Nickless

SUBMISSION

Dear Malcolm,

RE: Glenrowan Draft Masterplan Report

Introduction

Since the public consultation meeting last Thursday evening at Glenrowan, an opportunity to examine the detail of the draft plan furnished by the Rural City has been possible.

The vision for a future Glenrowan as encompassed by the draft is an exciting one. As you are well aware, the excitement is not shared by all townspeople at this stage, particularly those who fear permanent disruption to the tranquillity of their life styles, and financial disadvantage caused by Municipal charges being levied against properties for the upgrading of essential amenities such as water supply, sewerage, and streets. The emotive overpass relocation issue has the capacity to be resolved without too much fuss and bother, and I will refer to this matter a little later on. Given adoption of the draft report occurs, the Lions Park relocation issue is one the Rural City is going to have to address with the utmost sympathy and prudence if it is to maintain continuing support from a significant number of townspeople.

It was not until the detail of the Masterplan report had been perused, that a number of issues of consequence emerge which would have derived benefit from discussion at the public meetings preceding the release of the detailed Masterplan report, some of which may still need to be engaged with the wider community.

The following are some comments and opinions I would like to offer for consideration at this stage of the draft Masterplan. In doing so, I would like the Rural City to understand my responses are intended to be constructive, for I share the vision of a future Glenrowan that is intended to have the capacity for its residents to capture benefit from its quite unique historic association with the past. After all, I have lived and worked in this place for more than 70 years, and would want nothing less than that for future generations. I will provide a copy of these comments for the information of, and consideration by Chris Dance Land Design Pty. Ltd., Masterplan consultants.

1. History

The draft report extensively details and references historic events of the past. There are some amendments to the historical record that would be appropriate, given that adoption of the draft report by the Rural City as it now stands will bed in any inaccuracies to the detriment of the record.

1.1 The house in Church Street referred to as St Anne's is in fact named St Mary's. The house has no historic connection to either church nearby as suggested by the draft Masterplan report. This house was originally located on the southern side of the railway line in the old township, serving as the town's slaughterman's house. The house is the oldest surviving home in Glenrowan, predating the Station Master's house by a few years. Later, the slaughter yards were relocated to where the Recreation Reserve oval is today. The slaughterman's house (St Mary's) was moved to Beaconsfield Parade in the new town and placed on the present Gladstone Street alignment adjacent to Bob Hemphill's premises. Attached to the home on the north side was the butcher's shop. Realignment of the Sydney Road (Hume Highway) once more, this time along Gladstone Street, resulted in the home again being relocated to Church Street. The commentary about 'St Anne's' house in the draft Masterplan report should be deleted and an amendment inserted.

1.2 The draft Masterplan does not distinguish between the name differences of the township of Glenrowan and the Parish of Glenrowen. Morgan's Lookout should be properly named Mt Glenrowen, and the old township, Glenrowen. The name of the present town Glenrowan is a corruption of the original name. Maps and other references in the draft plan should be appropriately amended where the wrong names occur.

1.3 The first sections of the old Glenrowen were surveyed in 1857. It wasn't until 1875 that the township around the present railway station was surveyed, after it became evident the grade of the railway line at the old town created difficulties for northward bound trains starting off again, as recorded in the draft report. The old township railway siding is now marked by a number of prickly acacia trees (*Robinia pseudoacacia*) that derived from plantings at the site. These particulars should be noted in the report's commentary under Roads and Rail, Section 4.1.1.

It should also be noted under the same section that Gladstone Street became the new Hume Highway route for a period of only 30 years up until 1988. Previous routes passed by the school, and for a short initial period, further north along the original Sydney Road surveyed route.

1.4 The railway siding site also marks the spot where a branch rail line commenced to connect with a bluestone quarry on the western slope of Mt Ruffey, on a crown reserve of 29 acres. This quarry should not be confused with the existing granite quarry on the north eastern slope of Mt Ruffey, nor the most recently (c1959) established quarry now redundant, at the foot of Mt Glenrowen to the North East of the township, nor the old gravel pit opposite Smith's orchard on the Old Hume Highway (Warby Range Road). The bluestone quarry supplied crushed rock used during railway construction through the North East, but eventually closed down because the material proved to be too hard for railway ballast and road surfacing.

1.5 The Draft Masterplan refers to Ned Kelly obtaining masonry from a quarry at Glenrowan, and indicates a quarry site north east of the township. Because the only quarry in existence at the time was the bluestone quarry on the Western slopes of Mount Ruffey, close to Ned's home, the material referred to would have most likely been obtained from that location. This quarry is located within the property of Robert and Merelyn Floyd. I mention the bluestone quarry in the event any tourist walking tracks constructed as a result of the Maserplan do in fact finish up at the right quarry. Map and references in the draft Masterplan should be amended.

1.6 The Victorian home situated at 5 Siege Street described in the draft Masterplan report is the original baker's residence. The large wood fired ovens and bakery kitchen attached to the rear of the residence operated and serviced the district until about the early 1960's. Bread deliveries were made by horse and cart in my time, later superseded by motor vehicles. The additional information should be incorporated in the draft Masterplan report.

1.7 The redundant public hall mentioned in the draft Masterplan report was completed and dedicated in 1922 (not c1930's) as a memorial to district residents who served and died in the 1st World War. In 1986, the community agreed to the relocation of the memorial in the form of a new Soldiers' Memorial Hall erected at the Glenrowan Public Park (Recreation) Reserve. The Masterplan report should be amended to record the correct information about the hall.

1.8 The Draft Masterplan report refers to the police station building in Siege Street. It may be worth recording in the report that the bricks used in its construction were salvaged from the stables behind the police station/hotel of the old township (Glenrowan), as were the granite footings from the old township. These materials predate anything else in the new town, with the possible exception of St Mary's.

1.9 To the east of the township, the hill referred to in the draft Masterplan as the Knoll, with commanding views of the Ovens and King flood plains, is Miller's Hill. It would be important for the plan to be amended to record its proper name, particularly as it features in the plan as an environmentally and historically important lookout.

1.10 The draft Masterplan records that one source of information indicated that McDonnell's Hotel was "eventually flattened by winds" in 1978. Not so. In spite of its good condition, it was unfortunately demolished to make way for a motel in the late 1950's. The information that the building was flattened by winds should be deleted from the draft Masterplan report.

1.11 Similarly, the information that the building known for a time as the Last Stand Café, erected at number 1 Siege Street was "mysteriously burnt down" prior to the early 1970's, is false. This large, double brick building that served a number of purposes including that of a wine shanty, guest house, confectionery and drinks shop, double residences and hair salon, was demolished for the owners by Morrell Smith and sons in 1976. The large quantity of hand made bricks salvaged from this demolition are still stock piled at Glenrowan.

1.12 The old fig tree at the rear of the site of Ann Jones' Inn, planted by Ann Jones (ref. Simon Hennessy pers. comm.), and which died during the 1997-98 drought, has suckered from its primary roots and has been afforded protection to prevent further damage. The other larger fig tree to the east grew from suckers that volunteered from damaged roots of Ann Jones' fig tree about 30 years ago.

1.13 About 25 years ago, the top soil of much of the Glenrowan Inn site was dug and sieved. The cellar was filled with rubble and compacted.

1.14 The draft Masterplan reports that the width of the main street (Gladstone Street) "reflects its former highway role." Not so. The southern boundary of the Railway Reserve was always indented to provide a wide street along its length in order to –

- (a) accommodate district agricultural horse and wagon traffic entering and departing from the goods shed railway siding and platform situated in the railway yard, and
- (b) to accommodate future mobs of district cattle and sheep marshalled for loading on rail from the extensive stock yards that were later constructed at the eastern end of the railway reserve. The branch railway line that serviced the goods shed siding also eventually serviced the live stock loading facilities.

1.15 Entry to the stock yards and goods shed were each made from Gladstone Street, the stock yards from a point just east of the intersection with Ned Street, and to the goods shed through a large gateway and gravelled road opposite the existing hotel. Interestingly, river gravel including quartz was used to surface the road and loading area, possibly transported by rail from Chiltern alluvial mine mullock heaps

1.16 The goods shed was easily the largest and most prominent building within the draft Masterplan siege precinct in June 1880. It continued to serve the community and district into the second half of the twentieth century.

1.17 Incidentally, Foster's Lake was made early last century to provide water for stock mustered by road by district farmers for loading at the Gladstone Street rail loading facilities. Large quantities of bagged grain, principally wheat, oats and barley, were also ferried from district farms for stockpiling and loading onto rail trucks shunted on to the goods shed branch line. Access for the grain wagons was also off Gladstone Street through the gateway mentioned above. Later, access was also provided by a gravel road entering from Beaconsfield Parade. A weighbridge and office was installed on the road near Beaconsfield Parade, within the railway reserve. River gravel also surfaced this road.

1.18 Page 48 of the draft Masterplan report refers to a Grave Kelly. The Christian name should be Grace, sister of Ned.

1.19 The draft Masterplan does not mention the prospect of the return of the original lock-up to the old police station in Siege Street. The lock up was originally sited at the Greta Police Station pre 1880, but when that Police Station became redundant, it was relocated at Glenrowan. The lock-up, when at Greta, included Ned Kelly among its numerous temporary residents. The old Police Station in Siege Street, near the side of the Kelly log, features prominently in the draft Masterplan as an interpretive centre of the siege precinct. It would seem to be appropriate for the Rural City to take up the challenge of having the lock up returned from Benalla where it has been publicly exhibited for some years.

2. Lions Park toilet block

2.1 The last public consultation meeting was advised that it may be three years or more before any alternative public facilities could be provided to service increasing tourism visitation to the town.. Given that adoption of the draft Masterplan by the Rural City occurs, the Rural City will be faced with the problem of having to cater for the public with a facility already demonstrably inadequate at times of peak usage. Some consideration of how to deal with this serious problem is obviously urgently warranted. A solution would be to immediately proceed with the expansion of the facility using funding already allocated for the project, and write off the cost against the short term but substantial benefit in the event the proposal to relocate the facility elsewhere later on is carried out.

The proposal to expand toilet facilities at the Recreation Reserve or at Foster's Lake to accommodate the needs of large numbers of tourists is grossly impractical because of the distance of these facilities from the town centre.

3. The overpass in Beaconsfield Parade

3.1 Removal of the overpass and its relocation elsewhere has been proposed in the interest of restoring authenticity to the siege precinct topography. This is a desirable objective, but as the draft Masterplan recognises, there are serious concerns about the proposal from townspeople

directly affected by, first of all, removal of the structure and thus convenient road and pedestrian access, and secondly by its relocation elsewhere impinging on lifestyle values.

3.2 The best relocation site appears to be at Kate Street, where the landscape has been sculpted by the Glenrowan Creek to form a distinct valley. Even so, the topography thus created does not appear to rule out the possibility of crossing the railway line, through an underpass rather than by an overpass. An underpass would be much less environmentally intrusive and less costly to build than an overpass with its long elevated earthen ramps on each side. Engineering problems do not appear to be insurmountable, two of the main references being the need to accommodate uninterrupted stream flows in the Glenrowan Creek, and to provide adequate head room between the road pavement and the overhead railway lines. This solution would be much more community friendly, given that the existing overpass would also need to be replaced by an overhead pedestrian crossing best located on the western side of Beaconsfield Parade, close to the site of the original station master's house. As flagged in the draft Masterplan report, such a structure could incorporate an elevated viewing platform overlooking the siege precinct, looking to the east, and be equipped with appropriate siege precinct interpretive devices.

3.3 Anticipating wider community support for the overpass relocation proposal under the above circumstances, the Rural City, given its adoption of an amended draft Masterplan report, may consider relocation of the overpass within a shorter time frame than that tentatively proposed at public meetings. Clearly, further engagement of the community in consultation would be necessary.

4. Siege Precinct Authenticity

4.1 The draft Masterplan report promotes restoring the siege precinct landscape as near as possible to its appearance of June 1880. However, there are some inconsistencies in its recommendations.

4.2 For example, the report commends the reconstruction of the Glenrowan Railway Station to its original specifications, on the basis the location and building are essential ingredients to the story that unfolded at the time of the siege.

4.3 The report recommends that the railway station platform be shortened to its original specification of 1880, and suggests that the replica building be refurbished to more closely represent its original condition in the interests of authenticity.

4.4 The report recommends that replicas of Railway Station outbuildings existent in 1880 also be erected in the interests of authenticity.

4.5 The report recommends that a facsimile of the famous Kelly log near Siege Street be erected on the spot where Ned Kelly was captured, in the interests of authenticity.

4.6 The report recommends that the original Glenrowan Creek stream bed in the Railway Reserve be identified and excavated, in the interest of authenticity, because of its importance in providing cover in 1880 for police and others engaged in shooting towards Ann Jones' Glenrowan Inn on the corner of Siege Street and Beaconsfield Parade, and which became a primary focus of the story as it unfolded.

4.7 The report recommends that a replica of the stables existent behind McDonnell's Hotel in 1880 be constructed, in the interest of authenticity.

4.8 The draft Masterplan report however does not recommend that there should be any development of either the McDonnell's or Ann Jones' Glenrowan Inn sites, apart from the provision of visual and audio interpretive devices for tourists. These recommendations are also inconsistent with advice provided at public consultation meetings to the effect new development on freehold land within the precinct could be undertaken providing such development is consistent with heritage specifications regarding the established character of the area, and associated municipal planning requirements. The community was advised a heritage overlay within the Planning Scheme would be intended to fully reflect the town's heritage significance, to ensure that future new developments are of a pre determined high quality and character. Both hotels played fundamentally significant roles in the unfolding of the tragic events of June 1880, Ann Jones' Glenrowan Inn in particular, the site where the actual siege and main gun fight took place. Enough information exists to reconstruct the Inn and McDonnell's Hotel to original specifications, including outbuildings and the horse paddocks

4.9 The report recommends the removal of Lions Park and its facilities from the siege precinct in the interest of authenticity, because of the "visual clutter" these facilities represent. The report does not propose where the park may be relocated.

4.10 The report recommends the closure of a section of Siege Street, in the interest of authenticity and public safety. The report does not take into account that in 1880, today's Siege Street from Ann Jones' Inn was represented by a dirt carriageway which provided some public access to the Railway Station and platform through a large gateway in the perimeter fence opening into the Railway reserve. The road from the street into the Railway station was gravelled with the same river gravel used for that purpose on the goods shed side of the railway tracks. This gateway into the railway Reserve is today marked by an old pine tree (*Pinus radiata*) growing on the western side of the gateway site. In the interests of authenticity, it would be important to recreate these thoroughfares, but they could be closed as proposed to vehicular traffic. Consultation with affected property owners would be desirable in advance of such action.

4.11 In 1880, the main public access to the station Reserve was by a gravelled road opening onto Beaconsfield Parade between Siege Street, and the rail crossing. A large iron gate, painted white, was swung at the entrance on a squared timber post, also painted white. Later, this entrance was closed off, and all traffic to the station yard entered from the Siege Street entrance, and still does so.

4.12 In the interests of authenticity and public safety, the draft Masterplan report proposes that the main Sydney Melbourne railway lines could be relocated in a tunnel under the siege precinct. Such a proposal, if carried out, would most likely interfere with the possible construction of an underpass at Kate Street, but would solve the problem of modern trains thundering through the site. Whatever the outcome of this proposal, in the interest of authenticity, it would be essential to maintain railway tracks above ground, to properly represent the situation at Glenrowan in 1880, where both the station and goods shed facility were serviced by rail. This would need the level crossing in Beaconsfield Parade to be restored, closed off permanently for public safety with replica gates such as were erected at the site pre 1880.

4.13 The draft Masterplan report recommends that in the interest of authenticity, Railway reserve fencing along Siege Street in the vicinity of Ann Jones' Glenrowan Inn site should be restored to its original specifications. In fact, in the interest of authenticity, all the Railway reserve fencing and gateways should be restored to their original specifications. The northern half of the reserve (Siege Street/ Beaconsfield Pde side) was fenced with split timber posts faced by adze to a precise rectangular cross section, joined by a single sawn top rail. Four evenly spaced bull wires were strung between the top rail and the ground. The other half of the reserve, facing Gladstone Street, was fenced with a more conventional split post and rail fence, four rails with posts at about 9 feet

centres. Both halves of the reserve, as previously mentioned, were accessed through gateways erected directly opposite each other. The large gates were particularly sturdy, wooden structures, reinforced by bolted flat iron and round iron rods for the extra stability required over a long span. They were painted white in colour. The gates were swung on large, squared, timber posts.

4.14 In the interest of authenticity, the draft Masterplan recommends that overhead service wires erected over the precinct since 1880 should be removed and placed underground.

4.15 The Rural City should be aware that communications through the telegraph wires strung across the siege precinct in 1880 played a critical role before and during the siege. These were strung on tall timber poles treated with a black preservative at their bases, and aligned along the south side of the railway line. In the interest of authenticity, the telegraph poles and wires should be restored.

4.16 The draft Masterplan report's map of the siege precinct and surrounding areas which was displayed for public viewing provides for some revegetation of the precinct, through a substantial provenance of vegetation extending from the east on the north side of the railway station to beyond the middle of the precinct. This part of the landscape on both sides of the railway line in 1880 was virtually bare of vegetation, the dominant feature being the number of tree stumps left behind after initial clearing. In the interest of authenticity, the proposed provenance of vegetation should not be established, except for some Blakely's red gum near the existing redundant station master's residence.

5. Compulsory acquisition of freehold land within the siege precinct

5.1 The draft Masterplan report identifies 54 properties within the siege precinct that may have potential for acquisition because of their significance in relation to the siege story. The properties have frontages to Beaconsfield Parade, Church Street, Siege Street, Gladstone Street, and Hill Street. Their inclusion in the draft Masterplan as part of the greater Siege precinct is considered critical. The Draft reports it is not the intention to propose immediate acquisition, but to determine which sites would enhance the siege story, and if they were made available, should be considered a priority for purchase.

5.2 However, establishment of Heritage and Public Acquisition Overlays within the Rural City's Planning scheme are a means of reserving private properties for acquisition by the Rural City. The draft Masterplan does not directly recommend the application of Public Acquisition Overlays, but it does identify properties of note which could be bought and included in the Siege precinct.

5.3 The Rural City should be aware that consultation between some landholders in the precinct already indicate that any attempt to set in place mechanisms to allow the compulsory acquisition of private property, or to disallow heritage sensitive development on private properties, would be viewed with concern and resisted.

6. Siege Precinct Information Centre

6.1 The draft Masterplan report recommends the establishment, in Gladstone Street, of a comprehensive Information Centre, incorporating a number of public amenities to cater for large numbers of tourists, and to assist visitors to enjoy the experience of coming to Glenrowan, largely financed and managed by private investment. Alternative locations for the Information Centre that may have been considered are not recorded in the draft Masterplan report.

6.2 There does appear to be a location more convenient and practical in its interpretive capability than the Gladstone Street proposal, and in its ability to handle with ease large numbers of vehicles

for extended periods of visitation. The alternative location should not detract from the ability of the project to attract private investment.

6.3 In 1880, opposite McDonnell's Hotel, within the southern half of the Railway Reserve, near the railway line corridor, stood the large cavernous goods shed facility, standing on an elevated landing and platform which also formed the rail siding. The odd bullet hole in the walls of the building, as was the case with McDonnell's hotel, bore testament to the seriousness of the business going on in Glenrowan at the end of June 1880.

6.4 In the interest of siege precinct authenticity and public convenience, it would seem a sensible and practical thing to do to restore the goods shed facility to its original exterior specifications, and fit it out internally with the public amenities of a comprehensive information centre. Importantly, its proximity to the centre of the action of the siege would be improved by about 100 metres or so, and being more central to the historic stage, would lend so much more atmosphere and realism to the experiences of visitors.

6.5 The goods shed was a large, iron framed building, painted white, with a long, domed roof line when viewed from an east/west perspective. The walls were high enough to allow a second level floor to be constructed in a replica building without alteration of original exterior specifications. This level could service a central, expansive, enclosed, and elevated viewing platform for visitors with commanding views of the entire siege precinct, from the east, complementing the elevated viewing platform suggested for the western side of the precinct. Ideally, the eastern half of the upper level could be utilised for cinematic purposes, complementing the site viewing platform on the same floor.

6.6 Interestingly, the overhead pedestrian footbridge proposed by the draft Masterplan report over the existing rail corridor in this vicinity of the siege precinct could be located to connect the existing station and goods shed platforms. The arrival of visitors by train at the station could then be delivered directly to the information centre, rest rooms, café, and other facilities. The goods shed replica siding could be located alongside the present railway line extension to simulate its 1880 configuration.

6.7 Road access to a goods shed information centre could be facilitated by reconstruction of the original gateway in Gladstone Street opposite the existing hotel, and by restoring the gravel road pavement to the goods shed and loading area, which could amply serve for bus and car parking, on occasions of large visitor movements.

6.8 Very importantly, the goods shed proposal would provide a satisfactory solution for the contentious Lions Park problem. While allowing that some rearrangement of playground facilities and other closely associated amenities could be negotiated with the Glenrowan Lions Club, the relocation nearby of rest room facilities and other "visual clutter" would allow Lions Park to continue to be used for its long standing and valued public purposes.

6.9 It is recognised that the goods shed site resides within a railway reserve that is under lease by the present rail operators. However, where there is a combined will there is always a way to find around such impediments. If the wider community and the Rural City see value in the goods shed proposal, exploration of site acquisition or sub leasing arrangements that would still accommodate injection of private capital into such a project should be explored as a matter of priority.

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7. Streetscape

7.1 The draft Masterplan report identifies two main goals for the Glenrowan project – improving the ambience of the town's environment through revegetation and streetscape design, and development of the siege precinct to try and reproduce as near as possible a feel for the landscape which existed in June 1880.

7.2 The streetscape proposed for an extended Gladstone Street is exciting in its conception for it has the potential to transform and coordinate the long street from the Recreation Reserve to Fosters Lake into an attractive resident and tourist friendly thoroughfare. It also has potential therefore, early in the dual project, to help gain the confidence of the wider community about the implementation of the broader project to be considered for adoption by the Rural City.

7.3 The streetscape design provides for the narrowing of Gladstone Street. The public consultation meeting last week was advised room will still be provided to carry two way vehicular traffic. The Rural City needs to consider that, in the event of traffic dislocation on the nearby Hume Freeway at any time, that Gladstone Street represents the only detour route through the Glenrowan gap along which to divert Freeway traffic. The narrowing of Gladstone Street will need to leave sufficient width to cater for occasional large traffic volumes, including heavy vehicles.

7.4 The draft Masterplan report indicates that expert advice should be sought about the species of vegetation to be planted along the thoroughfare and other streets, and elsewhere in the siege precinct. The report does however, nominate eucalypt species such as red stringybark, red gum, red box and grey box to create a bushland character, along with more "formal" evergreens such as Queensland box. While the above eucalypts are locally indigenous to Glenrowan, each of them is entirely unsuitable for planting in the streets. Each of the species have the potential to become very large trees, in diameter and height, to damage road pavement and kerbing, to produce large amounts of bark and leaf litter, and to endanger pedestrians and vehicles with falling branches. Queensland box, while an attractive small Australian native tree in its own right, is locally non indigenous, and would be totally out of character with the local bushland setting desired to be achieved.

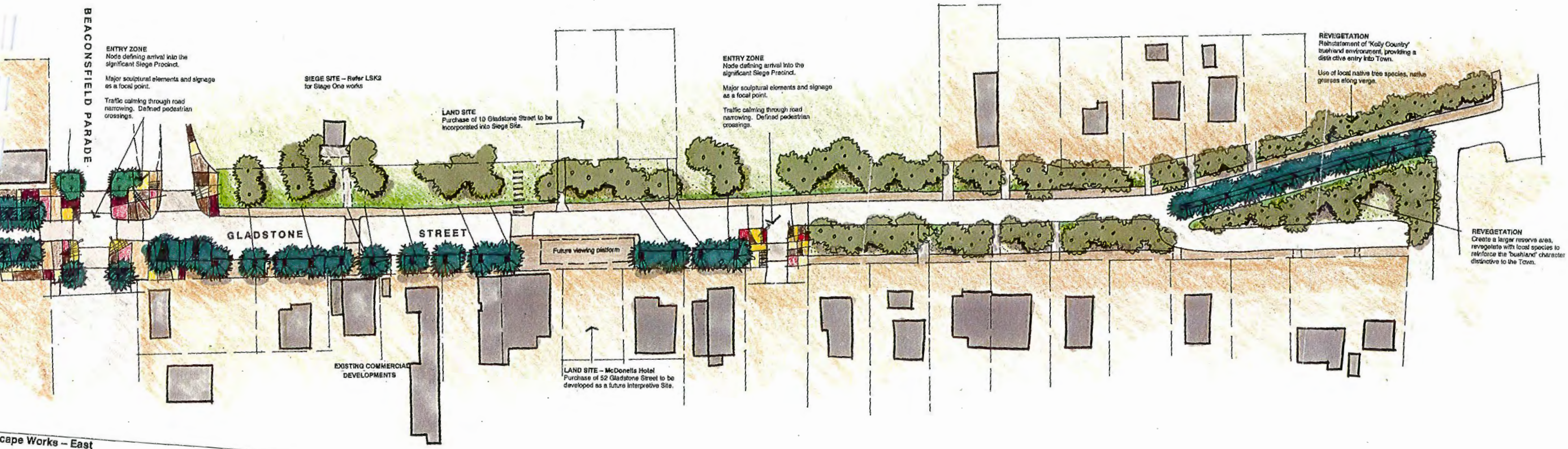
7.5 The dominant eucalypt growing in the township environs is *Blakely's* gum (hill gum), examples of which for easy reference are growing on the railway reserve fence line, opposite the existing hotel. This species and the other locally indigenous eucalypts mentioned in the draft report could be planted at carefully selected sites throughout the siege precinct, but not with advantage along the streets. Native grasses, native grass trees, flax lilies and so on as proposed would be plants suitable for incorporation into the vegetation suite of the streetscapes. There are no local indigenous eucalypts in the immediate locality suitable for street planting in Glenrowan.

7.6 However, there are naturally occurring provenances of two eucalypt species in North Eastern Victoria that are small, attractive trees, tried and proven for planting along streets. Both species extend from South Australia into Victoria as far east as Benalla, and could be expected to thrive in Glenrowan. The first species is yellow gum, of which there is a small variety known botanically as *E. leucoxylon microcarpa*. It looks very much like a small *Blakely's* gum. It does not shed much litter, does not drop branches, disrupt pavement or kerbs, and is very user friendly in terms of sheltering tables and seating. This species would reinforce the draft Masterplan objective of creating a bushland character along the streets. The second species is green mallee, botanically known as *Eucalyptus viridis*. It is a very hardy gum barked small tree, sometimes multi stemmed, with very small slender grey green leaves. Both species at maturity would have a maximum height of about 4 plus metres.

APPENDIX 4 – LEVEL ONE WORKS

Drawing L14 – Streetscape Works

Drawing L15 – Siege Precinct Works



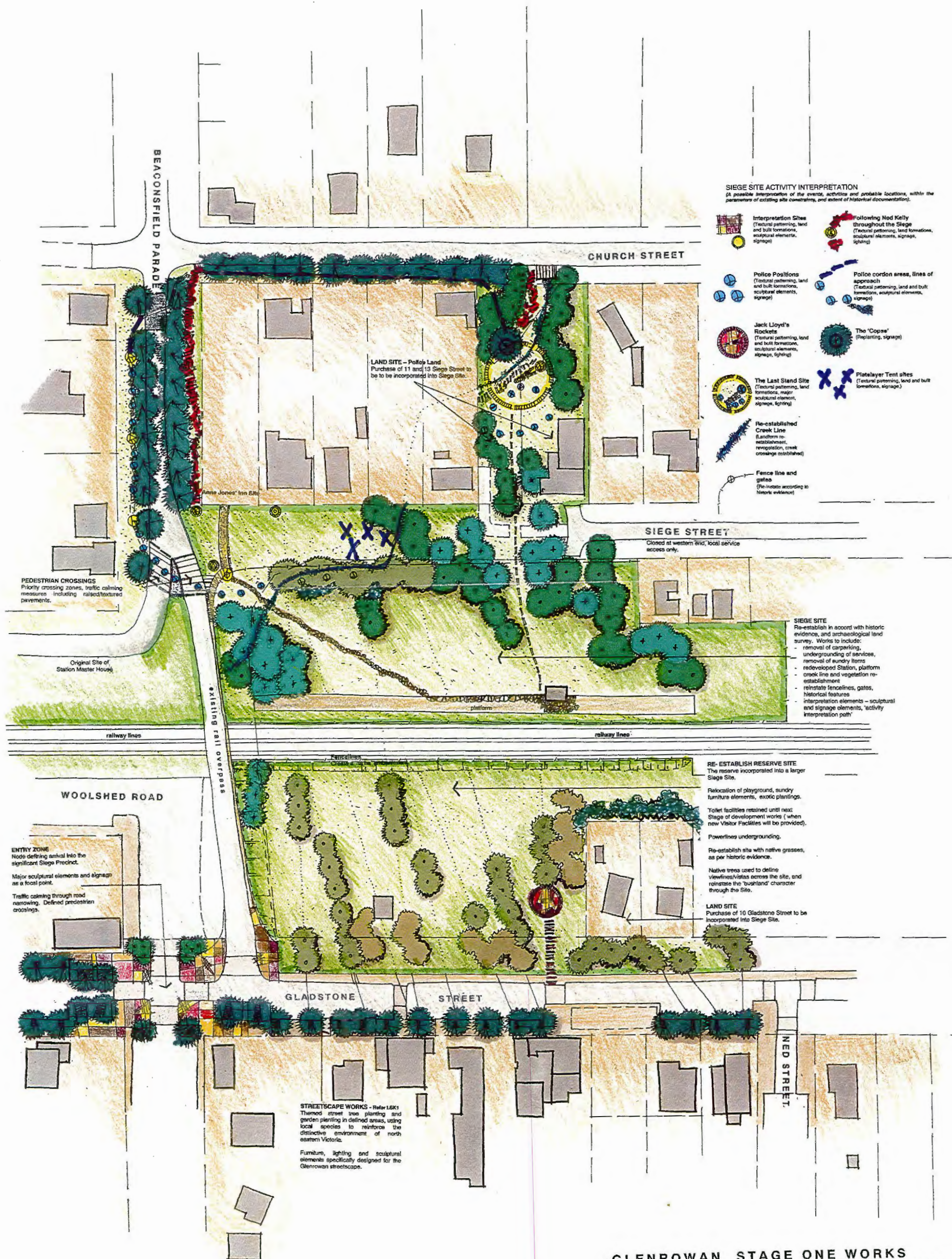
GLENROWAN STAGE ONE WORKS Streetscape Works

LSK1 SCALE 1:300 @ A0

0 5 10 20 30 m

March 2002





GLENROWAN STAGE ONE WORKS

Siege Site Re-establishment Works

LSK2

SCALE 1:500 @ B1

0 5 10 20 30m

March 2002



L15