

Submission
No 60

INQUIRY INTO THE DEVELOPMENT OF ARTS AND
CULTURAL INFRASTRUCTURE OUTSIDE THE SYDNEY
CBD

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SUBMISSION

**PUBLIC WORKS COMMITTEE, LEGISLATIVE
ASSEMBLY**

***INQUIRY INTO THE DEVELOPMENT OF
ARTS AND CULTURAL INFRASTRUCTURE
OUTSIDE THE SYDNEY CBD***

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FROM:

Jerilderie Shire Council
35 Jerilderie Street
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TO:

The Committee Manager
Public Works Committee
Parliament House
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BACKGROUND

The Jerilderie Shire Council would like to make this submission to the NSW Public Works Committee inquiry into the development of arts and cultural infrastructure outside the Sydney CBD - in particular Council and stakeholder views - in relation to a range of information based on Councils experiences in relation to cultural planning, the State grants process and including the amount of funding spent on arts and cultural activities.

As a small rural remote exceptional circumstance community the burden for development of the arts and cultural infrastructure falls upon the Council from both a cost and an organisational point of view because membership of regional arts organisations such as South West Arts can only be taken up by Local Government and the Council, as the largest employer within the Shire, is usually called upon to assist in the manpower and organisation of all cultural events. It is also important to note that infrastructure spend is outside the realm of most small arts/cultural associations and will need to be allocated by/auspiced by local government assisted in part by either Federal or State funding where grant funds are available.

The Council acknowledges the importance of social policy and equity of access to a wide range of services, including cultural activities. Yet this poses its own particular challenges as an exceptional circumstance community because in times of economic downturn, a capped ratepayer base and increased servicing costs; the efficient allocation of resources requires that funding of services be directed to critical human need and especially those services which are seen as essential by ratepayers and residents. Therefore when competing with a wide range of service expenditure, pressure is placed upon local government to reduce or avoid investment in services that are not seen as essential services yet however contribute to the 'quality of life' for residents and ratepayers.

It is critical to note that infrastructure strategies need to be customised to their users - small communities can still be viable communities regardless of size. Access to economies of scale can be gained by small communities in spite of a lack of numbers because small communities contain some economies that their larger counterparts do not - especially in relation to the widespread use of volunteer labour in relation to any service delivery. Small communities usually contain high commitment levels by all residents and ratepayers and this can translate into a very efficient allocation of resources when necessary. Community arts infrastructure is traditionally for small amounts however maximum community benefits can be obtained by low dollar spends because of community commitment and the realisation that accessing certain services is a privilege rather than a right.

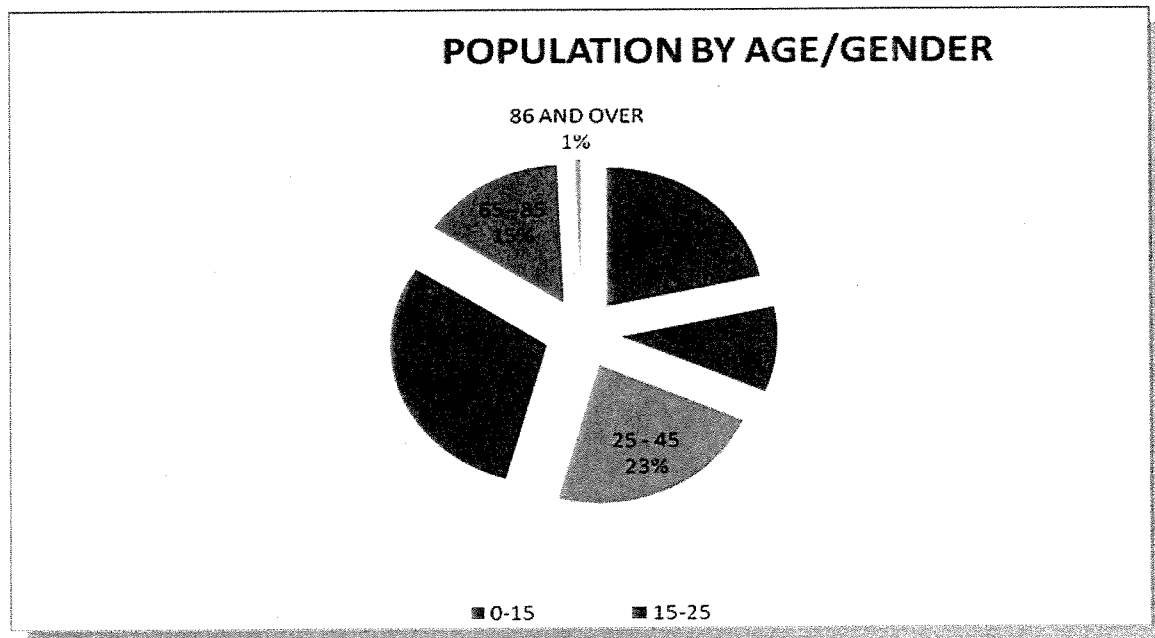
It is also important to note that large centres have an increasing social cost burden that smaller centres do not. For centres such as Albury, Dubbo, Griffith, Shepparton and Wagga the cost burden of increased vandalism, violence and integration are little recognised when bringing arts infrastructure expenditure to account.

Craig Moffitt
GENERAL MANAGER

DEMOGRAPHICS.

Jerilderie Shire Council was constituted in 1918 and is a single town Shire, with a population of 1642, made up of 950 urban residents and 692 rural residents. The area of the Shire is 3,397 square and has an average rainfall of 390mm with an elevation above sea level of 111.0 metres.

POPULATION BY GENDER



Source: 2006/7 Jerilderie Shire Council Annual Report.

Like many small communities Jerilderie has an ageing population, this is positively correlated to the downturn in the agricultural economy and reduced employment opportunities where the younger population drift to larger centres looking for more permanent or better paid work. This places particular pressure on certain services like health and aged care where usage of services is directly correlated to age.

Creating increased tourism spend through our existing cultural infrastructure especially through heritage tourism represents a chance to reverse this trend by offering a solution to help create employment and business growth within the shire.

SOCIAL PLANNING

Due to a limitation of resources the Council has had to focus upon the creation of the Jerilderie Shire Council Social Plan 2006 in preference to developing a dedicated Cultural plan because when scarcity prevails the social needs of the community far outweigh their cultural needs.

EXISTING CULTURAL INFRASTRUCTURE

- Civic Hall, Side Hall with commercial kitchen
- Jerilderie Racecourse
- Jerilderie Sports Club – golf club, tennis courts and bowling club.
- Jerilderie Sports Centre – swimming pool and gymnasium complex
- The Willows Museum – home of the Jerilderie and District Historical Society with a Museum and Stage 3 Accredited Visitor Information Centre
- 16 Ned Kelly Sites, 6 extant.
- CWA Hall
- Masonic Lodge
- Football and Netball Club rooms
- Two commercial art galleries one with studio
- Commercial Craft outlet and studio
- Anglican and Uniting Church Halls
- Playgroup and preschool

Jerilderie has a wide range of cultural infrastructure for its 1642 residents. This has been developed over many years with many facilities being funded through service organisations such as the Jerilderie Lions and Jerilderie Apex clubs. The Shire has over 50 active service organisations and associations that assist and support the community.

The infrastructure is of varying quality due to age. However with some investment - especially in relation to upgrading certain facilities to be more commercial in nature - the majority of this infrastructure will be able to cater to the current and future residents and ratepayers and therefore be sustainable into the long term.

Its real benefit is that Jerilderie already has good quality cultural infrastructure though of a limited capacity (500 persons). It has the potential to become a viable hub to other smaller towns especially in relation to the provision of facilities for cultural services in the way of heritage/cultural events, arts/cultural performances and business/leisure conferencing.

COUNCIL EXPERIENCES.

1. Any relevant Council's arts and cultural planning or strategies

The Jerilderie Shire Council has developed the Jerilderie Social Plan 2006 and also identified culture and leisure activities as a strategic objective in its 2008 – 2013 Management Plan. The objective is "To provide, on an equitable basis, a variety of locally enjoyable recreational and cultural facilities that also protect the heritage of the region."

However due to a limitation of resources the Council has had to focus upon the creation of the Jerilderie Shire Council Social Plan 2006 in preference to a Cultural plan because when scarcity prevails the social needs of the community far outweigh their cultural needs.

The Council sees cultural tourism as a major opportunity and as such has linked tourism to an economic driver as a strategic objective in its Management Plan since 2004. See Attachment 1.

For Jerilderie, cultural heritage tourism is a major opportunity because of our involvement in the Ned Kelly Saga and our *unique position* as being the only town in NSW with this heritage and the town with the MOST extant sites in the saga, well above sites such as Glenrowan and other Victorian towns.

However as a small community we struggle with the cost burden of maintaining and developing this heritage.

See Ministerial Briefing. Attachment 2.

2. Councils experience with the States Grants process

The majority of successful funding comes through capital heritage grants rather than community or arts or tourism funding as we have **no effective regional tourism office representation because we have no regional tourism officer or regional plan.**

This places us at a disadvantage especially in relation to arts and tourism funding applications such as Festivals funding and NSW Tourism Flagship Funding as they require Regional Tourism Office endorsement (based on a regional plan) as part of the grant application process and therefore we are culled out of the process before we start. At present there is no Regional Tourism Officer (RTO) in the Murray Region and therefore our Tourism Opportunities are dealt with as a Local Government Area (LGA) Level with assistance from our nearest Tourism Manager Margaret O'Dwyer, who has always assisted where possible but due to our situation some of the programs provided by NSW Tourism do not relate to us at all.

Part of the problem is that Jerilderie falls into the Murray Region which at present has been strongly driven by Victorian based regions such as Swan Hill, Echuca, Yarrawonga and Albury who, due to lack of NSW Tourism support, have formed a Campaign Committee that deals with marketing. The problem is also geographic because the Heart of Country NSW Tourism Campaign runs north to south not east to west as our Murray region does.

This creates inherent problems with effective tourism marketing. The Murray is marketed as one region east west, Heart of Country North South and we fall into both. See Attachment 3.

- *The heart of country approach to NSW Tourism runs a marketing campaign the gamut of North/South NSW and favours the areas north of Canberra with better regional tourism representation around Orange, for eg Mudgee. Until May 2008 we have had no Heart of Country marketing – yet its north south access situated within 45 minutes of the east west Murray border campaign of NSW Tourism renders it ineffective.*
- *In relation to the arts funding process, our (the Council's) inability to financially afford arts membership in these times of drought mean that we are placed in a large pool of competing projects without any regional endorsement and are therefore strategically disadvantaged.*
- *This also means it is harder to develop the arts community that exists within the shire because we are not seen as being able to influence the decision making process.*
- *There needs to be more equity of funding for smaller regional towns based on access and equity rather than cluster economics.*

Arts funding rounds are particularly poorly timed, occurring just after major holiday periods where many volunteers in organisations may be away. This then makes it harder to garner support in short turnaround periods.

- *Continuous funding rounds would be more equitable and assist us in organising better community endorsement and support for a wide range of projects.*

3. The amount of funding spent on arts and cultural activities

The Council spends a significant amount on tourism and culture on an annual basis as part of its strategic objective to link tourism to an economic driver with the intent of attracting/expanding businesses and creating job growth. The chart below indicates direct cultural and tourism spending along with strategic objectives.

	07/08	06/07	05/06
Museum	9176	7528	13599
Heritage	12267	18673	33604
Co-Opera		5695	4588
Dance workshop	0	1080	0
South West Arts membership	0	2786	0
History Re-write	6435	0	0
Tourism	46925	34605	18429

Source: Jerilderie Shire Council 2008

4. Whether council has a full time arts or cultural officer or dedicated staffing

Jerilderie Shire Council is the second smallest council in NSW and *as such is unable to staff culture/arts as a dedicated position*. It is a requirement that many employees multi-skill in order to supply services with any equity across the community.

5. The significance of any partnerships with private sector funding or private sector sponsorships in the areas of arts and culture

Jerilderie is the NSW component of the famous Ned Kelly Legend. It is the only town in NSW visited by the Kelly gang in 1879 and is a living museum that can open a window to the past and the story of the tumultuous days in which the Kelly gang made the town their own.

The Ned Kelly Touring Route was formed in 2004 with a Memorandum of Understanding between 6 councils straddling both Victoria and NSW. This trail provides a unique experience because each area contributes its own aspect and perspective to the story. Glenrowan is the key 'icon' site and the other key sites include Old Melbourne Gaol, Avenel, Beveridge, Beechworth, Benalla, Euroa, Jerilderie, Mansfield, Powers Lookout Nagambie, and StringyBark Creek. Since 2004 there has been significant investment in the touring route most notably Old Melbourne Gaol, Glenrowan and Mansfield. Whilst all sites have had some interpretation there is still a substantial variation in the standard of Kelly infrastructure and interpretive material at the primary sites.

Jerilderie is fortunate enough to have 16 sites connected to the saga, of which 8 are primary sites and the balance secondary sites. As such, Jerilderie has of all the locations the most extant Ned Kelly heritage. Adequate infrastructure investment, the gaining of international heritage status and the need to attract government and external funding to Kelly related projects is well recognised by the Shire council and is the strategic step required for tourism to develop to the next level so that Jerilderie can capitalise on this national heritage opportunity.

Our role in the saga creates a point of difference on a national, state-wide and regional basis. Jerilderie provides a successful example of cross border tourism relations and reflects the foundations that have been put in place by member councils since 2004. These established Touring Route relationships offer Tourism NSW a significant entrée into the Victorian market as part of a 'cross border heritage landscape'. On a local level our biennial Jerilderie Letter Event festival, now in its 7th year, continues to grow in numbers and is widely supported by historians, academics and cultural workers reflecting the growth opportunities available.

Jerilderie is strategically located to Brisbane, Sydney, Adelaide and Melbourne; the only location on a main highway; and a neighbour to a region that currently yields over \$396 million in tourism revenue, with some 4500 businesses.

Public interest and visitations are again at a high point with the archaeological dig in Glenrowan now underway and the recent refurbishment of the Old Melbourne Gaol.

This highlights the growth opportunity for both domestic and international tourism for all locations along the Ned Kelly Trail through an integrated trail experience.

6. Any issues related to the implementation of the arts/cultural grants program or with the implementation of the arts and cultural strategic plan.

The major limitations for Jerilderie are financially linked as we are a rural remote community in an exceptional circumstance area and we cannot afford to even undertake a Cultural Plan and have chosen to instead focus on a Social Plan as social needs outweigh cultural needs in times of scarcity.

Cultural planning, however is an integral and essential part of community planning however it is also an expensive process involving the necessary use of cultural specialists. If culture is to be truly equitable and accessible then Cultural and Social Plans need to be fully funded by all levels of government rather than the cost burden shifted to ratepayers and residents at the local government level.

Our Council is experiencing economic hardship however our communities are even more dependant upon the council to maintain a wide range of services in spite of the fact that we face significant cost shifting issues and capped income levels. Our private works income has decreased by 70% as a direct result of the drought. These limitations mean that this council cannot afford to even maintain South West Arts membership so that our communities are unable to access a wider range of cultural events than they can organise themselves. Existing access is dependant upon Council contributions and when this is unavailable there is no other solution for access.

In order to create sustainable solutions there needs to be community solutions as well as council solutions in order to create capacity.

Jerilderie Shire Council has no Regional Tourism Office, this means that we do not qualify or are ranked poorly for Regional Flagship or Festival funding. It is a double edged sword; where we cannot get grant contributions to ensure viable events.

There needs to be a solution for areas without Regional tourism office representation. There needs to be genuine equity of access for all communities not just larger regional centres.

From a national heritage perspective, public interest and visitations along the Ned Kelly Touring Route are again at a high point with the archaeological dig in Glenrowan completed in April 2008 and the recent refurbishment of the Old Melbourne Gaol. This highlights the growth opportunity for both domestic and international tourism for all locations along the Ned Kelly Trail through an integrated trail experience; however NSW tourism funding is directed at marketing rather than capital investment projects.

As a Council we fully understand that these heritage-listed buildings are in desperate need of restoration and if works cannot be commenced before they deteriorate further, NSW is at risk of losing its only significant link to the Ned Kelly legend.

The majority of Ned Kelly sites occur in regional Australia and represent a genuine regional solution for tourism, however this is largely ignored by both Tourism Victoria and Tourism NSW. There needs to be recognition of the need for a seed funding approach especially where national heritage exists and is in danger of being lost.

GENERAL COMMENTS.

For regional communities access to arts development and culture will always centre on issues such as availability; the availability of quality training, available access to multi-use art centres that function as incubators for arts development and community areas and the existence of arts access and development organisations that address citizens entitlement to participate in the arts at all levels.

To date much of this access is provided by local government and is particularly challenging for rural communities and as such we would make a number of recommendations:-

1. Infrastructure spending in large amounts per se would not help smaller towns as the service burden would be onerous, however creating small hubs within smaller regional areas would have significant advantage of access.
2. In the event where heritage of national and international importance could be lost uncapped large capital infrastructure should be available. For locations where this is relevant - it is not marketing that is required rather it is the investment in the long term sustainability of cultural heritage that is required. Marketing is at this stage a secondary focus because the pressing need of conservation/preservation becomes the integral element towards maintaining intra and inter-generational equity.
3. Mobile options for the staging/provision of cultural events would also be heavily recommended. Mobile sounds systems; mobile stages and mobile theatres can create equity of access and are often significantly cheaper than large scale infrastructure spend because access to culture and arts development for many communities of less than 10,000 population is often linked directly to the poor quality of existing infrastructure rather than a lack of it entirely.
4. Investment in online, mobile and broadcasting opportunities as a strategic regional initiative presents the solution to "the tyranny of distance" so often experienced by rural and remote communities. Avenues for investment and expansion of existing digital infrastructure are low cost ways of developing the arts and making sure that the voice of all cultures is heard creating greater equity for regional Australians.

5. We also need specific infrastructure investment to upgrade facilities in order to create and maintain arts developments. For example by upgrading heating and cooling facilities to meet with the environmental conditions that most museums/art galleries require, we can enable smaller communities to host exhibitions of quality and improve cultural economic rewards through increased audience development and tourism, where such infrastructure exists.
6. Access to large pools of volunteer labour is something unparalleled in regional Australia and the capacity exists to create viable economic exchanges in culture.
7. Spending \$5000 in a small regional community goes an extremely long way and has not the associated costs of negative social issues that larger centres face by way of vandalism etc.
8. Clustering small towns together and removing boundaries and borders means that clusters of small towns could seek access as a united (one) entity to arts and cultural activity making it more efficient and effective.
9. Continuity and ease of funding in small amounts is an essential component especially in relation to incubator arts development in regional towns of less than 10,000 population.
10. An arts development strategy creates an antidote to social factors such as depression and anxiety.
11. Rural and regional Australia has much to offer and celebrate. Culture in the end is 'symbols of us' and it is essential that ALL communities get the right to access and create expression and celebrate themselves.

**ATTACHMENT 1: JERILDERIE SHIRE COUNCIL 2008-2013 MANAGEMENT PLAN
STRATEGIC OBJECTIVES – TOURISM
Source: Jerilderie Shire Council 2008**

12.1 TOURISM		
OBJECTIVES & PERFORMANCE TARGETS (GOALS)	STATEMENT OF MEANS (STRATEGIES)	PERFORMANCE ASSESSMENT
<ul style="list-style-type: none"> • To link tourism to economic benefits. • Major town streetscape improvement program. • Achieve better presentation of the town. • Town Entrance signs. 	<ul style="list-style-type: none"> • Promote area and new business involved in tourism. • Identify links between Jerilderie tourism potential and other areas. • Maintain a masterplan for all initiatives of town improvement to be identified and adopted by Council. • Establish attractive unique and inviting entrance signs at each entrance to the town. 	<ul style="list-style-type: none"> • Number of new tourism firms. • Tourist Information Centre supported. • Tourism Strategy supported by Council. • Community ownership and support for streetscape project. • Adoption of masterplan. • Completion of construction of the entrance signs subject to allocation of funds.
12.2 FACILITATE THE CREATION OF A JERILDERIE CLUB		
<ul style="list-style-type: none"> • Liaise with all sporting clubs in the town to assist the creation of a Jerilderie Club. 	<ul style="list-style-type: none"> • Meet with Executive of all sporting clubs to assist in the creation of a multi-purpose sporting club linked to the sporting complex and swimming pool. 	<ul style="list-style-type: none"> • Acceptance of individual clubs of a plan to achieve agreed outcomes.
12.3 NED KELLY NATIONAL TRAIL		
<ul style="list-style-type: none"> • Promote Jerilderie as a major "player" in the Ned Kelly Saga. • Obtain Government assistance for development of infrastructure collateral 	<ul style="list-style-type: none"> • Be an active part of the joint Government partnership in developing the National Trail. • Ensure Jerilderie is recognised as either a starting or finishing point in the National Trail. • Complete Regional Partnership funding applications. 	<ul style="list-style-type: none"> • Obtain Government funding. • Gain recognition as a major influencing factor in the Ned Kelly Saga. • Have Governments and other municipalities seek Jerilderie Shire Council's input.

MINISTERIAL BRIEF

JERILDERIE – THE ENTRÉE TO A CROSS BORDER HERITAGE LANDSCAPE.

Jerilderie is the NSW component of the famous **Ned Kelly Legend**. It is the **only town in NSW** visited by the Kelly gang in 1879 and is a living museum that can open a window to the past and the story of the tumultuous days in which the Kelly gang made the town their own.

The **Ned Kelly Touring Route** was formed in 2004 with a Memorandum of Understanding between **6 councils** straddling both **Victoria and NSW**. This trail provides a unique experience because each **area contributes its own aspect and perspective to the story**. Glenrowan is the key 'icon' site and the other key sites include Old Melbourne Gaol, Avenel, Beveridge, Beechworth, Benalla, Euroa, Jerilderie, Mansfield, Powers Lookout Nagambie, and StringyBark Creek. Since 2004 there has been significant investment in the touring route most notably Old Melbourne Gaol, Glenrowan and Mansfield. Whilst all sites have had some interpretation there is **still a substantial variation in the standard of Kelly infrastructure** and interpretive material at the primary sites.

Jerilderie is fortunate enough to have 16 sites connected to the saga, of which **8 are primary sites** and the balance secondary sites. As such, Jerilderie **has of all the locations the most extant Ned Kelly heritage**. Adequate infrastructure investment, the gaining of international heritage status and the need to attract government and external funding to Kelly related projects is well recognised by the Shire council and is the **strategic step required for tourism to develop to the next level** so that Jerilderie can capitalise on this national heritage opportunity.

Our role in the saga creates a **point of difference on a national, state-wide and regional basis**. Jerilderie provides a **successful example of cross border tourism relations** and reflects the foundations that have been put in place by member councils since 2004. These established Touring Route relationships offer Tourism NSW a **significant entrée into the Victorian market** as part of a '**cross border heritage landscape**. On a **local level** our biennial Jerilderie Letter Event festival, now in its 7th year, continues to grow in numbers and is widely supported by historians, academics and cultural workers reflecting the growth opportunities available.

Jerilderie is strategically located to Brisbane, Sydney, Adelaide and Melbourne; the only location on a main highway; and a neighbour to a region that currently yields over \$396 million in tourism revenue, with some 4500 businesses.

Public interest and visitations are again at a high point with the archaeological dig in Glenrowan now underway and the recent refurbishment of the Old Melbourne Gaol. This highlights the growth opportunity for **both domestic and international tourism for all locations along the Ned Kelly Trail through an integrated trail experience**.

We are seeking your support for restoration of Ned Kelly buildings and a full interpretation of all trail sites to fully realise the tourism potential of the only Ned Kelly location with sixteen sites of significance. With the highest number of still standing Kelly-related buildings and sites after Beechworth, Victoria, visitors can literally walk in the footsteps of this infamous bushranger. These heritage-listed buildings are in desperate need of restoration and if works cannot be commenced before they deteriorate further, **NSW is at risk of losing its only significant link to the Ned Kelly legend**.

Tourism associated with our heritage represents a genuine social and economic opportunity for growth, future employment, training and education, including re-skilling of our existing workforce and new participation. It provides a catalyst to reverse the drift of our talent away to other centres and provides the potential to attract other industries to our location, especially those related to heritage.

The Kelly Saga

Kelly and his gang rode into Jerilderie on February 8, 1879, bailing up the local police constables, stealing their uniforms and locking them in their own cells.

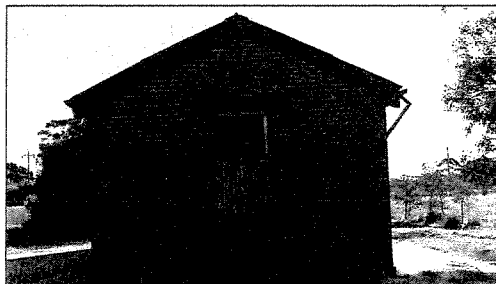
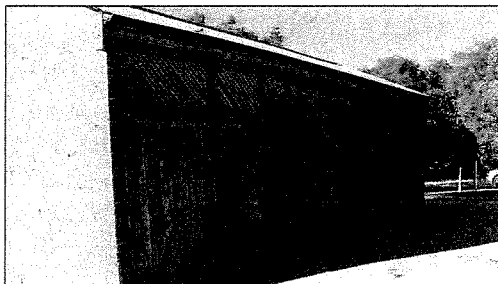
During their two-day stay in the town, they robbed the bank of 2141 pounds, held 42 of the townspeople hostage in the local pub and generally ran amok. Most notably though, it was here that Ned came to publish his now famous "Jerilderie Letter", a rambling manifesto defending his actions at Stringybark Creek, where three policemen were killed three months earlier.

The Kelly buildings

There are 17 sites associated with the Kelly Gang's raid on Jerilderie. Of these, there are six buildings still standing that Ned Kelly and his gang actually set foot in. Those in urgent need of restoration work are:

Police Stables

Towards midnight on February 8, 1879, Ned Kelly and his gang made their move on Jerilderie, converging on the police barracks. Kelly waited on horseback at the fence, approximately 50m in front of the building, whilst Joe Byrne, Steve Hart and Dan Kelly crept up to the barracks with Joe Byrne taking up position on the eastern end; Steve Hart and Dan Kelly on the western end.



When in position, Ned Kelly rode up and calling out for Sen-Constable Devine. On hearing his name, Devine responded, "I'm in bed, what do you want?" Whilst still on horseback, Ned replied, "For God's sake, get up. There is a row on up at Davidson's and they're fighting. If they are not stopped there will be murder before morning. Get up at once and come out, and bring Richards with you".

Devine sprang out of bed, donned his trousers and socks, and stepped out onto the verandah. Trooper Richards had also heard the exchange and came out from the office door, similarly attired as he had also been asleep in the lean-to.

With both Devine and Richards on the verandah in front of him, Kelly drew his revolver and said, "Throw up your hands, I'm Ned Kelly", and as the other three stepped forward, "don't move for you are also covered by my men from both ends of the verandah and on the slightest movement on the part of either of you, you will be shot by them".

Kelly dismounted and ordered Devine and Richards into the dining room, to be met by Mrs Devine, also hastily dressed. Kelly assured the captives that no harm would come to them provided they obeyed his instructions. He ordered Mrs Devine to make some supper and whilst she was doing this, Dan Kelly and Hart retrieved the gang's horses and took them to the police stables, where they released the police horses into the police paddock and stabled their own.

Kelly and Byrne escorted Devine and Richards to the "logs" where they locked them in along with a drunk, who had earlier been arrested. The gang then took turns at guard duty whilst the other three slept.

On Sunday morning, they dressed themselves in police uniforms and after breakfast, prepared by Mrs Devine, walked about the barracks and stables so the locals would think they were new troops on their way south to the Victorian border, where patrols were being carried out in a bid to catch the Kelly Gang who were attempting to cross the Murray in to NSW.

Only the stables remain of the police buildings. Located in Jerilderie Street, Jerilderie they have been heritage listed and an independent heritage report has strongly recommended retention and on-going maintenance.

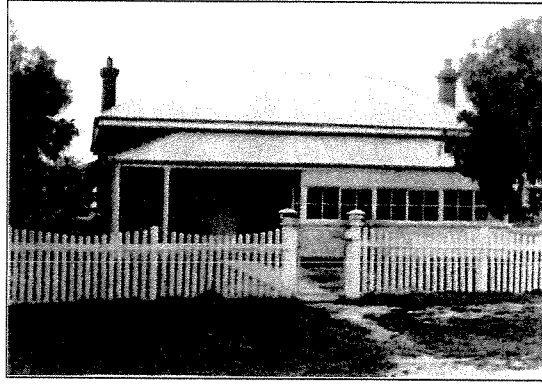
SHI Inventory Number: 1830002

Estimated cost: \$50,000 for restoration, \$30,000 for land purchase.

Jerilderie Courthouse

Towards 10am on the Sunday morning, Mrs Devine advised Kelly that it was customary for her to prepare the altar in the courthouse, where a church service was to be held at 11am.

Thinking that if the usual procedure was not followed and enquiries made, it might upset his plans to rob the bank the following day, so Kelly ordered his brother, dressed in police uniform, to escort Mrs Devine across the road to the courthouse and assist her in making the necessary preparations and then return.



Mrs Devine was a regular attendant at mass, but those who noticed her absence also noticed the “extra” police across the road at the barracks and so dismissed her absence because of extra household duties.

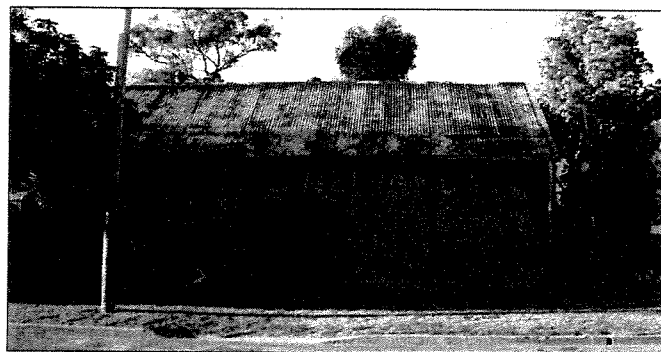
Also fortunately for Kelly, a relieving priest officiated on the day rather than the regular Father Slattery, whose habit it was to go over to the barracks after mass for a chat. If this had occurred, Ned would have had no alternative but to lock up the popular priest, which certainly would not have gone un-noticed, possibly thwarting his plans for the following day.

SHI Heritage Inventory Number: 1830059

Estimated cost: \$80,000 for restoration.

Blacksmith's Shop

Early on Monday morning, Dan Kelly and Joe Byrne, dressed in police clothes, rode their horses to the blacksmith shop of Samuel Rea from the police stables to have them re-shod. They booked this cost up to the NSW Police.

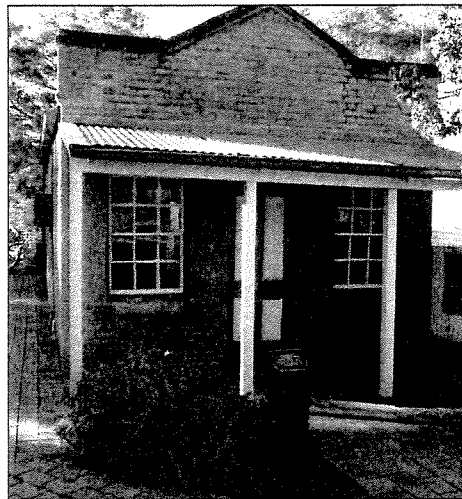


Post and Telegraph office

On returning to the Post and Telegraph Office after having his lunch at the Albion Hotel at 2pm on Monday, postmaster Henry Jefferson was confronted by a “policeman” who brushed by him and went behind the counter

to read the telegraphic correspondence that had transpired that day. On admonishing the “policeman” for going behind the counter, Joe Byrne drew his revolver and ordered Jefferson to shut down the telegraphic machine. Jefferson and junior postal clerk James Rankin were then kept under guard until Ned Kelly arrived. After a brief inspection, Kelly walked next door and ordered the boot maker, a Mr Roe, to fetch his axe from the wood heap and start cutting down the telegraph poles so as to prevent any further communications.

Kelly had Roe relieved of wielding a very blunt axe by Riverina Hotel publican Martin Murphy, who had unsuspectingly strolled down to the post office to see what was going on. Seeing that not much progress was being made, Kelly then ordered two bystanders to go across to Rankin’s store and get a new axe each and keep cutting down telegraph poles until sunset.



Kelly and Byrne then escorted Jefferson and young Rankin across to the Royal Mail Hotel and from there to the police barracks where they were locked up with the troopers Devine and Richards.

The two bystanders carried out their orders, cutting down eight poles for a distance of 500 metres.

SHI Heritage Inventory Number: 1830047

Estimated cost: \$110,000 for restoration.

Residence and Printing Office of The Jerilderie and Urana Gazette, Samuel Gill, Editor and Proprietor.

On Monday, 10 February, 1879, Ned Kelly tried to find Samuel Gill in order to print the "Jerilderie Letter". Earlier in the day Mr Gill had become aware that something was amiss in the Bank and had taken off for "Carrah Homestead" a point whereupon a messenger could be sent on to Coree Homestead and from there on to Deniliquin to inform the police of what was happening in Jerilderie.

Shortly before 2.30 pm on Monday, 10 February, 1879, on his way to inspect a racehorse at the Traveller's Rest Hotel Stables, Ned Kelly, in company with Trooper Richards and the Bank Teller, Mr Edwin Living, knocked on the door of the private residence and printing office of Samuel Gill, which was answered by his wife.

Mrs Gill was aware of the Kelly Gang's presence in Jerilderie, having been warned by Mrs Pride, of the Butcher Shop behind the residence facing Powell Street. Samuel Gill, on his way to Carrah Homestead had called into Pride's Butcher Shop and asked Mrs Pride to warn his wife and inform of his intentions.

When Ned asked for Mr Gill, his wife informed him that he had not returned for his dinner and knowing who Ned Kelly was, said "I don't know where my husband is; perhaps by this time, he is dead down the creek", to which Ned replied "Look here Mrs Gill, I do not want to injure your husband in any way, I have a statement here which contains a little act of my life, and I want it published by Mr Gill, will you take it?"

Mrs Gill refused to take what has now become famous as the 'Jerilderie Letter'. Ned appeared somewhat perplexed as to what to do next until Mr Living offered to take custody of the 58 page manuscript and give it to Mr Gill when he returned, for it to be published.

On handing over the manuscript Ned said to Mr Living 'Mind that you keep your promise and see that they are printed, or you will have to reckon with me next time we meet.' Kelly Richards and Living then walked around to the Traveller's Rest Hotel Stables.

However Mr Living did not give the manuscript to Gill, rather he kept it himself, and it was not to re-surface until more than 100 years later. A synopsis was printed in the 'Argus' on 17 February, 1879, with either the copy made by Mr Hanlon of the Lauriston Hotel, or a further copy made by Mr Living himself, probably being the so called 'original' that was given into police custody, as demanded.

SHI Heritage Inventory Number:

Estimated cost: \$100,000 for restoration.

REVIEW OF TOURISM IN NSW

Submission to Minister

Review of Tourism in NSW conducted by Jerilderie Shire Council

Jerilderie Shire Council is pleased to have been given an opportunity to provide feedback on this matter. Jerilderie is situated in the Southern Riverina Area and is a single town Local Government Area with wealthy story to tell. Bounded by the Murray River to the South and Murrumbidgee River to the north it is the only NSW town that Ned Kelly and his Gang visited – a legacy of that visit is now known as the iconic “Jerilderie Letter” together with original buildings visited by Ned Kelly.

Firstly, reference is made to Regional Tourism Plans, which as you know aim to move the regions further towards a consumer driven focus with clearer, individual marketing and development paths. Jerilderie falls into the Murray Region which at present has been strongly driven by Victorian based regions such as Swan Hill, Echuca, Yarrawonga and Albury who, due to lack of NSW Tourism support, have formed a Campaign Committee that deals with marketing. There has been no consultation between NSW Tourism and this Committee and to date Jerilderie has not had an invitation to have representative on this panel.

Point 1: We feel very strongly that there is no whole of government approach to Tourism and Local Government and the roles of each party need to be clearly defined in order that common goals and aims to support regional tourism are achieved.

At present there is no Regional Tourism Officer (RTO) in the Murray Region and therefore our Tourism Opportunities are dealt with a Local Government Area (LGA) Level (see foot note 1) with assistance from our nearest Tourism Manager Margaret O'Dwyer, who has always assisted where possible but as we explain later, due to our situation some of the programs provided by NSW Tourism do not relate to us at all.

Point 2: Regional Tourism experts used to define Regional Tourism Plans are better described as local representatives and are needed to formulate “Regional Strategies” that are relevant to our areas.

A recent funding submission referred directly to the Regional Tourism Plan under which the aims and objectives meet those as defined under the relevant Regional Tourism Plan, in our case this question is unfair. We have adopted the approach of the Heart of Country Strategy

but to no avail. Part of Council's commitment to developing tourism within the town consists of the commissioning of a Destination Development Plan which was adopted by Council last year; a recommendation of the plan is to form an Economic Development Committee which has been done with a first project being the development of a professionally designed and printed official visitors guide. Funding has also been committed to supporting our Jerilderie Letter Event Committee in its endeavors drawing overnight visitors to the area and the development of brochures and a website to assist the committee.

Page 1 of the NSW Tourism – Heart of Country Marketing Opportunities 2007-08 states "We believe a team approach is more effective in ensuring NSW is sought after destination than each tourism operator working in isolation. It is especially important as competition increases, and more and more destinations compete for the valuable tourism dollar."

Point 3: Reiterates the above and the need for close collaboration between all parties involved in the planning processes to ensure that these plans reflect what is actually happening at 'ground level', which to date has not been achieved.

We are most excited by our achievements which are leading to many notable developments within our town, however feel that we could have been more appropriately identified by NSW Tourism. As Tourism within our LGA has been handed to Jerilderie LGA for self promotion – it has achieved just that effect, we find it very hard bounded by a small ratepayer base expected to foot the bill for NSW Tourism promotion when at present we are merely identified as a stepping stone between larger regional areas.

Point 4: There is little State government support for the growth of our area in terms of tourism on a local or even regional level.

From the Strategy Jerilderie has identified its key theme as History and Culture with the other themes following in succession behind. Jerilderie's market is rich in campaign targets, being centrally located on the Newell Highway and gateway to the Kidman Way it is estimated we have around 3000 traffic movements per day through the town (see footnote 2) and as a location suggests we have the potential to attract an enormous amount of visitors but lack identity. Through our endeavors to attract visitors it is clear that there is a distinct lack of consultation with the regional tourism organizations and acknowledgement of our on the ground knowledge - we have worked very hard to overcome this issue.

Point 5: We feel that from a corporate culture perspective NSW Tourism acts with a Sydney centric focus.

Utilizing the recommendations in NSW Tourism's Heart of Country marketing strategy and through the number one suggestion that driving trails are an excellent marketing opportunity we have formed strategic alliances outside the boundaries of NSW Tourism which have seen us forge a place in the National Ned Kelly Touring Route by exploiting the Kelly Gang's visit to Jerilderie and also being Gateway to the Kidman way giving travelers a taste of the Outback via the 800km trek from Jerilderie to the Queensland Boarder. We are also a stepping stone between two Natural Wonders, the Murray and Murrumbidgee Rivers and the Food and Wine Trails from Rutherglen in the South to the Riverina in the north.

Point 6: From a NSW Tourism perspective our efforts have gone unnoticed and unsupported in anyway, communication through regional and state offices is small this is evident by Regional Flagships which offers the amount of \$10,000 to support regional events when in fact a larger amount of smaller dollars would have been more useful, such as grants of \$5000. This is one example where Communication between Regional and State levels could achieve a much more appropriate outcome.

Jerilderie sees "the key campaign strategy is to promote the drives within the themed experiences an offer in the Heart Country NSW, including Food & Wine Trails, Natural Wonder Trails, History and Culture Trails" as an excellent idea however is struggling to find direction from NSW Tourism to form working parties to improve communication by those involved in the tourism industry. Jerilderie Shire Council cannot afford the costs and responsibility handed to us via NSW Tourism and the cost of employing a trained Tourism Officer to attend meetings necessary to form alliances and develop initiatives to benefit just our Local Government is questionable.

Point 7: The boundaries given to us defined in the strategy and costs associated in advertising in those campaigns are completely irrelevant and out of reach. Again – on the ground feedback and support is necessary.

We already have our very own identity given to us by Ned Kelly (listed by National Branding Study as number three Australian icon behind Sir Donald Bradman and Pharlap) and we feel 'robbed' that we cannot communicate a clear market position through our defined region through NSW Tourism. Under the strategy we are a keystone in the 1 – 4 day self guided driving tours, via many good sealed roads and highways, we are a destination that can provide one night and a full day of stories to tell, places to visit and good food.

Point 8: Our approach has been proactive and in line with the recommendations and we question why NSW Tourism has been slow to support such and iconic place. However, the

strategies and boundaries defined by NSW Tourism suggest our geographical location is unworthy in merit.

JERILDERIE SHIRE COUNCIL 2007