

Snowy Alpine Heritage Centre

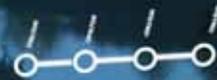
Feasibility Summary



LAKE JINDABYNE

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MY JOURNEY

Snowy Alpine Heritage Centre

The Snowy Alpine Heritage Centre will showcase the nationally significant and unique heritage of the Snowy Mountains – the stories of local people, whose lives were shaped by mountains and rivers, and their legendary stories of hardship, adventure, mateship, tragedy and triumph.

The Snowy Mountains is a distinctive region within Australia with a story that deserves to be shared. From the Aboriginal people as the first peoples, to the early European explorers, the pioneers, the cattlemen of the high country, and the strong and inspiring women of this unique part of Australia, the people of the area have always defined its character.

Despite the regions' rich history, national heritage and status as a tourism destination, there is currently no central place, precinct or experience to express the significant cultural character of the Snowy Mountains and Alpine region for residents and visitors.

The Snowy Alpine Heritage Association (SAHA) is seeking to establish the Snowy Alpine Heritage Centre that will showcase the distinctive way of life and the history of Australia's Snowy Mountains for visitors and locals wanting to discover and connect with the essence of this special place.

TRC Tourism has worked together with Dabyne Planning, economists MCA, and interpretive design specialists Thylacine to prepare a feasibility study for the Centre. This document provides a summary of the outcomes of that study.

The growth in cultural and heritage tourism together with the strategic objectives of state and regional tourism strategies presents an opportunity to tell the story of the Snowy Mountains and its people. There is a significant gap in the existing offer across the region to meet this demand.

The base case demand modelling for the Centre demonstrates that the Centre could attract 58,700 visitors in year 1 to 134,330 in year 10, generating \$2.136 million in revenue in year 1 and \$5.082 million in year 10, and an operating surplus from the first year of operation. The Centre will operate on a not-for-profit basis with surpluses used for local research and education associated with the Centre.

The Snowy Mountains has a distinctive and nationally significant story that deserves to be told and shared – the Snowy Alpine Heritage Centre provides this opportunity.



Vision

To be an internationally recognised visitor experience that celebrates the unique combination of heritage and culture embedded in the Snowy Mountains. This will be achieved by bringing to life the stories of the region's people in exciting and interactive ways, while becoming part of the region's growth in the future.

Market Appeal

The Centre should achieve excellence in design, construction and operation to be sustainable, accessible and beautiful: a place that is widely respected and admired. It will be a cultural landmark, tourist destination and a community cultural asset.



Put the visitor first



Cater to multiple learning styles



Provide a variety of media to attract various interests

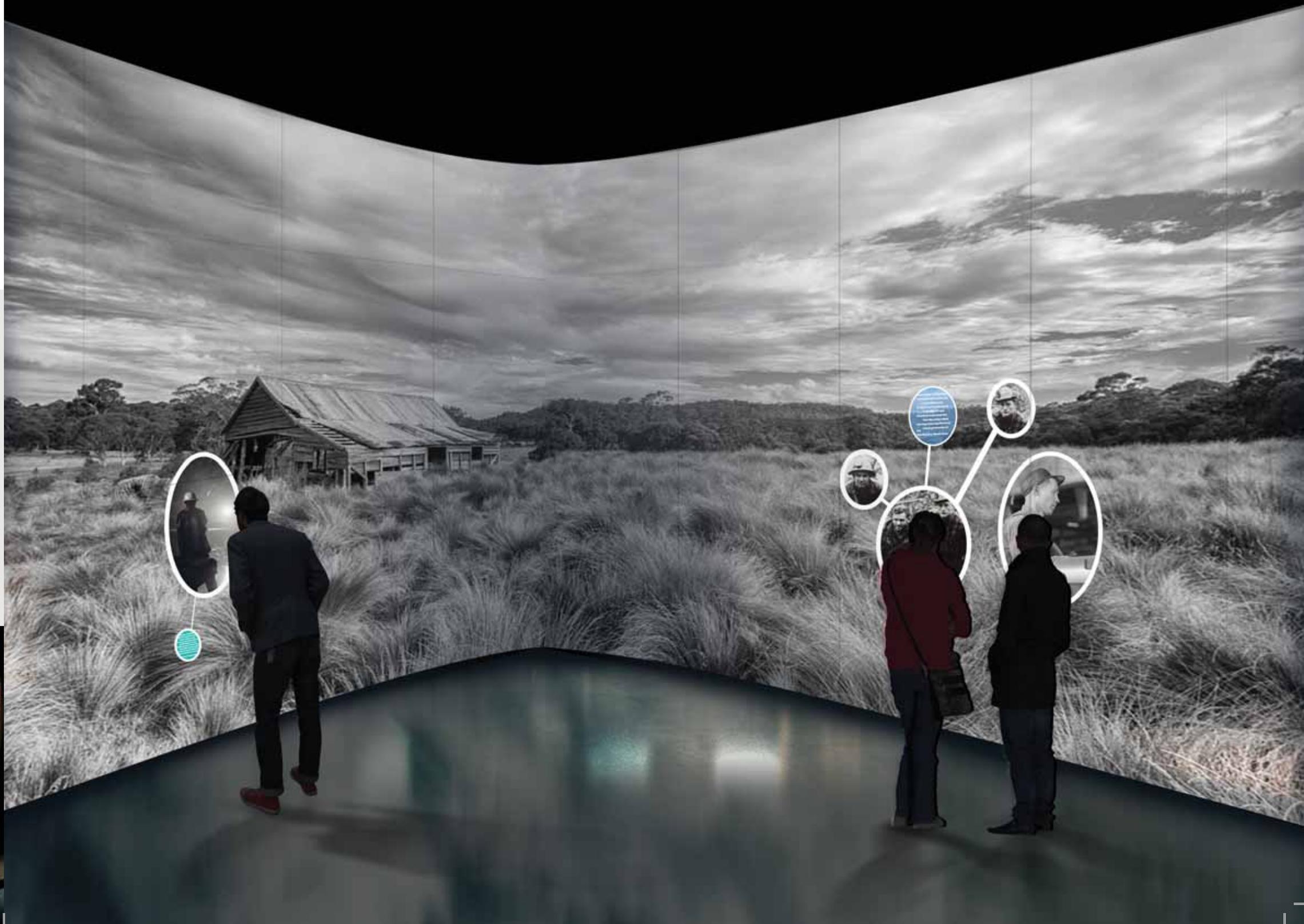


Be socially relevant



Deliver the best possible experience with the most skilled staff





Inspiration Images

The Centre will be an exciting and interactive experience, a place to bring the family, to explore and learn, and to leave feeling uplifted. The standard of interpretative materials in the Centre and the experience on offer will deliver on this positioning.



Themes

Each theme is envisaged as having its own gallery space, with the land theme possibly working as a connector for all. Each theme is seen as outward looking, with its own unique experience, in a controlled gallery environment and a connection out to a framed view. This will facilitate linking the stories and history of each theme as living narratives into the landscape today.

Each thematic gallery will contain at least one dramatic interpretive media element to tell its story.

1. First Peoples

Inputs to this theme will be developed by the Ngarigo people. The committee is currently in discussion with Ngarigo representatives.

2. Pioneering and Settling Families

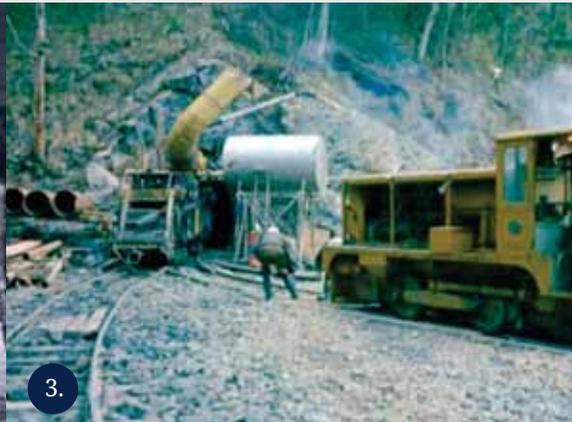
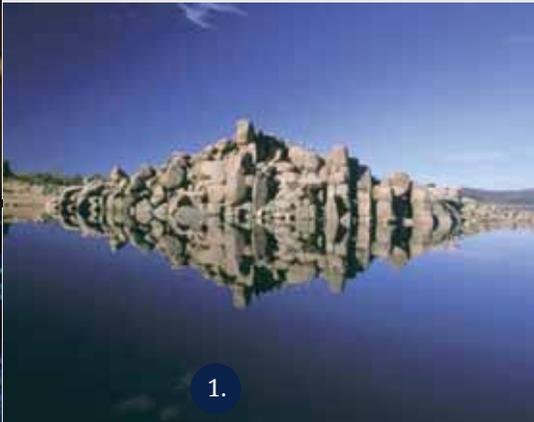
This theme will cover the early European histories and record of the area, gold seekers, pioneer families, droving cattle, and linkages to other mountain towns and the Upper Murray. The family histories of the pioneers and settlers will provide a rich source of material for this theme.

3. The Snowy Hydro Scheme

The stories of the building of one of the world's greatest engineering feats are many and varied. This interpretation of the history of the Snowy Scheme will focus on the people who worked on the project and the impact the scheme had on the residents of the region.

4. Leisure

This theme will tell the story of the development of bushwalking and skiing in the region, the use of Kosciuszko National Park for recreation and the development of modern recreational pursuits.



Site Selection

Criteria were developed for site selection and six sites were initially identified that warranted further investigation. A multi-criteria analysis tool was developed to score each site against aspects including size, topography, distance from Jindabyne, visibility, access, views and vistas, zoning permissibility etc. The sites were ranked from most preferred to least preferred, and three have been identified for further assessment.

1.

The preferred site is located at west Jindabyne, sits high on a hill and is accessed from the Alpine Way. The site offers 270 degree views from the wind turbines at Boco Rock Wind Farm, across Lake Jindabyne and up the Thredbo Valley to snow capped peaks. The site is owned by Snowy Hydro Ltd.

2.

The second ranked site is located on the foreshores of Lake Jindabyne. A smaller site than the preferred site, it is close (1.4km) to Jindabyne and has exceptional lake views and very good access to services. The land is owned by Snowy Hydro Ltd.

3.

The third ranked site is owned by Snowy Mountains Grammar School. While it lacks the standalone nature of the other sites, the site has excellent lake views, good access to services and could offer the potential for shared facilities with the Grammar School.

1.



2.



3.



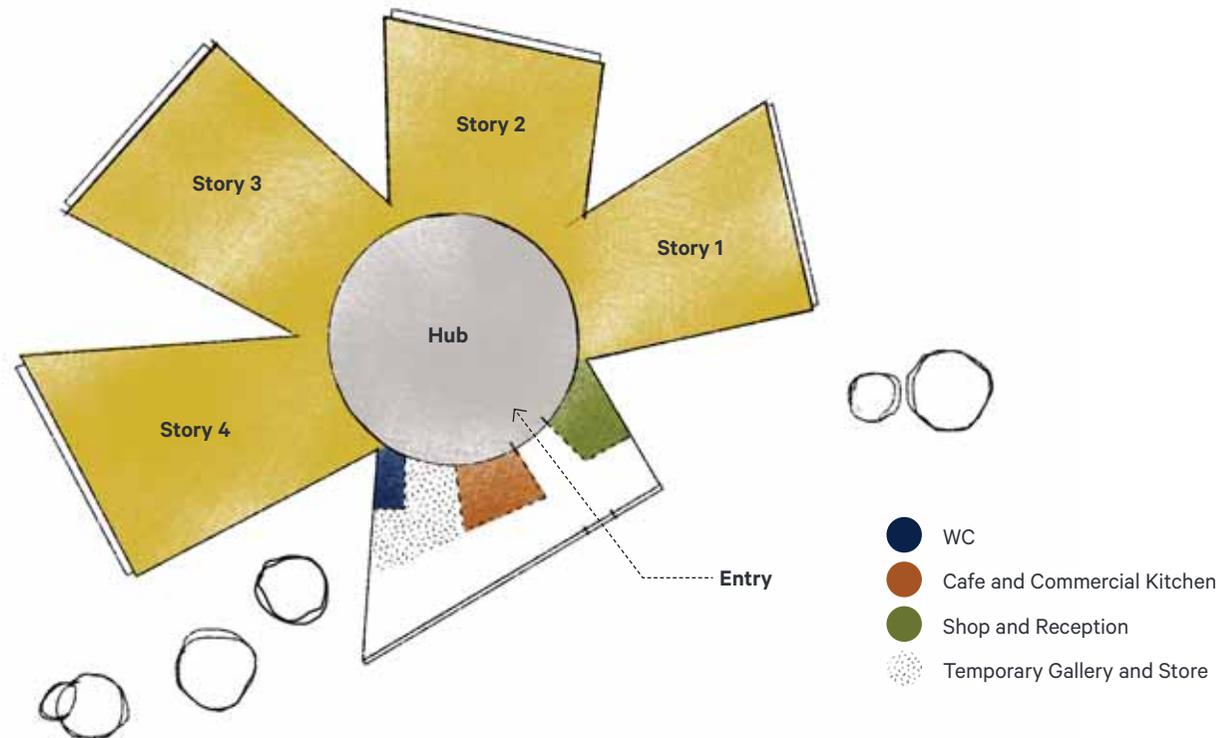
The Building

Externally, the Centre will be an imposing structure, prominent in its position and visible from high visitor traffic areas. Architecturally designed, it will reflect the themes of the Centre in its external appearance and in all aspects of public experiences and spaces. A national competition for the architectural design is recommended.

Internally, the building concept includes a central hub which acts as an arrival area and would be a flexible gathering space where visitors can gather and meet friends or family. This space, large enough to also act as a function centre or activity space, will include a café/bar/restaurant and a commercial kitchen.

The four gallery spaces holding long-term installations and a temporary flexible gallery space will be accessed from the central hub, possibly above or below, to allow both spaces the benefits of views and vistas.

The design would include a display area for activities such as demonstrations of traditional bush skills; an area for campfire events, music, billy tea and campfire cooking; and a high-end themed playground.



Cost to build \$38 million

ELEMENT	COST ESTIMATE
Land cost (estimate)	\$1,000,000
Building (2270 sqm @ \$8,000 sqm) design and construction	\$18,160,000
Shop, café, restaurant, fitout	\$2,000,000
Internal interpretation design and installation	\$6,585,600
External interpretation design and installation	\$2,300,000
Earth works, landscaping, vehicle access and parking	\$5,000,000
Other fees and charges	\$3,000,000
Total	\$38,045,600



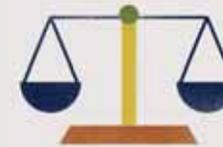
Visitor numbers
134,000²



76.5
Jobs created in
the construction
of the Centre³



70.8
Jobs created from the
operation of the Centre⁴



Cost Benefit Ratio
1.35⁵







Snowy Alpine Heritage Association
heritage@skymesh.com.au

Summary version December 2019 based on material produced by TRC Tourism, Thylacine, Dabyne Planning and MCA.