

## Ned Kelly Touring Route Website Review

### Expression of Interest

#### Background

The Ned Kelly Touring Route (NKTR) is a tourism initiative developed by a number of local government and other organisations in Victoria and New South Wales. Contributing organisations are:

Rural City of Benalla

Indigo Shire Council

Murrumbidgee Council

Mansfield Shire

Rural City of Wangaratta

Strathbogie Shire

Mitchell Shire Council

Victoria Police Museum

The Touring Route operates a website (<https://nedkellytouringroute.com.au/>), as well as providing printed material at Visitor Information Centres across the region. Ned Kelly tourism is a significant driver of visitation to the region, and the Touring Route provides a centralised source of information for visitors to assist with trip planning.

A number of significant projects are currently underway to contribute to growth in this area, and Ned Kelly tourism is projected to increase in coming years. These projects include:

- The [Glenrowan Heritage Project](#) by the Rural City of Wangaratta
- The [Kelly Trials Experience and Exhibition](#) at Beechworth Historic Courthouse by Indigo Shire Council
- Installation of interpretation at [Red Kelly's house](#) by Mitchell Shire Council
- Renovations at [Benalla Costume and Kelly Museum](#), (Home of Ned's green sash) from October 2021 to April 2022
- Upgrade to '[The Bolt](#)' exhibition in Jerilderie by Murrumbidgee Council.

Impetus for these projects has been driven by [The Ned Kelly Alive Concept Development and Business Case](#), which looks to reimagine the region's Ned Kelly tourism experiences to create an engaging, immersive and connected offer that brings the nationally significant Kelly story to life.

The Touring Group Steering Committee has identified the need to review and redraft the Touring Route website and Facebook page, as they are nearing a decade since its creation. Printed material will be reviewed separately to this EOI.

## **Expressions of Interest**

The Ned Kelly Touring Route committee is inviting expressions of interest from a professional historian and/or team of cultural heritage professionals to review and redraft the content of the website. The aims of the review are:

- Review and redraft (where required) to ensure accuracy of all historical information on the site
- Review and redraft (where required) all written material to ensure that language is professional and conveys a tone appropriate to the project goals (explained below)
- Provide greater context for the events in question to allow readers to understand the depth of the story
- Assess the NKTR Facebook page, and update to ensure that any written material matches the tone and accuracy of the reviewed website
- Include specific sources noting where information is sourced so correct content is supported. This provides the committee with future answers to any questions by third parties or community of relevance and fact within project.

## **Principal Objective**

The principal objective is to review and refresh an important tourism website that will drive visitation to significant Ned Kelly sites. The review must ensure that the site is historically accurate, and that it reflects the contested and sensitive nature of the topic. Language needs to encourage tourism, while moving away from simplistic narratives of legends, heroes, villains and myths. Colloquialisms, emotive language and statements of opinion should be removed.

The tone should convey the fascinating, challenging and significant events, while respecting the ongoing gravity of the events and refraining from value-judgements. A successful review will enable the site to present information in a motivating and approachable manner, but also to provide greater sensitivity towards modern communities still impacted by the events in question.

The successful respondent will bring a commitment to professionalism and sensitivity in presentation, as well as the capacity to balance competing viewpoints. The successful respondent will provide a balanced and respectful understanding of the historical context to allow visitors to better understand the events in question without presenting black and white judgements of the complex narrative or the people involved.

## **Project Specification**

EOI respondents should quote on:

- Identification of key stakeholders in collaboration with NKTR Project Steering Committee, (not limited to – Heritage Victoria, Victoria Police, family descendants)
- Development of a consultation plan and delivery of consultation conversations with key stakeholders.
- Fact-checking and review of all history and the timeline on the site
- Redrafting of all written text on the site for accuracy and tone
- Provision of great historical context on the site,



- Review of imagery on the site, and identification of suitable images to use where images should be replaced to meet the goals of the reviewed tone

Website pages to be reviewed are:

- Home page <https://nedkellytouringroute.com.au/>
- History <https://nedkellytouringroute.com.au/history/>
- Timeline <https://nedkellytouringroute.com.au/timeline/>
- Destinations (including the text on each destination) <https://nedkellytouringroute.com.au/destinations/>
- The NKTR Facebook page.

*Rewritten text should not portray or depict material in a way that is discriminatory or vilifies any person or community on account of race, ethnicity, nationality, gender, age, sexual preference, religion, disability, mental illness or political belief. The language must be suitable for a general audience and encourage visitation.*

## **CONDITIONS**

### **Rights in Perpetuity**

In undertaking this project the successful applicant acknowledges Ned Kelly Touring Route (NKTR) Committee – membership being 7 listed Councils on front page plus Victoria Police Museum of right to use and reproduce the image in any media whatsoever in perpetuity for non-commercial purposes. The applicant also recognises the NKTR Committees ownership rights over the finished works and given its location in a public place, to remove, relocate or otherwise dispose of should circumstances warrant without any consultation with applicant.

### **Indemnification**

The respondent will confirm in writing that the NKTR Committee will be indemnified from any adverse incident arising during the completion of the work.

### **Disclosure**

The respondent will agree they shall not, without the prior written agreement of the NKTR Committee, represent or purport to represent NKTR Committee. Or express views or opinions purported to be representative of the NKTR Committee; or disclose or make public any information or material acquired or produced in connection with providing the services.

### **Disclaimer**

The NKTR Committee reserves the right not to proceed with any part of this project where it is considered that the standard and objective required by the Project is unlikely to be met

## **Key Dates**

The Expression of Interest period opens 30th August 2021 and closes at 11th October 2021 at 4.00pm,

The key dates for the process are outlined below. Please note these dates are subject to change.

### Timeframe

Action	Date
Notification and advertising of EOI project	30 <sup>th</sup> August 2021
Closing date for EOI submissions	11 <sup>th</sup> October 2021
Panel assessment and awarding of Project	25 <sup>th</sup> October 2021
<b>Project work begins</b>	26 <sup>th</sup> October 2021
<b>First Draft</b>	31st January 2022
<b>Second Draft</b>	28 <sup>th</sup> February 2022
Project to be completed by	1 <sup>st</sup> April 2022 - Friday

### Payment Schedule

Progress payments will be made upon achievement of milestones.

Proposed milestones are:

- Project Initiation
- Completion of Consultation Meetings 50% awarded on commission of successful applicant
- First Draft 20% of contracted amount after review by Project Control Group
- Second Draft 20% of contracted amount after review by Project Control Group
- Final Draft remaining 10% for works completed satisfactory as per brief supplied and the Project Control Groups approval.

Review of drafts and signoff will be undertaken by Project Control Group.

### Required Support Material

The Expression of Interest to be submitted by email to [mail@murrumbidgee.nsw.gov.au](mailto:mail@murrumbidgee.nsw.gov.au) and must include:

- A brief statement of purpose that shows that the contractor understands the goals and proposed outcomes of the project
- Itemised quote to undertake the works
- CV/s and details of individuals who propose to undertake the works
- A proposed project plan and timeline
- A proposed consultation plan
- Examples of previous written historical material (online or published)
- At least two (2) referees who can be contacted

Each expression of interest will be evaluated on the following aspects:

1. The historian and/or the team's capacity and demonstrated experience to deliver the project to a high quality and standard and to meet the requirements of the principle objective (*Score out of 20*)
2. Cost/value (*Score out of 20*)
3. Strength of previous work (*Score out of 20*)
4. Ability to work in collaboration with the committee and stakeholders, and a demonstration of how this will be achieved (*Score out of 20*)
5. Project Plan to show how the project will be delivered on time and to budget (*Score out of 10*)
6. Positive referee feedback of capacity (*Score out of 10*)

A written declaration must be made that, to the best of your knowledge, there are no conflicts of interest in undertaking the work. The successful respondent will be required to enter into a contract with *Ned Kelly Touring Route Committee* for the project.

**In response to this EOI**

I/we (registered entity name): \_\_\_\_\_ (please print)  
Of \_\_\_\_\_ (Registered address)  
ABN: \_\_\_\_\_ ACN (if any) \_\_\_\_\_  
Mobile: \_\_\_\_\_  
Email: \_\_\_\_\_

The fixed price which I/we will undertake the project is \$\_\_\_\_\_ (GST inclusive)

I/We agree that I am/we are bound by and will comply with this EOI and its associated schedules and attachments. The submitted price is valid up to forty-five (45) calendar days from the date of the EOI closing, unless extended on mutual agreement between the Ned Kelly Touring Committee and the Respondent in writing.

I/We agree that there will be no cost payable by the Ned Kelly Touring Route Committee towards the preparation or submission of this response, irrespective of its outcome.

Dated this day of \_\_\_\_\_

Signature of authorised respondent: \_\_\_\_\_

Name of authorised signatory \_\_\_\_\_ (please print)

**CONTACTS:**

- Queries regarding the project and history or research please contact **Cameron Auty** Manager Burke Museum Beechworth on 1300 676 243.
- Queries regarding contracting and applications please contact **Samantha Star** Tourism Development Officer Murrumbidgee Council 1300 365 003.