

Project Title: Glenburn Precinct: Augment Reality Project.

Summarise your project and state what you are seeking funding for and the dollar amount you are seeking up to \$10,000 (maximum 250 words)

Conveyed Heritage Pty Ltd (CH) is seeking \$9,800 for the creation and production of five (5) augmented reality audio videos for the Canberra Tracks app, to support interpretation at the Glenburn Precinct. This precinct does not have existing content and many sites lack physical structures to visit. The audio videos will be used to digitally reconstruct the interpretation at Cloverwells graves, Glenburn homestead, the schoolhouse, Colliers homestead ruins and the Curleys homestead. This project is delivered in collaboration with Canberra Youth Theatre (CYT) for the character performances, costume and set design for each video production.

Which ACT Heritage Priority does your project align with?

Community projects that increase the utilisation, awareness and engagement in heritage places and objects through education (of all ages), oral histories, tourism, interpretation, and events. Priority will be granted to projects that add advanced content to the Augmented Reality Canberra Tracks App (e.g. videos, audios, photography, holograms, geo-locator pips, etc).

Clearly describe the outcomes of the project in detail and list all products and activities that will be produced as a result. If funded, this is what MUST be delivered at the conclusion of project (maximum 200 words)

The outcomes of the project is to deliver five (5) augmented reality audio videos for the Canberra tracks app. The videos will be produced for the Cloverwells graves, Glenburn homestead, the schoolhouse, Colliers homestead ruins and the Curleys homestead sites in the Glenburn Precinct. These will deliver digital interpretation of 19th century European settlement of the Canberra region, providing online content and education resources to increase engagement.

Assessment Criterion 1: Why are you proposing this project?

The Glenburn Heritage Precinct has a rich history of European settlement dating back to 1831. The precinct still maintains its 19th century rural Australian representation in the Canberra and Queanbeyan region, and throughout the formation of the Australian Capital Territory.

Unlike other locations, no augmented reality content has been created to date for Glenburn Heritage Trail. The aim of the Glenburn augmented reality project is to produce content that is to be added to the Canberra Tracks app to enhance visitors' experience and understanding of the site significance.

We are proposing the creation of five (5) audio and visual pieces for:

1. Colverwell Graves
2. Glenburn Homestead
3. School yard site
4. Colliers Homestead ruins
5. Curley's Homestead site

These audio and visual pieces will include audio voice over delivered by Glenburn descendants, to provide a contemporary connection to the heritage stories. Merging together with re-enactments of life in the 19th century, delivered by the talented Canberra Youth Theatre, complete with period costumes and sets. This is most relevant for the sites that lack physical structures, such as the school yard and Curley's homestead site. At these sites, visitors will be able to watch children playing 19th century school yards games or doing their chores.

The Glenburn Heritage precinct is significant to the heritage of ACT as it meets seven (a, b, c, d, f, g and h) of the eight criteria outlined in the s10 of the Heritage Act 2004. The statement of significance for Glenburn Precinct is below:

“The Glenburn Precinct contains several elements that make up a representation of 19th century rural Australia that has managed to maintain its context through the formation of the Federal Capital Territory. It contains elements that show the changes in land procurement from large grants through to small selections. It contains evidence of mineral exploration, sheep farming and subsistence farming. It shows how a small community formed in the area, centered around the initial land purchase and strengthened by shared resources of the shearing complex and nearby school. This evidence is in a part of Kowen Forest which has remained largely devoid of development, allowing it to retain the integrity of the cultural landscape” (ACT heritage Council February 2017).

Adding the Glenburn Precinct to the Canberra Tracks augmented reality app will enhance and complete the visitors experience. The digitisation will also increase accessibility to learning resources for people of

all ages and ability. The Glenburn Precinct contains a vast history about the development of the Canberra region. Glenburn Precinct has the ability to provide the people of Canberra an understanding of ways of life before the formation of the Australian Capital Territory.

Assessment Criterion 2: Benefit to the heritage of the ACT

The Glenburn Precinct Augmented Reality Project will increase engagement in the heritage story, act as an educational resource for people of all ages and increase reach with online content.

The story of Glenburn Precinct is still shown through the standing fabric of the homesteads, shearing complexes, and farm machinery. The use of the Glenburn Precinct Augmented Reality Project will add depth to this with the digital reproduction of Glenburn community social values, beliefs, and daily practices. This will increase the engagement of the visitor to the site.

The project will provide an educational resource, giving the viewer the ability to learn about heritage values and conservation of the site. The stories are to be told by descendants of those who lived in the region, this will assist the viewer in building a connection to the site and the opportunity to immerse themselves into the valley's daily life practice, like that of farming, food production, cooking, residing in a crowded house and children's education facilities. The video and audio will be important, particularly for children who prefer to watch and listen.

The augmented reality and the interactive digital media will increase the reach of the Glenburn Precinct story for education. The Glenburn Heritage Trail is a 12km walk or bike ride with two shorter routes available being both 10km return. The distance makes it inaccessible for many in the Canberra and Queanbeyan community. The audio video will be available via the Canberra Tracks YouTube channel. This allows for anyone with internet access to view the videos.

The Glenburn Augmented Reality project aligns with best practices for heritage conservation and the conservation management plans for the Precinct. The use of technology creates a low impact method to engage with the heritage site. Using technology to develop digital reconstructions of ruined buildings and structures assists in giving the viewer an in depth understanding of the original structures. This allows conservation requirements to be focused toward stabilisation and preservation of remanding fabric, rather than reconstruction for the views experience.

Assessment Criterion 3: Capacity, capability, and resources to deliver the project

This project is championed by *Conveyed Heritage Pty Ltd* (CH), a local Canberra heritage professional and recent graduate of the University of Canberra. CH will provide overall project management to coordinate implementation and ensure delivery of a quality product.

This coordination will involve working with ACT Heritage Council to ensure the accurate representation of the site's story. This includes engaging the support and participation of living ancestors to capture their voice overs in the digital interpretation videos.

The project will be delivered in partnership with the Canberra Youth Theatre (CYT) who will deliver the character performances, costume, and set design for each video production. CYT has proven experience in theatre production with knowledge of performance and production processes and demonstrated commitment to working with young artists between the ages 7-25. The youth performances will help to illustrate and provide context to the life during the 1800's, with the added benefit of engaging younger people in heritage.

Professional video and sound production services will be engaged to deliver the three (3) high-quality, informative, and educational videos. The companies may include: Plum Media (experience with TAMS public services production); Sixth Row (experience with artisan and promotional video), or Cheeky Creek (experience with engaging, emotive, and practical videos).

The provider will be determined through a request for quote process, with the preferred provider required to demonstrate:

- Extensive experience working in the media industry, including promotional videos, corporate videos, or documentaries, including relevant examples of moving images that captivate the audience;
- Technical videography services, including drone options;
- Storyboard, scriptwriting and editing services;
- Voiceover services;
- Value for money;
- Proposal of options to support social media promotion, within budget;
- Local interest, and be preferable Canberra based.

Assessment Criterion 4: Who is the audience of this project and how will you reach them?

The Glenburn Precinct Augmented Reality Projects primary target market is youth, aged 8 to 25 years. The secondary target market is the parents and grandparents of youth in the Canberra region, who are physically active and have an interest in heritage and family-based activities.

To reach the target market, the project will deliver a social media campaign, focusing on Facebook and Instagram platforms. These social media accounts will be used to profile the five augmented reality stories in succession. In line with our social campaign, we will be leveraging the Canberra Youth Theater social media networks who have over 2,200 Facebook followers and 1,285 Instagram followers therefore increasing the project's reach and distribution. Social media promotion will incorporate use of the

hashtags #Glenburn, #CanberraTracks and #HeritageACT. This is a cost effective and efficient way to promote the Glenburn Precinct.

To engage the primary target market, the project will also produce a digital promotional brochure for distribution to ACT primary, high schools and colleges. The brochure will promote visitation to the Glenburn Precinct by highlighting the site as an active family day, on bike or foot, overlooking the Glenburn Precinct and its history, and profiling youth engagement in the creation of new content for the Canberra Tracks app.

To support the ACT Heritage Festival, the project will deliver written and digital visual contact to support promotion. The support of the Canberra Youth Theatre will be sort for attendance at predetermined times during the festival, which may include performance or displays in costume.

To maximise the exposure of the new augmented reality content, the map and brochure that is available to visitors free at entry to the Glenburn Precinct, will be updated to include information on how to access the Canberra Tracks app. The Canberra Tracks app QR code will be linked to the pre-existing signs that are currently installed on site.

References

ACT Heritage Council (2017) Glenburn Precinct Heritage listing [Online]

https://www.environment.act.gov.au/_data/assets/pdf_file/0010/1163539/Background-Glenburn-Precinct.pdf, [Date accessed] 27 September 2020

Canberra Youth Theatre (2020) [Online] <https://canberrayouththeatre.com.au/> [Date accessed] 27 September 2020.

Cheeky Creek (2020) [Online] <http://cheekycreek.com.au/> [Date accessed] 27 September 2020.

Environment ACT (2020) *Glenburn brochure*

[Online]https://www.environment.act.gov.au/_data/assets/pdf_file/0005/1077827/Glenburn-brochure-for-web18.5.17.pdf [Date accessed] 27 September 2020

Heritage ACT (2004) *Heritage Act 2004* [Online]

https://www.environment.act.gov.au/heritage/heritage_register, [Date accessed] 27 September 2020

Plum Media Group (2020) [Online] <https://www.plummedia.com.au/> [Date accessed] 27 September 2020.

Sixth Row (2020) [Online] <https://www.sixthrow.com.au/> [Date accessed] 27 September 2020.

YouTube (2020) Canberra Tracks [Online] <https://www.youtube.com/channel/UCWlsybs1K3TyJMMAEjzhUdg> [Date accessed] 27 September 2020

Budget

Table 1: Glenburn Precinct: Augmented Reality for Canberra Tracks Budget		
	Outgoing	Incomings
Grant amount sought:		\$9,800.00
Other funding:		N/A
Materials:		
Video and sound production	\$5,500.00	
Social Media Promotion	\$1,000.00	
Custom and prop hire	\$1,000.00	
Additional expenses, including transport/parking, beverages for ancestors	\$500.00	
In-Kind Contribution		
Canberra Youth Theatre Professional Services	In-kind	
Volunteer/Paid Labour:		
Project manager by Conveyed Heritage P/L	\$1,800.00	
Total	\$9,800.00	