

November 2009

## MEDIA RELEASE

For immediate release

### **OLD MELBOURNE GAOL *CRIME & JUSTICE EXPERIENCE* WINS NATIONAL IAA AWARD**

The Old Melbourne Gaol *Crime & Justice Experience* has won *Interpretation Australia's* (IAA) top award for 2009, their Best of Excellence – Gold Award for Excellence in Heritage Interpretation.

Since the opening in 2007 of the *Crime and Justice Experience* at the Old Melbourne Gaol, the site has won several awards including the Victorian and Australian Tourism Award for Best Cultural and Heritage Tourism Attraction. This latest prestigious award demonstrates the recognition of the diversity in interpreting an attraction and encouraging the public to learn more about our history both 19<sup>th</sup> and 20<sup>th</sup> century and to bring it to life for 21<sup>st</sup> century relevance.

National Trust CEO, Mr Martin Purslow said: “The investment in expanding the visitor experience, opening of more of the site and adding a confronting new Watch House costumed tour experience and innovative audiovisual courtroom dramas make our site unique in Australia, and this quality has been recognised with this national award”.

Feedback from one of the judges included:

- Courageous endeavour to take on difficult and potentially emotional subjects
- Excellent use of role-playing, maximising the site and its historic role, but ensuring strong contemporary messages
- Obviously creates memorable experiences ensuing messages are remembered long after the visit and even changing attitudes – the ultimate interpretive goal. That attitudes could be changed in one visit to a site is inspiring and admirable
- Obviously demonstrates strong planning, delivery, evaluation and ongoing improvements
- Great example of face-to-face and involvement interpretation

The award also recognises the work of Jenny Gardiner, an IAA member who conducted much of the work on the interpretation.

The uniqueness of this tourist attraction appeals to a broad section of the community from local and international tourists interested in history and culture to educational tours where the students obtain a hands-on approach to learning by being involved in scripted Courtroom Dramas of real court cases set in the place where they occurred.

The Old Melbourne Gaol *Crime & Justice Experience* is operated by the National Trust of Australia (Vic) - a not-for-profit, non-government organisation dedicated to preserving Victoria's heritage.

A single ticket to the Old Melbourne Gaol *Crime & Justice Experience* grants you visiting rights to the Old Melbourne Gaol, the old City Watch House and the former City Court; the past, present and future of crime and justice in Australia.

- ends -

Old Melbourne Gaol *Crime & Justice Experience*  
Russell Street (between La Trobe & Victoria St)  
MELBOURNE VIC 3000  
Ph: 8663 7228  
[www.oldmelbournegaol.com.au](http://www.oldmelbournegaol.com.au)



Winner  
2009 Victorian  
Tourism Awards



OLDMELBOURNEGAOL  
*Crime & Justice Experience*

For information please contact Paola Ghirelli, Media & Communications Mgr, (Ph: 9656 9805 or M: 045 042 8033).