

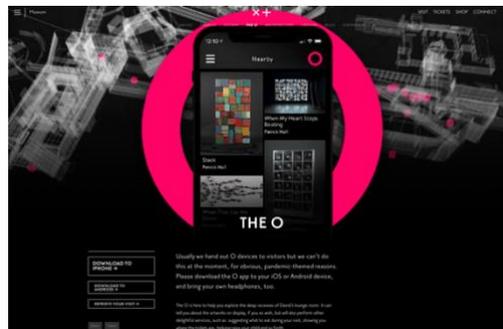
## AMIENS HISTORY ASSOCIATION SELF-GUIDED AUDIO TOUR PROJECT

### Proposal:

To develop a Smartphone Application for Amiens History Association (AHA) that gives an audio guided tour of the Amiens Legacy Centre and surrounds and to launch this feature with an AHA Event on Sunday 14<sup>th</sup> November 2021, in conjunction with Armistice Day.

### Background:

MONA (Museum of Old and New Art) near Hobart has a Mobile App called “The O” which you download upon arrival at the museum. As you wander around the site, a GPS system within the phone indicates to you that you are near points of interest. You can then select these items and an audio description or similar relevant information (sometimes text) begins playing. Sometimes this was a description of the artwork, sometimes an interview with the artist, sometimes a piece of music chosen to enhance the sensory impact of the art. Often it was a bit of an “Art wank” (MONA’s own choice of words) but it was none-the-less a fun gimmick and was a part of the inclusions in the ticket price. It was also a very personalised way to do a tour of the gallery as individuals choose which works to hear about and disregard others. In the past this technology took the form of hand-held audio guides, hired upon entry however with the advent of COVID-19 regulations, using your own phone rather than sharing devices became essential. The app only works when you are in the vicinity of the art piece so while you can download it anywhere, there would be no point unless you are physically near to the GPS coordinates of each point of interest.



Similar technology is used in many of Australia’s leading cultural and historical institutions.



The Amiens Legacy Centre is steadily accumulating significant art installations and other points of historical interest. In time, the technology could also extend to the surrounding area, guiding people along the Armistice Way or through the Amiens Village.

It can be used to promote items in our shop with subtle advertisements and as a method of collecting an “entry fee” without the need for a volunteer to be present. It also allows visitors to take a tour of the ALC site at their own convenience as they can visit and receive the full experience at any time.

### Requirements:

- Mobile phone signal or localised WIFI at the AHA site
- Engagement of sound engineer to create the audio clips

- Engagement of a technician to create the app
- Installation of Bluetooth Beacons which will emit the app signal
- Planning of a product launch event (proposed for Sunday 14<sup>th</sup> November 2021)

### Step 1: Provide the platform for the use of Smartphones

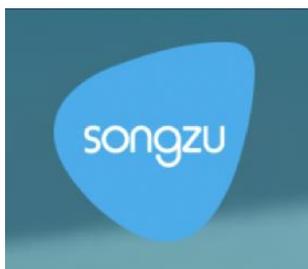
Smartphone applications are only able to work if there is mobile telephone signal, either via a network such as 4G or by connecting to Wi-Fi. The Amiens area has notoriously poor phone reception, so the logical solution is to install satellite internet with a Wi-Fi system that is accessible at all points of the ALC site to allow visitors to use the app.



### Step 2: Creation of Audio Clips

The ALC is continually developing new attractions. Currently there are historical elements, art installations and geological and floral points of interest. The following is a list of locations for which we propose to develop audio clips. This list can be expanded as the ALC site continues to be developed.

- Entrance and Welcome – Upon activating the app, visitors are welcomed and given a brief overview of the Pikedale Soldier Settlement and its significance to the village of Amiens.
- The Bailey Bridge – Visitors cross this replica WWII Army Engineered structure to gain access to the site. The audio clip begins with sound effects and narration as if the visitor is experiencing a river crossing in WWI and upon reaching the other side, experiences the calmness that may have been felt by soldiers returning home after surviving such horror.
- Tin Mining – Visitors are directed to the right where a 3D Laser-Cut Core-10 depiction of a tin mining operation lies. The audio tells the story of tin mining in nearby 13 Mile Creek. Sound effects of an actual mining operation are heard.
- The Passchendaele Shed – As the tour continues on to the shed, the story of the Amiens State Forest is told.
- Forging a Life After the Trenches – As visitors approach the mural, a description of this artwork, voiced by the artist Franco Arcidiacono, plays.
- Soldier Settler Granite Sculpture – An interview with sculptor Gabriel Trabucco is heard as visitors pass this 3m tall artwork
- The ANZAC plants – On the approach to the railway carriage, visitors hear the origin of these plants as they pass by rosemary taken from an original plant at Gallipoli, Spirit of ANZAC Grevillea named in honour of the RSL, White ANZAC Callistemon a testament to fallen soldiers and the Lone Pine, grown from Turkish pine seed.
- The Prince's Carriage – currently the centrepiece of the ALC, the audio tells the story of why a carriage was restored in this fashion and how that process was achieved by the AHA volunteers.
- Art and History in the Carriage – The carriage houses several art and craft exhibitions and a collection of historic records relating to the railway, the soldier settlement and the Amiens village. This section of the audio tour will have a menu of options for the visitor to choose from depending on their particular area of interest.



These audio clips will be created by a team of sound engineers. *Songzu*, based in Sydney has quoted an estimated figure of \$2000-3000 for a 3-minute clip. The price range is dependent upon the level of engineering required. Addition of sound effects or music and the engagement of actors to perform the narration and voiceovers are all factors. We hope to be able to involve local drama enthusiasts and school students in the process of creating these clips so that they can learn skills in script writing, audio narration and sound engineering. Both Stanthorpe State

High School and St Joseph's School are supportive of Amiens History Association's Projects and as this particular project involves the subject areas of history, drama and technology it would create a wonderful learning opportunity for all involved.

### Step 3: Creation of the Smartphone Application and installation of the Bluetooth Beacons

Bluetooth beacons are a relatively new technology, which is being used largely in targeted marketing and advertising. However, using the same principles, it can also be used in museums and galleries as a source of information. The beacons are small, battery operated devices which are mounted in strategic positions and calibrated to emit a signal to a certain radius.



The phone app, when engaged, is designed to pick up these signals as the user enters the radius of the beacon. The phone screen will then alert the user that they are in the vicinity of a point of interest. The user selects the item they wish to hear about and the phone then initiates the relevant audio clip.

*Once Labs* is an American based company who specifically deal with creating smartphone apps for Bluetooth beacons. While this technology is becoming widespread in other parts of the world, in Australia it is a relatively new concept, hence the need to seek assistance offshore. The creation of this type of audio tour would be immensely innovative when encountered in the context of a regional area like Amiens.



### Step 4: Launching the Project



We hope to complete the audio clips and install the beacons by mid-October 2021. We would need to erect an information board at the entrance to the ALC so that visitors can easily access our Wi-fi, download the app and understand how to use it. Widespread advertising of the project would then follow through all of the tourist associations with which we are associated, and the local and regional media and the product would be launched at a gala event on Sunday 14<sup>th</sup> November 2021 (the Sunday nearest to

Armistice Day). Armistice Day has particular significance to the Amiens History Association as it was on the centenary of this day in 1918 that we officially opened the Amiens Legacy Centre. More than 1000 people attended this auspicious day.

