

HIGH COUNTRY



HALL OF FAME
Merrijig



A Cultural Investment
That Will Outlast Us All



**HIGH COUNTRY
HALL OF FAME**
Merrijig

The High Country Hall of Fame is a place where stories live on, where the spirit of the High Country is honoured, and where visitors can feel the heartbeat of the bush. A place to learn, remember, connect, and be inspired by the people, horses, and heritage that shaped this land.

If you believe in building something future generations can be proud of, we'd love you with us.



Charlie Lovick

Born and bred 5th generation cattleman Charlie, holds vast knowledge and experience in the area, its history and he is extremely proud of his heritage. He is not from the High Country, he is of the High Country, it's in his heart, blood and soul. Charlie has grazed cattle and run horse trail rides through the mountains, showcasing and sharing the ways of the bush with thousands of visitors over the years. The Hall of Fame has been his passion project for over 20 years. He feels it is his responsibility to protect and conserve what he was given by his and other legendary local families, he won't stop until The Hall of Fame is a reality.

- Master of Horses - Snowy movies
- Past President & Life Member - Mountain Cattlemen Association Victoria
- Received Winston Churchill Fellowship to research heritage facilities
- Voted in the top 20 Victorian Identities by Visit Victoria



“ I follow on tracks laid down by those that came before me,
I keep them clear and marked for the little ones still to come. “





Kellie Lovick

Kellie, Charlie's daughter, proudly carries forward a legacy that began with her great-great-great-grandfather, William Mitchell Lovick, who settled the family in Merrijig in 1860. Raised in the heart of the High Country, Kellie has carried the legacy forward with pride, operating Lovick's High Country Adventures in her own right and guiding thousands of guests through the mountains. She's shared not just the landscape, but the stories, lessons, and values Charlie has taught her. Often accompanying her father to rallies and community meetings, Kellie has long stood alongside him in the fight for better management of the bush, her home turf. Her deep respect for the land and passion for preserving its heritage make her a natural leader in continuing the family's legacy. Today, that legacy lives on through her own children, Skye and Lily, who are already embracing the traditions of the High Country, from rodeos to riding the bush tracks their family has known for generations.

"I've grown up in these mountains, they're part of who I am. Dad taught me to respect the bush, the horses, and the people who came before us. I just want to keep sharing that with others and make sure it's still here for my kids and their kids."

A Legacy Project with No Equal in Victoria



The **High Country Hall of Fame** is the **only cattlemen heritage facility in VIC**. It provides visitors with a cultural experience taking them through a long lost High-Country journey. The jaw dropping 10m-high timber post museum will be supported by a collection of replica buildings based on the Man from Snowy River movie locations and traditional High Country huts. Each location will have content focused on a different heritage experience or local cattlemen family.

The High Country Hall of Fame will be set within landscaped gardens on the banks of the Delatite River and with a central man-made lake and island. With incredible scenic views across the mountains as a backdrop, the gardens will offer families, friends and visitors the opportunity to wander around, have a picnic, feed animals, experience captivating live horse demonstrations, or listen to stories straight from 5th generation cattleman **Charlie Lovick**.

Built on the iconic legacy and emotional connection fans have with The Man from Snowy River, the enduring romance of the High Country, and the trusted reputation of the Lovick family at its heart, this project has all the ingredients for success. Over 600,000 people drive past the site each year, creating a prime opportunity to engage a captured audience. The allure of horses, cowboy hats, misty mountains, and the region's legendary stories combine to offer something truly magical that can't be found anywhere else, and more importantly, **we cannot accept the possibility of losing it forever.**



See, Hear, Feel the High Country

Victoria's High Country is a cornerstone of Australia's heritage, filled with stories of resilience, ingenuity and romance that shaped our national identity. The High Country Hall of Fame will bring these stories to life, creating a lasting destination that honours the past while driving cultural tourism into the future.



The legendary Merrijig mountain cattlemen families, the true hall of famers



The Ski Industry which was started by the mountain cattlemen taking skiers onto Mt Buller



The Man from Snowy River movies & the story of Denny, the small and weedy beast



Indigenous Heritage



The Gold Industry, the reason why we all came the area



The Timber Industry, singularly the most important industry for over 100 years

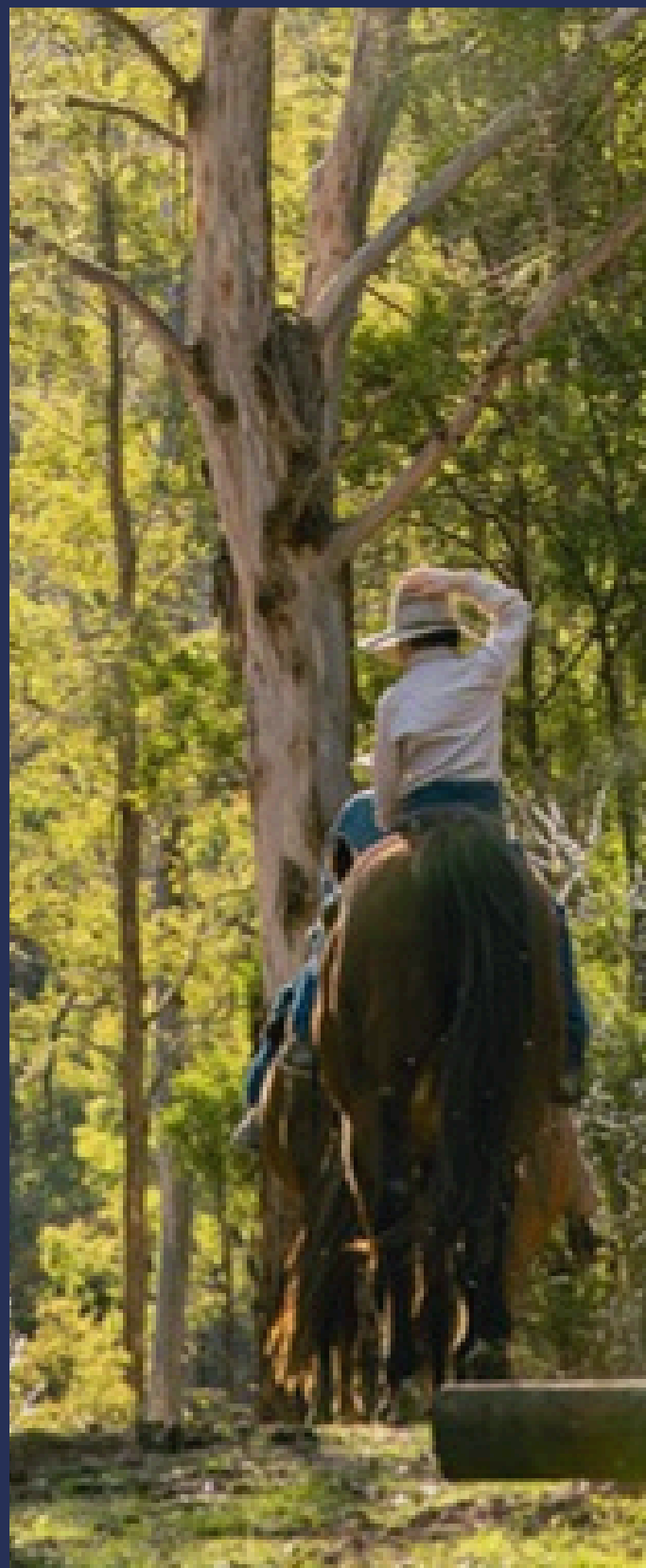


Vision

Open year-round, the High Country Hall of Fame will be a nationally significant destination, immersing visitors in the spirit of the mountains, Indigenous heritage, and the legacy of the Victorian Mountain Cattlemen. Through history, film, and authentic storytelling, it will honour the pioneers who shaped this rugged landscape.

Mission

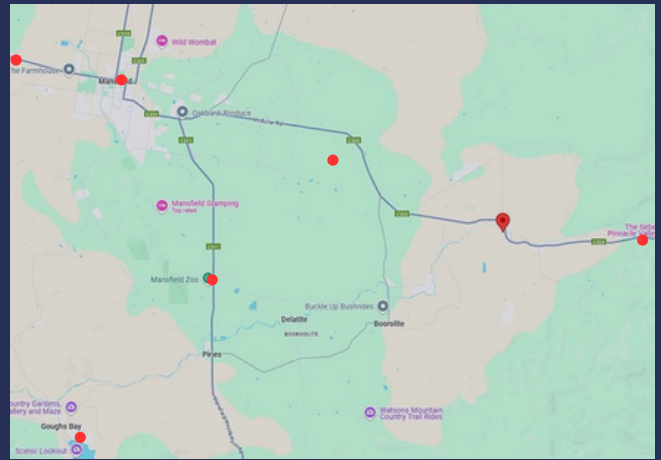
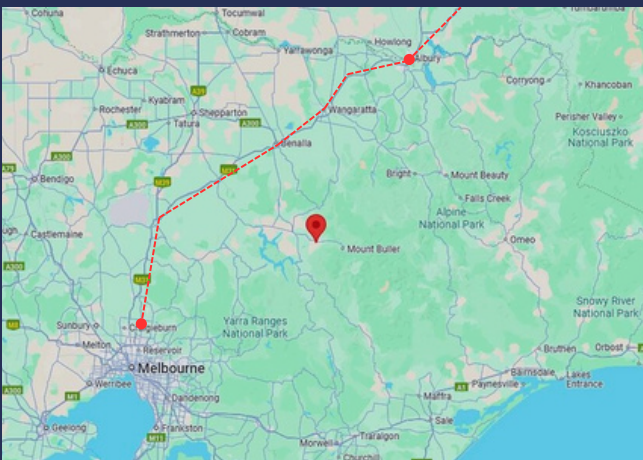
To share the truth and tradition of the High Country in an engaging way. The High Country Hall of Fame will be a place where people come for answers, explore untold stories, and connect with the authentic mountain life.



All Roads Lead Here...



The Real Deal: On Location, On Legacy, On the Way



Location

- 20 Powers Road, Merrijig. Owned by Charlie Lovick, leased to Rat Pack pty ltd.
- 2.5 hours from Melbourne Airport
- 2 hours from Albury Airport
- 45min from Sydney to Melbourne touring route

Tourism Offerings

- 30min to Mt Buller Ski Resort
- 20min to Goughs Bay and 30min to Bonnie Doon - Lake Eildon
- 40min to Stringybark Creek - Ned Kelly Touring Route
- 1 hour to Craig's Hut
- 10min to Delatite Winery
- 25min to Swiftcrest Distillery
- 30min to Sheeppark Flat camping and tracks



Market Analysis

Attracting over **600,000 visitors** annually, Mansfield Shire's visitor economy thrives on its natural beauty, strong adventure tourism sector, and proximity to Melbourne. The **High Country Hall of Fame** aligns perfectly with this, filling a gap for a weatherproof, year round, family-friendly experience that celebrates the region's unique history. Being the only Victorian cattlemen heritage facility, its strong ties to the local film history, and the iconic High Country lifestyle, position it for success as a must-visit destination for domestic and international travellers. The Hall of Fame is also well placed to capitalise on the \$2.5 billion US equine tourism industry, offering a compelling attraction for horse lovers, adventure seekers, and cultural tourists.

Local Visitor Market



600,000 annual Mansfield visitors



560,000 annual mountain visitors



5,000 - 10,000 attendance at events



Habituals - Friends and Family



Lifestyle Leaders



Growing ethnic profile



Average spend \$365 per person/ per trip



Average 3 nights stay

Target Audience



Families



Schools (2300 VIC, 560 SA, 1309 NSW)



(Inter) national equine tourists



Tourism, travel and tour operators



History and movie buffs



Opportunistic tourists driving past



Grey nomads

Local Gaps the High Country Hall of Fame addresses

- Commercial tourism attractions within the Shire
- All-weather experiences for visitors
- Family-friendly experiences that cater to both visitors and locals
- Products that celebrate the rich history and heritage of Mansfield
- Diversifying experiences in the equine tourism sector



Competitor Analysis

A review of similar heritage attractions across Victoria and Australia shows a wide range of entry fees and attendance levels, but few can rival the authenticity and emotional pull of the **High Country Hall of Fame**. Its unmatched connection to *The Man from Snowy River*, which was filmed locally, gives visitors the rare chance to step into the world they've seen on screen. With behind-the-scenes stories from legendary cattleman Charlie Lovick and ties to actor Tom Burlinson, the Hall of Fame blends heritage, film legacy, and real lived experience, making it a standout, must-visit destination in a crowded tourism market.



Stockmans Hall of Fame

Longreach QLD
65,000 people p.a.
Entry: \$38, show \$99

Tamworth Hall of Fame

Tamworth NSW
40,000 people p.a.
Entry: \$10



Ned Kelly Discovery Hub

Glenrowan, VIC
38,000 people p.a.
Entry: Free

Waltzing Matilda Centre

Winton QLD
26,400 people p.a.
Entry: \$36



Man from Snowy River Festival

Corryong, VIC
27,000 people over 4 days
Entry: \$120 per day

The Man from Snowy River movie and orchestra 2024

Melbourne
30,000 people over 2 shows
Entry: \$65



Economic Impact

- **Construction**
 - \$7.0m direct output, uplift of \$1.8m in direct value add, and 7 jobs
 - Anticipated flow-on effect of \$6.1m in output, \$2m in value-add and 9 jobs
- **Operational p.a. (by year 5)**
 - 8 jobs, \$1.9mil output, \$680k industry value add (direct & indirect)

Year 1 Foot traffic

- Open **198 days**
- **8,600 people**
 - **1.4%** of Mansfield/ Mt Buller visitors
 - 10 schools
 - 2 events

5 year Projection

- Open **240 days**
- Increased entry cost by CPI
- 20% annual growth in attendance
- **20,500 people visiting**
 - **3.3%** of Mansfield/ Mt Buller visitors
 - 28 schools
 - 4 events

This is a \$7 million masterplan, and we are currently securing our Phase 1 foundational sponsors



Timeline

The High Country Hall of Fame is built step by step, making sure each stage is done properly and within means. This approach gives the flexibility to grow as support builds and to take advantage of good opportunities when they come up. For Charlie it is about doing things the right way, steady, solid, and sustainable.

STAGE 1

DECEMBER 2025



Essential groundwork, permits, engineering plans, quantity surveyor (QS) report, strategic plan, and subdivision approvals.

COMPLETE

STAGE 2

DECEMBER 2026



Log cabin licensed bar, museum footings, demonstration area, power, and landscaping, allowing outdoor events to commence.

ON TRACK

STAGE 3

DECEMBER 2028



Completion of the Hall of Fame and dedicated event venue, ready to welcome the public. (incl year 1 operational costs)



Supporters



“Over the years I have become involved many times... The magnificence of the Australian High Country has had a profound effect on the life of this city boy who became the face of one its icons.” Tom Burlinson

The proposed High Country Hall of Fame is a very important project that will recognise our men and women that pioneered that area. I can now say i’m privileged to be a sponsor making this project come to life.” Joe Calleja - Managing Director Apex Steel



“The Mountain Cattlemen’s Association of Victoria recognises the importance of preserving and celebrating the rich history of the High Country and the people who shaped it. Projects like the High Country Hall of Fame help keep the stories of mountain cattlemen, their families, and their connection to the land alive, and we look forward to celebrating this important heritage.” Rhyll McCormack - MCAV



We invite you to become part of something big, a story of Australian pride, courage, and country that may never be forgotten. We welcome ideas and are happy to work with you to explore ways to collaborate.

Ways to get involved

Sponsorship

Donations

Memberships

Volunteer

Thank You

“Straight from the horse’s mouth”



Charlie



Charlie Lovick 0429 775 510
highcountryhalloffame.com.au
info@highcountryhalloffame.com.au

