

Environmental and Heritage Interpretation 1995  
*Natural and Cultural Heritage*  
Lecturer: Rachel Faggetter

# OUTLINE OF INTERPRETIVE PLAN

on

## *FORTUNA VILLA*

*Chum Street  
Bendigo 3550*

Submitted by

Dianne Bish  
10 Orlando Street  
Eaglehawk 3556  
Ph: (054) 467376



CONTENTS

*Outline of an interpretive  
Plan for - - -*

Introduction and Background

Role and function of Interpretation

The Audience

Themes for Interpretation

Interpretive Proposals: Methods and Techniques

Evaluation

Resource Implications

Timeline and Implementation

Bibliography

Appendix



## INTRODUCTION AND BACKGROUND

Prior to October 1851 (since European settlement) the area that is <sup>now</sup> known as the city of Bendigo had been established as a pastoral station. This peaceful scene was soon shattered with the news of gold being discovered. With thousands of fossickers invading the valley in search of their fortune, the alluvial gold soon disappeared and in the wake of this gold fever was left a *environmental devastation* scarred landscape honeycombed with holes, mullock heaps, puddling machines and shafts.

This scene gradually changed to a different type of mining over the next few decades - that of deep quartz reef mining. Crucial to the development of this fledgling industry were J.G.T. Christopher Ballerstedt and his son Christopher Theodore Ballerstedt (known as Theodore) who had tried their luck on the Californian goldfields before they arrived in Bendigo in 1853. (Fahey, C. 1982:30)

*Their house,* \* *brief explanation - first valuation of* Fortuna was built by the Ballerstedts around 1858 and remained in their possession until 1871 when Theodore Ballerstedt sold the mine on Victoria Hill, the plant and house to George Lansell for 3,000 pounds. Over the next thirty five years George Lansell and his wife added extensively to the mansion, decorating it with costly furnishings and objects collected from all over the world using money he had won from the quartz bearing reefs of the Bendigo goldfields. George Lansell died in 1906. His wife, Edith, and family lived on at Fortuna until Edith died in 1934 and a great era had come finally to an end when Fortuna was sold for a depressed price of 2,000 pounds.

Purchased by Mrs Maud Nott, it was intended that Fortuna be altered and renovated into a "public ballroom and a rendezvous for social functions". (Lansell's Fortuna, 1988:11) This did not eventuate and the buildings and grounds, after eight years of neglect, was compulsorily acquired by the Commonwealth Department of Defence and a new era of occupation began and has lasted to this day by the Army Survey Regiment. Fortuna has provided the venue over the

last 53 years for printing and storing maps for the Australian Military Forces. ✓

At the end of 1996 all army personnel will be transferred to Army Headquarters in Brisbane and the Army Topographic Support Establishment (a civilian unit of public servants) will remain at Fortuna. (Swiney, D. 1995. pers. comm.)

The fate of Fortuna after 1996 is unknown at present and is of some concern as the site is of national significance, being listed on the register of the National Estate but not listed with the Historic Buildings Council of Victoria as it is under Commonwealth ownership.

At present there is no management plan for Fortuna Villa. However there has been a Conservation Analysis (Draft) completed for Fortuna (O'Connor, J. & T. 1987) giving a comprehensive account of the fabric of the mansion and surrounding buildings, and detailing recommendations in the conservation of the place. ✓

This report looks at the interpretive process already occurring at Fortuna and will assist in filling in gaps and developing themes on which to improve and expand an already very well developed and executed interpretation of the site.

### ***Fortuna Villa*** **Heritage Listings**

Register of the National Estate	Registered
National Trust of Australia	Classified
City of Greater Bendigo Planning Scheme (Eaglehawk & Bendigo Heritage Study)	Study Rating : A (state/national significance)

NB: Fortuna is not registered with the Historic Buildings Council because it is under the ownership of the Commonwealth government.

### **Statement of Significance**

Fortuna Villa is significant as one of Australia's best examples of a Victorian/Edwardian ~~are~~ mansion associated with the gold rush period.

It is one of the few such residences to be closely associated with a workplace, industrial site, and significant for its location on the site of the 180 mine. ✓

It is significant for its associations with millionaire George Lansell, also known as the Quartz King, who lived there and transformed the original villa cottage into a mansion.

It is significant in an aesthetic sense for its architecture, decorative treatments and its situation in a Victorian garden of considerable interest.

(Butler, G. & Assoc. 1993. Eaglehawk & Bendigo Heritage Study. 4:91) ✓ *Quote?*

*actually on site, physically connected . . .*

## ROLE AND FUNCTION OF INTERPRETATION

What is interpretation? Interpretation is the process of communication between the interpreter and the visitor in unravelling the history <sup>r meaning</sup> of a site or resource that has had some value to a group or groups of people in the past. It is the creation of a 'reality' which should engage the feelings and imagination of the visitor who, in turn, creates his own reality of what may have happened. This is done by the visitor translating words (spoken to him) into images from his own intimate knowledge and experience. ?

+ ideas, stories

Interpretation not only contains information but it also provides a conservation message in that the site or resource is of value and should be preserved for present and future generations in understanding where we as a people / nation have come from and what has made us what we are today. It helps to clarify our identity. ✓

In delving into history it is difficult enough to establish simply what happened for long periods in the past let alone gain agreement on sequence, chronology and in particular, significance to the people at the time.

"The past is not an immutable, monolithic slab of time just waiting to be 'revealed'... Nor does it contain a rigid framework of events 'meaning' only one thing. Interpretation changes with time. ... (The past), far from being dead is dynamic, for essentially it is a construct of our minds... In a very real sense it is our past, for to a degree, we fashion it as we will rather than accepting it as it is, never mind as it was." (Fowler, P. 1992:4) ✓

So in our attempt to interpret a site or resource we, as amateur historians, try to piece together some disjointed information on disconnected events from incomplete historical records whether they be written, photographic or verbal. And as interpreters we should use part of this sifted information to unlock the imagination, to create a sense in the visitor of wanting to know more. The secret is to know how much to give, how to give it and when to stop. We must spark the creation of discovery and a sense of wonder in the mind of the visitor without overloading it. Our responsibility is to communicate the essential meaning of the site and of the people and

their lives

events associated with it. And in today's highly competitive and somewhat unpredictable economic climate, we must provide our customers with better service and better value. This means getting to know our visitors / customers, finding out what they want, and adapting our practices to meet their needs. (Stevens, T. 1989:106)

*Value of Interpretation? Why is it important?*

## AUDIENCE

Fortuna Villa is open to the public via a 60 - 90 minute guided tour on a Sunday afternoon, starting at 1.00pm sharp. Cost is \$3. Guides are off-duty army personnel who have an interest in the history of the place. The very informative and well presented booklet titled 'Lansell's Fortuna', compiled by Dennis McCarthy, is available for purchase at Fortuna at a (very reasonable) price for \$2.

Fortuna is normally off-limits to the general public unless arrangements are made by appointment. Wedding parties can have their wedding photos taken in the gardens by appointment at a cost of \$25.

There has been no survey of the audience visiting Fortuna. However from general observations visitors include mostly adults and, in particular, mature-aged couples on holiday. Some local residents visit the site out of curiosity of the Army Survey Regiment. The current survey may reveal otherwise.

*how do they know about it?*

Tours have been conducted for  
I) groups interested in historical sites,  
ii) groups on tour visiting a number of cultural sites in the area.

## Other stakeholders in Fortuna are

- \* Commonwealth Department of Defence (Army Survey Regiment is a tenant at Fortuna)
- \* Ex-Fortuna Association - as association of ex-members; membership approx. 500; produces quarterly newsletter; organises a function twice a year.
- \* Accommodation & Works Branch (AWB) - maintain the building and grounds; fund works for the upkeep of the site; commission studies/consultants.
- \* army personnel with an interest in the history of the place and who interpret Fortuna to the general public on guided tours.

*neighbors?  
City of Bendigo?*

## THEMES AND STORIES FOR INTERPRETATION

In developing the following themes for interpretation, my aims are that visitors gain an insight into, and appreciation of, the mining history of Bendigo, a city which is basically the result of gold being discovered here. This is achieved by touring the site of Fortuna Villa and experiencing the wealth won from the Bendigo goldfields through seeing the lavish interior and exterior of the mansion where two of Bendigo's great mining magnates once lived. The furniture is no longer here but photos of rooms cluttered with expensive objects collected from all over the world will give some insight into the money spent to furnish and decorate Fortuna by George and Edith Lansell.

It is also hoped that visitors also gain an appreciation of the human cost of winning that gold from deep quartz reef mines. Miners' phthisis was the silent disaster of the day just as heart disease is today.

Since 1942 the Army Survey Regiment has occupied the site. Over the decades technology has changed and new instruments and methods have taken over the old. A display and interpretation of instruments eg. theodolites, chronometers, etc. used in the production of maps for the army over time will show the evolutionary history of technology in this field. Through exposure to this collection visitors will gain an appreciation of their use and value.

(There is no mission statement for Fortuna Villa.)

Three <sup>Sub</sup> main themes have been developed. These are:

- 1) The life and times of the mining magnates and families who built and occupied Fortuna Villa from the 1850s until the 1930s.
- 2) Life on the goldfields during the second half of the nineteenth century.
- 3) The history of mapping and surveying with the Army Survey Regiment.

Why did the Army select this site?  
(Why is it here?)

what is this?

How will the home  
demonstrate this?

Contrast? Who  
did he  
write  
this?

relate the main  
themes you  
have indicated above.

## Subtheme

### **Theme 1**     *The life and times of the mining magnates and families who built and occupied Fortuna Villa from the 1850s until the 1930s.*

#### Goals:

- \* To provide facilities and resources on-site for visitors to experience the wealth gained by the two owners and mining magnates of Fortuna, the Ballerstedts and George Lansell.
- \* To provide access to the accompanying buildings attached to the mansion eg. tunnel, quartz mill, etc. to appreciate the industrial nature of the site. ✓
- \* To provide resources / information for visitors to appreciate the extent of George Lansell's influence on the community, economically and otherwise. George Lansell had a long-lasting association with the Bendigo Mining Exchange, Bendigo Hospital, Benevolent Home (now the Anne Caudle Centre), the Sandhurst City Council (now part of the City of Greater Bendigo council) and others.
- \* To provide information in the form of books, souvenirs, cards, photos, information etc. in a souvenir shop on-site (eg. Coach House).

In 1857 J.G.T. Christopher Ballerstedt (father) and Christopher Theodore Ballerstedt (son) applied for a house permit and stone crushing mill on the site of Fortuna. By the late 1860s and early 1870s the Ballerstedts had amalgamated four leases spreading over eight acres. On this claim they erected their dwelling house, stables, machine house and outbuildings at a cost of over 1000 pounds. Quartz rock was initially crushed by crude horse driven machinery, but by the late 1860s they owned a twenty horse power mercury steam engine which powered their sixteen head quartz stamping machine, crushing quartz from their now 500 feet deep shaft.

By this time, the two storey home of the Ballerstedts comprised a parlour, a dining room, cellars, three bedrooms, a drawing room, a ballroom and even a bowling alley. (Fahey, C. 1982:30) This indeed was a reflection of the prosperity of the Ballerstedts, having been won from the Bendigo goldfields.

J.T.C. Ballerstedt died in 1869 and in 1871 his son, Christopher Theodore, sold the mine, plant and house to George Lansell for 30,000 pounds, believing the mine on Victoria Hill had seen better days. Christopher Theodore Ballerstedt then returned to Germany to live.

Fortuna remained in the hands of George Lansell and his family until 1934. During the last thirty years of the nineteenth century George Lansell expanded his interests to nearly all the mines of Sandhurst (now called Bendigo) becoming known as 'Bendigo's Quartz Reef King'. In his time at Fortuna he married twice, his first wife Bedelia (nee Mulganney) dying childless in 1880 and his second wife, Edith (nee Bassford) having six children, five of which survived. Edith died in 1934, outliving George who died in 1906.

In his account of George Lansell, the 'Australian Quartz King', Kimberley states

"No local resident has been so enterprising, so determined, so intrepid, as Mr Lansell, and none has done so much to make Bendigo the greatest quartz gold-field in the Southern

Hemisphere. a man of great faith, of determination, and enterprise, Mr Lansell has performed wonders in this district. He came here, and opened a soap and candle factory. The quartz reefs were just being tested, and with no premonition of what was to follow, he invested in some of these. Twice he failed, and lost heavily, and again he worked, and saved, and invested. This time he was fortunate. The mines were rich, and then by natural gradations,... he grew more and more prosperous, constantly extended his field of operations, became the proprietor of mine after mine, and led the local mining world. The main characteristics of Mr Lansell have been faith and fearlessness, for when other men were despondent, he was unchanged; when everybody believed this or that mining property was valueless, and wished to stop work, he persevered, purchased larger interests, and eventually made them yield a wealth of gold. And so he obtained the name of Quartz King." (Kimberley, W.B. 1895:232)

In all public accounts George Lansell has been personified and recorded as a great and indefatigable mining magnate whose services to the community have been praiseworthy in every particular. He extended and filled a mansion fit for a prince. This remarkable era came to an end when the property was finally sold in 1934 for the depressed price of 2000 pounds, the furnishings, pictures and art objects were auctioned at the same time in a sale lasting three days. (The Age, 1963:22)

But what was George Lansell really like? —

What did Dyason think of him (after all Dyason worked for Lansell for over thirty years)? ✓

What was his input to the miners' strike of 1879?

Why did Lansell get his miners to encroach on the Collman Tattchi mine? ✓

Why did Judge Molsworth in the law reports at the time describe Lansell as an underground robber? (Fahey, C. 1995. pers. comm.)

What effect did it have on the community when George Lansell decided to flood the New Chum reef and throw 200 men out of work? ✓ why did he do it? —

Did this and other actions endear him to Bendigo's community at the time? ✓ newspapers?

Was this one reason that prompted him to return to England to live?

At the time Edith Bassford was a regular visitor to Fortuna. Bedelia, Lansell's first wife, was still alive at the time. Was Lansell having an affair with Edith? Is this why Bedelia was having problems with alcohol consumption? ✓

Was Edith pregnant on her return to England?

Did George Lansell return to England to marry Edith because she was pregnant?

(Fahey, C. 1995. pers. comm.)

(More research is to be done on these fascinating stories. More will be revealed.)

Sources for research? ✓

business records of  
· shipping companies  
· supply stores  
(grocers, etc.)

## Theme 2 *Life on the goldfields during the second half of the nineteenth century.*

### Sub-themes

- i. the development of the city of Sandhurst dubbed 'Quartzopolis'
- ii. the miners' strike in 1879
- iii. health issues and implications eg. mining accidents, miners' phthisis and tuberculosis.

can we relate this to Fortuna, in a context?

### Sub-theme

- i. The development of the city of Sandhurst dubbed 'Quartzopolis'.

#### Goal:

\*To provide resources (photos, historical accounts, factual information) which give the visitor an appreciation of the crowded, unfinished, dusty, dirty and noisy nature of a town growing too quickly for proper planning with the influx of gold fossickers.

With the initial gold rushes and alluvial mining a canvas town emerged. But with the continued winning of gold later through quartz reef mining a more permanent air pervaded about the place.

"Everywhere about the scarred, orange hillsides poppet-legs rose like giant hairpins, and twenty-four hours a day, six days a week, the somnorific roar of the mines filled the air.... The place never slept. The distant, hypnotic thunder of the stamps pulverising the quartz and 'blue slate' to tailings, went on day and night." (Cusack, F. 1973:157)

Population in 1871 was 18,778

Population in 1881 was 28,662 (not including 7,362 at Eaglehawk)

On the 21st July 1871 the Government Gazette carried Sandhurst's proclamation as a city (before it had ever officially been a town).

What were the conditions of the creeks and waterways? Where did the population get its water and food supplies from? How did the city accommodate such a population? Did law and order prevail? What facilities were available for accidents and illness?

### Sub-theme

- ii. the miners' strike in 1879

#### Goals:

\* To provide factual information regarding the strike. (Mackay, G. Annals of Bendigo. 2:166)

What issues prompted the strike? How was it dealt with by the mine owners? What miners were affected? Did it have any effect on the community? Did it result in better working conditions/pay for the miners? What was the government's role, if any, in the matter? Did it have any effect on George Lansell? (Fahey, C. 1982:12)

### Sub-theme

- iii. health issues and implications eg. mining accidents, miners' phthisis and tuberculosis

#### Goals:

- \* To provide factual information on some quartz reef mining accidents of the day
- \* To provide information on the dirty, dusty and hazardous working conditions of miners

in the quartz reef mines hundreds of feet below the surface of the ground.

- \* To provide information on miners' phthisis, the silent disaster which left many miners dead by the age of forty, resulting in numerous widows battling to raise their fatherless children. ✓

#### Objectives

Visitors will gain an insight into the harsh and hazardous conditions endured by the miners who physically won the gold for the mining magnates of the day.

Visitors will gain an insight into the health problems of the times and compare those of the miners of the late nineteenth century with the health problems of today. ✓

### **Theme 3**     *the history of mapping and surveying by the Army Survey Regiment*

#### Goals

- \* To provide a display of equipment used by the Army Survey Regiment over the years in the production of mapping for the Army.

- \* To provide an interpretation of that display so that its true value can be appreciated by amateur and professional alike. ✓

- \* To provide activities and programs whereby visitors can physically use some of the pieces of equipment on display. This may include setting up an activity on the observatory landing on the roof of the building where an impressive view of the city of Bendigo and remaining popped legs can be seen.

- \* To provide historical maps for display. ✓

#### Objectives:

Visitors will be able to identify a piece of equipment used in the mapping and surveying of the country.

Visitors will be able to identify sites of former gold mining activity around Bendigo.

Visitors will be interested in finding out more about deep quartz reef mining by visiting the Central Deborah Gold Mine, High Street, Bendigo.



## INTERPRETIVE PROPOSALS: METHODS AND TECHNIQUES

### MANSION

*Contrabands? — Conservation of fabric? Supervision of all visits.*

- \* Guided tours taken by volunteers / army personnel preferably on Saturdays and Sundays at specific times stated on promotional brochures.  
Times and day for tours dependent on public access. ✓
- \* Self-guided tours using pamphlets and signage throughout the building in rooms open for inspection.
- \* A display will be set up using old photographs of scenes of life on the goldfields depicting living and working conditions, work in a mine shaft, life at Fortuna, etc. These photos will have relevant questions attached for the visitor to 'discover' what it might be like to be there. (Questions will be the prompt for the creation of a 'reality' of the past.) This can be a focus of an educational tour for school groups.
- \* Automatic audio visual tape depicting the history of Fortuna using old photos to show the additions to the house over the decades.

Once the Army Survey Regiment has moved to Brisbane and mapping and surveying is confined to certain buildings, public access to the mansion would be more feasible. Security would, possibly, not need to be so strict.

## INDUSTRIAL BUILDINGS ASSOCIATED WITH MINING ACTIVITY

- \* Guided tours
  - \* Audio visual tape showing the quartz battery then - now. (part of tape depicting the mansion and its history)
- Imagine the noise of the stampers going twenty-four hours in the day for six days of the week; and the deafening quiet on Saturday night when they stopped to be cleaned out and maintained for a further week of pounding.

## GARDENS AND LAKE ✓

- \* Self-guided tours using signage at strategic locations and display board in a prominent position so that visitors can see the overall self-guided tour route. Adequate seating to be provided.

*What recreational activities were undertaken in the gardens and on the lake by the occupants at Fortuna? Who visited the place? How were they entertained? Was this place regarded as a haven surrounded by a scarred landscape of mullock heaps and tailings dumps?*

## OBSERVATION DECK

- \* Guided tours to this deck to point out existing poppet legs on the landscape. Dial shows the direction of Lansell's mines and other landmarks of Bendigo.

## DISPLAY ROOM FOR MAPPING AND SURVEYING EQUIPMENT

- \* Self-guided exploration and discovery of historic equipment and maps
- \* Programs run at specific times to coincide with completed guided tour of mansion or buildings associated with mining activities. These programs would be run by volunteers / ex-army personnel and would include hands-on activities involved in the process of mapping and surveying.  
*How was a map produced? How is a map produced today? What is required first?*

## EVALUATION

There has been no evaluation of the visitor to date. Interpretation of Fortuna so far has relied on a number of enthusiastic army personnel who feel they have something special at Fortuna and are prepared to interpret this nationally significant site to the general public on a limited basis.

I have recently devised a questionnaire to be handed out to visitors who participate on the guided tours on Sundays. See Appendix 1 for a copy of this.

Visitor numbers should be recorded. This can easily be done in a non-threatening way that causes little inconvenience to the visitor by getting each person to write down their home town postcode on an easily accessible sheet near the tour cost collection room (presently the Duty Room).

## RESOURCE IMPLICATIONS

According to ex-Army sources, there are a number of retired army personnel in the district who would be an invaluable resource for interpreting both Fortuna Villa and the history of mapping and surveying by the Army Survey Regiment. These may or may not be members of the ex-Fortuna Association. These could form a core of volunteer guides for the site. (Swiney, D. 1995. pers. comm.)

At this point in time there are no cost estimates. However, anticipated costs in the setting up of old mapping and surveying equipment would need to cover materials used in the appropriate display and interpretation of these items.

*the mapping collection is very interesting -*

## TIMELINE AND IMPLEMENTATION

The implementation of suggestions in this interpretive plan will depend entirely on personnel within the Army Survey Regiment. Any works will of course depend on funds available through the Accommodation and Works Branch and funds accrued through tours and wedding parties having photos taken on site.

### Recommendations

(short term)

- \* design and production of a new pamphlet for display purposes at the local Tourist Information Centre and other centres throughout the state and interstate.  
(This can be done by the contracting of a graphic designer or by utilizing the services of university students studying in this field.)
- \* collection of appropriate pieces of mapping and surveying equipment for display purposes
- \* collection of a range of photographs suitable for enlargement and display in the interpretation of life on the goldfields
- \* interpretation of that equipment by ex-army personnel with intimate knowledge of such pieces
- \* continuation of survey of visitors via the questionnaire
- \* **preparation of a master plan for Fortuna Villa**

(long term)

- \* restoration of nominated rooms within the mansion which lend themselves to good interpretation working on the themes developed within this plan
- \* restoration of attached buildings associated with mining activities
- \* restoration of the Observation Deck and stairway to it
- \* preparation of programs and activities relating to interpretation of the site as outlined in this plan

## BIBLIOGRAPHY

Auction Catalogue, K. Gardner & Lang Pty. Ltd., et. al, 18-23 June, 1934

Butler, G. & Assoc. (Consultants) 1993. Eaglehawk and Bendigo Heritage Study. City of Bendigo and Borough of Eaglehawk.

Centenary of Bendigo - "The Bendigo Advertiser". January 1951. 'The Man with the Midas Touch'. Published by the Bendigo Advertiser.

Cowan, S. (1902) "Tuberculosis In a Mining Community". Intercolonial Medical Journal. September. State Library Melbourne

Demolition Auction Catalogue 29-30 June, 1938, J.H. Curnow & Son, Auctioneers

*Diaries of Richard Pope*. 1869 - 1892. Diaries of Richard Pope, miner who worked for part of his life for George Lansell. La Trobe Library, Melbourne. MS 11,918

*Dyason Diaries* 1871 - 1901. Diaries of I.E. Dyason, book-keeper and agent of George Lansell. La Trobe Library, Melbourne. MS 10813.

Fahey, C. (1995) pers. comm. Dr. Charles Fahey is a lecturer at La Trobe University, Bendigo. He completed his thesis called 'Wealth and Social Mobility in Bendigo and Northern Victoria'. Unpublished Ph.D. Melbourne University 1982.

Fahey, C. (1982) "The Ballerstedts and the Bendigo Quartz Reefs" La Trobe Library Journal. Vol 8:30 pp.29-32

Fahey, C. (1984) "Much Unpleasantness Surrounds the Getting and Possession of Money". Script of a talk summarising the diaries of I.E. Dyason and given at a conference titled 'The Heritage of Bendigo' and organised by the Historic Buildings Council.

Fowler, P. (1992) *The Past in Contemporary Society - Then, Now*. Routledge Publication

John & Thurley O'Connor Pty. Ltd.(Consultants) Fortuna - Part 1 Conservation Analysis (Draft), 1987.

John & Thurley O'Connor Pty. Ltd. (Consultants) Fortuna - Part 2 Management Plan (Draft), 1988.

Kimberley, W.B. (1895) *Bendigo and Vicinity*. F.W.Niven & Co. Publishers pp.232-35

Kippen, S. (1992) "The silent disaster: miners' phthisis in Bendigo." Unpublished thesis. Bundoora Library, La Trobe University.

Lansell, G.V. & Stevens, W.J. ed. (1921 - 1935) *Annals of Bendigo*. Obituary to Edith Lansell. Published by the Bendigo Advertiser. p.175

Mackay, G. ed. (1868 - 1891) *Annals of Bendigo*. Published by the Bendigo Advertiser Vol.2 p.166

McCarthy, D. (1988) *Lansell's Fortuna*. Published by Army Survey Regiment, Bendigo.

Stevens, T. (1988) "The Visitor-Who Cares? Interpretation and Consumer Relations" in David Uzzell, ed. *Heritage Interpretation*, Volume 2, The Visitor Experience. Belhaven, England, 103-107.

Summons, Walter MB. (1906) "Miners' Phthisis. Report on the Ventilation of the Bendigo Mines." Victorian Government Printer, Melbourne.

Wallace, R. (1984) *The Centre of a Community*. Cambridge Press, Bendigo.

I'm looking forward to seeing this —  
Seems so good for an online  
— open-ended,  
enquiring  
thoughtful

Good

HD/  
R2



# QUESTIONNAIRE

Fortuna Villa

Chum Street, Bendigo 3550

It would be much appreciated if you would assist us with our tour program at Fortuna Villa by answering these questions either after the tour or at home at your leisure.

1. Visitor:  local  Victoria  interstate  overseas ✓

state..... country.....

## 2. Group type

- family group
- couple (working)
- couple (retired)
- individual
- group

Comment:.....

## 3. How did you hear about Fortuna ? ✓

- Tourist Information Centre (Kangaroo Flat)
- Tourist Information Centre (elsewhere)
- pamphlet
- word of mouth
- other

Comment:.....

## 4. Reasons for visiting

- recreational visit
- historical interest
- interest in army
- other

Comment:.....

## 5. What did you like best about the tour? ✓

*people*

## 6. What would you like to hear more about?

- George Lansell and family
- mansion
- other buildings associated with deep quartz reef mining
- gardens
- Army Survey Regiment - history
- Mapping & Surveying
- other .....

*people who lived here  
.. .. would be*

Please return questionnaire to  
Army Survey Regiment (Tour Survey)  
Chum Street  
Bendigo 3550

Thank you for your time and effort in assisting us in this survey. ✓





## LANSSELL'S FORTUNA

Fortuna Villa, originally bought by George Lansell in 1871, is a remarkable example of agglomerated architecture. The stately mansion sits astride the New Chum Reef, the gold from which paid for the substantial additions to the original house. Fortuna has been the home of the Army Survey Regiment since 1942 and uses the villa and grounds to fulfil its task of mapping Australia. The many points of interest include a tunnel, a cupola staircase, three ballrooms, various stained and etched windows and a scaled down replica of a fountain unearthed at Pompeii.



Admission: Adults \$3.00, Family \$5.00. Tickets are sold at the Duty Room.

Timings: Guided tours on Sundays only, beginning promptly at 1.00pm.  
Tour duration is approximately 2 hours.

Photographs: The grounds and house are available for wedding photographs by arrangement.

Enquiries: Phone 420 222.

