



MINUTES

Tourism Strategy Committee Meeting Tuesday, 13 April 2021

**MINUTES OF WINTON SHIRE COUNCIL
TOURISM STRATEGY ADVISORY COMMITTEE MEETING
HELD AT THE WINTON SHIRE COUNCIL SUPPER ROOM
ON TUESDAY, 13 APRIL 2021 AT 5:30PM**

1 COMMENCEMENT OF MEETING

2 PRESENT

Cr Gavin Baskett (Mayor), Cr Anne Seymour (Chair), Cr Cathy White, Ms Jessica Greenaway (Director of Community & Economic Development), Mr Jeff Close (Corfield's and Fitzmaurice), Mrs Robyn Stephens (Outback Festival), Miss Kim Stoter (Winton Historical Society), Ms Vicki Jones (Winton Business & Tourism Association), ~~Ms Lynda Alcorn, Mr Michael Constable (Vice President Queensland Boulder Opal Association)~~, Miss Denise Flett, (Administration Secretary).

AMENDMENT

COMMITTEE RESOLUTION 21.06.01

Moved: Mr Jeff Close

Seconded: Cr Gavin Baskett

That Mrs Lyn Fraser (Corfields & Fitzmaurice Ass) and Mr James Evert (Vice President Queensland Boulder Opal Association) were present.

CARRIED

3 APOLOGIES

21.04.01

Moved: Mr Jeff Close

Seconded: Cr Gavin Baskett

THAT the apologies received from Mr Bruce Collins (Australian Age of Dinosaurs), Mrs Jenny Elliott (Waltzing Matilda Centre) and Ms A Summerville (Queensland Boulder Opal Association), be accepted.

CARRIED

The Committee welcomed Denise Flett (Administration Secretary)

AMENDMENT

COMMITTEE RESOLUTION 21.06.02

Moved: Mr Jeff Close

Seconded: Cr Gavin Baskett

That, Mr Michael Constable (Vice President Queensland Boulder Opal Association) and Ms Lynda Alcorn were not present.

CARRIED

4 CONFIRMATION OF MINUTES

21.04.02

Moved: Cr Cathy White

Seconded: Cr Gavin Baskett

THAT the minutes of the Tourism Strategy Advisory Committee Meeting held on 1 February 2021, with amendments be confirmed.

CARRIED

5 BUSINESS ARISING OUT OF PREVIOUS MEETING

7.3 ~~WOWF~~ WINTON'S WAY OUT WEST FEST Feedback

Cr C White questioned:

- The progress regarding the flag outside the Waltzing Matilda Centre and advised it is not on the action list. Ms Greenaway advised she will check with Jenny Elliot regarding progression.

AMENDMENT

COMMITTEE RESOLUTION 21.06.03

Moved: Cr Gavin Baskett

Seconded: Cr Cathy White

That WOWF be replaced to be WINTON'S WAY OUT WEST FEST.

CARRIED

Cr A Seymour requested:

- An update on the leasing of the Tuckerbox Café, expressing disappointment it was not open during the WOWF. Ms Greenaway advised the operator has not yet finalised the lease due to other commitments.

6 CORRESPONDENCE

Nil

7 ITEMS FOR DISCUSSION

7.1 Bore Water Concept Draft

7.2 Signage Style Guide/Historical Information Sign

Ms J Greenaway (Director of Community and Economic Development)

- Advised the Bore Water Concept Draft handouts were provided to a Council Officer who had been in touch with stakeholders regarding developing content for signs that will be placed at our bores. This was the original proposal.
- Recommended to not proceed with this new design and instead use a similar design to the main street and provide some consistency with our signage.

Mr Jeff Close (Corfield's & Fitzmaurice)

- Spoke in favour of this idea. It adds to uniformity, saves time and allows input from various people.

Ms J Greenaway (Director of Community & Economic Development) reported:

- The strategy document be bought back to this Committee for their feedback and advice.

21.04.03

Moved: Mr Jeff Close

Seconded: Mr Hylton Ward

THAT Council develop a signage style guide to guide future signage.

CARRIED

7.3 ~~WOWF-WOWF~~ WINTON'S WAY OUT WEST FEST **Feedback**

Collating Feedback

Ms J Greenaway (Director of Community & Economic Development) advised:

- The point of listing 7.3 was to receive Committee members' feedback they want noted with a plan for a greater debrief to Council in May.

Cr Anne Seymour (Chair)

- Asked the Committee if preference for discussing the Festival at this point or later in General Business and concentrate on the start of the tourist season and why it was good for business.
- Advised received positive feedback from businesses reporting record trade.
- Suggested the aim was to provide entertainment and boost the economy.

Cr Cathy White confirmed:

- Survey will be of benefit because it will be interesting to see what shop owners and locals have to say.

Ms J Greenaway (Director of Community & Economic Development) advised:

- Surveys to local businesses can be organised.

Ticket Sales

Ms J Greenaway (Director of Community & Economic Development) advised:

- The last figures provided including patrons, volunteers and workers was around 3000. Confirmed 2780 paying customers. Updated figures will be available Thursday for the Council meeting including budget will be settled in the following Council meeting.

Mrs Robyn Stephens (Outback Festival) advised:

- *Mrs Jenny Elliott (Waltzing Matilda Centre)* reported local ticket sales were down from previous festivals.

Cr Cathy White questioned:

- Why local ticket sales were down?
- Questioned the possibility of the increased cost being a consideration of unaffordability for families and pensioners.

Cr Gavin Baskett (Mayor) confirmed:

- Price increase was attempting to bridge the gap of the income and expenditure.
- Weather not a consideration for lower ticket sales.
- Suggested the performance hours to be reconsidered due to low numbers at the main stage at 3pm, presumably as it was too hot and low numbers after 10pm. Suggest new hours 4pm to 9pm.
- Previous Festival was 4 days, this festival was 6 days in the hope of attracting more tourists.

Cr Anne Seymour (Chair) advised:

- Due to limited number of backpackers, businesses were short on staff. Staff were too tired or unable to attend ~~WOWF~~ WINTON'S WAY OUT WEST FEST due to shifts.

Mrs Robyn Stephens (Outback Festival) noted:

- A different demographic, older generation, this WOWF. Much older than previous festival.

Covid Concerns

Cr Anne Seymour (Chair) noted:

- The festival was safe and it worked.

Cr Gavin Baskett (Mayor) advised:

- Relieved event was able to go ahead after uncertainty around the Covid lockdowns.
- Artists advised they were happy to be here as the first live performance for many since March 2020.

Cr Anne Seymour (Chair) Thanked:

- Thanked *Cr Gavin Baskett* for contacting the Queensland Premier Anastacia Palaszczuk, believe it made it possible for the ~~WOWF~~ WINTON'S WAY OUT WEST FEST to go ahead.

Cr C White

- Credit to DoCED for the contribution of setting a Covid Safe plan in place, enabling the ~~WOWF~~ WINTON'S WAY OUT WEST FEST to go ahead.

Ms J Greenaway (Director of Community & Economic Development)

- The Covid Safe Event not only benefited Winton but gave confidence to other outback regions.

Cr Gavin Baskett (Mayor) concern:

- Mosh pit a concern with the Covid threat.

Ms J Greenaway (Director of Community & Economic Development) advised:

- Police enforced the Covid safety for the event including the mosh pit.

Cr Anne Seymour (Chair) suggested:

- A gap between stage and mosh pit.

Patron Information & Ticketing Concerns

Mrs Robyn Stephens (Outback Festival) advised:

- People could not get information. A lot of confusion for festival attendees who didn't know where events were being held or how to obtain wrist bands and asked stall holders. It was reported that VIC sent clients to various venues including the theatre.
- Suggested all the tourists require is a presence to provide information.

Cr Gavin Baskett (Mayor) advised:

- The wrist bands were to be collected from the main stage entrance.

Ms J Greenaway (Director of Community & Economic Development) suggested:

- Info tent suggested for future festivals.

Mr Jeff Close (Corfield's & Fitzmaurice) advised:

- The biggest request for information that the team of volunteers in the Royal Theatre got were relating to ticketing, confirmation, activation or changes. A tourist walked the street to find assistance.
- Believed the ticketing was a bit complicated for the patrons.
- Tourists often come to town without knowing the festival is on. They may not have access to a computer. If we had a ticket office in town it may have increased sales.

Ms J Greenaway (Director of Community & Economic Development) advised:

- Received feedback from Chandler Shaw Events in regards to ticketing confusion. They believed it was because of the demographic and that a lot of the communication that had been emailed through to the patrons prior to the event hadn't been read or consumed yet.
- Suggest make sure communication WSC is using is meeting the patrons expectations. There may be a better way to communicate with patrons than email.

Cr Gavin Baskett (Mayor) advised:

- Explained the previous festival cost a lot. Council was trying to bridge the gap between income and expenditure by increasing ticket prices to locals.
- Disappointing that some locals buy tickets and give them to others.
- Suggested - different colour bands for Locals
- Provide a specific line for locals – manned by a local.

~~WOWF~~ WINTON'S WAY OUT WEST FEST Presentation to Council

Mr Hylton Ward (Winton Business & Tourism Association) questioned:

- How long to present ~~WOWF~~ WINTON'S WAY OUT WEST FEST information to Council ?

Ms J Greenaway (Director of Community & Economic Development) advised:

- Plan to present to the May Council meeting for consideration. Council will decide.

Cr Gavin Baskett (Mayor) further explained:

- Takes a few weeks to obtain full budget. Future festivals will be decided once the full budget is complete.
- Council will consider the scheduling of the festival.

Mrs Robyn Stephens (Outback Festival)

- ~~Asked if the WOWF WINTON'S WAY OUT WEST FEST could be held every year.~~
- Asked if the WINTON'S WAY OUT WEST FEST was planned to be held annually.

AMENDMENT

COMMITTEE RESOLUTION 21.06.04

Moved: Mrs Robyn Stephens

Seconded: Cr Cathy White

That Mrs Robyn Stephens (Outback Festival) Asked if the WINTON'S WAY OUT WEST FEST was planned to be held annually.

CARRIED

Cr Gavin Baskett (Mayor)

- Has received feedback that a Music event needs to be held each year. Because the festival is targeted in April, six months either side of the Outback Festival is another option to explore.

Reports from Attractions re: ~~WOWF~~ WINTON'S WAY OUT WEST FEST

~~Ms Trish Sloan~~ Ms Kim Stoter (Australian Age of Dinosaurs) advised:

- Australian Age of Dinosaurs ran at full capacity with 380 people visiting the attraction per day.
- Covid restricted group numbers to 25 per tour. Able to increase numbers by extending hours morning and afternoon by 50 people. Because of pre-booking the numbers evened out because the attraction remained constantly busy and not in bursts.

AMENDMENT

COMMITTEE RESOLUTION 21.06.05

Moved: Cr Cathy White

Seconded: Miss Vickie Jones

That Ms Kim Stoter gave the update on Australian Age of Dinosaurs above.

CARRIED

Mr Hylton Ward (Winton Business & Tourism Association) advised:

- Very busy, with high demand on Chopper flights.
- Patrons not going for the cheaper flights. They were offered, but tourists were going for the experience.

Ms Vickie ~~Ward~~ Jones (Winton Business & Tourism Association) advised:

- Very busy throughout the festival.

AMENDMENT

COMMITTEE RESOLUTION 21.06.06

Moved: Miss Vickie Jones

Seconded: Mrs Lyn Fraser

That Ms Vickie Jones advised not Ms Vickie ~~Ward~~.

CARRIED

Cr Anne Seymour (Chair) advised:

- Regarding Flights -Friday flight sold out. Saturday flight full yet sold out.

Cr Gavin Baskett (Mayor) advised:

- Hopeful that Alliance will continue flights allowing people to attend the concert, taking one day not several days.
- A full plane is 80 seats. 40 seats is still profitable.

Mrs Robyn Stephens (Outback Festival) reflected & requested:

- Since Covid more tourists in all regional areas.
- Feedback from the QPS. Patrons took drinks between the Australian Hotel to Tattersalls Hotel.
- Lack of atmosphere as no music playing in the street.
- The ~~town main street~~ appeared quiet. More music, buskers or activities would assist with atmosphere.
- Vehicles and vans take away from the atmosphere.
- Problems were caused because the main street was watered Tuesday and Wednesday which led to some stall holders having their stock wet.
- ~~Request that watering be held off for several days over the festival.~~ Watering of main street lawn to cease when events are held in the main street.

AMENDMENT

COMMITTEE RESOLUTION 21.06.06

Moved: Mrs Robyn Stephens

Seconded: Cr Cathy White

That, "The main street appeared quiet". NOT the town appeared quiet".

- Watering of main street lawn to cease when events are held in the main street.

CARRIED

Mr Jeff Close (Corfield's & Fitzmaurice) advised:

- Royal Theatre -Pre and Post Crowd – enough patrons to make opening worthwhile.

8 ACTION LIST

Responsible Officer	Action	Completed	Progress
Vicki Jones	Email the Committee members with detailed information on the upcoming fly in tours.		
DoCED	Signage Style Guide		
DoCED	Update to Town Map – will be bought back to the Committee.		
Mrs J Elliot (WMC)	Restoration of the old wagon in Elderslie Street and Kennedy park.	Progressing	Discussions with Kerry Reihl of Wheelright, for a maintenance solution had taken place prior to COVID 19. Kerry was initially delayed but has now inspected the Elderslie wagon as well as the wagon in the Gordon Kennedy Park. We are awaiting a quote for repairs to both wagons.
Mrs J Elliot (WMC)	Historical information signage around town	Ongoing	Quotes for the historical signs around town to be updated have been received .
Mrs J Elliot (WMC)	Historical Walking Tour Map	Forth coming	Historical Walking Tour Map would be a good way to highlight the towns attractions for and encouraging visitors to walk a town loop commencing at the Waltzing Matilda Centre and showcasing the new historical signs that will be installed.
Mrs J Elliot (WMC)	Flags at Front of WMC	Ongoing	
Tourism and Economic Development Manager (TEDM)	Birdwatching brochures - Update to include 'Opalton Grass Wren'	Reviewed	Will be completed when brochures are due to reprint.
TEDM	Review Opalton content in next Experience Winton Guide	Reviewed	Will be updated when due for re-print.

DOW	Musical Fence maintenance	Ongoing	Contractor David Murphy advised quote for works accepted by Council 22 Feb. Contractor advised expected commencement date of late May. Currently being reviewed by the Director of Works
DOW	Qantas Silhouette Sign	Ongoing	Aeroplane silhouette installation held up due to footing issues. DoW is liaising with the contractor as must be complete before April 22 nd .

GENERAL BUSINESS

Mrs Robyn Stephens (Outback Festival) advised:

- Regarding the restoration of the old wagons in Elderslie Street and Kennedy park, Robyn had received advice that the wagon is in a bad state and would benefit from an overhead shelter to preserve it.

Mr Jeff Close (Corfield's & Fitzmaurice) advised:

- Received compliments on the buildings. Thank you to Council for maintaining it. Looking forward to the repaint.
- It stood out that tourists access information differently.
- Suggest Chalk Board in the main street for any of the organisations in town to update the events in town.

Town Notice Board Discussion

Vicki Jones (Outback Festival) questioned:

- Would the proposed new digital sign be able to achieve the same thing as a means to post and update events.

Adam Head (Tourism & Economic Development Officer) advised:

- TEDO explained issue with provider who owns the software which costs a lot to update.

Mr Jeff Close (Corfield's & Fitzmaurice) suggested:

- Creative suggestion of a town crier and chalk board.
- Observes many tourists walk the town out of business hours.
- Technical issues (in relation to digital sign) are often a barrier to providing and accessing information.
- Reported the biggest crowd yet at the centre with 40 people attending.
- Re UpcomingTours:- whilst in town, Corfield staff will be on duty 1pm to 4pm.
- Speaking with shopkeepers and informing them of the tour dates. Suggest that Winton businesses are open.

Ms J Greenaway (Director of Community & Economic Development) suggested:

Committee reach out to the WBTA to appeal to the business owners to open when bus tour patrons are in town.

ACTION

That the Committee reach out to the WBTA to appeal to the business owners to open when bus tour patrons are in town.

Cr Gavin Baskett (Mayor) advised:

- Thursday 22nd April Qantas Board will be in Winton for the official opening of the Avro Plane Silhouette. CEO Alan Joyce will cut the ribbon.
- Meeting at the Qantas Club for a board meeting.
- Events Officer is planning the itinerary, which includes a visit to the school where a presentation by Alan Joyce to the students at all 3 schools.
- Lunch will be at the North Gregory Hotel.
- Redtails will be here for the Anzac Day March. Lunch.
- *Mr Jeff Close (Corfield's & Fitzmaurice)* will be conducting 3 by 2 ½ hour tours, Expecting 100 people.
- This event is not for public announcement at this time.

Cr Cathy White

- Thursday 22nd Book Launch at the Qantas Club. Numbers are capped to 70 (Covid rules).
- Tickets from the newsagency.
- Anzac Day – Qantas lunch.
- Entry to Bronze Swagman this month.

Mr Jeff Close (Corfield's & Fitzmaurice) requested:

- A Town Chalk board be investigated by Council.

21.04.04

Moved: Mr Jeff Close

Seconded: James Evert

THAT Council investigate the viability of a Town Chalk Board.

CARRIED

Cr Anne Seymour (Chair)

- Complimented the ~~WOWF~~ WINTON'S WAY OUT WEST FEST advertising. All the business's are an excellent source of advertising and information.

Cr Gavin Baskett (Mayor)

- ~~WOWF~~ WINTON'S WAY OUT WEST FEST – great for the town. Awaiting complete budget for Council report.
- Reported visit from Minister Hinchcliffe to AAOD, Crack up Sisters, Lunch at the North Gregory went well.
- Winton Movies Inc. -great to see up and running.
- Council decided to update Billboards Eastern side and Western Side of town. Feedback will be invited once the sign proposal is available.

James Evert QBOA advised:

- Opal Bush Park - Requires a lot of working bees to get Opal Bush Park up and running.
- Waiting to see if Council will buy up land for the Opal Bush Park.
- Cancelled opal symposium in Coober Pedy. Attended by Zoom. Advised many opal sales in Coober Pedy, Winton and Broome. Regional fairing better than coast in opal sales.
- Opal industry is growing as a tourist industry.
- Two Opal festivals one in July and one in September. Speakers for both.

Mrs Robyn Stephens (Outback Festival) advised:

- *Outback Festival* had a presence in the main street at the ~~WOWF~~ WINTON'S WAY OUT WEST FEST raising awareness.
- Bar Coasters with barcode to take people straight into website. Reports of their reach in September accomodation bookings is noticed.
- Ten network advised up to 770,000 in Australia watched *Australia's Amazing Race* filmed in Winton February this year. The figures of subsequent views probably up to one million people. Show has been sold to New Zealand and will be broadcast there.

Ms J Greenaway (Director of Community & Economic Development) concurred:

- The involvement with *Australia's Amazing Race* was a good exposure for a small outlay.

Hylton Ward

- Thanks for the Billboards. Love the signs.
- ~~WOWF~~ WINTON'S WAY OUT WEST FEST unreal.

Vicki Jones (Outback Festival) reported:

- WBTA AGM last night – no change in Committee Members.
- In regards to business, forward bookings are looking good.

Cr Cathy White

- Congratulations to all for the marvelous job with the WOWF.

Update on Resealing Project Lark Quarry

Cr Gavin Baskett (Mayor)

- Start of the resealing project on Lark Quarry 5km of road unsealed road and a further 4 km of road has to be finished before June 30.

Ms J Greenaway (Director of Community & Economic Development) advised:

- Feedback received from the John Villiers Trust participants have expressed disappointment that a lot of businesses not open. Will speak to business so that tourists can get the full experience.

Accommodation Proposals

- Feedback at last Tourism meeting making the accommodation a priority. Recently received a proposal from Stafford Strategy who are to prepare an accommodation business case. The second proposal is an investment perspective – it will look at things from a tourism and economic development perspective. Identify the gaps and priorities to be taken to investors.

Upcoming Fly in Tours

Vicki Jones (Outback Festival) advised:

- One day fly ins with Vicki to ferry visitors around. 10 different dates. Large groups of between 40 and 80. Visitors will be ferried back to Longreach due to the accommodation shortage in Winton.
- Vicki will contact businesses asking them to stay open for the hours the visitors will be in town.
- Tour consists of Age of Dinosaurs, Waltzing Matilda Centre, Musical Fence visit, lunch in town and some time up and down the main street.

Mr Jeff Close (Corfield's & Fitzmaurice)

- Requested an email with detailed information on the tours.

ACTION

That Vicki Jones will email Committee members with detailed information on the upcoming fly in tours.

Ms J Greenaway (Director of Community & Economic Development)

- Advised Council has a list of events which are sent to Councillors and WBTA showing what is going on.
- DoCED will list in the Agenda for the next meeting.

7.1 Town Map

- Update to Town Map – will be bought back to the Committee.

ACTION

Update to Town Map – will be bought back to the Committee.

10 CLOSURE AND NEXT MEETING DATE – 7th June 2021

The Meeting closed at 7:07pm

The minutes of this meeting were confirmed at the Tourism Strategy Committee held on _____ 2021.

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