



MINUTES

Tourism Strategy Committee Meeting Monday, 6 June 2022

**MINUTES OF WINTON SHIRE COUNCIL
TOURISM STRATEGY COMMITTEE MEETING
HELD AT THE WINTON SHIRE COUNCIL BOARD ROOM
ON MONDAY, 6 JUNE 2022 AT 5:30PM**

1 COMMENCEMENT OF MEETING

Cr Cathy White (Acting Chair) due to Cr Anne Seymour's absence, welcomed everyone present and declared the meeting open at 5:30pm.

2 PRESENT

Cr Cathy White, Cr Anne Seymour (via phone), Cr Gavin Baskett (Mayor), Mr Bruce Collins (Australian Age of Dinosaurs), Mrs Lyn Fraser (Corfields & Fitzmaurice), Mrs Robyn Stephens (Outback Festival), Geraldine Coughlan (Winton Movieview Inc), Mrs Alison Summerville (Queensland Boulder Opal Association), Miss Kim Stoter (Winton Historical Society), Ms Vicki Jones (Winton Business & Tourism Association), Mr Hylton Ward (Winton Business & Tourism Association).

IN ATTENDANCE: Miss Abbey Buckham (Tourism and Economic Development Manager), Mrs Brittany Beetson (Minute Secretary).

3 APOLOGIES

22.06.01

Moved: Mrs Lyn Fraser

Seconded: Ms Vicki Jones

THAT the apologies from Ms Madeleine Lawler (Director of Community and Economic Development), Mr James Evert (Queensland Boulder Opal Association), Mr Jeff Close (The Writer's Festival) and Ms Karen Shaw (Winton Business & Tourism Association) be accepted.

CARRIED

4 CONFIRMATION OF MINUTES

22.06.02

Moved: Mrs Robyn Stephens

Seconded: Ms Vicki Jones

THAT the minutes of the Tourism Strategy Committee Meeting held on 4 March 2022 be confirmed.

CARRIED

5 BUSINESS ARISING OUT OF PREVIOUS MEETING

Nil

6 CORRESPONDENCE

Nil

7 ITEMS FOR DISCUSSION

7.1 Querying Bureau of Meteorology Alert

A Seymour-

It has been noticed that tourists are leaving due to false / mis-leading weather reports and lengths of warnings and alerts. This has caused confusion for tourists, especially those going through to Boulia. Would be interested to know how this has impacted local businesses.

V Jones-

Advised her business was still feeling the loss of customers from a disruption of business point of view. Tourists are still cancelling / delaying their trips based on these weather warnings. The 2022 year has seen more refunds given than during COVID times.

A Summerville-

Opalton is still too wet, and aren't receiving the flow through of tourists from the Coast.

V Jones-

Queried what was happening with the local BOM radar and rainfall recordings.

8 GENERAL BUSINESS

Abbey Buckham- Tourism and Economic Development Manager

- Branding – inviting everyone to the community launch on 21 June. There will be a public launch during the Vision Splendid Outback Film Festival. Waiting until September to develop the new website and will have a paid media campaign with filming taking place next week.
- Representing Winton at two upcoming travel shows on Outback Queensland Tourism Association at Go Queensland Caravan and Camping Supershow at Brisbane from 7-12 June and Queensland Outdoor Adventure Expo at Toowoomba from 29-31 July.
- Top Tourism Town announcement on 13 June.
- Plenty of events coming up in June and July with Outback Writers Festival, Vision Splendid Outback Film Festival, Opal Festival and Queensland Masters.
- Waltzing Matilda Centre numbers for May were 2764, which is down 1000 from 2021.
- Investment Expression of Interest for two parcels of land has been released, and will be marketing the opportunity over the next two months and hoping to receive accommodation proposals

Bruce Collins- Historial Society

- In the process of refreshing displays and have had builders in to put in new petitions for displays to hang items.
- Visitors coming through are very enthusiastic and are really liking Winton.
- There has been a fair bit of interest in the Historical Society, and it would be ideal to have volunteers who have a broad knowledge of the history etc, to answer questions for tourists.
- The use of QR Codes would be beneficial and will look to incorporate these.

Geraldine Coughlan- Royal Theatre Winton

- WMI review of 2021 season
- Secured a rental lease for the Theatre
- Renovations to foyer and Museum
- Replaced & repaired sling seats – 250 capacity
- Screened 3 nights weekly – March-October
- 83 Screenings and 4994 guests – excludes Vision Splendid Festival
- Tour, School & Community groups - day-time tours & hired screening nights
- Positive Media ABC National TV & radio, Ch 9 My Way, RACQ
- Small Volunteers base on the ground
- Grants, Winton Shire Council, Community, WMI Members and volunteers have been crucial in delivering the positive outcomes of 2021

- 2022
- Season launched on 1 April – 3 screening nights
- Average screening numbers 48 to date
- Equipment & Technical challenging
- Purchase of new Digital Projector & Speaker system – offer quality & reliable screening, broadening the services WMI can offer to Community, Industry & Education sector.
- Training will be conducted for interested volunteers on new equipment
- Venue hosted Opera & Charlotte's Web Production with 300 & 80 guests attending
- Volunteer numbers are increasing
- More renovations to develop the museum exhibits throughout the Theatre are in this year's plan.

Robyn Stephens- Outback Festival

- On track for the 50th anniversary celebrations
- Under 4 months until the next Outback Festival event is staged
- Together with the RFDS, trying to source past Queens of the Outback

Musical Fence

- The fence has been cut on the western side
- It is looking overgrown and untidy and needs to be cleaned up as its a popular tourist attraction that gets a lot of visiting traffic.
- Wash outs and holes where people stand to play the instruments etc.
- The information panel is very dull and hard to read, perhaps it needs to be replaced.
- Consideration of a donation box for people to make donations when visiting the Musical Fence.
- The use of QR Codes would be ideal to hear stories and the noises of the music fence etc
- Council needs to make repairs to the fence and bring it back to a clean and tidy standard.

22.06.03

Moved: Mrs Robyn Stephens

Seconded: Mr Bruce Collins

THAT the Musical Fence site be brought back to a clean and tidy standard and Council make repairs to the fence. Further, the internal area receive gravel to fill in the wash outs and a donation box be considered with proceeds collected by the Waltzing Matilda Centre Trust.

CARRIED*Lyn Fraser- Corfield & Fitzmaurice*

- Overstocked with stock.

Alison Summerville - Queensland Boulder Opal Association

- Held their first meeting yesterday and attendance was good
- First event to be carried out in just under 4 weeks, and are anticipating good attendance.
- No volunteers to open the Business Centre doors, but the Business Centre will be open Monday prior to the festival (July 4) to take registrations, renewals, store holders, trade sites etc.
- 25-26th June - Council are holding a Jewellery Workshop in the Business Centre.
- Grateful that Council were promptly able to repair the roads after the rain.
- The flood camera at Blue Bush Creek has saved lots of unnecessary traffic coming through when creeks were flooded.
- Rented Shop 68A, and House is being rented.
- Longreach Distance Education has approached the Association for a tour / education on Opal at the Business Centre in September for about 14 kids.

Gavin Baskett- Mayor

- Opera had a good attendance and numbers were up on last year
- The Royal Theatre has a great atmosphere.
- The EOI for the land parcels opened up to the public and close in August.
- The Accommodation near Puma (Britton's Caravan Park) is looking fantastic and provides another great accommodation facility in Winton.
- Outback Film Festival - Channel 7 will be coming to shoot three short stories on various subjects.
- AB Paterson College are aiming to hit their target and have the facility completed by the end of the month.
- QR Codes are being looked into for various tourist attractions

Vicki Jones asked-

Could there be a tourism information package created to ensure guests at the College know what is on offer in Winton and what they can access etc.

Hylton Ward- Winton Business and Tourism Association

- Awards night still going ahead
- Herald Newspaper is being supported well

Vicki Jones- Winton Business and Tourism Association

- People are commenting on how green it is and it is a good opportunity to tell tourists about the different types of grasses and wild flowers that are in bloom at present.

Kim Stoter- Australian Age of Dinosaurs

- Year to date - Australian Age of Dinosaurs has had 11,000 people through the doors, while the Stampede has had 4,500 people.
- The Opera was a great success and was bigger than last year
- Reminder that the State Fossil Emblen voting ends in July.
- The 'Wonderful World of Fossil's was voted 2021 American Book Award. **

Jeff Close- The Writer's Festival

- The 7th Outback Writers Festival is set to go from Monday 21st June to Thursday 23rd June.
- A major feature of the Festival is the meet the authors segments, the book launches and the educational master workshops.
- The finalists and the winner of the short story competition will be announced at the dinner on Wednesday night and the final event will be a wine and cheese at Rangelands with Red Dirt Tours on Thursday evening. Sessions on Monday and Tuesday are FREE to attend.
- On opening night there will be the launch of Birds of Winton, accompanied by a presentation and talk by the authors - and book signings. During the event there will be a raffle of books, with ALL proceeds going to the Flying Doctor.
- A recent media release puts the case that Winton has more in print published books covering the Winton Shire than any other rural town in Australia - at last count 34, and these will all be available at the Festival.

Anne Seymour

- Necessity for Council to hold Way out West Fest next year
- It is pleasing to see so many shop fronts open, it looks great to drive down the Main Street.

9 CLOSURE AND NEXT MEETING DATE

Next Meeting 1 August 2022

The Meeting closed at 7:07pm.

The minutes of this meeting were confirmed at the Tourism Strategy Committee held on 1 August 2022.

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CHAIRPERSON