

Winton Shire Council Tourism and Beautification Advisory Committee Meeting

held at Neighbourhood Centre
Training Room
on Tuesday, 20 February 2024
at 5:00pm

1 MEMBERS PRESENT

Karen Bates, Jeff Close, Lyn Fraser, Vicki Jones, Alison Summerville (on line)

PRESENT

Cr Anne Seymour (Chair), Cr Gavin Baskett, Cr Cathy White, List members present

2 APOLOGIES

Gary Doak, Robyn Stephens, James Evert, Bruce Collins, Amanda-Lyn Pearson

3 CONFLICT OF INTEREST

Nil

The Meeting opened at 5:07pm and closed at 6:47pm.



4 REPORT

1. Welcome and general discussion

- Discussion about current stats – Waltzing Matilda Centre down 50% however TV recognition has improved
- Discussion about current tourism trends in the outback and that it is time to refocus given the improvements in tourism offerings in adjoining shires
- Touch Screen recommendation update – being replaced and with new software that will mean Winton Shire Council will have control of content – anticipate being addressed this week.
- Gidgee sign recommendation update – not yet commenced – to be refreshed in situ with no major changes.
- Sign Audit recommendation update – the Request for Quote has closed and a panel will consider the proponents nex week. It should be finalised before the next meeting of this Advisory Committee.
- National Symposium for Boulder Opal to tie in with the 150 year celebrations. Quite a lot achieved in Opalton: Walking track, phone tower up and running, distance markers in place.
- Beautification discussion
 - Beautification enhances tourism
 - Gary Doak's paper was discussed.
 - In relation to landscaping, we need to know what grows and what doesn't.
 - Footpaths: Highlighted the end of Elderslie Street, as an extension of the main street area and it looks 'tacky'. People were reminded to use Snap Send Solve that ensures identified issues go straight to Works for their attention.
 - Make recommendations to Council about beautification. There is a budget review workshop in April where problem areas can be considered.
 - Cemetery – used to have a "friends of the cemetery" group from the old committee. Concerns about safety for the elderley attending funerals and seating arrangements for them. A number of comments regarding the maintenance and appearance of the cemetery.
 - Involve the Community Garden in the Cemetery.
 - Town pride - pride in their township to look after their yards.
- The Aged Care Strategy will address a number of accessibility and safety issues. It will be a strategic ongoing program.
- There is a line item in the budget for a Cemetery Master Plan.
- Discussion about having 'working bees' to progress work at the cemetery and may get more participation if it is seen that Council is also undertaking work – perhaps the major work.
- Discussion about the Opalton historic cemetery and plaque and Council is grading over cemetery poles – this has already been passed on to the Director of Works to progress.



- Discussion about scrap metal sculptures and sculpture trail. Sculpture Trail was not supported by Council. Last year's sculpture placement: Saggy at the Airport, Scrapasaurus in the park beside the Boulder Opal Motel and dinosaur wheel perhaps in the harbour. Only getting 1st place from this year. Committee's thoughts requested about a sculpture trail for Winton. A trail is not supported. Prefer strategic placement of sculptures and should be included in brochures.
- Discussion regarding having native flowering plants instead of current flowers.
- Discussion about the harbour which is now classed as a road and is under Council control. Intent was that each club could be allocated a section for their advertising. May be a good project for the 150 years.
- Vote of thanks to Cr Anne Seymour for her 4 years of service to the committee.

Recommendation:

Retain Gary Doak's paper for further discussion at the next meeting

Council to market to the community and work with interested parties to re-invigorate the "friends of the cemetery".

2. Policy and Terms of Reference changes

3. Membership process

4. Council elections

5. Annual Planning Session

- PowerPoint presentation
- Advisory Committees – strategic recommendations to Council
- Conflicts of Interest – how to deal with conflicts
- Record of meetings – would prefer them to be provided soon after the meeting.

Planning strategies

1. Master Plan for the footpaths
2. Progress Master Plan for the Cemetery (already budgeted)
3. Increase in tourist numbers
4. Resident pride projects / campaign – incentives (start a runner, etc.) perhaps include people who have difficulty looking after their own lawns, etc.
5. Renew / engage the community freshen up the township
6. Make recommendations to how to capitalise and engage with people who become stranded in town.
7. Tourism – getting the word out that there's so much to do here, lead into Winton, marketing "you wish you'd stayed longer", Longreach as a suburb of Winton.
8. Educating the committee in aspects of Tourism / marketing



9. Renewal of marketing for all of the Shire
10. Increased marketing for Opalton
11. Community is in tourism – everyone is in tourism – campaign about what it's like to be in a tourism town – community education
12. Staff representative to provide some information – for example, Rebekah Nicholson providing information about marketing, Information Centre about interactions with tourists – two way feedback.
13. What to do with the harbour (classed as a road) that leads from Oondooroo Street to Arno's Park.

5 NEXT MEETING DATE

Ordinary Meeting to be held in the Winton Shire Council Supper Room on Tuesday, 21 May 2024

