

## Winton Shire Council Tourism & Beautification Advisory Committee Meeting held at the Winton Shire Council Supper Room on Wednesday, 22 May 2024 at 5:00pm

### 1 **Members present**

Gary Doak, Janice Evert, Robyn Stephens, Amanda-Lyn Pearson on line.

#### **Present**

Cr Tina Elliott, Cr Jacob Mutton (Chair), Cr Frank Standfast, Cr Cathy White (Mayor) on line, Dirk Dowling (WSC CEO), Kristi Minehan (Secretariat)

### 2 **Apologies**

Vicki Jones, Emma Brodie, Alison Summerville, Lyn Fraser, Patrice Brandenburg

### 3 **Conflict of Interest**

Nil

### 4 **Minutes of previous meeting**

No changes

The Meeting opened at 5:02pm and closed at 6:18pm.



## 5 General business

### 1. Business arising out of previous meeting

### 2. Recommendation status

#### a) Discussion regarding Gary Doak's paper.

Council is now working on a plan in relation to footpaths that will be planned and prioritised. There may be an external consultant engaged and the desired outcome is that the plan will be communicated to the community so they will know when their area is planned.

In a similar way to the loop around town was deliberately planned. It was delayed due to the new estate, however this area has now been completed.

The aim is, long term, that all streets will be completed. The Aged Care strategy will also influence planning.

An unofficial plan was planned to link the Showgrounds to the Recreation Grounds and there is always money in the budget for footpaths.

Discussion regarding beautification and plantings. Tree planting will be prioritised as required over time. There is no tree planting guide for Winton at this time.

Landscape master plan suggestion is also about how to capitalise on channeling of water. It is not a simple exercise and needs long term strategy and includes environmental, liveability, attractiveness, and water use elements.

Council's tackle these issues across Australia that Winton can learn from. For example, Adelaide to become a cooler town, so this led to planting of trees that influenced the coolness of the city.

#### b) Friends of the Cemetery

Encouraging the community to become involved. The previous Cr Seymour. Suggestion that Council advertise on facebook. Currently Council does not have a policy in relation to volunteering – about risk management. Any training, induction, etc. required. It is only minimal work, however if Council encourages it, then the risk does need to be managed.

This does not mean it cannot be done, just an induction and the work to be undertaken. Between Council and the Work Camp mostly the cemetery environment is under control. It really is after rain where not just the cemetery becomes messy.

The RSL section and upkeep was discussed.

There are projects that could be included in relation to fencing for the Middleton and Opalton cemeteries. There are markers for the Opalton cemetery however there is machinery driving over it. Fencing was budgeted this year however there is some fencing available and needs to be installed.

Discussion regarding the self guided walk booklet and its availability.

It has been identified as a tourism attraction and this is one of the aspects that the Friends of the Cemetery group could assist.



### 3. Planning outcomes

#### a) Master Plan for the footpaths

Already identified.

#### b) Progress Master Plan for the Cemetery (already budgeted)

This has been to Council. The plan is being drafted with Councillor feedback and will then go for community consultation.

#### c) Increase in tourist numbers

Back to pre-Covid numbers. Longreach is 30% down. Change in the dynamic – people in cars as opposed to Caravans with a different spending capacity. The Outback Way project will provide an opportunity. Winton has a diversity of tourism offerings. Winton has a great deal of potential.

Events are not doing enough pre-advertising – comments that event organisers are doing enough. For example, there is no information or advertising in relation to the film festival.

Discussion regarding the event planning sessions discussed at the Community Facilities Users group.

#### d) Resident pride projects / campaign – incentives (start a runner, etc.) perhaps include people who have difficulty looking after their own lawns, etc.

Feedback from tourists is that they do not know what is going on – Opera, PBR, etc. to be advertised well in advance.

A member provided an update on the advertising in relation to Vision Splendid – no ticket sales and the website is not yet with this year's event. Council has invested funds in this event.

The Mayor will look at contacting the Chair of Vision Splendid.

#### e) Renew / engage the community freshen up the township

There are a number of reasons people don't look after their yards – perhaps they cannot afford a lawn mower. This was about a good neighbour program and is there a way we can assist. The Verge is the Council's responsibility – over the years people like to look after the verge.

Council doesn't have capacity to look after all of the verges. Discussion regarding the decline in relation to this when water meters were installed.

Is there a solution? Look at pride campaigns. Work Camp means Winton is already ahead because of the number of yards they look after. Fortunately Winton does not have a shortage of water unlike other townships.

It doesn't have to be lawns. In the photos submitted as part of the 150 years there are no lawns.

Discussion regarding planting trees on the verge – being Council owned land – inappropriate and appropriate plantings.

#### f) Make recommendations to how to capitalise and engage with people who become stranded in town.

Discussion was initially about people stranded in town with flooding. People of Winton helping people out. Is it something the WBTA can assist with.



During the 2019 flood event the DMG gave daily updates and what was available to people who were stranded.

There was assistance given by a number of people and had great social media posts.

- g) 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.

Part of the Economic Development strategy, including engagement with this committee and the community.

- h) Educating the committee in aspects of Tourism / marketing

The events workshops may assist.

- i) Renewal of marketing for all of the Shire

- j) Increased marketing for Opalton

This was about not taking enough advantage of the Opalton area. Marketing of Opal is ongoing. The logistics do have to be planned – take water and a hammer.

Discussion regarding the information centre in Opalton however some land matters need to be resolved.

- k) Community is in tourism – everyone is in tourism – campaign about what it's like to be in a tourism town – community education.

Discussed at the WBTA.

- l) Staff representative to provide some information – for example, Rebekah Nicholson providing information about marketing, Information Centre about interactions with tourists – two way feedback.

Council Information Centre updated tourism feedback and statistics to the Committee and the WBTA. Membership with the WBTA means that you may get more information – statistics from across the Shire. For example, if you are a Gold Member, you get statistics and analysis, etc.

- m) What to do with the harbour (classed as a road) that leads from Oondooroo Street to Arno's Park.

One of the sculptures that Winton Shire Council was given is to be located there. Suggestion that it could be used about an historic walk. It could be used for displaying items for the 150 years. Perhaps should be signage that it leads to Arno's Park. Suggestion about unique signatures / icons for example , local mammal, fish, fossils, indigenous representation, song, food, birds, reptiles,, etc.

Perhaps could be brought up for the 150 years community consultation on 4/6/24.

#### 4. Other business

Tourism delegation from Germany coming to town – going to Rangelands, Waltzing Matilda Centre and the Australian Age of Dinosaurs through Tourism Australia, Outback Queensland Tourism.



# Report

Welcome to Winton Packs are available at the Waltzing Matilda Centre. Some businesses were going to hold them as well. None available at Corfield & Fitzmaurice or hotels. CEO to follow up.

## 6 Next meeting date

Ordinary Meeting to be held: Tuesday 27 August 2024

