

Winton Shire Council
Tourism and Beautification
Advisory Committee Meeting
held at the Neighbourhood Centre Boardroom
on Tuesday, 27 August 2024
at 5:02pm

1 MEMBERS PRESENT

Mrs Robyn Stephens (Outback Festival), Mrs Loretta Searle (Corfield & Fitzmaurice), Mr Andrew Judd (on behalf of Winton Business & Tourism Association), Mr Gary Doak (Community Member), Ms Naomi Miles (Australian Age of Dinosaurs), Mr Jeff Close (Writers Festival) and Ms Vicki Jones (Community Member).

PRESENT

Cr Jacob Mutton (Chair), Cr Adrian Lenton, Mayor Cathy White (on line), Cr Tina Elliott (Deputy Chair), Mr Roger Naidoo (Acting CEO), Mrs Vimla Naidoo (Manager Economic Development), Ms Ann Greaves (Winton Shire Council) and Mrs Kristi Minehan (Secretariat).

2 APOLOGIES

Mrs Alison Summerville (Queensland Boulder Opal Association), Ms Amanda-Lyn Pearson (Winton Business & Tourism Association) and Mr Ricki Bruhn (Interim CEO).

3 CONFLICT OF INTEREST

Nil

4 MINUTES OF PREVIOUS MEETING

Amendments advised and noted.

5 GENERAL BUSINESS

BUSINESS ARISING OUT OF PREVIOUS MEETING.

Nil

RECOMMENDATION STATUS

A) Gary Doak's paper

Council has been successful in securing funding from the Department of Transport and Main Roads to develop a Walking Network Plan for Winton. A consultant, CPR Group has been engaged to do this work. In the first instance, a survey will be forwarded to all internal stakeholders, with a second round of surveys to go out to the community.

A second element to this was thinking strategically about a landscape plan for Winton and a structured program to progressively upgrade the town. Some works has previously been done to develop such a plan which is much more than just planting trees.

The paper recommended a strategic goal of adopting an integrated landscape plan for the town of Winton which, over time, will enhance environmental and social values and assist in retaining residents and encouraging additional visitation.

Needs more flesh on the bones – perhaps a discussion at a Council workshop. There is a lot of technical information available and it has been proven that trees do cool the township down.

The Community Garden has participated in the Toyota tree planting day for the last two years. Does Council provide a free tree to each resident at the beginning of Spring? Council will be planting 75 trees either side of the road to the airport, however more plantings need to be done throughout the town.

Some of the water systems need repairing and Council is currently doing a full audit of the watering systems now.

Friends of the Cemetery

There are no markers – unable to read the printing on the notice board and no books available. Markers are not consistently numbered. Need someone to show people where people are buried. Unmarked graves – the markers have inadvertently moved.

General discussion on the signage that is currently unreadable around town, however there was some upgraded signage.

The Director of Works is prepared to meet with members of Friends of the Cemetery to discuss the issues on the ground. Could be a 150-year celebration event as visitors will likely visit the cemetery.

Discussion regarding having a book which provides additional information about people buried in the cemetery.

People can purchase the book at the Waltzing Matilda Centre and is available on the Winton Shire Council website.

PLANNING OUTCOMES

A) Master Plan for the footpaths – already discussed.

B) Progress Master Plan for the Cemetery. This will be considered by Council for adoption at the September 2024 meeting.



- C) Increase in tourist numbers. Question: Is there any intention to have a full time Tourism Officer? There is currently a Tourism Officer appointed in Council. Who is leading the Tourism Strategy? The Tourism & Marketing Officer (Shunki Sugai) has been appointed with most roles filled. The Manager Economic Development is also able to direct enquiries to the appropriate person.

Are there any plans to develop a Tourism Strategy? This will form part of the Economic Development Strategy that Council is seeking to develop with a consultant to be appointed to progress this over the next few months. Will the Tourism Strategy include consultation with the community? The Australian Age of Dinosaurs relies on some of this information for requesting funding. An holistic strategy.

Discussion regarding the evidence of marketing of Winton. The Manager Economic Development provided information regarding marketing currently occurring.

Tourism Signage audit of the entire region is about to commence. The cemetery signage could also be included. Tourists enjoy going to the cemetery so should be included in the audit.

Billboards have all been updated – almost complete.

Can Council provide information about when particular audiences are being targeted so that others can target the same audience? Can a report be provided to this meeting about future targeting so that the campaigns can be supported by others. The detail of where and when. Send through an email and the information can be provided.

These meetings used to receive visitation numbers from operators and it would be good to have this information again as it is quite useful. Good comparison that was useful for marketing.

Visitation information is provided between Australian Age of Dinosaurs and the Qantas Founders Museum. They are happy to share that information.

RECOMMENDATION

THAT forward plans for marketing be provided monthly as this will assist tourism operators and the Winton Business & Tourism Association to plan their campaigns.

- D) Resident pride projects / campaign – move into Landscape Master Plan.
E) Renew / engage the community to freshen up the township – move into Landscape Master Plan.
F) Make recommendations on how to capitalise and engage with people who become stranded in the town. Discussed and decided to remove from the list. Good will / marketing / businesses put items on to assist. Perhaps put it down on paper what happens – formalise what is available or able to happen.

The Winton Local Disaster Management Group stands up when these incidents occur and last time the Mayor briefed people daily to advise what was available. Formalise with the Neighbourhood Centre. The new Youth Centre will be a Disaster Recovery area where showers, activities, information etc. can be provided.



Suggested that information about what is available within the community is developed. The communication line is the Neighbourhood Centre as the hub to provide information and support to the public. Needs to be centralised to the Neighbourhood Centre.

Perhaps the Welcome to Winton packs could be provided to stranded people. Through the WBTA they can put together a catalogue of activities that can be done.

- 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.

Most common feedback at Corfield & Fitzmaurice is that there is more to do than the visitor's thought.

- H) Educating the committee in aspects of Tourism / marketing – discussed.
- I) Renewal of marketing for all of the Shire discussed with Opalton being included. Was not a lot of marketing at the time. Change this to marketing for all the Shire.
- J) Increased marketing for Opalton. Believe this has improved over the last 12 months. There is a plan coming together for all marketing.
- K) Community is in tourism – everyone is in tourism – campaign about what it's like to be in a tourism town – community education.
- L) Staff representative to provide some information, for example Rebekah Nicholson providing information about marketing, Information Centre about interactions with tourists – two way feedback.

There is a Visitor's signing book. There are surveys that can be used and the process about completion of the surveys and reviewing the results. There are currently four bar code scans in the Centre that provide feedback.

Does this include the Qantilda Museum? There is one in the theatre, but not sure. Discussed having the Walkway of Honour included in the tour and all of the other aspects of the Centre.

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

Did discuss this last meeting (ownership of the land and classification). An asset not being used. Even a sign as an entry to Arno's Park. Great feature to be used for the 150-year celebration and could be picked up as part of the landscape plan. Would be great as a history walk. Discussion about time capsule for the 150 years.

Action: Generalise the planning outcomes into themes.



OTHER BUSINESS

What is happening with Way out West Fest? It will be the 150th celebration next year instead. Is there talk of resurrecting the Way out West Fest in 2026? Was to encourage visitors to come early.

Upcoming tourism venture at Surprise Creek saw the foundations being put into place for the aboriginal museum / cultural facility. Interesting activities to be kicked off for the season next year. Tents and campfires – used recycled materials to build facilities and amenities. Will add a cultural dimension, pre-European – that is not available in Longreach – another element to visitor experiences. Low tech – wood fired water heating. On 13 September the same people are unveiling something at Bladensburg (part of the unveiling).

For 150th looking for something for a plaque to be placed on. Looking for suggestions. Bronze wool bale, wool press, acknowledging the past and looking to the future.

Dark Sky update – Council has agreed to become a Dark Sky Community that the AAOD is assisting with. Dark Sky is a buzz for tourism. Designation will benefit Winton – preservation of the night sky with Winton Shire Council support.

Distribution of Welcome Packs – businesses have indicated they don't wish to have them – available at the Waltzing Matilda Centre and the Neighbourhood Centre.

RECOMMENDATION

THAT a reminder to businesses when the newsletter goes out that the packs will be available for any new staff commencing.

Calendar close off is 30th September to get events in the calendar. Looking for historical photos for the calendar for 2025.

The meeting closed at 6.44pm.

6 NEXT MEETING DATE

Ordinary meeting to be held, 26 November 2024 (subject to change)

