



**Minutes of The Tourism Implementation Strategy Committee
held in the Meeting Room of the
Winton Neighbourhood Centre, Elderslie St Winton
on Monday 3 June 2019**

Commencement of Meeting:

The meeting commenced at 5.33pm.

Present: Cr J Sale (Chair), Cr G Baskett (Mayor), Mr J Elliott (TEO), Mrs J Elliott (VIC Supervisor), Ms S Dealy (QBOA), Mrs R Stephens (OF), Mr B Collins (AAOD), Mrs H Collins (WDHS&M), Miss K Stoter, Ms V Jones (WBTA), Mr H Ward (WBTA), Mrs J Allen, Mr R Bruhn and Ms H Fogarty (Minute Secretary).

Apologies: *H ward/V Jones*

That apologies be received from Mrs J Laidler (DoC), Ms A Summerville (QOBA) and Ms N Mile, Mrs L Fraser, Mr J Mann, Mr S Mann. **CARRIED**

Minutes: *B Collins/R Stephens*

That the minutes of the meeting held Monday 8th April 2019 be confirmed as an accurate record of the business conducted at the meeting with the following changes:

Amendments to the previous meeting

- Canadian Movie (Buckley's Chance) has decided not to film in Winton (Winton was spelt wrong);
- Wrong spelling of Gemboree;
- Renovations on No.5 building \$45 000 of Historical Society money was used to replace the roof and walls. Replacement of the ramp with wheelchair lift to be funded by Council, and steps to be funded by the Historical Society, still to be done. Refurbishment to the inside still an ongoing project;
- Banjo Paterson was connected to the Light Horse in World War 1, because he was an officer in the Remounts in Egypt. The Historical Society has compiled a booklet with copies of photographs, which is displayed beside the Light Horse statue in the WMC foyer, to show the story behind this; and
- Course was spelt wrong in Hylton's report.

CARRIED

Business Arising:

1. Legend Stones Plaque – Spelling is correct, only needs a full stop after the Hon. Paul Keating, Council investigating;
2. Cr Gavin Basket – investigating allocating money in budget for continued refurbishment of Willie Mar's.
3. DoC to contact Sandi Robb around graphics & artwork for Willie Mar's Restoration, previous DCEO had them;
4. DoC to liaise with Sandi Robb to promote Willie Mar's Historical Sight to make it more inviting for tourist to visit for e.g. signage on the footpath, trees or gardens;
5. WDHS&M to contact Sandi Robb to see what can be put on the signage;
6. P&G to clean up any unwanted vegetation as it looks uninviting; and

7. Friday Shirts – Tourism Implementation Strategy Committee to visit WMC to see the shirts they have and add or take away any graphics to use as Friday shirts.

Correspondence:

Inwards Correspondence

- Nil

Items for Discussion:

1. Draft Tourism Marketing and Events Plan – is going to be workshopped by the council; and the DoC will have to create a report and it is to go to a Council Meeting; and
2. Longreach and Winton Sub- Region Activation Plan – still in progress.

General Business:

Mr G Baskett (Mayor) reported:

- On his way, back from Brisbane the Air hostess said, “Welcome to Longreach birthplace of Qantas” and wants them to change their wording, as its not correct information;
- Kate Jones Minister for Innovation and Tourism Industry Department was in Winton, she was taken to various areas of Winton, also to where they were filming the latest movie shoot;
- Mayor & TO, to write a letter to Qantas to ensure that people know the correct information about Qantas;
- Would like more information to show where Qantas was born and placed where the original air strip was, near where the monument is, need more promotion;
- Mayor & DoC’s a quick update on the Canada Paleo Tour, DoC will be giving a full report:
 - First, they visited Drumheller Royal Tyrrell Museum which gets 45 000 of visitors a year, they have full size Dinosaurs;
 - Dinosaur Provincial Park, where 300 odd dinosaurs where found;
 - Dinosaur Ridge in Denver, like ours with footprints, fossils;
 - Morrison Natural History Museum which was another dinosaur museum;
 - Denver Natural History Museum,
 - Vernal which has the National Monument which is like Lark Quarry;
 - Natural History Museum of Utah;
 - Natural History Museum of Los Angeles;
 - The L Brea Tar Pits;
 - National Parks work well with the towns over in Canada, they promote what is happening in the park, what you can do there, Winton has a great National Park “Bladensburg” which could be promoted to do things there for e.g. walking & bike tracks, water;
 - The shops had little signs with Dinosaurs and their names printed on them; and
 - Life size dinosaurs at parks where children were playing on them, maybe Winton could get these;

Mr B Collins (AAOD) reported:

- 3457 visitors for April with numbers being down from previous years;
- 3282 visitors for May with numbers being down from previous years;
- Dinosaur stampede visitors for April 1349 with numbers being down from previous years;
- Dinosaur stampede visitors for May 997 with numbers being down from previous years;
- Dark Sky Sanctuary is the 10th reported in the world and 1st for Australia, hopefully attraction will be operating 2021.

Mrs R Stephens (Outback Festival) reported:

- Attorney General & Director General granted Outback Festival \$100 000 funding from Gaming Benefit Fund;
- Funding will pay for an Audio-Visual Artist to start workshops starting from next week, to bring back our story for the last 25 Years of Winton's Outback Festival;
- A team of journalist from Germany will be attending the Outback Festival for 5 days and will also be competing in the Dunny Derby;
- QLD Health will be in partnership with the Dunny Derby to promote National Bowel Cancer;
- OQTA Nominations for awards have been extended the dates till the 12th June if anyone wants to put in a submission;
- State Awards Submissions close on the 19 August;
- Brisbane Caravan & Camping Show starts this week;
- Year of the Outback Events funding, applicants for 1st round is 27, receiving funding for 1.1 Million, second round opening in June;
- QLD Rail Activation Program, happening at Central Station on the 12th July they are hoping for 130 000 commuters each day at the station where people can show case their events with QLD Rail; and
- We only have 11months left before the Qantas 100 Years, is next year 2020, Winton needs to join in with some sort of recognition, have an event or partner with Longreach.

Mrs J Elliott (WMC Supervisor) reported:

- Visitors for the month of April 2330 with numbers being down from previous years;
- Visitors for the month of May 2387 with numbers being down from previous years;
- Graeme Rogers had a concert at the WMC on the 17 May with 100 people attending, with a BBQ as well;
- Tony Mott's "What a Life" exhibition at the gallery on Saturday 1 June; and
- Time Capsule Plaque has been erected.

Vicki Jones (WBTA) reported:

- Cotswold Hills Picnic Area possibility for a toilet to be put there because of the rubbish being left behind as people stop there because of the lookout;
- Signage to be erected for vehicles to be mindful of the native animals when travelling on the roads as there is a lot of dead carcasses or advertise on Social Media for people to be aware.

Mr J Elliott (TEO) reported:

- AQTA Conference in Winton Thursday 31 Oct – Saturday 2 Nov, Meet & Greet new Water Park with a BBQ Dinner, Dinner WMC on the Friday, conference will be at the Shire Hall on both days, with awards on Saturday Night at the Shire Hall;
- Final report from James Dein about the WOWF will be sent to the TO and then presented to the next Council Meeting;
- Employed a Video Student from Townsville, who took a 3 and half minute highlight of the WOWF which turned out brilliantly it will be included in the report;
- Upcoming events:
 - Writers Festival
 - Film Festival
 - Golfing QLD
- QTA conference coming up should nominate WMC for Major Tourist Attraction of the Year and nominate WOWF for Major Event;
- Film Production Company had great feedback from them, they loved filming in Winton, with lots of locals involved in the shoot;
- They spent a lot in Winton while the shoot was on which was a boost to the community, TO will let the committee know next meeting how much;
- A Thank you will be attached to the Winton Herald from the Film Production Company;
- Tony Mott Exhibition, one of the best-known rock photographers, with some of the best stories, need to get locals to attend;
- TO is creating a flyer to promote Winton to advertise at the Fink Races, what is on for when people are travelling back through; and
- TO suggested the sign like the Sunset Sign to promote Qantas.

Ms S Dealy (QBOA) reported:

- QBOA Festival 12 & 13 July;
- Friday Night the theatre will be operating and will be showing a movie about opal mining, with wine and popcorn and a time for people to meet the miners, if people want to ask them any questions;
- Live music in the street;
- Dinner at the WMC on the Saturday Night;
- Red Dirt tours will have her tours operating;
- Cutting demonstrations;
- Open to locals to hold stalls; and
- Dark Sky Sanctuary timeframe.

Mrs H Collins (WDHS&M) reported:

- Enquiring around the WOWF was it successful;

Mr H Ward (WBTA) reported:

- Thanks for the support and excited about holding the WBTA Dinner and Awards Evening;
- Qantas 100 Years – Winton needs to get involved in the recognition, any ideas or thoughts in what can be done; and
- Supporting letter to put to Qantas to run an event in recognition of Winton being where Qantas was born.

Mr Ricki Bruhn (CEO) reported:

- The Tourism Activation Plan has been approved by Council;
- Last council meeting they budgeted \$50 000 next financial year towards the bankable feasibility study for the Australian Age of Dinosaurs to assist them for their next big stage; and
- \$12 000 in draft budget for Willie Mar's Historical Society, maybe to go to signage and tidy up the site.

Mrs J Sale (Chair) reported:

- There is only three meetings until Christmas, think about a theme for the Calendar, TO has an idea to promote birds, as we have a lot of different species in our area, as an idea; and
- John O'Shea gave an act at the WMC giving an example of how to use defibrillators, there should be more examples of how to use them.

Responsible Officer	Action	Due Date	Progress	Completed
	Willie Mar/Sandi Robb	ongoing	In progress	
DoC	Restoration of the old wagon in Elderslie Street	ongoing		
DoC	Contact Sandi Robb about art work/plans			
DoC	Signage at Willie Mar's liaise with Sandi Robb	ongoing	In progress	
DoC	Legend Stones Plaque	ongoing	In progress	
DoC	P&G to clean the unwanted vegetation from Willie Mar's			

Closure and next meeting:

The next meeting is scheduled for Monday 5 August 2019.

There being no further business, the meeting closed at 7.20 pm.

Cr J Sale
CHAIRPERSON