

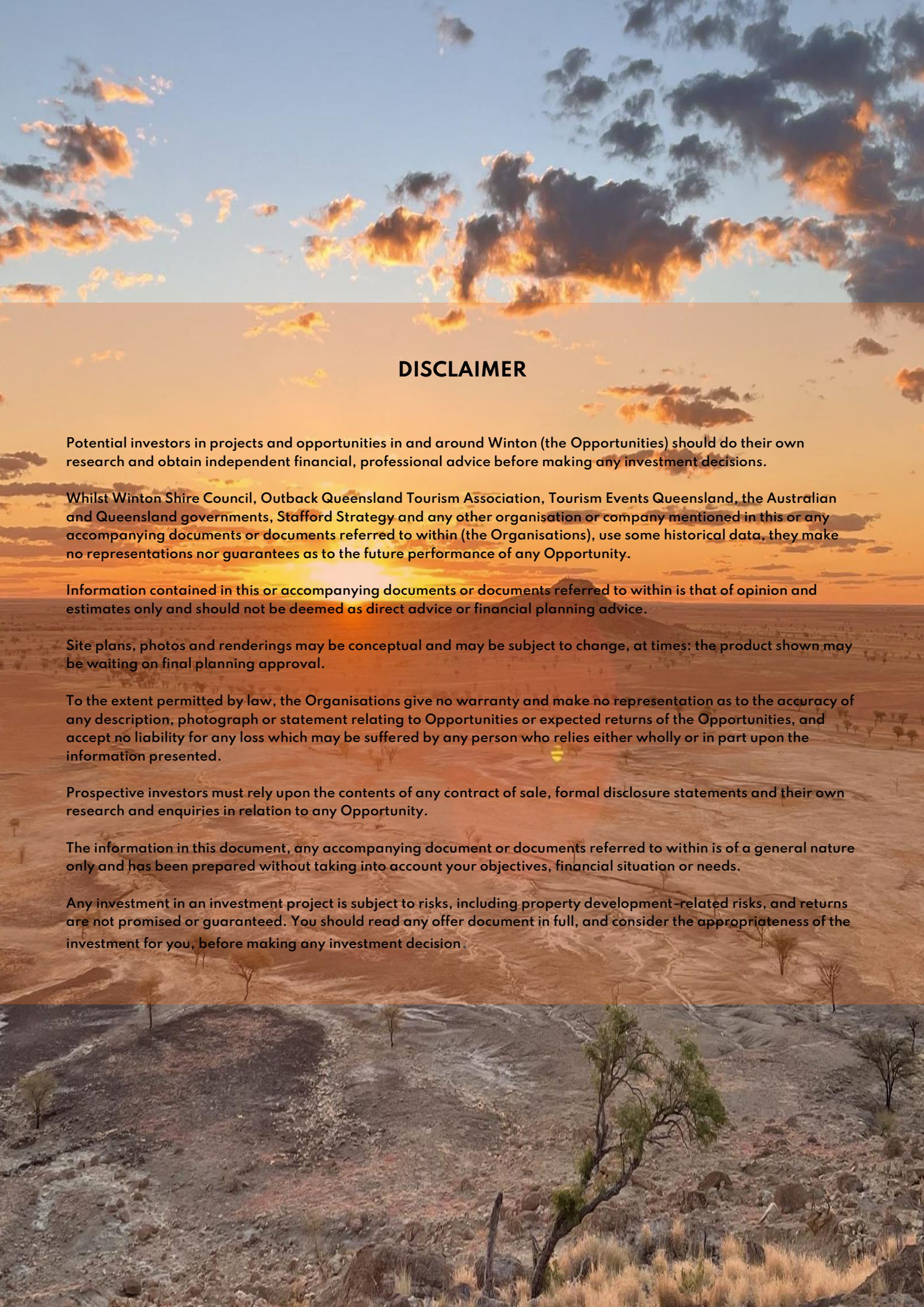
WINTON WAY OUT WEST

September 2021

WINTON, QLD, INVESTMENT
PROSPECTUS

INVEST IN WINTON

www.winton.qld.gov.au



DISCLAIMER

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Any investment in an investment project is subject to risks, including property development-related risks, and returns are not promised or guaranteed. You should read any offer document in full, and consider the appropriateness of the investment for you, before making any investment decision.

WELCOME TO WINTON

This Prospectus provides an overview of the investment-ready opportunities available for the industry in Winton and supports proactive management of growth in the Shire.

Winton is a vibrant town, strategically located in Central West Queensland and providing links to North West Queensland and also being a major hub on the route to Central Australia. Winton is well-recognised as a major tourism destination for the Outback Queensland region, with the development of major tourist attractions including the globally significant Australian Age of Dinosaurs attraction and major events including the Vision Splendid Outback Film Festival. But Winton offers much more – it is also an investment opportunity and an ideal place to Live, Visit and Do Business.



With our stable economic environment and growth forecasts, combined with competitive property markets and a flexible planning regime, investors are drawn to our safe long-term investment climate.

Winton Shire Council is a proactive and pro-business local government that is investing in public infrastructure to underpin future commercial development. We welcome private investment in strategic industries and work closely with investors to explore potential projects and strategic partnerships to capitalise on our Shire's significant opportunities.

We are working with our partners, Outback Queensland Tourism Association, Tourism Events Queensland, and the Australian and Queensland governments to unlock the enormous potential of Winton.

I invite you to contact us to discuss the many investment opportunities on offer in Winton, and I look forward to welcoming you to our Shire soon.

Cr Gavin Baskett
Mayor

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WHY WINTON?

WE ARE OPEN FOR BUSINESS

Winton is a strategic location in Central West Queensland (CWQ). It is a business, commercial and cultural centre for the region that is driving a strong growing economy. With its enviable lifestyle, natural landscapes and strong agricultural sector, there has never been a better time to relocate, invest and establish your business in our diverse town.

Winton Shire Council is one of the top-performing areas in Western Queensland, with strong visitor growth and demand for greater facilities to support demand for population growth.

Some of the reasons for selecting Winton include its:

- solid economic growth and a move to the diversification of the local economy to pick up on global trends in tourism, agriculture, technology, innovation, etc;
- growing visitor economy – Winton's visitor economy has been growing, with visitation increasing by 45% (an additional 44,000 visitors) between 2009 and 2019 and strong visitor spend;
- first-rate utility services, including electricity, water, gas, wastewater management solutions and NBN connection;
- major visitor attractions in all of outback western Queensland;
- diverse business community including vibrant and varied businesses;
- social licence to operate, a community that has a positive outlook towards development and progress;

- strong transport connections – the Shire is served by an airport and is also accessible by road and rail links – and it is strategically located as a gateway to Central Australia and North West Queensland; and
- great lifestyle, there is something for everyone with excellent recreational, cultural, and sporting facilities and events, natural attractions, a range of dining options, shopping, a cinema, and choice in education and healthcare.

WE ARE A FORWARD-THINKING REGION

Winton is a forward-thinking and proactive council with a strong focus on sustainability and resilience. It:

- Has significant high-speed internet capacity (600mb per second) reflecting the needs of current businesses which include a data centre
- Has made clever use of smart technologies and data to grow the economy and enhance the quality of life as well as aiming to attract higher value, hi-tech jobs.
- Is home to quality far wider regional facilities including a high-quality water park, the wider regions major visitor attraction (The Age of Dinosaurs which is a multimillion-dollar palaeontology-based attraction and research centre of national and international importance)
- Has other visitor attractions (Lark Quarry, Waltzing Matilda Centre etc) that support the need for new development and investment to support wider sectoral growth.
- Has a strong desire to work with developers, operators, and investors to fast-track development which reflects the direction set by Council.

KEY SECTORS

Traditionally, Winton's economy has largely been driven by the agriculture sector. However, increasingly, the Shire's economy is diversifying including growth and investment across the following sectors:

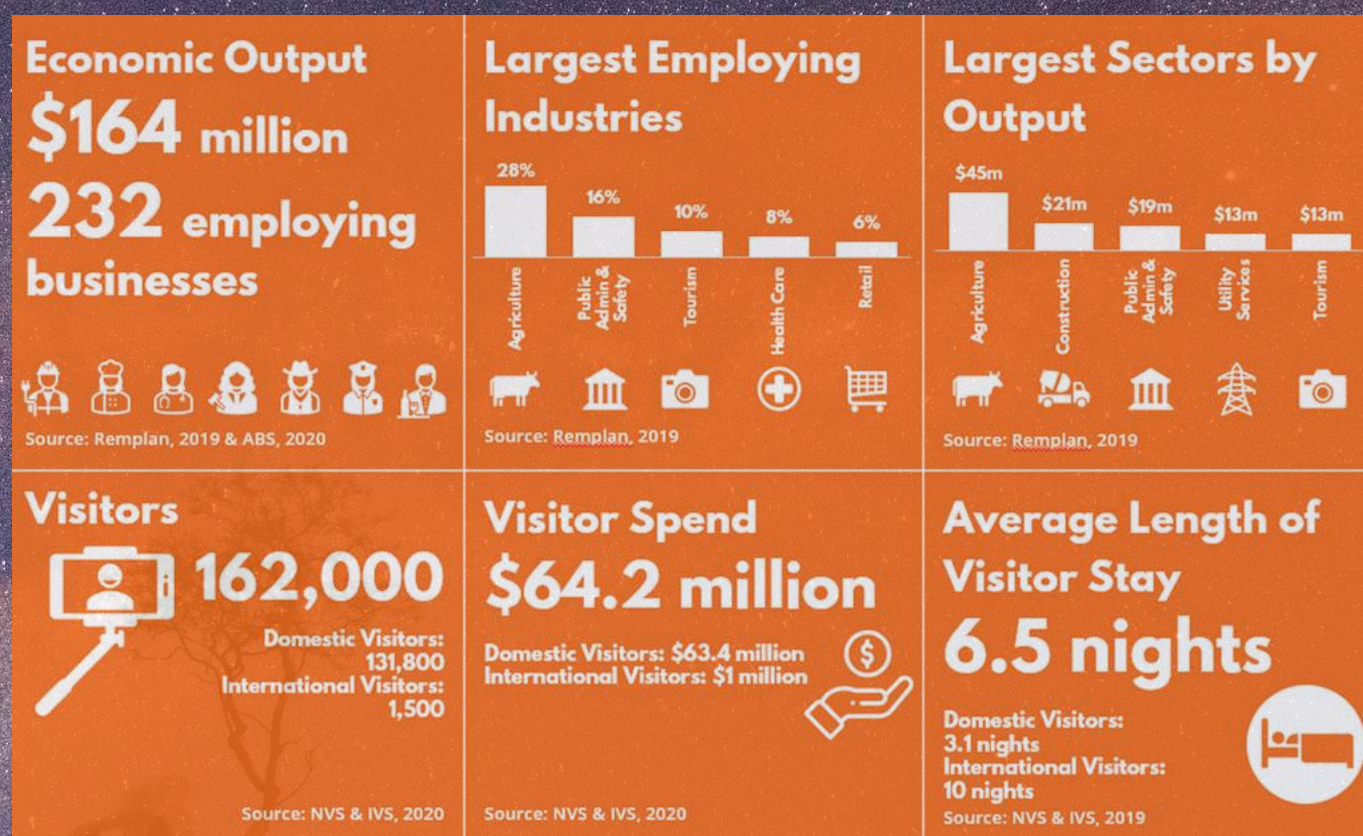
-  Tourism and Events
-  Agriculture
-  Retail and Business Services
-  Creative Industries (e.g., the Screen Industry)
-  Residential accommodation
-  Worker long-term leased accommodation
-  Health and aged care
-  Engineering, Design & Advanced Technology



AT A GLANCE

Winton has energy and vision and is committed to building a more sustainable, diversified, and innovative business environment. Figure 1 summarises some of Winton's key economic statistics, including visitor economy data.

Figure 1: Winton at A Glance



OUR COMPETITIVE ADVANTAGES

With a proactive Council and supportive community, there has never been a better time to invest in the Shire. Figure 2 summarises some of our competitive advantages that would support investment.

Figure 2: Our Competitive Advantages

Situated on a major highway & with good air access (Winton Airport & just under 2 hours from Longreach Airport).		A strong economy with a diversity of industries & income streams.	
Access to an educated workforce - 49% of residents have a certificate qualification or higher (ABS, 2016).		Attractive climate - more than 158 days of sunshine each year.	
A number of major tourism attractions that stimulate strong demand and are widely-known.		A high-quality & enviable lifestyle that is safe and supportive community for children & elderly.	
A robust agriculture industry with good-quality land & water supply.		A diverse population with 5.0% of residents born overseas & 9.0% Indigenous Australians (ABS, 2016)	
Strong peak accommodation occupancy rates achieving >95% occupancy (amongst the highest in CW Qld).		Home to several major national events and festivals with strong brand cachet.	
High demand for rural and residential properties.		Winton is situated on the Great Artesian Basin, one of the largest artesian groundwater basins in the world.	

OUR TOURISM PRODUCT

The CWQ region, which spans seven Local Government Areas (LGAs) covers more than 333,758 square kilometres and is home to over 10,100 residents. Winton is the fourth largest LGA in the CWQ by size (covering 53,814 square kilometres) and is the third largest by population (1,135 residents).

Despite covering a massive area, the CWQ region, which has experienced growing visitation, has gaps in its product base. The following provides the findings of a major piece of research commissioned that investigated the number of accommodation properties and attractions and where gaps exist. The findings for the entire CWQ have also been provided to demonstrate that in some sub-sectors there are significant product gaps, not just in the Shire but region wide.

It is considered that many of these product gaps should be filled in Winton, as a key investment hub for the wider region so the prominence of Winton as a major urban centre is expected to grow strongly.

ACCOMMODATION

Figure 3 illustrates commercial accommodation already in the CWQ region. It demonstrates that across the entire region, there are 99 properties and 2,551 rooms and sites. Winton offers 18% of these properties and 17% of total

rooms and sites. During peak season (April - October) these properties experience high demand and very high occupancy rates. Consequently, Winton struggles to attract a stronger overnight visitor market because it lacks sufficient commercial accommodation facilities. As a result, it currently experiences economic leakage with visitors having to stay in other neighbouring shires at times.

This is further demonstrated by the Shire's tourism data that shows that 34% of visitors to the Shire are day trippers, compared with, Longreach, for example, where the day visitor market comprises just under 22% of visitation.

The region generally struggles to offer higher-quality accommodation options, with much of the commercial stock reflecting older-style traditional motel accommodation and 1-star to mid-range 3-star properties. The quality of much of the existing regional CWQ accommodation stock is highly variable and would struggle to be marketable once new and or refreshed accommodation facilities were developed. The product gap is, therefore, even larger once the older and poorly maintained properties are excluded from the existing stock inventory of available rooms.

Figure 4 on the following page provides the results of the gap analysis completed on the region's accommodation mix.

Figure 3: Accommodation Audit (CWQ Region)

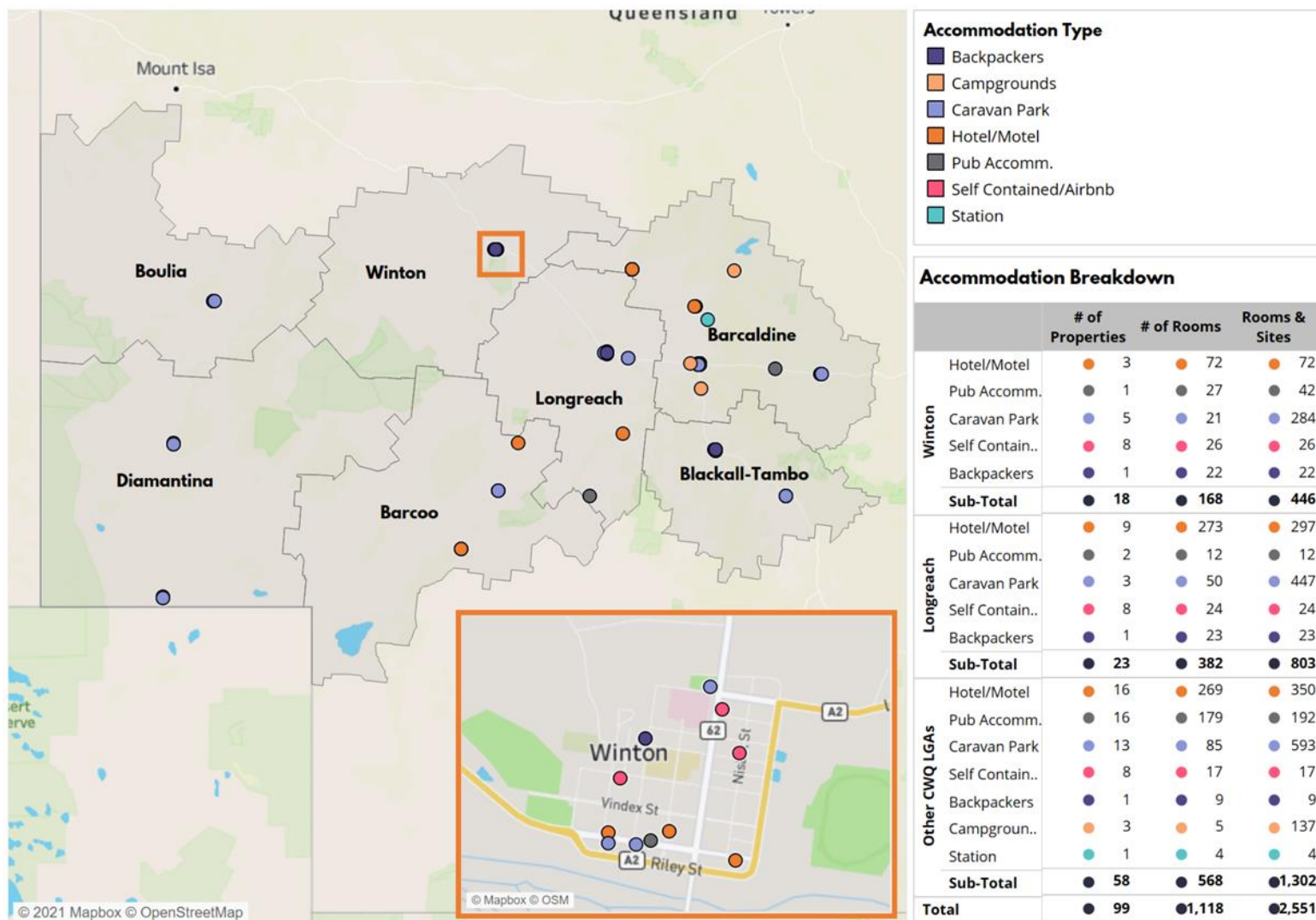


Figure 4: Accommodation Gap Assessment

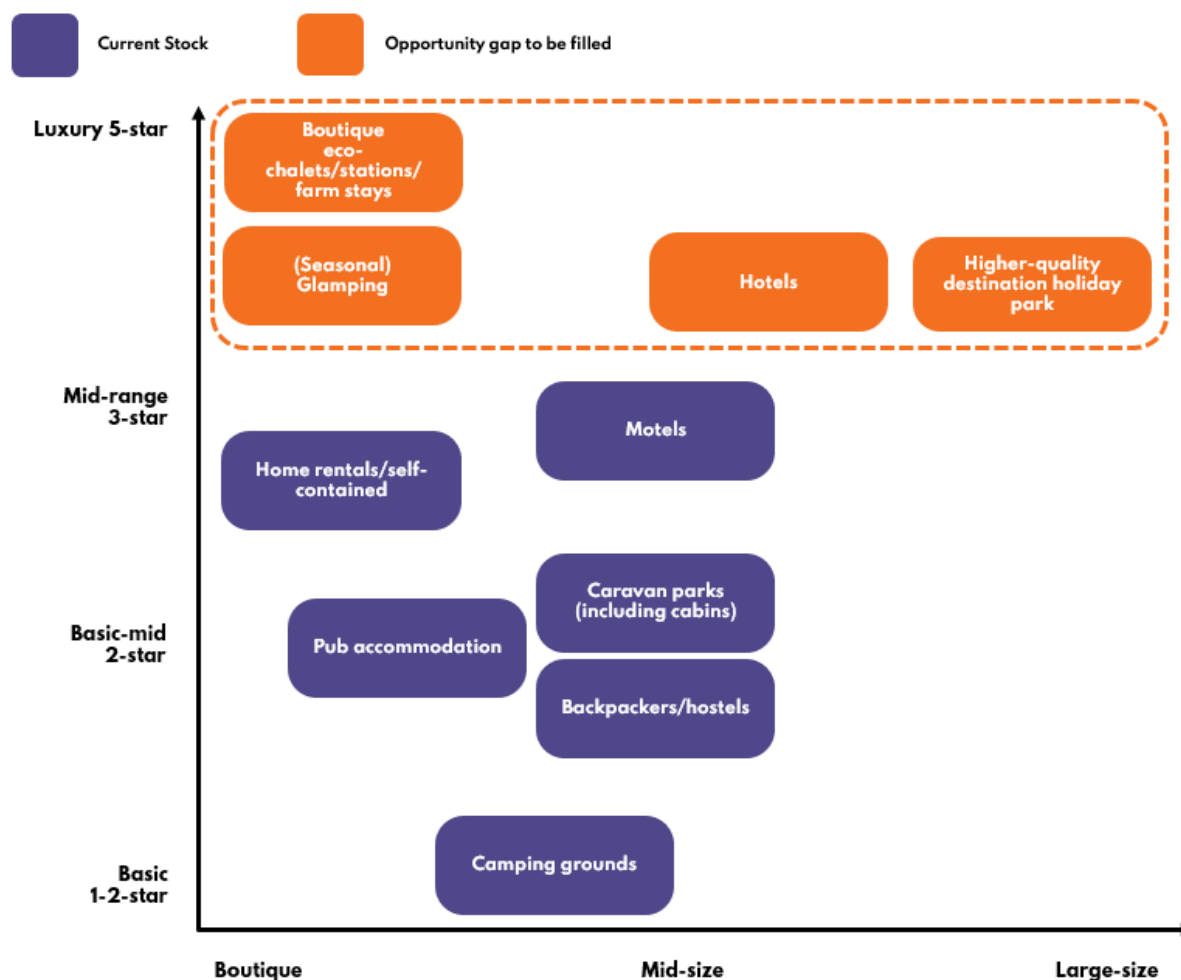
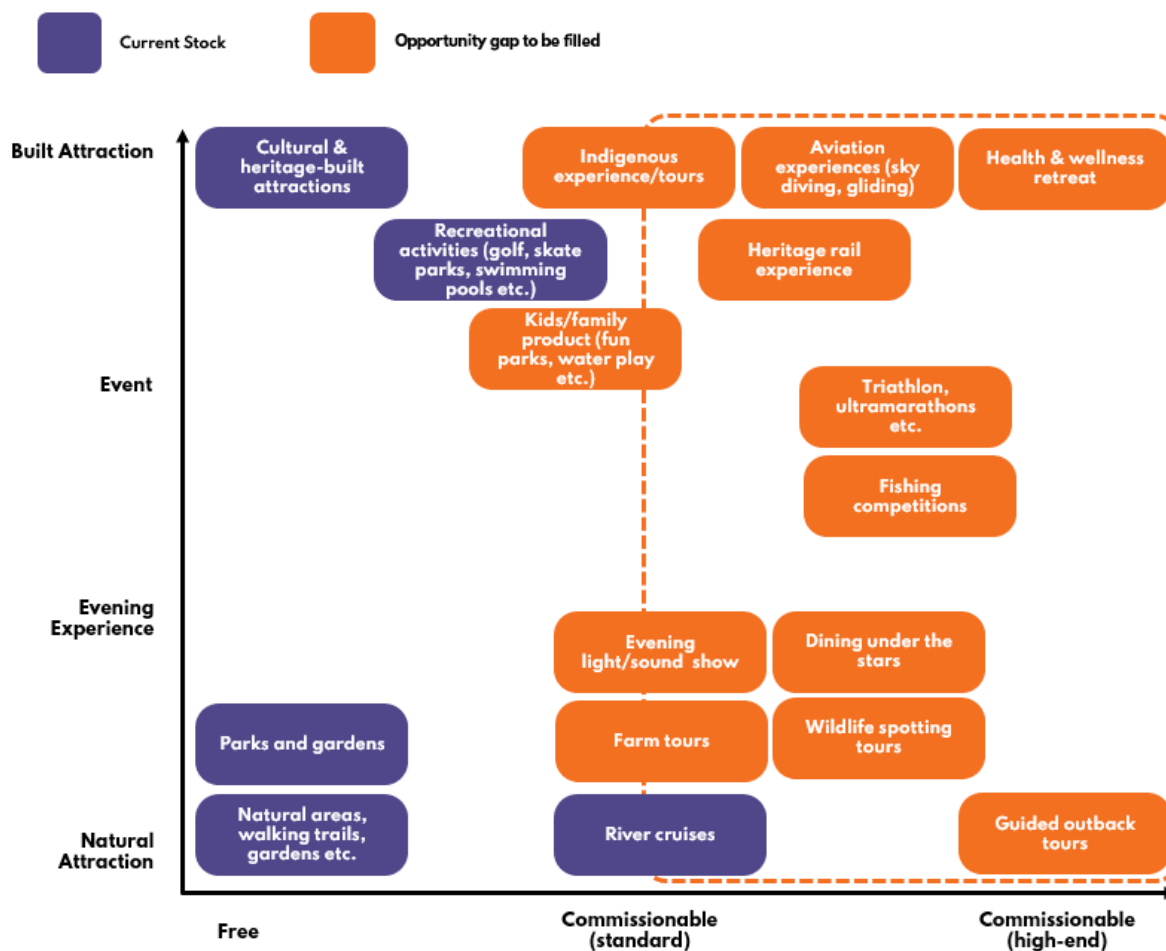


Figure 5: Attractions Gap Assessment



TOURISM PRODUCT

The CWQ region is fortunate to have a variety of larger-scale, high-quality, all-weather, built attractions including (but not limited to):

- Winton-based: Australian Age of Dinosaurs, Lark Quarry Dinosaur Trackways, and the Waltzing Matilda Centre.
- Longreach-based: Qantas Founders Museum, Australian Stockman's Hall of Fame & Outback Heritage Centre.

Figure 6 provides a summary of tourism products throughout the CWQ region. It highlights that there are 192 attractions and experiences on offer, though over half of these are free heritage and nature-based experiences.

Winton's attraction base accounts for only 14% of the region's product mix and the majority of product on offer. More than one-quarter of Winton's product mix are museums/galleries/cultural experiences, followed by

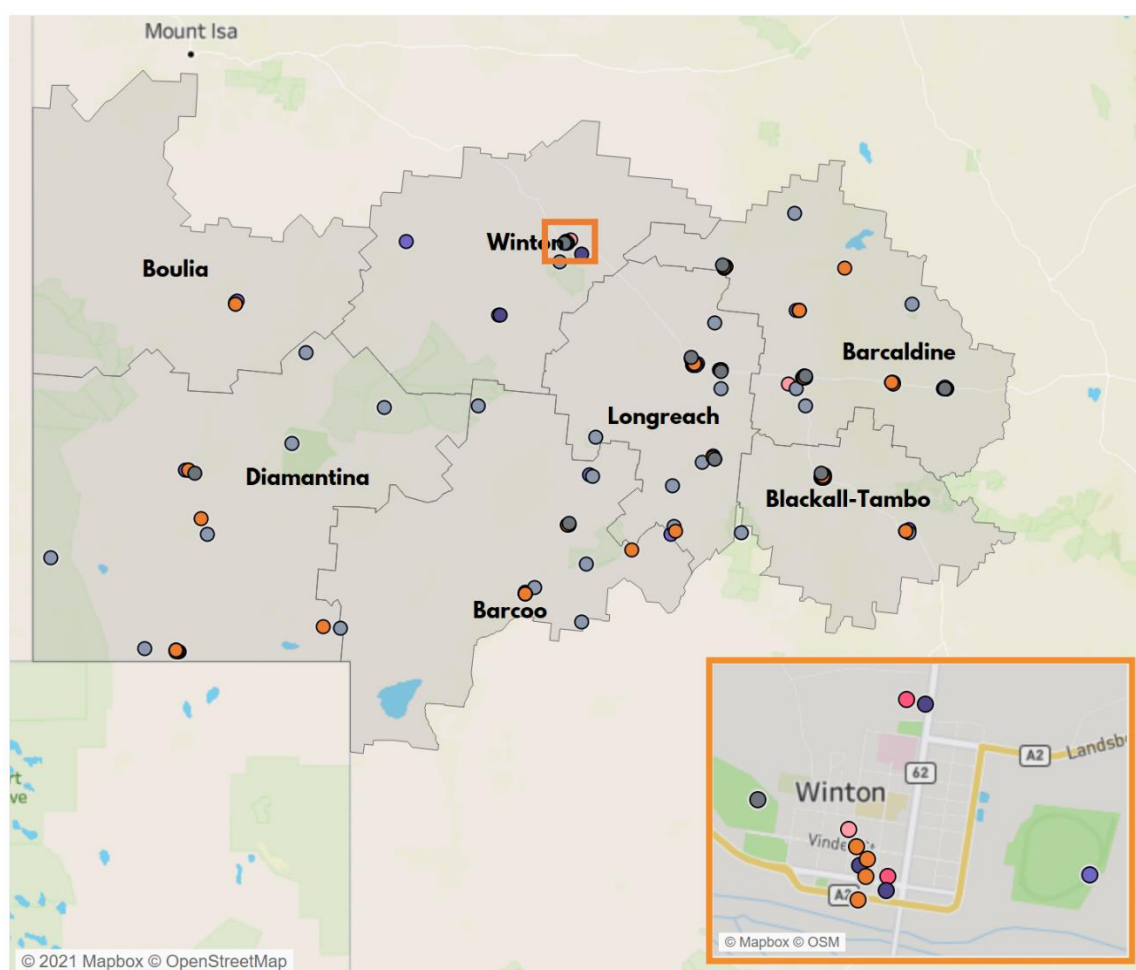
historical sites of significance/monuments (comprising 22% of product).

There is a large amount of free and self-guided product (including trails) focused on the region's natural and cultural assets, however, there are:

- few attractions which are focused primarily on families and children such as fun parks
- limited evening-based experiences to encourage a longer length of visitor stay and to provide experiences which locals can enjoy rather than having to travel out of the region to undertake evening-based activities; and
- limited active (as opposed to passive) eco and adventure tourism products, despite a significant proportion of the region being natural areas.

Figure 5 on the previous page provides the findings of a tourism product/experience gap assessment completed for the region.

Figure 6: Product Audit (CWQ Region)



Attractions Breakdown

	# of Attractions	% of Total
Winton	Museums/Gal..	5 28%
	Historical Site..	4 22%
	Natural Attrac..	2 11%
	Racecourse	2 11%
	Recreation	2 11%
	Tours	2 11%
	Golf Courses	1 6%
	Sub-total	18 100%
Longreach	Museums/Gal..	13 28%
	Historical Site..	9 19%
	Natural Attrac..	8 17%
	Racecourse	4 9%
	Recreation	3 6%
	Tours	7 15%
	Golf Courses	3 6%
	Sub-total	47 100%
Other CWQ LGAs	Museums/Gal..	19 15%
	Historical Site..	49 39%
	Natural Attrac..	23 18%
	Racecourse	13 10%
	Recreation	14 11%
	Tours	3 2%
	Golf Courses	6 5%
	Sub-total	127 100%
Total	192	100%



THE INVESTMENT OPPORTUNITIES SUMMARY

The following reflects the investment opportunities for Winton, not in priority order.

PROJECT 1 – TEQUILA, GIN OR VODKA DISTILLERY

Potentially using a re-purposed industrial building (a depot etc), the potential exists to introduce a distillery (gin, vodka or potentially tequila), or possibly a cider house or craft beer brewery. There are very few experiences of this nature in the entire South West, Central West or North West of Queensland and none in the CWQ specifically.

These types of facilities offer an exciting mechanism to encourage more visitors to stop and stay in the area, especially where the facility can also offer tasting sessions, guided tours, meals and a venue for events and functions (which support local community needs as well).

Using natural ingredients to create unique tastes (wildflowers, berries, barks etc), the facility would generate both a very strong local market and a seasonal visitor market and would also have the potential for

exporting products to other parts of the Outback as well as further afield.

Ideally, a suitable site could be in and around the main street, where visitors can undertake a tasting and/or a meal, then walk back to their accommodation. Space-wise, gin, vodka or tequila distilleries take up little industrial space, unlike whisky distilleries which require a much larger footprint. And there are various industrial buildings in Winton which appear to be surplus to requirements which may be able to be leased or purchased. Possible sites may also include Council-owned buildings that are surplus to requirements, as noted in May 2021.

The capital cost to set up a distillery can vary markedly depending on the facility being retrofitted and the quality of fit out being applied, but in broad terms, could cost circa \$4-\$6m.

Figure 7: Distillery Precedents¹



¹ Kalki Moon Distilling & Brewing, QLD; Borough Market Gin Distillery, UK; Wildbrumby Schnapps Distillery, NSW; Fossey's Distillery, VIC.

PROJECT 2 - WORKER LONG TERM ACCOMMODATION

A major product gap identified for Winton is longer-term housing accommodation for a range of workers including with 1 (15 units), 2 (12 units) and 3 bedrooms (9 units) units and houses (4 houses)- prefab style. A mix of accommodation options is required to cater for single workers, couples and families and noting that there is a wide range of businesses who are needing accommodation.

There are very few properties in Winton currently to rent and what is generally available is old and somewhat unappealing. As there are several businesses that would rent accommodation for their staff and managers, the potential exists to provide individual facilities for individual businesses on land they hold or to create a workers accommodation village, where businesses can rent facilities long term.

We note that due to the significant pent-up demand for workers accommodation, rents in Winton have risen

significantly, offering developers and investors attractive returns on investment for longer-term rental periods especially and with guaranteed lease arrangements with local businesses.

We note that Council does have land available for development including some existing sub-division sites. In addition, there are many very large residential properties around Winton with surplus land at the rear of existing homes which could have the potential for splitting off land parcels. Council will look to work with developers to encourage landowners with surplus land holdings in Winton to release parts of sites that are not being used.

In broad terms (and based on the option of prefabricated housing being a solution), it is estimated that total worker accommodation would require (excluding land costs) an investment of circa \$8.5m but with the potential to generate a gross return of 7% plus per annum, conservatively, excluding capital appreciation value.

Figure 8: Long-Term Prefab Accommodation Precedents²



² Homeground Villages, QLD; NYFL Karratha Village Workforce Accommodation, WA; Stayover on Littlefield, QLD; Stayover on Zeller St, Chinchilla, QLD

PROJECT 3 - RETIREMENT VILLAGE

A major issue facing Winton is the desire for people getting close to retirement age to want to stay in the region, and in an environment that offers an appropriate form of village amenity with lifestyle support. Retirement villages do require core services such as easy access to food and beverage outlets, health services on-site and close proximity to medical services specifically.

Feedback indicates a strong desire of the community to allow inter-generational locals to remain living in the region and addressing the current exodus which occurs as retirees head away to major urban centres, mostly on the coast such as Townsville etc.

A retirement village with appropriate supporting facilities would not only satisfy demand in Winton but if capacity existed, meet demand from many other towns and centres throughout the Central West region. We note for example,

that for the Central West region, the population over the age of 60 represents 24.3% (2,565) of the entire regional population (10,540) and is expected to grow strongly over the next 20 years.

Developing a retirement village which could be created in stages, may, therefore, offer a strong sustainable model to become a retirement centre hub for the wider region.

Based on the development of retirement villages in other regional parts of Queensland and in other, the level of investment could range from \$12.5m upwards, dependent on the number of units to be developed in stage 1, and the supporting amenities to be provided. Council will work with interested parties to identify any existing potential sites and/or look to develop new areas if required, that can be set aside to assist with retirement development options.

Figure 9: Retirement Village Precedents³



³ Glenhaven Retirement Village, NSW; Ingenia Communities Lakeside Lara, VIC; Ingenia Lifestyle Chain Valley Bay, NSW

PROJECT 4 - NEW RESIDENTIAL SUB DIVISION

Winton requires further land release to enable properties to be created for many people wanting to live and work in the region. In addition, the majority of the existing accommodation stock is old and in need of major refurbishment. And there is insufficient accommodation for short to medium term renters to lease out.

Council is keen to work with interested parties to investigate a new urban release area in the town area which can offer sufficient space for options including:

- Residential housing to meet current and future wider regional needs.

- Space for a retirement village.
- Space for a potential residential education facility to encourage high school students to stay in the Central West rather than having to move to boarding schools away from the area.
- Space for worker accommodation.

The size and scale of the residential based development required are flexible and open for discussion with Council and dependent on feasibility and market demand analysis which will need to be undertaken.

Figure 10: Residential Sub-Division Precedents⁴



⁴ Images from Plainland Residential and Commercial development in Lockyer Valley Queensland and generic residential subdivision image

PROJECT 5 - NEW DESTINATION HOLIDAY PARK

Current market demand for powered caravan, RV and camping sites has outstripped supply in Winton. Far more people want to stay in the area but are unable to find caravan and camping ground facilities. As the attractiveness of the region has significantly grown as a visitor destination due to COVID international travel restrictions, far more people from within Queensland and other states and territories are travelling through the region and needing different forms of accommodation.

While there are some caravan and camping facilities in Winton, these are limited and are of a fairly basic standard. What is missing is a true destination holiday park which could offer circa:

- 15-25 eco cabins of a good standard.

- 100-150 powered camping and caravan/RV sites.
- Recreation facilities such as a high rope course, mini pump track, a water splash pad/swimming facility, mini golf etc.

a destination holiday park in Winton may be able to offer a ropes course, major kids playground, a pump track for bike riding etc noting that the people who book into branded destination holiday parks will often expect these and other value adds for free

A new true destination holiday park would offer the potential for far more visitors to stay in Winton than currently, and for a longer length of time as they could base themselves there. This is especially important to deliver a quality product to appeal more widely to not only the RV/Caravan market but also the recent trends in family markets coming to explore the outback areas of Queensland.

Figure 11: Destination Holiday Park Precedents⁵



⁵ North Star Holiday Resort, NSW; Port Arthur Glamping, NRMA Port Arthur Holiday Park, TAS; BIG4 Yarra Valley Park Lane Holiday Parks, VIC; Macleay Valley Coast Holiday Parks, NSW; BIG4 Traralgon Park Lane Holiday Park, Latrobe Valley, VIC (x2);

PROJECT 6 - GLAMPING FACILITY

Potential exists to develop an exclusive and upmarket glamping facility with a suggestion of up to 12 glamping tents. The region has some magnificent landscapes which provide unique environments for positioning a glamping operation.

Council is keen to work with suitably skilled operators and developers to find locations and work through ways of

ensuring that highly sustainable environmental infrastructure can be provided to allow for a glamping camp to be introduced in a suitable high-quality location.

Based on comparative examples, the likely capital cost is thought to be circa \$7m+ with gross operating profits of 15% or more dependent on the scale and support facilities provided.

Figure 12: Glamping Precedents⁶



⁶ Paperbark Camp, Jervis Bay, NSW; Nightfall Camp, near Lamington National Park, QLD; Wildman Wilderness Lodge, Mary River National Park, NT; Bubble Tents, Mudgee, NSW; Truffle Lodge, Gretna, TAS

PROJECT 7 - 3-4 STAR BOUTIQUE HOTEL

The majority of accommodation typology for the visitor market in Winton is currently restricted to caravan parks, motels, and very limited pub accommodation. The region is missing a higher-quality property, of a similar standard for example to Salt Bush at Longreach. Although the same type of facility isn't required, the same standard should be aimed for as we note that there are very few 3-4-star quality accommodation facilities more generally in the South, Centra and North West regions of Queensland.

A 3-4-star facility as suggested, would therefore fill a product gap in the marketplace and offer an accommodation option to both meet the needs of the family market now being seen in increasing numbers, along with the higher end RV and caravan niche market who regularly aim for a few nights out of their vehicles if the option of nice accommodation is available to them. And there is a regular

business traveller market coming through the region to offer government services and support, health, energy, teaching, and other forms of infrastructure services and with a budget allowance to cater for better quality facilities, noting that these travellers often stay more than 5 nights in a location for work.

Though feasibility analysis is required, based on regional market demand and product gap assessments, a facility offering 30-40 units/rooms is needed to meet current demand. Therefore, designing a facility that can include a potential stage two development extension when demand is shown for this, could be a prudent option.

There are several possible sites which could be considered, and Council is keen to work with potential developers and investors to ensure an optimum location is found.

Figure 13: Eco- Boutique Precedents⁷



⁷ Arajilla Retreat, Lord Howe Island; Mount Mulligan Lodge, Mount Mulligan Station, QLD; Skyscape, Twizel, New Zealand

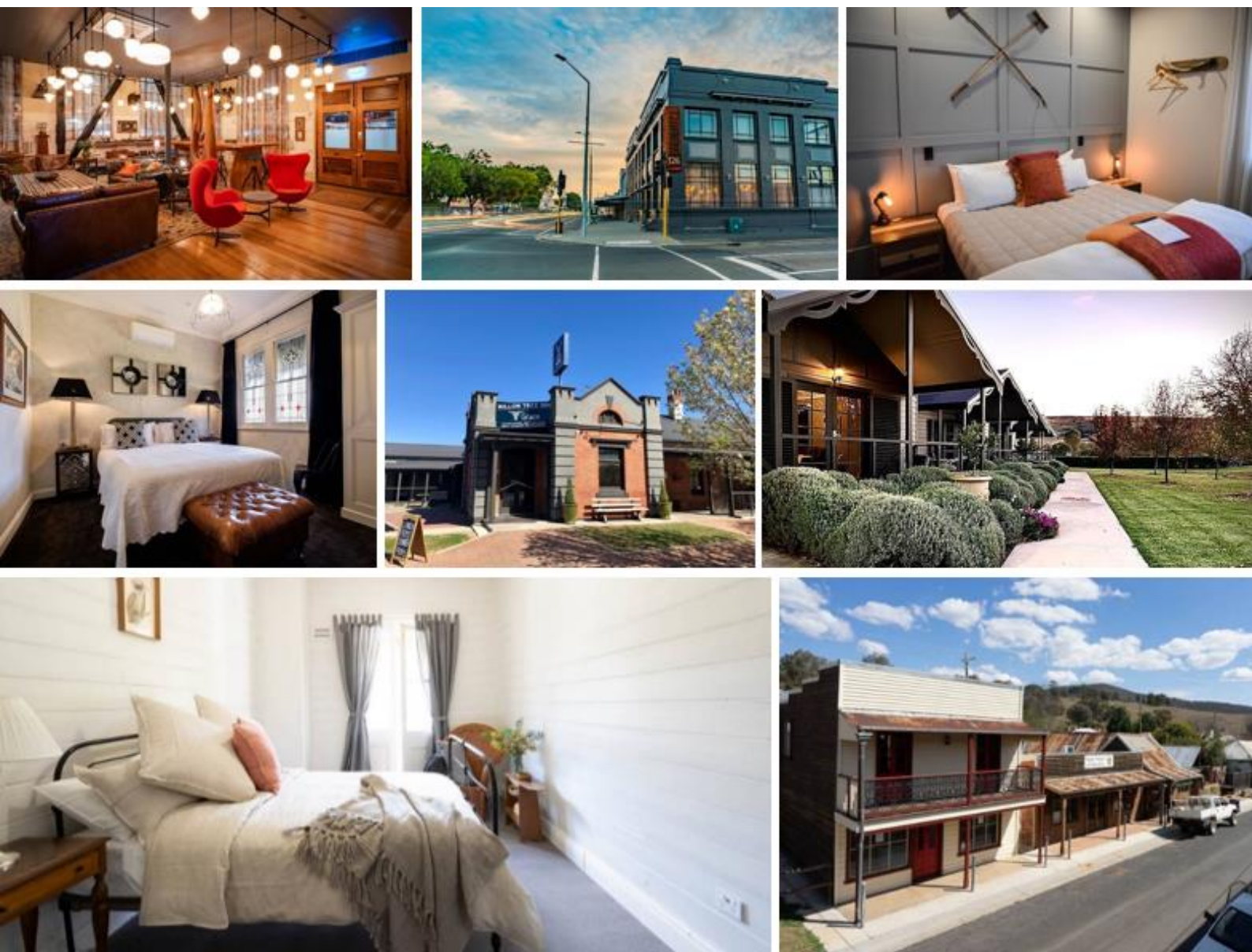
PROJECT 8 - RETROFITTING OF EXISTING HOTEL/PUB ROOMS

The three existing major pubs in Winton do have some limited on-site rooms above their restaurants and bars. The details indicate above the Gregory there are circa 7 separate accommodation rooms, there are 5 above the Tatt and possibly 5 above the Australian.

For some of these pubs, significant structural improvements are required in addition to the refurbishment and renovations required to bring these facilities up to building code requirements.

These facilities are noted here as an investment opportunity as some of the owners of these establishments may be interested in exploring options for development with others.

Figure 14: Retrofitted Accommodation Precedents⁸



⁸ Poshtel, Oamaru, NZ (retrofitted historic building) (x3); Graze Willow Tree Inn, Willow Tree, NSW (retrofitted pub accommodation) (x3); The Royal Hotel, Sofala, NSW (retrofitted pub accommodation) (x2); The Playhouse Hotel, Barraba, NSW (x2)

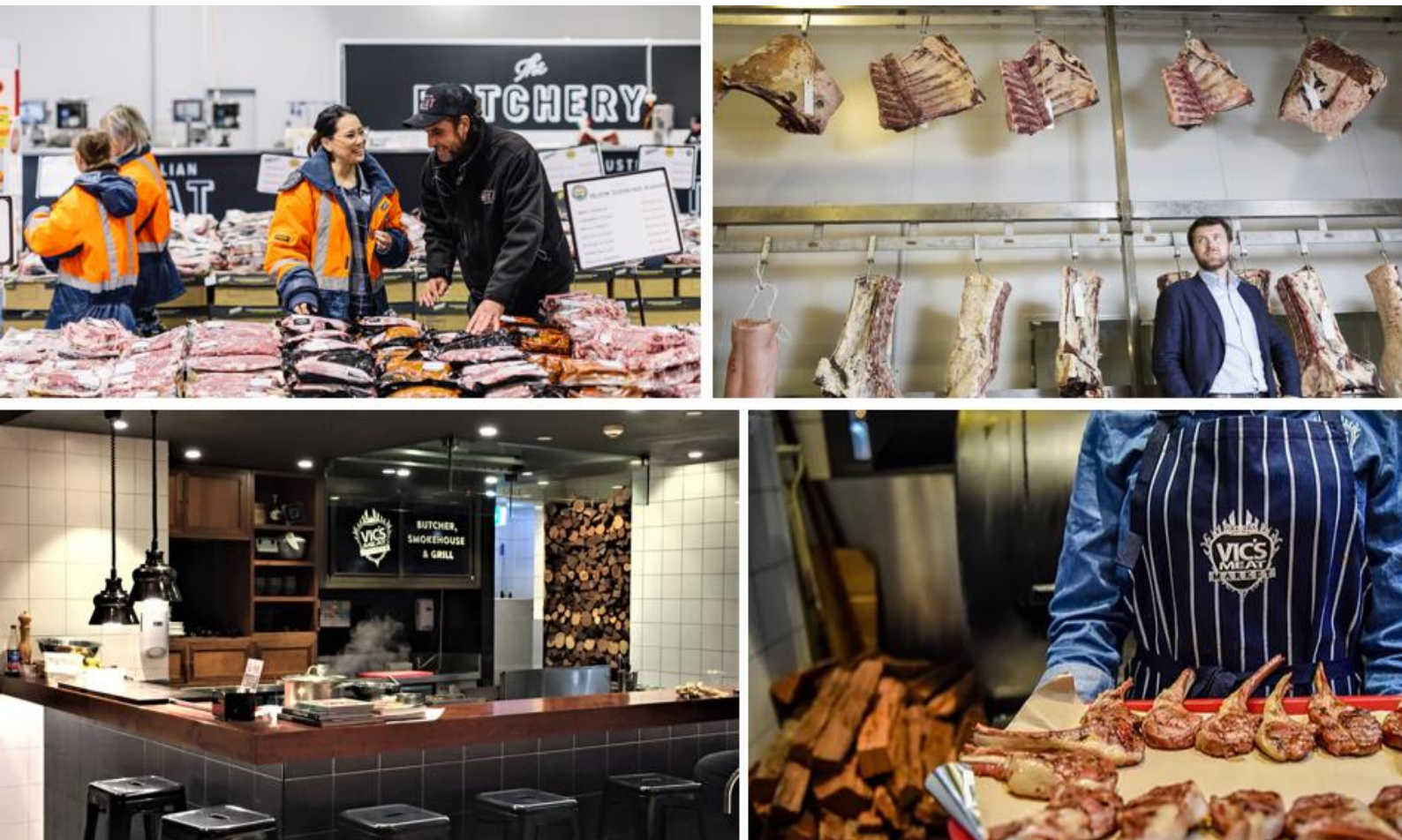
PROJECT 9 – EXTENDED BUTCHERY CAPACITY

The existing butchery in Winton is looking to expand with a large boning room, major cool store, covered cattle yards and an expanded kill room. These facilities are needed to cope with current demand which continues to grow strongly. Potential may exist to work with the existing operator/owner to help expand the facility and to possibly

look at other options such as a meat emporium or similar reflecting the high-quality meats produced in the region.

Opportunities to expand the food experience in Winton based on the quality of existing meat products provide a strong base to build on.

Figure 15: Meat Emporium Precedents⁹



⁹ The Australian Meat Emporium, NSW; Vic's Meat Market, NSW.

PROJECT 10 – DELICATESSEN/FOOD SHOWCASE

Although a separate meat focussed facility leveraging the existing butchery operation provides an opportunity to leverage off the meat quality of the region, a separate delicatessen styled facility to showcase the broader produce of the entire outback region provides a separate opportunity.

Council is keen to work with specialist retailers in this niche to encourage a showcase facility to reflect not only the quality of local produce available from the Winton region

but also from the entire outback; so, Winton can start to build a reputation as a major food hub to support the broader regional community and the visitor markets coming through and taking fresh produce with them as they travel through the outback.

Dependent on a site selected and whether this could be incorporated into an existing retail facility, the capital cost to develop a facility that can offer a quality showcase of regional produce is circa \$5m+.

Figure 16: Delicatessen & Food Emporium Showcase Precedents¹⁰



¹⁰ Fourth Village Providore, NSW (x3); Knights Deli & Food Providore Wagga Wagga, NSW (x2); Golosi Food Emporium, Burleigh Heads, QLD (x2)

PROJECT 11 - WESTERN MOVIE SET

Council has been working with interested parties including Screen Queensland, to assess the development for a western movie set to cater for a mix of major feature western films, short films, advertisements, and other site uses.

With its unique topography and similarity to mid-west USA landscapes, the potential is already seen to develop a western movie set to meet demand from filmmakers globally for a wide range of movies requiring a western-style film set.

In addition, the facility could also have potential as:

- A visitor attraction for guided tours.
- For use by drama and theatrical groups needing a set of props and backdrop for unique performances.
- For education groups and special interest groups wanting to learn about film making, prop design etc.
- For event coordinators wanting a unique location for holding signature events including product launches etc.

- As a function venue for companies, families and others wanting to host indoor and outdoor dining and related functions in a highly unique and quality location.

The employment-related growth associated with this is seen to be significant and with the ability to encourage a wide range of employment options for different skilled and semi-skilled workers.

Council is keen to work with developers and investors along with potential operators of major attractions, to look at sites already identified for the movie set and the establishment of infrastructure and amenities required. This facility is seen to build on the success of Winton's film festival, and the potential to create Winton as a film industry hub, all year round.

The capital development cost could range dependent on ancillary facilities which could be added to meet the various niche market opportunities identified above, but an investment of more than \$10m is anticipated.

Figure 17: Movie Set Precedents¹¹



¹¹ Pioneertown, California, USA (x2); Almeria, Spain (movie set and tourism attraction)

PROJECT 12 – AIRPORT HUB/UPGRADES

Winton does have an airfield with a sealed runway capable of handling Dash 8 commercial airline sized aircraft and noting that the runway is 1400m long. Council is keen to encourage the expansion and upgrade of services at the airfield to offer aircraft maintenance services, greater scenic flight options to regional locations, servicing options and aircraft storage.

The potential also exists because of the location as a venue for more flight training, for both fixed-wing and helicopters, noting that these are regularly used for agricultural purposes throughout the greater western and outback regions of Queensland for cattle mustering etc.

Market demand shows that more people continue to purchase small aircraft to enable them to travel more widely throughout Australia for both business and pleasure.

Council is keen to investigate options for aviation expansion at the airfield to not only grow the aviation sector in its own right, but to importantly support the anticipated growth in major events, in new business ventures and expansion as seen in this prospectus, and for more fly-in services (medical, health, etc) to support the local community.

The scale of development, its potential staging and therefore the quantum of capital investment will vary but it is anticipated that capital development upward of \$5m plus would likely be required for aircraft storage hangars etc.

Figure 18: Aviation Hub Precedents¹²



¹² Temora Airport, NSW; Camden Airport, NSW; Nelson Airport, NZ (x2)

PROJECT 13 - MOTOR RACING/Drag STRIP

There is currently a drag racing strip in Winton which is well supported. The opportunity exists to build a 2-3km testing and racing track to encourage a wider range of markets to come and enjoy a new track facility including:

- Motorsport clubs wanting to hold events and club days.
- Motor vehicle manufacturers wanting to test new vehicles in a more remote location and away from media.
- Technology focussed companies wishing to develop hydrogen, solar and other forms of renewable energy to power bikes and cars etc and including universities and TAFEs wanting to expand into this space.
- Individuals and groups wanting to test their vehicles.

- And as a base for a potential annual outback motorbike/trail bike or car rally which can store equipment and maintain servicing – engine replacement etc facilities at such a base.

Council is keen to work with those with experience in developing such facilities and to help position Winton as a major hub for outback motor racing in Queensland. Council appreciates that top motor racing courses with all facilities do not come cheaply and notes that examples such as Highlands Motorsport Park in Central Otago in NZ, was developed by an Australian at a cost of circa \$24m, as just one example, though this is a top-of-the-line facility and lower-cost options for Winton may be possible.

Figure 19: Motor Racing Precedents¹³



¹³ Highlands Motorsport Park, NZ; Hampton Downs Motorsport Park, NZ; Pheasant Wood Circuit, Marulan, NSW; Swan Hill Dragway, VIC

PROJECT 14 – NEW MAJOR DESTINATION EVENT

Winton already hosts the highly successful Vision Splendid Outback Film Festival held in June since 2014 and which receives over 2,000 attendees. Potential exists to encourage other major events and festivals and to support both locals and others to host major events. With a strong focus on palaeontology in the region and exceptional dinosaur excavations and history of international significance, dinosaur events and festivals are but one example of what might be considered.

With the right theme and marketing, good examples exist in the outback region of highly successful major events including the Big Red Bash (music festival attended by 10k)

and the Birdsville Races (attended by 5k) in more remote Diamantina Shire, which just reflect that the market will travel extensive distances for a quality experience, in a similar fashion to the Vision Splendid Outback Film Festival in Winton.

And the potential also exists to develop a major outback triathlon or similar sports focussed event based in Winton which could encourage cyclists, runners etc.

Council is keen to work with professional event coordinators to develop a series of events to be held in Winton and to encourage these throughout the year.

Figure 20: Vision Splendid Outback Film Festival & Birdsville's Big Red Bash



DEVELOPMENT SUPPORT

If you are looking to invest in Winton, you will find a Shire that takes a very proactive approach to support desired investment and development.

We can assist you with:

- finding the right site/location.
- identifying partners, investors, developers, and operators.
- fast tracking major planning applications or key developments.
- business support programmes.

To find out how Winton Shire Council can support you, please contact:

Ricki Bruhn, Chief Executive Officer, Winton Shire Council, 07-46572666 or RickiB@winton.qld.gov.au





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