

Winton Shire Council Tourism and Beautification Advisory Committee Meeting held at the Neighbourhood Centre Boardroom on Wednesday, 6 November 2024 at 5:00pm

1 Commencement of meeting

The meeting commenced at 5:05pm

2 Present

Robyn Stephens (Winton District Historical Society & Museum), Lydia Evert Evert (Winton Movies Inc.), Vicki Jones (Community Member), Janice Evert (Winton District Historical Society & Museum), Andrew Judd (Men's Shed, Community Garden), Naomi Miles (Australian Age of Dinosaurs), Jacqueline Guy (Community Member)

In attendance:

Cr Jacob Mutton (Chair), Cr Cathy White (Mayor), Cr Tina Elliott (Deputy Chair), Bruce Davideson (Interim CEO), Brenton Hall (Acting Director of Works), Ann Greaves (Acting Manager Economic Development), Kristi Minehan (Secretariat).

3 Apologies

Alison Summerville (Queensland Boulder Opal Association), Amanda-Lyn Pearson (Winton Business & Tourism Assoc), Gary Doak (Community Member).

4 Conflicts of Interest

Non declared



5 Business arising out of previous meeting

Signage

Updated of tourism signage billboards is almost complete. Discussed the billboard on the Boulia Road displaying Redcliffe as Winton's sister city is incorrect as the City of Moreton is a Friendship (not Sister) City. Question raised regarding when this will be updated.

The Royal Theatre has been asking for a sign and have applied a number of times have not yet been granted a sign. No update was able to be provided at the meeting regarding where applicants were in the system. The Winton Movies Inc. representative asked that it be noted in the system that they have applied twice and are still waiting (close to five years). Corfield and Fitzmaurice are also waiting for signage on the Longreach Road.

The Acting Director of Works advised he would follow up when someone is available at the Waltzing Matilda Centre to help, noting that some of the signs are also privately owned.

It was suggested that the list needs to be revisited to ensure the list is up to date and people are advised where they are in the system. Some of those offered a position need to be pushed for a response. That is, if they don't respond within the timeframe, that the next applicant person on the list should be offered a position.

6 Recommendation status

Gary Doak's paper

In Gary Doak's absence, this was not discussed.

Friends of the Cemetery

Discussed the potential of putting together a volunteer committee. Also discussed whether to go out to community to see if there are expressions of interest for people wanting to be friends of the cemetery and to determine the purpose of the group.

The purpose was discussed and matters such as taking care of crosses and headstones, beautifying the cemetery, having someone to guide / direct visitors for the names they are looking for. In the past this group had checked headstones and markers, etc. The manual labour is done by Council.

Originally there was an advisory group just for the cemetery that produced the booklet that is made available at the cemetery – there was also a map in the box as well.

Suggestion was put forward the a posting be made on social media to see if anybody in the community is interested in joining a Friends of the Cemetery group.

The cemetery maps are handed out quite often through the Information Centre. They are very good and informative, and people certainly appreciate them and the information that's in them.

Leading into ANZAC Day there is a concerted effort to get the cemetery presentable.

There was discussion regarding ghost tours and in other areas have been a popular attraction which may work for Winton cemetery.

Graves are the responsibility of the families. If there is vandalism, then it should be referred to Police – part of the Criminal Code.



6 Planning

Master Plan of the Walking track / footpaths.

Discussed the survey and that it was difficult to complete and it was suggested the questions weren't specific enough or able to provide information.

On 14 November the consultants are presenting the findings or the summary of the survey. The ideas and suggestions will be reviewed at officer level and will then be presented to Council.

Kerbing and channelling is happening as per budget and timelines rather than the footpaths at present. This activity is separate from the footpath plan however is generally done prior to any footpath work in the vicinity.

The Department for Infrastructure, Transport, Regional Development, Communications and the Arts has an active Transport fund with funding submissions closing mid-January 2024 and will be discussed with the Director of Works on his returns. This is a 50/50 funded arrangement with footpaths being one of the eligible projects.

The Master Plan for the Cemetery

This is to be published on the Winton Shire Council website and was included in the business paper for Council.

Engage community. Freshen up the Township

Remove this item for the agenda

Marketing

Remove "so much to do here, lead into Winton, marketing "you wish you'd stay longer", all of the Shire, including Opalton" from the agenda.

Statistics

Visitors to the area are slightly down for October. Two events that brought visitors to the region – Bulls, Bikes and Barrels and the Diamantina Bush Sprints.

Facebook reach through October increased by 133% and the Instagram reach increased by 81% compared to previous month.

Every week either the Economic Development Manager provides information or Mayor White provides an interview Bush Beats 4LG segment every Friday. The content is relative to major civil events or if there's not a lot on, provides information about points of interest or tourist attractions in the region.

The Council newsletter should have arrived by email this afternoon. It's the new version in Council style and it is anticipated this will continue to improve.

Marketing across all media. Winton Shire Council has signed up to a Longreach / Winton campaign with Southern Cross Media that will run over three months. New content will be broadcast from television stations 7 Darwin, 10 West Australia, Sky News Victoria, and 7 Central Queensland.

Advertising and content is being published in Drive Queensland, Matilda Country magazine (a combined advertisement with Outback Way branding and the Winton 150 year logo, RM Williams Outback magazine (in the February / March issue on sale 30 January 2025) and a promotion on the Outback Way website.



Digital and roadside billboards: An updated campaign proposal to generate brand awareness and high impact exposure to the drive the market in Southeast Queensland and Wide Bay Burnett in high traffic flow areas from Brisbane to Gold Coast, Sunshine Coast and the Bruce Highway. Multiple messaging is being run every seven days with the ability to change the ads weekly with no installation costs.

Winton representation at events: The camping expo in Melbourne in 2025, one of the largest in Australia, and the 2025 Let's Go Queensland caravan and camping show in Brisbane in June. There's also one in Moreton Bay that is being considered.

The Winton 150 website. This is almost complete. There will be links to the Experience Winton website and to the ticketing platform for the Gala tickets, registration to events, bookings for accommodation and also for other activities during the week prior to the 150th celebration weekend.

Remplan Economies: This software provides economic and demographic data specific to the region and allows access to data very quickly. This will assist press releases for the Mayor with information about the profile of the region. There are a number of tools included - economic analysis, modelling, population forecasts, housing market trends, investment profile. Of interest to this meeting are the tools that measure tourism and events impact modelling that captures the value of tourism and region specific tourist expenditure data from Tourism Research Australia and the ABS Tourism satellite account. Your own estimates of visitor expenditure can also be applied.

This is a public profile, so once established, an interface allows the data to be accessible for anyone to log in. It can be used by councillors, investors, agency uses, business operators and town planning, etc.

Armsigns has been engaged for the Tourism Signage and action plan regarding the location and standard of existing signage in the region from a tourism perspective. The aim is to allow visitors to navigate, explore and understand the region from signage that is informative and aligns in a uniform manner with the Winton brand. Documentation and recommendations should come through next week.

Winton Shire Council is involved with an eScooter research program with Doctor Richard Buning from UQ Business School to develop an eScooter or pushbike business opportunity in rural and remote towns. It explores the risks associated with current infrastructure and roads and may be an opportunity for a tourism operator.

Two members of the Economic Development team are attending and presenting at the Queensland Information Centres Association (QICA) conference in Kingaroy in November. They are tasked with getting ideas so Winton can apply to be a host town in 2026 (the host town for 2025 has already been decided). Accreditation as a Queensland Visitor Information Centre has been completed for 2024-25.

The Economic Development strategy will be presented at the next Council meeting. The scope was refined to include more research and analysis on emergent economic industries and sustainable trends in tourism marketing in drive experiences, adventure, Wellness, events, culture, educational and agritourism. The scope also required face to face broad, in person engagement with the community, Council, Councillors, councillors, business and community through panel, quiz, workshops and interviews with the inclusion of a small business action plan.

Discussion in relation to the events calendar collected from the Waltzing Matilda Centre this week and that it appeared some of the dates seem incorrect – for example, the Winton Show is on a



Sunday, it shows the Outback Queensland Golf Masters in September (which is not coming to Winton in 2025), the North Gregory Races are showing on Sunday 14th when they are held on a Saturday, motor sports shown as being held on a Monday, not Saturday and the Bulls, Bikes and Barrels in October are showing up as being held on a Sunday and Monday, not Saturday and Sunday. The Acting Manager Economic Development advised the documents will be removed immediately and will be reviewed and corrected.

It was noted that a lot of events have been included in the 2025 Winton Shire Council calendar and any that are missing are the responsibility of the organisation involved.

Arbour

There is now a piece of art installed. Some of the sculpture available to Winton Shire Council was too large to be installed.

There have been suggestions regarding what should be displayed in the arbour: Information Boards of important landmarks, unique icons demonstrating Winton and that there should be uniform signage if that is what is installed.

There was also a suggestion of posting on Social Media about what should be done with the arbour - take photos, explain what it is and ask what ideas they have should be done with it.

The presentation of the back corner area of the Winton Club was discussed. The current status of the Winton Club, access to the site and the current state of the building were discussed, particularly in light of its historic value.

It was advised that tourists have raised questions about why it is not open. It may be that it is a missed tourism opportunity. The building is not within Council's oversight and it was agreement that the committee did previously do a lot very good work.

Recommendation:

The Mayor to approach the Winton Club committee in relation to the current status and future plans for the Winton Club.

7 Other business

Dark Sky

Progress on the Dark Sky applications is proceeding well and is now in the stage of community consultation. Suggestions was that when an event is coming up, people could have different stalls about their point of view on the dark sky community. For example, tourism, how late shopping will be affected, etc. Opportunities included Christmas events being held in December.

Council has been very supportive, with the next stage being getting the community on board.

AAOD can prepare story boards to explain the difference between good lighting and bad lighting and so people don't assume that suddenly lights will be switched off. A board could be put up to show good and bad lights so people could turn them on and off (one light shielded, the other not).



The process Winton has already been through, including a lighting inventory, completed light reading and surveys with the town means a presentation can be made about how extraordinarily dark the community already is. A poster board can show how Winton's light pollution can be compared with Dark Sky communities even without doing anything different. There is a need to make sure that all people are on board so there is no alternative body against the application.

It was noted that current town lighting has already met the guidelines and there should not be any impact on the security of the town.

It will influence Council's lighting plan.

Noting that areas that are designated UNESCO heritage generally means property values within those coveted areas will gradually increase. As this is this committee's last meeting for the year Naomi will need to discuss participation in events with the CEO.

Recommendation:

That the dark sky community information be able to be presented at a Council event.

Tourism

Discussion regarding how Winton thrives and survives on tourism and it was through that there does not appear to be any focus in this committee around tourism. Discussion regarding the role of the Tourism Officer and the work required to ensure the focus to ensure a successful tourist season.

It was put forward that there did not appear to be a plan to actually manage the flow of tourism, particularly to enlarge the shoulders of the season.

Waltzing Matilda Day and a number of events are planned leading up to and during the weekend of the 150 celebration weekend. There is a Charity Drive coming through in April 2025, commencing in Winton. An event can be organised around this as well.

The Mayor has been appointed as a representative for the RAPAD for the Outback Queensland Tourism Association (OQTA). The 150 year plaque has been finalised – a man made stone, with the 150 year logo on one side, a map of the townships and river systems of the Shire on the other side, with a plaque on top. It is currently with Works to gain costings / quotes.

A suggestion was made that Winton requires a tourism plan. There is awareness of the Economic Development master plan, however there still needs to be a tourism plan because tourism tourists don't just come to Winton, they have to encouraged to come here, otherwise they may just stop in Longreach. Tourist still need to be targeted so that Winton is top of mind.

Part of the Economic Development strategy is focused on tourism, for example, agritourism and mining. There was great engagement in 2017 which is how the initial Economic Development strategy was developed. There may be a group engagement focused just on tourism.

The brief provided by Council to the consultants is to ensure there is a greater focus on tourism. Some discussion regarding the Longreach / Winton competition for tourists.

All of the other markets that come through – AAOD, fly ins, day tours from Longreach,



The view was expressed that there is a lack of media attention and free editorial. The committee was advised that a whole series of media releases going out now to magazines such as Qantas, Country Style, a cross section of the Weekend Australian magazine. There is the website and in all of our print and digital there is reference to the 150 year as well.

Discussion that whilst Media releases can be released, it doesn't mean they will pick them up and that print media is not as effective as other things like short stories, items that are visual and create excitement. Print media can be ignored if it doesn't interest the audience.

The Event Society, the media company engaged to manage the 150th weekend celebration, are actively engaging in social media.

Changes to the program for the theatre were sent to the Event Society in October and it was confirmed and supported to be included in the program, however when the program came out they were not included. The program is only related to the weekend. The view was that the pre and post events should be included.

Calendar

Problem with the small numbers – all of the calendars over the last 10-12 have had large numbers for readability for the older persons. This should be noted for future years.

7 Closure and Next Meeting Date

The meeting closed at 6:42pm

Next Meeting – to be advised – scheduled for February 2025

