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Appendix
1: Silver Link Interpretive Centre Master Plan
2: Townsville Calendar of Events

The development of the Burdekin Tourism Plan has been jointly funded by Burdekin Shire Council and The Queensland Government Department of Local Government, Planning and Sport and Recreation - Regional Centres Program

Disclaimer

This document has been prepared by Leisure Futures from information provided by the client and from other sources. Our procedures do not necessarily include confirmation or validation procedures of that information, and this document is provided to the client for its exclusive use and benefit only. No other party should rely on it for inferences or forecasts made therein. Leisure Futures accept no responsibility to such parties.

In addition, as this report contains recommendations, projections and projected outcomes that can be affected by unforeseen variables, no guarantee, express or implied, is given that the projections and projected outcomes herein will be achieved and no responsibility can be accepted by Leisure Futures for eventual outcomes.
Introduction

The Burdekin Tourism Development Plan has been designed so as to identify key requirements that may assist the Burdekin to expand the overnight visitor stays. In developing this plan the focus has been on the further cost effective development of existing products and tourism infrastructure. The aim of the game is to lift the level of experiences and develop an integrated local tourist drive that is then marketed through the development of a professionally designed and modern brochure, in line with the Burdekin’s new signage and branding.

While opportunities may exist for the development of future tourism experiences within the Burdekin, we believe that these opportunities will remain limited. The potential for new accommodation and the redevelopment of the existing caravan parks should be incorporated into future economic development planning.

The key market remains the travelling market, lead by the grey nomad migration north and return south through April to October, and it is this market that has the potential to spend a extra night in the Burdekin.

In 2004 Leisure Futures compiled a Nature Based Tourism Plan for the Burdekin. This plan highlighted the opportunities that existed for the future development and upgrading of existing tourism products within the Shire. This theme continues through into this plan, and whilst a number of major moves forward have been made in the areas of signage and infrastructure, such as the Home Hill Comfort Stop a number of other tourism assets now require upgrading.

Events and Festivals play a important role in the social wellbeing and economic input of the Shire, events such as Growers Race Day and the Water Festival are major events within the region. In keeping with Councils continued support for events the plan recommends the establishment of a formalised Events and Festivals Committee.

It is recommendation that Council adopts the plan and actions section three (Enhancing Our Product) and establishes a Events and Festivals Committee as outlined in section four of the plan.
In relation to the measurement of tourism statistics the Burdekin lies within the Townsville tourism region. This region incorporates the Cities of Townsville, Thuringowa and Charters Towers, and the four Shires of Cardwell, Hinchinbrook, Dalrymple and Burdekin. The region covers 4.8% (83,121 km²) of the total area of Queensland and is home to 5.5% of the State’s population (201,558 persons at 31 December 2001). Within the region, almost half of the population live in the City of Townsville (46% or 92,373 persons), with another quarter living in the adjoining Thuringowa City (26% or 52,999 persons). The annual average rate of population change for the five years to December 2001 was 1.4%, compared with 1.7% for the State.

**Townsville Regional Tourism Snapshot - Year End June 2006**

**Total Visitation Last 12 Months**
Overall, the Townsville region hosted fewer visitors in the past year, down 10% to 997,400 visitors. Nights also recorded a decline, down 9% to 4.3 million visitor nights. Most travellers were domestic and the majority of domestic travellers were from Queensland (77%). The domestic market drove the overall decline. The total visiting friends and relatives (VFR) market also influenced the decline, although this market only accounts for 28% of all visitors to the region it declined by 11% over the last year.

**Total Visitation Last 12 Months**

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<th>Total</th>
<th>Holiday</th>
<th>VFR</th>
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<tbody>
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<td>-0.1 nights</td>
<td>0.0 nights</td>
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**Domestic Visitation Last 12 Months**
In the last year, 86% or 857,000 of visitors to the Townsville region were domestic visitors. These visitors spent 3.2 million nights in the region, staying for an average of 3.8 nights (up 0.1 nights on the year ended June 2005). Domestic visitation declined by 12% over the year June 2006, with visitor nights also declining (down 9%). A decline in the intrastate visitor market (down 17% over the last year) drove the overall domestic visitation, as intrastate visitors account for over three quarters (77%) of the total domestic market to Townsville.
International Visitation Last 12 Months

International visitors accounted for 14% of all visitors to the Townsville region or 140,400 visitors. These visitors stayed for just over 1 million nights. An increase in holiday visitors (up 3%) helped boost overall international visitor numbers as this market accounted for 83% of all international visitors to the region.

### Domestic Visitation Last 12 Months

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<td>Average Length Of Stay</td>
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</table>

### International Visitation Last 12 Months

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<th>VFR</th>
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<tr>
<td>Average Length of Stay</td>
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<td>-6.5 nights</td>
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### Total Visitors to Townsville Year on Year and Trend*

- Interstate: -17% year on year, +5% trend
- Intrastate: 0% year on year, 0% trend
- International: +15% year on year, 9% trend
Visitors Where is the decline coming from?
Intrastate visitors drove the drop in domestic visitation to the Townsville region, despite interstate visitors increasing significantly. Intrastate visitor represented 77% of the domestic market and declined by 17% over the last year, while interstate visitors (23%) increased by 15%. Visitor nights followed a similar pattern to visitation, intrastate declined, while interstate saw an increase. The decline in intrastate nights saw the loss of 642,000 nights (down 24%), while interstate nights increased by 40% over the past year. Intrastate visitor nights accounted for more than three in five domestic nights spent in the region (63%), while interstate visitor nights accounted for the remaining 37%.

Why are holiday visitors increasing but VFR and business declining?
Holiday visitors dominate visitation to the region, and was also the only purpose of visit market to record an increase (up 18% on the previous year). However as the VFR and business markets accounted for 31% and 28% of the domestic market respectively, the decline in both these markets influenced the overall domestic drop. The VFR market declined by 11% over the last year and visitor nights declined by 1%. Over half (57%) of the regions VFR visitors were from Regional Queensland (excluding Brisbane), this market declined by 32% over the last year. The business market to Townsville declined by 14% over the last year, business visitor nights declined by 21%. The majority of Townsville’s business visitors were from Regional Queensland (64%) and they accounted for almost three quarters of the domestic business visitor nights spent in the region (74%). Business visitors from Regional Queensland increased over the last year while nights declined.

Where do they stay and how do they get there?
Most interstate visitors travelled by air to the region (59%), while 39% opted to drive. Interstate visitors travelling by air increased by 15% over the last year. Domestic visitors from Queensland predominately drove to the Townsville region (76%), this market declined by 12% over the last year as did intrastate air travel, this reflects the decline in intrastate visitors over the year to June 2006. Over two in five domestic visitor nights to the Townsville region were spent at the home of a friend or relative (43%), while 22% were spent in a hotel, motel or serviced apartment.
Which visitor age groups declined and which increased?
Over two thirds of domestic visitors to the region were aged between 25 and 64 years in the year ended June 2006. The 25 to 44 age group, were the largest age group with 39% of domestic visitors. Domestic visitors aged 25 to 44 years recorded growth from the previous year (up 11%). The 65 years and over age group also experienced growth in visitors (up 12%).

International visitors to the Townsville region were predominantly aged 15 to 44 years (73%), with little difference between visitors aged 15 to 24 years and 25 to 44 years (36% and 37% respectively), this coincides with the regions large international backpacker market as these travellers are typically under 45 years. The 15 to 24 years age group increased in visitors from the previous year (up 7%). The 25 to 44 years age group declined by 12% over the year to June 2006.

How have travel parties changed?
Both domestic and international visitors generally travelled to the region alone (31% and 49% respectively). Domestic visitors travelling alone or as an adult couple declined significantly over the last year, friends travelling together (who accounted for 18% of domestic visitation) increased by 14% over the same period.

Unaccompanied international visitors remained steady on the previous year, while those travelling as part of an adult couple declined by 12%.
3 Enhancing Our Product

The Burdekin has a range of existing tourism products specifically targeting the drive market. The following outlines a number of these key products and provides direction and guidelines in relation to improving the product and visitor experience.

In the first instance, it should be recognised that the Burdekin Tourism Association have done an excellent job in producing ‘Discover the Burdekin’ self drive guide. Focusing on the key aspects of the Burdekin, the self drive guide delivers the options for half, full or two day tours and also outlines additional attractions and activities such as the heritage walk, golf, fishing and a range of free activities.

Whilst the development of the self drive marketing material (often in the form of a brochure) is often seen as the key component of a local self guide tour, it is only one component of the product. In virtually all cases, a self drive tour delivers you to a destination. The brochure is the map and the experience delivered at the destination is the determining factor that differentiates a good experience from a bad one. Getting the marketing material to the customer is also a critical factor as it is of little use developing a great self drive tour if no-one is aware of the product.

Signage

As part of the Ayr and Home Hill CBD revitalisation program the Burdekin Shire Council have adopted a standardised approach to major Shire entry, departure and identification signage. The new signage has greatly improved the image of the Burdekin and the continued role out of this signage should be viewed as a priority.

It is important that all new interpretive signage designs are aligned with the new major signage initiative. The following product areas all have specific interpretive or directional signage requirements.

- **Key Action:** It is recommended that all new interpretive signage be based on the signage design elements currently in place:

- **Timeline:** Ongoing:

   Example Interpretive Signage *(currently underway)*
2 Mt Inkerman

Located at the southern end of the Burdekin the Lookout at Mt Inkerman offers spectacular views of the area. The road is sealed but narrow and steep and not suitable for buses or caravans.

Rotary Park located at the summit of Mt Inkerman has a number of concert seating and shade structures and limited interpretive display.

- **Key Action:** 1: It is recommended that new interpretive signage be developed for the top of Mt Inkerman (Currently underway).

- **Key Action:** 2: It is recommended that the existing structures are painted so as to blend with the bush environment, and that a regular grounds maintenance schedule be developed for the site. This maintenance schedule would be increased during the period April – November.

  **Timeline:** 2007 -2008:

- **Key Action:** 3: It is recommended that a parking bay be investigated at the base of Mt Inkerman. This parking bay would be designed to allow persons with caravans / camper trailers to unhitch leave caravans and trailers and then drive up Mt Inkerman. The parking area would require a turning circle adequate for caravans / camper trailers to be able to turn to re-enter the highway. The parking area should also have an interpretive sign depicting view’s etc.

  **Timeline:** 2007 -2008:

3 Charlies Hill

Located within close proximity to Mt Inkerman is the historic second world war radar site at Charlies’ Hill.
Key Action: 1: It is recommended that interpretive signage be developed for Charlies’ Hill. This signage may be developed in association with the RSL or the Australian War Memorial Canberra - Research Department (Currently underway).

Key Action: 2: It is recommended that a regular grounds maintenance schedule be developed for the site. The grounds maintenance should include road and accesses maintenance. An assessment of closing the road leading up to the site should be made with parking established at the base of the hill with allowing for pedestrian access only.

Timeline: 2007 -2008:

Lions Club Home Hill Diorama

Opened in 1991 the Diorama appears to have had little or no upgrading over the past 16 years. The Diorama is now in urgent need of a facelift. Established to tell the story of the Burdekin’s unique aquifer system the Diorama requires a total interpretive refit.
Key Action: 1: It is recommended that The Home Hill Diorama has a total interpretive refit. This would also include any associated road signage and would be in keeping with the Burdekin’s new signage.

Timeline: 2007 - 2008:

Home Hill Comfort Stop

Key Action: 1: It is recommended that two or three static tourist information displays be established in and around the Home Hill Comfort Stop. These information displays would focus on information relating to the visitor tourist drive, accommodation and retail offerings and general tourism product and event information. The displays would further assist the Visitor Information Centre during periods of closure.

Timeline: 2007 - 2008:
6 Plantation Park

Situated on the approach to Ayr Plantation Park is home to the Burdekin Visitor Information Centre, Gubulla Munda and the Gudjuda Reference Group Centre, Bush Chapel and the Juru walking track.

Over the past five years a number of plans and major interpretive projects have been discussed for Plantation Park. Whilst we fully support Plantation Park as a potential location for the development of any new interpretive and visitor information experiences, we believe that in the first instance the priority needs are basic and financially achievable.

Short Term Projects

- **Key Action:** 1: The current park tables and seating are in a poor state of repair and need replacing with new furniture.
- **Timeline:** 2007 - 2008:

![Old park furniture](image1)

- **Key Action:** 2: A major feature of Plantation Park the Ayr Rotary Map and Civic Guide sign require upgrading.
- **Timeline:** Currently underway

![Ayr Rotary Map and Civic Guide sign](image2)
Key Action: 3: Roads within the park should be sealed or regularly graded.

Timeline: 2007 - 2008:

Mid Term Projects 2007 - 2009

- Establishment of a Duck Pond with viewing and feeding deck.
- Undertake a feasibility study and outline design for the establishment of a covered market structure and a ‘new’ visitor information and interpretive centre.
- Establish traffic flow, restrict vehicle access onto the grassed areas and establish additional parking bays.
Visitor Self Drive Guide - Local Tourist Drives

In the first instance, it should be recognised that the Burdekin Tourism Association have done an excellent job in producing ‘Discover the Burdekin’ self drive guide. Focusing on the key aspects of the Burdekin, the self drive guide delivers the options for half, full or two day tours and also outlines additional attractions and activities such as the heritage walk, golf, fishing and a range of free activities.

Whilst the development of the self drive marketing material (often in the form of a brochure) is often seen as the key component of a local self guide tour, it is only one component of the product. In virtually all cases, a self drive tour delivers you to a destination. The brochure is the map and the experience delivered at the destination is the determining factor that differentiates a good experience from a bad one. Getting the marketing material to the customer is also a critical factor as it is of little use developing a great self drive tour if no-one is aware of the product.

To be successful in any facet of tourism you must know your market. Tourism drive routes are no exception. It is essential that you know who is travelling the proposed route and who is not. Research undertaken by Tourism Queensland to better understand the drive market to Queensland has found it to be a market with a number of distinct segments that relate to the types of holidays these travellers undertake.

These segments include: the touring market (travelling around multiple destinations), the fly-drive market, the point-to-point market, 4WD enthusiasts and short breaks (1-3 nights).

Clearly aimed at ‘drive’ visitors to the area the Burdekin Local Tourist Drive would focus on areas of interest such as:

- Inkerman Hill *(interpretive signage currently underway)*
- Charlies Hill *(interpretive signage currently underway)*
- Burdekin Bridge *(interpretive signage currently underway)*
- Home Hill Comfort Stop – Visitor Information Centre *(interpretive signage)*
- Lynchs Beach – Alva *(interpretive signage currently underway)*
- Mount Kelly *(interpretive signage currently underway)*
- Clare *(interpretive signage)*
- Dalbeg *(interpretive signage)*
- Groper Creek *(interpretive signage)*
- Brandon *(interpretive signage)*
- Giru *(interpretive signage)*
Objective: To develop and promote a primary self drive touring route through the Burdekin. A route that will provide enhanced experiences for visitors and greater environmental, cultural, social and economic benefits for the Shire.

Key Action 1: Key stakeholders in further enhancing the existing Burdekin Self Drive Guide are Burdekin Shire Council and the Burdekin Tourism Association. In the first instance an informal working project group consisting of representative from Council (representative representative from the Economic Development Team) and a representative from the Burdekin Tourism Association and other resources as identified, may be established to manage and implement the project.

In the first instance:
- A review of the aims and objectives of the Self Guided Drive Tour should be established;
- The target market may be reviewed in relation to who they are, where are they from and going etc;
- An audit of the existing ‘destinations’ should be conducted. This audit should pay particular attention to:
  - Quality of the experience. This may be graded a, b, c.
  - Existing Interpretive component.
  - Future interpretive requirements.
  - Maintenance and upgrade requirements e.g. maintenance schedule, priority upgrade requirements etc.

At the completion of the audit a specific requirement sheet should be established for each destination. This requirement sheet would identify:

- Priority status as a destination
- Location in the Shire (Shire wide coverage is important representation)
- Destination requirements interpretive, painting, maintenance etc.
- Associated costs - Source of funds
- Who is responsible for implementation
- Timelines

Key Action 2: Following the audit of existing products ‘new’ destinations may be assessed. The introduction and development of new destinations may be aligned with what design form the new tour guide takes. For example the existing guide is broken down into half, full and two day tours with outlines of other general pursuits such as golf, fishing etc.

Another layout to be considered is the ‘map’ format. This consists of an outline of the Shire with specific roads and routes marked on the map, distances are shown and small captions
pictures and commentary is inserted by major destinations. The other side of the brochure may be used for further outline commentary. In some instances advertising space is sold, however any advertising should match the quality of the publication and not detract from its purpose.

Additional destinations may include:

- Specific fishing locations;
- Golf, sports and recreation facilities; and
- Additional nature based destinations identified with a logo.

Interpretive signage: It is often the case that the problems associated with the establishment of interpretive signage such as theft and vandalism, prevent it from ever happening. In most instances the issues associated with theft and vandalism can be greatly reduced during the design and insulation planning stage and the benefits gained from creating a uniform interpretive scheme at destinations throughout the tour by far outweigh the negatives.

At this stage of the process:

- Existing and new destinations should be outlined on a map;
- Distances should be calculated;
- Interpretive signage content identified and concepts developed and interpretive instalation and development strategy completed;
- Written content for the brochure conceptualised; and
- Outline printing costs established.

At the completion of this stage a draft guide may be produced.

Following the development of a draft guide the development and interpretive installation strategy should be matched with the draft guide and reviewed for consistency. Once finalised the installation strategy should commence and the draft brochure be finalised and printed. The installation strategy will potentially be staged however it is important to identify destinations that will create the highest level of positive impact to the largest number of visitors as priorities.

Once the first stage of the interpretive installation and required maintenance has been completed and a critical mass of destinations are completed the 'new' Burdekin Self Drive Tour should be launched.
8  Cromarty Wetland

Whilst the opening up of the Cromarty Wetlands as a tourism experience continues to face obstacles and delays, the potential of this project to get off the ground should continue to be closely monitored by Council and the Burdekin Tourism Association.

9  Pioneer Park Speedway

Over the past 30 years the people of the Burdekin & Townsville districts have enjoyed and supported the fast and furious speedway action delivered at Pioneer Park Speedway, Brandon, North Queensland. This year Pioneer Park Speedway hosted the Australian Sidecar Titles.

Pioneer Park Speedway is a 365-meter oval track with a deco surface and is rated as one of the best speedway tracks in Australia. Located inside the main oval is a 125-meter junior track that is utilised and supported by our very competitive Junior Programme. The speedway operates on a 12 month racing calendar consisting of 13 meetings, giving riders regular monthly meetings consisting of both local and major events.

Pioneer Park is a purpose built venue for Motorcycle Speedway featuring Solos, Junior Solos, Sidecars, Junior Sidecars, Quads, & Formula 200’s.

Pioneer Park is home to the 2006 World Sidecar Champions Scott Christopher & Trent Koppe, & 2004 Australia # “1” & current Qld Champion Gary Moon and the 2005 Qld # “2” Jason Aldridge & Brodie Cohen.

- **Key Action 1**: Working in conjunction with Sport, Recreation and Racing Queensland and the Pioneer Park Speedway, Council should facilitate the development of a feasibility study and master plan into the establishment of a Regional Motor Sport Facility adjacent to the Pioneer Park Speedway.

- **Timeline**: 2007 - 2008:
10 Accommodation

Current accommodation occupancy levels in Ayr suggest that opportunities may exist for the development of additional business and tourist accommodation. The existing Council owned caravan parks in Home Hill and Ayr also show potential for future development.

- **Key Action 1:** It is recommended that any future economic development planning further examines the potential for additional accommodation development within the Burdekin.

- **Timeline:** 2007 - 2009:

11 Silver Link Interpretive Centre

As part of the Tourism Development Plan a master plan (see appendix 1) for the site of the ‘new’ Silver Link Interpretive Centre was developed. Since completing this master plan we believe that the Museum Association is now looking at operating both the ‘new’ and existing museums in Home Hill. It is our recommendation that the Power Station Museum Association and Council look at the future development of only one museum and that this museum be developed in and around the site of the ‘new’ Silver Link Interpretive Centre.

12 Calendar of Events

Opportunities exist to further enhance the attendance at current events through the enhanced production, marketing and promotion of the ‘Burdekin Calendar of Events’. It is recommended that:

- A professionally printed (gloss paper) Calendar of Events is produced at the beginning of each year. See Townsville Events Calendar appendix 2.
- The Calendar of Events may be distributed to residents as an inclusion in the rates and/or an insertion into the local newspaper. The Event Calendar would also be available throughout the year at visitor information centres within the ‘region’.
- The Calendar of Events has a prominent position on the Council, Tourism Information and other associated websites.
Festivals and events are an integral part of community life and the Burdekin Shire Council recognise their importance to the community. The Shire hosts over 90 events, both large and small.

In recognition of the important role that events and festivals play within the Burdekin Council are establishing a yearly grants program to assist in the development of existing and new events and festivals.

It is recommended that Council facilitate the establishment of an Events and Festival Committee. The primary role of the Events and Festivals Committee (EFC) will be to assess and approve funding applications. Secondary functions may be in the identification of additional funding and support channels for event and festival coordinators to access.

**Summary**
The EFC would be formed to coordinate all issues related to the attraction, assistance and funding of events (as defined by the terms of reference) on behalf of the Burdekin Shire Council.

EFC will strive to stimulate and encourage events that offer the best opportunity to provide measurable economic benefits, potential to market the Burdekin outside the Shire and enhance local community life through participation of residents. EFC will support the development and improvement of hallmark/signature, major and developing events while focusing its activities on a clearly defined strategic program.

EFC will establish and maintain strong links with the private sector, government and the community to achieve high levels of stakeholder investment and activity required to realise the events potential of the Burdekin.

Specific elements to the achievement of the objectives may include –

1. Maintenance of a funding submissions and evaluation process.
2. The development and attraction of new events.
3. The continuous improvement of current events.
4. Facilitation of state, federal government and private sector funding wherever possible.
5. Recommendations to Council regarding event infrastructure needs.

**Definition**
**Event / Festival** - an occasion where people gather with a common purpose that aims to enhance community life through participation of residents, measurable economic benefits, and potential to market the Burdekin outside the Shire. Within the context of the operation of the EFC an event shall include hallmark/signature events, major events and developing events.
4.1: **Terms of Reference**

4.1 Expected Life of the Events and Festivals Committee
This is an ongoing group subject to review by Council from time to time.

4.2. Constituency of the Committee
EFC membership shall be constituted by:
- The Mayor and up to two other Councillors appointed by Council;
- A representative from the Burdekin Tourism Association
- The Economic Development Officer
- Assistant Development Officer
- Four external representatives of the business/media/arts or events community. Each external representative shall be appointed for a term of three years. All members shall have full voting rights.

4.3. Authority of the Committee
- EFC is a Special Advisory Committee of Council in accordance with the Local Government Act (section 452).

4.4 Chair
- The Councillor with responsibility for Events and Festivals is appointed as Chair of the Committee.

4.5 Quorum
- A quorum of the Committee shall constitute a number equating to one more than 50% of the appointed members of the Committee.

4.6 Meeting Procedure
- It is the role of the Committee to establish a meeting regime, evaluate its effectiveness and to make adjustments as necessary.
- Minutes of key actions and decisions shall be recorded and retained in a minute book which shall be available for public inspection and published on Council’s Website, except for those parts of the minutes for which the meeting has been closed to members of the public under the Act.
- All members of the Committee shall be notified in writing not less than 48 hours before the meeting of the time, place and purpose of each meeting provided that where urgent circumstances exist, the Chair may convene a meeting within a lesser timeframe following contact with members and circulation of any issues to be considered at the meeting.
- The Act requires that all members of the Committee be required to declare any conflict or pecuniary interest at each meeting as well as completing a return of pecuniary interest on an annual basis.

4.7 Reporting Requirements
- Quarterly Update reports will be presented to Council during the financial year and minutes of meetings will be distributed to all Councillors.
4.8 Secretariat
- A Council Officer shall provide secretariat support to the EFC.

4.9 Facilities and Resources
- A Council Officer as deemed appropriate by the Chief Executive shall be appointed to support EFC in the achievement of its objectives.
- Adequate resources shall be provided to ensure the effective operation of the EFC.

GRANTS TO COMMUNITY ORGANISATIONS POLICY (draft as prepared by Council)

1. **Outline**
   This policy sets out the circumstances under which the Council may make grants to community organisations and the processes for management of those grants.

2. **Background**
   2.1 **Legal**
   The Local Government Finance Standard 2005 requires Council to prepare a policy about grants to community organisations and identifies what the policy should include. Extracts from the Standard are attached.
   
   The LGFS defines a *community organisation* as:
   (a) an entity that carries on activities for a public purpose; or
   (b) another entity whose primary objective is not directed at making a profit.

   2.2 **Principles**
   Grants should be provided in an equitable manner. That is, they should not benefit one group of the community and exclude another. The arrangements for making grants should be made on a whole of area basis.

   Grants should be provided to achieve an identified benefit to the community generally. The Council should ensure that there is an acquittal process for grants over a certain threshold.

   The process for awarding grants should be open and accountable.

3. **Scope**
   3.1 **What this policy applies to:**
   This policy covers:
   - direct cash grants to community organisations
   - in kind support to community organisations
   - concessions (e.g. rates and charges remitted) for community organisations
3.2 What this policy does not apply to
This policy does not apply to:

- grants or concessions given to individuals or to commercial organisations
- grants for provision of revenue financial assistance (interest free loans)
- grants for significant events
- grants for arts and cultural development
- grants or refunds of building/plumbing application fees

4. Policy
4.1 Budget Process
In making grants or concessions or in providing in kind support to community organisations, the Council will use the following process:

For each Budget, an amount will be allocated across the various donation and community assistance budget votes which are available for making grants to community organisations. This may be based on historical trends, requests made in advance of the adoption of the Budget or arbitrary allocations made by Council.

4.2 Procedure for Direct Grants to Community Organisations (above $500)
Generally, applications for financial assistance above $500 will be addressed as follows:

An application for financial assistance from community organisations must be submitted and address the following criteria:

- Outline or description of the project or event;
- Description of the amount and type of assistance sought;
- Details of funding sought from other parties;
- Date the funding is required;
- How the proposal fits within the Council’s Corporate Plan;
- Economic benefit to the Burdekin Shire through:
  - Increase in business of retail and/or accommodation sectors;
  - Greater external promotion of the Shire;
  - Other
- Community benefit through contribution to sporting/cultural/social activities.
An Officer Report will be prepared based on the above and providing a recommendation to be considered by the Council. A Council resolution is required to approve any application.

**Acquittals**

The Council will require, as a condition of each grant, that the organisation submit a report confirming that the grant has been used for the purpose intended and addressing the economic and community benefits achieved by the grant. This may include a copy of the accounts of the organisation supported by an explanation, if necessary.

In respect of grants provided for events, the organisation shall be required to submit a financial report outlining revenue and expenses for the event together with a report addressing the economic and community benefits achieved by the grant.

Acquittal reports are to be submitted to the Council within 4 weeks of conclusion of the event.

4.3 **Procedure for Direct Grants to Community Organisations (under $500)**

Generally, applications for financial assistance under $500 will be addressed as follows:

**Delegation to Mayor**

Council has delegated to the Mayor the authority to approve miscellaneous requests for donations up to an amount of $500, noting that approval will give consideration to criteria including but not limited to the following:

- Welfare/public safety/environmental/cultural/sporting benefit
- Contribution or input from requesting organisation
- Economic/social/environmental benefit to Shire
- Profile of Burdekin Shire

In addition to the above criteria, Council has considered the following levels of financial support:

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>For events/carnivals equivalent to a North Queensland title</td>
<td>$200</td>
</tr>
<tr>
<td>For events/carnivals equivalent to a Queensland title</td>
<td>$500</td>
</tr>
</tbody>
</table>

4.4 **In Kind Support to Community Organisations**

The Council has agreed to provide in kind support to community organisations in the Shire in accordance with the following criteria:

- The support provided is consistent with the services and skills of the Council e.g. road grading, barricading, administration support.
- The support provided is for the overall benefit of the community and not within the capacity of the community organisation to provide by itself.
In following this criteria, Council has traditionally assisted the following community organisations with in kind support:

- Ayr Show Society
- Burdekin Water Festival
- Home Hill Harvest Festival
- Burdekin Race Club
- Ayr Ski Club
- Burdekin Tourism Association

Support for other community organisations may be provided subject to Council resolution.

4.5 Concessions (e.g. rates and charges remitted) for Community Organisations

For each financial year in the seweried areas of Ayr, Brandon and Home Hill, donations equivalent to remission of half the sum of the relevant sewerage charges (excluding domestic waste collection charges and after discount if applicable) in respect of second and subsequent pedestals and/or urinals at premises or land used for private schools, churches, welfare and youth organisations, sporting purposes and public halls, excluding premises licensed under the Liquor Act will be made to the relevant community organisations immediately upon payment in full, together with arrears if any, of all levied rates and charges and that the Council may, in its discretion, consider any case on its merits where special circumstances apply and make such donations as Council considers appropriate.

5. Monitoring and Controls

The Local Government Finance Standard 2005 requires a summary of expenditure for grants to community organisations to be included in the Annual Report. To facilitate this all expenditure will be coded to Donations, Contributions – Entrepreneurial and/or to Community Assistance ledger codes.

6. Effective From
This policy is effective from DATE.

7. Associated Policies

This policy should be read in conjunction with the following policies:

- A001 Provision of Revenue Financial Assistance (Interest Free Loans)
- A047 Donations for Significant Events
- E003 Erection and Dismantling of Barricading and Signage for Community Events
- F005 Donations to Schools Celebrating Anniversaries
- A049/F002/3 Refund of Building/Plumbing Permit Fees
- A050 Arts and Cultural Development Policy
4.2: Event Incentive Program
Draft as established by Burdekin Shire Council

EVENT INCENTIVE PROGRAM
Application Form and Funding Agreement

Applications will be accepted from ??????? and close on ????????????

⇒ Please refer to the Grant Guidelines for information and assistance in completing this form.
⇒ You must answer all questions in Sections one to five.
⇒ Please ensure that both the authorisation section and Funding Agreement are signed and dated.
⇒ Faxed or emailed copies will not be accepted.
⇒ Please provide the original plus two copies of the completed form and one copy for your records.
⇒ Applications must be lodged either by hand or mail by ... on ... at Burdekin Shire Council Chambers. Late applications will not be accepted.
⇒ For further information please contact the Economic Development Unit on 47239830.

Section One
1. Name and address of organisation undertaking the project:

Name:

Address:

2. Name and address of *auspice organisation managing the project* (if applicable)
   "If your group is not incorporated, you will need to appoint an incorporated group to handle any funds received from the grant. This incorporated group or body is known as an auspice and is required to sign the Funding Agreement.

Name:

Address:

3. Name and telephone/e-mail address of contact person for this project:

Name:

Telephone: Email:

4. Incorporation registration number of the organisation:

Number:

5. Australian Business Number (ABN) of the organisation:

Number:
If you do not have an ABN, you must provide a ‘Statement by a Supplier’ form with this application. Without an ABN, or ‘Statement by a Supplier’, Council is obliged to send 46.5% of any grant to the Australian Tax Office.

6. Please indicate your GST Status:

☐ Registered for the GST    ☐ Not registered for the GST
Section Two

Project Details

1. Title of Project

2. Brief Description of Project (in one sentence if possible)

3. Amount sought through this grant program: $

4. Venue for the Project (if applicable)

5. Approx Commencement Date: Approx Completion Date:

6. Time/s of the day:

7. Cost (if applicable) to participants: $

8. Estimated number of participants:

9. Estimated gender breakdown: % female % male

10. Disadvantaged groups actively involved in the activity:

11. Have you obtained any necessary permits/approval from the Committee of Management and/or owners of the property? (This includes Council owned buildings and land). Please attach any relevant approval documents. [ ] Yes [ ] No

12. Have you applied for any other Community Grant Program in this current round? [ ] Yes [ ] No

13. If yes please indicate the name of the Grant Program and the name of the project.

14. Have you received any funding from the Community Grants Program in the past three years? [ ] Yes [ ] No

If yes, please answer question 15 to 17, if you answered no, please go to section three.

15. Name of Grant Program and Project:

16. Date Funds Received (month and year)

17. Have you completed and submitted an Evaluation Form to this office? [ ] Yes [ ] No

Important: If an evaluation has not been received by this office for a previous project, any future projects will not be eligible for funding.
Section Three

Project Budget

Please list ALL sources of income (the grant sum sought, fees, sponsorship, advertising, donations etc)

1. Income

<table>
<thead>
<tr>
<th>Anticipated Income from this Grant (if successful)</th>
<th>$</th>
</tr>
</thead>
<tbody>
<tr>
<td>Anticipated income from any other grants (if applicable)</td>
<td>$</td>
</tr>
<tr>
<td>Anticipated income from participants (if applicable)</td>
<td>$</td>
</tr>
<tr>
<td>Anticipated income from any other sources (please detail)</td>
<td>$</td>
</tr>
</tbody>
</table>

**Total anticipated income** $ 

2. Expenditure

Please estimate and list ALL project costs and tick which components are likely to use funds received from this grant. *Please supply estimates/quotes where available*.

<table>
<thead>
<tr>
<th>Item/component</th>
<th>Tick column if $ from this grant will be used for this component</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
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<td></td>
</tr>
</tbody>
</table>

**Total Expenditure** $ 

3. In kind assistance

Please describe how the group intends to contribute to the project through voluntary services or in-kind services. List the support for the project that is *non financial* — eg: voluntary labour, free venue space, donated materials etc. Please estimate a value for these contributions. (*$10 per hr. is a suggested figure to use when estimating voluntary labour costs*).

<table>
<thead>
<tr>
<th>Description of Assistance/contribution</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$</td>
</tr>
<tr>
<td></td>
<td>$</td>
</tr>
<tr>
<td></td>
<td>$</td>
</tr>
</tbody>
</table>

**Total Contribution** $ 

*The amount requested in this application may be reduced. Should this occur please indicate the minimum amount of grant that would allow the project (or part of the project) to continue.* $
Section Four

If you are not completing this form electronically and require extra space, please attach your responses to the following questions on a separate page.

1. Please provide details of:
   - What the project is
   - The aims of the project
   - A brief summary of the stages

2. Describe three outcomes that you expect from the project when it is completed.

3. How will your group “market” and promote the project?

4. What links with other organisations are planned within the project?

5. Does the project encourage greater access for groups traditionally disadvantaged or for sporting events? Does it maximise the development and success of individuals and your club/group? If so, how?

6. Does the project/event increase participation levels in sport and recreation across the Burdekin Shire? If so, how?

7. Does the project/event increase the diversity of offerings/provision of sport and recreational opportunities within the Burdekin Shire? If so, how?

8. Does the project increase and/or promote the health and safety of participants, or if a sporting event, showcase the recreational facilities within the Burdekin Shire? How?

9. Is the project predominantly for the benefit of residents of the Burdekin Shire, or if a sporting event, will it have a positive economic impact on the wider Burdekin Shire community? Please discuss.

10. Does the project intend to be ongoing and become self-supporting, or if a sporting event, is it of a regional, state or national standard? Please discuss.

11. If your group is applying for more than one project please list in order of priority.

Authorisation

I affirm, on behalf of the applicant organisation, that any funds provided by Burdekin Shire Council will be expended:
   - In accordance with this Grant Program’s Guidelines
   - Within the Burdekin Shire’s boundaries
   - As outlined in this application

I affirm that all details supplied in this application and attachments are true and correct to the best of my knowledge and that the application form has been submitted with the full knowledge and agreement of the applicant organisation. I acknowledge that I have read the Guidelines.

<table>
<thead>
<tr>
<th>Name:</th>
<th>Signature</th>
</tr>
</thead>
<tbody>
<tr>
<td>Position of applicant in organisation</td>
<td>Date</td>
</tr>
</tbody>
</table>

Note: Please also sign and date the last page of the Funding Agreement
Section Five

Funding Agreement

THIS AGREEMENT MADE BETWEEN BURDEKIN SHIRE COUNCIL of 145 Young Street, Ayr ("the Council")

and

THE APPLICANT:(Insert Name of Incorporated Organisation Receiving Grant Funds):

BACKGROUND

A The Council makes available funds for community programs each year for the benefit of residents of and for activities that take place in the Burdekin Shire.
B The Council has criteria which must be met by the Applicant before funding is provided as set out in this agreement.
C The Council has agreed to fund the Applicant on the terms and conditions set out in the agreement.

AGREEMENT

1. The Council may provide to the Applicant funds for the Applicant's activity. Signing this Agreement does not commit Council to provide any funds unless the Applicant's submission is successful.

2. The Applicant confirms and agrees that:

   (a) it is an incorporated association or a natural person authorised by the incorporated association to enter into this agreement.
   (b) activities arising from the grant allocation must take place within the Burdekin Shire and benefit Burdekin residents and workers.
   (c) if funds are granted by Council they must be spent on the approved activity. Any significant change to the activity must be approved by the Council.
   (d) funds provided under this agreement must be spent by the Applicant within 12 months of the date of this agreement, unless otherwise agreed by the Council.
   (e) the Applicant must return any funds not spent on the activity to Council.
   (f) the Council is not responsible for any shortfall should the activity run over budget.
   (g) the Applicant is required to recognise the Council as a funding source on all project and publicity material published for the approved activity. Contact must be made with the appropriate Council officer to obtain the relevant logo and to ensure that the City sights and approves proofs of all materials prior to production. Unauthorised use of the Council logo on other material will result in the Applicant being ineligible to apply for further grants.
   (h) to provide copies of any products which are created from the approved activity to the Council prior to the completion of the approved activity.
   (i) accurate financial records of the recipient organisation be maintained and made available to the staff of Council in the event of any further audit by Council into the use of the Grant. Council officers may request meetings with the Applicant to check on progress during the period of the activity or undertake an independent audit of the books and records of the Applicant.
   (j) it will complete an evaluation process for the grant. This evaluation will be completed at the end of the activity. If the evaluation process is incomplete the Applicant will be ineligible for further grants. A statement of the expenditure of the funds will be required within the evaluation process.

3. The Council, its servants, agents and employees shall not be responsible at any time for any liability incurred or entered into by the Applicant as a result of or arising out of the Applicant's responsibilities under this agreement.
4. The Applicant shall release and indemnify the Council, its servants, agents and employees against any claim, demand, liability, costs, expenses, actions arising out of or in any way connected with the activities of the Applicant, or the Applicant's agents in consequence of this agreement except where the claim, demand, liability, costs or action are caused by the Council or its servants or agents.

5. Any variation of this agreement shall only be made in writing between the parties.

6. The Applicant obtained the necessary permission from the owner/s of the property (if applicable)

7. Any event/program that is to be held on Council property (this includes council owned buildings, parks and all other open space areas) is required to have the approval of the Council Department that has asset management responsibility for the property and Council's Economic Development Unit.

8. The Applicant has obtained any necessary Council permits or other permits for the event/program to take place

9. Projects that commence prior to funds being allocated will be ineligible

10. The same or similar projects will not be funded more than two times

11. If your entity or organisation is registered for GST, Council will require a “Tax Invoice” to be submitted prior to payment of the grant.

EXECUTED AS A DEED

SIGNED for and on behalf of

THE APPLICANT: (Name of Incorporated Organisation Receiving Grant Funds):

by two committee or authorised staff members of the organisation in the presence of a witness:

<table>
<thead>
<tr>
<th>NAME</th>
<th>POSITION</th>
<th>SIGNATURE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Committee Member/authorised staff member No 1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Committee Member/authorised staff member No 2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Witness</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Date Agreement Signed: Day Monh Year

Please mail the Application Form and the signed Funding Agreement to:
Cherie King, Development Officer, Burdekin Shire Council, PO Box 974, AYR, QLD, 4807.
IMPORTANT: CHECKLIST FOR APPLICANTS

Please ensure that the following details are included in your application. Without the key details listed below, your application may be deemed ineligible.

If you are unsure about any of these requirements, please contact this office on 47839830 for assistance.

- Have both the Application Form and the Funding Agreement been signed (the Funding Agreement is required to be signed by two Committee Members)

Have you organised for one original and two copies of the application to be supplied?

- Have you retained another copy for your own records?

- Have you provided all your contact details?

- Have you inserted your ABN and identified your GST status? (please see The ‘GST Information to Applicants’ form provided in this booklet for clarification if required)

- Have you inserted your organisation’s or your Auspice organisation’s Incorporation No.?

- Have you completed all the details and signed the budget section?

- Have you (or the Auspice organisation) signed and dated the Funding Agreement?

- Have you included copies of permits/approvals from property owners, including the Burdekin Shire Council?
## Implementation Outline

<table>
<thead>
<tr>
<th>Tourism Action</th>
<th>Responsible Council Department / Support</th>
<th>Estimated Total Project Cost</th>
<th>Timeliness</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Signage</td>
<td>Economic Development Tourism Association Support</td>
<td>$30,000</td>
<td>Ongoing</td>
</tr>
<tr>
<td></td>
<td>Development of new integrated directional and interpretive signage throughout the Shire.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2 Mt Inkerman</td>
<td>Economic Development Tourism Association Support</td>
<td>$10,000</td>
<td>2007 - 2008</td>
</tr>
<tr>
<td></td>
<td>Revamp current experience. Look at the establishment of a unhitching parking bay at the base.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3 Charlies Hill</td>
<td>Economic Development Tourism Association Support</td>
<td>$5,000</td>
<td>2007 - 2008</td>
</tr>
<tr>
<td></td>
<td>Revamp current experience. Establish grounds maintenance schedule.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4 Lions Club Home Hill Diorama</td>
<td>Economic Development Tourism Association Support</td>
<td>$10,000</td>
<td>2007 - 2008</td>
</tr>
<tr>
<td></td>
<td>Full interpretive refurbishment.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5 Home Hill Comfort Stop</td>
<td>Economic Development Tourism Association Support</td>
<td>$5,000</td>
<td>2007 - 2008</td>
</tr>
<tr>
<td></td>
<td>Additional visitor information signage.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6 Plantation Park</td>
<td>Economic Development Tourism Association Support</td>
<td>$15,000</td>
<td>2007 - 2008</td>
</tr>
<tr>
<td>- Upgrade park furniture and signage;</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Grade or surface roads;</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Develop duck pond;</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Establish feasibility for the development of a)permanent market structures, b)future new visitor information and interpretive centre;</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tourism Action</td>
<td>Responsible Council Department / Support</td>
<td>Estimated Total Project Cost</td>
<td>Timeliness</td>
</tr>
<tr>
<td>----------------</td>
<td>------------------------------------------</td>
<td>-----------------------------</td>
<td>------------</td>
</tr>
<tr>
<td><strong>7</strong> Visitor Self Drive Guide</td>
<td>Economic Development Tourism Association Support</td>
<td>$10,000</td>
<td>2007 - 2008</td>
</tr>
<tr>
<td>- Local Tourist Drives</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Development of new integrated local tourist drive brochure and associated website</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>8</strong> Cromarty Wetland</td>
<td>Economic Development</td>
<td></td>
<td>Ongoing</td>
</tr>
<tr>
<td>Continue to be involved with potential future developments.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>9</strong> Pioneer Park Speedway</td>
<td>Economic Development</td>
<td>$20,000</td>
<td>2007 - 2008</td>
</tr>
<tr>
<td>Source Sport and Recreation funding to undertake development feasibility.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>10</strong> Accommodation</td>
<td>Economic Development</td>
<td></td>
<td>Ongoing</td>
</tr>
<tr>
<td>Review new accommodation potential in any future economic planning.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>11</strong> Silver Link Interpretive Centre</td>
<td>Economic Development Tourism Association Support Historical Society</td>
<td></td>
<td>Ongoing</td>
</tr>
<tr>
<td>Focus planning and future development on one museum.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>12</strong> Calendar of Events</td>
<td>Economic Development Events and Festivals Committee</td>
<td>$5,000</td>
<td>2007 - 2008</td>
</tr>
<tr>
<td>Development and distribution of a new Calendar of Events</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Appendix 1: Silver Link Interpretive Centre Museum Master Plan
The Power Station Museum Master Plan
February 2007
Introduction

In line with Burdekin Shire Council’s commitment to promote its abundant nature-based features, social, cultural and economic heritage, Council have undertaken the development of a 5 year Tourism Development Plan. A key component of the plan is the identification, prioritisation and development of macro level master plans for priority development projects. Projects that will further enhance the regions capacity to offer quality social, cultural, educational and sustainable interpretive and nature based experiences to the regional community and visitors to the region. The development of the ‘New’ Powerhouse Museum has been recognised as a priority project.

Background

Developed by active members of the Lower Burdekin Historical Society Incorporated, the Power Station Museum group has a proven record in the presentation of the Burdekin’s history. The Power Station Museum showcases the Burdekin’s history and the story of the underground water system and the Burdekin River system. The Museum has hosted the highly regionally acclaimed exhibitions “Reflections” and “Full Circle”.

The Museum Group is currently planning the ‘Bridging the Gap’ exhibition to be launched as part of the Burdekin River Bridge’s 50th Anniversary celebrations in June this year. The ‘Bridging the Gap’ exhibition will tell the story of the building of the bridge and its importance in the development and growth of North Queensland.

The Museum is currently located at 45 Eighth Avenue, Home Hill. However, the building it resides in sold to an investor in 2006 and a long-term lease is not assured.

Burdekin Shire Council resolved at its meeting of the 23rd January 2007 to secure a 10 year lease of a premises located at 127 Eighth Avenue, Home Hill for the purpose of relocating the Museum and establishing the ‘Bridging the Gap’ exhibition in time for the June Bridge’s celebrations.

The building is approximately 20m deep by 6m wide by 4m high. It has been recently painted on the exterior and is in reasonable condition inside. It will require interior painting and floor tiling. As the floor space is approximately 120 square metres, the tiling is likely to cost approximately $8,000 (industrial strength tiles).

The building located at 127 Eighth Avenue is the former “Tudge Haller” building. W.E. “Tudge” Haller was in business in Home Hill for 64 years and was strongly involved with the Home Hill Chamber of Commerce and the Home Hill Rotary Club. The building is one of the oldest buildings in Home Hill. The building’s history and nostalgia with the Burdekin community makes it appropriate to house a Museum.
1.1 Conclusion
The Master Plan concludes that the current museum site continues to create difficulties in relation to size and the potential insecurity in establishing a long term lease. Council’s strong support to relocate the museum to 127 Eighth Avenue, Home Hill, further underpins the opportunity for the Power Station Museum and its dedicated group of volunteers to establish a enhanced and expanded interpretive experience.

Indicative capital cost as presented in this master plan is $40,000

1.2 Recommendation
It is recommended that Burdekin Shire Council continue to work with and support the Lower Burdekin Historical Societies, museum group in the development of the ‘New’ Power Station Museum located at 127 Eighth Avenue, Home Hill.
2.1 Study Objectives

The objective of the Master Plan Study was to provide Council with the following:

- a macro level vision to the Council and Burdekin community for the future expansion and development of Power Station Museum;
- the production of a study that can assist with future State and Federal Government funding submissions.

The key deliverables of the project were:

- plans and concepts that further enhance community and tourist visitation to the Power Station Museum;
- a plan, that through consultation, has achieved ownership by stakeholders and Council; and
- a plan that is financially achievable and has long term sustainability.

2.2 Study Process

The following is an outline of the methodology used to undertake this plan.

1. Situation Analysis

- initial meeting and project clarification;
- literature review;
- demographic analysis;
- existing facility review; and
- stage one needs analysis.

2. Concept Development

- initial new museum concept development;
- stage two demand and needs analysis;

3. Management

- operational management;
- identification of key issues in relation to long term sustainability; and
- funding options.

4. Report Consolidation

- finalisation of macro level Power Station Museum master planning;
- outline capital cost assessment;
- consolidation of report;
- presentation of draft report to Steering Committee / Council;
- finalisation of the report following consultation and feedback.
3.1 Home Hill and the Power Station Museum

Home Hill is located 1,271 km north of Brisbane, 88 km south of Townsville and 12 m above sea level and was originally part of the Inkerman Downs Cattle Station.

The cattle station was converted to sugar cane in 1911 and the town developed quite quickly after the establishment of the Inkerman sugar mill in 1914. This inevitably attracted workers and sugar cane farmers to the area and a small centre grew up to provide the necessary goods and services.

It is said that the town was originally going to be named Holmehill after a battle in the Crimean War. However, so the story goes, the signwriter couldn’t spell and the town became known as Home Hill. In fairness there is an alternative version of this story which says that the town was named after a certain Colonel Home who had distinguished himself in the Crimean War.

Tourist attractions include Ashworth’s Rock Shop is a gemstone factory, Silver Link or the Burdekin River Bridge. The 1,097 m long bridge, was constructed in 1958, and has ensured that Home Hill and Ayr are not cut off during the wet season when the Burdekin River is in flood.

The Power Station Museum

Located on the Bruce Highway the existing Power House Museum attracts approximately 8,500 visitors per year. 65% of the visitation takes place during the drive market tourist season, April through to the end of August. The Museum also attracts a large number of local and regional school groups.

The Museum experience is free and is currently open daily from 9am - 5.30pm.
3.2 Population Demographics

The Burdekin is a vibrant “go ahead” rural community with a population of approximately 19,000. It is centred on the rich farming land of the Burdekin Delta. The principal towns are the twin towns of Ayr and Home Hill, with smaller centres of Brandon, Giru, Jerona, Alva, Wunjunga, Clare, Millaroo and Dalbeg.

The Burdekin is the largest sugar cane producing area in Australia and boasts the nation’s largest water development project - the mighty Burdekin Dam, which is capable of supplying more than 1 million megalitres of water each average year to the Lower Burdekin area.

The Council is also working to improve the area’s tourism prospects through a $3 million joint State Government and Council project, which will see the town centres of Ayr and Home Hill dramatically revitalised through colourful tree plantings, unique signage and street furniture and vibrant public art works. Current tourism strengths include beautiful natural sights, top Barramundi fishing, dramatic cane fires, friendly, rural hospitality and 300 days of glorious sunshine a year.
As with many Shires across Australia the aged population (65 years and above) of the Burdekin is growing, whilst the population of persons 14 years of age and under is declining.

Projections prepared by the Department indicate that by 2011 the expected population of Burdekin Shire will be between 17,700 and 18,500 people. By 2026 this is expected to change to between 16,200 and 18,600 people (Low and high series). The median age of Burdekin Shire’s population is projected to increase by 8 years from a median age of 36 years in 2001 up to a median age of 44 years in 2026.

For most Queensland regions, the relevant tourism region is that defined by the Regional Tourist Organisation (RTO).

The Townsville RTO region incorporates the following local government areas: Burdekin, Hinchinbrook, Cardwell, Thuringowa, Charters Towers, Townsville and Dalrymple.

During the period 2002-2005, the Townsville region has remained steady with a marginal decline in visitors and visitor nights (down 1% and up 1% respectively).
The Townsville region hosted 966,968 visitors. 826,000 were domestic visitors (85%), and 140,968 were international visitors (15%).

Brisbane received the largest proportion of domestic visitors to Queensland (28%), followed by the Gold Coast and Sunshine Coast (21% and 17% respectively).

Five percent (5%) of the total international visitors to Queensland visited the Townsville region.

A total of 4,053,946 visitor nights were spent in the Townsville region. Almost three quarters (72%) of the nights were accounted for by domestic visitors (2,912,000), while international visitors stayed 1,141,946 nights.

The largest proportion of domestic visitor nights spent in Queensland were spent in the Gold Coast region, and the largest proportion of international visitor nights were spent in the Brisbane region (22% and 33% respectively).

On average, each domestic visitor spent 3.5 nights in the Townsville region.

Holiday visitors stayed slightly longer than VFR visitors (4.4 nights versus 3.6 nights).

82% of all domestic visitors to the region were from intrastate (680,000 visitors). These included:-181,000 holiday visitors (27%)-205,000 VFR visitors (30%)-226,000 business visitors (33%).

Interstate visitors to the region totalled 145,000, with over a third of these visiting for holiday (57,000 visitors).

Interstate visitation to Townsville has remained stable over the last three years.

On average, interstate visitors to Townsville stayed for 3.1 nights.

Interstate visitors stayed longer on average (5.4 nights).

When looking at the trend over the last 3 years, interstate visitors are spending slightly fewer nights in the Townsville region, while the average length of stay of intrastate visitors has not changed.

3.4 Museum Management

The Lower Burdekin Historical Society Incorporated has a strong and vibrant membership base. The Society has a number of subgroups specialising in specific areas of Burdekin’s social, cultural and economic history.

The Mission

Burdekin Exhibitions exists to showcase the Burdekin Shire, to make known its Potential, Natural Resources, Industry, Lifestyle, Heritage and History.

Through “The Power Station”, Burdekin Exhibitions will provide education of students, an exposition of wise water management, and a centre of historical interest, recognising all aspects of foresight, endeavour and perseverance in the Burdekin Shire.

By drawing on Industrial expertise, historical records, photographic collections, one display of significance will be presented each year.

Core Values

Community – We will understand and respect the views, values and aspirations of individuals, groups and organisations within the community and welcome visitors, offering to them an array of experiences that are rewarding, enjoyable and memorable.

Heritage – We will respect and conserve the heritage values, maintain honesty in our historical interpretation and preserve our oral history.

Environment – We will ensure the optimum balance between heritage maintenance, viability, access, safety and provision of a healthy, sustainable environment.
Critical Success Factors

- The ongoing commitment and cooperation by all stakeholders to the Power Station Museum;
- Unity of approach by all stakeholders to ensure consistency and value;
- Continuing community involvement and support;
- Sustained quality of presentation, service and management throughout the enterprise; and
- The development and enhancement of community volunteer programs.

Key Objectives

- To operate a financially sustainable ‘Interpretive Experience’ open to the public displaying data, objects and memorabilia pertaining to the Burdekin and its history;
- To nurture in our youth an awareness and appreciation of heritage, culture and qualities of the Burdekin.
- To create and maintain an environment in which the people of the Burdekin and visitors can prosper;
- To promote community pride and stewardship for the Burdekin region; and
- To improve the profile of the Burdekin region.

Outcomes

- The development of an museum that will achieve the best value for the project budget and create long-term benefits for the stakeholders and local community;
- A program to access avenues for funding that will enable expansion and refreshment of the Power Station Museum;
- The development of a marketing strategy to promote the Power Station Museum.
127 Eighth Avenue, Home Hill positions the Power Station Museum within the centre of Home Hill. Situated a short stroll from the highly popular Home Hill Comfort Stop and recently located visitor information centre, this highly visible position will greatly enhance visitor numbers.

Figure 13: Power Station Museum New and Old locations

Figure 14: Home Hill CBD Revitalisation Stage Two
Figure 15: New Power Station Museum Floor Plan

Pocket Park
Plans are in place to upgrade the seating and shade within the park

- Interpretive displays
- Administration and storage
- Open floor space
- Museum entrance
### 4.3 Capital Cost Outline

The following costing have been prepared by the Lower Burdekin Historical Society and Burdekin Shire Council. No input has been received from specialist design consultants, and on this basis, and all costs should be viewed as *indicative only*. The costing has been priced at current rates, and excludes any allowance for cost escalation.

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Appendix 2: Townsville Event Calendar
JUNE
SATURDAY 2ND JUNE
Cowboys vs Sharks
SATURDAY 2ND JUNE/SUNDAY 3RD JUNE
Fishing and Outdoor Expo
SATURDAY 3RD JUNE
Eco-Foot & Mob Day
King/Queen of the Castle – 5 & 10km
SATURDAY 5TH JUNE
Australia A v Japan Rugby
TUESDAY 12TH JUNE
Slava & Leonard Grigoryan, Townsville Civic Theatre
WEDNESDAY 13TH JUNE
Mozart & More, Townsville Civic Theatre
THURSDAY 14TH JUNE/FRIDAY 15TH JUNE
My Grandmother Lived in Gooligulch (Children 3-6yrs)
Townsville Civic Theatre
SATURDAY 16TH JUNE
Cowboys vs Storm
WEDNESDAY 20TH JUNE
Morning Melodies – Black Tie, Townsville Civic Theatre
WEDNESDAY 20TH JUNE – SATURDAY 30TH JUNE
Shakespeare Festival
FRIDAY 29TH JUNE – MONDAY 2ND JULY
Townsville Show
JULY
TUESDAY 3RD JULY/WEDNESDAY 4TH JULY
Romeo & Juliet, Townsville Civic Theatre
THURSDAY 5TH JULY
AFCM Chefs in The North Dinner
FRIDAY 6TH JULY – SUNDAY 15TH JULY
Australian Festival of Chamber Music
SUNDAY 8TH JULY
Cowboys vs Warriors
SATURDAY 14TH JULY
Cowboys vs Broncos
SUNDAY 15TH JULY – FRIDAY 20TH JULY
North Queensland Concerto & Vocal Competition
SUNDAY 15TH JULY – SATURDAY 21ST JULY
Nador: Week
WEDNESDAY 18TH JULY/THURSDAY 19TH JULY
Circa Gym, Townsville Civic Theatre
SUNDAY 22ND JULY
Sing Sing Biennial Music Festival
WEDNESDAY 25TH JULY/THURSDAY 26TH JULY
Macbeth, Townsville Civic Theatre
SATURDAY 28TH JULY
Townsville Cup
SATURDAY 28TH JULY – SUNDAY 29TH JULY
Barrier Reef Track and Field
AUGUST
SATURDAY 4TH AUGUST
Cowboys vs Raiders
SUNDAY 5TH AUGUST
Townsville McDonalds Running Festival
WEDNESDAY 8TH AUGUST
Morning Melodies – Simon Gallacher, Townsville Civic Theatre
FRIDAY 10TH AUGUST – SUNDAY 12TH AUGUST
Fahrenheit Street Jazz Festival
MONDAY 13TH AUGUST – SUNDAY 18TH AUGUST
Cultural Festival
FRIDAY 17TH AUGUST
Australian Brandenburg Orchestra Ensemble, Townsville Civic Theatre
SATURDAY 18TH AUGUST
Cowboys vs Dragons • Magnetic Island Swim
TUESDAY 21ST AUGUST
Seniors Picnic in the Park & French Afternoon, Townsville Civic Theatre
THURSDAY 23RD AUGUST – SUNDAY 26TH AUGUST
Townsville Amateurs Race Carnival
FRIDAY 31ST AUGUST
Cowboys vs Bulldogs
SEPTEMBER
SATURDAY 1ST SEPTEMBER/SUNDAY 2ND SEPTEMBER
British Tournament • Kids Fishing Classic
THURSDAY 8TH SEPTEMBER – SATURDAY 9TH SEPTEMBER
Six Dance Lessons in Six Weeks, Townsville Civic Theatre
FRIDAY 9TH SEPTEMBER – SUNDAY 11TH SEPTEMBER
Strand Ephemera
SATURDAY 8TH SEPTEMBER – TUESDAY 11TH SEPTEMBER
Magnetic Island Race Week
WEDNESDAY 12TH SEPTEMBER – FRIDAY 14TH SEPTEMBER
Great Tropical Jazz Party, Magnetic Island
SATURDAY 22ND SEPTEMBER
Pioneers Luncheon
SUNDAY 23RD SEPTEMBER
Welcoming Babies Ceremony
OCTOBER
WEDNESDAY 2ND OCTOBER
Morning Melodies – The Merry Widow, Townsville Civic Theatre
TUESDAY 16TH OCTOBER – SUNDAY 21ST OCTOBER
Queensland Masters Golf at Willows
THURSDAY 19TH OCTOBER/FRIDAY 20TH OCTOBER
Mr McGee and the Biling Faa (Children 3-5yrs), Townsville Civic Theatre
SATURDAY 21ST OCTOBER
Flamenco Fire, Townsville Civic Theatre
NOVEMBER
SATURDAY 10TH NOVEMBER
NQ Tourism Awards
WEDNESDAY 28TH NOVEMBER
Morning Melodies – The Great Australian Songbook, Townsville Civic Theatre
FRIDAY 30TH NOVEMBER
Turning on Christmas Lights
DECEMBER
SATURDAY 1ST DECEMBER – MONDAY 24TH DECEMBER
24 Days of Christmas
SUNDAY 26TH DECEMBER
Carols by Candlelight
TUESDAY 18TH DECEMBER – MONDAY 24TH DECEMBER
Stable on the Strand
MONDAY 31ST DECEMBER
New Year’s Eve Fireworks
About 160,000 of us live in and around Townsville. All types. Young and old. Bushies and city slickers. Rough diamonds and loveable larrikins. But whoever we are, and however we got here, we’ve all got one thing in common. We love living under a Townsville sky.